

the Register

May/June 2019

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and Simbrah Breeds



Features

**Building Better Beef
with Simmental Genetics**

**CMP Bull Class
of 2016 Results**

Utilizing Your Data

Hair Shedding Scores

DOUBLE BAR D ANNUIITY 635F

Homozygous Black Homozygous Polled Purebred Simmental Bull
ASA 3542861 • BD 3/22/2018 • BW 84 • ADJ WW 932

W/C Bankroll 811 D x Double Bar D Payton 425B

- \$56,000 high selling bull at 2019 Double Bar D Sale.
- Annuity is a very fluid moving bull with excellent foot and leg structure.
- Super clean fronted and smooth shouldered with a perfect phenotype and disposition.
- Annuity possesses a level of presence that is hard to find.
- He was extremely popular on display in Denver.
- Use him to improve phenotype and performance.



W/C Bankroll, Sire



Double Bar D Payton, Dam

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Looking Good From All Angles

PAY DIRT

29SM0480



+11 CED
+1.0 BW
+83 WW
+138 YW
+17 DOC
+.76 Marb
+150 API
+91 TI

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

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

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- Arguably the best PAYWEIGHT 1682 son in the beef business

BOULDER

29SM0472



+15 CED
-1.8 BW
+104 YW
+19 Stay
+18 DOC
+.62 Marb
+162 API
+83 TI

CCR BOULDER 1339A
ASA 2880390 8/31/13

HOOVER DAM x TRIPLE C L TAYLOR
Homo Blk, Homo Pld - 1/2 SM, 1/2 AN

MUSCLE AND MATERNAL

- One of ABS top sellers across all breeds, due to his calving ease, maternal, end product and striking good looks

FRANCHISE

316SM40



+19 CED
-1.2 BW
+85 WW
+126 YW
+13.3 MCE
+.64 Marb
+169 API
+92 TI

TJ FRANCHISE 451D
ASA 3148384 1/20/16

COWBOY CUT X NET WORTH
Homo Blk, Homo Pld - 1/2 SM, 1/2 AN

FACE OF THE FRANCHISE PLAYER

- Great across the board data and as physically appealing as you can make a SimAngus™ bull

BEACON

59SM286



+17 CED
-2.7 BW
+113 YW
+21 Stay
+.60 Marb
+1.46 REA
+185 API
+95 TI

HOOKS BEACON 56B
ASA 2854180 2/17/14

SHEAR FORCE X GW PREDESTINED 701T
Homo Blk, Homo Pld - Purebred

DOMINANT PUREBRED GENETICS

- Highly proven purebred sire that leads the breed for All Purpose Index, marketability and overall balance

FRONTLINE

29SM0490



+15 CED
+72 WW
+109 YW
+20 STAY
+17 DOC
+161 API
+84 TI

HOOKS FRONTLINE 40F CDI MAINLINE 265D X HOOKS SHEAR FORCE 38K
ASA 3403352 2/4/18 Homo Blk, Homo Pld - Purebred

2019 HOOK FARMS HIGH SELLER

- Performance profile stacked for excellence, covering all the bases from calving ease to carcass merit

PERCEPTION

29SM0484



+16 CED
+68 WW
+105 YW
+23 STAY
+.23 MARB
+161 API
+80 TI

CDI PERCEPTION 254E CDI PERSPECTIVE 238A X TJ POWER GRID 363Y
ASA 3287123 3/20/17 Red Homo Pld - Purebred

RIGHT PERSPECTIVE MULTI TRAIT GENETICS

- Offers breed leading calving ease, performance and carcass merit

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

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Volume 32, Number 8

SECRET TO SUCCESS



A COMBINATION OF PEDIGREE,
PHENOTYPE, PERFORMANCE
AND PROFILE



SMITH SECRET TO SUCCESS Red, homozygous polled three-quarter bull. Sired by Smith McCrary Fireball, a Satisfies x Priceless Cow Family and his dam includes the breeding of Cutting Edge, Americana and our foundation donor, 4P. He currently ranks in the top 1% of the breed for calving ease and is in the top 15% for API. Reavis Farms purchased a semen interest in him at the 2017 Synergy event and the Justin Triesch Family has also purchased an interest in him.



SMITH JCC CONFIDENT Black, polled purebred Simbrah. A son of Smith Secret To Success and out of the Smith Wentz O Wave Y71 donor, who is sired by Smith Nu Wave II. This young calf stood second, behind the reserve grand champion at the National Show. He ranks in the top 30% for API and 20% for TI. He is owned by Smith Genetics and Johnson Cattle Co. and will become a leading sire in both programs.

IF YOU ARE INTERESTED IN ADDING
SECRET TO SUCCESS
INFLUENCE TO YOUR PROGRAM, CALL US.

SMITH GENETICS, TIM SMITH
512-587-7896 • smithgenetics1@gmail.com

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About the cover: Simbrah cows and their percentage calves from the herd of Pine Ridge Ranch, Athens, Texas. Photo by Hannah Wine.

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SAPI 155
STI 77

Erixon Bitten 203A

NCB Cobra 47Y x BMD Miss BLK Ice Dancer
ASA# 2966135 • Hetero black • Homo polled
Bitten offers a shortened gestation length and superior calf vigor. Tons of hair at birth with excellent growth, capacity and a genetic profile in the top 4% of the breed. His sire, NCB Cobra is the 2018 Canadian sire-of-the-year with 26 progeny averaging \$12,100.



SAPI 146
STI 77

RFG/K-LER Elevation 727E

RS Elevate x MCM Top Grade
ASA# 3268058 • Homo black • Homo polled
High-seller at 2018 NWSS "The One" Bull Sale. Awesome outcross and EPD profile with excellent outline!



SAPI 122
STI 72

Rust Mayhem 31F

VCL LKC Profit Maker x Executive Order's full sister
ASA# 3435004 • Homo Black • Homo Polled
Feature-seller at Rust's to Gonsior and NWSS Standout!



SAPI 111
STI 68

SC Pay the Price C11

Pays to Dream x Trademark
ASA# 2988788 • Homo black • Hetero polled
Two-time NWSS Grand Champion Bull



SAPI 133
STI 74

KCC1 Exclusive 116E

Hammer x Entourage
ASA# 3306064 • Homo black • Homo polled
\$240,000 valuation high-seller Fort Worth! Lead bull in Kearns' 2018 NWSS Champion Pen!



SAPI 113
STI 61

TNGL Imprint D989

TNGL Track On x JF Shock and Awe
ASA# 3173557 • Homo black • Homo polled
Division Champ at 2016 NAILE & 2017 NWSS! Use his impeccable structure and great design with outcross pedigree!



SAPI 136
STI 73

WRS Emergent E715

CCR Anchor x Remington Lock N Load 54U
ASA# 3280609 • Hetero Black • Homo Polled
3/4 Outcross to Dream On and Upgrade



SAPI 111
STI 66

GSC GCCO Dew North 102C

Duracell x Dew It Right
ASA# 3141837 • Homo black • Homo polled
Calving ease combined with tremendous structural soundness! 2018 Fort Worth Champion!



SAPI 108
STI 74

Longs Pay the Man E16

Pays to Believe x Shear Pleasure
ASA# 3327014 • Homo black • Homo polled
Great-built, stout, double-homozygous
Pays to Believe son!



SAPI 127
STI 78

LLSF Vantage Point F398

CCR Anchor x Uprising x Quantum Leap's Dam
ASA# 3492381 • Hetero Black • Homo Polled
3/4 Lead-off Bull in the 2019 NWSS Champion % for Lee.



SAPI 124
STI 72

VCL Foresight 17F

Mr CCF 20-20 x Profit
ASA# 3506652 • Black • Polled
Full brother to Sinclair's multi-champion
\$77,500 heifer in IN.



SAPI 127
STI 73

KWA Law Maker 59C

CDI Authority x KWA Red Rock
ASA# 3223767
Producing highly desirable, stout progeny!



SAPI 129
STI 66

STF Crimson Tide DZ87

CDI Rimrock x STF Much More
ASA# 3274952
Exciting Red Genetics both phenotypically and genotypically!



SAPI 120
STI 73

VOLK Backdraft CC F810

W/C Executive Order 8543B x JS Flatout Flirty
ASA# 3528566 • Red • Polled



SAPI 124
STI 73

WMCC Mayhem 810 F

Mr. CCF 20-20 x Hammer
ASA# 3425186 • Homo Black • Homo Polled
Wilie Morris' all-time performance leader!



SAPI 123
STI 60

KSIG Steelin His Style 6D

Silveiras Style x Steel Force x SS Babys Breath
ASA# 3130639 • Homo black • Homo polled
1/2 SimAngus™, calving ease from the 2012 American Royal Champion!



SAPI 116
STI 66

Rocking P Die Hard C060

Quantum Leap x Mo Magic
ASA# 3102430 • Homo black • Homo polled
Die Hard is ultra sound and was the 2018 Fort Worth Champion % Bull as well as the Reserve Champion at the 2017 NAILE & American Royal! 3/4 blood.



SAPI 128
STI 79

W/C Double Down 5014E

Executive Order X Yardley Utah
ASA# 3336150 • Homo black • Homo polled
Featured at the 2018 Werning Sale, selling to Steve Hicks, IN, owner of Relentless. Expect Double Down to transmit a bold rib with extension through his front 1/3.



SAPI 126
STI 75

MR CCF 20-20 100B

MR CCF Vision x HTP SVF Dew The Stroke
ASA# 2964446 • Homo black • Homo polled
20-20 has sired lots of high sellers for his owner group of Cooper, Hartman and Polzin. They are stout-made and growthy with loads of eye appeal!

Oakview Titan 20Y



Damon – high-selling son of Titan



Destiny – high-selling sister to Titan

Oakview Titan just turned eight-years-old and is one of the most impressive Fleckvieh bulls you will ever see.

Our first **Titan** calves are on the ground now and they are as impressive as **Titan** himself. The consistency **Titan** sires comes from his very strong cow family. Look at **Titan's** picture, then look at his sister and his son Damon. It's all in the family! Three breeders have already reserved sons of **Titan** for this fall. Our herd features many unrelated cow families.

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the Register

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EPD	13	1.7	76	108	6	20	127	74
%	15		20	35	35			25

EPDs as of 11.19.18

**Sired Reserve Female at 2018 NAILE
Champion % Bull at 2018 NAILE
2017-18 PTP % Show Bull of the Year**

ASA#: 2649657 • Homozygous Polled • Heterozygous Black
Sire: HTP/SVF Duracell • Dam: RP/MP Right to Love 015U



Quantum Leap's famous dam at Hudson Pines Farm.



Quantum Leap's famous maternal granddam – Valentine.

Quantum Leap was a champion bull at nearly every major show in 2014 and 2015! Now, his first progeny are the result of the eye-appeal, body-capacity, and structural soundness that he is dominantly transmitting!

Owners: Circle M Farms and Rocking P

QUANTUM LEAP "LIT UP" THE 2017 AJSA NATIONAL CLASSIC!



Grand Champion Bred and Owned Percentage Cow Calf Pair – exhibited by Brooklyn Vurden.



Reserve Grand Champion Bred and Owned Percentage Female – exhibited by AK Phillips.



Grand Champion Bred and Owned Purebred Female – exhibited by AK Phillips.



3rd Overall Purebred Female – exhibited by Morgan Phillips.



11th Overall Purebred Female – exhibited by Kayden Tanner.



13th Overall Purebred Female – exhibited by Allie Jordan.



CMFM Time to Shine 99D, Champion at 2017 Simmental Sweepstakes Junior Show.

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VIEWPOINT

By Randy Moody, New Market, AL



I would like to start this Viewpoint by thanking my fellow Trustees for having the confidence to elect me to serve as Treasurer of ASA this year. I realize that every member of the American Simmental Association wants to know something about our financial position, but most simply want to know that we are financially healthy and prefer not to get bogged down in the details. Rest assured, our Association is in excellent financial health and with our dedicated staff I am certain this will continue for years to come.

There is a quote by J. Paul Getty that says, “Money is like manure, you have to spread it around or it smells.” Your Trustees and staff strive to spread our resources with everything we do. I would like to highlight a couple of the programs where money is made available to the state organizations:

1. “Cost Share” advertising: Each state association has up to \$4,000 allocated to assist with their advertising endeavors and if that is used up an additional \$1,000 is made available each year.

2. “Check Off” program: This program is based on the number of registered animals in each state. It starts with 25 cents per head just by the state reporting their officers on a quarterly basis to ASA and increases all the way up to \$1.05 per registered animal if all of the criteria are met.

Please contact ASA for more details on these programs or see pages 40 and 41.

As I write this article, March Madness is in full swing. What an exciting time of year this is for many people. Even those who are not normally sports fans find a favorite team whether it is a perennial powerhouse or a Cinderella team. I know you must be thinking: where am I going with this idea? Let me leave you with something to ponder. Just

imagine ASA being one of the teams that make it to the Final Four. It is up to you to decide who the coaches, players and fans will be, using members, staff and Trustees to fill the roles. One scenario could be members as the fans, Trustees as the coaches and our staff being the players. Another possibility could be, Trustees and staff are the coaches, the members are the players and the fans are made up from all of the beef industry. The option like the most is using the ASA members as the coaches telling the players (staff and Trustees) the game plan and the best way to execute it, while the fans (the entire beef community) watch with sheer amazement as we systematically go about executing the well-thought-out game plan.

We would love to hear how you would organize this team. My take-home message is always strive to contribute to the team regardless of your role because all roles are important in successful programs. ♦

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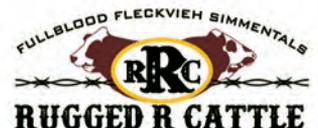
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Building Better Beef with Simmental Genetics

The University of Illinois at Urbana-Champaign is known for conducting important beef industry research, and Simmental genetics are a significant piece of this program.

By Lilly Platts

The University of Illinois at Urbana-Champaign (UIUC) has been a leader in beef industry research for many years, and for much of this time, the Simmental breed has played an important role. The research done at UIUC brings together students, education, and the improvement of the greater beef industry. From feed efficiency to improvements in reproductive technology, an overall focus on sustainability guides the UIUC beef program. The system is comprised of three research stations, and with 900 SimAngus™ feedlot cattle, 850 heavily Simmental-influenced commercial females, and 200 registered SimAngus cows, the Simmental breed is an important part of this program.

I ILLINOIS
Animal Sciences

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& ENVIRONMENTAL SCIENCES

A Beef Cattle Background

Livestock have been a key part of UIUC since its inception. The University was founded in 1867, and the School of Agriculture followed shortly in 1873. The animal husbandry department was formed in 1901, later becoming the department of animal science in 1947. “From the beginning, the first head of the department, Herbert Mumford, was a livestock person and thought that every species should have someone as a champion for their cause. Beef was definitely one of the strong programs,” explains Dr. Daniel Shike, Professor of Animal Sciences and Faculty Advisor for the UIUC beef herds.

Simmental cattle came into the picture in the 1980s. Other Continental breeds had been housed at the University, but with an increased need to study feed efficiency, it was decided to choose one Continental and one British breed to eliminate variation and improve the clarity of research findings. Travis Meteer, UIUC Beef Extension Specialist, explains, “The reason we have utilized Simmental and Simmental-Angus cross cattle is because we feel it is a relevant cross for the industry.”



Females at UIUC are grazed primarily on native fescue.

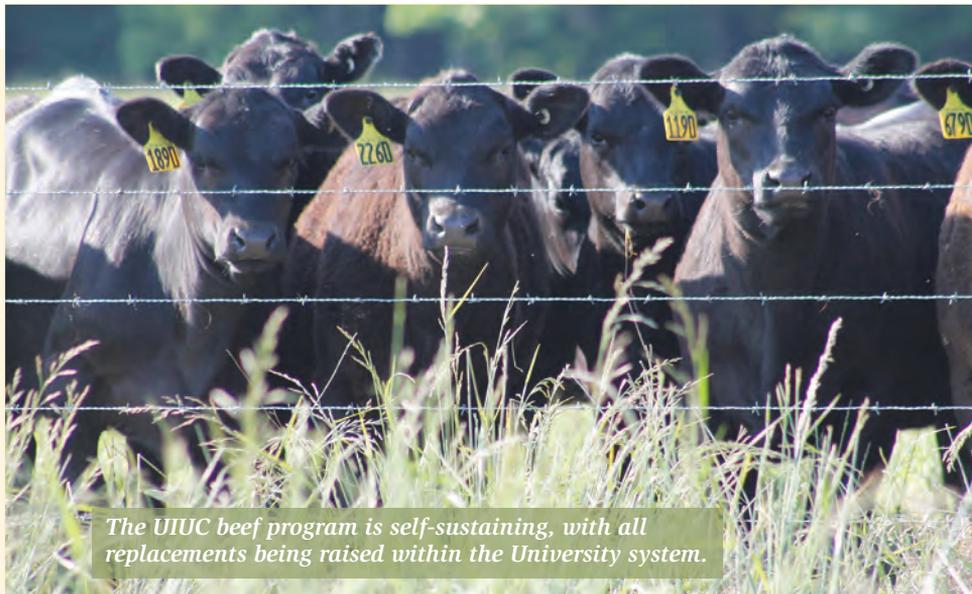
Shike adds, “A big part of that decision was because of the amount of data and the database that the American Simmental Association was putting together. This has always been a progressive beef cattle operation in terms of using data to make selections.”

Industry Improvement

The overall goal of the UIUC beef program is to provide producers with the right tools to remain profitable and produce high-quality beef more efficiently. Early and notable research includes the development of estrus synchronization protocols, the first uses of growth promotants, and early weaning research focused on finding the optimal time to wean calves for continued female productivity and animal gain. For many years, UIUC’s Dr. Jon Beever has done extensive research on genetic defects in beef cattle.

UIUC was one of the first to install GrowSafe® systems, and feed intake and efficiency research has been a major focus. The University has partnered with several breed associations, including ASA, on improving the data flow of this information. Some of the first and most significant datasets for feed efficiency utilized by ASA were submitted by UIUC. Shike explains why this effort is important: “We are partnering with breed associations so they can get quality feed intake and efficiency records on large numbers of cattle in a similar management structure. Then they have the data they need to develop EPDs that seedstock producers can use to make their selection decisions.” He continues, “If seedstock producers are selecting more efficient cattle, that means the bulls they are producing are more efficient, and that the commercial cattleman buying bulls from a reputable seedstock producer will hopefully purchase more efficient cattle.”

While research on areas such as feed efficiency have to flow through larger entities like breed associations to be useful, UIUC also conducts research that is directly applicable for producers. For example, cows at the Orr Center are kept in dry lots



The UIUC beef program is self-sustaining, with all replacements being raised within the University system.

throughout the winter, which is a typical situation for producers in the midwest. This allows UIUC researchers to experiment with alternative low-cost feedstuffs, track animal performance, and in turn, help producers make their own management decisions. Meteer explains why it is important for the University to put effort into these projects, “Without an unbiased research program, it would be a daunting task for producers to sift through all of the claims out there.”

Data

The driving force behind the larger research projects conducted at UIUC is data collection, submission, and daily management of the cattle. Wesley Chapple is responsible for overseeing, organizing, and submitting data on all Simmental cattle, as well as purebred Angus. His home station is at the Orr Center, which houses the 200 head of registered SimAngus females. UIUC has been a Performance Advocate for several years, and has maintained a

(Continued on page 14)

A beef facility has been a part of the UIUC campus for many years, however, a new facility with greater research capacity was built in 2004.



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Every once in awhile, you find a bull that defies all of the odds in beef production—that bull for the Simmental division of Herbster Angus Farms is High Calibre. By far, he is the most consistent calving ease Simmental sire we have ever utilized in our program! He's a heifer bull whose calves grow fast to weaning, have excellent dispositions, and unparalleled phenotype!

Furthermore, his first daughters in production are ideal Simmental replacements with picture perfect udders. He is proving to be a superior maternal sire and he will improve any udder. High Calibre is a definite multipurpose tool, and if there is a hole in your program, whether structure, maternal ability, number profile, or performance, he can fix it! Just like the bulls in our Angus division, High Calibre is collected at the same 40-million count that is redefining the standard for excellence in the industry! Improve your herd in one generation with High Calibre!



TJ High Calibre 556B
ASA ~ 2891465

Our Calving Ease and Udder King

This exceptional daughter of "Calibre" was Lot 1 in the 2018 Hartman Cattle Company Sale and sold for \$30,000 to Mike Moser.



Harvestor • President • Pedigree • Southern Charm

**Our new standard, 40-million count semen
is collected at North American Breeders Inc.,
A division of Herbster Angus Farms Inc.**

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Building Better Beef

(Continued from page 11)

detail-oriented data collection system, providing valuable data on a variety of traits to ASA. This data is also utilized in selection decisions within the program. Chapple explains, “We often use our own production data to select females and replacement bulls. We’re not limited to the normal set of data. We have the ability to select potential replacements based on their individual dam’s or maternal granddam’s feed intake records.”

The Orr Center is responsible for producing clean-up bulls and replacement heifers for the whole beef program. Selection of these replacements is based on a balance of traits. All females are bred AI through Select Sires’ young sire program, and at random for research purposes, so an overall balance is critical to maintain. “We take into consideration all EPDs. We try to keep everything balanced — for example, we won’t sacrifice growth for carcass or maternal traits,” says Chapple.

Value in Variation

The UIUC has three beef cattle research stations across the state, allowing for a variety of research to be conducted. The Orr Beef Research Center, is located two and a half hours west of Champaign in west-central Illinois near John Wood Community College. “We have a unique opportunity being located close to the community college. We use this research station, in collaboration with all of the things we are doing, as a tool to extend through the community college as well,” Chapple explains.



Near the UIUC campus, the Urbana Beef and Sheep Field Laboratory houses 170 purebred Angus cows and 900 SimAngus feedlot cattle. The University was an early champion of GrowSafe systems, and utilizes 120 of the bunks to collect valuable feed intake data. The on-campus facility also offers students a variety of opportunities for working with cattle and conducting research.

The Dixon Springs Agricultural Center (DSAC), is home to 850 commercial cows in southern Illinois. The commercial cow herd is mostly comprised of SimAngus females. Progeny are primarily sent to the campus feedlot facility for research, where data such as feed intake and carcass performance are submitted to the ASA.

Education and Outreach

Throughout the UIUC Beef Program system, there are a variety of opportunities for students. At the Orr Center, Chapple instructs an Applied Beef Skills class. Similarly, on campus, students can take classes at the farm focused on animal husbandry, cattle handling, reproduction, and much more. Undergraduate and graduate students have the opportunity to conduct research, and with the diverse stations throughout the state, the options are numerous. Meteer and Shike interact with undergraduate and graduate students through a variety of classes and research projects.

The combination of research, education, and outreach make the UIUC Beef Cattle Program a pivotal part of the greater beef industry. “Farmers just feel really confident in the information coming from the University, and that it’s accurate, reliable, and unbiased,” explains Meteer.

Shike adds, “Our goal is to improve the industry. If we do work that improves the profitability and sustainability of our beef cattle operations, then that is going to keep producers in business.” He concludes, “The kind of research I want to be involved in contributes to the greater good and improving the sustainability of beef cattle production.” ♦

Pastures at the Orr Center are managed with intensive rotational grazing.



Denver is our WORK ZONE!



LLSF Pays To Believe ZU194

ASA#: 2659897 • Pays To Dream x Trademark
Homozygous Black/Heterozygous Polled
Pays To Believe is the spectacular 2015 NWSS and 2014 NAILE Grand Champion Bull! His first calves are averaging 5 digits in public auctions and his full-sib sisters averaged \$16,000 in Lee's 2014 fall sale.

EPDs:
CE: 8 \$API: 112 \$TI: 74



Dam: URA Baby Doll



Granddam: Rockin Robin



WLE Big Deal A617

EPDs: CE: 10 \$API: 110 \$TI: 63
ASA#: 2743620 • Homozygous Polled
Steel Force x Shawnee Miss 770P
Big Deal is exciting at Mid Continent Farms & Wesner Livestock. Big Deal is calving easily and adding value to progeny! Maternal brother to Uno Mas.



DMCC/Wood Fully Loaded 39D

EPDs: CE: 12 \$API: 124 \$TI: 65
ASA#: 3131823
Lock N Load x 3C Macho
Fully Loaded is a full brother to W/C Loaded Up. His first progeny have been extremely well received!



TNGL Grand Fortune Z467

ASA#: 2654876 • Grandmaster x STF Montana Black
2014 NWSS Champion Bull!
Homozygous Black & Homozygous Polled
Exciting, extra complete first progeny with lots of extension!

EPDs:
CE: 8 \$API: 136 \$TI: 72



Famous donor dam, Hope Floats



2014 NWSS Champion Bull

\$16,000 Grand Fortune daughter



OMF Epic E27

ASA#: 3317371
WS All Around Z35 x OMF Commander Y69
Homozygous Polled • Homozygous Black
EPDs: CE: 13 \$API: 149 \$TI: 82
Exciting calving ease outcross genetics who sold to Schooley, IA, and Sears, CA, from Oak Meadow's NWSS Pen!



RFG/K-LER Elevation 727E

ASA#: 3268058
LRS Elevate 2138 x MCM Top Grade 018X
Homozygous Polled • Homozygous Black
EPDs: CE: 13 \$API: 149 \$TI: 78
High-selling bull in 2018 "The One Sale", selling to Lee, CO. Tremendous EPDs combined with great design — an exciting purebred!



FBF1/SF Ignition A811

ASA#: 2749323 • Combustible x In Dew Time
Homozygous Black/Homozygous Polled
Ignition packs an unprecedented load of muscle shape and internal dimension together with excellent structure and profile. Ask Randy Daniels, Trent Templeton and Todd Alford about progeny!

EPDs:
CE: 14 \$API: 108 \$TI: 56



Ignition's fantastic full sister



2016 NAILE Reserve Champion SimSolution Junior Show by Ignition



Mr. TR Hammer 308A ET

ASA#: 2759745 • Upgrade x Dream On

EPDs:
CE: 9 \$API: 125 \$TI: 80

Black/Polled

1/3 revenue sharing \$200,000 top-seller of the 2013 HCC Sale, Hammer is a world class individual with a unique blend of pedigree, performance and phenotype. A rarity who combines performance, EPDs and phenotype. With Hammer, you can compete on the tanbark and produce breed-leading bulls who will work for even the most discriminating commercial cattleman!

EPDs as of 11.26.18

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EPDs:
CE: 11 \$API: 132 \$TI: 82



Kingsman's full sister was a Reserve Division Champion at the 2017 NWSS!



Kingsman's other full sister at the "The One" Sale brought \$25,000 to Werning, SD.

K-Ler Kingsman 610D 5/8 SimAngus™

ASA#: 3125337 • Homozygous Black/Homozygous Polled WC Executive Order x GW Predestined 701T

Kingsman was the high-selling bull in the 2017 "The One" Sale, selling to John Lee, CO. Kingsman puts together as nearly a perfect combination of EPD profile, genetic merit, unique pedigree power, structural soundness, and real-world functionality and phenotype as any sire available! Move your herd to a higher kingdom with Kingsman!

KINGSMAN'S FULL SISTER PRODUCED WERNINGS 2019 \$180,000 BULL!



EPDs:
CE: 13 \$API: 131 \$TI: 64



Loaded Up's famous dam!



Loaded Up daughter – many-time champ for Skiles, TX.



Loaded Up son at Werning's.

W/C Loaded Up 1119Y

ASA#: 2654155 • Remington Lock N Load x 3C Macho Heterozygous Black/Homozygous Polled

Half-interest sold for \$240,000 at the 2017 Embryos on Snow sale to Griswold! Loaded Up is out of a great cow family, will moderate frame, improve front ends, and maintain soundness!



EPDs:
CE: 9 \$API: 108 \$TI: 67



Bottomline's paternal brother is out of a Broker dam...he's the \$400,000 Profit!

TL Bottomline 38B

ASA#: 2905451
WS Pilgrim x Fat Butt
Heterozygous Black/
Homozygous Polled

Bottomline will add power and PIZAZZ to your next calf crop. He's going to especially work great on Steel Force, Uno Mas and Pays influenced females.

Grand Champion Bull at 2016 NAILE and American Royal, Res. Champion at 2017 NWSS!



Bottomline's Dam.



Bottomline's Reserve Champion paternal sister out of a Broker dam speaks to the quality of this mating opportunity!



His full sister commanded \$25,000 at the 2017 "The One" sale!



EPDs:
CE: 12 \$API: 127 \$TI: 72



Carver's dam is the famous donor, Dolly.



Carver was the lead-bull in the Kearn's 2016 Champion Pen!



Carver's Maternal sister by GLS New Direction at Rains and Bird.

Sexed semen available and limited!

TKCC Carver 65C

ASA#: 3045230 • WS Pilgrim x Driver
Homozygous Black/Homozygous Polled

Carver was the high-selling and lead-off bull in the Kearns 2016 Sale. His dam, Dolly, has produced some extremely well received and valuable progeny of both sexes! He's a real-world bull to use on anything with white on it... he'll add performance and great type!



TKCC Carver 65C



KRMS Primary Candidate B204

ASA#: 2994148
OMF Double Shot x Mo Better
Heterozygous Black/Homozygous Polled

EPDs: CE: 9 \$API: 112 \$TI: 62

The 2016-2017 Triple Crown Champion Percentage Bull, winning NWSS, NAILE, and American Royal!



Jass On The Mark 69D

ASA# 3210989
Loaded Up x In Dew Time
Black/Polled

EPDs: CE: 14 \$API: 133 \$TI: 68

An exciting bull who should sire a bit more frame than his popular sire. His dam was 4th overall B&O at the AJSA National Classic! She's an In Dew Time x Macho.



K-Ler Cash Flow 528C

ASA# 3042933
Make It Rain x Miss Kansa

EPDs: CE: 6 \$API: 109 \$TI: 67

Cash Flow was a successful show bull and is a brother to the famous many-time champion heifer of Ritchey's a few years back!



JBSF Road Trip 213D

ASA# 3133021
RLYF Roll Tide x Macho

EPDs: CE: 6 \$API: 108 \$TI: 59

Road Trip is an eye-appealing 3/4 blood raised by Bloomborgs. His dam was the 2009 Illinois State Fair Supreme Champion Female.



EPDs:
CE: 5 \$API: 115 \$TI: 60

Homozygous Black,
Homozygous Polled



VCL LKC Dagger 605D

VCL LKC Dagger 605D

ASA#: 3173463 • Profit x BF Miss Crysteel Tango
Full brother to The Duke and Profit Maker



EPDs:
CE: 9 \$API: 102 \$TI: 57

Heterozygous Black,
Homozygous Polled.

The ultra stout, solid black anchor bull to the 2017 Purebred Pen for Voglers. 1,350 lbs. at 10 months. The Duke is a stud!

VCL LKC The Duke 633D

ASA#: 3173461 • Profit x BF Miss Crysteel Tango



EPDs:
CE: 7 \$API: 116 \$TI: 63

Homozygous Black,
Homozygous Polled

This eye-appealing high selling bull for Vogler's was also the lead bull in their Reserve Champion Denver Pen!

Rust Mountain, ND and Hartman, NE have sold high-sellers in their respective 2019 sales with his first calf crop!

VCL LKC Profit Maker 604D

ASA#: 3173459 • Profit x BF Miss Crysteel Tango



EPDs:
CE: 11 \$API: 117 \$TI: 62

Homozygous Black,
Homozygous Polled

A high-seller in the 2017 Hartman Sale to Gregg Schaefer, ND. Owners, Mike Moser and Chris Polzin. First progeny are looking great!

VCL LKC Equity 608D

ASA#: 3188692 • Profit x BF Miss Crysteel Tango



Dam: BF Miss Crysteel Tango



Sire: Profit

In just her short time in production, she's produced over \$500,000 in progeny sales. She's the dam of popular 2014 champion Firefly, who produced Hartmans high selling bull! Miss Crysteel Tango is a Steel Force out of a full sister to Pays To Believe's dam. Power in the blood here! Their full sister brought over \$100,000 in Hartman's 2018 fall sale!



Maternal sister: Firefly 311A. She was Grand Champion Female 2014 American Royal.



Sister to Firefly – 3rd Overall B&O at the National Classic, Kersten, NE.



2017 NWSS Reserve Grand Champion Pen of Three



EPDs:
CE: 9 \$API: 96 \$TI: 59



Valentine is Legendary's legendary maternal grand-dam, and foundation donor for many of the Rockin P success stories!

Rocking P Legendary C918

ASA#: 3070709 • Harkers Icon x SVF Steel Force
Homozygous Black/Homozygous Polled

Legendary is a direct son of deceased Icon, and is an ultra-sound, good-footed, soft-middled bull with tons of function and eye appeal. He was a successful show bull for Rocking P, being a division champion at NAILE, and winning Sweepstakes and the Kentucky State Fair. Bloomberg's added Legendary to their powerful herd battery, selecting him as the second high-selling bull at "The One".



2018 NAILE Reserve Calf by Legendary.



EPDs:
CE: 5 \$API: 107 \$TI: 68

Homozygous Black,
Heterozygous Polled



Both Better Believe It and Charged Up share this donor dam: LLSF Cayenne

LLSF Better Believe It D64

ASA#: 3152728 • Pays To Believe x LLSF Cayenne



EPDs:
CE: 10 \$API: 116 \$TI: 67

Homozygous Black,
Heterozygous Polled

LLSF Charged Up D66

ASA#: 3152726
Pays To Believe x LLSF Cayenne

These two full brothers, Better Believe It and Charged Up were members of the Lee Simmental Farms 2017 Champion Denver Pen of Five.



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CMP Bull Class of 2016 Results



2017 - born Carcass Merit Program (CMP) - sired calves provide valuable insight to the ASA genetic evaluation.

By Lane Giess, Director of Commercial & Nontraditional Data Programs

Seedstock and commercial cattlemen have a vested interest in improving the end-product merit of cattle they produce. As progressively more cattle operations rely on grid-based revenue programs through retained ownership, the need for more accurate estimations of carcass merit becomes paramount. Research projects and data submission efforts are underway to address these needs. One of these, the American Simmental Association Carcass Merit Program (CMP), is a structured young sire progeny test where breeders nominate bulls of their choosing to be sampled across a diverse group of commercial cattle operations. Calves from these matings are harvested and individual carcass records provided. Started in the 1990s, the CMP continues to see success and growth among membership and commercial clients.

Included are the results from the CMP Bull Class of 2016. A total of 28 bulls were sampled in three partner herds across the country. In total, 745 calves were born in 2017 from CMP-sired matings, with 397 carcass records submitted. Harvest plant data reported 84% of the calves graded USDA Choice or higher with an average score of Small 97. The average 12th ribeye size was 14.54 square inches with an average carcass weight of 840.4 pounds.

As one of the most demanding and informative young sire tests in the industry, the CMP requires comprehensive data collection from partner herds in the form of recording birth weights, calving ease, weaning weights, and yearling weights on every calf born. Feed intake records are also gathered on a large portion of CMP calves. All matings are randomized and multiple test sires are used in each partner herd to ensure proper statistical design. A notable addition in recent years is the integration of genomic testing; all CMP-sired terminal calves receive a low density test and all nominated bulls receive a research F250K test.

Name	ASA	# of Progeny	# of Carcass Records	# of Progeny Genomically Tested
CCR PREMIUM REVENUE	2703755	30	22	24
GW WOLFPACK 712A *	2708199	20	9	10
HOOKS ACHILLES 5A	2716166	34	25	27
CCR SANTA FE 9349Z *	2720494	19	10	10
GIBBS 2698Z BIG JOHN **	2722999	12	6	9
CLRS AFTER SHOCK 604 A **	2735656	21	10	10
ELLIOTT A100 *	2751321	7	3	4
JBS MR FORCE 107A	2770705	27	13	16
GTWY AUTHORITY 302A	2789756	30	21	21
IR DUNDEE A732	2810666	22	11	13
HOOK'S BEACON 56B **	2854180	9	4	4
RLWF PROPHET MARGIN 1393	2889313	27	13	16
TRPH RRR NIGHTFORCE B30	2899305	40	17	19
MCDF BRIGADIER 487B	2910249	14	11	11
MCDF NEW RIVER 499B	2910283	29	13	14
BAR CK PEERLESS 4080B	2912192	37	10	14
BAR CK NO EQUAL 4118B	2912227	32	13	13
BAR CK VALEDICTORIAN	2912275	35	23	23
GW TRIPLE CROWN 018C **	2954741	27	9	9
GIBBS 4091B THE ROCK	2968152	35	16	15
LRS ICONIC 303C	2969665	36	24	29
JC ENGINEER 102C **	2976529	20	5	5
NLC COW BOSS 160C	2978190	37	22	24
REDHILL MUSKOKA 71C	3009940	21	11	12
TJ DARKHORSE 452C **	3022434	28	16	17
TJ FIRST CUT 1109C	3022818	30	23	23
CCR ABILENE 6018C	3026655	26	14	14
TNT REVENANT C217	3044009	38	23	29

* Used in previous CMP years

** Used in following CMP years



The usefulness of genomic testing on animals with actual carcass and feed intake phenotypes is incredibly informative in developing genomic knowledge of carcass traits and dry matter intake. This will allow the genomic tests to better predict these valuable and hard-to-collect traits on any future animal with a genomic test. A total of 435 low-density genomic panels were run on CMP-sired calves.

The CMP will continue to add valuable and relevant progeny testing data to the industry's top young herd sire prospects. Anyone interested in participating can learn more at www.simmental.org.

CMP sired calves on feed at Chappell Feedyards, Chappell, NE. Photo taken by Hannah Wine

2016 CMP Bulls

Following is a list of 2016 Carcass Merit Program (CMP) bulls,
with 2017 born calves.

Name	ASA	DOB	Breeds	CE	Stay	CW	YG	Mrb	BF	REA	Shr	\$API	\$TI
CCR PREMIUM REVENUE	2703755	9/3/11	1/2 SM 1/2 AN	9.6 0.56	15.4 0.3	44.5 0.56	-0.03 0.45	0.37 0.53	0.001 0.48	0.56 0.56	-0.44 0.17	121.7	67.3
GW WOLFPACK 712A *	2708199	2/6/13	5/8 SM 3/8 AN	8.1 0.68	20 0.4	17.7 0.7	-0.37 0.53	0.58 0.68	-0.076 0.56	0.66 0.69	-0.37 0.18	150.4	80.3
HOOKS ACHILLES 5A	2716166	2/16/13	1/2 SM 1/2 AN	9.1 0.67	19.5 0.33	47.5 0.67	-0.22 0.49	0.43 0.58	-0.032 0.49	0.93 0.63	-0.31 0.17	141.3	76.9
CCR SANTA FE 9349Z *	2720494	9/4/12	3/4 SM 1/4 AN	8.9 0.77	15.8 0.41	33.2 0.72	-0.3 0.55	-0.06 0.68	-0.049 0.59	0.88 0.71	-0.44 0.17	118.1	72.1
GIBBS 2698Z BIG JOHN **	2722999	9/13/12	PB SM	9.3 0.56	17.1 0.31	46.2 0.55	-0.45 0.42	0.12 0.44	-0.1 0.4	1.11 0.53	-0.37 0.17	128.8	73.4
CLRS AFTER SHOCK 604 A **	2735656	3/20/13	PB SM	13 0.74	19.4 0.37	39.4 0.67	-0.32 0.52	0.04 0.64	-0.091 0.56	0.66 0.65	-0.42 0.17	139.2	79.4
ELLIOTT A100 *	2751321	2/24/13	PB SM	17.6 0.62	17.2 0.36	29.9 0.6	-0.61 0.46	0.13 0.54	-0.109 0.47	1.3 0.58	-0.4 0.17	141.8	72.5
JBS MR FORCE 107A	2770705	2/15/13	PB SM	12.1 0.67	20.7 0.37	35.1 0.65	-0.53 0.49	0.22 0.57	-0.083 0.52	1.34 0.61	-0.48 0.22	146.3	78.7
GTWY AUTHORITY 302A	2789756	2/9/13	1/2 SM 1/2 AN	7.8 0.56	17.4 0.28	21.5 0.54	-0.27 0.42	0.34 0.53	-0.036 0.45	0.73 0.52	-0.39 0.17	124.6	68.6
IR DUNDEE A732	2810666	8/25/13	3/4 SM 1/4 AN	10.6 0.56	19.1 0.26	37.1 0.57	-0.24 0.43	0.45 0.54	-0.042 0.44	0.78 0.54		141.8	76
HOOK'S BEACON 56B **	2854180	2/17/14	PB SM	17.2 0.82	21.1 0.4	21 0.73	-0.56 0.51	0.6 0.69	-0.057 0.51	1.45 0.64	-0.46 0.2	183.8	95.3
RLWF PROPHET MARGIN 1393	2889313	8/21/14	3/8 SM 5/8 AN	19.4 0.6	15.7 0.27	34.6 0.59	0.17 0.46	0.88 0.56	0.043 0.51	0.15 0.56		166	82.7
TRPH RRR NIGHTFORCE B30	2899305	2/27/14	3/4 SM 1/4 AN	15 0.62	19.2 0.3	21.1 0.63	-0.4 0.49	0.9 0.58	-0.061 0.53	0.91 0.59	-0.53 0.18	185.5	94.4
MCDF BRIGADIER 487B	2910249	3/6/14	PB SM	2.7 0.56	18.4 0.32	53.1 0.58	-0.47 0.45	0.2 0.57	-0.117 0.47	1.11 0.56	-0.4 0.17	126.3	78.3
MCDF NEW RIVER 499B	2910283	3/26/14	1/2 SM 1/2 AN	22.5 0.56	18 0.21	40.2 0.59	-0.28 0.46	0.27 0.54	-0.069 0.49	0.75 0.57	-0.33 0.17	150.7	73.7
BAR CK PEERLESS 4080B	2912192	9/21/14	1/2 SM 1/2 AN	9.5 0.57	11.2 0.21	44.7 0.55	-0.12 0.43	0.77 0.52	-0.03 0.45	0.59 0.54	-0.44 0.17	139.8	83.1
BAR CK NO EQUAL 4118B	2912227	10/3/14	1/2 SM 1/2 AN	21.9 0.65	19.8 0.27	15.4 0.6	-0.07 0.46	0.88 0.57	-0.013 0.5	0.19 0.57		184.8	86.2
BAR CK VALEDICTORIAN	2912275	10/22/14	1/2 SM 1/2 AN	19.7 0.56	12.7 0.26	41.7 0.53	-0.23 0.42	0.87 0.52	-0.003 0.43	1.11 0.51	-0.49 0.17	167.5	88.6
GW TRIPLE CROWN 018C **	2954741	2/12/15	5/8 SM 3/8 AN	14.3 0.66	18.5 0.3	43.8 0.66	-0.29 0.51	0.8 0.62	-0.059 0.55	0.89 0.63	-0.44 0.2	173.8	92
GIBBS 4091B THE ROCK	2968152	9/5/14	5/8 SM 3/8 AN	13.7 0.57	13.9 0.28	45.4 0.6	-0.37 0.45	0.17 0.53	-0.068 0.48	1.09 0.55	-0.64 0.21	125.4	73.3
LRS ICONIC 303C	2969665	2/25/15	1/2 SM 1/2 AN	17 0.6	16.7 0.26	42.3 0.6	-0.16 0.46	0.73 0.56	-0.017 0.5	0.79 0.55	-0.16 0.18	168.1	92
JC ENGINEER 102C **	2976529	2/20/15	PB SM	17.8 0.64	19.5 0.29	33 0.62	-0.38 0.47	0.19 0.56	-0.077 0.49	0.9 0.58	-0.54 0.19	155.2	78.5
NLC COW BOSS 160C	2978190	4/19/15	5/8 SM 3/8 AN	16.1 0.62	20.3 0.27	13.3 0.6	-0.19 0.45	0.39 0.57	-0.018 0.5	0.52 0.53	-0.43 0.18	150.9	78.4
REDHILL MUSKOKA 71C	3009940	1/22/15	3/4 SM 1/8 AN 1/8 HP	13.2 0.54	17.7 0.3	34 0.54	-0.38 0.41	0.42 0.49	-0.078 0.39	0.9 0.52	-0.34 0.18	143	79.5
TJ DARKHORSE 452C **	3022434	1/2/15	1/2 SM 1/2 AN	17.8 0.64	21 0.25	20.3 0.57	-0.07 0.43	0.27 0.52	0.004 0.41	0.42 0.54	-0.29 0.18	149.2	72.1
TJ FIRST CUT 1109C	3022818	2/8/15	1/2 SM 1/2 AN	15.7 0.57	18.3 0.26	44.1 0.57	0.03 0.45	0.71 0.57	0.027 0.49	0.59 0.56	-0.66 0.38	162	89.3
CCR ABILENE 6018C	3026655	1/27/15	3/4 SM 1/4 AN	10.4 0.6	13 0.28	39.9 0.62	-0.33 0.48	0.54 0.61	-0.058 0.51	0.96 0.59	-0.38 0.2	136.9	84.6
TNT REVENANT C217	3044009	3/9/15	1/2 SM 1/2 AN	22.4 0.63	17.1 0.26	14.3 0.6	-0.13 0.44	0.68 0.56	-0.021 0.44	0.31 0.54	-0.29 0.18	168.5	81.2

* Used in previous CMP year

** Used in following CMP year

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- Charly Cummings, Superior Livestock Auctions
- Dr. Ken Odde, Kansas State University
- Coach Bill Snyder, retired KSU football coach, (Saturday Lunch)
- Dr. Kenneth Burton, National Bio and Agro-Defense Facility Coordinator, (Sunday Lunch)
- Various ASA Staff

Questions about the Fall Focus?

Contact: Nancy Chesterfield at 406-587-2778
or Jackie Atkins at 406-587-4531

Complete program details will be available in
the July/August issue of *the Register*.

2019 Registration Information

There is no registration fee; however, pre-registration
is required to plan for meals and refreshments.
Register and book your hotel rooms at

www.fallfocus.org

Schedule

Friday, August 23

Local Simmental Seedstock Operation Tours

Several breeders live within 60 miles of Manhattan, KS including River Creek Farms, Irvine Ranch, Hofmann Simmentals, Cow Camp Ranch, Sunflower Genetics, and Rock Creek Ranch. These breeders welcome visitors for tours and conversation.

Herdbook Tutorial Session

Afternoon, (time TBD) at the Manhattan Conference Center

Learn efficient tips and procedures to get the most out of your data in Herdbook.org.

Cattle display and evening meal (\$10) at the Stanley Stout Center

6:00 PM – 9:00 PM

Join us for an evening of Simmental breeders, brats and burgers. Several breeders will have cattle on display and a meal (\$10) will be served.

Saturday, August 24

Educational Session at the Manhattan Conference Center

8:00 AM – 5:30 PM

Join us for a day-packed educational session featuring talks from Kansas State University faculty on the genetics of fertility and research into novel traits in beef cattle. Hear a panel discussion on balancing decisions between genetic selection and showing cattle. Learn from the experts on how to provide genetics needed to help customers raise profitable and desirable cattle in the feedlot and packer sectors.

Evening meal and social at the Flint Hills Discovery Center hosted by the Kansas Simmental Association



Flint Hills Discovery Center

Sunday, August 25

Interactive committee meetings and staff presentations

8:00 AM – 5:00 PM

Join the ASA Trustees to discuss critical issues in each of the five Standing Committees and hear staff reports in various areas.

Lunch is provided

Guest speaker Dr. Kenneth Burton, National Bio and Agro-Defense Facility Coordinator.

Ice Cream Social from Call Hall

After the board meetings adjourns for the day.

Monday, August 26

Board meeting continues

8:00 AM – 5:00 PM

All are invited to stay

Lunch provided

Tuesday, August 27

Board meeting continues

8:00 AM – 10:00 AM

Voting on resolutions and directives

Hotel Information

Hilton Garden Inn (Headquarters)

The main meetings and conference headquarters are set at the Hilton Garden Inn and the attached Manhattan Conference Center. A block of rooms at the Hilton Garden Inn is reserved for August 22-27. The special room rate will be available until July 23 or until the group block is sold-out, whichever comes first. Book your reservations at the Hilton Garden Inn by following the hotel link at fallfocus.org.



Hilton Garden Inn and the attached Manhattan Conference Center

Travel Information

Manhattan has a conveniently located airport with daily flights to and from Chicago and Dallas. Alternatively the international airport in Kansas City, MO, offers several flight options and is a 2.5 hour drive to Manhattan.

Area Information

Known as the Little Apple, Manhattan is nestled in the heart of the scenic Flint Hills of Kansas. The community of approximately 55,000 serves a three-county, 130,000-population regional area as a leader in education, trade, health care, entertainment, culture and communication.

Manhattan is home to Kansas State University a leading research and education institute in agriculture and beef cattle. Kansas ranks third nationally in cattle production with 6.4 million head (as of 2018 USDA report). Manhattan is in the heart of cattle country with several seedstock operations, commercial cattle ranches, and feedlots nearby. Manhattan promises a family friendly and beef centric 2019 Fall Focus.

For local attractions and events, check out these websites: <http://cityofmhc.com> • www.visitkc.com



Teter Rock at sunset in the Flint Hills

Hair Shedding Scores: A Tool to Match Cows to Their Environment

By Harly Durbin, Ph.D. student, and Jared Decker, Ph.D.,
Associate Professor, University of Missouri Animal Sciences.



Harly Durbin

Editor's note: Harly Durbin and advisor, Dr. Jared Decker, were recipients of the Walton-Berry Graduate Student Support Grant from the American Simmental-Simbrah Foundation. This grant, started by Jim Berry in honor of Dr. Robert Walton's dedication to animal breeding, supports the professional development, success, and experiences of young animal scientists by providing support for graduate study.

Savvy business leaders know how important it is to identify and hire the right employees. Your staff needs to be a good fit for the job. The same can be said for your cow herd. Even within the same breed, performance varies between individuals across different environments. Some of this variation is due to interactions between genetics and the environment. This is common knowledge for producers but it can still be difficult to quantify, especially when purchasing genetics from a different region. One tool producers in heat-stressed environments and producers grazing toxic endophyte-infected (hot) fescue can use to easily evaluate their "employees" is early summer hair shedding scoring.

Background and How-to

Early summer hair shedding is an adaptive trait and an indicator of tolerance to heat stress and fescue toxicosis. Australian researchers developed the hair shedding scoring system in 1960 (Turner & Schleger, 1960). Similar systems were independently developed by others, such as University of Missouri (MU) livestock extension specialist Eldon Cole at the Southwest Research Center in Mt. Vernon, Missouri. Observers realized later-shedding cattle tended to have depressed growth and decreased reproductive success. Cattle are scored on a 1 to 5 scale with a 1 being completely slick (100% shed off), 2 being 75% shed off, 3 being 50% shed off, 4 being 25% shed off, and 5 being a complete winter coat (0% shed off). It's easy to distinguish a 1 from a 5, but the scores in between can be more difficult. As a general rule, cattle tend to shed hair from front to back and top to bottom. So, a 4 will usually have shed only on her neck. Similarly, a 2 usually has winter coat remaining only on her belly and lower hindquarters; however, there is some variability in the order of shedding from individual to individual. We recommend producers score their herd between late April and mid-June depending on the climate in their region. Hair shedding scoring is most useful when variability within the herd is highest; for producers in the South that tends to be early May.

The cost of compensating for employees that are a poor fit for the job is a drain on profitability. Hair coat removal via shearing or flame application has been suggested as one way to combat heat stress. Additionally, producers grazing hot fescue can renovate affected pastures; however, these solutions can be costly and time consuming. A sustainable option is to address the problem from the animal side by selecting well-adapted cattle that will work for you and pay their keep. When used with other management best practices, hair shedding scoring is an easy-to-adopt evaluation tool with a high return on investment.

Ongoing Research

As part of a broader effort to identify cattle well-suited to their environment, producers enrolled in the Mizzou Hair Shedding Project collected over 12,000 hair shedding scores in 2016 and 2017, with 2018 and 2019 scores forthcoming. These scores came from approximately 8,000 crossbred and purebred cattle, including 1,800 head of registered Simmental (Figure 1). Most of these cattle have been DNA tested to identify DNA markers associated with heat tolerance and fescue toxicosis tolerance. This data is being used to create a hair shedding score EPD for the evaluation of adaptation to heat and fescue toxicosis. A hair shedding score EPD would provide producers grazing toxic fescue and producers in heat-stressed environments a way to gauge the potential of bulls and females from other regions to succeed in their herd. Preliminary estimates of hair shedding score heritability range from 0.38 to 0.45, which is higher than most weaning weight heritability estimates. This means that approximately 40% of the variability in hair shedding score is due to genetic variation and that genetic progress can be made by culling cattle with high hair shedding scores.

Although the goal of the Mizzou Hair Shedding Project is to understand the genetic basis of early summer hair shedding, hair shedding scoring is a useful selection tool even in the absence of DNA testing. Using 2016 and 2017 Simmental weaning weight data for dams enrolled in the Mizzou Hair Shedding Project and raw hair scores (no DNA data incorporated), we find an approximately 12-pound increase in weaning weight each unit decrease in hair shedding score (Figure 2). This means that in our data, dams with a hair shedding score of 1 weaned 48 more pounds of calf on average than dams with a hair shedding score of 5. The trend is similar in Mizzou Hair Shedding Project Red Angus data and is consistent with other estimates of the relationship between hair shedding score and weaning weight in heat-stressed and toxic fescue-stressed environments (Gray et al., 2011). However, more rapid genetic

(Continued on page 24)



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- ◆ DNA tests performed on terminal calves

**This is a structured young sire test so please inquire about qualifications and expectations.*



- ◆ Free 50K DNA test on all sire-identified terminal calves with carcass data
- ◆ DNA Parentage included
- ◆ Allflex Combo kits (Dangle tag, EID and TSU) provided at no cost

**This is an ongoing research project, participants are limited so please inquire about availability.*



Contact lgieess@simmgene.com for more information regarding both programs.



American Simmental Association
406-587-4531 • www.simmental.org

Hair Shedding Scores

(Continued from page 22)

improvement will always be made with the use of genetic predictions and EPDs. Preliminary genomic EPDs generated using 2016 and 2017 hair shedding scores and DNA data also show a clear relationship with cow performance. Using all available weaning weight data for calves weaned by Simmental dams in the Mizzou Hair Shedding Project, we find an approximately 14-pound average increase in calf weaning weight with every point decrease in hair shedding EPD (i.e., dams with better hair shedding scores tend to wean heavier calves than those with worse hair shedding scores). One caution to keep in mind for these results is that almost all of the Simmental cattle in the Mizzou Hair Shedding Project originate from heat-stressed or toxic fescue-stressed environments. Therefore, these results may not be representative of hair shedding trends in all regions of the United States.

Future Directions

This past spring, about 5,000 new cattle were enrolled in the Mizzou Hair Shedding Project. Most of these cattle come from the Fescue Belt and the Gulf Coast, expanding our power to detect DNA variants associated with heat tolerance and fescue toxicosis tolerance.

As previously mentioned, the Mizzou Hair Shedding Project is part of a broader effort by MU researchers to match genetics to the environment. This research will be used to identify genes involved in early summer hair shedding and to help us interpret our other gene-by-environment interaction research. We will also create a genomic EPD for hair shedding to help farmers and ranchers find the right cows for the job. ♦

Figure 1.

Geographic distribution and breed composition of 2016 and 2017 Mizzou Hair Shedding Project-enrolled herds. Simmental herds are yellow.

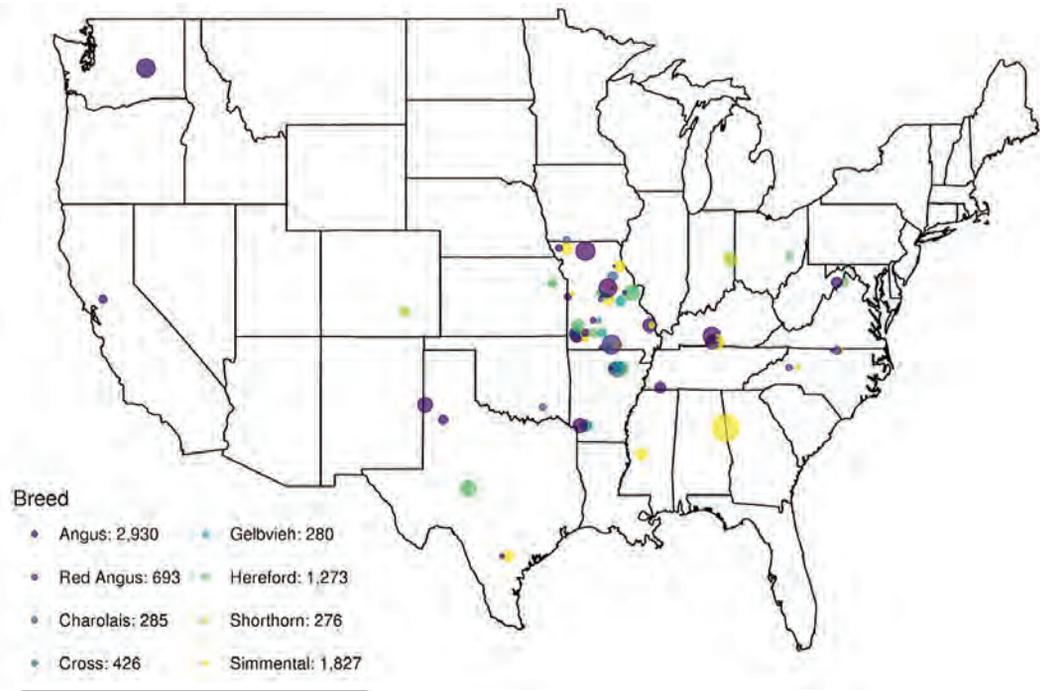
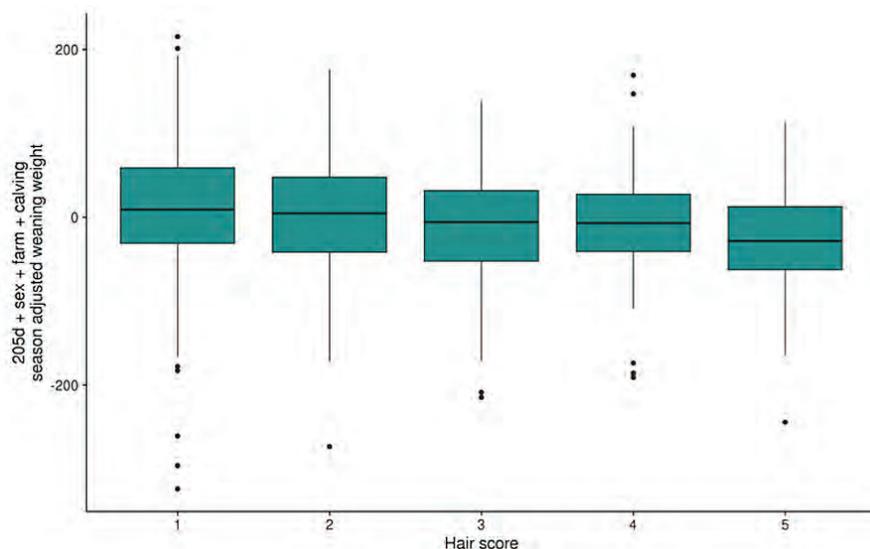


Figure 2.

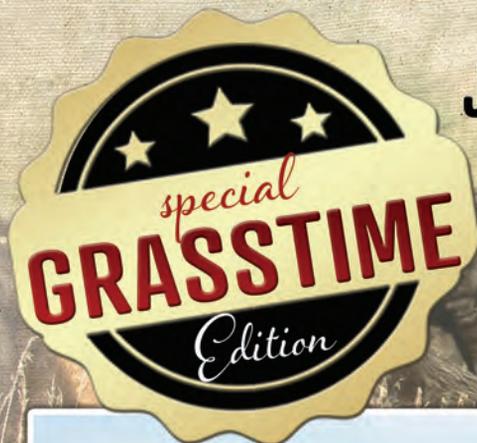
After adjusting 205-day weaning weight for sex, farm, and calving season, there is an average increase in weaning weight of 12 lbs. with every point drop in dam hair shedding score.



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Catalog available online May 20th and at sale site.



data collection

Utilizing Your Data

Knowing when to report data is key to getting the most out of ASA's database and genetic evaluation.

By Emme Troendle, Jackie Atkins, and Jannine Story

We are now in an era where science, particularly the field of genomics, is rapidly influencing the speed at which we understand an animal's genetic potential. One DNA sample is like adding 20 to 25 progeny records to an animal's EPDs. Genomics are a wonderful tool to improve EPD accuracy earlier in an animal's life; however, the backbone of every genetic evaluation is still performance data (phenotypes).

Without records for traits of interest, we can't use genomics to its full potential. Looking to the future, it is vital to continue collecting and submitting performance data on your animals in addition to using genomic technology.

Whole herd reporting and complete contemporary group records are the best way to get the most accurate genetic evaluation from your data. Knowing when the best time is to get data submitted and what data to submit to ASA can be difficult.

We developed a timeline with data reporting windows and tips to make reporting records easy with an example of a spring- and fall-calving herd.

Breeding

For this scenario's two calving windows, breeding is from May 1 to June 30 for the spring and November 15 through December 15 for the fall.

Calving

In this scenario, the spring herd calves from February 7 to April 7 and the fall herd calves from August 23 to October 23. By April 15 and November 1, calving has completed and data can be reported to ASA.

- All calving data and productivity codes should be reported together by season with **birth weights, calving ease scores, and calf removal codes** (if applicable). *By reporting all calves together as soon as calving has finished, the contemporary groups will start as complete as possible and reporting weaning information will be easier. The genetic evaluation is run every week, making it faster for EPDs and accuracies to become current after you report data.*
- When reporting purchased embryo-transfer calves, request the parent verification DNA kit as soon as the calf is on file in Herdbook. By completing the DNA kit as soon as possible, no time delay is experienced when you apply for registration.
- Report all **udder scores** on dams. *Udder and teat scores don't need to be collected annually, but the ideal time to collect these scores are within 24 hours of calving.*

Weaning

For the spring herd, calves are weaned on October 1, and for the fall, calves are weaned on April 16. Keep in mind that weaning weights should be taken on all calves at the same time, between 160 and 250 days of age.

- Report all weaning weights and disposition scores at one time. Don't forget about inputting management codes and pasture units for the most accurate contemporary grouping. *By submitting the weaning data as soon as possible, it ensures the EPDs and whole contemporary groups will be up to date and available in Herdbook when THE enrollment opens, to help with final herd selection decisions.*
- Use calf removal codes when submitting weaning weights. Staying up to date on calf removal codes makes THE enrollment easier because the preliminary inventory of dams will not contain culled heifers.
- By submitting 100% of calving data (and productivity codes) before enrollment opens, the dam enrollment will be more accurate. Additionally, any cows you purchased that spring and reported a calf out of will pre-load on your inventory.

- At this time, collect and report all your dam weights and body condition scores. Like the udder scores, these records can be collected every three years, but the ideal time to collect them is at weaning.

Yearling

For the spring herd, yearling weights will be collected on April 16 and for the fall herd, yearling weights will be collected on November 1. Keep in mind yearling weights should be taken on all calves at the same time, between 330 and 440 days of age.

- Input all your yearling data: weights and hip heights; and don't forget to add calf removal codes to any heifers or bulls you culled after weaning or yearling time.
- If a yearling heifer is culled, use a removal code when submitting yearling weights. If you type an incorrect number when reporting calf data, the system will catch that the heifer is no longer in your herd.

Note: The above dates and scenarios are meant to serve as an example. Plug in your own breeding dates to build your ideal data collection calendar. ♦

Reporting Data: a Year in the Life

Below is a sample timeline of breeding, calving, and weaning dates with times to collect and report whole herd data for today's fast-pace genetic evaluation.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB
Spring Calving Season		Feb 7 – Apr 7												
Send in Spring Calving Data				Apr 15										
THE Open Enrollment (Fall)				Apr 15 – June 15										
Fall Weaning Date (calves are 175 to 236 days of age)				Apr 16										
Spring Breeding Season					May 1 – June 30									
Spring Yearling Data (yearlings will be 374 to 433 days old)				Apr 16										
Late Enrollment/Final Adjustments (Fall)						Jun 15 – Aug 15								
Fall Calving Season (based on a 285 gestation length)								Aug 23 - Oct 23						
Spring Weaning Date (calves are 177 to 236 days of age)										Oct 1				
THE Open Enrollment (Spring)										Oct 15 – Dec 15				
Send in Fall Calving Data											Nov 1			
Fall Breeding Season												Nov 15 – Jan 15		
Fall Yearling Data (yearlings will be 374 to 433 days old)											Nov 1			
Late Enrollment/Final Adjustments (Spring)													Dec 15 – Feb 15	

Breeding
 Calving
 Weaning
 Yearling
 THE Open Enrollment
 Late Enrollment/Final Adjustments

Home of the

Hottest Sires!

EPDs as of 11.26.18



Homo black
Homo polled

TKCC Classified 106C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 1.9 75 117.26 1 26 64 126 76

ASA# 3028710

One of the most exciting sires with a new pedigree twist! He commanded \$70,000 at the legendary Hudson Pines dispersal. His first progeny are creating nation-wide buzz!



Daughter at
Lee Simmentals, MO



Homo black
Homo polled

CLRS Dividend 405D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
12 -.5 79 120.26 5 22 61 155 85

ASA# 3097854

High-seller at \$52,000 for Clear Springs/Hook to APEX. Combines top % rank in every trait with great looks.



Dam: CLRS Bonnia 405B



Homo black
Homo polled

W/C Relentless 32C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
9 3.3 65 81 .10 2 21 53 122 68

ASA# 3045559

Werning's 2016 \$87,000+ high-seller by Utah! Ultracool look and function!



Hudson Pines Farms high-seller and Champion at Hoosier Beef Congress!



Homo black
Homo polled

W/C Night Watch 84E

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
19 -1.8 62 82 .12 10 27 58 154 74

ASA# 3336327

2018 Werning top selling at \$142,000! Here's a new calving ease twist that you can use on all those baldy heifers and cows! 125 IMF ratio, 104 REA ratio.



Miss Werning 8543U



Homo black
Homo polled

TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
9 1.4 54 78 .15 1 23 49 101 59

ASA# 2668223

One Eyed Jack's first calves are awesomely balanced with pizzazz!



One Eyed Jack



One Eyed Jack's first progeny are looking extra special across the country!



Black
Polled

FBF1 Absolute A103

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 -.7 44 71 .16 9 30 52 130 62

ASA# 2841159

Dream On and Steel Force outcross pedigree with presence! Supreme Champion at 2015 World Beef Expo.



Leading outcross
donor!



Hetero black
Homo polled

HPF Quantum Leap Z952

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 1.7 76 107.20 6 20 58 128 75

ASA# 2649657

A multiple-time Champion producing great progeny with his first crop!



\$50,000 daughter
at Circle M Sale, TX



Homo black
Hetero polled

ASA#
2886364

STCC Jack Around 4031

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 1.9 58 82 .15 .3 23 52 109 64



Homo black
Hetero polled

ASA#
2886365

STCC Jacked Up 4070

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
3 2.8 64 93 .18 -1.1 21 53 104 64

The exciting brothers by One Eyed Jack x HF Serena have the whole country talking!



Hetero black
Homo polled

GEFF County O 736E

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
10 1.3 58 89 .20 6 24 53 112 58

ASA# 3289219

Loaded Up x Montecito x Ruby Rhythm donor

Bob May told Griswold that he had as good a Simmental as he's ever seen in the fall of 2017, 2019. Embryos on Snow feature sale lot!



Black
Polled

Mr. Hoc Broker X623

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
3 4 68 95 .17 1 12 46 84 55

ASA# 2531081

Grand Champion at the NAILE, Royal and Denver!



\$190,000 Broker Heifer



Homo black
Homo polled

SFG The Judge D633

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
12 1.3 85 125 .25 7 25 67 140 84

ASA# 3208952

Cowboy Cut x 3/4 Top Grade tracing back to BC Lookout's full sister. Elite phenotype combined with breed leading data!



Hetero black
Homo polled

W/C Bankroll 811D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 .4 65 90 .16 7 23 55 132 69

ASA# 3187005 • Bankroll progeny are topping sales across North America!



Homo black
Homo polled

WS Jackson D20

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
9 1.2 75 113 .24 4 23 61 128 77

ASA# 3208343 • Walsh's 2017 high-seller.

A PB Stepping Stone x Built Right red charlie free!



Homo black
Homo polled

TNGL Track On B748

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
15 .6 63 92 .18 5 18 49 126 65

ASA# 2911629

Transmitting great structure & profile!



Son of Track On, Tingle Farms, KY.



Hetero black
Homo polled

GPG Focus 135F

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
8 2.3 65 96 .20 4 27 59 117 68

ASA# 3485396

MR CCF 20-20 x Profit

Focus is the exciting Hartman 2019 NWSS Reserve Champion Pen member that sold to Gana, NE! Combines the hottest sires of today in a complete, stout, sound, great-looking package!



Focus dam was a \$35,000 HCC sale feature.



3/4 SimAngus™
Homo black
Homo polled

CDI Innovator 325D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 .4 92 136 .28 5 25 71 148 89

ASA# 3152448 • TJ Main Event 503B x CDI Miss Shear Force 49U • A CDI top seller to JS Simmental and Wayward Hill Farm. • 2018 NWSS Champion % Bull!



Hetero black
Hetero polled

LAH Sixteen Step 628D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
7 1.8 67 90 .14 2 12 46 118 67

ASA# 3123088

An exciting son of deceased Two Step out of WLE Missy U409, the full sister to WLE Uno Mas. Purebred Winter Calf Champion at the 2017 NWSS!



Dam: WLE Missy U409



Homo black
Homo polled

MR CCF 20-20 100B

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
15 1 75 116 .26 8 23 61 124 74

ASA# 2964446 • Vision x Dew the Stroke donor 20-20 is one of the HOTTEST sires in the breed for combining calving ease, depth, soundness and eye-appeal! You'll be seeing more high-sellers around the country soon like the ones pictured here, plus champions like Buck Creek Perfect Vision, Reserve % Bull at Forth Worth and high-selling bull at the Cowtown Classic!



Featured high-sellers at Hartman's 2018 Fall Sale!



Werning's 2019 High-Selling Bull at \$180,000.



Double Bar D featured bull selling for \$56,000.



RJ's \$164,000 2018 high-seller.



Cardinal's 2018 \$84,000 heifer

CATTLE Visions

866-356-4565

Entire lineup online at:

www.cattlevisions.com

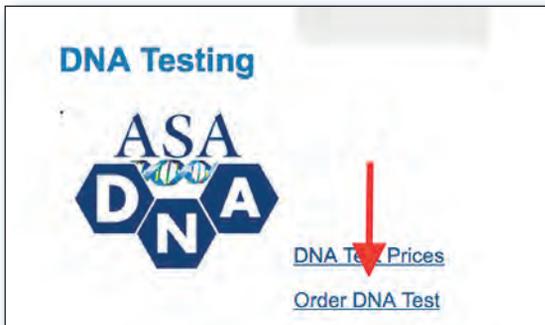
Semen available on the best Angus and Clubbie sires too.

Down to the Genes

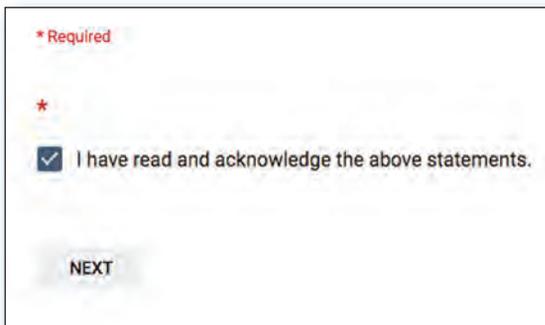
Ordering DNA Kits — New and Improved!

ASA's DNA team recently updated the order form for DNA kits and paperwork. This new change has improved the process in the office, and will streamline the process for members as well. Please follow the directions below.

- The new form can be found by going to simmental.org.
 - ✓ At the top of the page, choose “DNA Testing”.
 - ✓ Choose “Order DNA Test”

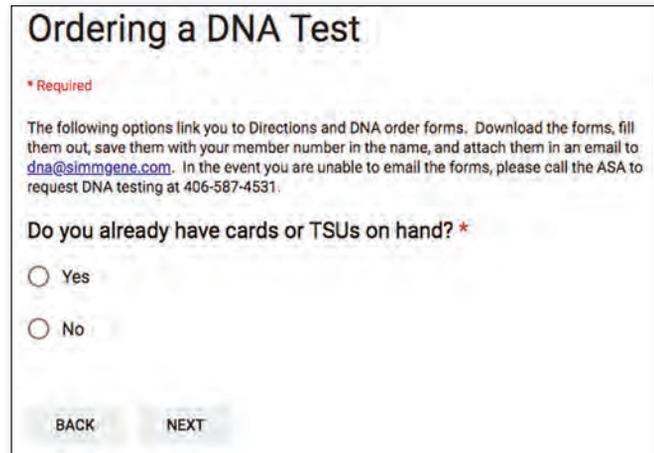


- ✓ Read through the opening text and click the box at the bottom acknowledging the information. This is very important as it pertains to ASA policies.

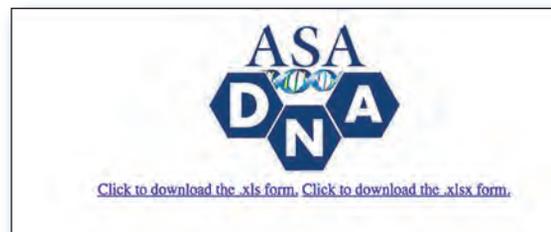


- ✓ Choose “yes” or “no” when asked, “Do you already have cards or TSU’s on hand?”

Remember, if you have a kit on hand (no stickers attached), follow the prompts for the DNA paperwork form. If you need new kits, follow the prompts for the DNA kit order.

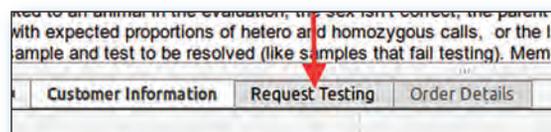


- ✓ Choose “Submit”.
- ✓ Click on the link to download. The next screen will give you the option to download the .xls or .xlsx form. You should be able to download either. However, if the file doesn’t work, try the other type.



- ✓ If the file doesn’t show up immediately, check your “downloads” folder. Computers can be set to handle downloads differently.

- Once you have the form downloaded and open, the first tab will say, “Customer Information”. Fill in your information and choose the shipping method you prefer. In the order notes, indicate things like, “overnight”, “Send kit for 1G to this address”, etc.
- At the bottom of the page, choose the tab that says “Request Testing”.



COW SENSE

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

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

- If you already have kits, you will fill in the barcode column. Otherwise, leave it blank and provide the animal information, place an X in the appropriate box for requested testing, and continue through the sheet until you have requested testing for all desired animals.

✓ If you make a mistake on an entire line, right click and choose "CLEAR CONTENTS". Please do not delete the line entirely.

- Next choose the tab "Order Details". Double check to ensure the totals match what you requested.

- Choose "Save As" and save the completed form. We suggest saving it on your desktop so it is easy to find. Go back to your email and attach the file. Email the form to dna@simmgene.com

✓ You can save the entire file, i.e. all three sheets, by saving the file in an Excel format.

- If you are requesting paperwork, ASA will return a PDF titled "Print and Mail with Samples" to the email address your form was submitted through. If the paperwork needs to be emailed elsewhere, please indicate. DO NOT send samples into the lab until you have received this paperwork back from ASA.

- Contact ASA's DNA department with any questions at dna@simmgene.com or 406-587-4531 ◆

1. Drought is likely to increase what toxic factor in corn silage?
2. In cattle, the gene for polled, capital P, is dominant to the gene for horned, lowercase p. What would be the phenotype of a heterozygous bull, or Pp?
3. A blade roast is part of which wholesale cut of beef?
4. What is the most commonly used general term used to describe the way a calf is built?
5. How do face flies most often irritate beef cattle?
6. How is marbling utilized in the determination of yield grade?
7. What is the common name for the rear leg joint located just below the round and stifle of a calf?
8. What vitamin plays a vital role in blood coagulation?
9. What would you expect of the pH in the abomasum of a ruminant animal?
10. How many upper incisors does a cow have?

Answers:

1. Nitrate; 2. Polled; 3. The chuck; 4. Conformation; 5. By feeding around the eyes; 6. It has no use; 7. The hock; 8. Vitamin K; 9. It would be acidic; 10. None, she has a "dental pad."

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Ingredients

- 4 tbsp butter, divided
- 1 tsp canola oil
- 2 beef tenderloin steaks (1 inch thick and 4 ounces each)
- 1 cup sliced fresh mushrooms
- 1 tbsp chopped green onion
- 1 tbsp all-purpose flour
- 1/8 tsp salt
- Dash of pepper
- 2/3 cup chicken or beef broth
- 1/8 teaspoon browning sauce, optional

Directions

1. In a large skillet, heat 2 tablespoons butter and oil over medium-high heat; cook steaks to desired doneness (for medium-rare, a thermometer should read 135°; medium, 140°), 5-6 minutes per side. Remove from pan, reserving drippings; keep warm.
2. In same pan, heat drippings and remaining butter over medium-high heat; sauté mushrooms and green onion until tender. Stir in flour, salt and pepper until blended; gradually stir in broth and, if desired, browning sauce. Bring to a boil, stirring constantly; cook and stir until thickened, 1-2 minutes. Serve with steaks. ◆

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Women of ASA

By Emme Troendle

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

Jane Travis, Pine Ridge Ranch, is one of many influential women in the Simmental industry.

Strong support of ASA and the beef industry have been hallmarks of the Travis legacy. Jane Travis, and her husband Bill, are the owners of Pine Ridge Ranch (PRR), an operation that has been producing heat-tolerant, efficient, high-quality Simbrah seedstock in Athens, Texas, for the last 40 years.



Jane Travis

Over the last four decades, Jane and Bill have participated in numerous cattle events and have thrown their support behind research, development, and youth programs. The couple has served as ASA's representatives to the National Cattlemen's Beef Association, and they have been intimately involved

in the World Simmental-Fleckvieh Federation and numerous international events.

Pine Ridge Ranch started out as a commercial operation. They outlined a specification for producing the optimal beef animal, containing 35 characteristics identified as "opportunity loss". Frustrated by their inability to find any animals that met their rigid specifications, they determined to create their own specified cattle and settled on a pathway of crossbreeding registered Brahman and Simmental.

Since that time, they stayed true to their original vision to develop a Simbrah herd for an exceptionally tender, healthy beef for the consumer. The PRR goal is to help their customers produce a 1,350-1,450 pound steer at 14-16 months without the use of growth promotants.



Because their cattle tend to marble later, they do not gain excess back fat. The PRR program takes pride in consistently collecting ultrasound and carcass data to track the most information possible on their herd.

Bill and Jane, whose primary residence is in Dallas, roughly 90 miles northwest of the ranch, have been married over 60 years and are the parents of four grown children. Their daughter, Diane Jolly, is active in their cattle business and serves on the board of the Texas Simmental Simbrah Association.

Jane Travis

"I was born in Illinois, but my family moved right after World War II to Fort Worth, where I spent the rest of my childhood. We didn't own a ranch until after Bill and I were married and had kids. We found a nice piece of property — it was a great investment. **It's not the usual story because I didn't grow up on a ranch. We had to learn a lot in those first years.**

"We attended all the extension service offerings we could find and learned about growing grass and hay relevant for our area. We learned we can be creative and to stay connected to the industry.

"Since 1988, we have attended the World Simmental-Fleckvieh Federation every chance we have gotten. It really opened our eyes to the Simmental history, and what they were doing in Europe to improve milk and meat.

"You can learn from everybody in the world — local and international breeders, state extension, and breed associations. We have been to Australia, Africa, and a number of the WSFF events while refining our heat tolerant cattle at home and selling elsewhere in the world such as South Africa, South Central and South America.

"We used to have two annual sales a year, but we have been selling private treaty since 2003. We sell live animals, semen, and embryos — most embryos are sold to South Africa. We are lucky that there is a local IVF center that can handle flushing. Bulls and replacement females are sold by 18-months of age, and we can sell all-year-round since we have a spring and fall calving herd.

"By selling private treaty, we can meet local and international buyers individually and show them around — you can't do that during a large sale.

"We get to spend time learning about their program, where they are located, and what their needs are. It might take more time to do private treaty sales, but it's more enjoyable to know that we are serving them and their operation the best we can." ♦



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FROM THE HEADQUARTERS

By Jannine Story, Director of Performance Data Programs



jstory@simmgene.com

One may wonder, does data matter now that we have DNA and the IGS Multi-breed Genetic Evaluation powered by BOLT? The genetic evaluation incorporates DNA into the EPDs, making better predictions on most traits. Through genomics we can have progeny equivalencies on some traits up to 25 progeny records, which is more than a dam will have in her life-

time. Can it get any better than that?

Just like blood is vital for life, so data is for the genetic evaluation. Data is raw actual phenotypes that no DNA test can replace. Raw actual phenotypes are needed to fully utilize genomics.

Imagine if years ago, when Simmental first started here in the states, all we documented was stories of what the breed was doing, and stories of calf loss or dam loss because of big calves. Stories can get bigger and distorted the more the story is told or repeated. But when there is data and it is collected for many years, we have the ability to compare and draw analysis from real information. If we never documented change, it would be much more difficult to appreciate where we are now compared to then.

Data recording takes time and effort for performance-driven breeders. I have had many phone calls with breeders commenting on how important data is to them, and they say, “You can’t measure progress without data.” Well said, breeders!

Being vigilant to collect and submit data is the lifeforce of the genetic evaluation.

There are a number of things you can do to make your data more accurate:

- Try reporting the whole calf crop at the same time (not in multiple jobs). It allows you to see the contemporary groups more completely when you are using different reports.
- The more complete your contemporary group is at birth, that will carry over to your weaning contemporary group.

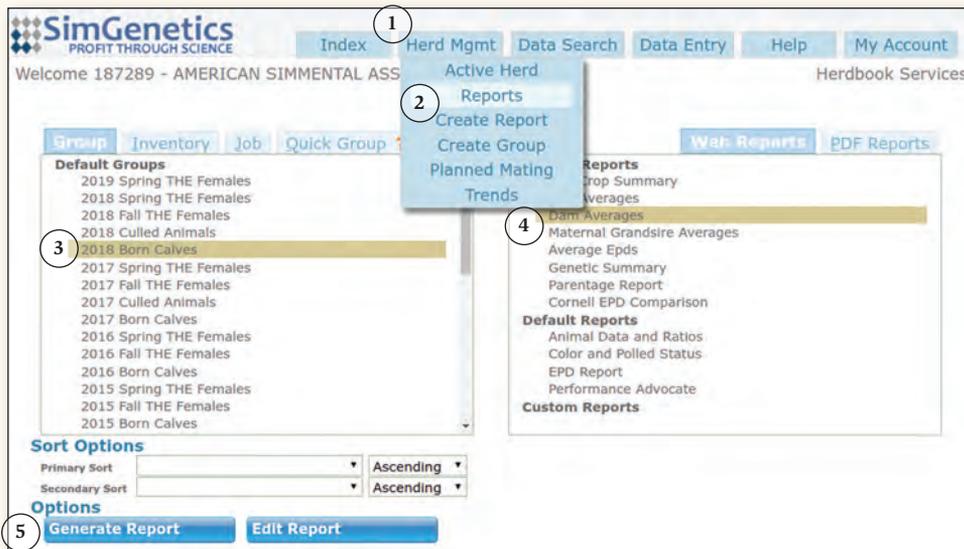
- Report twins, ETs and foster calves accurately; birth, weaning and yearling weights, calving ease, management codes, and pasture units — all of these affect how your contemporary groups develop. The more accurate the data, the better the data returned to you on your calf crop.
- If in THE, don’t forget to use the productivity codes if the dam did not calve. These codes provide information for the evaluation of STAY.
- Calf removal codes: If you use these codes, it will prevent culled heifers from loading on your THE inventory when they are of calving age. No more digging back through notes trying to figure out what happened to those heifers. Using the removal codes sheds light on productivity and stayability of heifers.
- Report dead calves. It is important to report every calf, even if it was dead at birth or shortly thereafter. Don’t think, “Oh it’s dead. I’m not going to take the time to gather the information.” It is better to give the dam credit for calving than to leave her cow card blank and skew her calving interval.

Have you ever wondered if there a way to see how your dams are performing in regard to average birth weights, weaning weights and calving intervals? There is a very useful and under-utilized tool on Herdbook that provides all of this information right at your fingertips. It is a quick way to compare your dams to see who is performing for you and who is not.

This can be found by going to: **1) Herd Mgmt 2) Reports 3) Select your current calf crop on the left and 4) Dam Averages to the right 5) Generate Report.**

This report will take time to dig through and digest, but once you do you will be glad you took the time and discovered a new tool!

The role you and your data play in the genetic evaluation cannot be emphasized enough. Our breeders and their records are vital to make the best predictions of their cattle. Commitment to accurate and thorough measurements, using disposal and productivity codes, and contemporary group designations are key to making the best genetic predictions for your cattle. ♦



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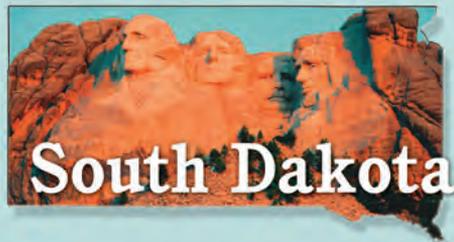
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Costco Number One in Retailer Survey

Costco has replaced Amazon as top online retailer in the latest American Customer Satisfaction Index (ACSI) Retail and Consumer Shipping Report.

The company scored an 83 in ACSI's survey, on a scale of zero to 100, to measure customer satisfaction. Amazon fell 4% to 82. Among other online retailers, Target came in third at the industry average of 80, while Walmart was near the bottom in customer satisfaction at 74, just above Sears.

Amazon planning Supermarket Chain

Amazon plans to launch a new brick-and-mortar grocery store business, separate from its ownership of Whole Foods markets or its chain of cashierless Amazon Go stores.

The online retail giant is looking to open dozens of stores in major US cities with the first outlet opening perhaps later this year in Los Angeles. The name of the new venture has not been disclosed. Amazon signed leases for space and also may acquire regional grocery chains.

National Beef buys Iowa Premium

Marfrig Global Foods SA and other shareholders at National Beef Packing Company have acquired beef processor Iowa Premium from Sysco Holdings for \$150 million, the Brazilian company recently announced.

Marfrig will pay \$76.5 million in the transaction, while the remaining \$73.5 million will be paid by the other stakeholders at National Beef. Marfrig acquired majority control of National Beef in April 2018, making it the world's second largest beef processor behind its Brazil-based peer JBS SA.

Quick-service Restaurants Offer Alternative Protein

Recently, fast-casual chains Chipotle and A&W released new plant-based entrées, and MorningStar Farms announced it was converting its vegetarian offerings to vegan.

A&W Canada recently partnered with Beyond Meat to introduce the Beyond Meat Sausage & Egger, a plant-based breakfast sausage; Chipotle has announced their new pre-configured organic plant-based protein vegan and vegetarian "Plant-Powered" Lifestyle Bowl option; Kellogg Company's vegetarian food division, MorningStar Farms, announced their plan to convert the entire portfolio to be 100% plant-based (vegan) by 2021.

Coleman Natural, Budweiser Team-up

Coleman Natural has announced a first-of-a-kind partnership with Budweiser Beer on a line of five Budweiser-infused prepared meats for retail sale, the companies said in a joint news release.

The two brands have come together with recipes that have been prepared at home for years and are now updated for today's consumers by an experienced culinary team, pre-cooked and ready to serve or throw on the grill.

Smithfield Farms Powered by Wind

Energy company United Wind has announced it signed an agreement with Smithfield Foods to power dozens of Smithfield farms in Colorado with on-site wind energy.

The partnership will provide Smithfield with long-term, low-cost renewable energy for its agricultural operations and contribute to its goal of reducing greenhouse gas emissions by 25% by 2025. The goal of the partnership is to "produce the food needed to feed a growing world population, while minimizing our use of natural resources," said Smithfield Food officials in a news release. ♦

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State Associations

Important Partners, Past and Present



Dr. Bert Moore
State Association Liaison
406-587-4531 • Ext. 509
bmoore@simmgene.com

A review of the American Simmental Association's 50-year history brought to light the important role that state associations played in the growth and expansion of SimGenetics across the country. The thoughts and vision of the founding members were not in line with what was considered "conventional wisdom" in the livestock world. Fortunately, there were those who subscribed to the performance philosophy scattered throughout the country and they became important advocates for

the breed. Many of these people set about organizing local and state meetings which attracted new members with like interests. ASA's first paid-executive officer, Don Vaniman, saw the value of "grassroot" support in promotion, education of both breeders and the public, and in marketing as priority factors that could contribute to the breed's growth and ultimate success. In the early years of the Association, Vaniman put considerable time, energy, advice, and resources into the formation of state associations.

State associations played an important role in the promotion and expansion of SimGenetics in the early days of ASA's existence and continue to serve that crucial role today. With a history of strong support for state associations, the ASA took a bold step in 1979 by putting promotional funds in the hands of the state associations with the creation of the Cost Share Program. If a state association would invest in promotional activities, the national Association would share in a proportion of the expense. Revision and expansion of this program led to the creation of the Check-Off and Check-Off Bonus Programs whereby each state association can receive funds based on the numbers of registrations within that state with incentives for other in-state activities. These programs not only energize the membership, they also provide extensive promotional activities customized to each state's needs and potential.

ASA's connection with state associations strengthens promotional efforts to the benefit of not only SimGenetics but the entire beef industry. It helps create spokesmen, advocates, and support at the local level and assists in leading a spirit of cooperation throughout the industry.

Cost Share: \$4,000 Each Year for Advertising and Promotion

Cost Share Program

Designed to reach regional markets by assisting states in the advertising and promotion of SimGenetics. The program also provides support for the promotional activities of state associations to help increase their membership as well as their market share. May be submitted throughout the year. State associations maximizing their use of Cost Share funds (\$4,000) receive an additional \$1,000 for use in advertising and promotion. **Deadline June 30.**

- ◆ Print advertising
- ◆ eBlasts
- ◆ Booths and booth space
- ◆ Web development and maintenance
- ◆ Newsletters and member directories
- ◆ *SimTalk* special mailings
- ◆ ASA representation at state events

Check-off Program

Paid quarterly and based on animal registrations in your state. The only requirement is for your state association to send us your current list of officers. **Deadline June 30.**

- ◆ Based on animal registrations in your state — 25¢ per animal
- ◆ Current list of officers submitted each quarter — online form is available



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.



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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.



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1. Effects of Vaccination with Vista® 5 L5 SQ or Bovi-Shield GOLD® FP® L5 on Milk Production. 2010.
2. Technical Reference 96-4: Evaluation of Injection-Site Blemishes Using Ultrasonography Following Administration of Two Commercial Multivalent Clostridial Vaccines.
3. Merck Veterinary Update: Post-Vaccinal Milk Response in Dairy Cows to Three Vaccines for the Control of Neonatal Diarrhea. 2007.
4. Spire MF. Once PMH® IN Endotoxin Load. 2015.
5. Field Safety Study of a Low-Reactive Clostridium Chauvoei-Septicum-Haemolytica-Novyi-Sordellii-Tetani-Perfringes Types C&D Bacterin-Toxoid (Cavalry 9). APHIS Product Code No. 7340.00. 2005

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Cooperator Herds Wanted



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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 industries 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.

NYSA Annual Meeting and Farm Tour

The New York Simmental Association (NYSA) recently hosted an annual meeting near Simme Valley Simmentals, Groton. At this meeting, members dispersed group-purchased semen and general supplies purchased in bulk. Twenty-two farms participated in the group purchase this year.



After the meeting, eight operations toured Simme Valley Simmentals.
Left to right, back row: Jeremy and Nicholas Bear, Premier Farm; Julie and Shawn Murphy, Ledge Knoll Farm; Patrick Woodworth; Jeanne White, Simme Valley; Sean Brown, Triple S Farm.
Front row: Greg and Berni Ortensi, Ortensi Farm; Gavin Murphy, Ledge Knoll Farm; Nathan Woodworth; Kylee Murphy, junior.
Photo credit: Philip Paradis, Simme Valley.

WSA Hosts Annual Meeting and Awards

The Wisconsin Simmental Association (WSA) held their annual banquet, meeting, and Spring Spectacular Sale March 22 and 23. During the event, the new adult and junior board members were elected.

Dennis and Denice Patterson were awarded the 2019 WSA Family of the Year. Patterson Brothers Simmentals started in 1989 with their first Simmental purchase and now own 120 Simmental and Red Angus cows.



Left to right, front row: Elizabeth Zimmerman, Reporter; Aiden Patterson, Secretary; Cameron Patterson; member-at-large; and Brian Zimmerman, member-at-large.
Back row: Heidi Strey, Vice President; Luke Geist, President; Daniel Walsh, Treasurer; Logan Beck, member-at-large.



Left to right, front row: Bret Paulsen; Bill Meyer, Treasurer; Ashley Dudkiewicz, Secretary; and Marcus Reinhardt.
Middle row: Shawn Woodford, President; Devin Hadorn-Papke; and Dale Prochnow Jr., Vice President.
Back row: Josh Hilby; Ron Patterson; and Scott Kropf.

North Dakota Hosts Joint Beef Day

ASA Education Specialist Russ Danielson and CattleFax Industry Relations and Analysis Vice President Kevin Good recently addressed Western North Dakota and Eastern Montana beef cattle producers during the 45th annual beef day at the Buffalo Gap Guest Ranch, near Medora, ND.

The International Genetic Solutions Feeder Profit Calculator™ and ASA performance programs developed for the commercial cattle industry were presented. Cattle producers were provided a CattleFax market analysis of past, current and future events that influence the economic profitability of the US beef industry.



Kevin Good, CattleFax; Kurt Froelich, North Dakota Extension Service; and Event coordinator, Russ Danielson. ♦





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CONNECTION

Developing leaders through friendship, networking, and communication skills!

By Grace Greiman, Goodell, IA



In 2011, I attended my first-ever AJSA National Classic in Sedalia, Missouri. Ever since, I have been hooked on the American Simmental Association because of the breeders, juniors, and all the opportunities I have been given. This past summer I decided to run for a position as a North Central Trustee on the AJSA Board of Trustees. Without a doubt

in my mind, it has been one of the best decisions I have made. I always looked up to the Trustees as a junior and knew that someday I wanted to give back to the Association that has given me so much.

My advice to every young junior is to enjoy every moment while it lasts. When I first started out in 2011, I never realized that my time as a junior exhibitor would fly by as fast as it has. I encourage each junior to take advan-

tage of each opportunity that the AJSA provides. The contests are a great way to learn new things and develop skills as an advocate for the beef industry. Growing up, always being a very shy person, the contests and the opportunities I have had have helped me become a better person. I believe it is very important to step out of your comfort zone, try new things, meet new people, and make the most of every year. The American Junior Simmental Association is truly the best and without it I would not be the person that I am today.

I am beyond excited for the North Central Regional Classic and the National Classic this summer! I can't wait to catch up with old friends and meet new ones. See you all this summer for some exciting weeks of Simmental breeders and cattle! If anyone ever has any questions, don't be afraid to reach out to me. I love this Association and will do anything to be a listening ear and a role model for the younger juniors. ♦

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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Email: bar5admin@xplornet.com
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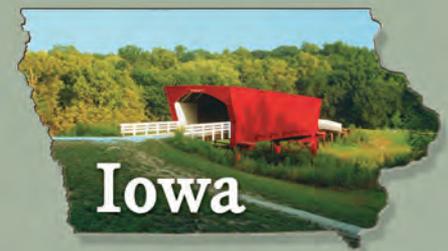
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Mobile: 507-421-3813
Home: 507-886-4016

Oak Meadow Farms
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Matt Aggen
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Home: 507-772-4522
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www.oakmfarm.com



Iowa

www.breedingcattlepage.com/Simmental/iasimmassoc/

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BULLETINS

Classic Registration Integrated with Herdbook Services

For the third year, the Classic entry system is integrated with ASA's membership and registration database, herdbook.org. In order to access the Classic entry form, a junior will be required to log in with their AJSA membership number and password. Following log in, the entry system will pull animals from the registry. If the junior is not an owner or authorized representative on the intended animal's pedigree, the entry system will not allow the entry.

Members are encouraged to renew or apply for AJSA membership and process animal registrations early. Anyone who waits until the office is closed on the day of the deadline, and has an issue with a membership or animal registration will not be able to enter the show. Any questions can be directed to ASA Youth Programs Manager, Darla Aegerter at 406-587-4531 ext. 517 or daegerter@simmgene.com.

AJSA Schedule and Deadlines

- 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 Breeder Sweepstakes), Louisville, KY
- September 27 Steer Profitability Competition Entry Deadline, forms available at www.juniorsimmental.org

SimmApp Available Now

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



Carcass Merit Herds Wanted

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

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

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

DNA Updates

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

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

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

Genetic Conditions Panel

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

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

ASA Requesting Cow Weights

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

2019 Year-Letter is "G"

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

ASA Publication Accepting Photos

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

(Continued on page 52)

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MN State Fair - Aug 22 - Sep 2, 2019
MN Beef Expo - Oct 17 - 20, 2019
MN State Simmental Sale - Feb 22, 2020

*Matt Pearson - MSA President - 641-832-0232 - matthewapearson@gmail.com
Amanda Hilbrands - MSA Vice President - 507-828-7089 - a_eberspacher@hotmail.com
Beth Andersland - MSA Treasurer, 507-297-5986, andersland@gmail.com*

BEEF BUSINESS

USDA to Issue Recall Guidelines

The United States Department of Agriculture (USDA) has plans to issue new guidelines for food companies after an increase in recalls of meat and poultry products possibly containing metal, plastic, and other foreign materials.

The voluntary guidelines, in the works for months are designed to ensure companies meet pre-existing regulatory requirements.

USDA, FDA Agree Over Cell-based Regulations

The USDA Food Safety and Inspection Service (FSIS) and the US Food and Drug Administration (FDA) have recently outlined an agreement for how the nascent cell-based meat industry would be regulated in the US.

In a joint release, the agencies stated that FDA will oversee the cell collection, cell banks and cell growth and differentiation. A transition from FDA to FSIS oversight will occur during the cell harvest stage. FSIS will oversee the pro-

duction and labeling of human food products derived from the cells of livestock and poultry.

Iowa Tries to Restrict Access to Farms, Again

Iowa has passed a new law that “makes it a crime for journalists and advocacy groups to go undercover at meatpacking plants, livestock facilities and other ag operations to investigate working conditions, animal welfare, food safety and other concerns.”

Although a similar law was ruled unconstitutional by a federal court, the state’s attorney general has appealed. Iowa lawmakers say the new law, nicknamed “ag gag”, has been carefully worded to avoid the constitutional challenges lodged against the previous legislation.

State Meat Product Labeling Moves Forward

Separate proposals to prohibit the use of the word “meat” on labels of products derived from cell-cultured sources are

closer to becoming law in both North and South Dakota. About a dozen states have either passed or are considering similar truth-in-labeling laws distinguishing whether products derived from plants or cultured cells can be called “meat.”

USDA and the Food and Drug Administration have yet to announce which federal agency will manage the labeling of such products, although USDA is expected to continue to oversee products from animals that are sold to consumers.

HSUS Develops Welfare Scorecard

The Humane Society of the United States (HSUS) has announced plans to launch a scorecard to track food companies’ progress on animal welfare policies. The Food Industry Scorecard will measure each company’s timelines for changing certain practices.

(Continued on page 52)

The ASA Customer Service Team is here to help you.

Annual Service Fee

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

The junior membership fee has been reduced to \$40. The service fees apply to each membership (there is no longer one annual service fee for multiple memberships).

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

There is a reinstatement fee after October 23 for adult members wishing to become active in the same fiscal year. This late fee consists of the regular adult membership fee of \$110 plus a \$50 penalty fee. The late fee does not apply to junior memberships.

If you have questions, please contact the Association at 406-587-4531 or members@simmgene.com.



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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 simmental.org/newmembers.



406-587-4531



simmental@simmgene.com

BEEF BUSINESS

(Continued from page 50)

The scorecard will also identify steps companies are taking to comply with animal welfare legislation and evaluates what companies are doing to adopt and promote plant-based foods. HSUS said it has sent the first scorecard to the largest food companies and plans to make the results public.

NPPC Requests USDA Oversee Gene Editing

In a recent news release, the National Pork Producers Council (NPPC) has requested the United States Department of Agriculture (USDA) take the reins on the regulations for gene editing.

Currently, the US Food and Drug Administration (FDA) tracks gene editing and treats any gene-edited animal as a living animal drug — and every farm

raising the animals as a drug manufacturing facility. The NPPC stated in the news release that “it undermines US agricultural competitiveness globally, as other countries have what the group calls ‘more progressive gene editing policies.’”

NAMI Requests Reconsideration of Meatless Monday

The North American Meat Institute (NAMI) has recently written a letter to New York Mayor Bill de Blasio to reconsider the announcement that New York City schools breakfast and lunch programs will begin observing “Meatless Monday”, a campaign that promotes a vegetarian lifestyle.

In the letter, the nutritional value of pizza and grilled cheese are compared (items cited by New York officials as Meatless Monday offerings at a news conference), and disputed the claims by city officials that the Meatless Monday policy was being pursued for environmental reasons, noting this week’s report by USDA’s Agricultural Research Service attributing only 3.3% of greenhouse gases to cattle production.

Organic Trade Fraud Prevention Offered

The Organic Trade Association has developed an organic fraud prevention program. The goal of the program is to assure authenticity of organic products and increase consumer confidence in the USDA Organic seal, the group said.

The quality assurance program is based on buyer responsibility and supplier verification, and provides companies with a risk-based process for developing and implementing organic fraud mitigation measures. It provides detailed information on what to do if fraud is suspected and the process for filing a complaint to USDA’s National Organic Program.

Organic Group’s Lawsuit Moves Forward

A lawsuit filed by the Organic Trade Association (OTA) will move forward in the US District Court, a judge has ruled. The rule would have increased federal regulations around animal housing, healthcare, transportation, and slaughter

practices of livestock and poultry for certified organic producers and handlers.

The OTA argued that the USDA’s decision “has caused harm to the organic sector, and that the association has legal standing to contest the agency’s withdrawal of the rule.”

Meal Kits Here to Stay

According to a new report, 93 million consumers have not yet tried a meal kit but are interested in doing so, says the data analytics firm, NPD Group, which examines the growing market in a recent report.

Consumers appear to be interested in meal solutions both online and in stores. Of current meal kit users, more than a quarter have purchased the products both online and in-store, including from restaurants. Meal kit buyers are more likely to be millennials, have households with kids and have higher incomes.

Recipes with Food Safety Instructions

The Partnership for Food Safety Education has launched a Safe Recipe Style Guide, designed to help recipe writers and food journalists to incorporate food safety practices with other cooking instructions, the organization said in a news release.

The new guide was inspired by a study in the *Journal of Food Protection* that showed significant improvement in food safety behavior in home kitchens when recipes contain food safety instructions written with the recipe.

Milk Machine Saves 39K Cartons Annually

A Harrisonburg, VA, elementary school has recently implemented a milk machine into their lunch program to prevent using disposable milk cartons. The idea came after a study found that nearly 39,000 cartons per year were being thrown out at this elementary alone.

Hoping to reduce the amount of waste their non-recyclable milk cartons contribute, the students and staff at Bluestone Elementary School worked together to incorporate the machine into their cafeteria. The machine allows students to decide just how much milk they want to take and uses reusable cups each day. ♦



BULLETINS

(Continued from page 48)

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 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 ♦



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CUTTING EDGE

Beef Utilizes Fewer Resources Than Expected

An Agricultural Research Service-led team has completed a comprehensive life-cycle analysis quantifying the resource use and various environmental emissions of beef cattle production in the US to explore ways to reduce its environmental footprint and improve sustainability.

Among the results to emerge thus far: beef cattle accounted for 3.3% of all US greenhouse gas (GHG) emissions; fossil energy (ie: fuel) used in cattle production accounted for less than 1% of the total consumed nationally; cattle only consumed 2.6 pounds of grain per pound of beef weight, which was comparable to pork and poultry; beef operations in the Northwest and Southern Plains had the highest total water use.

Ultrasound Helps Reduce Phosphates

Recent research has shown ultrasound technology can be used to produce low-phosphate meat emulsions under some conditions without the loss of sensory quality attributes.

Scientists produced meat emulsions with reduced levels of phosphate at 0, 25, 50, 75 and 100 percent. Applying ultrasound for 18 minutes effectively reduced defects compared to non-treated reduced-phosphate samples, including decreases in cooking yield and emulsion stability, impaired texture profile, and oxidative and sensory quality.

Older Adults Light on Protein Intake

Amid the rise in popularity of high-protein diets, new research finds more than one in three older Americans aren't meeting the recommended protein intake. Using data from the National Health and Nutrition Examination Survey, researchers from Ohio State University and Abbott Nutrition evaluated protein intake in relation to diet patterns and functional outcomes in 11,680 adults age 51 and older.

Analysis showed protein consumption is a strong indicator of adults' overall diet, nutrition and physical well-being. Adults who weren't getting enough protein had poorer quality diets and weren't consuming enough important vitamins and minerals.

Essential Oils May Help Biofilm Control

A new study suggests that some essential oil components have potential to inhibit or control biofilm growth on food contact surfaces in meat processing environments and could be an alternative to traditional sanitizers.

The antimicrobial and antibiofilm activity of several natural antimicrobials were tested against both Gram-positive and Gram-negative isolates taken from meat processing food contact surfaces. The study found biofilm formation was substantially reduced by the application of essential oil components. ♦

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BACK TO BASICS

By Emme Troendle



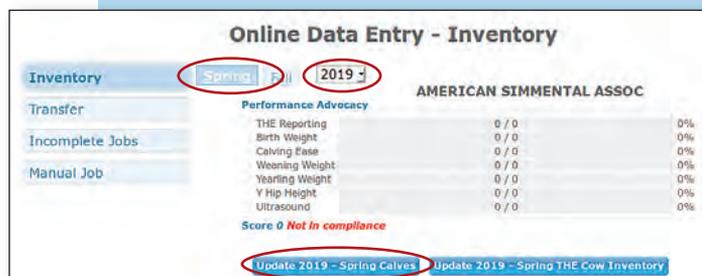
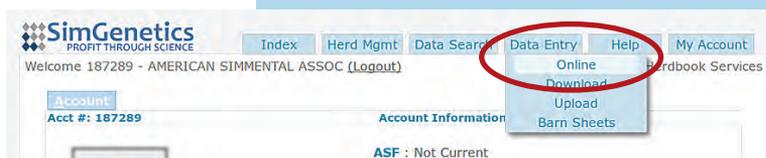
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Want to Report Your Calf Data Online?

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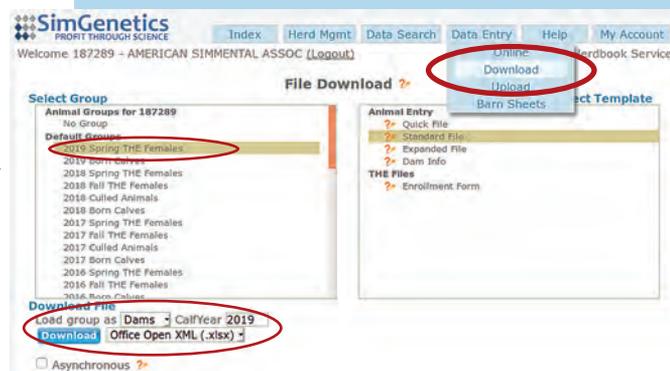
1. Log into herdbook.org.
2. Go to “Data Entry”, and Select Online.
3. Select "Inventory" and make sure that "Spring" and "2019" are selected before clicking “Update 2019 – Spring Calves.”
4. Report a 2019-born calf for every cow or a productivity code (a reason the cow didn’t calve).

When working online, don’t forget to click on the column headers to find more information about that header. All required fields are underlined.



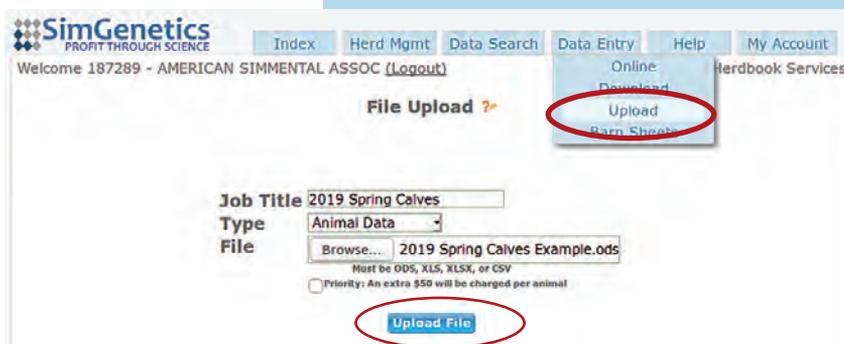
Want to download and upload your calf data from a spreadsheet?

1. Log into herdbook.org.
2. Go to Data Entry, and select “Download.”
3. Select the circled items and then select “Download.”
4. Report a 2019-born calf for every cow or a productivity code (a reason the cow didn’t calve).
5. Save file on your computer as a .csv file.



Here are quick instructions to upload your spreadsheet:

6. Go to “Data Entry”, and select “Upload”.
7. Input a job title, select “Animal Data” for job type, choose the correct excel file, and Select “Upload.”



USTR Takes Action Against India, Turkey

The Trump administration has announced the US will terminate India's and Turkey's designations as beneficiary developing countries under the Generalized System of Preferences (GSP) program because they no longer comply with the statutory eligibility criteria.

India's termination follows the country's implementation of trade barriers that create serious negative effects on the US commerce. Turkey's termination results from being sufficiently economically developed and should no longer benefit from preferential access to the US market.

EU Rules Slaughter Effects "Organic" Labeling

A European Union court has ruled halal and kosher meat cannot be labeled as organic if the animal is not stunned before slaughter. According to the UK's Food Standards Agency, all kosher and 12% of halal slaughterhouses in Britain, perform ritualistic slaughter methods that do not use stunning. Those practices will continue to be protected by an exception under freedom of religion.

The EU court ruling states these practices do not qualify for organic labeling because that labeling assures consumers the meat products are derived from the highest animal welfare standards. A French animal welfare group brought the case to the EU court in 2012, arguing that halal beef should not be labeled as organic.

UK, US Vegetarians Avoid Meat Names

In a recent survey of UK and US consumers, one in four indicate that vegetarian products should not be allowed to have meat-related names like burger, sausage or steak. The survey polled vegetarians, vegans, pescatarians and meat-eaters to explore attitudes to the way meat-free products are named.

The survey found that 18% of vegetarians, 33% of vegans and 26% of meat-eaters would support a ban on labeling vegetarian products with meat-related names. Nearly 50% of vegetarians said they were more likely to buy a meat-free product if it was labeled with a word such as sausage, burger or steak. Only 19% of vegans said the same, with 57% saying they were less likely to buy a product if it carried a meat-related name.

US, Brazil Boosts Beef Trade

The US and Brazil have jointly announced plans to build a partnership between the two countries including a commitment to reducing trade barriers affecting meat products.

With the allowance for resumed exports of Brazil's beef, the US agreed to expedite the scheduling of the technical visit by USDA's Food Safety and Inspection Service to audit Brazil's raw beef inspection system as soon as it is satisfied with Brazil's food safety documentation. ♦

6th Annual ASA Fall Focus 2019

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



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.



FLECKVIEH FORUM

By Fred Schuetze



As I prepare to embark on writing footnotes and taking pictures for my upcoming sale, I find my mind traveling back in time to the beginning of the American Fullblood Simmental Marketing Committee (AFSMC) and the Fullblood Simmental Fleckvieh Federation (FSFF).

In the mid-90s, there was a tremendous push by our mother association, the American Simmental Association (ASA), to change Simmental cattle. In all honesty, this meant turning Simmental cattle either solid red or solid black, with more calving ease, less milk, but still adequate growth. This message for change was largely initiated by the commercial cattleman, many of whom had become troubled with too many Simmental cattle being too hard-calving, too hard-doing, too large, and with too much milk.

At this point, it appeared the race was on; however, little attention was paid to Fullblood/Fleckvieh-influenced cattle and how this specific population of the Simmental breed could be of tremendous value and importance in addressing the needs of commercial ranchers. This mindset changed when a group of Fullblood and Fleckvieh breeders identified this segment of the breed as being overlooked and identified the need to work collaboratively in order to determine how

Fullblood- and Fleckvieh-influenced cattle could contribute to positive genetic change in meeting commercial demand. Thus, the birth of the AFSMC, a marketing group constructed to protect and enhance the value of Fullblood and Fleckvieh Simmentals and make known the value of these cattle to producers in the marketplace. The AFSMC grew in its membership and continued advertising until approximately 2004, at which point, the group decided to enhance and grow the membership even further by encouraging all Fullblood breeders and enthusiasts, regardless of where they lived, to take part in an inclusive approach to work together with other national and international breeders from a global perspective. This more global perspective emerged as the FSFF, a mandate that piloted beyond a marketing/sale group and into a federation of breeders with the common goals of preserving breed identity through increased exposure, enhancing product value through shared ideas, and encouraging camaraderie through international functions.

The above recollections bring me to the following conclusions to which I remain firmly committed:

Fleckvieh/Simmental continues to be legendary in its ability to adapt quickly and easily to vast climates and environments with the ability to meet the specific needs of producers within those regions with the highest level of proficiency. In large part, this is why the Fleckvieh/Simmental breed remains so populous on the planet, second only in numbers to *Bos Indicus* cattle.

Not only do breed societies of Fleckvieh/Simmental cattle maintain important records and documentation; they act as an entity to help promote a sense of belonging within an organization. It resembles the strengths found in fraternities and sororities where common beliefs promote cohesion among a group. This creates valuable stability, not only for the producer but for the product as well.

By its very nature, change is often a difficult concept to embrace and this is no different in the purebred cattle industry. But even with the inevitable nature of change, a solid and dependable nucleus in any organization is of timeless value. The strength of the nucleus allows for the strength and growth of its membership. Banding together for the common good was critical to the future of Fleckvieh/Simmental cattle nearly a quarter of a century ago. It appears that banding together once again to keep the big ship of the FSFF upright and driving forward for all others to trek their own journeys is equally prevalent today.

I suppose age has taught me one thing: Complacency and isolation do not work. With respect for all, I am reminded that whether it be a family, a small business, a large corporation or even these great United States of America, united we stand, divided we fall. I trust we will stand. ♦

Clint Berry

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SALE RESULTS

Double J Farms' 45th Annual Bull Sale

January 26, 2019 • Garretson, SD

No.	Category	Average
54	Total Lots	\$5,260

Auctioneer: Dan Clark, SD
Representing ASA: Colton Buus

High-Selling Lots:

- \$16,250** – Black PB, “F8148,” s. by Profit, sold to Benda Simmentals, Kimball.
- \$10,500** – Black PB, “F8147,” s. by Profit, sold to Beitelspacher Ranch, Bowdle.
- \$8,750** – Black PB, “F887,” s. by Cowboy Cut, sold to Beitelspacher Ranch, Bowdle.
- \$8,250** – Black $\frac{3}{4}$ Blood, “F842,” s. by Makers Mark, sold to Gilliland and Robben Cattle, Davis, CA.



Jim Benda (left) and Kipp Julson.



Kipp Julson and Auctioneer, Dan Clark.



The sale staff preparing for the sale.

Cow Camp Ranch's Annual Spring Bull Sale

February 15, 2019 • Lost Springs, KS

No.	Category	Average
164	SM and SimAngus™ Bulls	\$4,828
56	SM and SimAngus Bred Heifers	2,403
220	Total SM and SimAngus Lots	\$4,211

Auctioneers: Jered Shipman, TX; and Andrew Sylvester, KS
Representing ASA: Dr. Dikeman

High-Selling Lots:

- \$22,000** – SimAngus Bull, “CCR Trail Boss 2145F,” s. by CCR Pay Dirt 2340C, sold to Gonsalves Ranch, Modesto, CA.
- \$8,750** – SimAngus Bull, “CCR Abilene 0380E,” s. by CCR Abilene 6018C, sold to Marty Rusk, Wellington.
- \$8,500** – SimAngus Bull, “CCR Abilene 242E,” s. by CCR Abilene 6018C, sold to Steve Peterson, Clay Center.
- \$8,000** – SimAngus Bull, “CCR Yuma 5516E,” s. by Basin Yuma 4286, sold to Luke Pfizenmaier, Clay Center.
- \$7,250** – SimAngus Bull, “CCR Element 0105F,” s. by Gibbs 3009A Element, sold to Rod Lewis Sarcouxie, MO.
- \$7,250** – SimAngus Bull, “CCR Abilene 4036E,” s. by CCR Abilene 6018C, sold to Eric Storer, Whitman, NE.

- \$7,250** – SimAngus Bull, “CCR Pay Dirt 1042F,” s. by CCR Pay Dirt 2340C, sold to Garrett Storer, Arthur, NE.
- \$4,500** – Bred Heifer, “CCR Ms Broadway 714E,” s. by Hooks Broadway 11B, sold to Grant Jones, Haigler, NE.

Comments: Cattle sold into 11 states including: AL, AR, CA, CO, IA, KS, KY, MO, NE, OK and TX.

Eagle Pass Ranch's Spring Bull and Maternal Edge™ Female Sale

February 18, 2019 • Highmore, SD

No.	Category	Average
70	Black SM and SimAngus™ Bulls	\$6,096

High-Selling SimInfluenced Lots:

- \$85,000** – SimAngus Bull, “EGL Firesteel 103F,” s. by G A R Sure Fire, sold to Lazy C Diamond Simmental Ranch, Kintyre, ND; C Diamond Ranch, Dawson, ND; Hook Farms, Tracy, MN; Clear Springs Cattle Company, Starbuck, MN; Schooley Cattle, Bloomfield, IA; and J/C Simmentals, Clare, MI.
- \$19,000** – SimAngus Bull, “EGL Firesteel 116F,” s. by G A R Sure Fire, sold to Gibbs Farms, Ranburne, AL.
- \$12,500** – SimAngus Bull, “EGL Firesteel 111F,” s. by G A R Sure Fire, sold to All Beef, Normal, IL; and ABS Global, DeForest, WI.
- \$12,500** – SimAngus Bull, “EGL Firesteel 115F,” s. by G A R Sure Fire, sold to Hamilton Farms, Hitchcock.
- \$12,000** – SimAngus Bull, “EGL Firesteel 110F,” s. by G A R Sure Fire, sold to Werning Cattle Company, Emery.

Comments: Also selling were 81 Black Balancer and Gelbvieh Bulls at an average of \$4,515; 14 Red Balancer and Gelbvieh Bulls at an average of \$3,786; 12 Angus Bulls at an average of \$5,333; 24 Fall Angus and Hybrid Bulls at an average of \$4,502; 14 Bred Heifers at an average of \$2,514; and 145 Commercial Bred Heifers at an average of \$1,765.

Trinity Farms Annual Bull Sale

March 2, 2019 • Ellensburg, WA

No.	Category	Average
107	SimAngus™ Bulls	\$6,230
20	SimAngus Open Heifers	1,825
9	TFS Black Powder Sons	9,725
5	TFS Due North Sons	9,200
141	Total SimInfluenced Lots	\$5,934

Comments: Also selling were 18 Angus Bulls at an average of \$5,200; nine Angus Open Heifers at an average of \$2,230; three Trinity Singer Sons at an average of \$6,600. The Donation Heifer sold for \$1,800, total donations were \$34,000.

17th Annual Gold Bullion Bull Sale

March 3, 2019 • Wamego, KS

No.	Category	Average
52	SM and SimAngus™	\$4,538
17	SimInfluenced Female/Embryo Lots	4,065
69	Total SM and SimInfluenced Lots	\$4,421

Auctioneer: Garren Walrod, KS
Sale Manager: Gold Bullion Group, KS

High-Selling Lots:

- \$15,000** – Bull, “SFI Guaranteed F35W,”
s. by LLSF Pays To Believe ZU194, sold to Jason Blevins, KY.
- \$15,000** – Female, “M4 MS Thrust Z6E,”
s. by GAR Momentum, sold to William Kennedy, VA.
- \$9,250** – Bull, “M4 Payoff 861F,”
s. by Basin Payweight 1682, sold to Stanley Sears, CA.
- \$8,750** – Bull, “M4 Conviction 852F,”
s. by Connealy Confidence Plus, sold to Stanley Sears, CA.
- \$8,250** – Bull, “SFI Forward Progress F2,”
s. by TL Bottomline, sold to Eddie Sandberg, KS.
- \$8,000** – Bull, “SFI Comfort Zone F15D,”
s. by Mill Brae Identified 4031, sold to Randy Holloway, KS.
- \$6,500** – Bull, “SFI Convenience F85T,”
s. by Mill Brae Identified 4031, sold to Francis Drouhard Danville, KS.
- \$5,750** – Female, “SFI Miss Behold,”
s. by BC Lookout 7024, sold to John Emmerson, KS.

Comments: Consignors to the sale include: Brooks Simmentals, Schaake Farms, Marple Farms, Mid-Am Genetics, Parsons Livestock and McCracken Livestock. Cattle sold into 10 states including: CA, CO, FL, KS, KY, MO, NE, OK, TX and VA.

Doll Ranch's 39th Annual Production Sale

March 5, 2019 • Mandan, ND

No.	Category	Average
55	Yearling SM Bulls	\$4,264
5	Yearling SM Open Heifers	2,600
60	Total SM Lots	\$4,125

Auctioneer: Lynn Weishaar, SD
Marketing Representatives: Colt Keffer, *Charolais Journal*; Donny Leddy, *Cattle Business Weekly*, Kirby Goettsch, *Farm and Ranch Guide*; and Scott Dirk, *Tri-State Livestock News*.
Representing ASA: Perry Thomas

High-Selling Lots:

- \$18,000** – Black PB SM Bull, “DCR Mr. Warsaw F114, s. by Welsh Warsaw 312Z, sold to Quandt Brothers, Oakes.
- \$10,000** – Red PB SM Bull, “DCR MR Finnigaaw F446,” s. by WS Outcross C164, sold to Rust Mountain View Ranch, Mercer.
- \$9,500** – Black PB Bull, “DCR Mr. Franco F38,” s. by Kuntz Sheriff 8A, sold to Kathryn Henke, New Salem.
- \$6,500** – Red PB Bull, “DCR Mr. Fletcher F450, s. by IPU Red Deputy 25C, sold to Skip Rau, Selby, SD.
- \$3,250** – Black PB Open Heifer, “DCR Ms. Element F250,” s. by Gibbs 3009A Element, sold to Wilkinson Simmental Farms, Montpelier.

Comments: Also selling were 92 Yearling Charolais Bulls at an average of \$4,753; and five Yearling Charolais Open Heifers at an average of \$2,453.

Keller Broken Heart Ranch Annual Production Sale

March 7, 2019 • Mandan, ND

No.	Category	Average
71	Yearling Bulls	\$3,932
80	Yearling Heifers	1,689
151	Total Lots	\$2,744

Auctioneer: Tracy Harl, NE
Marketing Representatives: Scott Ressler, *North Dakota Stockmen's Association*; Dennis Ginkens, *Tri-State Livestock News*; Chris Peterson, Special Assignment; Logan Hoffman, DVAAuction; Marty Ropp, Allied Genetic Resources.
Representing ASA: Russ Danielson

High-Selling Lots:

- \$18,000** – Black PB SM Yearling Bull, “F151,”
s. by Hook's Beacon 56B, sold to All Beef, Normal, IL.
- \$6,750** – Red SimAngus™ Yearling Bull, “F078,”
s. by WS All Aboard B80, sold to Slayton Farms, West Plains, MO.
- \$6,000** – Black SimAngus Yearling Bull, “F087,”
s. by Hook's Beacon 56B, sold to Mike Stavick, Veblen, SD.
- \$6,000** – Black SimAngus Yearling Bull, “F138,” s. by KBHR/TBEF Deluxe D001, sold to David Grommesh, Barnesville, MN.
- \$5,500** – Black SimAngus Yearling Bull, “F183,” s. by GAR Prophet, sold to David Grommesh, Barnesville, MN.
- \$3,200** – Black SimAngus Yearling Heifer, “F106,”
s. by CCR Gravity 9064A, sold to Martins Farm, Lyles, TN.
- \$2,700** – Red SimAngus Yearling Heifer, “F150,”
s. by WS All Aboard B80, sold to Klein Ranch, Atwood, KS.

Volume Buyers: Travis Duenke, Laddonia, MO; Warren Adams, Sheridan, WY; and Mac Tooke, Ekalaka, MT.



Buyers view sale bulls on a cold ND winter day.



Russ Danielson and Luke Keller offer pre-sale remarks.



Katy, Dwight and Luke Keller from the auction block.

Tennessee Beef Agribition

March 9, 2019 • Lebanon, TN

No.	Category	Average
53	Total Lots	\$3,190

Auctioneer: Tommy Barnes, AL
Sale Manager: DP Sales Management, LLC, Paris, KY
Sale Staff: Chuck Grove, Jack Hedrick, Brent Elam
Sale Chairman: Donald Jackson

High-Selling Lots:

- \$43,000** – Bred Female, “B&K Alley 248E,” s. by Colburn Primo, bred to MR CCF Clarified E3, cons. by B&K Farm, sold to 3B Cattle Co., AL.
- \$6,750** – Bred Female, “Tylertown Missy,” s. by SVF/NJC Built Right N48, bred to WLE Copacetic, cons. by Tylertown Simmentals, sold to Double Image Cattle, IN.
- \$5,000** – Open Female, “Tylertown Alley,” s. by W/C Executive Order, cons. by Tylertown Simmentals, sold to George Lucas, IN.

(Continued on page 62)

SALE RESULTS

TN Beef Agribition (Continued)

- \$4,950 – Open Female, “IVS Ms Alley 131F,” s. by TKCC Classified, cons. by Ivie & Sons Simmentals, sold to Sleepy Hollow, OH.
- \$4,000 – Bull, “B&K Knockout 031F,” s. by Hara’s Distinction 10C, cons. by B&K Farms, sold to 3B Cattle, AL.
- \$3,750 – Open Female, “HLVW/BKB Love Pays 1811,” s. by LLSF Pays To Believe, cons. by Hillview Farms, sold to Sleepy Hollow Farms, OH.
- \$3,750 – Open Female, “NXT/SHS Gloria Too F12,” s. by OBCC Pays To Believe, cons. by Next Generation Farms, sold to Gerald Stout, TN.



Jim Wilson, W6 Farms, exhibiting one of their many top consignments.



The champion Percentage open female was exhibited by Deal Show Cattle, IL.



Judge Jake Scott, NE, evaluated the sale cattle.



The TN Jr. Simmental Association drew for their embryo raffle winners at the conclusion of the sale.

Gonsior Simmentals' In The Heartland Sale

March 10, 2019 • Fullerton, NE

No.	Category	Average
43	SM, SimInfluenced and Red Angus Herd Bull Prospects	\$3,967
7	SM, SimInfluenced Bred Females	2,230
20	SM, SimInfluenced Cow/Calf Pairs	3,500
21	SM, SimInfluenced Open Females	1,971
95	SM, SimInfluenced and Red Angus Lots	\$3,228
10	Genetic Lots	\$1,118

Auctioneer: Tracy Harl, NE

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

Marketing Representatives: Val Eberspacher (EE);, Derek Vogt (EE) NE; Chris Beutler, AgriMedia, NE; Ronnie Miller, NE; Rick Buehler, NE; Tom Sonderup, NE; Buddy Robertson, OK; Nate Jelinek, NE; Myron Benes, NE; Quinton Smola, NE; and Mariah Miller, LiveAuctions.TV, IA.

High-Selling Lots:

- \$20,000 – Bull, “Gonsior The Beacon F80,” s. by Hook’s Beacon 56B, sold to Volk Cattle Company, Battle Creek.
- \$7,250 – Bull, “Gonsior/WFR Blackshirt E398,” s. by JF Back In Black 406B, sold to Bentz Farms, Orland, CA.
- \$7,100 – Cow/Calf Pair, “Elm-Mound SS D271,” s. by AJE Super Solution Z323, Heifer Calf s. by Elm-Mound Prem Beef E338, cons. by Elm Mound Farms, sold to Walsh Simmentals, Hubbard.
- \$6,000 – Bull, “SD/Gonsior Unified Z16F,” s. by W/C United 956Y, sold to Brandes Brothers LLC, Central City.
- \$5,500 – Bull, “Gonsior/TBL Beefguy E390,” s. by WS Beef Maker R13, sold to Brandes Brothers LLC, Central City.

- \$5,250 – Bull, “Gonsior The Insider E392,” s. by PVF Insight 0129, sold to Steve and Brian Swerczek, Cedar Rapids.
- \$5,250 – Bull, “Gonsior Steakout F63,” s. by Brant Jazzy Steakout, sold to Terry Blauhorn, Palmer.
- \$5,250 – Bull, “Gonsior Cottonthunder F035,” s. by Final Thunder, sold to Steve and Brian Swerczek, Cedar Rapids.



Scott Gonsior welcomes the crowd with the help of his son Terrick.



Scott Gonsior’s former Ag teacher Dennis Mottl attended the sale.



Jeff Rose selected two bulls from the Gonsior offering.



Jim Crouse with his daughter.

Altenburg Super Baldy Ranch's 27th Annual Bull Sale

March 16, 2019 • Fort Collins, CO

No.	Category	Average
98	SM and SimAngus™ Bulls	\$4,205
32	SM and SimAngus Open Heifers	1,348
130	Total SM and SimAngus Lots	\$3,502

Auctioneer: Wayne Kruse, CO

Marketing Representatives: Justin Warren, Superior Livestock Auction; and CattleUSA.com

Representing ASA: Susan Russell

High-Selling Lots:

- \$16,000 – Red SM Bull, “ASR Birthright,” s. by W/C Executive Order, sold to TNT Simmental, ND; and ST Genetics, TX.
 - \$12,500 – Black SM Bull, “ASR American Patriot F843,” s. by Hooks Black Hawk, sold to Bonnydale Simmental, Bridgetown, Western Australia.
 - \$9,100 – Black SM Bull, “ASR Black Hawk F816,” s. by Hooks Black Hawk, sold to Lyman Livestock, Spanish Fork, UT.
 - \$7,800 – Red SM Bull, “ASR Most Wanted E7202,” s. by CDI Perspective, sold to X 7 Ranch Merino.
 - \$7,500 – Black SM Bull, “ASR Black Hawk F8252,” s. by Hooks Black Hawk, sold to Byrd Family, Douglas, WY.
 - \$6,900 – Red SM Bull, “ASR Red Brimstone F8152,” s. by ASR Black Brimstone, sold to Byrd Family, Douglas, WY.
 - \$6,800 – Red SM Bull, “ASR Red Hill F8140,” s. by Red Hill 823Y, sold to Byrd Family, Douglas, WY.
 - \$6,500 – Black SimAnus Bull, “ASR Super Baldy F831,” s. by SAV Super Charger, sold to Carnahan Ranches, Kiowa.
 - \$6,500 – Red SM Bull, “ASR Perspective E7289,” s. by CDI Perspective, sold to Byrd Family, Douglas, WY.
- Volume Buyers:** TRK Enterprises, WY; Tobey Kimzey, WY; Byrd Family, WY; Van Valkenburg Cattle, CO; and McConkie Ranch, UT.



Lyman Livestock purchased a high-selling bull.



Tom Field looks over bulls prior to the sale.



The Smith Family, TN, selected the high-selling lot.



Emily Brinkman and James Maciejewski, Missing Rail Simmentals, sold the high-selling cow calf pair.



Jason and Cheri Kraft look over bulls prior to the sale. The sunshine was welcome following snowstorms hampering in the western states.



Willie Altenburg greets Larry Steyaert, who purchased several lots during the sale.

Eastern Spring Simmental Sale at the Ohio Beef Expo

March 16, 2019 • Columbus, OH

No.	Category	Average
119	Total Lots	\$3,217

Auctioneer: Ron Kreis, OH

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

Sale Staff: Chris Smith, Darby Walton and Ryan LePage

Sale Consultant: Dalton Lundy

High-Selling Lots:

- \$19,700** – Open Female, “TJSC Cinderella 178F,” s. by TJSC 60B, cons. by Jones Show Cattle, sold to Blake Walker, TN.
- \$9,200** – Open Female, “LEBC Blackcap Bebe F28,” s. by Mr. HOC Broker, cons. by LEB Cattle, sold to Alan Taylor, KY.
- \$7,000** – Bull, “LEBC Joker E45,” s. by Mr. HOC Broker, cons. by LEB Cattle, sold to Valerie Parks, OH.
- \$6,800** – Bull, “CLAC Bank On It 398F,” s. by WS Revival, cons. by Campbell Land and Cattle, sold to Chris Bechey, MD.
- \$6,300** – Open Female, “TJSC Diamond 111F,” s. by LLSF Pays To Believe, cons. by Jones Show Cattle, sold to Wes Hacker, IN.
- \$6,100** – Bull, “FSCI Lincoln F825,” s. by GWS Ebony’s Trademark, cons. by Ferguson Show Cattle, sold to Chris Jones, MO.
- \$6,000** – Bull, “STCC Classic Cotton,” s. by Sandeen Upper Class, cons. by Trennepohl Family Farm, sold to John Spangler, IL.
- \$5,600** – Open Female, “SVJ Miss Pepper F235,” s. by W/C Executive Order, cons. by SVJ Farm, sold to Paint Brush Farm, IL.



The Ohio Juniors kicked off the sale with some great fundraising items.



Another standing room only crowd was in attendance for the 48th Annual event.

Rocking H Simmentals’ Production Sale

March 16, 2019 • Canby, MN

No.	Category	Average
31	SM and SimInfluenced Herd Bulls	\$3,156
16 1/2	SM and SimInfluenced Open Heifers	2,324
47 1/2	Total Lots	\$2,867

Auctioneer: Dustin Carter, SD

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

Marketing Representatives: Val Eberspacher (EE); Chance Ujazdowski (EE), WI; Kelly Schmidt, MN; Alex Acheson, AgriMedia, SD; Mark Streich, MN; Andrew Swanson, MN; and Amanda Eberspacher-Hilbrands, LiveAuctions.TV, MN.

High-Selling Lots:

- \$5,900** – 1/2 interest in Open Female, “Rockin H Ms. Fakota F37,” s. by CAJS Blaze of Glory, sold to Chris and Gabby Nemitz, Canby.
- \$5,250** – Bull, “Rockin H Mr. Long Range F04,” s. by CCR Wide Range 9005, sold to Randy Gronke, Waubay, SD.
- \$4,600** – Bull, “Rockin H Mr. Authority 153 F153,” s. by CDI Authority 77X, sold to Moore Cattle Company, Ivanhow.
- \$4,300** – Bull, “Rockin H Mr. Foreman F12,” s. by GLS/JRB Cash Flow 163C, sold to Zach Friske, Castlewood, SD.
- \$4,100** – Bull, “Rockin H Mr. Fort Knox F27,” s. by JF Rancher 222Z, sold to Jared Kutney Family, Cambridge.
- \$4,100** – Bull, “Rockin H Mr. Wide Range F42,” s. by CCR Wide Range 9005A, sold to Randy Heitmann, Lake City, SD.
- \$4,100** – Bull, “Rockin H Mr. Wide Range F85,” s. by CCR Wide Range 9005A, sold to Will Farms, Windom.
- \$4,000** – Bull, “Rockin H Mr. Frankie F146,” s. by CCR Cowboy Cut 5048Z, sold to David Tweten, Appleton.



Matt Hoffman welcomes the crowd while Auctioneer, Dustin Carter, awaits.



Grandpa and Grandma Hoffman listened to grandson Matt’s opening comments.

(Continued on page 64)

SALE RESULTS

Rocking H Sale (Continued)



Matt and Holy Hoffman were awarded the prestigious MN Simmental Association Traveling Bell Award displayed at their production sale.



Paul Tol and daughter Magen selected a new bull from the Rockin H program.

All-Terrain Bull Sale

March 18, 2019 • Walsh, CO

No.	Category	Average
54	SM and SimAngus Bulls	\$4,621

Auctioneer: Tracy Harl, NE

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

Marketing Representatives: Marty Ropp (AGR); Corey Wilkins (AGR); and Becky Rennert, DV Auctions.

Ringmen: Ryan Brewer and Cody Johnson

Representing ASA: Susan Russell

High-Selling Lots:

\$20,500 – PB SM, “Bridle Bit Mr. F875,” s. by Hook’s Bozeman 8B, sold to Begger’s Diamond V Ranch, Wibaux, MT.

\$14,000 – SimAngus, “Bridle Bit Mr. F883,” s. by Hook’s Blackhawk 50B, sold to Barker Cattle Co. Elba, ID.

\$10,000 – PB SM, “Bridle Bit Mr. F839,” s. by WS Outcross C164, sold to Keller Broken Heart Ranch, Mandan, ND.

Comments: The All Terrain Group consists of Bridle Bit Simmental and Far Out Cattle Ranch. Bridle Bit’s founder, Erroll Cook received an embroidered cowhide as Colorado Simmental’s Breeder-of-the-Year. Bridle Bit donated \$1,500 to the Nebraska Cattlemen who have been affected by extreme weather and flooding.



Auctioneer Tracy Harl (left) listens as Bridle Bit’s Chad Cook explains the GrowSafe system used on the sale bulls.



Buyers Ron Wait, Arlene Mizer and Billie Sumpter each purchased bulls in the sale.



Quin & Bradley Schmidt, Sedan, NM, purchased several bulls.



Marissa Northam and Royce Williams, Walsh, were among the 2019 bull buyers.

Drake Cattle Company Bull and Female Sale

March 22, 2019 • Centerville, IA

No.	Category	Average
27	SM, SimInfluenced and Angus Bulls	\$3,587
9	SM and SimInfluenced Bred Females	1,939
3	SM and SimInfluenced Pairs	2,567
39	Total Lots	\$3,128

Auctioneer: Jon Schaben, IA

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

Marketing Representatives: Val Eberspacher (EE); Joel Edge, IA; Austin Brandt, *Livestock Plus*, IA; Clarence Balanger, IA; and Josh Spencer, IA.

High-Selling Lots:

\$8,000 – Bull, “DFC Bull D241F,” s. by Hook’s Beacon 56B, cons. by Drake Farms Cattle, sold to Rex Harris, Moulton.

\$8,000 – Bull, “DFC Bull D110F,” s. by W/C Executive Order 8543B, cons. by Drake Farms Cattle, sold to Rex Harris, Moulton.

\$6,250 – Bull, “Drake Cut Right A40F,” s. by CCR Cowboy Cut 5048Z, cons. by Drake Simmental, sold to Rex Harris, Moulton.

\$5,800 – Bull, “DFC Bull C36F,” s. by TJ Platte River 370D, cons. by Drake Farms Cattle, sold to Rex Harris, Moulton.

\$5,250 – Bull, “Drake Order Up F44,” s. by W/C Executive Order 8543B, cons. by Drake Cattle Company, sold to Windy Valley Simmentals, Webster City.

\$4,400 – Bull, “Drake Bull 4038F,” s. by S A V Final Answer 0035, cons. by Drake Simmental, sold to Oden Farms, Cincinnati.

\$4,250 – Bull, “DFC Bull B3F,” s. by TJ Platte River 370D, cons. by Drake Farms Cattle, sold to Mike Roskamp, Sutter, IL.

\$3,800 – Bull, “Harlan Lock Em Up CUF,” s. by W/C Lock Down 206Z, cons. by Harlan Cattle Company, sold to Clear Springs Simmentals, Hillsboro, IL.

Comments: Cattle sold into six states including: CA, IA, IL, IN, MN and MO.



Ed Bright made the trip from California to add females for his Missouri ranch.



Ron Lair and his wife, selected a new herd bull.



Seth Houston and father Tony discuss the Drake sale offering.



Rex Harris and his wife selected the high-selling bulls from the Drake offering.

Clear Choice Bull Sale

March 23, 2019 • Milan, IN

No.	Category	Average
59	Total Lots	\$2,265

Auctioneer: Tommy Carper, IN

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

Sale Staff: William McIntosh, Jacob Schwab and Curt Musser

High-Selling Lots:

- \$13,000 – “CLRWTR Slim Shady,” s. by STCC Jacked Up 4070, cons. by Clear Water Simmentals, sold to Branch Land and Cattle, MN.
- \$5,000 – “CLRWTR Warsaw F123,” s. by FBFS Warsaw, cons. by Clear Water Simmentals, sold to Twin Oaks Simmental, NC.
- \$5,000 – “CLRWTR Integrate E71C,” s. by CLS Integrate Z3, cons. by Clear Water Simmentals, sold to Arnold Farms, TN.
- \$4,000 – “Purdue Bankroll F306,” s. by W/C Bankroll 811D, cons. by Purdue University, sold to Bennett Walther, IN.
- \$3,750 – “JS Revolver 20C,” s. by WLE Twang Z547, cons. by Clear Water Simmentals, sold to Matthew Edwards, MI.
- \$3,600 – “CLRWTR Cowboy Cut,” s. by CCR Cowboy Cut, cons. by Clear Water Simmentals, sold to DMT Enterprises, IN.
- \$3,500 – “CLRWTR Live Ammo E5105S,” s. by WINC Live Ammo 420B, cons. by Clear Water Simmentals, sold to Mark Wiesehan, IN.
- \$3,500 – “CLRWTR Rimrock E33C,” s. by CDI Rimrock, cons. by Clear Water Simmentals, sold to Jerry Jobe, IN.
- \$3,500 – “CLRWTR Bismarck F5105C,” s. by S A V Bismarck 5682, cons. by Clear Water Simmentals, sold to Franklin Farms, IN.



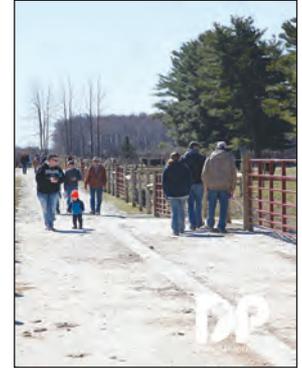
Jeremy Smith, Herdsmen at Clearwater leading in Lot 1 to kick off the sale.



Nina and Mark Veshlage were on hand.



Jeff Meinders welcomes everyone to the sale.



It was a beautiful March day to showcase SimGenetics. ♦

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2019 July/August Register



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THE CIRCUIT

Houston Livestock Show and Rodeo

Dates: February 26, 2019
Location: Houston, TX
Judges: Jon DeClerck, Lubbock (Simmental and Simbrah Open Show)

International Open Show Simmental Females



Grand Champion and Calf Champion
 “Relentless Girl 101F,”
 s. by W/C Relentless 32C,
 exh. by Kayden Tanner, Millsap.



Reserve Grand Champion and Reserve Calf Champion
 “MCF Miss Traders Amy 12F,”
 s. by WWS Trader 99A, exh. by Winner Maker Farms, Kiowa, CO.

Intermediate Champion
 “CRSS Daisy,”
 s. by W/C Loaded Up 1119Y,
 exh. by Robby Powell, Anna.

Reserve Intermediate Champion
 “DMCC Mollie 0114E,”
 s. by LLSF Pays To Believe ZU194,
 exh. by Riley Stringer, Trenton.

Junior Champion
 “HPF R2L E001,”
 s. by HTP/SVF Duracell T52,
 exh. by Kayden Tanner, Millsap.

Reserve Junior Champion
 “PMTM ECS Eva 738E,”
 s. by Mr. HOC Broker,
 exh. by Robby Powell, Anna.

Senior Champion
 “HPF Sazerac D085,”
 s. by JF Back in Black 406B,
 exh. by Raynee SESCO, Rowlett.

Bulls



Reserve Grand Champion and Calf Champion
 “OBR 12th Man,”
 s. by TNGL OBR Fortune 500C,
 exh. by Outback Ranch, Millican.

Reserve Calf Champion
 “Powell’s Inferno,”
 s. by Smith Rascal N Red,
 exh. by Robby Powell, Anna.



Grand Champion and Junior Champion
 “OBR I’ll Be,”
 s. by MR TR Hammer, exh. by Outback Ranch, Millican.

Reserve Junior Champion
 “KSSR Cadillac,”
 s. by Mr. HOC Broker,
 exh. by Sam Neuman, Winnie.

Simbrah Females



Reserve Grand Champion and Calf Champion
 “BCC Lady Cajun,”
 s. by 6G/LMC Rajin Cajun,
 exh. by Luke Gonezales, Poteet.

Reserve Calf Champion
 “LCC Golden Estella,”
 s. by LMC Gold Medal 5Z/75, exh. by Victora Sanders, Alba.

Intermediate Champion
 “Golden Legacy,”
 s. by LMC BBS Bingo 5B/3, exh. by Victora Sanders, Alba.

Reserve Intermediate Champion
 “Smith 7N Bred 2 Win 571E,”
 s. by Smith Satisfies,
 exh. by Braxton Butler, Yoakum.



Grand Champion and Junior Champion
 “Smith Paul Smiling Times,”
 s. by McCrary Smith Inspired,
 exh. by Cody LaBry, Orange.

Reserve Junior Champion
 “BCC Bright Star,”
 s. by NF Smith Sargeant,
 exh. by Baring Cattle Company, Elmendorf.

Senior Champion
 “Smith Redi To Win,”
 s. by Smith Nu Approach,
 exh. by Zachary Mills, Dekalb.

Reserve Senior Champion
 “LMC BBS Darla 5D/202,”
 s. by LMCMM Dr. Red Duke 106B,
 exh. by Mia Barba, Rosharon.

Bulls



Grand Champion and Calf Champion
 “3JP Who Dat,”
 s. by LN LMC 12th Man Y238,
 exh. by Pool Farms, Henderson.



Reserve Grand Champion and Reserve Calf Champion
 “LMC San Pepe 5F/96,”
 s. by J7N LMC Adelante A51,
 exh. by LaMuñeca Cattle Company, Linn.

Junior Champion
 “Smith Cupid,”
 s. by Smith SWFS Divas Nu Mark,
 exh. by Jacob Freidrich, Temple.

Reserve Junior Champion
 “JVCC Stepping Stone,”
 s. by KSSR Milestone, exh. by JV Cattle Company, Winnie.

Groups

Get-of-Sire
 Exh. by Smith Genetics, Giddings.

Best-Three-Head
 Exh. by Golden Star Simbrah, Golden.

Junior Simmental Show

Dates: March 6 & 14, 2019
Judge: Teri Barber, Corrales, NM (Junior Simmental Show)

Calf Champion
 “BLC1 Bar O Fresca 356F,”
 s. by Ruby/SWC Gentleman’s Jack, exh. by Jack Cutter, Sullivan, Groveton.

Reserve Calf Champion
 “WLTR Knockout 8F,”
 s. by W/C Relentless 32C,
 exh. by Sylee Sulak, Aquilla.

Junior Champion
 “JCBB Lady E3301,”
 s. by DMCC Counter Attack 8C,
 exh. by Mason Metzler, Grandview.

Reserve Junior Champion
 “SWC LCC Melody 302E,”
 s. by Mr. HOC Broker, exh. by Karley Rayfield, Lubbock.



Champion Heifer of Show and Senior Champion
 “GPCC Delightful 510E,”
 s. by CAJS Blaze O Glory, exh. by Rebekah Moseley, Lorena.



Reserve Champion Heifer of Show and Reserve Senior Champion
 “Ruby SWC Wicken E756,”
 s. by Ruby SWC Battle Cry 431B,
 exh. by Morgan Culpepper, Gonzales.

Market Steers

Champion Steer of Show
Exh. by Jace Jordan, Lubbock.

Reserve Champion Steer of Show

Exh. by Tristan Himes, Sterling City.

Junior Simbrah Show

Date: March 7 & 13, 2019

Judges: Shane Bedwell, Holt, MO (Heifers)
Kevin Jensen, Courtland, KS (Market Steers)

Females

Champion Simbrah Heifer of Show and Calf Champion

“Hagan Glimmer 505F,”
s. by Hagan Dinero 5B,
exh. by Miranda Skaggs, Bryan.

Reserve Calf Champion

“3CC-CTCF Motley,”
s. by 6G/LMC Rajin Cajun W908,
exh. by Xavier Martinez, Angleton.

Reserve Champion Simbrah of Heifer Show and Junior Champion

“TK/FCC Glitter,”
s. by TK/FCC Hard Body,
exh. by Wes Reeder, Deport.

Reserve Junior Champion

“RFI Scarlett 761E,”
s. by Smith Satisfies,
exh. by Lorelai Hill, Edinburg.

Senior Champion

“LMC SSC Melinda 5D/302,”
s. by 6G/LMC Rajin Cajun W908
exh. by Haley Bryand, Overton.

Reserve Senior Champion

“Smith Joyful Rosie 186 E,”
s. by Smith Satisfies,
exh. by Olivia Mitchell, Vidor.

Market Steers

Champion Simbrah Steer of Show

Exh. by Jaleigh Ivy, Midland.

Reserve Champion Simbrah Steer of Show

Exh. by Gracie Clark, Valley View.

Ohio Beef Expo

Dates: March 14-17, 2019

Location: Columbus, OH

Judges: Amanda Schnoor, CA (Breeding Heifers);
Dr. Ryan Rathmann, TX (Market Animals)

Breeding Heifers

4th Overall Champion and Grand Champion Simmental Female

Exh. by Kennley Siegrist, Mercer County.

Reserve Grand Champion Simmental Female

Exh. by Hudson Drake, Ross County.

Overall Reserve Grand Champion and Reserve Grand Champion Percentage Simmental Female

Exh. by Kathy Lehman, Richland County.

Market Steers

Grand Champion Simmental

Exh. by Karlie Palmer, Clark County.

Reserve Grand Champion

Exh. by Luke Kiefer, Butler County. ♦

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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
- 4 Timberland Cattle's Spring Female Sale — Vernon, AL
- 11 Banners and Beyond — Seward, NE
- 11 Harriman Santa Fe Complete Female Dispersal Sale — Windsor, MO
- 11 Shenandoah's Shining Stars Spring Sale — Quicksburg, VA
- 18 25th Annual BHR's Designer's Classic Sale — Granbury, TX
- 18 5th Annual Spring Turnout Sale — Seward, NE

JUNE

- 1 Bruhn Cattle's The Incredible Female Sale — Dunlap, IA (pg. 25)
- 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 Western Regional Classic — Logan, UT

JULY

- 21-28 AJSA National Classic — Louisville, KY

AUGUST

- 3 Genetic Connection Sale — Cullman, AL

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 Ferguson Show Cattle's Rare Vintage Sale — Jefferson, OH
- 28 Head of the Class Sale — Louisburg, KS

OCTOBER

- 4 Trinity Farms' 2nd Annual Generations of Excellence Female Sale — Ellensburg, WA (pgs. 32, 39)
- 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. 33)
- 12 The Black Label Event — Grandview, TX
- 14 Burlap and Barbed Wire Vol. V Female Sale — Clay Center, KS
- 15 Top Shelf Genetics Online Sale — www.sconlinesales.com
- 18 Buckles and Banners Sale — West Point, IA
- 19 Midwest Made Sale — Prairie City, IA
- 19 MN Beef Expo - White Satin On Ice and All Breeds Sale — Minneapolis, MN
- 22 Koz-E Acres and Wilmes Farms' Fall Harvest Sale — Le Sueur, MN
- 26 7P Ranch's 44th Annual Production Sale — Tyler, TX
- 26 Clear Choice Sale — Milan, IN
- 26 Fred Smith Company Ranch's Extra Effort Sale — Clayton, NC
- 26 Red Hill Farms' "Bulls and Females of Fall V" — Lafayette, TN
- 28 Martin Farms' "Open House at the Farm" Sale — Lyles, TN

NOVEMBER

- 1 High Ridge Farms' Genetic Opportunity Sale — Albemarle, NC
- 2 Irvine Ranch Production Sale — Manhattan, KS
- 3 Hawkeye Simmental Sale — Bloomfield, IA
- 3 Triangle J Ranch's Female Sale, Miller, NE
- 9 Gibbs Farms' 14th Annual Bull and Replacement Female Sale — Ranburne, AL

(Continued on page 74)

American Simmental-Simbrah
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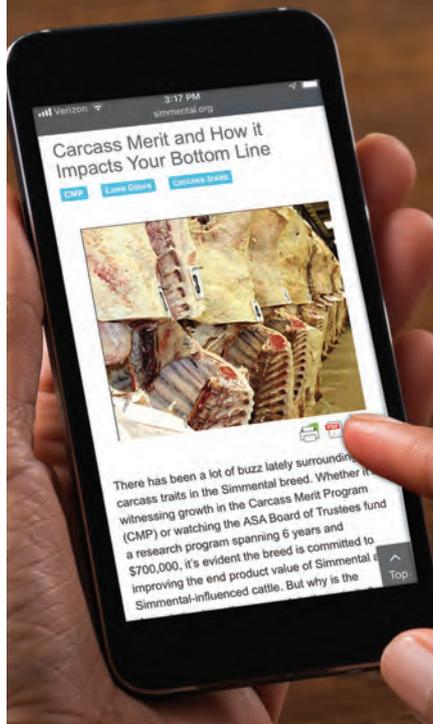
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- ◆ Down to the Genes

DATE BOOK continued

NOVEMBER (CONT.)

- 11 NAILE Select Sale — Louisville, KY
- 15 Heartland Simmental Performance with Class Sale — Waverly, IA
- 16 Timberland Cattle's Fall Bull Sale — Vernon, AL
- 17 North Central Simmental Fall Classic — Hubbard, IA
- 23 Felt Farms' Foxy Ladies Sale — West Point, NE
- 29 Chestnut Angus Female Sale — Pipestone, MN

DECEMBER

- 7 8th Annual Strickland/Driggers Bull Sale — Glennville, GA
- 7 Jewels of the Northland Sale — Clara City, MN
- 7 Montana's Choice Sale — Billings, MT
- 14 North Alabama Bull Evaluation Sale — Cullman, AL
- 14 Hartman Cattle Company Customer Appreciation Sale — Tecumseh, NE
- 14 NDSA's Simmental Classic Sale — Mandan, ND
- 15 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 21 South Dakota Source Sale — Mitchell, SD

JANUARY 2020

- 24 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pg. 39)
- 25 Double J Farms' 46th Annual Bull Sale — Garretson, SD (pg. 37)
- 25 J&C Simmentals' Bull Sale — Arlington, NE (pg. 33)
- 26 Triangle J Ranch's Bull Sale — Miller, NE (pg. 33)

FEBRUARY

- 1 Prickly Pear Simmental Ranch's Made in Montana Sale — Helena, MT (pg. 35)
- 1 Springer Simmentals' Sale of Value Based Genetics — Decorah, IA
- 2 Hartman Cattle Company Simmental Bull Sale — Tecumseh, NE
- 5 Begger's Diamond V Annual Sale — Wibaux, MT (pg. 35)
- 6 Stavick Simmental's Annual Sale — Veblen, SD (pg. 37)
- 8 Mississippi-Dixie National Simmental Sale — Jackson, MS
- 10 Edge of the West Bull and Female Sale — Mandan, ND
- 12 Jackpot Cattle Company's Bull Sale — Wessington, SD
- 12 River Creek Farms' 9th Annual Production Sale — Manhattan, KS (pg. 53)
- 14 Bred for Balance Sale — Starbuck, MN
- 14 Cow Camp Ranch's Spring Bull Sale — Lost Springs, KS (pg. 53)
- 14 TNT Simmentals' 35th Annual Bull Sale — Almont, ND
- 17 Bulls of the Big Sky — Billings, MT (pg. 35)
- 21 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 39)
- 21 Sandy Acres Bull Sale — Neligh, NE (pg. 33)
- 22 MN State Simmental Sale — Rochester, MN (pg. 49)

MARCH

- 4 Klein Ranch's "Heart of the Herd" Sale — Atwood, KS
- 5 Keller Broken Heart Ranch's Sale — Mandan, ND (pg. 39)
- 6 Diamond Bar S Bull Sale — Great Falls, MT
- 6 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 37)
- 7 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA
- 14 Carcass Performance Partners' Bull and Female Sale — Lucedale, MS
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- 14 Northwest Select Simmental Sale — Ross, ND
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- 20 Sunflower Genetics' Annual Production Sale — Maple Hill, KS (pg. 53)
- 21 Red Hill Farms' "More Than a Bull XV" Sale — Lafayette, TN
- 21 T-Heart Ranch's High Altitude Bull Sale — La Garita, CO

APRIL

- 4 Big Country Genetics Bull Sale — Powell, WY ◆

Hot SimSolutions

at
CATTLE Visions

K-Ler Kingsman 610D



5/8

ASA#: 3125337
EPDs: CE: 11 \$API: 132 \$TI: 82

W/C Executive 187D



3/4

ASA#: 3182363
EPDs: CE: 15 \$API: 129 \$TI: 77

Yardley Utah Y361



3/4

ASA#: 2641894
EPDs: CE: 10
\$API: 99
\$TI: 58



FHEN Halftime A127



1/2

ASA#: 2884737
EPDs: CE: 14
\$API: 140
\$TI: 70



WLE Copacetic EO2



3/4

ASA#: 3299037
EPDs: CE: 11
\$API: 109
\$TI: 66



An awesome
Champion at American Royal & NAILE!

W/C Lock Down 206Z



1/2

ASA#: 2658496
EPDs: CE: 14
\$API: 152
\$TI: 80



W/C United 956Y



1/2

ASA#: 2614725
EPDs: CE: 12
\$API: 129
\$TI: 89



W/C BF Innocent Man 174A



3/4

ASA#: 2785174
EPDs: CE: 10
\$API: 103
\$TI: 56



Schooley Emmett C543



3/4

ASA#: 3268112
EPDs: CE: 8
\$API: 115
\$TI: 72



TJ Franchise 451D



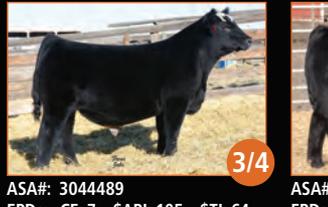
1/2

ASA#: 3148384
EPDs: CE: 20
\$API: 164
\$TI: 90



High-selling
daughter at Walsh, NE.

GLS/JRB Cash Flow 163C



3/4

ASA#: 3044489
EPDs: CE: 7 \$API: 105 \$TI: 64

CCR Anchor 9071B



3/4

ASA#: 2882759
EPDs: CE: 17 \$API: 161 \$TI: 83

Rousey Gold Strike 512C



5/8

ASA#: 3000381
EPDs: CE: 17 \$API: 160 \$TI: 90

WS Stepping Stone 844



3/4

ASA#: 2937803
EPDs: CE: 10 \$API: 124 \$TI: 74

Longs the Player C33



3/4

ASA#: 3030191
EPDs: CE: 14 \$API: 113 \$TI: 60

LCRR THR Mtn Pass 6219D



5/8

ASA#: 3117102
EPDs: CE: 16 \$API: 163 \$TI: 88

Damar Duration D871



1/2

ASA#: 3222772
EPDs: CE: 11 \$API: 123 \$TI: 79

WHF Tenfold C38



3/4

ASA#: 3118596
EPDs: CE: 13 \$API: 119 \$TI: 67

DAF Cadillac Style C4



1/2

ASA#: 3066650
EPDs: CE: 10 \$API: 121 \$TI: 61

W/C Last Call 206A



1/2

ASA#: 2785178
EPDs: CE: 12 \$API: 141 \$TI: 77

W/C Son of a Biscuit 83E



1/2

ASA#: 3336314
EPDs: CE: 13 \$API: 134 \$TI: 66

Bridle Bit Rembrandt D630



5/8

ASA#: 3137473
EPDs: CE: 21 \$API: 177 \$TI: 77

Hara's Distinction 10C



3/4

ASA#: 3083878
EPDs: CE: 10 \$API: 88 \$TI: 59

CCR Masterlink 9054C



3/4

ASA#: 3026360
EPDs: CE: 16 \$API: 137 \$TI: 79

W/C Red Revolver 8443C



3/4

ASA#: 3041173
EPDs: CE: 16 \$API: 112 \$TI: 55

RATES & POLICIES

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For All Your Advertising Needs



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November '19	Oct 1	Oct 10	Oct 21	Nov 5
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Have You Checked Out Active Herd?

A FREE and EASY cattle management software.

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.

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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".

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NEW

Ruby's Turnpike 771E

By WBF Significant

EPDs: CE: 10 \$API: 119 \$TI: 76



NAILE Champ!

CAJS Blaze of Glory 42B

By WLE Uno Mas X549

EPDs: CE: 13 \$API: 125 \$TI: 71



WS A Step Up X27

By SS Ebony's Grandmaster

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



NEW

Hook's Brilliance 37B

By Hooks Shear Force

EPDs: CE: 13 \$API: 168 \$TI: 84



NEW

OBCC Ships Ahoy D150

By CCR Anchor 9071B

EPDs: CE: 15 \$API: 150 \$TI: 77



NEW

PAL/CLAC Meant To Be 823E

By Mr HOC Broker

EPDs: CE: 6 \$API: 102 \$TI: 62



NEW

JBSF Gavel 9D

By Mr TR Hammer 308A

EPDs: CE: 8 \$API: 110 \$TI: 70



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



W/C Rolex 0135E

By Yardley Utah Y361
EPDs: CE: 16 \$API: 132 \$TI: 66

Relentless brother - sexed semen available.



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



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

SimAngus™



HILB Royal Rumble E102W

By W/C Executive Order 8543B
EPDs: CE: 15 \$API: 133 \$TI: 75

NEW



W/C Grandstand 6B

By W/C Wide Track 694Y
EPDs: CE: 14 \$API: 142 \$TI: 72



Ford's-WMCC Revolution 60E

By CCR Cowboy Cut 5048Z
EPDs: CE: 13 \$API: 137 \$TI: 77

NEW



HPF Rockstar B332

By JF Milestone 999W
EPDs: CE: 7 \$API: 117 \$TI: 77



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

NEW



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



Perfect Vision 26D

By MR CCF Vision
EPDs: CE: 14 \$API: 116 \$TI: 71

20-20's brother



Rousey Gold Strike 512C

By Hooks Trinity 9T
EPDs: CE: 16 \$API: 158 \$TI: 89

SimAngus™



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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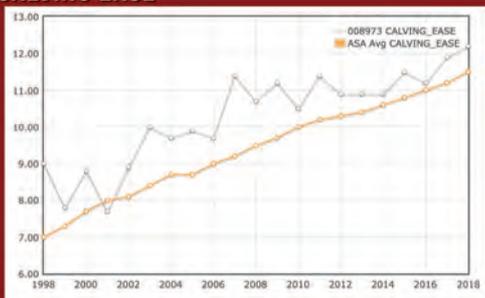
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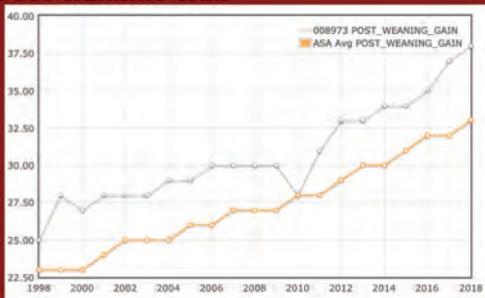
PROGRESS...

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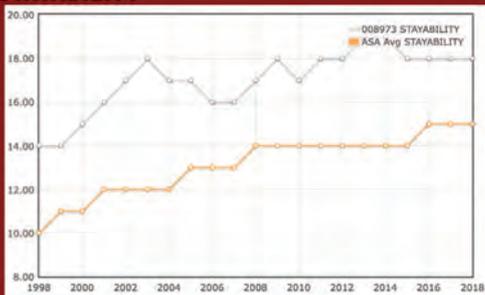
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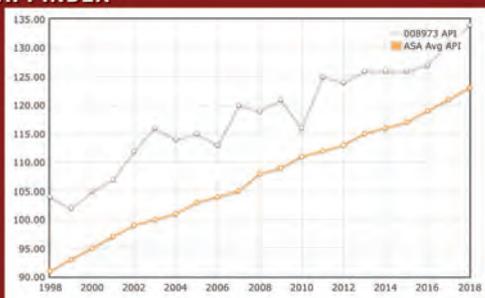
POST WEANING GAIN



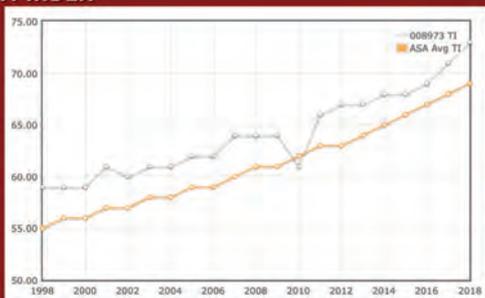
STAYABILITY



API INDEX



TI INDEX



CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay
11	2.1	78	114	0.22	11	11	50	16.9
DOC	CW	YG	Marb	BF	REA	Shr	TI	API
6.6	32.6	-0.54	0.17	-0.103	1.18	-0.25	77	135

ASR/GLS Pacesetter
X
ASR Showcase

ASA# 2598898 Homozygous Black & Polled Dam is ASR Miss Primrose M231 – 17 year old herd matron
Owned by Mike & Celeste Rains, Oakley, KS & ABS, Global

THE FUTURE...

ASR *AMERICAN PATRIOT* F843



CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay
17	-1.4	77	123	0.29	11	24	62	21.7
DOC	CW	YG	Marb	BF	REA	Shr	TI	API
11.2	47.6	-0.40	0.33	-0.071	1.18	-0.43	87	169

Black Hawk
X
Lucky Jess

ASA# 3485821 Homozygous Black & Polled Dam is ASR Miss Primrose D663 –
Descends from the same cow family as ASR Longevity Y184 dam
Owned by Bonnydale Simmental, Bridgetow, West Australia

ALTENBURG *Super Baldy Ranch* WA

Sharon and Willie Altenburg

570 East County Road 64

Fort Collins, CO 80524

willie@rmi.net www.altenburgsuperbaldy.com

