

the Register

May/June 2015

Serving the Simmental
and Simbrah Breeds



Features

**A Country Boy
Cattle Operation**

**Coat Color in
SimGenetic Cattle**

**New Headquarters
Under Construction**

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Why We Show . . . Good Times, Good People, Good Cattle



1985-2015



Staging a successful inaugural event, were Sweepstakes founders: (Back row L to R) Jim Mitchell, Denny Benoodt, Drew Daniels, John Callender, Colville Jackson, Keith "Sundance" Ruff, Tim Rhine, Bill McGee, Breck Ellison; (second row) Tom Whalen, Bobby Groves, Gordon Hodges, Don Homer, Bill Rowand, Dave Greenhorn; (front row) Ray Rankin, Mike Malloy, Stephen Rosenoff, John Hewes and Fred Clarke.

Spud 5-17 —
1985 Grand
Champion Bull
Simmental Breeder's
Sweepstakes.



RGRS SRG Two Step 20Z ET — 2014 Knic Overpeck Memorial Supreme Champion and Grand Champion Simmental Breeder's Sweepstakes Open Show.



EZY Lucy Lou 001A — 2014 Peter Courtney Supreme Bred & Owned Memorial Champion, Reserve Grand and Early Senior Calf Champion, exh. by Ethan Wood, Joaquin, TX.

July 25 —
Junior Show — Judge Cary Crow

July 26 —
Open Show — Judge Tom Hawk

Entry Deadline:
(Postmark) June 22, 2015

July 25 — Simmental Breeders
Sweepstakes Embryo Auction &
Summer Stakes Elite Heifer Sale
Call to nominate your heifer or to donate embryos

Junior Show

- Grand Champion Purebred Female & Percentage Female: \$500.00 Cash or \$1,000.00 Savings Bond
- Reserve Grand Champion Purebred & Percentage Female: \$250.00 Cash or \$500.00 Savings Bond
- Peter Courtney Memorial: Supreme Bred & Owned Champion

Nathan Adkins \$1,000.00 Scholarship Application
On Line Deadline: July 1, 2015

Circle M Farms
\$1,000 Showmanship Showdown

For additional show information, schedules,
and entry forms visit:

www.simmentalbreederssweepstakes.com



2014 Nathan Adkins Memorial Scholarship
Contestants, with winner —
Anna Krieger (center), Universal, IN.



2014 Herdsman of the Year —
Justin Alward, Altamont, IL.



2014 Circle M Farms Showmanship Showdown
Winner — Christopher Hart, Gainsville, GA.

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Plan to attend this year's shows, sale and embryo auction.
"It is the most fun you will have all summer!"

CALVING EASE RISING STARS

29SM0462 **AFTER SHOCK**



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

Epicenter of Genetic Progress

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

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

[DDF] SPRING 2015 TOP 35%

29SM0464 **WOLFPACK**



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

Get Ahead of the Pack

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

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

[DDF] SPRING 2015 TOP 35%

29SM0472 **BOULDER**



CCR **BOULDER** 1339A ASA 2880390 1/2 SM, 1/2 AN
HOOVER DAM x TRIPLE C L. TAYLOR

Muscle and Maternal

- ✓ Homozygous black, homozygous polled
- ✓ One of the best SimAngus® bulls to sell all spring
- ✓ Reads extremely well on paper with a super cool look

| CE | BW | WW | YW | MCE | MILK | MWW | STAY | DOC | CW | YG | MARB | BF | REA | SHR | \$API | \$TI |
|-------|------|-------|-------|-------|-------|-------|------|-------|-------|------|------|-------|-------|------|-------|------|
| +15.6 | -3.9 | +52.7 | +93.6 | +10.8 | +33.6 | +59.9 | | +15.7 | +20.7 | -.36 | +79 | -.021 | +1.09 | -.40 | \$169 | \$83 |
| .28 | .44 | .38 | .42 | .24 | .23 | .28 | | .14 | .34 | .26 | .40 | .25 | .32 | .17 | | |

[DDF] SPRING 2015 TOP 35%

29SM0467 **SANTA FE**



CCR **SANTA FE** 9349Z ASA 2720494 3/4 SM, 1/4 AN
S D S GRADUATE 006X x HTP SVF IN DEW TIME

Drive Your Herd To Prosperity

- ✓ Homozygous black, homozygous polled
- ✓ A sale day favorite for his incredible balance of EPDs, phenotype and pedigree
- ✓ Ranks in the top 10% of the breed for Calving Ease, Milk and muscle

| CE | BW | WW | YW | MCE | MILK | MWW | STAY | DOC | CW | YG | MARB | BF | REA | SHR | \$API | \$TI |
|-------|------|-------|-------|-------|-------|-------|------|-------|-------|------|------|-------|-------|------|-------|------|
| +15.6 | -2.7 | +64.3 | +99.1 | +12.8 | +33.4 | +65.5 | | +13.6 | +24.9 | -.25 | +24 | +0.09 | +1.02 | -.49 | \$151 | \$75 |
| .27 | .35 | .30 | .32 | .22 | .23 | .25 | | .15 | .26 | .27 | .40 | .33 | .31 | .32 | | |

[DDF] SPRING 2015 TOP 35%

These elite, calving ease prospects will have your next calf crop rising to the top of the class.
To order contact your local ABS Representative or call **1.800.ABS.STUD**



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Volume 28, Number 8

SWEET she is...



SMITH RFI SWEET DEB

Sired by Smith Nu Approach and out of RFI Debutante, a donor in the Smith/Reavis programs. 2015 National Heifer Calf and Grand Champion Female. Sweet Deb represents the third generation of this family to be in our donor lineup.

Sweet Deb's dam, RFI Debutante is a donor in the Southwestern Farms, Reavis Farms and Smith Genetics programs. Debutante was very successful in the show ring, including ASA National, National at San Antonio and International Senior Champion Female in 2014.

Predictability, proven genetics, power, and an eye appealing phenotype makes her a **PRETTY SWEET FEMALE!**



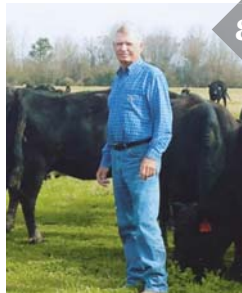
Smith RFI Sweet Deb at the side of her dam, RFI Debutante at the 2014 National Show.

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The ASA headquarters will be moving one mile north when a new building is finished this fall.
Compiled by ASA and Register staff

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About the cover: A growthy spring calf from the herd of Jack McCoy, Lafayette, IN.
Photo by Hannah Wine.

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the Register

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The
GATHERING
at SHOAL CREEK

THANK YOU
Bidders & Buyers
at our big sale event!

Our Sale on Saturday, April 4, 2015 was a success because of you! You are appreciated greatly!



- Victor Bernard
- Cooper Black
- Brooks Simmentals
- Cline Cattle Co
- Kallie Cloud
- RS&T Simmentals
- Dean Cattle Co
- Erickson Family
- Don Feighert
- K&L Simmentals
- Gonsior Simmental
- Hart Simmental
- Hilbrands Cattle Company
- Huenefeld Simmentals
- Grindstone Creek Farms
- Kersten Cattle Company
- Madilynn Lumsden
- Madison Farms
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VIEWPOINT

By Trustee Susan Russell, Sugar City, CO



The bulldozers are rolling. Site work is under way on Campbell Road in Bozeman, as your American Simmental Association begins construction of a new headquarters.

As I write this column, roads, parking lot, water, sewer, electrical and phone lines are all Step 1 that we're beginning on property that

ASA was able to snag in a bank foreclosure deal nearly two years ago. The 4.3 acres of land was a wise investment. Now that the time is right, ASA is turning the asset into a great location for the breed's new headquarters. It is only about a mile from the present headquarters. It's nestled between the scenic mountain ranges and abutted by a high-end subdivision's designated open space.

It was determined that no matter how much duct tape and bailing wire was donated by members, the old building on Simmental Way simply needed to be replaced. Improvements would open us up to new regulations and codes on the 7.5 acres of ground. Renovation costs alone were estimated at \$1,000,000 and we'd still have a 42-year-old building.

Our EVP, most of my fellow ASA trustees and myself are all frugal (just ask my sons). Thanks to rocketing demand for Simmental, increased membership and registrations, plus good planning and investing by past boards, the breed is currently in a solid financial position.

After completing due diligence, and jumping through months of permit hoops and site plans, your board was able to pin down a more accurate and complete project budget. We have hired a respected contractor. We have now looked at everything from structural calculations and geotechnical reports to phones and landscaping. More than 200 pages of contractor and subcontractor details have been examined by the entire 17-member board, with discussion and further input sparked by those ideas. (Thank goodness for conference calls and technology, so that trustees can view documents and hear updates easily. If you've ever built a new house, you understand the many decisions and the fact that delays cost more money.)

During our March 31 full-board conference call, your trustees aired final concerns and approved to let those bulldozers roll.

Your board also voted to aggressively pursue selling its Simmental Way property. We will, of course, salvage some of the historical treasures from the office, such as the stained glass window, and move them to the new headquarters. The current office, sandwiched between 19th Avenue and I-90, already has the prime feature that realtors harp on: Location, Location, Location. ASA has even had prospective lookers before the "For Sale" sign was officially posted. As of this column deadline, the property is still available — so spread the word.

Despite the many meetings regarding the headquarters, your board hasn't taken its eye off the beef cattle business.

ASA depends on the success of our members, and the highest priority is to maintain and nurture services and products which bring value to ASA members' customers.

Breeders' success is easy to track. Statistically, we continue to make great strides to improve the breed. In looking at data from the last seven years, Simmental continues to show growth in everything from registration numbers and THE enrollments to the improvements in specific EPD traits and \$Indexes. For example, the All-Purpose Index average has increased from \$110 in 2008 to \$122 in 2014. This steady growth reflects your efforts as breeders to concentrate on making functional, performance-oriented cattle.

Simmental are no longer a hard-calving breed or discounted by packers. We are sought out for our excellent growth and carcass traits. We are the Number 1 Continental breed choice to mate to English breeds to create optimum hybrid vigor. We cull bad udders and bad feet. Feeders are eager for Simmental. We add muscle and pounds. We continue to show the tremendous increase in demand for good Simmental genetics from pasture to plate. That's the message that we must share with our customers. Instead of the dairy industry's milk-mustache advertisement, perhaps our tagline should ask: "Got Simmental?"

Your board is also trying to make sure that you have the latest tools in the technology shed. Earlier this year, the membership was offered a Low-Density test, which combines parentage and LD panel testing, for a \$50 fee. We have seen membership embrace this new test, as you can boost your EPD accuracies through DNA at an affordable price. While some animals might still need a High-Density (80K) test, this LD test has made it more reasonably priced to run blood samples of your entire cowherd.

This spring, I had an opportunity to travel in my Western Region to attend bull sales. Many of the catalogs had the "genomic enhanced EPDs" line under each and every lot. While technology allows EPDs to change daily as new data is input, the swings in the numbers seem to be minor after the LD test. Testing gives the buyer more confidence that they are getting exactly what they see printed. Whether it is CE or TI or something on the chart in between, they understand that through DNA testing they are being given the sharpened tools to make their purchasing decision. That accuracy is a service to our customers. It's been a pleasure to represent the breed at these bull sales. I have enjoyed the networking and the opportunity to see good livestock. (OK, the deer in the middle of the canyon road at midnight weren't appreciated, but the great cattle were.)

It also has been a wonderful experience to serve as a trustee for nearly six years and on your executive board for a second term. Before my tenure ends in January 2016, I will have the opportunity to interact with many of you at AJSA regionals and the National Classic in College Station, and the fall educational symposium in Gettysburg. Don't hesitate to catch me and share your membership concerns. ♦

TNGL Track On B748



Homozygous Black
Homozygous Polled

3C W/C Wide Track W9462 Triple C Bettis S72J ASA#: 2911629
Sire: W/C Wide Track 694Y Dam: GCF Miss Elsa W11 PB SM
Miss Werning 694S GCF Miss Elsa

| Trait | Direct | | | | Maternal | | | | DOC | Carcass | | | | | | \$ Index | |
|-------|--------|-----|------|------|----------|------|------|------|------|---------|-----|------|-------|-----|------|----------|------|
| | CE | BW | WW | YW | MCE | Milk | MWW | Stay | | CW | YG | Marb | Fat | REA | Shr | API | TI |
| EPD | 11.0 | 2.8 | 68.0 | 99.1 | 10.1 | 21.8 | 55.8 | 21.7 | 11.5 | 32.9 | -29 | .16 | -.051 | .80 | -.40 | 127.8 | 69.5 |
| ACC | .17 | .21 | .20 | .19 | .12 | .12 | .14 | .11 | .13 | .16 | .11 | .13 | .12 | .11 | .10 | | |
| % | | | | | | | | | 20 | | | | | | | | |

ASA Sire Evaluation, as of 3.30.15

Simmental

- Outcross Genetics with great EPD profile.
- Track On was admired by many at the NWSS where he was Reserve Senior Calf Champion.
- His first outing he is the soundest and easiest moving bull I have seen in many years with a perfect foot on him.
- Track On is deep and soft in his rib and flank, extremely long-fronted with great slope of shoulder with a wide square hip.

Semen: \$50/unit

Semen available through owners.

Western Cattle Source



Jock & Brenda Beeson
Crawford, NE 69339
308-665-1111 (home)
308-430-2117 (mobile)
308-430-0668 (mobile)
wcsbeeson@bbc.net



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LRS Hammer Down 116B



Homozygous Black
Homozygous Polled

Dikeman's Sure Bet SAV Bismarck 5682 ASA#: 2842590
Sire: CCR Sure Fire 5028Y Dam: LRS Ms. Bismarck 116Y 3/4 SM 1/4 AN
CCR Ms. 4045 Time 7332T LRS Miss Keepsake 447P

| Trait | Direct | | | | Maternal | | | | DOC | Carcass | | | | | | \$ Index | |
|-------|--------|-----|------|-------|----------|------|------|------|------|---------|------|------|-------|-----|------|----------|------|
| | CE | BW | WW | YW | MCE | Milk | MWW | Stay | | CW | YG | Marb | Fat | REA | Shr | API | TI |
| EPD | 13.4 | 1.0 | 63.5 | 101.6 | 11.7 | 18.8 | 50.5 | - | 11.4 | 32.1 | -.30 | .47 | -.046 | .83 | -.68 | 146.6 | 74.4 |
| ACC | .19 | .35 | .31 | .35 | .14 | .14 | .19 | - | .11 | .28 | .20 | .21 | .21 | .20 | .09 | | |
| % | | | | | 15 | | | | | 15 | | | 15 | 1 | 20 | | |

ASA Sire Evaluation, as of 3.30.15

SimAngus™

- Outcross genetics with great EPDs.
- Use him to make purebred and percentage cattle.
- IMF Ratio 113
- Hammer Down is a stout-made bull with excellent depth and shape of rib.
- He is structurally correct and attractive through his front end.

Semen: \$30/unit

Semen available through owner.

Western Cattle Source



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A Country Boy Operation



Donnie Harper

A modest, self-effacing breeder has quietly, but quickly built the largest Simmental herd in Louisiana.

By Dan Rieder

When the American Simmental Association recently published its annual “Leading Breeders by State list” the name of Donnie Harper sat perched at the top of the ledger. In just a few short years, the northeastern Louisiana producer had leapfrogged to an enviable position among the area’s Simmental cattlemen.

“I was raised on this farm by my parents, James and Shirley, who have passed on. My folks were mostly cotton and soybean row crop farmers, although they always had a few Polled Herefords around. As a kid, Herefords were the only cattle I knew. I was raised with my older brother, Jimmy. Jimmy still lives here on the farm, but makes his living off the farm, as a Baptist preacher and a deputy sheriff,” he explained. “Our original farm was partly inherited by my mother and partly purchased by my Daddy.”

The farm is situated near the tiny town of Crowville, but their mail is delivered through the post office located in Winnsboro (population: 4,800). The nearest larger town is

Monroe, 50 miles to the northwest, where his daughter and son-in-law, Sharon and Dustin Baugh reside. Sharon and Dustin are parents of Donnie’s two grandsons, Harper, 8, and Dustin, 7.

For years, Harper’s cattle operation revolved around commercial Angus until the mid-2000s. “I saw an ad for Simmental placed by Gene Strother, of Amite, Louisiana, and thought it might be a good idea to add some hybrid vigor to my herd through crossbreeding. I bought a bull from him and casually mentioned that I wouldn’t mind having some registered cattle,” he recalled.

“Mr. Strother called me a year later and told me that he was going to cull his herd because he was having some health problems and needed to cut back. He let me pick his herd and I bought 12 cows. Those cows produced 12 calves, 10 heifers and two bulls. The next year, he had open heart surgery and told me he was going to sell all his cattle so I ended up buying 25 more,” he said.

Cattle Management

Currently, Harper maintains a cowherd of 80 registered Simmental and SimAngus™ cows, along with a smaller, commercial contingent of 25 Angus females. “At one time, I had 200 cows, but since this is such a heavy row crop area, I’ve had trouble finding enough pasture. At my age, (64) I figured I’d be better off running fewer cows,” he commented.

He credits Strother and Tim Ishee, another long-time Simmental breeder from Laurel, Mississippi, for their sound advice and counsel. “I had seen an ad for some Australian Shepherds that was placed by Tim. I called him and we discovered that both of us had black Simmentals. He told me ‘if you’ll come down here and look at my cattle, I’ll knock \$20 off the price of a dog’,” he chuckled.



MR Ishee BLK Harmony 001, Harper’s prized herd bull.



A pair of Harper’s two-year-old heifers and their calves.

“So I went down there and we’ve become good friends. I bought some cows from him and he helped me locate a real good bull that he had raised and sold to another breeder. I bought that bull (MR Ishee BLK Harmony 001), and he has been really, really good,” he continued. In March of 2009, Harper realized his quest to become a registered cattle breeder when he obtained ASA member number 264677.

“Mr. Strother got me started down the right path, and now, when I need some information, I call Tim. He has helped me a lot,” he says. Harper’s Simmental acquisitions from both of his newly found friends, were already black-hided.

He breeds about 30 cows by artificial insemination, with the balance bred by natural service. “Since I have this outstanding five-year-old bull, I like to use him heavily. Absolutely no calving problems with him and his calves grow like crazy. In fact, Tim Ishee continues to use some of his semen on his own cattle,” he added. All of Harper’s cows, including the commercial Angus, are bred exclusively to Simmental sires.

Recently, he purchased 15 three-quarter Simmental x one-quarter Angus embryos from Ishee, implanted them in his purebred cows and already has eight calves on the ground. “There is a definite market for SimAngus genetics in our area, and the interest is growing every year,” he commented.

He is impressed with what he sees out of his SimAngus combinations. “I see superiority among my SimAngus when compared to purebred cattle. A little more growth and the calves are hardier. A lot of people still want to go with straightbreds, but you can’t argue with what crossbreeding does for the commercial cattleman,” he said.

Although summer temperatures can range up into the high 90s and low 100s, along with very high humidity, his black-hided cattle are able to handle the conditions. He points out that the cows head to shade during the heat of the day, but are out grazing in the evening and early morning.

Harper markets an average of 20 bulls annually right off the farm, by placing ads in local and state farm publications. “I get a lot of phone calls and completely sold out my current bull crop. Prices for our bulls have been increasing right along and demand has been very strong. I know they might bring a little more in some regions, but this is a farming area and these local commercial breeders are reluctant to spend a lot of money on bulls,” he says. “My customers are primarily commercial Angus breeders, but I also sell bulls to a few Brangus guys.”

His cull cows and heifers, along with bull calves that don’t measure up to his sale standards are sold at the nearby auction barn in Delhi.

A member of both the Louisiana Simmental Association and the Louisiana Cattlemen’s Association, he also sells a few club calves for 4-H and FFA projects. “I price those animals a little above what I think the calf might be worth over the scales,” he said.

(Continued on page 12)

Home of the

Hottest Sires!

2015 Spring EPDs pulled 1.12.15



FBF1 Combustible Y34

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
6 2.6 54 83 9 19 46 115 59

ASA# 2588018

The hottest sire
in the country!

\$60,000 valuation

Combustible daughter at NAILE sale!



SS/PRS Gunslinger 824X

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
13 1.6 59 76 5 19 48 123 66

ASA# 2571741

Calving ease with
outstanding profile!

Featured Gunslinger daughter at Hilbrands.



CARD Uproar 49Y

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
5 3.4 68 99 7 21 55 126 72

ASA# 2623651

First progeny
are winners!

Supreme Champion Female World Beef Expo



Ruby's Wide Open 909W

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
6 2.9 68 97 4 13 47 120 70

ASA# 2492312

He sires awesome
quality!

Calf Champion for Morgan Phillips at NAILE!



TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
11 -.2 77 109 8 19 58 132 78

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!



FBF1 Supremacy Y93

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
9 3.7 62 87 10 13 44 105 62

ASA# 2588017

Adding amazing body
depth and soundness!

This Supremacy
daughter was a NAILE Class Champion
and World Beef Expo Res. Champion.



Long's Shear Pleasure W6

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
8 2.5 74 108 6 29 66 105 70

ASA# 2496326

Has been a great
calving-ease, baldy
maker for breeders
around the country.

One Eyed Jack was
thought by many to be the best bull in Denver.



W/C No Remorse 763Y

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
9 -.7 51 73 10 23 49 112 59

ASA# 2614801

Calving ease, high
profile sire producing
high valued progeny!

\$20,000 No Remorse daughter
at Huston Cattle Co.'s Sale.





FHEN Halftime A127

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
14 -0.6 61 99 11 25 56 146 75

ASA# 2884737
2014 NAILE Champion % Bull!



WS Revival B26

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
7 1.7 57 80 6 18 47 99 58

ASA# 2913874 • Spectacular \$160,000 top seller at 2015 "The One Denver" Sale



W/C Loaded Up 119Y

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
5 -0.1 59 97 11 22 51 109 63

ASA# 2654155
Werning's HOT Lock n Load Son!



Mr. Hoc Broker X623

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
-2 4.3 70 108 13 13 48 92 57

ASA# 2531081
Grand Champion at the NAILE, Royal and Denver!



\$190,000 Broker Heifer



KLS Halfblood X217

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
16 -1.4 63 91 13 25 56 148 72

ASA# 2537824
Awesome Calving Ease and profile!



Halfblood progeny are cool lookin'!



WC Lockdown 206Z

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
16 -1.8 79 140 10 18 57 153 85

ASA# 2658496
Proven calving ease on heifers, yet produces incredibly sound, functional, good looking progeny!



\$17,000+ Lock Down at Plendl's



JF American Pride 0987X

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
10 2.2 68 111 10 27 61 128 75

ASA# 2573743
His first progeny verify his individual greatness!



Bull calf champion at NAILE by A.P.



STF Royal Affair Z44M

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
6 2.2 49 84 7 20 44 103 57

ASA# 2639758
The ultimate Dream On outcross!



Awesome Royal Affair son at Janssen Farms.



STF Shocking Dream SJ14

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
19 .5 64 89 5 17 49 148 70

ASA# 2335795
Produces the best fronts in the business!



Jordan Simmentals \$15,000+ Shocking Dream daughter



Yardley High Regard W242

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
1 1.2 63 93 7 24 56 77 57

ASA# 2522822 • High Regard is stamping his progeny with outstanding quality, making him a must use regardless of his "old-school" pedigree and EPD profile.



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A Country Boy Cattle Operation

(Continued from page 9)

A Unique Arrangement

The Harper brothers both reside on the original family farm, but do not work the land. Because it is so fertile and conducive to row crops, most of it is leased to neighboring farmers on an 80% to 20% share crop agreement. The renters are free to decide what crops they want to grow, but usually stick to cotton, corn, soybeans, and in at least one instance, sesame seeds.

Jimmy and Donnie co-own the original farm, and both have acquired additional land in the area. “Jimmy is not into the farming aspects because he’s so busy with the responsibility of his two jobs,” Donnie explained.

Since the farm has been leased out, Harper turns to other landowners for enough space to maintain his cowherd. He rents pasture, not only from his neighbors, but from his brother as well. Although the cattle are able to graze much of the year, enough hay is purchased to get them through from December until mid-March when the grass usually greens up.

By leasing out the cropland and concentrating his effort strictly on his cattle, Harper’s cost outlay for

equipment is minimal. He owns a couple of tractors and uses a front-end loader for various tasks like feeding and cleaning pens.

Based on advice from Strother and Ishee, he has been feeding his bulls, replacement and first calf heifers a ration that includes soybean hull pellets. “It is an outstanding growing ration, their feet stay sound and they really thrive on it. You can give them all they want. I order it from Mississippi and it is delivered loose by 18-wheel semis. I use my front-end loader to feed it, but also hand feed it by bucket to the heifers,” he states.

“Since I am my own labor force, I try to keep things from getting too complicated,” he concluded. “I was born and raised in this rural setting and that’s how I look at my cows — I’m just a country boy who enjoys working with cattle.” ♦



Yearling bulls are bunk broke and easy-to-handle.

Photos by Shirley Love.





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- Paisley (Black & White)
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- Carbon Fiber

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The NEW 1st-Class Show Halters combine the class and sleekness of the leather, matching hardware with our popular Sullivan's NEW Showman's Texturized Grip to making it a one-stop shop when choosing a halter. These halters will look clean and flawless in the show ring without drawing attention away from the animal.

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- Leather, hardware and grip correspond in color.
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Not only does the SENSATION CURVE contains 134% more teeth than the SMART SENSATION, but the teeth are also narrower and more flexible to allow hair and skin to be stimulated with an even gentler massage. The SENSATION CURVE's design also has a more rounded curvature to the brush, which encourages more fluid rhythm to the hair working process while the Sullivan's NEW textured grip enhances the users comfort.

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This brush will be the perfect addition to your daily hair growing tools. Available June 15th.



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This remarkable formula will keep your animal on the right track through stressful transportation and showing. This product helps bring an aggressive appetite and energy boost to the animal. Administer 10-15cc orally several days prior to travel to maximize the beneficial microbial flora within the animal. Continue to administer orally at the show to keep your animals gut in good health. This super charged formula of Prebiotics, Probiotics and B12 will restore the balance to your animal in any stressful situation.

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- B12 boost energy levels, which helps fight fatigue and sluggishness. This product also contains helpful levels of Vitamin A, Vitamin D, Vitamin E, Niacin and Thiamine.

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Coat Color in SimGenetic Cattle

By Jackie Atkins, PhD, Director of Science and Education and Sally Buxkemper, RX Ranch, Ballinger, TX



Dr. Atkins



Sally Buxkemper

Coat color is an important trait with many sought-after varieties. Some breeders take advantage of the Certified Angus Beef program and breed mainly black cattle. Other breeders develop heat tolerant cattle with black hides and red hair. No matter your preference, coat color is one of the first things we notice about cattle. Here we dive into the physiology of coat color and the genetic control of various coat color phenotypes.

The Physiology of Coat Color

The coat color that we see in an adult animal is the result of many physiological steps that have to occur correctly beginning in the developing fetus. Early in pregnancy, cells called melanoblasts migrate from the neural crest of the fetus to the base layer of the skin or the hair follicle. Melanoblast migration is under the control of many different signals and is the first step in the future coat color phenotype — if these cells don't make it to the hair follicles throughout the body then those places will be white. The melanoblasts eventually mature into melanocytes, the cells responsible for coloring (pigmentation) the skin and hair. Melanocytes produce melanin through a process called melanogenesis. Melanin is a generic term for the chemicals responsible for coloring hair and skin. There are two melanins, pheomelanin makes yellow to red colors and eumelanin makes black/brown coloring. After the melanins are made they are transferred to hair follicle (a process called pigment transfer). In summary, colored hair — red, black, or anywhere in between — requires the following chain of events 1.) melanoblast migration, 2.) melanoblast maturation to melanocytes, 3.) melanogenesis (making of pheomelanin or eumelanin), 4.) distribution of the melanins to the follicles 5.) maintaining a healthy population of melanocytes. Disruption anywhere along this chain results in white hair.

Coat color in cattle has two main categories 1.) the basic solid color from black to white and 2.) patterned color that alters the basic coat color (blaze, brindle, brockle, spotting, etc.). The basic coat color depends on the ratio between the two melanins, pheomelanin and eumelanin. Black animals have more eumelanin production and red animals have more pheomelanin production (see how in the next section). There are dilution mutations that can alter the base color uniformly across the entire body. The dilution gene in Simmental cattle is dominant or semi-dominant meaning it only takes one copy to alter the phenotype. The dilution gene affects the eumelanin transfer to the hair follicle and is typically noticed in genetically black animals (change from black to grey). Charo-

lais cattle have a different mutation on this same dilution gene (PMEL-17) fixed in their population that results in the light coat color typical of the Charolais breed. White patterning in blazed faced, spotted, belted, or brockled cattle is usually caused by genes involved in melanocyte migration or survival.

The Gene Players

In order to understand the genetic control of coat color, you need to understand some basic principles in genetics. A gene refers to a specific sequence of DNA on a specific location of a chromosome that makes a specific protein in the cell. Variations in the sequence of DNA can have either no change to the resulting protein, slight change in the shape of the protein, or make the protein non-functional. Each animal carries two copies of every gene and each gene can have different DNA sequences called alleles which result in different proteins. The main gene involved in coat color in cattle goes by several names, the extension locus, melanocortin 1 receptor (MCR1), or melanocyte stimulating hormone receptor (MSHR). This gene has three alleles (variants in DNA sequence) ~ black (E), red (e), and wild type (E+).

Most of us have a pretty solid understanding of black coat color vs. red coat color but there is quite a bit of confusion when it comes to the wild type variant. First of all, "wild type" has nothing to do with an animal's disposition. Wild Type is a generic term in genetics referring to the normal allele or in this case the original allele. In the extension locus, the wild type variant is the original DNA sequence and the black and red variants are mutations of the wild type sequence. The black allele is a mutation that causes the pathway for eumelanin to be constantly active resulting in black pigmentation. The red allele has a mutation that results in a non-functional protein important in eumelanin production. Without this protein, eumelanin cannot be made and the animal will only produce pheomelanin resulting in a red coat color. Wild type animals have a functioning protein to make eumelanin

(Continued on page 18)





May-Way

Brilliance 399

AAA 17843779 DOB: 09.06.13

SIRE: S A V Brilliance 8077

DAM: May Way Blackcapette 840 (S A V Net Worth 4200)

| CED | BW | WW | YW | SC | CEM | MILK | \$EN |
|-----|------|----|----|----|-----|------|--------|
| 6 | +2.1 | 54 | 96 | 49 | 10 | 28 | -22.37 |

| CW | MARB | RE | FAT | \$W | \$F | \$G | \$B |
|----|------|-----|------|--------|--------|--------|--------|
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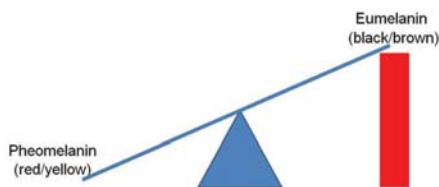
Gana
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Coat Color in SimGenetics Cattle

(Continued from page 16)

Black Animals (E/E or E/e)

Machinery that makes eumelanin is constantly on resulting in only eumelanin production. The Dilutor gene alters the ability to make eumelanin so animals may have less black in the coat (grey).



Wild Type Carriers (E+/_)

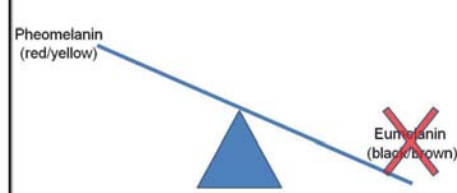
Eumelanin and pheomelanin production possible.

Coat color depends on the ratio of these two melanins. The ratio changes based on age, sex, and other genes (example: agouti, brindle, dilutor, and unknown genes).



Homozygous Red Animals (e/e)

Protein needed for eumelanin production is not functional so only pheomelanin is produced.



Coat color depends on the ratio of Eumelanin and Pheomelanin production. More Eumelanin leads to blacker pigmentation and more Pheomelanin results in red to yellow coat color.

(black) but this protein is susceptible to other signals to either increase eumelanin production for darker pigmentation or increase pheomelanin production for redder coat color. In other words, wild type coat color can be varying degrees of red/yellow to brown/black.

The order of dominance for these alleles is thought to be $E > E+ > e$, in other words black is dominant to wild type which is dominant to red. However, a new study suggests in some cattle, particularly in *Bos indicus* x *Bos taurus* crosses, black is not completely dominant to wild type. Hulsman Hanna and colleagues published an article (Genetics Selection Evolution, 2014) on the genetic control of coat color in over 200 heterozygous (E/E+) Angus-Nelore cross cattle. Based on the previous thinking, we would expect all these heterozygotes to be black as black is dominant to wild type and red alleles. However, there were varying degrees of pigmentation in these 200 cattle from

black all the way to red. This study found some potential secondary genes that could cause the E/E+ cattle to have reddish coat, and it presented strong evidence that the black allele is not completely dominant to the wild type allele in *Bos indicus* x *Bos taurus* cattle.

Jersey, Brown Swiss, Tarentaise, Texas Longhorn, Brahman, and other Zebu cattle carry the wild type allele but it is not limited to these populations (note picture of the E+/e SimAngus Bull). Due to its prevalence in the Brahman breed, Simbrah cattle frequently carry the wild type variant. As wild type animals have the ability to make both red or black hair, their coat color can be more variable. Homozygous wild type cattle range in coat color from yellow to black although the most common coloration is reddish brown or brownish black. Frequently wild type animals become darker as they age and wild type bulls are typically darker pigmented than wild type cows (see pictures for examples). Wild type animals commonly have darker pigmentation at the feet, head, and neck and have a tan ring around the muzzle.

As wild type animals can make black or red hair, other genes that affect the ratio of pheomelanin to eumelanin production will affect wild type animals but not black or true red (ee) cattle. The Agouti gene is one such gene with three different variants. The agouti gene makes a protein that can modify the ratio of eumelanin and pheomelanin in wild type cattle. Variants in the agouti gene can make a Wild type animal almost completely black, and may control the darker pigmentation associated with the head, neck, and feet in some E+ cattle. The brindle gene is another case where the gene has no effect on either red (ee) or black (E/_) cattle but can cause black stripes in wild type cattle.

Cattle can be blazed, spotted, brindled, roan, brockle, belted, diluted, dun, and the list goes on and on. There are many genes involved in these variations of coat color. With the genomic era, scientists are digging deeper into these variations and adding to the list of gene players continually. While the above information may be viewed as the tip of the iceberg when it comes to coat color control, hopefully this provides you with a little better understanding of the physiology and genetic control of hair pigmentation.



SimAngus Bull (3/4 Simmental, 1/4 Red Angus) that is a wild type carrier (E+ /e).



Simbrah cow on the left is a Wild type carrier ($E + /e$). Her bull calf, a likely wild type carrier, started with a similar reddish color (left) but developed a darker pigmentation especially on the head and neck and feet as he aged (right).

Simbrah heifer homozygous for the wild type coat color allele ($E + /E +$).



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New Headquarters Under Construction

ASA is taking advantage of a window of opportunity to replace its deteriorating headquarters building.

The American Simmental Association expects to move into its new, state-of-the-art headquarters building by late fall, after a series of favorable events fell neatly into place.

First of all, the city of Bozeman is experiencing a population and building boom, and the present 7.5-acre ASA property is located in a prime commercial location adjacent to Interstate 90 and 19th Avenue, Bozeman's busiest street. In 2013, an inquiry was received from a speculator, indicating that the property is extremely valuable.

Secondly, it was discovered that a 4.3 acre plot one mile north of the current property was in bank foreclosure and available at a very reasonable price. The Board of Trustees approved that purchase as a sound investment, if nothing else.

Thus, the decision to construct a new headquarters is primarily financial. Renovation of the 41-year-old Swiss-style original building would

require a substantial injection of cash to bring it up to current building codes.

"Approval to build is the single most important financial decision this organization has made in years," said Board of Trustees Chairman Bob Lanting, Twin Falls, Idaho. "A favorable building climate, high-value real estate property and available funds have created an opportunity just too good to pass up."



Lanting



Forman

Newly elected Trustee Mike Forman of Ellensburg, Washington, who has had a long career as a contractor, echoed Lanting's comments. "We have purchased land for pennies on the dollar and have a golden opportunity to sell our existing building and land," he added. "Land values in the Bozeman area just keep climbing. What a perfect time to put a new face on the ASA by moving into a new, updated facility!"



Ground was broken on the three-level facility in April, and construction is moving ahead full bore. In addition to open, modern work environments for staff over the upper two stories, the basement will house storage, archives and supplies. The building has been positioned to take advantage of the potential to further subdivide the property into one or two commercial lots.

Current plans call for an open house and dedication ceremony during the summer of 2016. ♦

Front view of the building which faces the Bridger Mountains.



Rear view of building.



Above are artist's renditions of the new building.

By Will Townsend, Director, Commercial and Industry Operations



406-548-5770
wtownsend@simmgene.com

Nine Steps to Starting Out or Expanding in the Cattle Business

Whether you're just starting out in the cattle business or somewhat established, developing and expanding your operation can be a daunting task. However, if cattle production (seedstock, commercial, feedlot, etc.) is your chosen profession, herd, ranch and operation development and expansion may be exactly what you need. I've interviewed a number of professionals in the cattle business that have had exceptional success at starting and/or expanding a cattle operation and compiled some key points that they suggest to help producers in this endeavor.

1. Is the Business Sustainable?

Before you even get started, it is important to question the sustainability of your potential business so that your time, effort and money are not wasted. James Brown with Cargill has studied business development and expansion and knows what it takes to be successful and, more importantly, what can lead to a lack of success. James points out that "Most people go back to the family farm/ranch for the lifestyle, but if it's not a sustainable business, it's not a sustainable lifestyle." This is sometimes a difficult question to face but a serious one.

2. Recognize and Utilize Opportunities

The "self-made man" is an American icon. Everybody either is or will become a self-made man in their own mind. The rags to riches stories offer what we view as the true American stories. However, even if you didn't come from rags you will likely still view yourself as a self-made man. In Malcolm Gladwell's book, *Outliers*, he points out there is really no such thing as a self-made man. All success stories are a result of the effects of one's environment and the opportunities that environment offers. Numerous stories of success and fame of great individuals were cited by Gladwell including Bill Gates, Beethoven, the Beatles, star athletes, and many others. Each of these cases showed a large environmental effect and opportunities that were offered to nobody else. It becomes quite humbling when we realize that so much of who and what we are today has to do with something other than us being "self-made" individuals. I truly believe that it is only by God's grace that we face any of the opportunities presented to us.

Is this to say that these individuals did not contribute to their very own success? Not at all. What separated these people from the rest and made them great were not just the opportunities they were given, but the fact that they recognized and utilized those opportunities.

Andrew Sunderman of Sunderman Cattle Company is a young producer that has built and grown both a feedlot and cow/calf operation in Nebraska. When I asked Andrew what tips he would give to young producers trying to get into the cattle busi-

ness, he said, "Get in three years ago." Although Andrew was joking, there is something to be learned from that statement. Timing is everything. Opportunities often only present themselves within a small window. That is why it is so important to recognize and utilize them in a timely fashion.

Often these opportunities come in the form of people. It may be a wiser choice to partner with someone such as family member rather than start off on your own. Use the experience and wisdom that those around you have to offer. Many times we feel it necessary to prove ourselves by doing everything on our own. That's the definition of a self-made man, right? What you will notice is the most successful people will take every opportunity they can to get help from others. I can personally relate to this. I've admired my father, grandfather, and uncle so much that I once had a desire to follow them exactly in their footsteps. I wanted to start my very own cattle business from scratch and make it very successful, just like they did. However, I have a great deal of respect for these men and how they got to where they are. In fact, I figured that, best case scenario, I would end up right where they are given the same amount of time as I don't know that things could be done much better than how they did it. The other option was to pick up where they left off. To use what they had built as a launching pad and keep building up. To honor what they had built by taking it to even higher levels. This sort of mindset is common among most successful people in all industries. One of my favorite quotes is by Sir Isaac Newton exclaiming "If I see further it is by standing on the shoulders of giants."

3. If Everyone is Doing It, Be Cautious

Almost everyone you talk to is doing something that nobody else had done before (at least in their own mind). The reality is that most people are doing the same thing, some just better than others. Some of the most successful people in any industry separate themselves from the pack by doing something completely different. This is the sort of opportunity we need to keep our eyes open for. In addition, doing the same thing as everyone else can be a very bad idea at times. Here's Brown:

"Mass changes in industries occur for two reasons: fads and structural change. If everyone is changing because of structural change, such as movement from loose hay to round bales, get on board, but if everyone is making a change because of a fad (ie Buffalo in late 1990s) be cautious."

4. Look for Something Nobody Else Sees

Typically the reason the majority moves at the same pace is because they view things similarly. For example, when we are talking about land investments these days we all see that most land investment don't pencil out for the production that

the land has to offer. That is why most of us don't purchase the land. However, there is a minority that is expanding and some quite rapidly. How? Is their pencil sharper? They likely saw something that you missed. Maybe it was an additional revenue stream. Maybe they see it as a future investment and are leasing other ground in order to run enough cows (more than the purchased land can support) to pay for the land. Maybe they saw a way to get irrigation to the land making it more productive. Remember, if a piece of land ever came up for sale that easily penciled out, it would be sold before you could even call the banker.

Andrew Sunderman has been able to expand his cowherd rapidly and profitably when grass prices in Nebraska are some of the highest in the country through dry-lotting cows. This may not work for everyone but simply train your eye to see things differently than others and to think outside of the box.

Another individual I interviewed saw the opportunity to purchase a large ranch that was used by a grazing association but did not have the collateral to do so. He got to know some of the producers in the grazing association and realized they were interested in a ranch elsewhere in Montana. Therefore, he purchased shares in the grazing association to use as collateral to purchase the ranch they were interested in and then made a land trade for the ranch he wanted. This is pretty creative and may never work again. However, he saw something nobody else saw, recognized an opportunity and seized it.

5. Make it Pencil

This seems obvious but I think it needs to be stated. Some of the most successful business people in the world have the unbreakable habit of putting the pencil to everything. In reality, this is how we recognize opportunities or weed out what is not a great opportunity at all. I would also add to not be lazy in regards to this step. Go into detail instead of using rough figures. You may be surprised at what will actually pencil out and what will not. James Brown stresses this saying "Make quantitative based decisions and carefully document your financial performance and plan. Quantitative based decision making breeds confidence in lenders and presents potential opportunities."

6. Have a Purpose or Vision

Expansion for the sake of expansion may leave you disappointed. Countless people will tell you that more land, cattle and money does not necessarily lead to more happiness. Make sure you know what you are shooting for. If it is to support more family, know how big you need to be to support that family. If it is to make cattle production your only job, know how big you need to be to provide enough income. If you are serving God, be sure you are always seeking his will. If you are trying to serve a larger customer base, have an accurate idea of how large of a customer base.



7. Communicate Your Vision

James Brown says "People want to help and inspire young people in agriculture, but if you never communicate your visions and goals to others, you may miss out on many opportunities." This goes right along with recognizing opportunities. Other people will take you further than you ever could have gone on your own. With the average of age agriculture producers being around 60 years old and an increased interest of getting young men and women in agriculture production, people are looking for ways to help you. Make sure they know you are looking for ways to be helped.

8. Know when to say "No"

Remember, your resources (time, money, energy, etc.) are extremely limited and valuable. As you study the most successful people in the beef industry or any other industry for that matter, you will see that one of the things they all have in common is focus. They do not get side-tracked with fads or anything that does not have to do with their vision. Here's Brown:

"Because success is as much as defining "what you won't do" as "what you will do." For example, if your goal is to be a large seedstock operator, raising show cattle may not be a good use of your time and resources."

9. Have a Backup Plan

This is not to say that you should lose focus and waste time and other resources on things other than your vision. On the contrary, a backup plan can be completely in line with your vision. You simply need to be prepared for the worst while hoping for the best. Preparation is key in this business. Even if you never use your backup plan, being prepared will give you confidence that will help you perform the task at hand better. James Brown says "Always have a backup plan that can be put into place if plan A fails. Young people commonly lose valuable time by putting all their eggs in one basket and not knowing what to do if the original plan fails."

Recap

1. Is the Business Sustainable?
2. Recognize and Utilize Opportunities
3. If Everyone is Doing it, Be Cautious
4. Look for Something Nobody Else Sees
5. Make it Pencil
6. Have a Purpose or a Vision
7. Communicate Your Vision
8. Know When to Say "No"
9. Have a Backup Plan ◆



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BULLETINS

Gettysburg Site of September Symposium

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

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

The ASA Board of Trustees will hold their annual fall meeting in Gettysburg, and attendees are invited to attend and participate in open committee meetings.

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2015 Classic Schedule Listed

The 2015 AJSA schedule of activities has been finalized. Regional events plus the 35th National Classic will be held at five widely located sites. Coordinator Jennifer Kincaid, and members of the Texas Simmental/Simbrah Association, will serve as hosts for the National Classic. The complete schedule:

| | | |
|-------------------------|------------|----------------------|
| South Central Regional | June 7-10 | Springfield, MO |
| North Central Regional | June 16-19 | Austin, MN |
| Eastern Regional | June 24-27 | West Springfield, MA |
| Western Regional | June 26-28 | Bozeman, MT |
| National Classic XXXV | July 5-11 | College Station, TX |
| Summit Leadership Conf. | August 3-6 | Bozeman, MT |

AJSA Deadlines Listed

The following deadlines must be adhered to for AJSA activities scheduled over the next few months. Entries and other paperwork that arrive after the listed deadlines will be declared ineligible — no exceptions! Please mark your calendars accordingly.

| Event | Date |
|--|----------|
| National Classic hotel scholarship | April 15 |
| Regional Classic entries and ownership | May 5 |
| Late Regional Classic entries | May 12 |
| National Classic entries & ownership | May 15 |
| Late National Classic entries | May 22 |
| AJSA Trustee applications | June 1 |
| Merit Award applications | June 1 |
| Photography contest entries | June 1 |
| Video contest entries | June 1 |
| Summit registration | June 1 |

“C” is Year-Letter for 2015

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

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

Office Holiday Schedule

The ASA office will be closed for the following 2015 holidays. In addition to those dates listed below, the office traditionally closes for New Year’s Day.

Monday, May 25
Memorial Day

Fri – Mon., July 3-6
Independence Day
 Monday, September 7
Labor Day
 Thurs. – Fri, November 26-27
Thanksgiving
 Thurs – Fri., December 24-25
Christmas ♦



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By Shea Mackey, Rosansky, TX

Howdy! Hope everyone is enjoying putting together your summer plans and has a stop in College Station starred, marked or highlighted in some way! As the school year comes to a close most of us look forward to a few months without the stresses of memorizing information for tests that “they” all say will control our futures.

The truth is, for me learning the life skills that will make me a valuable asset to the industry come in the summer time at the National Classic. Even further than this, these skills rarely came from a classroom or just one person. All in all I have learned more from my friends at the classic in conversations about the industry happenings or all the questions we got right, or wrong on the Cattleman’s Quiz.

One way to ensure that you gain knowledge at this event is to share what you are learning from your friends, with other friends and new friends you have met. We all

have heard the phrase “People talk”, but we don’t have to take that in a negative context. People can talk to spread our knowledge with each other. You can never know how much an individual can learn from just a short 15-minute conversation about a calf, what happened in the business last week, or one of the contests that just finished. I know the thought I have helped another junior member learn is one thing that makes the long week at the National Classic quite fulfilling.

But that is the whole purpose of the week, to communicate and interact to build life skills and obtain industry knowledge you just can’t learn in a classroom or out of a book. This is where we begin to see the true value of friends in our lives. That’s something I hope everyone keeps in mind as we start the summer show season. The connections and friends we make there are people that will not only help us get jobs or things of the sort but they will teach us about life.

Thanks and Gig’em! See you in College Station! ♦

2015 Classic Schedule

| Event | Dates | Location |
|------------------------|------------------|----------------------|
| South Central Regional | June 7-10, 2015 | Springfield, MO |
| North Central Regional | June 16-19, 2015 | Austin, MN |
| Eastern Regional | June 24-27, 2015 | West Springfield, MA |
| Western Regional | June 26-28, 2015 | Bozeman, MT |
| National Classic XXXV | July 5-11, 2015 | College Station, TX |

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MEET THE TEAM

This is the fifth installment in a series designed to “personalize” ASA’s team of Field Service Representatives so that the membership can become more familiar with individual credentials and more easily recognize names, faces and

responsibilities. Two individuals are being featured in each issue of *the Register*. Danny Ulmanis and Bill Zimmerman will be featured in the July/August issue.



Nathan Smith, Macksville, KS

Raised in Pratt County, located in south central Kansas where his family operated a mixed crop-and-hay farm that relied heavily on irrigation, Smith is a 2013 animal science graduate of Kansas State University. The family’s livestock enterprises revolved around starter/back-grounding of cattle utilizing wheat pasture, plus a flock of 2,000 ewes.

He continued his involvement with sheep during his career as a KSU student, interning at two separate lamb packing facilities. During that time, he was involved in all facets of a processing plant, including procurement, shipping and receiving of both live and processed lamb.

“My first real exposure to Simmental occurred when my brother and I came to the conclusion that Angus genetics on our primarily British-based cowherd



Smith (r) in discussion with ASA member Loren Trauernicht.

were not ideal if we were to reach our goals. After serious study, the decision was made to add Simmental bulls to our breeding mix. In our first Simmental x British cross, we saw the growth and structural improvements that we had hoped for, and experienced no dystocia issues,” he recounted.

“These are examples of what I believe Simmental bring to the table along with the huge amount of proven data and science that the American Simmental Association has applied to the breed,” he continued.

He recalls one experience that was embarrassing at the time. “I went up to congratulate Lynn Pelton on the outstanding sale he had just finished, and in my excitement pumped his hand so hard, I shook the coffee cup right out of his hand and spilled coffee all over myself. Looking back, I find that incident very humorous,” he laughed.

A year ago, Smith married his wife, Katie, who is employed as an Agricultural Education teacher and FFA advisor at a Stafford County High School. He’s one of four children, including a twin sister. Two of his siblings are also KSU graduates and the third is presently enrolled there.



Ben Spitzer, Justin, TX

ASA Field Representative Ben Spitzer comes equipped with a wide range of experience and education within several phases of the beef industry. He grew up in the Southeastern US. His family runs a Brangus seedstock operation in South Carolina, and he is still involved “from a distance,” assisting with the family’s ranching interests, as time permits.

After high school, he left home, heading first to Oklahoma State University to earn an undergraduate degree in Animal Science, then enrolled at Colorado State University to complete a master’s degree in Integrated Resource Management.

Following college, Spitzer went to work for the Red Angus Association of America before accepting a job with a registered Brangus operation in North Carolina. That stint was followed by a position with the Brangus Breeders Association, where he served as BBA’s Director of Commercial Marketing.

Shortly thereafter, he made the decision to go into business for himself, founding Spitzer Agribusiness, a beef cattle consulting and marketing company, and has since added Silo & Company Productions, a video production business.

An avid angler, he enjoys both salt water and fresh water fishing, when he can spare the time from his often-hectic schedule.

His familiarity with Simmental genetics traces back to the fact that his father was involved with the breed back in the 1970s, not long after the breed first gained a toehold in North America.

At that time, his dad and a partner bought a herd of Simmental from a South Dakota breeder and moved them to the College Station, Texas area.



Spitzer (l), visiting with Courtney Kuhn, Okeechobee, FL, and Garrett Thomas, Shepherd, TX, during the 2014 Florida Cattlemen’s Convention.

“I believe my experience with several breeds and breed associations provides me with a unique perspective and customer base that are of benefit to breeders of SimGenetics,” he said. “Even before my affiliation with the American Simmental Association, I had come to appreciate the direction the ASA had taken as the recognized leader in scientifically evaluating cattle and providing genetics to the beef industry.” ♦

WSA Boards Named

The Wisconsin Simmental Association (WSA), at its most recent Annual Meeting elected their 2015-16 Senior and Junior boards, as shown below:



The WSA Board, from the left, front row: Trent Laufenberg; Ashley Zimmerman; Emile Pauls. Back row: Katelyn Zimmerman; Aaron Zimmerman; Karissa Juckem.



The WSA Board, left to right, front row: Vice President Nate Moll; Lisa Vetsch; Secretary Jenny Zimmerman; Jeanne Pope; Dyllon Vetsch. Middle row: Pat Monchilovich; Junior Advisor Mark Zimmerman; Craig Kaisand. Back row: Treasurer Perry Wolff; President Shawn Woodford; ad Trent Templeton. Not pictured: Drew Manthe.

Packer Ownership Debated

Nebraska, the nation's top red meat producing state is also one of the few states that bans packer ownership of their own livestock. However, the Nebraska unicameral legislature has recently heard testimony on potential legislation that would change that status, at least for hogs.

The bill specifically calls for allowing farmers to raise livestock that is owned by a meatpacking company. At present, Nebraska farmers have been farrowing pigs, and then send them out of state for other farmers to grow them to market weight. Then, in some instances, the hogs are shipped back to Nebraska to be processed.

MENU MORSELS

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

Sweet & Sour Meatballs

Ingredients

- 2 pounds, ground beef
- 1 egg
- 1 onion, chopped
- 1 pinch, salt
- 1 12-ounce bottle chili sauce
- 2 teaspoons lemon juice
- 1 cup grape jelly

Instructions

- Combine beef, egg, onion and salt.
- Mix together and shape into balls.
- Cook 10-15 minutes in skillet.
- Finish cooking in crockpot.
- In crockpot, combine chili sauce, lemon juice, and grape jelly.
- Stir in and cook on high 4-5 hours or on low for 6-8 hours.

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

Kansas Favored by Supreme Court

The US Supreme Court has ruled that the state of Nebraska should pay \$3.7 million in damages to Kansas in a long-standing legal dispute over water use from the Republican River. Nebraska also owes an additional \$1.8 million for damages for using more than its legal share of the water in 2005 and 2006.

The dispute centers on a 1943 agreement, which allocated 49% of the river's water to Nebraska, with Kansas receiving 40% and Colorado 11%. The river rises in Colorado, runs mostly through Nebraska and ends in Kansas.

Liability for Manure Pollution

A Federal judge in the state of Washington has ruled that a dairy polluted ground water by over-applying manure to soil. The extent of the contamination and necessary cleanup will be determined when the case goes to trial.

This is the first time that the federal Resource Conservation and Recovery Act, which governs the disposal of solid and hazardous waste has been applied to animal waste from a farm. If upheld the court ruling could affect any large livestock operations that produces more manure than it can responsibly manage.

California Imposes Water Restrictions

In the face of the longest, most severe drought in the state's history, California Governor Jerry Brown has imposed statewide restrictions. The Sierra Nevada mountains, which supply a large portion of the state's water, has seen its snowpack level at just 16% of normal, the lowest such reading in four decades.

The restrictions, which affects residential, business and agricultural water users, aims to reduce statewide use by 25%, or 1.5 million acre feet, over the next nine months. The restricted use will focus largely on residential lawns and landscapes, along with other large areas of irrigated grass such as golf courses, college campuses and highway medians. ♦

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Alabama BCIA Honors SimBreeders

Breeders of Simmental cattle swept the Alabama Beef Cattle Improvement Association honors, awarded during the 72nd Annual Convention of the Alabama Cattleman's Association in Huntsville.

Long-time ASA member Randy Moody, of New Market, was named winner of the prestigious Richard Deese Award, named for the late Extension Animal Scientist who led the BCIA Program for many years. CK Cattle, owned and operated by Chuck and Katie Madaris, Hope Hull, are the recipients of the Purebred Producers of the Year Award; and Winslow Farms, owned by Ricky and Karen Tucker, Autaugaville, picked up the BCIA Commercial Producer of the Year Award.



Randy Moody



Chuck and Katie Madaris.

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Boening Elected to TFB Presidency

Simbrah breeder Russell Boening, Floresville, TX, has been elected president of the Texas Farm Bureau (TFB). In addition to his Simbrah cattle, Boening also grows feed grains, cotton, watermelons and wheat and operates a 450-head dairy farm along with his father and brother.

In 1986, he was named the TFB Outstanding Young Farm and Rancher and has served the TFB for more than 20 years, including 10 years as president of the Wilson County Farm Bureau.

Montana Breeder Receives Doctorate

Robert E. "Bob" Lee, a commercial Simmental breeder from Judith Gap, Montana, has been awarded an Honorary Doctorate in animal and range sciences from Montana State University. Lee and his wife, Kathy, operate their ranch in the foothills of the picturesque Snowy Mountains of central Montana. He has served as chairman of the State Board of Livestock and as a member of the MSU President's Advisory Council, among many accomplishments.

On a national level, Lee was chairman of the NCBA Property Rights and Environmental Management Committees. He is the father of three grown children, all of whom graduated from MSU.



Lee

In Memoriam . . .

• **Harry Phillip Morris**, 78, a breeder of Simmental cattle and a longtime resident of Seminole, OK, passed away November 20. A 20-year veteran of the US Air Force, he was also a retired educator, teaching math and business. He was a proud member of the Choctaw Nation of Oklahoma. Morris is survived by Patricia Ann, his wife of 55 years; a son, Phillip Alan (Tammy); a daughter, Phyllis Ann Wallace; a daughter, Patricia Kay (Don) Crabbe; a sister, Mary Lou Duggins; nine grandchildren; and five great-grandchildren. ♦



Morris

BEEF BUSINESS

Mississippi to Host BIF

The 2015 Beef Improvement Federation (BIF) Symposium and Convention will be held June 9-12, in Biloxi, MS. Mississippi State University and the Mississippi Extension Service are co-hosting the event at the Beau Rivage Casino and Hotel in Biloxi.

The meeting begins with a young producer symposium, a social, a welcome reception by the host Mississippi organization and an evening symposium hosted by the National Association of Animal Breeders (NAAB). Additional information is available from Joe Cassady, BIF executive director, at joseph.cassady@sdstate.edu. His telephone number is 605-699-5165.

Job Opportunities for Ag Grads

According to an article by the highly respected McClatchy Newspapers, job opportunities for agricultural graduates are plentiful. Both large and small companies are eager to hire the new graduates. Job posting boards, on-campus interviews and career fairs for students show the same general trends.

USDA, in conjunction with Purdue University, found that 54,400 jobs open each year for agricultural and natural resource jobs, and that only 29,300 graduates are available to fill them. Those jobs also ranked number five on a list of highest paying college degrees for 2015, with an annual starting salary of \$51,200. Engineering, computer science, math and sciences, and business were ranked first through fourth.

Beef Prices Trending Upwards

According to the latest consumer price and spending data report from USDA's Economic Research Service, food-price trends continue to rise faster than other animal-based foods. The consumer price index for beef and veal increased by 19% during 2014.

Also, the report indicates that for the first time, spending on food away from home totaled \$67.4 billion, outpacing food consumed at home, which was listed at \$64.1 billion. Much of the away-from-home spending was attributed to lower gasoline prices as consumer dollars were freed up for spending on other services and products.

Consumers Willing to Pay for Beef

The willingness of consumers to pay for beef products along with deli ham jumped 8-15% during February, according to a recent Oklahoma State University Food Demand Survey. Survey respondents said they expected to pay \$7.92/pound for steak and \$4.54/pound for ground beef.

Deli ham was the one meat product that registered the biggest gain in willingness-to-pay increasing by 15% from a year ago with consumers agreeable to pay \$2.78 per pound. Those same consumers were willing to pay \$5.05/pound for chicken breast — the same figure as in 2014.

US Consumers Pay Less for Food

During the period between 1960 and 2007, the share of disposable income spent on food at home by US consumers fell from 17.5% to 9.6%. The share of income spent on food purchased in grocery stores declined from 14.1% in 1960 to a mere 5.5% in 2007.

At the same time, the percent of income spent on food at restaurants, fast food stores and other away-from-home outlets, increased from 3.4 to 4.1%. However, over the past few years, food price inflation has been greater than overall inflation, making food more costly. In 2013, Americans spent 5.6% on food at home and 4.3% on food away from home.

Net Income to Decline

USDA's Economic Research Service (ERS) recently released estimates forecasting net farm income to fall for the second year in a row, by nearly one-third during 2015. Much of the decline is attributed to falling crop prices and increased expenses.

Projections call for net farm income to fall from \$108 billion in 2014, to just \$73.6 billion during the current year, a loss of 32% and the lowest level since 2009. In contrast, net farm income reached an all-time high of \$129 billion in 2013. Cattle producers are forecast to see a moderate increase in income, while poultry will be near levels of last year.

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Beef Production Down in 2015

Through February, US beef production is down by 5.2% from the previous year. Total cattle slaughter was down by 7.0%, including a 6.4% decrease in steer slaughter and an 8.7% decrease for heifers. Total cow processing is down by 6.6%, although dairy cow slaughter is up by 4.0%.

However, carcass weights are up across the board. Steer carcass weights are up by 19 pounds, with heifers up by 15 pounds. Cow carcass weights were up by 29 pounds, primarily the result of more mature dairy cows being culled.

Organic Gaining on Conventional Beef

The market share for organic or natural beef continues to increase, according to the USDA Economic Research Service. For instance, in 2010, the natural share of the market was at 1.6%. During April of 2014, sales were slightly over 4%, and during the fourth quarter of 2014, the organic share had mushroomed to 6.3%.

Whether conventionally or organically grown, the nutrients contained in a 3-ounce serving of beef are unchanged. But, conventionally grown beef may have been implanted with growth promotants. One study showed that beef from non-implanted steers had 5 nanograms/500 grams of estrogenic activity compared to implanted steers which had 7 nanograms/500 grams.

UC Davis Named Top Vet School

US News and World Report has recognized the School of Veterinary Medicine at the University of California-Davis as the nation's best veterinary school. Ranked second was Cornell University, followed by Colorado State, North Carolina State, Ohio State, Wisconsin, Texas A&M, and the University of Pennsylvania.

The UC Davis School annually cares for more than 48,000 animal patients and educates more than 500 veterinary students plus residents and grad students, and was ranked second in 2011, the last time vet schools were ranked.

NCBA, Sheriffs Partner Up

A partnership has been formed between the National Cattle-men's Beef Association (NCBA) and the National Sheriffs' Association who have agreed to work on collaboratively on issues that impact both organizations.

According to a joint statement, "cattle producers and local sheriffs' offices interact on a daily basis addressing issues of criminal trespass or activity, animal welfare, and the operation of motor vehicles in local communities." Other issues of common interest include border security, private property rights and transportation policies. ♦

Genomic Profiler Introduced

Neogen has introduced a new GeneSeek® Genomic Profiler™, the GGP HD-150K, a tool that screens cattle DNA for an estimated 150,000 gene-marker variations linked to important traits in breeding stock. The new option adds numerous gene markers for testing that can be used to predict cattle performance.

Many seedstock producers use genomic profiling for selection, management and marketing of cattle breeding stock. Profile data on bulls and some elite females, are also used to calculate Genomic-Enhanced EPDs, indicating how they will pass along maternal, performance and carcass traits to their progeny.

Zilmax Approved in Canada

Merck Animal Health has reported that Canadian regulators have approved two liable changes that specify new low-dosing standards for its Zilmax feed additive for cattle. The label is to be updated to include an alternative method of administering the product.

The method allows cattle feeders to mix a 60-milligram dose of Zilmax per head in one of multiple daily feedings. The label will note that cattle shouldn't be fed Zilmax in excess of 90 milligrams per head daily. The Canadian changes are similar to those approved a year ago by the US food and Drug Administration.

Lawsuit Blocks Merger

The Federal Trade Commission (FTC) has filed an administrative complaint in an effort to block a proposed merger of foodservice distribution giants Sysco and US Foods. The complaint states that the merger would violate antitrust laws by reducing competition in the market place.

The merger, according to the FTC, would create a company with 75% of the market share. As a result, foodservice customers including restaurants, hospitals, hotels and schools would likely face higher prices and diminished service. The Administrative trial on the suit is scheduled for July 21.

Tyson Supports Arkansas Facility

Tyson Foods and the Tyson family are providing \$5 million to help fund a major research center at the University of Arkansas. The facility will feature high tech laboratories, greenhouses, a multi-purpose room seating 300, and will serve as a site for community educational programs. It will also house the Arkansas Agricultural Experiment Station.

Total cost to build the 60,000 square foot center is \$16.3 million, and will be named the Don Tyson Center for Agricultural Sciences. Don Tyson, son of company founder John Tyson attended the university in the 1950s, passed away in 2011. ♦

THE CUTTING EDGE

Trusting Most of Science

Recently released study findings by the Pew Research Center indicate that Americans recognize and respect the achievements of science, but take issue with scientific findings related to certain topics.

Generally speaking, the study found that there is broad public support for government investment in science. Seventy-nine percent of adult consumers said science has made life easier, and a majority are positive about science's impact on health, food and the environment. Genetically modified foods (GMOs) are one large area of disagreement with 88% of scientists believing they are safe for consumption, compared to just 51% of the general population.

Extending Ground Beef Shelf Life

Researchers at the University of Missouri are making progress in finding ways to extend the shelf life of ground beef. They have found that store lighting plays a big role in how long meat retains its bright red color that shoppers favor. Discolored meat accounts for a considerable amount of lost revenue each year in the form of markdowns.

It was found that meat color changes more rapidly under fluorescent and to a lesser degree, LED lights, while meat not subjected to light kept its color longer. Apparently, fluorescent lights produce higher temperatures, causing the meat to turn darker sooner.

NASA Mapping Soil Moisture

This summer, NASA will begin tracking the moisture content of soil all over the globe, laying the groundwork for a better understanding of weather and climate, especially as they relate to flooding. NASA has launched a newly developed Soil Moisture Active Passive (SMAP) satellite to be used in the effort.

The SMAP satellite measures the moisture in soil by monitoring the microwave radiation emitted by the Earth's surface. It has been predetermined that wet soil emits less radiation than dry soil.

Test-Tube Chicken Studied

Two years after scientists produced the first test tube beef burger, researchers in Israel are working on the world's first lab-grown chicken. A year-long feasibility study is underway with regard to manufacturing chicken in the laboratory, funded by the Modern Agriculture Foundation.

It is believed that chicken will be more difficult to produce than the hamburger, because rather than growing small fibers of cow muscle into one large chunk of meat, scientists will be attempting to make a whole piece of chicken starting from a single cell. The cell will be cultured and then allowed to divide and multiply.

Bee Population Controversy

For the past few years, numerous reports of declining bee populations have surfaced, leading to fears that pollination of many farm crops might suffer accordingly. The decline was attributed to colony collapse disorder, a mysterious affliction that caused honeybees to disappear.

Now Syngenta, the Switzerland-based agribusiness giant that markets agrochemicals among other products, claims that the bee "crisis" was created by environmental activists and that populations are increasing rather than rapidly decreasing. ♦

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SPOTLIGHT ON SIMGENETICS

2014 and 2015 Sale Averages

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

| | | 2014 | | 2015 | |
|---------------|---------------|----------------|--------------|----------------|---|
| | | 116 Sales | | 31 Sales | |
| | No. | Ave. | No. | Ave. | |
| Bulls | 6,365 | \$4,737 | 2,724 | \$6,566 | |
| Bred Cows | 870 | 3,139 | 41 | 4,988 | |
| Cow/Calf | 292 | 4,073 | 26 | 3,758 | |
| Bred Heifers | 1,543 | 3,701 | 446 | 4,506 | |
| Open Females | 1,351 | 3,102 | 210 | 4,293 | |
| Totals | 10,421 | \$4,256 | 3,447 | \$6,120 | ◆ |



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- **Lauren Hyde**, Lead Geneticist, International Genetic Solutions
- **Jackie Atkins**, Director of Science and Education, American Simmental Association
- **Gordon Jones**, Red Hill Farms and former Professor of Animal Science, Western Kentucky University
- **Scott Greiner**, Professor of Animal and Poultry Science, Virginia Tech
- **Michael Baker**, Senior Extension Associate, Cornell University
- **Ben Williamson**, Animal Science Instructor and Advisor, Pennsylvania State University
- **Alex White**, Adjunct Professor Department of Dairy Science, Virginia Tech and operator for A. White Enterprises
- **Daren Williams**, Senior Executive Director of Communications, The National Cattlemen’s Beef Association

Guest Speaker — Monday Evening Dinner 6:00 pm

- **Frank Lucas**, US Congressman and member of House Committee of Agriculture, Guest Speaker — 6:00 pm, Monday evening dinner hosted by the Pennsylvania Simmental Association.

ASA Board Meeting

Tuesday, September 15

- **Interactive Committee Meetings**
Join the ASA Trustees to discuss critical issues in each of the five Standing Committees.
- **Lunch is provided**
- **Dinner on your own**
- **Afternoon local tours and area attractions are available:**
 - Guided three-hour tour of the Gettysburg Battlefield.
 - Guided three-hour tour of the Eisenhower National Historic Farm.
 - Guided two-hour tour of the Historic Shriver House — Downtown Gettysburg.

Wednesday, September 16

— all day

- **Board Meeting Continues** — all are invited to stay
- **Lunch is provided**
- **Dinner on your own**

Thursday, September 17

— adjourn by 10:00 am

- **Board Meeting** — voting on resolutions
- **Finish by 10:00 am**

Online hotel registration is available:

www.wyndham.com/groupevents2015/MDTGE_SIMMENTAL/main.wnt

Fall Focus 2015 Registration Information:

There is no registration fee; however, registration is required to plan for meals and refreshments.

www.fallfocus.org

September 14-17, 2015

Gettysburg, Pennsylvania

Hosted by the
American Simmental
Association and the
Pennsylvania Simmental
Association.

The "Valley of Death"
and Devil's Den as
viewed from the statue
of General Warren
on Little Round Top,
Gettysburg National
Military Park.



Complete program details available
in the July/August *Register*

Hotel Information:

Wyndham Gettysburg Hotel • 717.339.0020
96 Presidential Circle • Gettysburg, PA 17325

- \$139.00 Flat rate + taxes — ask for the "Simmental" block
- Cut Off Date: August 21, 2015

Travel Information:

Gettysburg, Pennsylvania is conveniently
located near four airports:

Harrisburg International — 50 minutes

BWI Thurgood Marshall (Baltimore) —
75 minutes

Reagan National Airport — 90 minutes

Dulles International — 90 minutes

For more information about the area, here are some helpful websites:

Gettysburg — www.destinationgettysburg.com

Washington, DC (81 miles – about 1 hour
45 minutes) — washington.org

Philadelphia (139 miles – about 2 hours) —
www.discoverphl.com/visit/

Baltimore (61 miles – about 1 hour
15 minutes) — baltimore.org/

Hershey (48 miles – about 1 hour) —
www.visithersheyharrisburg.org/index.asp

Questions about the Fall
Focus and Tours, contact:
Nancy Chesterfield or Cynthia Conner at
406.587.2778 for more information.

SALE RESULTS

Double J Farms Simmental's Private Treaty Sale

January 31, 2015 • Garretson, SD

| No. | Category | Average |
|-----|----------|---------|
| 59 | Bulls | \$6,590 |

Marketing Representative: Kipp Julson

Representing ASA: Colton Buus

High-Selling Lots:

\$19,750 – Bull, “445,” s. by CCR Cowboy Cut, sold to Desert Mountain Ranch, UT.

\$19,250 – Bull, “422,” s. by Entrepreneur, sold to Desert Mountain Ranch, UT.

\$10,750 – Bull, “446,” s. by TNT Tanker, sold to John Kostelecky, ND.

\$10,500 – Bull, “469,” s. by CCR Cowboy Cut, sold to KNH Simmentals, ND.

\$10,250 – Bull, “441,” s. by TNT Tanker, sold to Rod Strand, SD.

\$10,250 – Bull, “488,” s. by TNT Tanker, sold to Desert Strand Ranch, UT.

\$10,000 – Bull, “403,” s. by SAV Brilliance, sold to Barry Emmons, MT.

Comments: Double J Farms held their annual bull sale in their brand new shop/sale facility at the farm near Garretson, SD. Cattle sold to several states, including CA, IA, MN, MT, ND, NM, OK, SD and UT.



Kipp Julson announced the bull and current price, while the rest of the crew auctioned off the bulls on the phone.



All bulls had their own current price sheet.



Evaluating the offering prior to the sale.

Stavick Simmental's "King of the Range" Bull Sale

February 5, 2015 • Aberdeen, SD

| No. | Category | Average |
|-----|----------|---------|
| 53 | Bulls | \$5,894 |

Auctioneer: Tracy Harl, NE

Marketing Representatives: Jeff Thomas and Kris Peterson

Representing ASA: Colton Buus

High-Selling Lots:

\$10,500 – “STAV Mr King Of Clubs 34B,” s. by STAV King of Clubs 106Y, sold to Mark Beck, Britton.

\$10,000 – “STAV Mr King Of Clubs 48B,” s. by STAV King of Clubs 106Y, sold to George Kann, Britton.

\$9,500 – STAV Mr Black Diamond 20B,” s. by KS Black Diamond W992, sold to Paul Friske, Castlewood.

\$9,000 – “STAV Mr King of Clubs 35B,” s. by STAV King of Clubs 106Y, sold to Paul Friske, Castlewood.

\$9,000 – “STAV Mr. Shaq 45B,” s. by STAV King of Clubs 106Y, sold to Bruce Hoffman, Rockham.

\$8,500 – “STAV Mr. Black Diamond 27B,” s. by KS Black Diamond, sold to Mark Beck, Britton.

\$8,500 – “STAV Mr. King of Clubs 40B,” s. by by Stav King of Clubs 106Y, sold to Calvin Finnesand, Peever.

\$8,500 – “STAV Mr. King of Diamonds 51B,” s. by CDI King of Diamonds 169Y, sold to David Rueb, Herreid.

\$8,500 – “STAV Mr. Game Changer 24B,” s. by GW Gamechanger, sold to Holly and Bruce Johnson, Hosmer.

Comments: The Stavick's offered both Black and Red Simmental and SimAngus™ bulls.



Many bulls went to local buyers, many repeat buyers.



The auction block.



Taking in the sale.

Benda Simmental Ranch Annual Bull and Heifer Sale

February 9, 2015 • Kimball, SD

| No. | Category | Average |
|-----|--------------|---------|
| 56 | Bulls | \$6,513 |
| 18 | Bred Heifers | 3,760 |
| 74 | Total Lots | \$5,843 |

Auctioneer: Justin Tupper, SD

Marketing Representatives: Curt Littau, Jeff Kapperman, Jim Scheel, Wayne Tupper, Eddie Houska, and Dick Deffenbaugh.

ASA Representative: Colton Buus

High-Selling Lots:

\$15,500 – Bull, “JBS Mr. Club King 903B,” s. by RC Club King 040R, sold to Rob Pischel, NE.

\$9,500 – Bull, “JBS Mr. Pace 010B,” s. by ASR/GLS Pacesetter U862, sold to Ekstrum Simmentals, SD.

\$9,250 – Bull, “JBS Mr. Casino 831B,” s. by JBS Big Casino 336Y, sold to Ford Farms, SD.

\$9,000 – Bull, “JBS Mr. Tanker 015B,” s. by TNT Tanker I263, sold to Doug Konechne, SD.

\$5,100 – Bred Female, “JBS Miss Olie 0121A,” s. by Elliingson Legacy M229, sold to Ben Bogenhagen, SD.

\$4,750 – Bred Female, “JBS Miss Focus 205 930A,” s. by JBS Mr. Focus 205U, sold to Eichacker Simmentals, SD.



A great crowd gathered to view the bulls and enjoyed the mild weather.



Looking over the offering.

Hook Farms Bred for Balance Sale

February 13, 2015 • Tracy, MN

| No. | Category | Average |
|-----|----------------|---------|
| 66 | Yearling Bulls | \$8,786 |
| 13 | Bred Heifers | 7,200 |
| 12 | Open Heifers | 4,075 |
| 2 | Flushes | 3,500 |
| 4 | Embryo Lots | 2,500 |
| 97 | Total Lots | \$7,622 |

Auctioneer: Tracy Harl, NE

Sale Staff: Allied Genetic Resources, Marty Ropp and Garrett Thomas

High-Selling Lots:

\$61,000 – Bull, “Hook’s Broadway 11B,” sold to Gibbs Farms, AL; Cow Camp Ranch, KS; and Select Sires.

\$42,000 – Bull, “Hook’s Beacon 56B,” sold to Koch Ranch, MT; Gateway Simmental, MT; Huntley Ranch, MT; and Diamond Peak Ranch, CO.

\$30,000 – Bull, “Hook’s Baltic 17B,” sold to Little Bitterroot Simmental, MT.

\$25,500 – Bull, “Hook’s Bozeman 8B,” sold to Schnabel Ranch, SD.

\$25,500 – Bull, “Hook’s Bounty 6B,” sold to Gonsalves Ranch, CA.

\$25,000 – Bred Female, “2E Ada 3A,” sold to Jay Anderson, NE.

\$23,000 – Bull, “Hook’s Blueprint 13B,” sold to Gibbs Farms, AL; Cow Camp Ranch, KS; and Genex.

\$22,000 – Bull, “Hook’s Boulevard 41B,” sold to Parker Cattle Co., CO.

Comments: The inaugural “Bred for Balance” Sale hosted by the Wulf and Hook Families saw cattle selling into 20 states.

Ekstrum Simmentals Annual Bull Sale

February 14, 2015 • Kimball, SD

Auctioneer: Jeff Jedlicka, Moore, MT

Marketing Representatives: Jim Benda, Jay Benda, Mark Grussing

Representing ASA: Colton Buus

High-Selling Lots:

\$8,250 – “CCE EKR Granite 616B,” s. by Traxs Rushmore X103, sold to Wade Tucker, SD.

\$7,000 – “CCE EKR Tonto 827B,” s. by LFE Black Lakota 385W, sold to Dustin Fischer, SD.

\$7,000 – “CCE EKR Kodiak 163B,” s. by MRL 128W, sold to Tyler Oshner, SD.

\$6,750 – “CCE EKR Latigo 850B,” s. by IPU Black Cinch 125T, sold to Greg Heath, SD.

\$5,250 – “CCE EKR Solo 635B,” s. by Traxs Solo Y39, sold to Tyler Oshner, SD.

\$5,250 – “CCE EKR Dakota Cash 926B,” s. by Springcreek Lotto 52Y, sold to Alan Kroupa, SD.

Comments: Ekstrum Simmentals provided a blend of both red and black Simmental genetics. The sale was held at their ranch just south of Kimball, SD.



Clay Ekstrum visits with bull buyers prior to sale.



The sale was a video auction, and sale guests enjoyed a warm shop and great food!

JRW Spring Bull and Female Sale

February 14, 2015 • Seminary, MS

| No. | Category | Average |
|-----|----------------|---------|
| 41 | Bulls | \$3,775 |
| 26 | Bred Cows | 3,327 |
| 6 | Cow/Calf Pairs | 3,650 |
| 73 | Total Lots | \$3,605 |

Auctioneer: Jered Shipman, TX

Representing ASA: Dennis Courtright

High-Selling Lots:

\$12,000 – Bull, “Mr. JRW United A930,” s. by W/C United 956Y.

\$5,500 – Female, “Miss JRW Shania A036,” s. by HC Power Drive 88H.



Buyers waiting to load their bulls.



Buyers relaxing in front of the JRW Ranch sale facility.

R&R Cattle Company Annual Bull and Female Sale

February 20, 2015 • Chamberlain, SD

| No. | Category | Average |
|-----|--------------|---------|
| 50 | Bulls | \$6,155 |
| 11 | Open Females | 3,139 |
| 61 | Total Lots | \$5,611 |

Auctioneer: Chisum Peterson, Chamberlain

Marketing Representatives: Chris Effling, Jeff Kapperman and Wes Moore

Representing ASA: Colton Buus

High-Selling Lots:

\$12,000 – Bull, “R&R Mr. United B049,” s. by W/C United 956Y, sold to Jay Hennessy, ND.

\$11,500 – Bull, “R&R Mr. United B120,” s. by W/C United 956Y, sold to Western Cattle Source, NE.

(Continued on page 40)

SALE RESULTS

continued

R&R Cattle Co. Sale (Continued)

\$10,250 – Bull, “R&R Mr. Broker B046,” s. by Mr HOC Broker, sold to Mac Tooke, MT.

\$10,000 – Bull, “R&R Mr. Upgrade B812,” s. by Mr NLC Upgrade U8676, sold to Steve Kubik, SD.

\$5,000 – Open Female, “R&R Miss Razor B451,” s. by WCS Mr Razor 1044Y, sold to Jesse Kohl, IA.

Comments: Above average temps and sunshine made for a great day.



It was a beautiful day in February!



Simmental Breeders and commercial producers gathered to evaluate the bulls.



The Reimer family drew lot numbers at the end of the sale and gave away a guided fishing trip to the lucky winner.

7P Ranch 21st Annual Spring Bull Sale

February 21, 2015 • Tyler, Texas

| No. | Category | Average |
|-----|---------------------------|---------|
| 76 | PB SM and SimAngus™ Bulls | \$4,165 |

Auctioneer: Mark Tilman, Junction

Sale Consultant: Warren Garrett, Canton

Representing ASA: Dennis Courtright

High-Selling Lots:

\$8,750 – PB SM, “Mr 7P A186,” s. by Ellingson Legacy M229, sold to Shannon Clark, Longview.

\$8,250 – ½ SM ½ AN, “Mr 7P A399,” s. by MC Upward 0142, sold to Robert Tiller, Waskom.

\$6,500 – PB SM “Mr 7P A217,” s. by WS Beef Maker R13, sold to Harold Jennings, Vivian, LA.

\$6,250 – PB SM, “Mr 7P A203,” s. by Ellingson Legacy M229, sold to Bill Forrest, Midway.

\$6,250 – ¾ SM, ¼ AN, “Mr 7P A442,” s. by MM Kaboom, sold to Waylin Ott, Gladewater.

Volume Buyer: Herbert Riley, Frankston; and Bill Forrest, Midway, TX.



Bull buyers looking over the offering.



Inside the sale facility.

Cow Camp Ranch Annual Spring Bull Sale

February 27th, 2015 • Lost Springs, KS

| No. | Category | Average |
|-----|------------------------|---------|
| 205 | SM and SimAngus™ Bulls | \$7,083 |

Auctioneer: Jerry Lehmann, MO

Marketing Representatives: Marty Ropp, Allied Genetic Resources; Jered Shipman, *Western Ag Reporter*; JW Brune, *Iowa Farmer*; Justin Stout, *Stock Exchange*; Stephen Russell, *High Plains Journal*; and Wes Tiemann, *Missouri Beef Cattleman*.

Representing ASA: Nathan Smith

High-Selling Lots:

\$40,000 – ½ interest in, “CCR Boulder 1339A,” s. by Hoover Dam, sold to Gibbs Farms, AL; & ABS Global, WI.

\$40,000 – “CCR 9071B,” s. by CCR Cowboy Cut 5048Z, sold to Werning Cattle Company, SD.

\$38,000 – ½ interest in, “CCR Cow Hand 0056B,” s, by CCR Cowboy Cut 5048Z, sold to Glover Cattle, OK.

\$20,000 – ½ interest in, “CCR 2092B,” s. by CCR Frontier 0053Z, sold to Apex Cattle, NE.

\$19,000 – “CCR 0043B,” s, by SDS Graduate 006X, sold to Forster Farms, NE.

\$16,000 – “CCR 6312A,” s, by SDS Graduate 006X, sold to BF Simmentals, NE.

\$16,000 – “CCR 0122B,” s. by CCR Cowboy Cut 5048Z, sold to Eddie Jeffers, NM.

\$14,000 – “CCR 6337A,” s by Triple C Singletary, sold to Hoffman Ranch, NE.

Comments: A large crowd was on hand and enjoyed a steak dinner courtesy of Animal Health International, Zoetis, Merck Animal Health, Elanco, Temple Tags and Bayer. Bulls sold into 18 states including: AL, CO, FL, IA, IN, KS, MO, MS, MT, NC, ND, NE, NM, OK, SD, TX, VA & WI.



On an overcast and chilly day customers from 18 states studied the Cow Camp Bull offering intently



After braving the cold, Cow Camp customers enjoyed a steak dinner.

13th Annual Gold Bullion Sale

February 28, 2015 • Wamego, KS

| No. | Category | Average |
|-----|----------|---------|
| 65 | Bulls | \$5,713 |

Auctioneer: Garren Walrod, KS

Marketing Representatives: Andrew Sylvester, Kansas Stockman; and Stephen Russell, High Plains Journal.

Representing ASA: Nathan Smith

High-Sellers

- \$9,500** – SimAngus™, “Brooks Premium Beef B16,” s. by GW Premium Beef, sold to Mark Muller, Coffeyville.
- \$9,000** – SPB, “Brooks Singletary B17,” s. by Triple C Singletary, sold to Fusch Bros., Lott TX
- \$9,000** – SPB, “Brooks Singletary B7,” s. by Triple C Singletary, sold to Fusch Bros. Lott, TX.
- \$8,500** – SimAngus, “Brooks Premium Beef B19,” s. by GW Premium Beef, sold to Don Krug, Russell.
- \$8,500** – SPB, “Dikemans Bet On Me 11B,” s. by Dikemans Sure Bet, sold to Randy Hollaway, Narka.
- \$8,250** – SPB, “SFI Resolution B18,” s. by CNS Dream On, sold to Steve Gable, Stockton.

Volume Buyers: Bob Walrod, MO; Wickstrum Farms, KS; Mark Muller, KS; and Stephen Leyerzapf, KS



Gold Bullion members Drs. Schaake, Drake, Dikeman, and Ralph Brooks thank customers for braving blizzard-like conditions and bitter cold temperatures.

Minnesota Simmental Association 42nd Annual State Sale

February 28, 2015 • Rochester, MN

| No. | Category | Average |
|-----|---|---------|
| 5 | SM and SimInfluenced Bulls | \$3,500 |
| 8 | SM and SimInfluenced Bred Females | 4,081 |
| 24 | Open Simmental & Sim-Influenced Females | 3,275 |
| 3 | Special Pick Lots | 7,417 |
| 1 | Flush Lot | 5,500 |
| 41 | Total SM and SimInfluenced Lots | \$3,817 |

Auctioneer: Jon Schaben, IA

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); Joel Edge, IA; Mike Sorenson, Livestock Plus, IA; Tom Rooney, AgriMedia, IA;

Representing ASA: Bill Zimmerman

High-Selling SM and SimInfluenced Lots:

- \$11,000** – Pick of the Brant Farms Bred Females, cons. by Brant Farms, sold to Rydeen Farms, Clearbrook.
- \$8,500** – Open Female, “HS Expecting Diamonds B811,” s. by Flying B Cut Above, cons. by Hilbrands Simmental, sold to Mason Latzke, Gaylord.
- \$7,250** – Choice of Mr. TR Hammer ET Calves, cons. by Whispering Pine Farms, sold to Polzin Cattle, Darwin; and E&B Arthur Land & Cattle, Mason City, IA.
- \$6,000** – Bred Female, “HL Ms. Blanche A808,” s. by HL Special Delivery 73X, bred to GNB Popeye 16A, cons. by Heartland Simmentals, sold to Wishing Well Simmentals, Nortonville, WI.

\$6,000 – Herd Sire, “BSKF Blades Force 127B,” s. by Hooks Shear Force 38K, cons. by Kasper Farm, sold to Brad Schwartz, Albertville.

\$5,500 – Flush of, “GLS/GF Miss Frontier U30,” cons. by Oak Meadow Farm Simmentals, sold to Jared Seinola, St. Charles.

\$5,300 – Bred Female, “RCC Forever Yours A3167,” s. by RCC Smoldering Virtuoso x RCC Forever Lady T7017, bred to GW Premium Beef 021TS, cons. by Redalen Cattle Company, sold to Dale Hoffman, Waseca.

\$4,900 – Bred Female, “RCC Sassy Lassie A3122,” s. by RCC Smoldering Virtuoso, bred to GW Premium Beef 021TS, cons. by Redalen Cattle Company, sold to Brady Ristau, Preston.

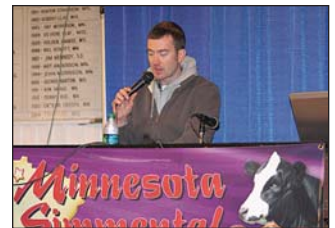
Comments: Also selling were 10 SM and SimInfluenced lots at an average of \$2,370 or \$800/embryo.

The weekend events included the annual meeting of both the Junior and Senior associations, banquet and Junior fundraising auction along with the sale. The banquet included crowning of the new queen and Junior fundraising auction with proceeds going to the North Central Regional to be held in June in Austin.

The 43rd sale for 2016 will find the MSA sale heading 45 miles north to the Haas Livestock facility at Cannon Falls.



Joel Edge from West Branch, IA, catches up with Matt Aggen of Oak Meadow Farms, Harmony, MN.



MSA Board Member Jason Anderson announces the junior award winners prior to the sale.



Ron Brant and John Von Rueden of Brant Farms, Hinckley, MN, talk cattle with Amy Echard from Echard Farms, Farmersburg, IA.



The Zimmerman family from Spencer, WI, visits the cattle with Kelly Schmidt of Eberspacher Enterprises.

Hill's Ranch Simmentals' Bull Sale

March 2, 2015 • Stanford, MT

| No. | Category | Average |
|-----|----------|---------|
| 98 | Bulls | \$3,694 |

Auctioneer: Bill Begger, Wibaux

Marketing Representative: Billy Hall, OK

Representing ASA: John Grande

\$7,250 – Lot 17, Black PB, s. by GW Lucky Ace 872X, sold to Dennis Wichman, Moore.

\$6,500 – Lot 126, 1/2 blood, s. by VDAR Cedar Wind 8111, sold to Mark Hitchcock, Dupuyer.

\$5,500 – Lot 114, 1/2 blood, s. by AAR Ten X, sold to Bing Schmitt, Stanford, MT.

\$5,250 – Lot 9, Black PB, s. by JR Man on the Move, sold to Chuck Stephens, Choteau.

\$5,250 – Lot 93, 3/4 blood, s. by GW Lucky Quarter 622X, sold to Koly Hertel, Moore.

(Continued on page 42)

SALE RESULTS

continued

Hill's Ranch Sale (Continued)

Comments: Over 60% of the bulls offered were purebreds, while the SimAngus™ bulls were well-received also.

Volume Buyer: Walt Johnson, Raynesford, MT



Tom Hill and auctioneer Bill Begger welcome the crowd.

Doll Ranch Charolais and Simmental Production Sale

March 3, 2015 • Mandan, ND

| No. | Category | Average |
|-----|---------------|---------|
| 62 | SM Bulls | \$5,669 |
| 3 | Open Females | 7,417 |
| 65 | Total SM Lots | \$5,750 |

Auctioneer: Lynn Weishaar, Reva, SD

Marketing Representatives: Kirby Goettsch, *Farm & Ranch Guide*; Donny Leddy, *Cattle Business Weekly*; Scott Dirk, *Tri-State Livestock News*; and Colt Keffer, *Charolais Journal*.

Representing ASA: Russ Danielson

High-Selling SM Lots:

\$13,000 – Red PB Bull, “DCR Mr Boozer B369,” s. by DCR Mr Moon Shine X102, sold to Cole Fettig, Tappan.

\$11,500 – Red PB Bull, “DCR Mr Briggston B506,” s. by WFL Mr Westway 50X, sold to Olafson Brothers, Edinburg.

\$10,000 – Black PB Bull, “DCR Mr Red Bannister B925,” s. by MR TR Upgrade 2772, sold to Wes Moser, Glenham, SD.

\$10,000 – Red PB Heifer, “DCR Ms Moon Shine B38,” s. by DCR Mr Moon Shine X102, sold to Wilkinson Simmental, Montpelier.

Comments: The Doll family held their 35th annual production sale at Kist Livestock in Mandan, ND. Pre-sale comments acknowledged Joe Doll and his family as the recipients of the 2014 North Dakota Simmental Association Pioneer Breeder Award.

The Doll Ranch also offered 92 yearling Charolais bulls that averaged \$7,038 and eight yearling Charolais heifers that averaged \$3,906.



A full house anticipating the start of the sale.



Curt Olafson purchased a top-selling herd bull prospect.



Buyers and spectators greeted by ASA display.

Janssen Farms Scalebuster Bull Sale

March 4, 2015 • Dunlap, IA

| No. | Category | Average |
|-----|----------|---------|
| 62 | Bulls | \$5,140 |

Auctioneer: Jon Schaben, IA

Sale Staff: Tom Rooney and Chris Beutler

High-Selling Lots:

\$10,000 – “JF Rancher 444B,” s. by JF Rancher, sold to 6G Ranch, Rock Island, TX.

\$10,000 – “JF Cowboy Up 371A,” s. by OSU Cowboy Up 0631, sold to Jim Stoutenborough, Maroa, IL

\$9,500 – “JF Rancher 404B,” s. by JF Rancher, sold to Gary Frye, McArthur, OH.

\$9,500 – “JF Rancher 4267B,” s. by JF Rancher, sold to Glause and Sons, St. Liberty, NE.

\$9,000 – “JF Rancher 408B,” s. by JF Rancher, sold to Pigeon Mountain Simmentals, Lafayette, GA.

\$7,500 – “JF Rancher 414B,” s. by JF Rancher, sold to Pat Doyle, Danbury.

\$7,250 – “JF Milestone 4137B,” s. by JF Milestone, sold to Doug Leonard, Holstein.

\$7,250 – “JF Milestone 4210B,” s. by JF Milestone, sold to Roger Schaeffer, Viborg, SD.

\$7,250 – “JF Chamberlaine 375A,” s. by R&R Chamberlain, sold to Marc Harper, Woodbine.

Mertens Cattle Company's Annual Bull Sale

March 4, 2015 • Watertown, SD

| No. | Category | Average |
|-----|--------------|---------|
| 34 | Bulls | \$4,125 |
| 22 | Open Females | 2,609 |
| 56 | Total Lots | \$3,529 |

Auctioneer: Seth Weishaar, Faith, SD

Marketing Representatives: Jim Scheel, Jeff Kapperman, and Vern Frey

Representing ASA: Colton Buus

High-Selling Lots:

\$7,750 – Bull “MCC Populist 4011,” s. by SAV Populist 0470, sold to Derek Gaikowski, SD.

\$6,000 – Bull “MCCS LH Upgrade 11B,” s. by Lazy H Upgrade Z202, sold to Bob Sear, MN.

\$5,750 – Bull “MCC Angus Valley 4017,” s. by SAV Angus Valley 1867, sold to Dunlevy, SD.

\$5,750 – Bull “MCCS Lock N Load 2B,” s. by Remington Lock N Load 54U, sold to Dan Thyne, SD.

\$5,750 – Bull “MCC Identity 4033,” s. by Koupals B&B Identity, sold to Mike Krakowlubo, SD.

\$5,300 – Open Female, “MCCS 625 20B,” s. by DLN Upgrades Legend Z32, sold to 3MG Cattle Co., SD.

Comments: The Mertens Cattle Co. Annual Bull Sale was held indoors on a cold SD night at the extension building in Watertown, SD.



The crowd enjoyed a nice meal and comfortable temps.



The Mertens boys keeping up in their catalogs.



The sale was a video only sale.

Cowles' Pleasant Hill Farms' March Madness Bull and Heifer Sale

March 5, 2015 • Bowling Green, KY

| No. | Category | Average |
|-----|----------|---------|
| 61 | Bulls | \$4,161 |

Auctioneer: Eddie Burks, KY
Representing ASA: Chris Davis

High-Selling SimInfluenced Lots:

- \$7,000 – SimAngus™, “PHF Dream Maker 449B,” s. by LF Dream Doctor, cons. by Pleasant Hill Farms.
- \$6,750 – SimAngus, “PHFC Manifest 367A LS,” s. by Nichols Manifest T79, cons. by Pleasant Hill Farms.



Gil Cowles working with customers on bull selections.



Gil Cowles with auctioneer Eddie Burkes on the auction block.

Eichacker Simmental and JK Angus Bull Sale

March 6, 2015 • Salem, SD

| No. | Category | Average |
|-----|------------------------|---------|
| 80 | SM and SimAngus™ Bulls | \$8,081 |

Auctioneer: Tracy Harl, NE
Marketing Representatives: Jim Scheel; Jeff Kapperman; Tim Moody; Randy Rasby; Kent Snowden; Marty Ropp; Jared Wareham; Vern Frey; and Justin Dikoff.
Representing ASA: Colton Buus

High-Selling Lots:

- \$40,000 – “ES BT51-2,” s. by Remington Lock N Load 54U, sold to Healy Simmental and Goeken Cattle Co., SD.
- \$17,000 – “ES BU16,” s. by W/C United 956Y, sold to Harwood Cattle Co., MT.
- \$16,000 – “ES BU56-1,” s. by Remington Lock N Load 54U, sold to Glen Kummer, SD.
- \$15,000 – “ES BX80,” s. by W/C United 956Y, sold to Tom Kearns, NE.

Volume Buyers: Kelly Endorf & Cory Eich, SD; Dan & Judd Fox, SD; Robert and Ed Wobig, SD; and Jeff McCloud, SD.

Comments: Also selling were 12 Red Angus Bulls at an average of \$6,583 and 26 Angus Bulls at an average of \$5,721.



Kent Vanderwall visits with herdsman Paul Grace pre-sale.



The McCloud family picking out their favorite bulls.



Sale facility filled to capacity.

Kentucky Farm Bureau Beef Expo Simmental Sale

March 7, 2015 • Louisville, KY

| No | Category | Average |
|----|------------|---------|
| 49 | Total Lots | \$4,473 |

Auctioneer: Bruce Miller, TX
Sale Manager: DP Sales Management, LLC, KY
Sale Staff: Shane Ryan, Thomas Carper and Gene Steiner
Sale Consultant: Dalton Lundy
DVAuction: Cassie Carper

High-Selling Lots:

- \$10,000 – Open Female, “RP/MP Jitter Bug B024,” s. by JF Milestone, cons. by Rocking P Livestock, sold to Martin Livestock, IN.
- \$8,000 – Open Female, “TNGL Queen B753,” s. by PRTY High Definition, cons. by Tingle Farms, sold to Matt Sporleder, IN.
- \$8,000 – Bull, “HPF/BRAM Air Force Z808,” s. by CLRWTR Shock Force, cons. by Bramlet Simmentals and Hudson Pines Farm, sold to Turkey Creek Cattle, TX.
- \$8,000 – Open Female, “TNGL A Classy Lady B806” s. by Sandeen Upper Class, cons. by Tingle Farms, sold to Martin Livestock, IN.
- \$7,800 – Open Female, “HPF Power Lass B481,” s. by JF Milestone, cons. by Hudson Pines Farm, sold to Randy Anderson, MN.
- \$7,700 – Open Female, “RP/MP Supreme Look B034,” s. by BC Lookout, cons. by Rocking P Livestock, sold to Everett Gravett, KY.
- \$7,500 – Open Female, “Welsh’s Lizzie 184B,” s. by WLE Uno Mas, cons. by Welsh Simmentals, sold to Brandon Shields, TX.
- \$7,500 – Open Female, “HPF/BRAM Valentine B062,” s. by CLRWTR Shock Force, cons. by Hudson Pines Farm, sold to Nicholas Belcher, VA.

(Continued on page 44)

SALE RESULTS

continued

Kentucky Beef Expo Sale (Continued)

Comments: Cattle sold into 11 states including: IA, IL, IN, KY, MI, MN, MS, MT, OH, TX, & VA



The Simmental Sale was the highest averaging breed sale at this year's Kentucky Beef Expo.



There was standing room only in New Market Hall for the sale.

Trinity Farms' "Generations of Excellence" Sale

March 7, 2015 • Ellensburg, WA

| No. | Category | Average |
|-----|-----------------------|---------|
| 10 | SM Bulls | \$5,655 |
| 85 | SimAngus™ Bulls | 6,340 |
| 95 | SM and SimAngus Bulls | 6,268 |
| 1 | SM Heifer | 2,750 |
| 35 | % Heifers | 2,654 |
| 36 | SM and % Heifers | \$2,657 |

Representing ASA: Stuart Jensen

High-Selling Lots:

- \$16,500** – Lot 1, 5/8 SimAngus, s. by NLC Upgrade, sold to Lyman Livestock, Salem, UT.
- \$16,500** – Lot 77, 3/8 SimAngus, s. by SAV Mustang, sold to C + C Farms, Ephrata.
- \$14,000** – Lot 71, 1/2 SimAngus, s. by SAV Thunderbird, sold to Stingley Ranch, Ellensburg.
- \$13,500** – Lot 2, 5/8 SimAngus, s. by NLC Upgrade, sold to Stingley Ranch, Ellensburg.
- \$13,500** – Lot 3, 5/8 SimAngus, s. by NLC Upgrade, sold to Stingley Ranch, Ellensburg.
- \$9,500** – Lot 29, 1/2 SimAngus, s. by SVF Allegiance, sold to C + C Farms, Ephrata.
- \$9,500** – Lot 49, 1/2 SimAngus, s. by TFS Black Onyx, sold to C + C Farms, Ephrata.
- \$9,250** – Lot 8, PB SM, s. by NLC Upgrade, sold to Tom Price, Pendleton, OR.

Comments: Also selling were 34 Angus Bulls at an average of \$5,300 and 13 Angus Heifers at an average of \$2,712. A donation heifer for the Wounded Warrior Project (WWP) sold for \$4,000 to Bob Matthieson, Mansfield; additional donations totaled \$12,500; donations for the WWP totaled \$16,500.

Walsh Simmental Pursuit Of Excellence Bull & Female Sale

March 7, 2015 • Hubbard, NE

| No. | Category | Average |
|-----|----------------------------|---------|
| 34 | SM & SimInfluenced Bulls | \$7,321 |
| 15 | SM & SimInfluenced Females | 4,353 |
| 49 | Total Lots | \$6,412 |

Auctioneer: Jon Schaben, IA

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); Chris Beutler, AgriMedia, NE; Randy Rasby, Livestock Plus, NE; Ron Miller, NE; Scott Foreman, IA; and Buddy Robertson, OK.

High-Selling Lots:

- \$52,000** – Herd Bull, "WS First Step B44," s. by WS A Step Up X27, sold to Yardley Ranches, Beaver, UT.
- \$21,000** – Herd Bull, "WS Lock Down B33," s. by W/C Lock Down 206Z, sold to Rincker Brothers, Strasburg, IL.
- \$14,500** – Herd Bull, "WS Upload B4," s. by Remington Lock N Load 54U, sold to Mass Farms, Malvern, IA.
- \$12,000** – Herd Bull, "WS Download B12," s. by Remington Lock N Load 54U, sold to R&R Cattle, Emerson.
- \$10,500** – Herd Bull, "WS Sharp Image B25," s. by TJ Sharper Image 809U, sold to R&R Cattle, Emerson.
- \$10,000** – Herd Bull, "WS Tuned Up B67," s. by W/C Lock Down 206Z, sold to Gunn Simmentals, Pasadena, TX.
- \$9,500** – Open Heifer, "WS Miss Sweetness B20," s. by SS Ebonys Grandmaster, sold to Whispering Oaks Simmentals, Galveston, IN; and Walker Steel, Valparaiso, IN.
- \$8,500** – Herd Bull, "WS Lock Down B39," s. by W/C Lock Down 206Z, sold to Steve Stewart, Wynot.



Brent Potter of Potter Simmentals, Griswold, IA, took home two top-selling lots.



Jerry and Linda Walsh take time for a photo with Gib and Denise Yardley of Yardley Cattle Co, Beaver, UT, who purchased the top-selling bull.



Shelby and Charles Buus of B2U Stock Farm, Lennox, SD, take a look at the cattle prior to the sale.



Steve Jass of Jass Simmentals, Garner, IA, made the trip to Hubbard for the sale.

Rockin H Simmental's Production Sale

March 9, 2015 • Watertown, SD

| No. | Category | Average |
|-----|---------------------------------|---------|
| 46 | SM, SimInfluenced & Angus Bulls | \$5,215 |
| 5 | SM & SimInfluenced Pairs | 5,220 |
| 12 | SM & SimInfluenced Breds | 4,983 |
| 10 | SM & SimInfluenced Opens | 3,100 |
| 73 | SM, SimInfluenced & Angus Lots | 4,888 |
| 2 | Commercial Bred Females | \$3,800 |

Auctioneer: Dustin Carter, SD

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); Kent Jaecke, OK; and Mark Streich, MN.

High-Selling Lots:

- \$8,750 – Cow/Calf Pair, “CFSR Sweet Thing A335,” s. by SAS T101 Sweet Meat, bull calf s. by S A V Bismarck 5682, cons. by Crazy Fate Simmental Ranch, sold to Circle H Simmental, Hudson.
- \$7,750 – Herd Bull, “CFSR Wilford B438,” s. by Mr. NLC Upgrade U8676, cons. by Crazy Fate Simmental Ranch, sold to Dale Rueb, Herreid.
- \$7,250 – Bred Female, “CFSR Bella A340,” s. by JF Shock And Awe 6207S, bred to Connealy Thunder, cons. by Crazy Fate Simmental Ranch, sold to Rodney Strand, Platte.
- \$7,000 – Herd Bull, “Rockin H Mr. Upgrade B33Y,” s. by Mr. NLC Upgrade U8676, sold to Dale Rueb, Herreid.
- \$7,000 – Herd Bull, “Rockin H Billy The Kid B5149,” s. by Mr. NLC Upgrade U8676 x 3C Anchor R5149, sold to Dry Run Farms, Conde.
- \$7,000 – Herd Bull, “Rockin H Mr. Beefking B754, s, by WS Beef King W107, sold to David Eichacker, Salem.
- \$6,750 – Herd Bull, “CFSR Opie B409,” s. by Kappes Chamber 560 Z647, cons. by Crazy Fate Simmental, sold to Joel Purdy, Summit.
- \$6,500 – Herd Bull, “Rockin H Mr. Upgrader B0234,” s. by Mr. NLC Upgrade U8676, sold to Will Farms, Windom, MN.
- \$6,500 – Herd Bull, “Rockin H Mr. Tank B16Y,” s. by TNT Tanker U263, sold to Ronald Gaikowski, Waubay.

Comments: Guest consignor was Chad & Faith Olsen of Crazy Fate Simmental Ranch, MN.



A great crowd of cattlemen gathered in Watertown, SD, on a nice sunny day for the 1st Annual Rockin H Simmentals' production sale.



Sale host Matt Hoffman of Rockin H Simmentals welcomes the crowd to the sale.

Lechleiter 27th Annual Bull Sale

March 11, 2015 • Loma, CO

| No. | Category | Average |
|-----|----------------------------|---------|
| 58 | SM Yearling Bulls | \$4,359 |
| 38 | SimAngus™ Yearling Bulls | 4,968 |
| 96 | Total SM and SimAngus Bull | \$4,600 |

Auctioneer: Ty Tingey, Loma
Representing ASA: Susan Russell

High-Selling Lots:

- \$9,250 – 1/2 SM, “Kim’s B733,” s. by KS Vegas X130, sold to Bill Wellington, Walden.
- \$7,750 – SM, “Kim’s B639,” s. by Kims Y375, sold to Santa Rosa Developers, Montrose.
- \$7,500 – 1/2 SM, “Kim’s B735,” s. by KS Vegas X130, sold to Bill Wellington, Walden.
- \$7,250 – SM, “Kim’s B363,” s. by Gibbs 0601X Raisin Cain, sold to Bill Wellington, Walden.

Volume Buyers: Bill Wellington, Walden; Escalante Ranch, Delta.

Comments: Also selling was one Angus Yearling Bull for \$4,594.



Sale host, Kim Lechleiter (right), visiting with customers prior to sale.



Looking over the sale offering.



Volume buyer, Bill Wellington, Walden.



Volume buyer from Escalante Ranch, Delta.

11th Annual Cattleman’s Kind Bull Sale

March 12, 2015 • San Saba, TX

| No. | Category | Average |
|-----|---|---------|
| 28 | Fall-Born Long Yearling PB SM and SimAngus™ | \$5,121 |
| 33 | Spring-Born Yearling PB SM and SimAngus | 4,603 |
| 61 | Total PB SM and SimAngus Bulls | \$4,841 |

High-Selling Lots:

- \$7,000 – SimAngus™, “MGB Black A3,” s. by Dikeman’s Sure Bet, cons. by –B Simmentals, Muenster, sold to Cooper Ranches, Fort Worth.
- \$7,000 – SimAngus, “MGB Black A4,” s. by Dikeman’s Sure Bet, cons. by –B Simmentals, Munester, sold to El Paso Industries, El Paso.
- \$6,700 – SimAngus, “Tex-Ann 325A,” s. by TNT Tuition U238, cons. by Tex-Ann Simmentals, Granbury, sold to El Paso Industries, El Paso.
- \$6,500 – SimAngus, “Mallett Arizona A359,” s. by Diamond D SB-11G 7Y, cons. by Mallett Simmentals, Lampasas, sold to Patchell Brothers, Pauls Valley, OK.

Volume Buyers: El Paso Industries, El Paso; Mayberry Farms, Tolar; and Cooper Ranches, Fort Worth.

Comments: The Cattleman’s Kind Simmental Group includes: Mike and Connie Mallett, Mallett Simmentals, Lampasas; Jim and Connie Newson, Tex-Ann Simmentals, Granbury; and Mike and Katrinka Bartush, –B Simmentals, Meunster.

74-51 Cattle Co. Third Annual Red Dirt Bull Sale

March 13, 2015 • Marshall, OK

| No. | Category | Average |
|-----|----------|---------|
| 191 | Bulls | \$4,977 |

Auctioneers: Matt and Eddie Sims, OK

Sale Manager: Matt Sims, OK

Marketing Representatives: David Gazda, American Angus Association; Chisolm Kinder, *Oklahoma Cowman*; Mark Sims, *High Plains Journal*.

Representing ASA: Nathan Smith

(Continued on page 46)

SALE RESULTS

continued

74-51 Cattle Co. Sale (Continued)

High-Selling Lots:

\$12,000 – Lot 4, SimAngus, s. by Mr. TR Revolution 1787 ET, sold to Colby Cunningham, Rose.

\$10,000 – Lot 75, SimAngus, s. by 74-51 Changing Time 060, sold to Colby Cunningham, Rose.



On a cool cloudy day in March 74-51 customers scrutinize bulls while welcoming the thought of rain.



Next year's breeding decisions are made with the help of neighbors and friends.

27th Annual Tennessee Beef Agribition Simmental Sale

March 14, 2015, Lebanon, TN

| No. | Category | Average |
|-----|------------|---------|
| 37 | Total Lots | \$3,226 |

Auctioneer: Tommy Barnes, AL

Sale Manager: DP Sales, Management, LLC

Sale Staff: Jack Heddrick, Andee Marston and Todd Stone

Sale Consultant: Roger Allen

High-Selling Lots:

\$8,250 – Open Female, “Double J/IVS Hope B502,” s. by WLE Uno Mas, cons. by Double J and Ivie and Sons, sold to Josh Chappa, MT.

\$6,100 – Open Female, “Uno Fancy Girl B440, s. by WLE Uno Mas, cons. by DSF Show Cattle, sold to Sam McMinn, TN.

\$5,500 – Open Female, “M&M Jacie 107B,” s. by HTP/SVF Packin Heat, cons. by M&M Show Cattle, sold to Henley Ledford, TN.

\$5,200 – Bred Female, “Miss WEF Social Graces,” s. by Gibbs 1084Y Tux & Tails, bred to Mr. NLC Avenue, cons. by Water's Edge Farm, sold to Ryan Poindexter, MI.

\$5,000 – Embryos out of, “Miss CCF Jestress,” s. by TLLC One Eyed Jack, cons. by Volunteer Simmentals, sold to Knapper Cattle, IN.

\$4,000 – Bred Female, “Belle Lady 3926,” s. by IL Justified 107Y, bred to WLE Uno Mas, cons. by Southern Belle Cattle Co., sold to Steven Helton, TN.

\$3,750 – Bred Female, “BCC5 Hannah,” s. by BCC5 Handyman, bred to Sand Ranch Hand, cons. by Trent Bertsche, sold to Wendell Wilson, TN.

\$3,600 – Bred Female, “BCC5 Working for Glory,” s. by HS Work Force, bred to K-LER Make It Rain, cons. by Trent Bertsche, sold to Jordon Reynolds, IL.

\$3,600 – Open Female, “WAS Favorite Cheer 06B,” s. by DWP Iron Man, cons. by Day 6 Cattle Co., sold to Jarrett Birdwell, OK.

Comments: Cattle sold into 11 states including: AL, IL, IN, KS, KY, MI, MS, MT, OH, OK and TN.



Another packed house at this year's Agribition Sale.



Long-time TN Breeders Gene Martin and Roger Taylor visit after the sale.

Carcass Performance Partners 13th Annual Sale

March 14, 2015, Lucedale, MS

| No. | Category | Average |
|-----|----------------|---------|
| 39 | Bulls | \$3,320 |
| 4 | Cow/Calf Pairs | 3,113 |
| 23 | Open Females | 2,130 |
| 66 | Total Lots | \$2,893 |

Auctioneer: Kurt Davis, MS

Sale Manager: Moley Herring, Lucedale Livestock Producers Stockyards

Representing ASA: Dennis Courtright

High-Selling Lots:

\$5,000 – Lot 32, “RHF Rebel,” s. by Mr NLC Upgrade U8676, cons. by Rocky Hollow Farm, sold to Hancock Cattle Co., Bentonia.

\$4,900 – Lot 4, “469A,” s. by Mr Ishee Blk Harmony 001, cons. by Double C Farms sold to Hancock Cattle Co., Bentonia.

\$4,700 – Lot 25, “RHF Abraham,” s. by Mr NLC Upgrade U8676, cons. by Rocky Hollow Farm, sold to Seth Fautleroy, St. Tammany, LA

Volume Buyer: Hancock Cattle Co., Bentonia



Capacity crowd on hand.

Gonsior Simmentals In The Heartland Production Sale

March 14, 2015 • Fullerton, NE

| No. | Category | Average |
|-----|--|---------|
| 43 | SM & SimInfluenced Bulls | \$5,600 |
| 29 | SM & SimInfluenced Open Females | 4,814 |
| 29 | SM & SimInfluenced Breeds & Pairs | 5,347 |
| 101 | SM & SimInfluenced Live Lots | \$5,301 |
| 10 | SM & SimInfluenced Genetic Lots averaged | \$4,135 |

Auctioneer: Tracy Harl, NE

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); Chris Beutler, *AgriMedia*, NE; Rick Frenzen, NE; Ronald Miller, NE; Randy Rasby, *Livestock Plus*, NE; Rick Buehler, NE; Tom Sonderup, NE; Buddy Robertson, OK; Dallas Woltemath, NE; Dalton Lundy, KY; and Quinton Smola, NE.

Representing ASA: Dr. Michael Dikeman

High-Selling Lots:

\$17,000 – Herd Bull, “Gonsior Roadgrader A292,” s. by Mr. NLC Upgrade U8676, sold to Gana Farms, Martell, NE

\$11,500 – Open Female, “Gonsior/BSC/2RL Eyes On B794,” s. by BC Eagle Eye 110-7, co-owned with Buehler Show Cattle & Two Rivers Livestock, sold to T&B Livestock, Columbus.

\$11,000 – Herd Bull, “Gonsior/AB Puresteel 38A,” s. by SVF Steel Force S701, co-owned with Bender Simmentals, sold to White Farms — Generation II, Cherokee, OK.

\$11,000 – ½ interest in Open Female, “CHEK Holly’s Bae B715,” s. by Mushrush Lock ‘N’ Load U213, sold to Schwantz Farms Beef, Lincoln, IL.

\$10,000 – Herd Bull, “Gonsior You Betcha B98,” s. by MCM Top Grade 018X, sold to Deon M Gocke Cattle, Waco.

\$9,500 – Herd Bull, “Gonsior Up The Limit B84,” s. by Mr. NLC Upgrade U8676, sold to Cody Robinett, Riverton.

\$9,500 – Open Female, “Gonsior Perfect Mile B3,” s. by JF Milestone 999W, sold to Buehler Show Cattle, Sterling.

\$9,000 – Bred Female, “WRS/GS Angel A321,” s. by Mr. HOC Broker x KA TCF Independence S30L, bred to W/C United 956Y, Co-owned with Windy Ridge Simmentals, sold to Windy Ridge Simmentals, Seward.

Comments: Gonsior Simmental hosted the 15th Anniversary of “In The Heartland Sale” in an all new sale facility. Guest consignors included: Buehler Show Cattle, Elm Mound Farms, Ediger Simmental, Mike Benes, Two River Livestock, Sonderup Angus, T&B Livestock, Volk Farms and Windy Ridge Simmentals.



Prospective buyers looking at cattle before the sale.



Auction block with Val Eberspacher, Col. Tracy Harl, Shelli Horacek, and Scott Gonsior.



Nick Sloup and Daniel Amick of Sloup Simmentals, Seward, NE, take a look at the sale cattle.



Van Neidig of Neidig Simmentals, Battle Creek, NE, visits with sale host Mike Gonsior.

Yardley Cattle Company's 42nd Annual Bull Sale

March 14, 2015 • Beaver, UT

| No. | Category | Average |
|-----|----------|---------|
| 137 | SM Bulls | \$6,789 |

High-Selling Lots:

\$25,500 – Lot 1A, ½ interest, sold to Ruel Barker, Provo.

\$20,000 – Lot 24, sold to Greg Shawcroft, LaJara, CO.

\$18,000 – Lot 4, sold to Greg Shawcroft, LaJara, CO.

\$16,000 – Lot 113, sold to Carsten Simmentals, Hotchkiss, CO.

\$14,000 – Lot 2, sold to Ronnie Smith, Denton, TX.

Comments: Cattle were sold live, online and over the phone and sold into 21 states and across Canada.

1st Annual Hudson Pines & Hayes Ranch Genetic Legacy Bull Sale

March 16th, 2015 • Billings, MT

| No. | Category | Average |
|-----|------------|---------|
| 133 | Bulls | \$5,790 |
| 28 | Heifers | 2,807 |
| 161 | Total Lots | \$5,271 |

Auctioneer: Ty Thompson, MT

Sale Manager: Cotton & Associates, Howell, MI

Marketing Representatives: Jeff Thomas, Andy Rest and Dennis Jenkins

Representing ASA: John Grande

High-Selling Lots:

\$25,000 – Lot 24, ½ interest in, “HPF Rockstar B332,” sold to Top Hat Farms and Cold Smoke, UT.

\$24,000 – Lot 80, “HPF Wide Track B307,” sold to Willers Mitten Brand, NE.

\$18,000 – Lot 76, “HPF Fast Track A371,” sold to Bornemann Simmentals, MO.

\$15,500 – Lot 35, “HPF Shock Force B052,” sold to John Lee, CO.

\$15,000 – Lot 84, “HPF/Borne Uno Mas B031,” sold to Willers Mitten Brand, NE.

\$13,000 – Lot 41, HPHR First Ascent A732, sold to Sanders Ranch, KS.

\$13,000 – Lot 127, “HPF Heza Image B007,” sold to Justin Heaton, WA.

\$12,500 – Lot 125, “HPF Make it Rain B012,” sold to Justin Heaton, WA.

Volume Bull Buyer: Steve Stoddard, Broadus.

Volume Heifer Buyer: Gary Brown of Myrtle Creek, OR.

Comments: This was Hudson Pines/Hayes Ranch’s inaugural sale in Montana after five years as part of the Bulls of the Big Sky group.



The Hudson Pines crew and Larry Cotton’s crew huddle before the sale.

(Continued on page 48)

SALE RESULTS

continued

Open Gate Ranch's 35th Annual Sale

March 17, 2015 • Augusta, MT

| No. | Category | Average |
|-----|----------|---------|
| 93 | Bulls | \$5,200 |

Auctioneer: Roger Jacobs, MT

Sale Manager: Allied Genetic Resources, IL

Marketing Representatives: Jeff Thomas, Russ Pepper, Scott Dirk and Lynn Perry.

Representing ASA: John Grande

High-Selling Lots:

\$13,000 – Lot 44, Purebred, s. by Triple C Singletary, sold to 3 Pine Ranch, Great Falls.

\$9,500 – Lot 41, Purebred, s. by Triple C Singletary, sold to Jeff Beck, Fairfield.

\$9,000 – Lot 59, Half-Blood, s. by WHS Limelight, sold to Fairhaven Colony, Ulm.

\$9,000 – Lot 64, Half-Blood, s. by Sitz Madison, sold to Mark Hitchcock, Dupuyer.

\$8,750 – Lot 69, $\frac{3}{4}$ Blood, s. by SVRW909, sold to Roger Donsbach's Lazy 3L Ranch, Miles City.

Comments: The Richert family welcomed an enthusiastic crowd to the Broken O Sale Barn.



Repeat buyers catch up before the sale.



Micah and Julie welcome bull buyers at the registration desk.

Parker Cattle Co. Bull Sale

March 19, 2015 • Burlington, CO

| No. | Category | Average |
|-----|--------------------------|---------|
| 5 | SM Yearling Bulls | \$4,100 |
| 36 | SimAngus™ Yearling Bulls | 4,651 |
| 41 | Total Lots | \$4,584 |

Auctioneer: Tracy Harl

Representing ASA: Susan Russell

High-Selling Lots:

\$9,500 – $\frac{1}{2}$ SM, "Parker's Upgrade 1309A," s. by Mr. NLC Upgrade U8676, sold to Ed Basler, Akron.

\$8,500 – $\frac{1}{2}$ SM, "Parker's Blueboy B400," s. by Buford Bluestem 9974, sold to BEgger's Diamond V, Wibaux, MT.

\$7,500 – $\frac{1}{2}$ SM, "Parker's Upgrade 1310A," s. by Mr. NLC Upgrade U8676, sold to Ed Basler, Akron.

Volume buyers: Brian De Brie, Windsor; and Ed Basler, Akron.

Comments: Despite a drizzle, the inaugural sale of Parker Cattle Co. drew area and internet buyers.



Ringman Jimmy Gies (left) & Garrett Thomas, Allied Genetic Resources



Sale host, Brett Parker (left) visits with a potential customer.



Sale host, Reed Parker welcomes the crowd.



Ringmen Jimmy Geis & Rod Swafford.

3C Christensen Ranch & NLC Ranch 44th Annual Bull and Heifer Sale

March 20, 2015 • Wessington, SD

| No. | Category | Average |
|-----|--------------|---------|
| 176 | Bulls | \$4,713 |
| 54 | Open Females | 2,657 |
| 230 | Total Lots | \$4,230 |

Auctioneer: Jim Birdwell, OK

Marketing Representatives: Jeff Kapperman; Dustin Carter; Jim Scheel; Scott Dirk; Chris Effling; Chris Beutler; and Marty Ropp.

Representing ASA: Colton Buus

High-Selling Lots:

\$14,000 – Bull, Lot 3, "4080B," s. by W/C United 956Y, sold to Scott Bradac, ND.

\$13,500 – Bull, Lot 8, "4009B," s. by W/C United 956Y, sold to Dan Leo, NE.

\$13,000 – Bull, Lot 1, "426B," s. by Leachman Right Time, sold to Kaelberer Ranch, ND and SRF Simmentals, ND.

\$12,000 – Bull, Lot 102, "4702B," s. by Tess Black 144Y, sold to Chris Heim, SD.

\$11,000 – Bull, Lot 164, "4331B," s. by STF Mr. Momentum H508, sold to John Mizelle, VA.

\$11,000 – Bull, Lot 2, "421B," s. by Leachman Right Time, sold to Matt Thielen, KS.

\$4,700 – Open Female, Lot 304. "4327B," s. by W/C United 956Y, sold to Chad Thompson, SD.

Comments: A blustery, sunny day marked the 44th annual 3C/NLC Bull and Female Sale at the ranch near Wessington.



The sale was held on the 3C and NLC Ranch, and the sale pens made it very easy to view the cattle.



Kids of all ages enjoyed the popcorn and cotton candy machines.

Gengenbach Cattle Co. 7th Annual "Performance with the Maternal Edge" Sale

March 20, 2015 • Imperial, NE

| No. | Category | Average |
|-----|--------------|---------|
| 51 | Bulls | \$4,583 |
| 45 | Open Females | \$1,801 |
| 96 | Total Lots | \$2,435 |

Auctioneer: Kyle Schow, NE

Marketing Representatives: Randy Rasby, *Livestock Plus*; and Jim Gies, *Western Livestock Journal*.

Representing ASA: Nathan Smith

High-Selling Lots:

\$8,250 – Lot 52, SimAngus™ Bull, s. by GAR Prophet, sold to Tom Regehr, NE.

\$7,000 – Lot 12, SimAngus Bull, s. by GCCR Easy Answer, sold to Ryan Hendricks, NE.

\$7,000 – Lot 46, SimAngus Bull, s. by SAV Priority, sold to Jerry Lund, NE.

\$2,600 – Lot 73, SimAngus Open Female, s. by Dew It Right, sold to Leslie Lines, NE.

\$2,600 – Lot 78, SimAngus Open Female, s. by BBS Hairy, sold to Roger Hubl, NE.



EPDs are studied and stock are critiqued at Gengenbach's 7th Annual Sale.



Ears perk and awareness is heightened as the Gengenbach maternal offerings enter the ring.

44th Annual Eastern Spring Simmental Classic

March 21, 2015 • Columbus, OH

| No. | Category | Average |
|-----|------------|---------|
| 66 | Total Lots | \$3,964 |

Auctioneer: Ron Kreis, OH

Sale Manager: DP Sales Management, LLC, KY

Sale Staff: Shane Ryan, Tyler Humphrey & Andee Marston

Sale Consultant: Dalton Lundy

High-Selling Lots:

\$11,000 – Open Female, "TJSC Kansa 68B," s. by TJSC Optimus Prime, cons. by Jones Show Cattle, sold to Scott Sanders, OH.

\$10,500 – Bull, "Halls Confidence A30," s. by Connealy Confidence 0100, cons. by Halls Simmentals, sold to Mark Hillbrands, MN

\$9,000 – Open Female, "MRH Ruby Two," s. by SS/PRS Tailgater, cons. by Hunt Farms, sold to Deborah Arbucci, CT.

\$8,000 – Bull, "B Mr. Delight," s. by Mr. NLC Upgrade, cons. by Brady Clemens, sold to James Gifford, OH.

\$7,000 – Bull, "Sited in B011," s. by Remington Lock N Load, cons. by Dave O'Brenovich & Matt Reed, sold to Dean Volk, NE.

\$7,000 – Bull, "RRFF Swagger," s. by Hooks Shear Force, cons. by Ruffing Family Farm, sold to James Gifford, OH.

\$6,400 – Bull, "Lazy H Mr. 1-77 A302," s. by CNS Dream On, cons. by Ferguson Show Cattle, sold to James Gifford, OH.

\$6,000 – Bull, "Raisin Cain's A521," s. by Gibbs 0601X Rasincain, cons. by Echo Hills Farm, sold to Darrell Weisend, OH.

\$6,000 – Bull, "Prestige/GSC World Wide," s. by Mr HOC Broker, cons. by Prestige Cattle & Goff Show Cattle, sold to Terry Oliver, OK.

\$6,000 – Bull, "Nickles Ideal Image 223B," s. by TJ Sharper Image, cons. by Wooden Nickel Farms, sold to J&K Gott Farms, OH.

Comments: Cattle sold to 13 states including: AR, CT, GA, IL, IN, KY, MN, NE, OH, OK, PA, TN, and WV.

Altenburg Super Baldy Ranch Sale

March 21, 2015 • Fort Collins, CO

| No. | Category | Average |
|-----|--|---------|
| 63 | SM Bulls | \$5,062 |
| 54 | Super Baldy Half Blood SimAngus™ Bulls | 5,006 |
| 117 | Total SimInfluenced Bulls | 5,036 |
| 27 | ASR SimAngus and SM Open Heifers | \$2,356 |

Auctioneer: Wayne Kruse, CO

Marketing Representatives: Mary Ropp and Garrett Thomas, Allied Genetic Resources

Representing ASA: Nathan Smith

High-Selling Lots:

\$12,250 – Homozygous Black SM Bull, "ASR Gunnison B4234," s. by Lotto, sold to 3C Simmental, Wessington, SD.

\$11,500 – Black SM Bull, "ASR Country Legend B484," s. by Lotto, sold to Matt Hommandberg, Hudson, SD.

\$11,500 – Black SM Bull, "ASR Second Chance B421," s. by ASR Second Chance, sold to Dick Pettinger, Eaton.

\$9,500 – Black SM Bull, "AST On Track B462," s. by Wide Track, sold to Toby Kimzey, Pine Bluffs, WY.

\$8,750 – Black SM Bull, "ASR Wide Track A3213," s. by Wide Track, sold to Darryl McNair, Santa Rosa, NM.

\$8,000 – Black SimAngus Bull, "ASR Super Baldy B461," s. by Resource, sold to Toby Kimzey, Pine Bluffs, WY.

\$7,750 – Red SimAngus Bull, "ASR Super Baldy A475," s. by Beef King, sold to Field and Land Livestock, Gunnison.

\$7,750 – Black SM Bull, "ASR Shear Force A3207," s. by Shear Force, sold to Kevin Warboys, Snyder.

Volume Bull Buyers: Toby Kimzey, Pine Bluffs, WY; Romios Ranch, Encampment, WY; Field Land & Cattle Company, Gunnison; Hornung Farms, Burlington; Mark Coffield, Yuma; CSU Maxell Ranch, Fort Collins; and Copple Ranch, Fort Collins.

Volume Heifer Buyers: Rains Black Simmental, Oakley, KS; and Jonathan Gorzalka, Sheridan, WY.

Comments: Cattle sold into CO, ID, KS, NE, SD, WY and UT.



Buyer Ralph Walchle, Ridgeway.



A young cattleman from the Jonathan Gorzalka Family, Sheridan, WY.

(Continued on page 50)

SALE RESULTS

continued

Altenburg Super Baldy Sale (Continued)



Buyer Robert Willich, Stoneham; with sale host Willie Altenburg.



Justin Warren, Superior Livestock Auction representative, Craig, CO; with Willie Altenburg.

Drake Bull Sale

March 21, 2015 • Centerville, IA

| No. | Category | Average |
|-----|----------|---------|
| 35 | Bulls | \$4,477 |

Auctioneer: Tracy Harl, NE
Sale Manager: Eberspacher Enterprises (EE), Inc., MN
Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); Joel Edge, Lee Agri-Media; and Jeremie Ruble, Ruble Cattle Services.

Representing ASA: Dr. Bert Moore

High-Selling Lots:

- \$9,000** – SimAngus™ Bull, “Drake Bull Z50B,” s. by TJ Diesel 350Z, sold to Sandeen Genetics, Blakesburg.
- \$8,500** – SimAngus Bull, “Drake Bull X20B,” s. by Elm-Mound/GS Stands Alone, sold to Roger Postin, Lewistown, IL
- \$6,500** – PB SM Bull, “Drake Combustible B4,” s. by FBF1 Combustible, sold to Milton Wilson, Moravia.
- \$6,250** – SimAngus Bull, “Drake Bull Z85B,” s. by CNS Dream On L186, sold to Willer Farms, Bedford.
- \$6,000** – SimAngus Bull, “Drake Bull W76B,” s. by TJ Diesel 350Z, sold to Wm Fleshman, Unionville, MO.
- \$5,600** – SimAngus Bull, “Drake Bull W69B,” s. by TJ Diesel 350Z, sold to Curt Pacha, Brighton.
- \$5,400** – SimAngus Bull, “Drake Bull Z1B,” s. by Sandeen Rainmaker 2007, sold to Tyler Jackson, Van Wert.
- \$5,250** – SimAngus Bull, “Drake Bull 4127B,” s. by Elm-Mound/GS Stands Alone, sold to Morrison & Morrison Inc., South English.

Comments: Breeders from: IA, IL, IN, MO, and VA purchased the offering.



Auctioneer Tracy Harl & Val Eberspacher on the block.



Larry Drake visits with sale attendees.



Bulls were displayed in outside lots at the Appanoose County Sale Facility.

Flying H Genetics “Grown on Grass” Bull Sale

March 21, 2015 • Lowry City, MO

| No. | Category | Average |
|-----|----------|---------|
| 83 | Bulls | \$4,823 |

Auctioneer: Jered Shipman, TX
Representing ASA: Danny Ulmanis



Inside the sale facility.



Getting ready to bid.

Red Hill Farms’ 10th Annual “More Than A Bull” Sale

March 21, 2015 • Scottsville, KY

| No. | Category | Average |
|-----|------------------------|---------|
| 27 | SM and SimAngus™ Bulls | \$4,990 |

Auctioneer: Bart Jones, LaFayette, TN (sale host)
Marketing Representatives: Clint Berry, Allied Genetic Resources
Representing ASA: Chris Davis

High-Selling Lots:

- \$10,000** – “Redhill TEN X 312N 85B,” s. by AAR Ten X 7008 S A, sold to Price and Billingsly, KY.
- \$7,000** – “Redhill R13 40X 210A,” s. by WS Beefmaker R13, sold to Purdue University, IN.

Comments: Also selling were 26 Red Angus bulls at an average of \$9,096.



Dwayne, Ty, and Bart Jones conducting the sale.

Bridle Bit Simmentals’ All Terrain Bull Sale

March 23, 2015 • Springfield, CO

| No. | Category | Average |
|-----|--------------------------|---------|
| 18 | SM Yearling Bulls | \$4,452 |
| 52 | SimAngus™ Yearling Bulls | 4,640 |
| 70 | Total SM Bulls | \$4,592 |

Auctioneer: Dan McVey, CO
Representing ASA: Susan Russell

High-Selling Lots:

\$8,000 – ½ SM, “Bridle Bit Mr. B460,” s. by TNT Dual Focus T249, sold to XS Ranch, Lamar.

\$7,900 – PB SM, “Bridle Bit Mr. B487,” s. by WS Beef Maker R13, sold to Kyle Christian and Trudy Koehn, Walsh.

\$7,500 – ¼ SM, “Bridle Bit Mr. B471,” s. by Brown JYJ Redemption Y1334, sold to Debra Wacker, Brush.

Comments: Also selling were nine Red Angus Yearling Bulls at an average of \$4,383 and 19 Angus Yearling Bulls at an average of \$4,081. Guest consignors included: T-Heart Ranch, SRS Red Angus and Diamond Peak Cattle Co.



Siblings Trudy Koehn and Kyle Christian purchased lot 31.



Robert Emick, XS Ranch purchased lot 45.



Erroll Cook (center) shares a light moment while handing out sale catalogs.



Buyer Eddie Vetter settles up for his purchases.

Washington Cattlemen’s Association’s All Breed Bull Test Sale

March 25, 2015 • Eltopia, WA

| No. | Category | Average |
|-----|---------------------|---------|
| 9 | SM | \$3,433 |
| 6 | SimAngus™ | 4,108 |
| 15 | SimInfluenced Bulls | \$3,703 |

Auctioneer: C.D. “Butch” Booker, Colfax

Sale Manager: Kendall Cattle Sales, Potlatch, ID

High-Selling SimInfluenced Lots:

\$6,000 – Lot 40, SimAngus, s. by AD’s Hoover Dam, cons. by Schreiber Simmentals, Mollala, OR; sold to Tim Knuth’s, Madras, OR.

\$4,750 – Lot 54, Simmental, s. by One Eyed Jack, cons. by Watson Simmentals, Roy; sold to Susan Graham, Quincy.

Comments: Also selling were six Red Angus Bulls at an average of \$3,508; 26 Hereford Bulls at an average of \$5,469; 42 Angus-Growth Division Bulls at an average of \$4,026; and 18 Angus-Low BEPD Division at an average of \$5,008.



The consignors who had the high-indexing bulls of their divisions. Award jackets were sponsored by Allflex and Animal Health International.

(Continued on page 52)

Beyond the Bounds of Print



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



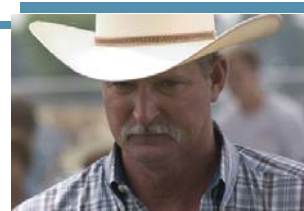
Investing in the Next Generation of Animal Breeders

— As a teenager, Robert Walton’s goal was to breed cattle “homozygous for all the good genes”. Walton pursued this mission as an exchange student

with Dr. Ivan Johansson in Sweden followed by a doctorate in Animal Breeding with Dr. J. L. Lush at Iowa State. Dr. Walton started his career in academia . . .

A Denver to Remember – Simmentals on The Hill

— Many people dream of judging at the National Western Stock Show. Even fewer get the chance, let alone more than once. Marshall Ruble is doing just that. Having previously evaluated the Texas Longhorns on Humboldt Street, Ruble will be welcomed back as Simmentals . . .



Dr. Fred Swain Giving Juniors a Leg Up

— Family, friends and the future are the three key words that describe the focus of Dr. Frederick Swain’s life. The driving force behind the American Junior Simmental Association (AJSA) Eastern Regional fundraiser, Dr. Swain has made a significant and positive difference for junior members in . . .

To continue reading these articles go to the link below:

www.simmgene.com/tReg

SALE RESULTS

continued

Pelton Simmental/Red Angus 22nd Production Sale

March 26, 2015 • LaCrosse, KS

| No. | Category | Average |
|-----|------------------------------|---------|
| 1 | Fall PB SM Bull | \$5,000 |
| 35 | Fall SimAngus™ Bulls | 8,286 |
| 48 | Spring SimAngus Bulls | 6,266 |
| 84 | SimInfluenced Bulls | \$7,093 |
| 1 | Fall Bred PB SM Heifer | 8,750 |
| 31 | Fall Bred SimAngus Heifers | 4,806 |
| 26 | Spring Open SimAngus Heifers | 3,333 |
| 58 | SimInfluenced Heifers | \$4,214 |

Auctioneer: Bruce Brooks, OK

Representing ASA: Nathan Smith

High-Selling Lots:

- \$11,500** – Lot 23, SimAngus Bull, sold to Dean Welsch, KS.
- \$11,000** – Lot 26, SimAngus Bull, sold to Frank Price, KS.
- \$10,000** – Lot 1, SimAngus Bull, sold to Steve Meyer, MO.
- \$10,000** – Lot 3, SimAngus Bull, sold to Dan Zeigler, KS.
- \$10,000** – Lot 4, SimAngus Bull, sold to Hildebrand Bros., KS.
- \$10,000** – Lot 5, SimAngus Bull, sold to Hildebrand Bros., KS.
- \$10,000** – Lot 81, SimAngus Bull, sold to Diamond H Ranch, KS.
- \$8,750** – Lot 201, PB Simmental Fall Bred Heifer, sold to Mann Ranch, KS.

Comments: Also selling were 26 Fall Red Angus Bulls at an average of \$9,673; 43 Spring Red Angus Bulls at an average of \$7,669; 12 Fall Bred Red Angus Heifers at an average of \$6,854; 25 Spring Open Red Angus Heifers at an average of \$5,310; 10 Fall Bred Commercial Heifers at an average of \$3,340; and 22 Spring Open Commercial Heifers at an average of \$2,716.

Pennsylvania's Spring Into Excellence Sale

March 27, 2015 • PA Furnace, PA

| Category | Average |
|------------|---------|
| Total Lots | \$2,720 |

Auctioneer: John Spiker, WV

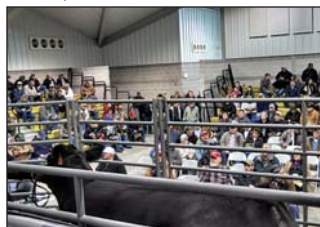
Sale Manager: Classic Sales, Fairmont, WV

High-Selling Lots:

- \$4,000** – Cow/Calf Pair: \$4000, "Lazy H Burning Magic," cons. by Sunrise Farms, Attica, NY; sold to SASA Farms, Hamburg.
- \$3,400** – Bred Female, "Hillcrest Miss Angel," cons. by Hillcrest Farm, Auburn, MA; sold to D-N-A Farms, Inc, Watkins Glen, NY.
- \$3,100** – Bred Female, "Niklen Susie," cons. by Galen Graham, Felton; sold to Wes Metzker, Williamsburg.
- \$2,850** – Open Female, "HA Miss Buckeye Rose," cons. by Homestead Acres, Ashley, OH; sold to Chris Foreman, Somerset.



Looking over the sale offering.



Good crown on hand.

Rust Mountain View Ranch's "Ace in the Hole" Bull Sale

March 27, 2015 • Turtle Lake, ND

| No. | Category | Average |
|-----|------------------------|---------|
| 32 | SM and SimAngus™ Bulls | \$6,055 |

Auctioneer: Ryan Dorrان, Olds, AB

Sale Manager: Bohrsen Marketing Services, Carstairs, AB

Marketing Representatives: Kris Peterson, *Cattle Business Weekly*;

Jason Frey, *Western Ag Reporter*; Scott Ressler, *ND Stockman*;

Alex Acheson, *Farm & Ranch Guide*; Logan Hoffmann, DV

Auction; Clint Berry, Allied Genetics/Superior;

and Tony Heins, Rocking H Livestock.

Representing ASA: Russ Danielson

High-Selling Lots:

- \$33,000** – Black SimAngus, "Rust Bull 43B," s. by SAV Harvestor 0338, sold to Harvie Ranches, Olds, AB; Soderglen Ranching LTD, Airdie, AB; and Canadian Sires, Cartairs, AB.
- \$10,000**– Black SimAngus, "Rust Bull 73B," s. by TNT Tuition U238, sold to Hartman Cattle Company, Tecumseh, NE.
- \$9,000**– Black SimAngus, "Rust Bull 79B," s. by TNT Tuition U238, sold to Todd Kisse, Haliday.
- \$9,000**– Red PB SM, "Rust Bull 68B," s. by Kuntz Super Duty 4Y, sold to Sonny Berndt, Rugby.
- \$8,250**– Red PB SM, "Rust Bull 65B," s. by Kuntz Super Duty 4Y, sold to Sonny Berndt, Rugby.

Comments: Also selling were 10 Red Angus Bulls at an average of \$7,250.



Active auction scene.



Josh & Jessie Rust with Kevin Blair successful bidder of a high-selling bull.

Back to the Basics Simmental Sale

March 28, 2015 • Fountain Run, KY

| No. | Category | Average |
|-----|---------------------------------|---------|
| 11 | SM & SimInfluenced Herd Bulls | \$3,960 |
| 5 | SM & SimInfluenced Pairs | 4,590 |
| 8 | SM & SimInfluenced Spring Breds | 3,281 |
| 8 | SM & SimInfluenced Fall Breds | 3,188 |
| 28 | SM & SimInfluenced Spring Opens | 4,108 |
| 60 | SM & SimInfluenced Lots | \$3,885 |

Auctioneer: Jered Shipman, TX

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

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

Jerad Metzger, KY; Dalton Lundy, KY; Jered Shipman, TX;

Tommy Carper, IL; and Mackenzi Dorcsey, OH, LiveAuctions.tv.

Representing ASA: Chris Davis

High-Selling Lots:

- \$10,750** – Open Female, "HLVW Secret Lady 1412B," s. by Remington Secret Weapon 185, cons. by Hillview Farms, sold to Hill Top Simmentals, Hudson, SD.
- \$7,500** – Cow/Calf Pair, "B&K Ms. Pep 35Z," s. by STF Fixation W155, Heifer Calf, "B&K Ms. Pep 35C," s. by GW Lucky Day 036TS, cons. by B&K/Arnold Farms, sold to Carey Farms, Madison, GA.

- \$7,000** – Bred Female, “TNGL High Hopes A720,” s. by TNGL Apache W330, bred to W/C Bullseye 3046A, cons. by Tingle Farms, sold to C Mor Beef Farms, Seymour, IL.
- \$6,750** – Open Female, “HILCO Merida 76B,” s. by HILCO Power Booster 21XX, cons. by Hill Country Cattle Company, sold to Charles Martinez, Ferris, TX.
- \$6,500** – Open Female, “HILCO/3D Dream World 4B,” s. by Flying B Cut Above, cons. by Hill Country Cattle Company, sold to Hoffmann Farms, Fountain Run.
- \$6,500** – Herd Sire, “HILCO Rock Solid 1329A,” s. by Swain-BCS Rocky 001X, cons. by Hill Country Cattle Company, sold to Brookland Farms, Columbia.
- \$6,300** – Open Female, “HLVW Secret Dream 1468B,” s. by Remington Secret Weapon 185, cons. by Hillview Farms, sold to: Kelly Moore, Winchester, TN.
- \$6,000** – Open Female, “B&K Ms. Pep 32B,” s. by FBF1 Supremacy, cons. by B&K/Arnold Farm sold to Hudson Pines Farm, Sleepy Hollow, NY.

Comments: The Back to Basics Sale was held at the Hill Country Cattle Sale Facility. Consignors included: Hill Country Cattle Co., B&K Farms, Arnold Farms, Graves Simmental, Hillview Farms, Tingle Farms and Hoffman Farms. Cattle sold into 15 states.

T-Heart Ranch High Altitude Bull Sale

March 28, 2015 • La Garita, CO

| No. | Category | Average |
|-----|---------------------------|---------|
| 38 | SM Yearling Bulls | \$6,072 |
| 64 | SimAngus™ Yearling Bulls | 6,953 |
| 102 | Total SimInfluenced Bulls | \$6,625 |

Auctioneer: Andrew Conley, GA
Representing ASA: Susan Russell

High-Selling Lots:

- \$9,750** – PB SM, “CAMP Game Changer B436,” s. by GW Game Changer, cons. by Campbell Simmental, sold to Gerald Faucette, Sanford.
- \$9,500** – ½ SM, “THR Jefferson 4438B,” s. by Mr. NLC Upgrade U8676, cons. by T-Heart Ranch, sold to Rocking G Ranch, Wellston, OK.
- \$9,500** – ½ SM, “RRR Mr. Prophet 11B,” s. by Leachman Prophet J030Z, cons. by Reflected R Ranch, sold to Bo Temple, Center.

Comments: Guest consignors included: Campbell Simmental, L-Cross Ranch and Reflected R Ranch. The sale was held in the L-Cross Ranch’s new facility, located at 8,100 feet. Cattle sold into eight states including: CA, CO, KS, MT, NM, OK, UT and WY. Our 2016 sale will be Saturday, March 26.



Shelby Temple trails bulls to the sale pens.



Perry McKinley is among the large crowd looking over bulls.

Wildberry Farms’ Annual Bull and Bred Heifer Sale

March 28, 2015 • Hanover, IL

| No. | Category | Average |
|-----|-------------------------------------|---------|
| 59 | SM and SimAngus™ Bulls | \$4,517 |
| 38 | SM, SimAngus and Angus Bred Heifers | 3,184 |
| 97 | Total Lots | \$3,995 |

Auctioneer: Robbie Duis, IL
Marketing Representatives: Bruce Kiesewetter, *Livestock Plus*; and Jared Wareham, Allied Genetic Resources
Representing ASA: Dr. Bert Moore

High-Selling Lots:

- \$44,000** – PB SM Bull, “WBF Significant B132,” s. by GW-WBF Substance 820Y, sold to TNT Simmentals, Almont, ND; and Accelerated Genetics, Baraboo, WI.
- \$15,000** – PB SM Bull, “WBF Atlas B064,” s. by TNT Axis X307, sold to Pischel Simmentals, O’Neill, NE.
- \$6,600** – PB SM Bull, “WBF Sully B086, s. by GW-WBF Substance 820Y, sold to Brad Corzatt, Berwick.
- \$6,600** – PB SM Bull, “WBF Premium B148,” s. by GW-WBF Substance 820Y, sold to Clear Springs Cattle Company, Starbuck, MN; and Hook Farms, Tracy, MN.
- \$6,500** – SimAngus Bull, “WBF Complete B091, s. by GW-WBF Substance 820Y, sold to J/C Simmentals, Clare, MI.
- \$5,100** – SimAngus Bull, “WBF Easy Way B039,” s. by WBF Captain T013, sold to Lyman Williams Family Farm, Sue Steffy, Hodgenville, KY.
- \$5,100** – SimAngus Bull, “WBF Preferred B089, s. by WBF Preferred Bet Z039, sold to Greg Simpson, Rock Falls.
- \$5,000** – SimAngus Bull, “WBF Top Style B096,” s. by GW-WBF Substance 820Y, sold to Mark Roush, Leaf River.
- \$5,000** – SimAngus Bull, “WBF Final Product B106,” SimAngus™ Bull, s. by WBF Preferred Bet Z039, sold to Jason Wilson, Donovan.



Standing room only at Jim Berry’s Wildberry Sale.



Cattle Manager Robbie Duis called for bids.

Bulls of the Bluegrass Sale

April 4, 2015 • Mt. Sterling, KY

| No. | Category | Average |
|-----|------------|---------|
| 49 | Total Lots | \$4,464 |

Auctioneer: Jered Shipman
Sale Manager: DP Sales Management, KY
Sale Staff: Tommy Carper and Gene Steiner
Sale Consultant: Dalton Lundy
Representing ASA: Chris Davis

High-Selling Lots:

- \$11,000** – “Swain Graded Stakes 312A,” s. by MCM Top Grade, cons. by Swain Select Simmental, sold to Harper Cline, KY.
- \$7,900** – “WHF Dynasty B617,” s. by TNT Dynasty, cons. by Wayward Hill Farm, sold to David Hite, KY.
- \$7,500** – “Swain Upgrade 329A,” s. by Mr. NLC Upgrade, cons. by Swain Select Simmental, sold to Hidden Creek Simmentals, AL.

(Continued on page 54)

SALE RESULTS

continued

Bulls of the Bluegrass Sale (Continued)

- \$7,000** – “MMF Star Player A2T,” s. by SVF Star Player, cons. by Misty Meadow Farms, sold to James McIntyre, KY.
- \$6,300** – “Welsh’s Hi Voltage 20A,” s. by SS/PRS High Voltage, cons. by Welsh Simmentals, sold to Robert Barrett, KY.
- \$6,250** – “3TRS Time is Money 012A,” s. by HTP SVF In Dew Time, cons. by Three Tree Farm, sold to James and Wanda Brinkley, VA.
- \$6,000** – “Swain United Leader 406B,” s. by W/C United, cons. by **Swain Select Simmentals, sold to Jerry Huffines, KY.**
- \$5,750** – “WHF Milestone B001,” s. by JF Milestone, cons. by Wayward Hill Farm, sold to David Hite, KY.

Comments: Bulls sold into seven states including: AL, KY, OH, TN, UT, VA and WV.



Doug Parke, DP Sales, visits with the Bussell family, KY, who selected two bulls for their herd.



Doug Parke with long time Simmental breeder Gene Engle, Benedict, Inc., OH.



A stout set of bulls commanded an average of \$4,464.



Matthew Davidson, VA, selected a top-bull. He is pictured here with Tommy Cline, Rocky Hollow Simmentals, VA, and Chi Swain of Swain Select Simmentals, KY.

- \$15,500** – Bred Female, “M4 Brilliant Lady A85,” s. by S A V Brilliance 8077, bred to WLE Uno Mas X549, cons. by Brooks Simmentals, sold to Shoal Creek Land and Cattle, Excelsior Springs.
- \$15,000** – Pick of Calves, s. by Sandeen Upper Class 2386, cons. by Double R Cattle Company, sold to Smith Farms, Denton, TX.
- \$13,500** – Open Female, “SC Jewel B17,” s. by SS/PRS High Voltage 244X, cons. by Shoal Creek Land and Cattle, sold to Grindstone Creek Farms, Sturgeon.
- \$13,000** – Open Female, “SC Glamour B2,” s. by S A V Bismarck 5682, cons. by Shoal Creek Land and Cattle, sold to Kendall Albright, Troy, TN.
- \$9,250** – Bred Female, “SC Shasha A108,” s. by JF Milestone 999W, bred to LLSF/VLF Reactor A40, cons. by Shoal Creek Land and Cattle, sold to RS&T Simmental, Savannah.
- \$9,250** – Open Female, “SC Kansas B1,” s. by SS/PRS High Voltage 244X, cons. by Shoal Creek Land and Cattle, sold to Conrad Smith, Loyal, WI.
- \$6,750** – Open Female, “SC Ruby B103,” s. by CNS Pays To Dream T759, cons. by Shoal Creek Land and Cattle, sold to Mueller Farms, Arlington, MN.

Comments: Consignors included: Double R Cattle Company, RS&T Simmentals, HBE Simmentals, Dikeman Simmentals, Double D Simmentals, Brooks Simmentals, Oval F Ranch and Vestlane Farms.



ASA Board member Calvin Drake and Crystal Richburg from Shoal Creek.



Prospective buyers viewing cattle.



Ed Rule from Shoal Creek making comments from the auction block.



Ed Rule's daughter and grandchildren have a 'premium seat'.

The Gathering at Shoal Creek Sale

April 4, 2015 • Excelsior Springs, MO

| No. | Category | Average |
|-----|---------------------------------|---------|
| 11 | SM & SimInfluenced Spring Pairs | \$3,532 |
| 5 | SM & SimInfluenced Spring Breds | 3,230 |
| 23 | SM & SimInfluenced Fall Breds | 4,219 |
| 17 | SM & SimInfluenced Spring Opens | 4,738 |
| 11 | SM & SimInfluenced Fall Opens | 4,445 |
| 1 | SM Pick Lot | 15,000 |
| 1 | SM Donor | 15,750 |
| 2 | Embryo Lots | 5,475 |
| 71 | SM & SimInfluenced Lots | \$4,500 |

Auctioneer: Chisum Peterson, SD

Sale Manager: Eberspacher Enterprises (EE), MN

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt, (EE) Buddy Robertson, OK; Jeremie Ruble, IA; Kent Jaecke, OK; Tom Rooney, AgriMedia, IA;

Representing ASA: Dr. Michael Dikeman

High-Selling Lots:

\$15,750 – Bred Female, “HSF/HS Shasha W909,” s. by CNS Dream On L186, bred to Sandeen Upper Class 2386, cons. by Shoal Creek Land and Cattle, sold to Daryl Wentland, Grants Pass, OR.

15th Annual Cattlemen's Choice Sale

April 11, 2015 • Hartwell, GA

| No. | Category | Average |
|-----|------------|---------|
| 65 | Total Lots | \$4,727 |

Auctioneer: Jered Shipman, TX

Sale Manager: DP Sales Management, LLC, KY

Sale Staff: Shane Ryan and Todd Alford

Sale Consultant: Dalton Lundy

DVAuction Representative: Becky Wadlow

High-Selling Lots:

\$19,000 – Cow/Calf Pair, “Miss CCF Fantasy U18,” s. by HTP/SVF In Dew Time, sold to Rolling Hill Farms, AR (\$15,000); “Miss Southern Charm B89,” sold to MBK Cattle, MS (\$4,000), both cons. by C&C Farms and Hecksel Simmentals.

\$15,500 – Cow/Calf Pair, “Miss CCF Jestress,” s. by ZKCC Chopper, heifer calf s. by WS Pilgrim, cons. by C&C Farms, sold to Fenton Farms, MS.

\$14,000 – Cow/Calf Pair, “Miss CCF FBF1 Glitter Z309,” s. by BC Lookout, bull calf s. by FBF1 Ignition, cons. by C&C Farms and Forest Brooke Farm, sold to Bill Sloup, NE.

\$10,400 – Cow/Calf Pair, “Woodlawn Elowyn,” s. by SVF/NJC Built Right, bred to CCR Cowboy Cut, sold to Nick Sloup, NE (\$7,600); Bull calf, s. by Fitz Escalade, sold to Kathy Jordan, SC (\$2,800), cxbboth cons. by Woodlawn Farms, GA.

\$9,000 – Cow/Calf Pair, “Akers Maggie U840,” s. by 3C Macho; heifer calf s. by JSSC Wide Body, cons. by Britt Farm, sold to Nick Sloup, NE.

\$6,250 – Open Female, “Miss CCF Tempest B55,” s. by ZKCC Chopper, cons. by C&C Farms, sold to Jonathan McClain, GA.

\$6,250 – Open Female, “Miss CCF Watching You,” s. by ZKCC Chopper, cons. by C&C Farms, sold to Moser Cattle Co., GA.

\$6,250 – Open Female, “Britt Bakula 4821B,” s. by FBFS Wheelman, cons. by Britt Farm, sold to Richard Beasley, GA.

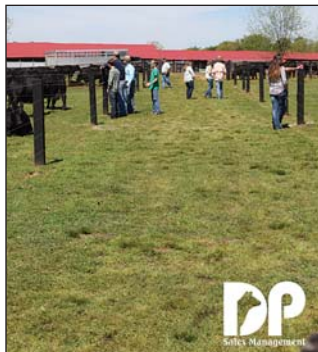
Comments: Cattle sold into 13 states including: AR, FL, GA, IL, KY, LA, MO, MS, MT, NE, SC, SD, and VA.



Jered Shipman, Craig McCallum, Dwight Cooper, and Greg Burden visit before the sale.



Christy Page catches up with Holly Alford of Britt Farm.



It was a beautiful sunny spring day in north Georgia for the 15th annual Cattlemen's Choice Sale.

China Is Key Ag Customer

Not surprisingly, the world's most populous country, China, is now a key driver behind many US agricultural products, from dairy to grains to pork and beef. With a population of 1.3 billion, a wave of consumerism has swept the nation.

Although China consumes relatively small amounts of beef (10 pounds per capita), when it is multiplied by the vast numbers of people, it soon becomes a significant figure. China's pork consumption is 89 pounds per capita annually, far surpassing the US average of 60 pounds per capita.

Australian Exports Surpass US

Australia led the world in beef exports in terms of value during 2014, surpassing the US. Australia's surge in exports was attributed to a large extent by severe, on-going drought, which has forced cutbacks in herd size. Australia's exports were valued at \$7.5 billion, compared to US exports at \$7.13 billion.

Brazil was ranked third with exports valued at \$6.87 billion, an all-time record, and an increase of 8%. India ranked fourth, followed by New Zealand, Canada, Uruguay, Paraguay, Argentina, the European Union and Mexico. In term so volume, the top 11 exporters, shipped 7.7 million metric tons during the year.

Cuban Trade Eased

The US decision to ease trade restrictions with Cuba is generally seen as positive for agricultural exports. Previously, Cuba had been required to pay cash in advance for US products, and had to route the finances through third party banks.

The US has allowed exports to Cuba since 2001, with shipments totaling \$300 to \$400 million. Frozen poultry and corn account for almost half of that total, which is expected to grow dramatically in the coming years. Some conservative members of Congress remain adamantly against total removal of the 50-year general trade embargo against Cuba.

Denmark Prohibits Religious Slaughter

Denmark has issued a ban on Kosher (Jewish) and halal (Islamic) slaughter of food animals. Jewish and Islamic traditions require that livestock be killed by a single cut to the throat, then bled out while fully conscious, in direct contrast to Western nations that render the animals unconscious before they are bled out.

Response has been mixed with many secular Danes praising the move as an end to “an outdated and inhumane” ritual. However, many members of the country's Jewish and Islamic communities, in a rare alliance of agreement, have decried it as an interference with their religious freedoms.

Colombia, Venezuela Smuggling Dispute

According to the Grazing the Net media outlet, Colombian cattlemen are accusing Venezuela-based cattle smugglers of compromising their efforts to control foot-and-mouth disease (FMD).

Colombia, which is a designated FMD-free country, can't export their cattle because cattle smuggling is rampant along the common border between the two South American countries. FMD is not under control in Venezuela. The problem is complicated because cattle are smuggled across the border in both directions to take advantage of Venezuela's multiple exchange rate system. ♦

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API: The industry's most powerful selection tool.

API Stayability

Levels of economic importance in API

- Cowherd Intake, Calf Survival, Heifer Pregnancy, Marbling
- Carcass Weight, Feedlot Intake, Weaning Weight
- Yield Grade, Salvage Value, Milk

THE CIRCUIT

San Antonio Livestock Show

Date: February 16, 2015
Location: San Antonio, TX
Judge: Cody Sankey, Economy, IN

Open Show Simmental Females

Calf Champion

"BWL Image 8B," exh. by Peach Creek Farms, Granger.

Reserve Calf Champion

"CMT CM Swags 90YB," exh. by Tindle Farms, Lott.

Grand Champion and Intermediate Champion

"OBCC FireFly 139A," exh. by Circle M Farms, Rockwall.

Reserve Intermediate Champion

"HPF/TCCC Caliente A367," exh. by Tindle Farms, Lott.

Reserve Grand Champion and Junior Champion

"TK/FCC Ash," exh. by Fields Cattle Co., Mt. Pleasant.

Reserve Junior Champion

"Smith Maya," exh. by Jacob Friedrich, Zuluville.

Bulls

Grand Champion

"MM Crown Black," exh. by Double M Simmentals, Grand Saline.

Reserve Grand Champion

"3 CC Boosie B002," exh. by Marshall Curl, Palmhurst.

Simbrah Females



Grand Champion and Calf Champion

"Smith RFI Sweet Deb," exh. by Smith Genetics Giddings; and Reavis Farms, Mission.



Reserve Grand Champion and Reserve Calf Champion

"Hagan Tiana 02B," exh. by Miranda Skaggs, Bryan.



Intermediate Champion

"KSSR Crown Royal," exh. by Waylon Hinze, Burton.



Reserve Intermediate Champion

"Hagan Cupcake 92A," exh. by Gage Spence, Pleasanton.



Junior Champion

"Smith CRC Breathtaker," exh. by Carlye Rodenbeck, Brenham.



Reserve Junior Champion

"RFI Top Duchess 378A," exh. by Sophie Palmore, Kirbyville.



Senior Champion

"Smith Mi Bella Cara," exh. by Sophie Palmore, Kirbyville.



Reserve Senior Champion

"LMC MM Red Velvet 1022," exh. by Mia Barba, Rosharon.

Simbrah Bulls



Grand Champion and Calf Champion

"KSSR Powerman," exh. by Patty Barnett, Houston.



Reserve Calf Champion

"Smith TMP Red Jewel," exh. by Smith Genetics, Giddings; and Temperance Cattle Co, Cypress.



Junior Champion

"BETM MT Spainard 5A/15," exh. by Marco Flores, Linn.



Reserve Junior Champion

"Mr. LR Tornado," exh. by LB Ranch, Mission.



Reserve Grand Champion and Intermediate Champion

"Smith SWFS Divas NU Mark," exh. by Smith Genetics, Giddings; and Southwestern Farms, Kirbyville



Reserve Intermediate Champion

"LMC Dos Equis," exh. by Kendall Girault, McAllen

Groups

Get-of-Sire

"Smith Satisfes," exh. by Smith Genetics, Giddings.

Champion Best 3 Head

Exh. by Smith Genetics, Giddings.

Produce of Dam

"BBS Jennie Walker," exh. by La Muñeca Cattle Co, Linn.

Percentage Simbrah Females



Grand Champion and Calf Champion

"Hagan Eminence 647B," exh. by Payton Meuth, Floresville.

Reserve Calf Champion

"Smith JCC Richer Look 3B," exh. by Diamond RF Farms, Floresville.



Reserve Grand Champion and Junior Champion

"Smith Shimmer N Black," exh. by Sophie Palmore, Kirbyville.

Reserve Junior Champion
“Hagan Showtime 5A,”
exh. by Payton Meuth, Floresville.

Intermediate Champion
“6G Cowgirl 3A322,” exh. by
Amelia Stavinoha, Eagle Lake.

Reserve Intermediate Champion
“Smith Exquisite,” exh. by
Hayden Hackett, Texarkana.

**Percentage
Simbrah Bulls**



**Grand Champion
and Calf Champion**
“Hagan Hashtag 550B,” exh. by
Hagan Cattle Company, Yoakum.



**Reserve Grand Champion
and Reserve Calf Champion**
“LHH 050 Negro,” exh. by
Rising Sun Ranch, Edinburg; and
La Hacienda Hinojosa, Edinburg.

Junior Show

Date: February 19, 2015
Judge: Dr. Ryan Rathmann,
Lubbock, TX
(Simmental);
Randy Perry,
Prather, CA
(Simbrah)

Simmental Females

Calf Champion
“HOC Bitsie B814,” exh. by
Strone Sulak, Hill County 4H.

Reserve Calf Champion
“BAR-O-BRETLA,”
exh. by Madison Culpepper,
Gonzales County 4H.

Junior Champion
“KSSR Black Velvet,”
exh. by Waylon Hinze,
Washington County 4H.

Reserve Junior Champion
“EzS Lucy Lou 001A,” exh. by
Ethan Wood, Joaquin FFA.

**Grand Champion
and Senior Champion**
“Rolling Hills Paris,”
exh. by Aubree Blissard,
Borden County 4H.

**Reserve Grand Champion and
Reserve Senior Champion**
“CMFM Sheza Looker 383A,”
exh. by Dalton Russell,
Sam Rayburn Ivanhoe FFA.

Simbrah Females

Calf Champion
“Hagan Tiana 02B,”
exh. by Miranda Skaggs,
Brazos County 4H.

Reserve Calf Champion
“LMC ATZ Fresa 5B 10,” exh. by
Joshua Evans, Teague FFA.

Junior Champion
“KSSR Crown Royal,”
exh. by Waylon Hinze,
Washington County 4H.

Reserve Junior Champion
“Walters Sue Ellen,” exh. by
Ryleigh Whitaker, Cisco FFA.

**Grand Champion
and Senior Champion**
“LMC MM Red Velvet 102Z,”
exh. by Mia Barba,
Brazoria County 4H.

**Reserve Grand Champion and
Reserve Senior Champion**
“Smith Mi Bella Cara,”
exh. by Sophie Palmore,
Jasper County 4H.

**Junior Market
Steer Show**

Date: February 26, 2015
Judge: Dr. Mark Hoge,
Good Hope, IL

Simmental

Grand Champion
Exh. by Tristan Himes,
Sterling County 4H.

Reserve Grand Champion
Exh. by Payton Herzog,
McLennan County 4H.

Simbrah

Grand Champion
Exh. by Mason Koepp,
Wilson County 4H.

Reserve Grand Champion
Exh. by Seth Byers,
Wise County, 4H

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆
**Houston
Livestock
Show and Rodeo**

Date: March 4, 2015
Location: Houston, TX
Judge: Darrin Barbour,
Louisburg, KS

**Open Show
Simbrah Females**

Calf Champion
“TK/FCC Rosie,” s. by LMC KPBR
Evolution 1Z135,” exh. by Fields
Cattle, Mount Pleasant.

Reserve Calf Champion
“Smith RFI Sweet Deb,”
s. by Smith NU Approach,
exh. by Smith Genetics, Giddings
and Reavis Farms, Mission.

Intermediate Champion
“Hagan Cupcake 92A,” s. by
Hagan American Chopper,
exh. by Gage Spence, Pleasanton.

Reserve Intermediate Champion
“Smith LMC Especial 765A,”
s. by Smith Satisfies, exh. by
Leah Thibodeaux, Churchpoint LA.



**Grand Champion
and Junior Champion**
“Hagan Absolutely Smokin,”
s. by Hagan Shamoo 32X,
exh. by Payton Meuth, Floresville.

Reserve Junior Champion
“RFI Top Duchess 378A,”
s. by NF Smith Sargeant, exh.
by Sophie Palmore, Kirbyville.



**Reserve Grand Champion
and Senior Champion**
“Smith Mi Bella Cara,”
s. by Smith Satisfies, exh.
by Sophie Palmore, Kirbyville.

Reserve Senior Champion
“LMCMM Red Velvet 102Z,”
s. by LMC Rhino 5W/367,
exh. by Mia Barba, Rosharon.

Bulls



**Grand Champion
and Calf Champion**
“Smith TMP Red Jewel,”
s. by RFI Real Deal, exh. by
Smith Genetics, Giddings; and
Temperance Cattle Co., Cypress.



**Reserve Grand Champion
and Reserve Calf Champion**
“KSSR Powerman,”
s. by RSUN Cowboy Casanova,
exh. by Patty Barnett, Houston.

Intermediate Champion
“Smith SWFS Divas NU Mark,”
s. by Smith Satisfies, exh. by
Smith Genetics, Giddings; and
Southwestern Farms, Kirbyville.

Reserve Intermediate Champion
“LMC Dos Equis 5A/181,”
s. by LMC 6G Red Rock 5Y/203,
exh. by Kendall Girault, McAllen.

Junior Champion
“BETM MT Spaniar 5A1/5,”
s. by 6G LMC Rajin Cajun W908,
exh. by Marco Flores, Linn.

Reserve Junior Champion
“RND Cash A02,”
s. by Hagen’s Terminator 52U,
exh. by RND Cattle Services,
College Station.

Groups

Get-of-Sire
Exh. by La Muñeca Cattle
Company, Linn.

Best Three Head
Exh. by La Muñeca Cattle
Company, Linn.

Produce of Dam
Exh. by La Muñeca Cattle
Company, Linn.

(Continued on page 58)

THE CIRCUIT

Houston Show (Continued)

Simmental Females



Grand Champion and Calf Champion
"OBCC Legend 119B,"
s. by FBFS Wheelman, exh. by Circle M Farms, Rockwall.

Reserve Calf Champion
"SJCC Swiss Miss B017,"
s. by JF Milestone 99W, exh. by Southern Jewel Cattle Company, Victoria.



Reserve Grand Champion and Intermediate Champion
"OBCC Firefly," s. by JF American Pride, exh. by Circle M Farms, Rockwall.

Reserve Intermediate Champion
"KSSR Black Velvet," s. by ZKCC Chopper 844U, exh. by Waylon Hinze, Burton.

Junior Champion
"FBFS Antinette 071A,"
s. by K-Ler Make It Rain, exh. by Seamans Cattle Company, Colmesneil.

Reserve Junior Champion
"Getcha Back," s. by Flying B Cut Above, exh. by Les Smith, Breaux Bridge, LA

Bulls

Calf Champion
"SJCC The Force Bool,"
s. by SVF Steel Force S701, exh. by Southern Jewel Cattle Company, Victoria.



Reserve Grand Champion and Reserve Calf Champion
"SJCC New Solutions B025,"
s. by WS A Step Up X27, exh. by Southern Jewel Cattle Company, Victoria.



Grand Champion and Senior Champion
"HPF Quantum Leap,"
s. by HTP/SVF Duracell, exh. by Circle M Farms, Rockwall.

Junior Breeding Heifer Show

Date: March 14-15, 2015
Judges: Scott Greiner, Blacksburg, VA (Simmental); Brant Poe, College Station (Simbrah)

Simmental

Calf Champion
"Mandy 414B,"
s. by SVF Steel Force S701, exh. by Harlie Mobley, Montgomery.

Reserve Calf Champion
"BAR-O-BRETTA,"
s. by LLSF Pays to Believe ZU194, exh. by Madison Culpepper, Gonzales.



Champion Simmental Heifer of Show and Junior Champion
"EZS Lucy Lou 001A," s. by JSSC Wide Body 090W, ex. by Ethan Wood, Joaquin.



Reserve Champion Simmental Heifer of Show and Reserve Junior Champion
"HPF/TCCC Caliente A367,"
s. by Remington Lock N Load 54U, exh. by Cody Wells, Lott.

Senior Champion
"Rolling Hill Paris," s. by Houston X01, exh. by Aubree Blissard, Big Spring.

Reserve Senior Champion
"CMFM Sheza Looker 383A,"
s. by STF Dominance T171, exh. by Dalton Russell, Ivanhoe.

Simbrah



Reserve Champion Simbrah Heifer of Show and Calf Champion
"Hagan Tiana," s. by Hagan American Chopper, exh. by Miranda Skaggs, Bryan.

Reserve Calf Champion
"Smith CRC Amber Keepsake,"
s. by Smith Satisfies, exh. by Carlye Rodenbeck, Brenham.

Junior Champion
"JLF Bit-O-Honey A314," s. by JLF/SPR Lucky Hand X013, exh. by Megan Roberts, Lockhart.

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



Overall Supreme Reserve Grand Champion American Heifer, Champion Simbrah Heifer of Show and Senior Champion
"LMCMM Red Velvet 102Z,"
s. by LMC Rhino 5W/367, exh. by Mia Barba, Rosharon.

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01:25 AM



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Reserve Senior Champion
 “RFI Top Duchess 378 A,”
 s. by NF Smith Sargeant, exh. by
 Sophie Palmore, Kirbyville.



**Overall Supreme American
 Champion and ARB Champion**
 “Hagan Eminence,” s. by
 Hagan Smith Hazar 51X, exh.
 by Payton Meuth, Floresville.

**Junior Market
 Steer Show**

Date: March 18-19, 2015
Judge: Dave Duello,
 Pine Bluff, WY

Simmental



Champion Steer of Show
 Exh. by Austin Breeding, Miami.



**Reserve Champion
 Steer of Show**
 Exh. by Cameron Luedtke,
 Midlothian.

Simbrah



Champion Steer of Show
 Exh. by Reagan Hood, Hearne.



**Reserve Champion Steer
 of Show**
 Exh. by Macy Duncan, Lubbock.

Comments:

**Simbrah bull takes
 top honor at Houston Sale:**
 Shallow Water Ranch, Rising Star,
 TX, had high-grading American
 breed bull at the Houston All
 Breed Bull Sale, a percentage
 Simbrah who sold for \$4,250.

**Simbrah steer takes
 high honor at STAR Show:**
 The STAR Supreme Champion
 Steer was selected March 7, 2015,
 at the annual show in Edinburg,
 TX. This year marked the first time
 the Simbrah breed received the
 honor. The overall champion was
 shown by Cassandra Flores and set
 a new record of \$13,500 in the sale.
 The steer was bred the Cano’s Top
 C program. Congratulations! ♦

Fall Focus 2015 “Confidence Builds Success”

Become a sponsor of ASA’s Fall Focus 2015 and enjoy the following:

Level I (Under \$1,000):

- Name in Fall Focus 2015 program
- Name included on sponsor poster
- Group photo at the event

Level II (\$1,000):

- In addition to the above perks, donors will receive the following:
- Your business brochure included in the registration packets
 - Designed poster — 16 x 20
 - eNews banner
 - Table-Top Space by registration desk for business promotion

Level III (\$2,500):

- In addition to the above perks, donors will also receive the following:
- Banner ad on home page of ASA website
 - Slide show promotion during breaks

Level IV (\$5,000):

- In addition to the above perks, donors will also receive the following:
- Five minutes to address attendees

Contributions may be made to the American Simmental
 Simbrah Foundation designated to the Fall Focus.

Contact Bill McDonald, Education Fundraising Chairman at
info@mcdonaldfarms.com or call 540-230-6225.



NEW MEMBERS

ALABAMA

David Ficken
248 Webster Rd
Huntsville, AL 35811

CALIFORNIA

Ray Mar Farms
4064 Dodds Rd
Oakdale, CA 95361

COLORADO

Camblin Livestock
PO Box 130
Maybell, CO 81640

Lee Gittleson
Hc 66 Box 53
Steamboat Springs, CO 80487

GEORGIA

Hicks Farm
PO Box 116
Yatesville, GA 31097

Caires Farms International
PO Box 490012
Mount Berry, GA 30149

Brent A Miller
134 Sutton Lane
Pooler, GA 31322

ILLINOIS

Lawless Cattle
1804 Woodson Winchester Rd
Winchester, IL 62694

**Diamond A Farms/
Wright Way**
5519 E 600th Ave
Altamont, IL 62411

Will Rincker
1125 State Hwy 32
Strasburg, IL 62465

Dale Pallissard
2053 N 2500 E Rd
Watseka, IL 60970

Burkhart Family Cattle
6112 E 1000 N Rd
Stanford, IL 61774

INDIANA

Aden Garrison
2068 S Jacob Rd
Greenfield, IN 46140

Bowman Superior Genetics
8925 Bond Rd
Greens Fork, IN 47345

IOWA

Jackson Family Cattle
2403 Four Corners Rd
Waukon, IA 52172

Bruce R Jensen
2189 140th St
Lowden, IA 52255

Kent F Brown
12837 Co Rd X17
Columbus Jct, IA 52738

V56 Simmentals & Shorthorns
3044 220th St
Lawler, IA 52154

Garrett Farms
1991 Clover Street
Osceola, IA 50213

KANSAS

Field Cattle Company
1790 70 Rd
Republic, KS 66964

KENTUCKY

Greenfields Cattle
525 Lee Ct
Richmond, KY 40475

Ransdell Ridge Farms
6325 Port Royal Rd
Turners Station, KY 40075

MICHIGAN

VKR Cattle Co
3333 146th Ave
Dorr, MI 49323

MINNESOTA

**JT Weber Family
Cattle Company**
1924 Co Hwy 13
Lake Benton, MN 56149

Steer Cattle
11689 250th Ave Nw
Euclid, MN 56722

Double L Ranch
19618 228th Ave
Richmond, MN 56368

MISSISSIPPI

Platt Farms
15224 Wolf Ridge Rd
Moss Point, MS 39562

Wilson Farm
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Taylorsville, MS 39168

Gary S Goldman
1882 Mill Creek Ln SW
Bogue Chitto, MS 39629

Nicholas A Elmore
1701 Monroe St
Pascagoula, MS 39562

MISSOURI

Gourley Farms
3432 Coke Rd
Mountain Grove, MO 65711

Kelsey Cattle
20581 Pure Air Trl
Novinger, MO 63559

4-A'S LLC
9121 Hwy 87
Prairie Home, MO 65068

Stoecklein Farms
609 Maple Lane
Macon, MO 63552

MONTANA

La Cense Montana LLC
4600 Carrigan Lane
Dillon, MT 59725

NEBRASKA

Ownthecow
2417 34th St
Columbus, NE 68601

Musgrave Cattle
208 Morton St
Ong, NE 68452

NORTH DAKOTA

Arrow D Ranch
18900 55th St SE
Sawyer, ND 58781

OHIO

Rechny Farms
3135 St Rt 600
Gibsonburg, OH 43431

Huttinger Farms
5757 Seville Rd
Seville, OH 44273

OKLAHOMA

Rockstar Ranch
17249 E 910 Rd
Reydon, OK 73660

Prairie View Cattle Co
700 S Muldrow St
Tishomingo, OK 73460

SOUTH DAKOTA

Red Genetics Ranch
29927 400th Ave
Wagner, SD 57380

Jason Wallman
21755 363rd Ave
Wessington, SD 57381

Brad Nesheim
41070 268th St
Dimock, SD 57331

Klingbile Farm
22976 455th Ave
Madison, SD 57042

TENNESSEE

Brazelton Livestock
459 John Hunter Hwy
Elora, TN 37328

Jim Flora
65 S Park Grove Rd
Lawrenceburg, TN 38464

Triple A Farms
300 Fairfield Rd
Bethpage, TN 37022

TEXAS

C&C Family Partners Ltd
PO Box 1236
Silsbee, TX 77656

Kenneth Decuire Jr
PO Box 916
Hardin, TX 77561

Patrick Wiatrek
12755 FM 1346
St Hedwig, TX 78152

Suchils Cattle Company
PO Box 69739
Odessa, TX 79769

Bad-Cef Cattle
113 N Velasco
Angleton, TX 77515

Bradley Bilbo
5940 Moss Lane
Orange, TX 77632

Earl Sanders
402 Co Rd 6510
Dayton, TX 77535

VIRGINIA

Graber Cattle Farm Llc
155 Boone Meat Dr
Jonesville, VA 24281 ◆

DNA Services

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

Contact ASA For Testing Kit

FALL 2015 THE Enrollment

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

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

*Late-Enrollment

If you miss the June 15 deadline and were enrolled for Fall 2014: All of your dams on the preliminary inventory generated by ASA will be enrolled in Option A at \$16.00 each.

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

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

Re-Enrollment

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

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

A member who has dropped out of THE and wishes to return, may do so for the next enrollment season.

Re-enrollment fee is \$35 per animal (maximum of \$350) plus enrollment fees. Non-THE registration fees will apply to the season(s) when a member did not participate in THE.

American Simmental Association Fees

Membership Initiation Fee:

| | |
|--|-------|
| Adult Membership Initiation Fee | \$160 |
| Junior Membership Initiation Fee | \$50 |
| Prefix Registration | \$10 |

Annual Service Fee (ASF):

| | |
|---|-------|
| Single Membership | \$110 |
| Multiple Memberships at the same address | \$160 |
| Junior Membership | \$50 |

Registration Fees:

Registration Fees enrolled in THE

| | |
|---|-----------|
| Enrolled in THE — Option A | No Charge |
| Enrolled in Opt B or C <10 months | \$30 |
| Enrolled in Opt B or C ≥10 months <15 months | \$40 |
| Enrolled in Opt B or C ≥15 months | \$50 |

Transfer Fees:

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

Additional Transactions:

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

Registration Foreign/Foundation Fees:

| | |
|--|------|
| Register Foreign/Foundation Cow | \$17 |
| Register Foreign/Foundation Bull | \$25 |

Registration Fees not enrolled in THE:

| | |
|---|------|
| Non-THE <10 months | \$42 |
| Non-THE ≥10 months <15 months | \$52 |
| Non-THE ≥15 months | \$62 |



Card Uproar 49Y

By Mr. NLC Upgrade
EPDs: CE: 5 \$API: 126 \$TI: 72



SS/PRS Gunslinger 824X

By STF Shocking Dream SJ14
EPDs: CE: 13 \$API: 123 \$TI: 66



WS A Step Up X27

By SS Ebony's Grandmaster
EPDs: CE: 4 \$API: 123 \$TI: 58



Mr. Hoc Broker C623

By Steel Force
EPDs: CE: -2 \$API: 92 \$TI: 57



Long's Shear Envy Y34

By Hooks Shear Force 38K
EPDs: CE: 12 \$API: 140 \$TI: 76



STF Shocking Dream SJ14

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



Remington Secret Weapon 185

By Trademark
EPDs: CE: 8 \$API: 105 \$TI: 62



OBCC King Pin W42Y

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



CSCX Bandwagon 513A

By TJSC Optimus Prime
EPDs: CE: 7 \$API: 105 \$TI: 62



TLLC One Eyed Jack 15Z

By Long's Shear Pleasure
EPDs: CE: 11 \$API: 132 \$TI: 78



WC No Remorse 763Y

By Yardley High Regard W242
EPDs: CE: 9 \$API: 112 \$TI: 59



W/C Lock Down 206Z

By Lock N Load
EPDs: CE: 16 \$API: 153 \$TI: 85



GCC Whizard 125W

By SVF Steel Force S701
EPDs: CE: 7 \$API: 97 \$TI: 57



Long's Steel Shot X21

By SVF Steel Force S701
EPDs: CE: 7 \$API: 118 \$TI: 57



W/C United 956Y

By TNT Tuition
EPDs: CE: 12 \$API: 146 \$TI: 93



WLTR Renegade 40U ET

By 3C Macho M450 BZ
EPDs: CE: 6 \$API: 111 \$TI: 70



R Plus Reload 2006Z

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



KLS Halfblood X217

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



R&R Chamberlain X744

By Mr. NLC Upgrade
EPDs: CE: 3 \$API: 94 \$TI: 80



WLE Quota U547

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



TJSC 152A "Vindication"

By Flying B Cut Above
EPDs: CE: 5 \$API: 102 \$TI: 60



S S Incentive 9J17

SS Objective T510 OT26
EPDs: CE: 15 \$API: 129 \$TI: 74



Silveiras Style 9303

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



SP The Answer 813

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



GLS/JS Sure Shot Y18

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



LLSF Pays To Believe ZU194

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



K-LER Make It Rain 696S

By Foundation 724N
EPDs: CE: -5 \$API: 62 \$TI: 54



STF Royal Affair Z44M

By Lock N Load
EPDs: CE: 6 \$API: 103 \$TI: 57



LLSF Addiction AY792

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



Long's Damien A37

By Hooks Shear Force 38K
EPDs: CE: 15 \$API: 160 \$TI: 81



FBF1 Supremacy Y93

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



GWS/SCF Rendition T310

By Trademark
EPDs: CE: 7 \$API: 112 \$TI: 62



FBF1 Combustible Y34

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



Wheatland Mr. Bojangles 97X

By Wheatland Bull 680S
EPDs: CE: 7 \$API: 105 \$TI: 62



FBFS Warsaw 068W

By Sure Bet
EPDs: CE: 16 \$API: 139 \$TI: 62



SS/PRS Tail Gater 621Z

By HTP/SVF Duracell T52
EPDs: CE: 13 \$API: 129 \$TI: 69



Westfall Voyager 721P

By Power Surge
EPDs: CE: 14 \$API: 105 \$TI: 55



W/C Catchin A Dream 27X

By Dream Catcher
EPDs: CE: 11 \$API: 134 \$TI: 66



Rubys Wide Open 909W

By The Foreman
EPDs: CE: 6 \$API: 120 \$TI: 70



WAGR Dream Catcher 03R

By Dream On
EPDs: CE: 13 \$API: 146 \$TI: 71



GLS New Direction X184

By Better Than Ever
EPDs: CE: 8 \$API: 110 \$TI: 58



Long's Stand Alone B35

By Built Right
EPDs: CE: 10 \$API: 117 \$TI: 63



Yardley High Regard W242

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



Wheatland High Octane 169Y

By Wheatland Predator
EPDs: CE: 2 \$API: 88 \$TI: 58



AJE/PB Montecito 63W

By Steel Force
EPDs: CE: 5 \$API: 98 \$TI: 66



WLTR Nashville 22A ET

By High Voltage
EPDs: CE: 10 \$API: 130 \$TI: 66



SAS Big Bruzer Y131

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



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| MAY 2015 | | | | | | |
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| JUNE 2015 | | | | | | |
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MAY

- 1 Southern New England Simmental Association's 4th Annual All Breed Sale — Springfield, MA
- 2 Stars and Stripes Sale — Gettysburg, PA
- 2 Timberland Cattle's SimAngus™ & Black Angus Female Sale — Vernon, AL
- 9 Carolina's Full House Mult-Breed Female Sale — Clemson SC
- 9 Sloup and Hilltop Simmentals Spring Turn Out Sale — Seward, NE
- 16 Buzzard Hollow Ranch's 21st Annual Designer's Classic Sale — Granbury, TX
- 26 Williams Cattle Co.'s Perfect Blend Online Sale — www.breedersworld.com

JUNE

- 7-10 AJSA South Central Regional Classic — Springfield, MO
- 16-19 AJSA North Central Regional Classic — Austin, MN
- 24-27 AJSA Eastern Regional Classic — West Springfield, MA
- 26-28 AJSA Western Regional Classic — Bozeman, MT

JULY

- 5-11 AJSA National Classic — College Station, TX
- 23-26 Simmental Breeders Sweepstakes — Louisville, KY
- 25 Summer Stakes Elite Sale — Louisville, KY

AUGUST

- 1 Genetic Connection Sale — Cullman, AL
- 22 Generations of Value Sale — Colbert, GA

SEPTEMBER

- 5 NC Fall Harvest Sale — Union Grove, NC
- 12 Silver Towne Farms 29th Annual Production Sale — Winchester, IN (pg. 3)
- 13 Field of Dreams Production Sale — Hope, IN
- 16 Bullseye Breeders Bull Sale — Modesto, CA
- 19 Family Matters Sale — Auburn, KY
- 26 Head of the Class Sale — Louisburg, KS
- 28 The Genetic Harvest Sale — Janesville, WI

OCTOBER

- 2-3 Bar 5 Extravaganza Fall Production Sale — Markdale, ON
- 3 Buckeye's Finest Sale — Belle Center, OH
- 4 The Harvest at Krieger Farms — Universal, IN (pg. 69)
- 10 Belles of the Bluegrass, Mt. Sterling, KY
- 16 MN Beef Expo-White Satin On Ice — Minneapolis, MN
- 17 21st Annual New Direction Sale, Seward, NE
- 17 76th IBEP Performance Tested Bull Sale — Springville, IN
- 17 MN Beef Expo-All Breeds Sale — Minneapolis, MN
- 17 New Direction Sale — Staplehurst, NE
- 17 Route 66 SimGenetics Road to Success Sale — Strafford, MO
- 23 Buckles and Banners Sale — West Point, IA
- 24 Midwest Made Production Sale — Ames, IA
- 25 Heartland Simmental Performance with Class Sale — Waverly, IA
- 30 21st Annual Hokie Harvest Sale — Blacksburg, VA
- 31 7P Ranch 40th Annual Production Sale — Tyler, TX
- 31 Drake Cattle Co. Lady Diva Sale — Centerville, IA
- 31 The Magnolia Classic 2015 — Starkville, MS

NOVEMBER

- 1 Hawkeye Simmental Sale — Bloomfield, IA
- 6 Ludvigson Stock Farms Herdbuilder Bull Sale-Fall Edition — Shepherd, MT
- 7 Irvine Ranch 11th Annual Production Sale — Manhattan, KS
- 7 Land of Lincoln Sale — Altamont, IL

(Continued on page 66)

COW SENSE

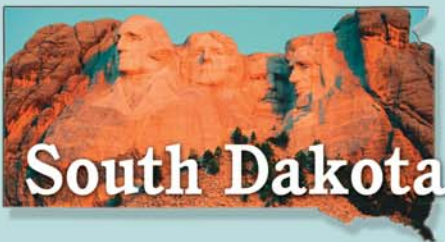
Listed below are ten questions designed to test your knowledge of the beef industry.

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

1. Cortisone, a drug to relieve pain in humans, is made from which beef organ?
2. What does it mean to "exsanguinate" an animal?
3. Cattle maintained on a diet of high concentrates are likely to be deficient in which mineral?
4. Structures consisting of strong, fibrous bands that hold muscle and bone together are known by what term?
5. Which has the greatest water content: lean or fat tissue?
6. Name the market information branch of the National Cattleman's Beef Association.
7. What is the term that describes a genotype in which the heterozygous individual is superior to either the homozygous dominant or homozygous recessive individual?
8. What does the acronym (\$API) stand for?
9. Name the two best places to evaluate natural muscling on a calf.
10. How is anaplasmosis spread?

Answers:

1. Gall bladder; 2. Remove the blood; 3. Calcium; 4. Tendons; 5. Lean; 6. Cattle-Fax; 7. Overdominance; 8. All purpose index; 9. The forearm and the round; 10. Bloodsucking insects and by unclear surgical instruments.



www.southdakotasimmental.com

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Beyond the Bounds of Print

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

www.simmgene.com/tReg

DATE BOOK

continued

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| DECEMBER 2015 | | | | | | |
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NOVEMBER (CONT.)

- 14 Gibbs Farms' 10th Annual Bull and Replacement Female Sale — Ranburne, AL
- 14 JRW LLC's Fall Bull and Female Sale — Seminary, MS
- 14 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 15 Hudson Pines Farm "Living Legacy XI" — Campbellsburg, KY (pg. BC)
- 16 NAILE Select Sale — Louisville, KY
- 20 "Southern Excellence" Bull Sale — Wadley, AL
- 21 Shenandoah's Shining Stars — Quicksburg, VA
- 21 Timberland Cattle's SimAngus™ & Black Angus Bull Sale — Vernon, AL
- 22 North Central Fall Classic — Hubbard, IA
- 22 Red Dirt Divas Female Sale — Marshall, OK (pg. 25)
- 28 Foxy Ladies Bred Heifer Sale — West Point, NE (pg. 71)
- 28 Genetic Perfection Sale — Fremont, NE (pg. 71)
- 28 Grass-Lunning Simmentals' Female Sale — Leroy, MN
- 29 Cow Time Sale — Wahoo, NE
- 29 Ruby Cattle Co. "Livin The Dream" Production Sale — Murray, IA
- 29 The Chosen Few — Gilmore City, IA

DECEMBER

- 5 Jewels of the Northland Sale — Clara City, MN
- 9 Double Bar D Farms Female Sale — Grenfell, SK
- 9-10 J&C Simmentals' Online Female Sale — DPOlinesales.com (pg. 71)
- 12 Pride of the Prairie Sale — Seymour, IL
- 19 South Dakota Source Sale — Worthing, SD

JANUARY 2016

- 23 Forster Farms 37th Annual Production Sale — Smithfield, NE
- 30 J&C Simmentals' 21st Annual Bull Sale — West Point, NE (pg. 71)
- 31 Triangle J Ranch Annual Production Sale — Miller, NE (pg. 71)

FEBRUARY

- 6 Olrich/Felt Farms Bred Heifer Sale — West Point, NE (pg. 71)
- 6 Prickly Pear Simmentals "Made in Montana Sale" — Helena, MT (pg. 27)
- 8 Edge of the West Bull and Female Sale — Mandan, ND
- 10 River Creek Farms 26th Annual Production Sale — Manhattan, KS (pg. 25)
- 12 TNT Simmentals' 31st Annual "Genetic Explosion" Sale — Almont, ND
- 13 Grass-Lunning Simmentals' Bulls-Eye Bonanza Sale — LeRoy, MN
- 13 JRW Farms' Spring Bull and Female Sale — Seminary, MS
- 15 Bulls of the Big Sky — Billings, MT (pg. 27)
- 19 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 27)
- 20 Ellingson Simmentals Annual Production Sale — Rugby, ND (pg. 27)
- 20 Sandy Acres Simmental's Bull Sale — Creighton, NE (pg. 71)
- 26 Cow Camp Ranch's Spring Bull Sale — Lost Springs, KS (pg. 25)

MARCH

- 2 Janssen Farms' "JF Scalebuster" Bull Sale — Dunlap, IA
- 4 Eichacker Simmentals' Annual Bull Sale (pg. 65)
- 5 Trinity Farms' Generations of Excellence Sale, Ellensburg, WA (pg. 69)
- 11 74-51 Cattle Company's Red Dirt Bull Sale, Marshall, OK (pg. 25)
- 18 3C Christensen Ranch and NLC Simmental Ranch Annual Production Sale (pg. 65)
- 18 Sunflower Genetics' Annual Production Sale, Maple Hill, KS (pg. 25)
- 26 Dickinson Ranch's 44th Annual Production Sale, Gorham, KS (pg. 25)
- 26 T-Heart Ranch High Altitude Bull Sale — La Garita, CO (pg. 69)

APRIL

- 9 Brant Farms' Genetic Balance SimGenetics Sale — Hinckley, MN (pg. 35) ♦



Extended-Release Injectable Parasiticide

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

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

INDICATIONS FOR USE

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

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

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

DOSAGE AND ADMINISTRATION

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

WARNINGS AND PRECAUTIONS

Withdrawal Periods and Residue Warnings

Animals intended for human consumption must not be slaughtered within 48 days of the last treatment.

This drug product is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established for pre-ruminating calves. Do not use in calves to be processed for veal.

Animal Safety Warnings and Precautions

The product is likely to cause tissue damage at the site of injection, including possible granulomas and necrosis. These reactions have disappeared without treatment. Local tissue reaction may result in trim loss of edible tissue at slaughter.

Observe cattle for injection site reactions. If injection site reactions are suspected, consult your veterinarian. This product is not for intravenous or intramuscular use. Protect product from light. LONGRANGE® (eprinomectin) has been developed specifically for use in cattle only. This product should not be used in other animal species.

When to Treat Cattle with Grubs

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

Environmental Hazards

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

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

TARGET ANIMAL SAFETY

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

STORAGE

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

Made in Canada.

Manufactured for Merial Limited, Duluth, GA, USA.

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1050-2889-02, Rev. 05/2012.



THE WEIGHT GAIN IS REAL.

Go ahead, blink.

A deworming with LONGRANGE® (eprinomectin) can help keep parasites from eating into your profits.

If you used a conventional dewormer like CYDECTIN® (moxidectin), SAFE-GUARD® (fenbendazole) or in combination, your cattle are probably already reinfected with parasites. That's because conventional dewormers only last 14 to 42 days and SAFE-GUARD has no persistent effect. Only LONGRANGE delivers up to 150 days of parasite control in a single treatment.^{1,2}

When you look at the benefits of season-long parasite control with LONGRANGE – you'll see you have a lot to gain.

Use LONGRANGE on your cow/calf operation

and see the difference for yourself.

As much as **40 LBS**^{*3}

Over calves treated with CYDECTIN + SAFE-GUARD.

^{*}Results varied between 13 and 40 lbs. for heifers and steers, respectively, over 104 days.

Talk to your veterinarian or visit theLONGRANGElook.com



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

Watch for a chance to win a JOHN DEERE® GATOR™

Scan to watch video and enter, or go to theLONGRANGElook.com/cc55.



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



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

² LONGRANGE product label.

³ Data on file at Merial.

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Serving as American Simmental Association's (ASA) official publication, *the Register* is mailed nine times annually, has a circulation of 5,500+, and is focused primarily on ASA's paid membership. *the Register* is an 8 1/8 x 10 7/8 inch glossy, full-color publication that provides a direct and consistent line of communication to the ASA membership.

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| 1/3 page | \$330 | \$315 | \$300 | \$100 |
| 1/4 page | \$220 | \$210 | \$200 | \$75 |
| 1/8 page | \$150 | | | \$50 |
| 3-inch mini | \$100 | | | \$30 |
| 2-inch mini | \$85 | | | \$15 |
| 2-inch card | \$700/year, 9 insertion | | | \$135 |
| 1-inch card | \$390/year, 9 insertions | | | \$90 |
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| Dec/Jan '16 | Nov 20 | Nov 23 | Dec 7 | Dec 17 |
| February '16 | Dec 30 | Jan 6 | Jan 13 | Jan 26 |
| March '16 | Feb 1 | Feb 8 | Feb 17 | March 1 |
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EPDs:
CE: 11 \$API: 130 \$TI: 66



Dam: URA Baby Doll



Granddam: Rockin Robin

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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: 9 \$API: 124 \$TI: 69



Dam: LLSF Eye Candy



Granddam: LLSF Cayenne

LLSF Addiction AY792

ASA#: 2762392 • Top Grade x Steel Force
Smooth Polled, Heterozygous test pending.

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EPDs:
CE: 8 \$API: 132 \$TI: 68



Famous donor dam, Hope Floats



2014 NWSS Champion Bull



\$16,000 Grand Fortune daughter

TNGL Grand Fortune Z467

ASA#: 2654876 • Grandmaster x STF Montana Black
2014 NWSS Champion Bull!

Heterozygous Black &
Heterozygous Polled

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progeny with lots of extension!



EPDs:
CE: 8 \$API: 110 \$TI: 58



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EPDs:
CE: 7 \$API: 113 \$TI: 61



Ignition's fantastic full sister



Ignition's donor grandam

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Heterozygous Black/Heterozygous Polled

Ignition packs an unprecedented load of muscle
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structure and profile.



EPDs:
CE: 15 \$API: 160 \$TI: 81

Heterozygous Black
Heterozygous Polled

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much eye-appeal studying his
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with "look" are rare and
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Outcross

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