



the Register

November 2019

**Serving the Simmental
and Simbrah Breeds**

Features

**Settling on Simmental in
South Dakota**

Why Whole Herd Reporting?

**Learning, Leading and
Cattle Feeding**

Women of ASA

**New Performance
Advocate Revisions**

10th Anniversary Sale

Simmental & SimAngus™



HS/DSS Forever Kisses F130Z

Bushs Unbelievable x HS/DSS Blissful Kisses • Bred on 5/14 to W/C Executive Order

2019
MN State
Fair Champion
Percentage
Female

1/2 SM



HILB Electric Spark G195B
W/C Bankroll X
HILB Electric Love
March Show Prospect

PB SM



HILBISHER Moonlit Drama
Bushs Unbelievable X HILB Moonlight Crush
March Show Prospect

1/2 SM

HER AND HER MOTHER SELL IN THEIR ENTIRETY!



HILBIRJ Miss Behaven G132B
SC Pay the Price X HILB Miss Behati
February Show Prospect

PB SM



JEWELS

of the NORTHLAND

Saturday, December 7, 2019

Sale starts promptly at 12:00 Noon

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HILB/SHER No Peeking G411

HILB/SHER Data Breach X HILB First Peek • March Show Prospect
HER AND HER MOTHER SELL IN THEIR ENTIRETY!

3/4 SM



HS Forever Burn F45Z
TKCC Carver x HS
Cool Burn C16X
Bred on 6/8 to W/C
Executive Order

PB SM

2019 Fall Headliners

BOULDER

29SM0472



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- ✓ One of the highest used beef bulls at ABS across all breeds, due to his calving ease, maternal, end product and striking good looks
- ✓ Ranks in the top 15% of the breed for birth weight, docility, end product and both indexes
- ✓ Progeny proven - they calve easy and display his good looks - you will love them at weaning
- ✓ Use to moderate frame, add flesh and muscle in one generation
- ✓ DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+14.8	-1.7	+67.2	+105.1	+24	+7.3	+20.4	+53.9	+18.5	+17.1	+34.4	-.36	+57	-.061	+98	-.45	\$160	\$83
ACC	.81	.92	.89	.89	.89	.55	.63	.63	.30	.80	.69	.54	.69	.60	.69	.16		
%	20	15		35	35				20	2	30	20	10	30	4	10	2	5

DNA tested DLF, Homozygous Black, Homozygous Polled EPDs as of 10/1/2019 **TOP 35%**

FRANCHISE

316SM40



TJ **FRANCHISE** 451D ASA 3148384
CCR COWBOY CUT 5048Z x S A V NET WORTH 4200

FACE OF THE FRANCHISE PLAYER

- ✓ As physically appealing as you can make a SimAngus™ bull and he is passing it on
- ✓ A pretty boy that is still top 5% of the breed for calving ease and pounds weaned
- ✓ First calf reports are awesome - he's sure to make breeders happy
- ✓ Homozygous black and homozygous polled by parentage (DNA confirmation pending), 1/2 SM, 1/2 AN

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+17.2	-0.1	+85.2	+126.1	+26	+11.6	+20.2	+62.7	+18.0	+12.6	+35.8	-.10	+59	+0.003	+68	-.47	\$165	\$91
ACC	.60	.81	.76	.71	.71	.34	.52	.53	.31	.48	.57	.43	.50	.44	.53	.18		
%	5	35	2	5	20	2		10	25	35	25		10			5	1	1

EPDs as of 10/1/2019 **TOP 35%**

Contact your local ABS representative or call **1.800.ABS.STUD**

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Volume 33, Number 3

Greatness

The Debutante/Sweet Deb Cow Family has four generations of greatness. With each new descendant of this powerful line, we are more than convinced of even greater things to come.



RFI Debutante

LMC Topanga x Smith NF Simply Great



Smith RFI Sweet Deb 250B

RFI Debutante x Smith Nu Approach
2015/2016 National Grand
Champion Female

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then you want a
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About the cover: Peyton Chandley, an AJSA member from Lake Wales, FL, submitted this month's cover photo of a classic blaze-faced SimAngus™ cow.



the Register (Issn: 0899-3572) is the official publication of the American Simmental Association, published monthly, except bimonthly, in December/January, May/June, and July/August by ASA Publication, Inc., One Genetics Way, Bozeman, Montana 59718, and is a wholly owned, for-profit subsidiary of the American Simmental Association.

Periodicals Postage paid at Bozeman, MT and at additional mailing offices.



Subscription Rates: \$50 (U.S.), \$100 (U.S.) First-Class, \$150 (U.S.) All International Subscriptions.

POSTMASTER: Send address changes to the Register,
One Genetics Way, Bozeman, Montana 59718.

Printed in USA

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Reg#: 3071303

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- With moderate milk and breed-leading DOC and STAY, CASH FLOW's daughters will be making you money for years to come.
- Purebred

CE	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
13.5	0.5	89.9	136.9	0.29	4.9	16.2	61	20.9	14.4	38.2	-0.53	0.06	-0.066	1.51	-0.30	151.6	85.6
.60	.78	.75	.73	.73	.35	.49	.51	.30	.42	.57	.42	.49	.41	.53	.17		
15%	25%	1%	1%	4%			20%	10%	10%	15%	20%			1%		3%	2%



1SM00167 HOOK'S EAGLE 6E

EAGLE

Reg#: 3253742

Hook's Black Hawk 50B x GW-WBF Substance 820Y

- With stellar phenotype and an impeccable genetic profile, EAGLE is backed by a sound footed, prolific cow family with great fertility and consistency.
- With a PregCheck score of 107, EAGLE is among our best for creating pregnancies and adding value to your bottom line.
- ¾ Simmental, ¼ Angus

CE	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
16.2	-0.9	95.4	145.5	0.31	10.3	16.1	63.7	16.6	20.0	45.7	-0.28	0.26	-0.047	0.99	-0.53	150.1	90.3
.62	.81	.73	.68	.68	.30	.45	.45	.24	.46	.53	.39	.39	.37	.48	.21		
10%	25%	1%	1%	3%	4%		10%		1%	5%				4%	1%	10%	1%



1SM00176 SOUTHERN FORTUNE TELLER

FORTUNE TELLER

Reg#: 3382993

Leachman Prophet J030Z x GW Premium Beef 021TS

- Offering a refreshing pedigree, double-digit calving ease, superior growth and breed-leading MARB, FORTUNE TELLER should be on your short list for adding value.
- A physically impressive individual, FORTUNE TELLER is incredibly sound and long spined with added spring of rib and depth.
- ½ Simmental, ½ Angus

CE	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
17.4	-1.9	73.3	110.7	0.23	6.6	14.8	51.4	14.2	17.2	40.4	-0.01	0.99	0.002	0.46	-0.38	177.9	94.9
.43	.51	.48	.48	.48	.26	.43	.45	.27	.34	.46	.37	.40	.40	.45	.04		
5%	10%	20%	25%						2%	15%		1%		30%	1%	1%	

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the Register

Published By ASA Publication, Inc.

One Genetics Way, Bozeman, Montana 59718 USA

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Canada Publications Agreement Number: 1875183

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THE STAMP OF A Champion

HILB Oracle C033R



CE	10.9	DOC	19.5
BW	1.1	CW	12.6
WW	65.4	YG	-.63
YW	90.5	MARB	.04
ADG	-.16	BF	-.155
MCE	5.9	REA	.8
MILK	24.1	SHR	-.3
MWW	56.8	API	121.7
STAY	14.4	TI	69.8

Purebred, Homozygous Black & Polled
ASA 2993610 · Uprising X Goldmine
EPDs as of 9/24/19

MG/GSC Authority W14C



CE	10.8	DOC	8.6
BW	1.2	CW	33.5
WW	66.2	YG	-.36
YW	99.7	MARB	-.06
ADG	-.21	BF	-.074
MCE	3.6	REA	.85
MILK	18.8	SHR	-.4
MWW	51.8	API	119.7
STAY	16.2	TI	66.2

Purebred, Polled, Heterozygous Black
ASA 3057267 · Authority 77X X Voyager
EPDs as of 9/24/19

RFG/K-LER Elevation 727E



CE	11.8	DOC	4.7
BW	-.8	CW	15.2
WW	73.2	YG	-.43
YW	112.8	MARB	.16
ADG	-.25	BF	-.092
MCE	6.8	REA	.7
MILK	24.5	SHR	-.29
MWW	61	API	142.3
STAY	18.5	TI	77.8

Purebred, Homozygous Black & Polled
ASA 3268058 · Elevate X Top Grade
EPDs as of 9/24/19

SFI Brigade D21



CE	13.4	DOC	9.5
BW	4	CW	26.8
WW	59.4	YG	-.5
YW	82.5	MARB	-.2
ADG	-.14	BF	-.12
MCE	7.1	REA	.85
MILK	19.7	SHR	-.48
MWW	49.3	API	116.3
STAY	17.3	TI	60.5

Purebred, Homozygous Black & Polled
ASA 3139298 · Loaded Up X Duracell
EPDs as of 9/24/19

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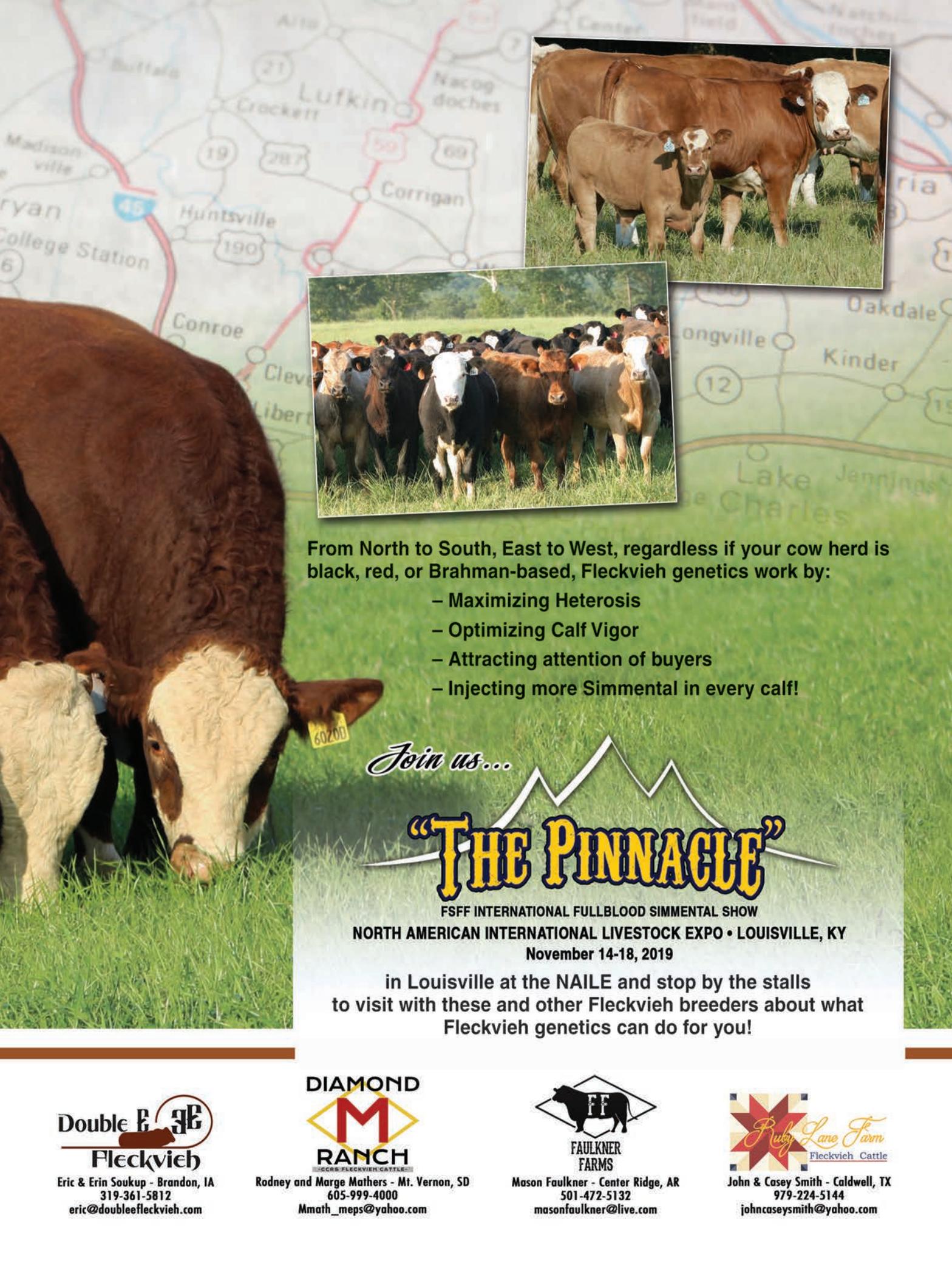
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PB Simmental

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Editor's Note:

Participants and parents involved with the Steer Profitability Competition (SPC) have sent in complimentary notes about the program since the inception in 2017. To read more about the program see pages 26 and 27.

Dear American Simmental Association,

"Thank you for offering the Steer Profitability Contest to junior members. My sons, Hayden and Daniel Campbell really enjoyed it. I enjoyed it as well. Even as an animal science major, it was good to get refresher courses and learn some new stuff too. It was fun to see the boys compete against each other each month to see who's steer was doing better. Topping off the experience was getting a good check for them, and

Daniel's steer placed 9th. Hope to participate again this fall."

- Mark Campbell, parent, 2019

"Thank you to the AJSA for putting on this high-quality and educational event. I've enjoyed every minute and look forward to watching this program grow. I will totally do this again!"

- Audrey Redalen, participant, MN, 2018

"Many thanks to the entire staff at the Junior Simmental Association who put forth so much effort to make this opportunity possible for me and all the other young people who have been involved in this opportunity. Thank you!"

- Madeline Smith, participant, KY, 2017

"I just wanted to start my last monthly summary by saying thank you. Thank you for having this awe-

some program for me to participate in my senior year of high school. I have enjoyed every minute of it, and I am excited to watch this program grow and have hundreds of participants in the upcoming year."

- Carlye Rodenbeck, participant, TX, 2017

"Thanks to you all at AJSA! It's been a great experience! Mitchell said to me last night, "now that my last write up is done, I'm gonna miss it! Kudos to you all!"

- Jen Vaad, parents, CO, 2017

"Thank you for all your hard work making this happen and working through all the kinks for us!"

- Brady Wulf, participant, MN, 2017

"I have enjoyed the competition and learned so much over the past months." - Ella Fischer, participant, MO, 2017 ♦

Top Shelf

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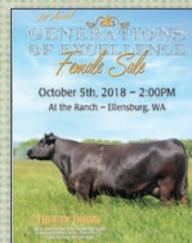
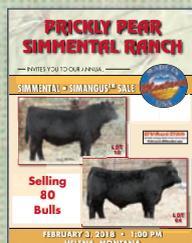
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online catalog flipbook



Settling on Simmental in South Dakota

By Lilly Platts



Bonnie Noziska (left) and Betsy Senter (right) partner to raise high-quality Simmental seedstock genetics for South Dakota commercial producers.

A commitment to continued improvement, quality management practices, and a love for breeding beef cattle makes B&B Simmental a small, but powerful producer of seedstock. Betsy Senter and Bonnie Noziska both took unique paths to South Dakota, and each were driven to the farm by a passion for agriculture. For over 20 years, they have used a well-rounded approach to developing bulls that are ready to thrive for commercial producers.

Building a Business

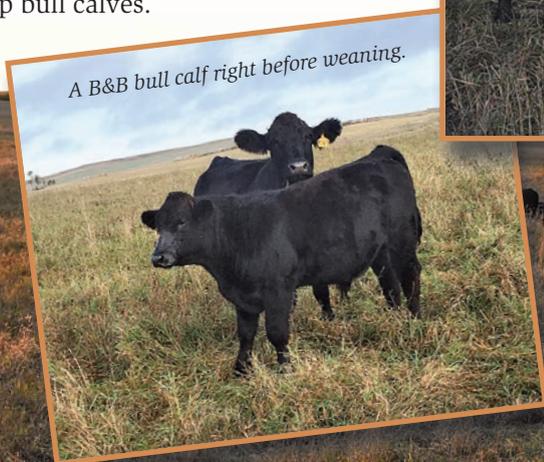
“We’re keeping an eye on what the customer wants,” Senter explains, “Some people are skeptical of Simmental in this area because it’s not widely used. So, what we’re trying to do is keep that half to three-quarter type bull that will give them a calf that’s at least a quarter to half Simmental. That gives them some comfort, in dealing with a breed they’re not familiar with. Pretty soon they come back and say they’re not worried about calving ease and that they can see what the breed does.”

Senter first got into the cattle business when she moved to South Dakota with the USDA, after growing up and attending college in North Carolina. She worked in several towns in South Dakota, before settling in Burke. Living in town eventually drove her to find a farm to rent, and soon she was in the cattle business. Along the way, Senter acquired more cows, rented more land, met Noziska, who is from New Hampshire by way of California, and the two were able to join their resources and purchase more farmland.

After 32 years working for the USDA in the Farmers Home Administration as a Farm Loan Manager, Senter retired and jumped full-time into raising Simmental cattle. Noziska was right there with her, ready to commit her energy to the seedstock business. The herd was originally commercial, but after a conversation with a neighbor and other considerations, Simmental was brought into the program with a three-quarter blood J&C Black Maximizer son from John Volk and Sons in Battle Creek, Nebraska. “We bought our first three-quarter Simmental bull in 1997 and started breeding and keeping heifers back” Senter recalls. “We were really interested in developing our females. We purchased some Angus cows that were young cows through the sale barn, and we really haven’t purchased anything since then.”

At the root of this decision was a desire to improve docility and take advantage of Simmental’s maternal power. “We were impressed with the growth, docility, and maternal qualities of the Simmental breed,” Senter recalls.

The quality of their cattle improved dramatically, and with the encouragement of friends, family and neighbors, they started keeping back replacement females, started registering animals, and quit castrating their top bull calves.



A B&B bull calf right before weaning.

Quality Over Quantity

Today, B&B Simmental runs around 80 cows, selling an average of 15 bulls per year. Like many in the beef industry, limited resources guide the structure of the program. Land is expensive, as is labor, and with their current self-sustaining program, expansion doesn’t necessarily make sense. With that, they have chosen to focus on quality over quantity. “We know we can’t do volume — we’re limited with land resources — so we decided to put our money into quality,” Senter says.

With that scale in mind, B&B Simmental is able to dedicate more attention to detail and is committed to making sure the herd is constantly improving and that each customer is happy with their purchase. All bulls are fed and developed at the farm with a focus on making sure each animal is getting the best nutrition possible without becoming too fat.

Senter has always been inclined to place value in data and numbers, and upon becoming involved with Simmental, she immediately became familiar with the available tools. A trip to Chappell Feedlot and conversations with Tom Williams peaked Senter’s interest in data collection even more. “The part that interested me was that they were doing carcass ultrasound to see if cattle were ready to be harvested,” Senter recalls. “Williams told me, ‘The science is there, you just have to trust it’”.

Marrying the principles of science with the no-nonsense needs of the customer are at the core of the B&B Simmental program. “I think the \$API is really helpful to a lot of bull buyers. It gives them something to hang their hat on and not be worried about,” Senter explains.

DNA testing is also a tool B&B Simmental uses to validate both parentage reporting and enhance EPDs. Senter wants to know that customers can trust both the pedigree and numbers behind each bull. “I DNA test all of my bulls, even though it’s expensive. I do the uLD (ultra-low density) on all of my yearling bulls we plan to sell.”

(Continued on page 16)



A B&B female, sired by In Dew Time and out of a New Design 878 female.



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Settling on Simmental in South Dakota

(Continued from page 13)

B&B Simmental also participated in the Cow Herd DNA Roundup with the goal of furthering the strength of the data backing their herd. Maternal traits have always been a focus, but recently, Senter has made it a goal to begin marketing females. This year, they bred 30 heifers, which is more than normal, and have been getting ultrasound carcass data on all of the young females, in addition to pelvic measurements. “If you’re going to do all of the testing on your cows, it doesn’t really make sense to sell all the heifers at the sale barn,” Senter says.

One of the challenges of running a small operation is the risk involved with trying unproven AI sires. The success of B&B Simmental has relied heavily on the predictability of data-backed bulls. “When they have 80-90% accuracy, we can have confidence in that,” she says. “With using those proven high-accuracy sires, I have seen our EPDs change in our cows. Our younger cows are so much better than the older cows. You can see that their calving ease, or yearling numbers, have improved and you can see it in the cattle themselves.”

Running a small operation also comes with some distinct advantages, one being customer interaction. All of B&B Simmental’s bulls are sold private treaty, and many of their buyers place value in being able to spend time looking at the cattle and discussing their purchase. “There are a lot of people who still like to go out and do things one-on-one. They like the personal touch,” Senter explains.

Noziska and Senter own and operate B&B Simmental and are responsible for everything from breeding decisions to daily work and farming. They both take great pride in their cow herd and the business they have built.

Community is at the Core

Community is central to Senter and Noziska, and plays a number of roles in their operation. Neighbors are always eager to help Senter if she has equipment questions during haying season — she puts up all of the hay required to feed the B&B cows through the winter — and in general, the community is there to help out with cow work and whatever is needed. Noziska’s granddaughter also comes every weekend during calving season to help with the work and night shifts. “We have a good support group in our neighborhood,” Senter says.

Both are members of a local CattleWomen’s group — the Rosebud Rancherettes — and the active group has recently helped put local beef in the Burke school. Senter helped manage the processing and delivery of the first three animals, and they recently delivered a new batch of locally-grown beef for the kids to eat at lunch. Senter explains, “We’re one of the few schools in South Dakota feeding the kids local beef. We’re really promoting local food in that way.”

Senter also served as an advisor when agricultural and vocationally-focused classes were added to the course options for Burke students. At the ranch, a local family — also breeders of Simmental — helps out during the summer. Ages 16, 15, and 10, the kids are a helpful and an enjoyable part of the B&B operation.

Both Senter and Noziska are quick to emphasize how much they enjoy the challenges and successes that come with raising cattle on the South Dakota plains. Simmental have been an irreplaceable piece of their success. “I think it’s a great life,” Noziska concluded. “It’s a lot of hard work, but it’s really satisfying.” ♦



2020 Spring Total Herd Enrollment

The American Simmental Association encourages all members to participate in our whole herd reporting system, called Total Herd Enrollment (THE).

THE Enrollment Codes	
0	Cow Bred to Calve During the Season
1	Heifer Bred to Calve During the Season
2	Not Exposed – Moved to Next Season
3	Exposed and Failed to Conceive – Moved to Next Season
4	Exposed and Failed to Conceive – Moved to Next Year
5	Donor Cow
6	Recipient Cow
THE Removal Codes	
60	Exposed and Failed to Conceive
61	Aborted
62	Age
63	Appearance
64	Calf Loss at Calving
65	Calf Loss Post Calving
66	Color
67	Died – Calving
68	Died – Other
69	Died – Sickness/Disease
70	Disposition
71	Herd Reduction
72	Hoof Condition
73	Horned
74	Injury
75	Production/Performance
76	Prolapse
77	Sickness/Disease
78	Sold, Breeding Purposes, Paper Not Transferred
79	Sold, Breeding Purposes, Paper Transferred
80	Structural Soundness
81	Udder Quality
82	Genetic Defect Status

Start with your Preliminary Inventory

by accessing it online (*see reverse for instructions*), or use paper packet received in mail/email.

Instructions (See Enrollment Template below)

- *Confirm all active cows are listed**
This should include any cow enrolled in previous year, first time heifers, and purchased cows.
- *Primary Code** – Enter an Enrollment or Removal Code for each cow (*codes are listed to the left*).
 - Any cow remaining in herd should be given an Enrollment Code.
 - Any cow being removed from the herd should be given a Removal Code.
- Additional Code** – Optional field for secondary Removal Code (*Primary code MUST already have a Removal Code*).
- *A/B/C/D/N** – Enter an enrollment option for each cow (*see pricing on reverse*).
 - All registered Simmental/SimGenetic must be enrolled in the same option.
 - Commercial or foundation cows may be in a different enrollment.
 - Enter “N” for any cow being removed.
- BillCode** – Enter “H” to pay half of the enrollment fee now and the second half will bill later in the year. If left blank, billing will default to full payment at time of submission.
- Remarks** – Optional field if you wish to add additional remarks on a cow. This column is for member use only. ASA will not adjust enrollment based on this column.
- To enter a new commercial cow fill in the following:**
 - “AnmTattoo” with the cow’s tattoo
 - “BirthDt” with the cow’s birth date
 - “BrdCds” with the cow’s breed composition
 The cow will be assigned a permanent ID number to be used for all subsequent enrollments and calf reporting.

**All underlined fields are required*



Enrollment Template

AnmReg Nbr	AnmTatt	Primary Code	AddtnlCode	A/B/C/D/N	Season	Animal Name	BirthDt	BrdCds	EnrYear	BillCode	Remarks
<u>1</u>		<u>2</u>	<u>3</u>	<u>4</u>						<u>5</u>	<u>6</u>
	<u>7</u>					<u>7</u>	<u>7</u>				

Send Your 2020 Spring Inventory to ASA by December 15, 2019

- Online** – using Data Entry section of Herdbook Services – www.simmental.org
- Email** – THE@simmgene.com
- Mail** – One Genetics Way, Bozeman, MT 59718

Total Herd Enrollment Payment Options:

	Option A (TR) Total Registration	Option B (SR) Selective Registration	Option C (LR) Limited Registration	Option D (CM) Commercial
Enrollment Fees:	\$15.00	\$0.00	\$7.50	\$390/herd
Registration Fees:	\$0.00	\$30/\$40/\$50 ^a	\$30/\$40/\$50 ^a	\$42/\$52/\$62 ^a
Choosing the best options:		^a Depending on age of calf	^a Depending on age of calf	^a Depending on age of calf
If you register > 45% of your calf crop.	✓			
If you register < 45% of your calf crop and don't use EPDs for selection decisions.		✓		
If you register < 20% and use EPDs for selection decisions.			✓	
If you have a commercial herd.				✓
Benefits of Enrolling:				
EPDs to make informative selective decisions.	✓	Reg. Animals Only	✓	Females Only
Herd participates in genetic evaluation.	✓	✓	✓	✓
Reproductive record on every cow enrolled.	✓	✓	✓	✓
Commercial cows or cows of other breeds are eligible.	✓	✓	✓	✓
Requirements when enrolled:				
Every registered SM/SI dam must be enrolled.	✓	✓	✓	
Each dam enrolled must have calf or productivity reported/year.	✓	✓	✓	✓
Deadlines to be met for enrollment and calf data.	✓	✓	✓	✓



Instructions for Online Enrollment

www.simmental.org



1. Go to www.simmental.org and select **Herdbook**
2. **Log In** by entering
 - 6-digit member number (*zero filled example: 000317*)
 - Password
3. Under **Data Entry** select **Online**
4. Select the **Inventory** tab
 - Click **Spring**
 - Make sure year shows **2020**
5. Select **Update 2020 Spring THE Cow Inventory**
6. Update THE inventory (*see instructions on front*)
7. If there are **Errors** and/or **Warnings**
 - **Errors** (*indicated by red triangle at left side of line*)
 - At top of spreadsheet select the **Errors** tab
 - Each error will be listed and **MUST** be resolved before submitting enrollment to ASA
 - **Warnings** (*indicated by a purple triangle at left side of line*)
 - At top of spreadsheet select the **Warnings** tab
 - Review each warning listed, correct if needed
 - Job may be submitted without resolving all warnings
8. For herds in Option A, B, or C: once all cows have been given an enrollment or removal code and there are no errors, select **Submit Data**
 - A new page will display; if there are no errors, select **Proceed to Billing** to display the billing summary. If you are enrolling in Option A or C you will see a balance due. (*After December 15, 2019, all options will have a balance due reflecting the \$1.00 non-refundable late fee per animal*)
 - Click **Add Payment**. Enter credit card information. Select **Confirm**.
 - To complete job you **MUST** click **FINAL SUBMIT**.
 - The **Invoice Status** will change to **Complete**, print and store for your records.
9. **PLEASE NOTE:** for herds enrolling in Option D the job must be submitted by ASA. Please email job number to THE@simmgene.com with a request to submit.
10. To save job and return later, click **Save and Exit**. The job will remain in an incomplete status under your account. *Please be aware that billing is based on the submission date, not the date it was started. Job must be submitted prior to December 15, 2019, to avoid late fees.*

Job must be submitted prior to *December 15, 2019*, to avoid late fees.

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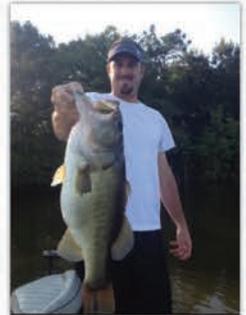
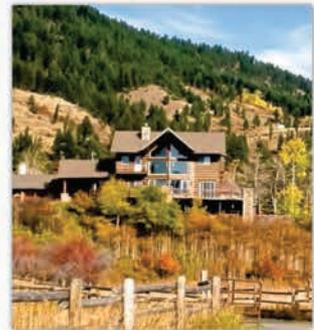
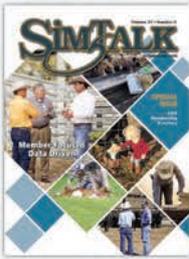
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Auction Highlights



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125th Anniversary Winchester Model 1894 Lever Action 30-30 Rifle

Value: \$2,400

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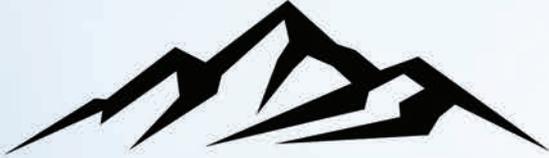
- Mississippi Bass Fishing Trip
- Laird Family Estate Wine Trip - Napa, CA
- Buyers Choice! Alligator OR Turkey Hunt Campellton, TX
- Montana/Idaho Getaway Experience

Auction Item Highlights

- 2020 Sire Source Back Cover
- 2020 SimTalk Membership Directory, Back Cover
- Montana Silversmith Jewelry
- Amish Made Child's Rocking Horse
- John Deere Tricycle
- Cattle Print on Metal
- Authentic Old-Time Blacksmith Custom Knife

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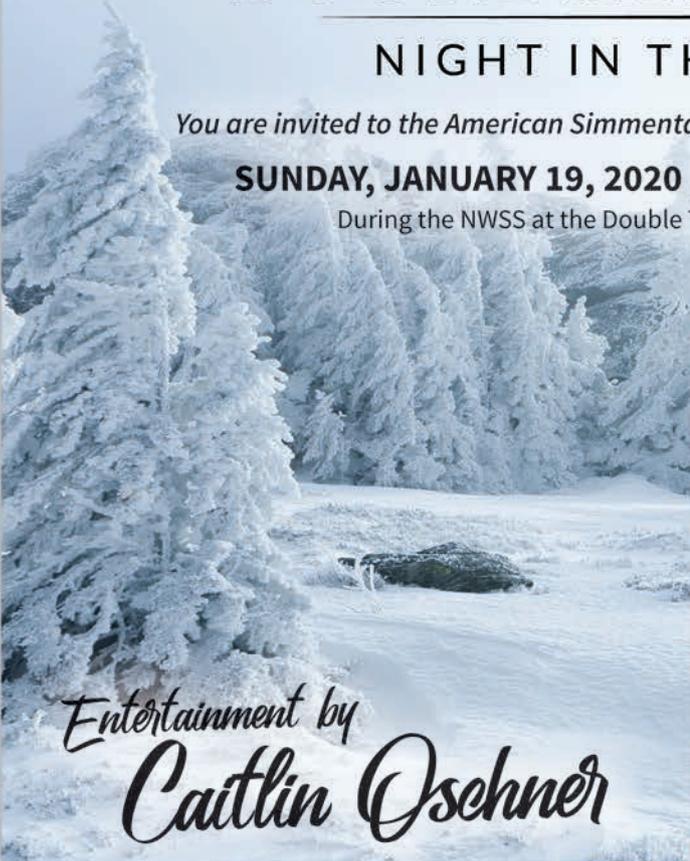
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Caitlyn Ochsner studies Commercial Music at Belmont University in Nashville, TN and enjoys performing Country, Christian and Gospel music.

Caitlyn Ochsner was raised on a ranch along the South Platte river near the small town of Kersey, Colorado – an agricultural community where cows outnumber people. Growing up, Caitlyn won numerous buckles and banners with her cattle at livestock shows, but it was her accomplishment at the county fair - winning the Weld County Youth Idol contest - that sparked her passion for singing.

Like many farm and ranch kids, Caitlyn grew up with lots of chores, but that didn't keep her from practicing her craft. She would drive the pickup, ride her horse, feed or gather cows while singing to her favorite country song by artists like Martina McBride, Trisha Yearwood, LeAnn Rimes, Shania Twain, and Miranda Lambert. She was often invited to sing the National Anthem at livestock shows and rodeos and at the age of 16, had the opportunity to follow in the footsteps of one of her musical heroes, Reba McEntire, in singing the National Anthem for 20,000 rodeo fans at the Thomas and Mack Arena in Las Vegas during the National Finals Rodeo.

AMERICAN SIMMENTAL-SIMBRAH
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For more information please contact:

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The “Why” Behind Whole Herd Reporting

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



The American Simmental Association (ASA) launched the whole herd reporting system called, Total Herd Enrollment (THE), in April of 1999. Twenty years later, THE remains at the center of thorough data reporting to fuel the genetic evaluation. Why is whole herd reporting so beneficial to genetic evaluations and beef cattle breeders? This article dives into the merits of THE and similar systems for data-driven seedstock breeders and producers.

There are three big benefits of whole herd reporting for breeders.

1. To collect fertility and convenience trait data on the cow herd.

Reproduction is the biggest driver of profitability in the cow-calf sector and is also lowly heritable. Being lowly heritable means reproductive phenotypes are largely due to environmental influences. Therefore, to make improvements in the genetics of reproductive traits, it is imperative to use EPDs rather than making decisions based on a phenotype (i.e., pregnant vs. open). That is not to say there aren't managerial reasons to cull an open cow, but culling because of a pregnancy status will not improve the genetics of fertility.

Cow longevity records encompass both reproductive and convenience traits into one record system — whether the cow had a calf every year (and therefore stayed in the herd). If a cow is removed from the herd, breeders have to give a reason for culling that encompasses fertility but also other structural or convenience traits.

THE herds report productivity for every single cow in the herd which indirectly provides fertility data on the entire herd. Records from THE herds are crucial for accurate prediction of Stayability (the likelihood that an animal's daughter will remain productive in the herd up to 6 years of age). Cow longevity is a big driver of economic value to the cow-calf sector making the accurate prediction of stayability a vital component to the success of commercial cattle operations.

2. Better prediction of all remaining production traits.

By reporting records on whole contemporary groups, not just the best calves or calves that will be registered, breeders provide a much more complete picture of the genetic potential in those animals on all the traits they are recording. This benefits the herd reporting the data

with more accurate within-herd selection information (for example ratios, see table). It also makes the EPDs in the IGS Multi-breed Genetic Evaluation

more accurate as it better depicts the true genetic merit of the herd and the bloodlines represented within it (*see tables on opposite page*).

Here is an example from previous ASA staff articles where the consequences of reporting only part of a contemporary group and the resulting within-herd ratios, ranking, and EPDs were discussed.

Scenario: Using actual numbers from our database on spring 2015-born calves, we started with a set of 12 bull calves that are contemporaries from birth. Two of the calves were culled prior to weaning. The rest of the calves had birth, weaning and yearling weights submitted. Therefore, we have complete reporting on this contemporary group.

To show what happens with incomplete reporting, the weaning and yearling weights were removed on the four calves with the lowest adjusted growth measurements and we recalculated the group's ranks, ratios, and EPDs. This would be comparable to a breeder not weighing (or submitting) data on their bottom-end bulls. The tables included show the results of performance calculations with the complete contemporary group (in white) and with incomplete reporting (in gray) and similar EPD and indexes when incomplete data is reported.

When partial data is reported, the moral of the story is clear — the best calves do not get credit for being as good as they are (incidentally, their parents won't either.) Take a look at the 16C bull that scored a 118 ratio at weaning with a complete dataset. Its ratio went down to 110 and its WW EPD dropped from 53.8 to 49.1 when the slower-growing bulls were removed. 16C also experienced dips in its YW, \$API and \$TI. The same pattern exists for the other top bulls. Alternatively, the bottom bulls improved when their growth data were not included. By not reporting their growth data the system does not know how poorly they performed and can only use their birth weights and pedigrees to make growth predictions.

Adjusted weights and ratios:

Tattoo	Adj BW	BW Ratio	BW Rank	Adj WW	WW Ratio	WW Rank	Adj YW	YW Ratio	YW Rank
16C	94	91	10 of 12	869	118	1 of 10	1466	113	1 of 10
16C	94	91	10 of 12	869	110	1 of 6	1466	109	1 of 6
10C	87	99	8 of 12	800	108	2 of 10	1349	104	3 of 10
10C	87	99	8 of 12	800	101	2 of 6	1349	100	3 of 6
8C	84	103	7 of 12	774	105	3 of 10	1303	101	5 of 10
8C	84	103	7 of 12	774	98	3 of 6	1303	97	5 of 6
7C	78	110	3 of 12	771	104	4 of 10	1297	100	6 of 10
7C	78	110	3 of 12	771	98	4 of 6	1297	96	6 of 6
1C	84	103	6 of 12	760	103	5 of 10	1361	105	2 of 10
1C	84	103	6 of 12	760	96	5 of 6	1361	101	2 of 6
15C	83	104	5 of 12	758	103	6 of 10	1306	101	4 of 10
15C	83	104	5 of 12	758	96	6 of 6	1306	97	4 of 6
5C	71	118	1 of 12	745	101	7 of 10	1287	99	7 of 10
5C	71	118	1 of 12						
3C	79	108	4 of 12	737	100	8 of 10	1231	95	8 of 10
3C	79	108	4 of 12						
14C	97	88	11 of 12	591	80	9 of 10	1181	91	9 of 10
14C	97	88	11 of 12						
11C	93	92	9 of 12	585	79	10 of 10	1179	91	10 of 10
11C	93	92	9 of 12						
X67C	108	75	12 of 12	REMOVED FROM INVENTORY					
2C	77	111	2 of 12	REMOVED FROM INVENTORY					

EPDs:

Tattoo	CE	BW	WW	YW	Milk	MWW	CW	YG	\$API	\$TI
16C	8.5	2.9	53.8	93.7	0.9	27.8	22.2	0.15	119.0	74.0
16C	8.5	2.8	49.1	86.3	1.8	26.3	17.8	0.13	117.0	71.0
10C	7.8	0.1	35.3	61.8	-3.1	14.5	-0.7	0.06	108.0	67.0
10C	7.8	0.1	30.7	54.5	-2.1	13.3	-5.0	0.04	105.0	63.0
8C		-1.5	30.0	61.0	2.7	17.7	-3.1	0.11	122.0	72.0
8C		-1.5	25.3	53.7	3.6	16.3	-7.3	0.09	119.0	68.0
7C	10.6	-1.7	35.2	62.2	0.8	18.4	-3.2	-0.02	121.0	66.0
7C	10.6	-1.7	30.5	54.9	1.7	17.0	-7.4	-0.04	119.0	63.0
1C	11.4	-1.4	30.9	61.4	3.7	19.1	-2.8	0.03	120.0	65.0
1C	11.4	-1.5	26.2	54.0	4.6	17.7	-7.2	0.01	118.0	62.0
15C	9.4	0.4	33.4	65.9	6.8	23.5	2.6	0.11	112.0	66.0
15C	9.4	0.4	28.7	58.5	7.8	22.2	-1.7	0.09	110.0	63.0
5C		-3.9	22.5	50.8	2.4	13.6	-12.5	0.13	134.0	74.0
5C		-3.9	20.7	48.1	2.8	13.2	-14.1	0.12	133.0	73.0
3C	11.4	-1.4	27.7	50.5	1.6	15.5	-9.5	-0.07	122.0	67.0
3C	11.4	-1.1	30.1	57.5	1.6	16.6	-4.8	-0.05	123.0	68.0
14C	7.2	2.5	21.0	37.9	0.4	10.9	-11.1	0.03	85.0	51.0
14C	7.2	3.0	34.3	56.4	-2.7	14.4	0.2	0.08	91.0	59.0
11C	8.8	0.3	17.5	42.1	6.4	15.1	-11.3	-0.06	114.0	54.0
11C	8.8	0.8	32.8	64.8	3.1	19.5	2.5	0.00	119.0	62.0
X67C		2.3	27.5	53.2	1.6	15.4	-2.2	0.03	78.0	49.0
2C	8.9	-1.0	33.5	65.4	1.3	18.0	0.1	-0.01	122.0	69.0

These tables display ratio, rank, and EPD shifts with incomplete contemporary data (in gray) or whole contemporary group reporting (in white).

3. Higher return on the breeder's time and money.

By enrolling in THE, many breeders receive a kickback on prices for data, EPDs, and certificates with varying fee structures based on the needs of each operation. The real financial benefit comes from better predictions of the genetics in the herd and across the population. People pay a significant amount of money in genomic testing to try to get more accurate predictions of their cattle. High-quality phenotypes are just as valuable in genetic predictions. Consider all the time and money that has gone into raising a calf to weaning — this starts long before a calf is born. Selecting the parents, choosing the matings, synchronizing and breeding, turning out bulls, managing everyone for health, proper nutrition, calving, individual identification, taking weights, calving ease scores, making sure the calf and its dam receive all the care they need to flourish. There is work, time, and money invested in all this plus getting the records, submitting the records to

your breed association, all the work that goes into the genetic evaluation. Given all this effort and expense, programs like THE ensure the breeders get the most value out of their hard-earned herd measurements.

THE requires breeders to keep a current inventory of cows in the herd and a status or production code for every cow. THE isn't a fit for every seedstock operation which is okay. If for various reasons, THE doesn't fit your operation, strive to submit whole contemporary group data whenever possible.

The foundation of accurate genetic evaluation is high-quality data to fuel the predictions. Thanks to all the data-focused breeders committed to the genetic improvement of their cattle in programs like THE. High-quality data helps the entire population have more accurate genetic predictions. ♦

For more information about each option head to simmental.org or see pages 17 and 18.

Home of the

Hottest Sires!

EPDs as of 8.1.19



Homo black
Homo polled

TKCC Classified 106C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 2.8 78 120 .26 2 18 57 124 74

ASA# 3028710

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



Daughter at
Lee Simmentals, MO



Homo black
Homo polled

CLRS Dividend 405D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
10 .6 78 115 .23 5 21 60 147 81

ASA# 3097854

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



Dam: CLRS Bonnia 405B



Homo black
Homo polled

W/C Relentless 32C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
9 3.7 68 85 .11 3 19 52 121 67

ASA# 3045559

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



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



Homo black
Homo polled

W/C Night Watch 84E

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
18 -2.3 60 78 .11 10 28 58 160 76

ASA# 3336327

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



Miss Werning 8543U



Homo black
Homo polled

TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
10 1.6 54 79 .16 1 22 49 107 60

ASA# 2668223

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



One Eyed Jack



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



Black
Polled

FBF1 Absolute A103

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
12 .0 46 72 .16 7 24 47 125 60

ASA# 2841159

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



Leading outcross
donor!



Hetero black
Homo polled

HPF Quantum Leap Z952

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 1.5 76 107 .20 6 20 58 133 76

ASA# 2649657

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



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



Homo black
Hetero polled

ASA#
2886364

STCC Jack Around 4031

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
7 1.9 62 88 .16 -2 20 50 114 67



Homo black
Hetero polled

ASA#
2886365

STCC Jacked Up 4070

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 2.6 64 94 .19 -.3 20 51 108 66

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



GEFF County O 736E

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
10 1.1 57 87 .19 5 25 53 111 58

ASA# 3289219

Loaded Up x Montecito x Ruby Rhythm donor

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



Mr. Hoc Broker X623

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 4.1 70 97 .17 2 12 47 89 57

ASA# 2531081

Grand Champion at the NAILE, Royal and Denver!



\$190,000 Broker Heifer



SFG The Judge D633

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
12 .9 88 131 .27 8 23 67 151 88

ASA# 3208952

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



W/C Bankroll 811D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 .8 66 92 .16 7 24 57 133 69

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



WS Jackson D20

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 2.3 80 122 .26 .8 25 65 133 79

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

A PB Stepping Stone x Built Right red charlie free!



TNGL Track On B748

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 .8 64 92 .18 5 18 50 124 65

ASA# 2911629

Transmitting great structure & profile!



Son of Track On, Tingle Farms, KY.



GPG Focus 135F

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
8 2.4 66 97 .20 3 27 60 119 69

ASA# 3485396

Mr CCF 20-20 x Profit

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



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



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



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



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



Cardinal's 2018 \$84,000 heifer



CDI Innovator 325D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 .4 97 148 .32 7 23 72 147 93

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



LAH Sixteen Step 628D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 2.9 67 93 .16 1 14 47 110 65

ASA# 3123088

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



Dam: WLE Missy U409



Mr CCF 20-20 100B

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 1.3 77 119 .26 5 23 61 125 76

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



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

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866-356-4565

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www.cattlevisions.com

Semen available on the best Angus and Clubbie sires too.

Learning, Leading and Cattle Feeding



By Emme Troendle and Lilly Platts

ASA's Steer Profitability Competition bridges the gap from making herd genetic selection decisions to sending calves to slaughter

From ranch to rail, understanding the larger picture of how each section of the beef cattle industry interrelates can be difficult. The American Simmental Association (ASA) has the solution — a youth competition that provides a hands-on platform for juniors to integrate their knowledge into real-world scenarios, dubbed the Steer Profitability Competition (SPC).

Partnering with the University of Missouri (MU), the ASA provides junior members the opportunity to select an individual steer or pens of three steers to feed out at MU's Beef Research and Teaching Farm in Columbia, MO. The juniors receive monthly newsletters, feedlot data, and participate in educational webinars.

"We are providing youth in the beef industry the opportunity to experience the challenges, difficulties, and opportunities associated with cattle feeding, which most beef producers, especially at the cow-calf level, don't often receive," says Chip Kemp, ASA Director of Commercial and Industry Operations.

Kemp acts as liaison between ASA and MU, and handles the steer relocation logistics. He says, "Each year, we see a serious level of animal husbandry that the university puts into the cattle. Also, the data and information coming from a research-based facility has been great for the juniors who participate."

Calves are placed in small pens ranging from three to five head when they arrive at MU. They are vaccinated, provided an EID tag, and a DNA sample is taken. In addition to the pedigree and performance data on this animal, the animal is genotyped in ASA's genetic evaluation.

"The overall quality of the cattle that have been sent has been excellent," shares Kenneth Ladyman, MU Beef Farm Manager. Ladyman, a pivotal part of the success of the SPC, is responsible for handling and feeding the cattle.

"We give the calves a week-long acclimation period where MU staff work hard on keeping a close eye on the calves. They get a ration in front of them that is low key, good for their gut," Kemp shares, "When we start to test the calves, they stay in the same pen that they started in from day one, with the same group of calves through the entire process."

GrowSafe Systems® track each animal's feed intake, monthly weights, and aids in billing out specific expenses per head.

"It is important for young people to see that not all cattle are the same. They grow at different rates and consume different amounts of feed at different times," says Ladyman. Each month, participants receive 13 different metrics to determine how each calf is performing from a gain, health, and cost standpoint. He continues, "With the GrowSafe data, these youth have the opportunity to see how their calf performed every day on feed, and get monthly weights to see how they are gaining. With the individual billing they have the opportunity to see exactly how much it cost to feed out cattle, and how much feed it actually takes to finish one."

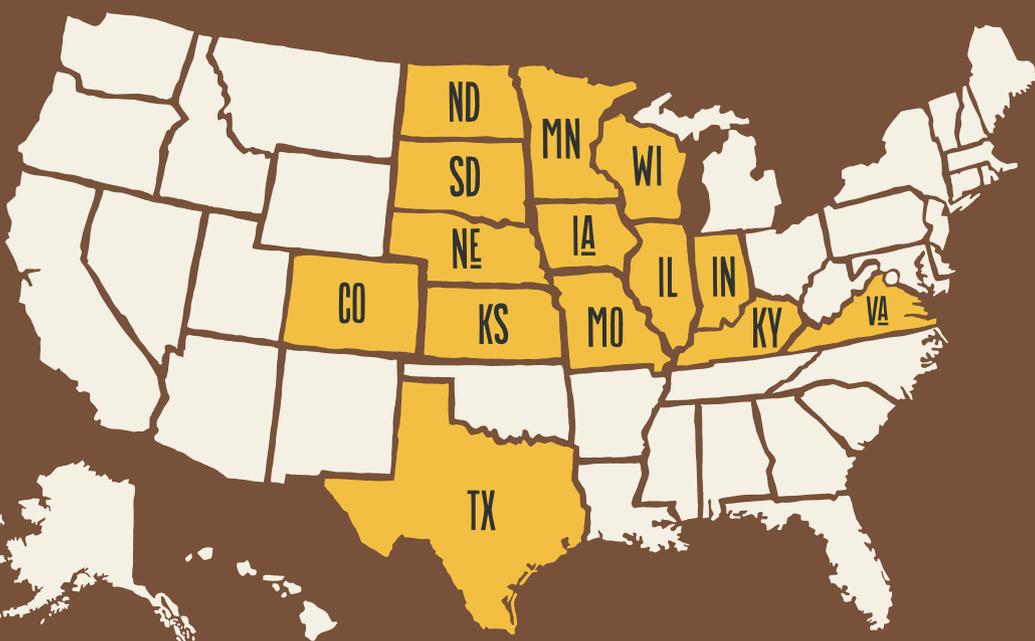
In addition to feeding out steers, juniors participate in educational webinars and monthly feedback assignments. Each year speakers vary from ASA staff, to extension or university personnel, to people working in cattle feeding. "The folks who speak in our webinars bring a wealth of knowledge on a whole range of topics that would be difficult for a junior to receive on a regular basis otherwise," says Kemp.

Industry-leading speakers address a wide range of topics, including learning how individual feed intake of their steers is measured using GrowSafe technology, an overview of animal breeding and genetic selection, and discussing the harvest process and carcass grading.

For example, in 2019, Dustin Puhmann, Beef Production Specialist with Cooperative Farmers Elevator in Iowa, gave a presentation on identifying, managing, and market-



Since SPC started, junior members from 14 different states have competed.



Check out the map.

Is your state just an outline? Represent your state's beef production and enroll in 2020!

To Participate

- Steers must be born between January 15 and April 15.
- No breed requirement for entry, but the animal must have one parent on file in the ASA database of any breed composition.
- Juniors are encouraged to retain ownership on spring steer calves for entry into the SPC.

2016-17 66 steers, 31 youth, 9 states

2017-18 64 steers, 24 youth, 10 states

2018-19 52 steers, 25 youth, 9 states

If you want to read more program information, go to juniorsimmental.org.

ing feedlot cattle. The year before that, Dr. Brandi Karisch, Mississippi State University, presented on feeder calf health.

Juniors submit feedback assignments for each webinar, and the participant in each age division with the highest total score on assignments wins a prize. This year, participants tried new assignments developed by the ASA staff, such as calculating the initial value of their steers based on the USDA feeder calf prices for the week their steer was delivered to the feedlot and creating their own selection index by picking the three most important traits for their operation and three more traits that would matter in their area.

"I was extremely impressed with the grasp the SPC kids have on the impact of their local environment on cattle production. I read about fescue tolerance from Missourians, brisket disease resistance from Coloradans, and how calving ease was important because it was pretty hard to skip class to go check heifers," says ASA DNA Research Management and Youth Development Director Dr. Rachel Endecott.

Endecott is heavily involved with planning and grading all webinars and assignments, "I was simply blown away by the creativity and cleverness these juniors put into their assignments."

At the end of the contest, each animal's overall profitability is determined by subtracting the accrued costs by the final valuation. "This program was built to mimic what a real-world cattle feeder goes through," says Kemp, "You either made money or you didn't. Frankly, that is what your banker wants to know, too."

The contest takes into consideration the initial valuation, total costs accrued from delivery through harvest, final valuation based on total carcass price (base carcass price, and the premiums and discounts associated with carcass information). AJSA members have an opportunity to earn points toward the overall award at the AJSA National Classic if their SPC steer(s) are over 50% Simmental and place well in the contest. Depending on the number of SPC steers entered, the top ten or twenty individual steers receive awards at the AJSA National Classic awards banquet. The top five pens-of-three steers and the top monthly feedback in each age division also receive awards.

Ladyman says, "The first year we had ADG for the whole feeding period around 4.6 pounds per day. The second year they were around 4.2 pounds per day with some very poor feeding conditions in January and February — that well exceeds the national average of around 3.5 pounds per day."

Juniors who participate in SPC experience the nuances that the next owner of the calves go through first-hand, developing a more thorough understanding of how genetic value and good herd health impacts calves in the feedlot, ending with the animal hanging on the rail. Kemp concludes, "If we can help junior members become more engaged in this piece of the beef industry, not only do they learn more about cattle that excel in the feedlot, they are better positioned with knowledge, tools, and programs that fit their particular business — to potentially bolster their business and make them more profitable in the future." ♦

New Performance Advocate Program Revisions

ASA Performance



Advocate

At the Fall Focus Board meetings in Manhattan, KS, the ASA Board approved a set of revisions to the Performance Advocate Program that take effect starting with the 2018 fall and 2019 spring THE enrollment cycles.

There are three big changes to the Performance Advocate Program summarized here . . .



- 1. Among the traits included, the Performance Advocate Program requires records submitted on 90% of the contemporary group.** Requiring/encouraging 100% of the records is not realistic and could tempt breeders to submit measurements of a lower standard than ideal. By setting the threshold to be 90% of the contemporary group or birth group, allows for missed weights or other understandable instances where records weren't collected yet still captures the bulk of the whole herd's data.
- 2. A two-tier system to qualify.** Since additional traits are being added (see point 3) but some of these traits are difficult and/or expensive to collect, there will be a two-tier system for qualifying as a Performance Advocate. If THE herds submit 90% of the records on eight of the thirteen traits, they qualify for the

first tier. THE herds with 90% of the records on ten out of the thirteen traits qualify for the higher tier system.

If an existing performance advocate herd added two more traits to their qualifying records (example, mature cow weights and mature cow BCS) they would qualify as a performance advocate in the new system.

- 3. An additional seven traits have been added to the list of qualifying records in the program (see table).**

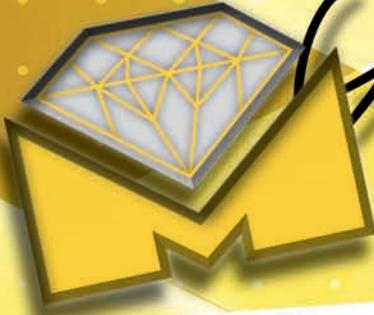
The list of important phenotypic and genomic data collected by breeders has grown extensively. The new Performance Advocate revisions can better acknowledge breeders focused on the growing list of economically important records. As ASA develops more traits (example, feet/leg scores), they may be added to the Performance Advocate Program.

Existing and New Records Recognized in the Performance Advocate Program

Existing Records	New Records
Calving Ease Scores	Dolcility Scores
Birth Weights	Genomic test on birth group
Weaning Weight	Feed Intake
Yearling Weight	*Mature Cow Weight
Yearling Hip Height	*Mature Cow Body Condition Score or Hip Height
Ultrasound/Carcass	Cow Herd Genomics
	Udder and Teat Scores at Calving

*On mature cow traits, require one record as a two-year-old that expires once they are six years old. A performance Advocate report will pull a list of records that are "expiring" next season.

The Performance Advocate Program has a long history of recognizing breeders who focus on quality data collection. The new revisions to the Performance Advocate Program sets the bar for continued high-quality data from breeders committed to genetic improvement. ♦



Annual PRODUCTION SALE

with sale partners *High Prairie Genetics!*

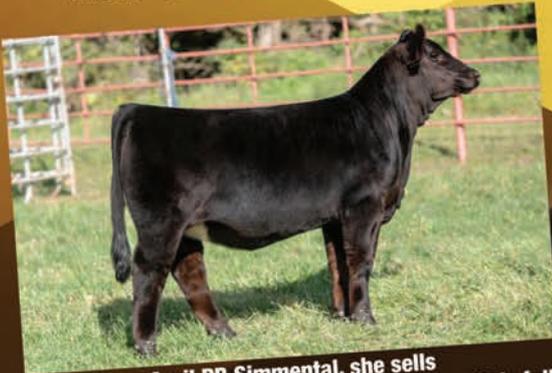
SELLING 60+ LOTS OF SIMMENTAL & SIMMENTAL INFLUENCED CATTLE. ELITE SHOW PROSPECTS AND BULLS. ALONG WITH A SELECT GROUP OF MAINE FEMALES.



2018 National Champion Simmental Female Shown by the Wood Family Sold in 2016 sale. Yardley High Regard x Black Blaze 5T



Kansas State Fair Reserve Supreme Champion. Bred by sale partners HPG and we will be offering full and maternal sibs by Fully Loaded, Pays to Believe, and Profit in the 2019 sale. DMCC/WOOD Fully Loaded 39D x SLL Keymura Katy R547



April PB Simmental, she sells Yardley High Regard X DMCC Annabelle 3A (Loaded Up's full sister)



He sells, along with others like him Pays To Believe X DMCC Annabelle 3A (Loaded Up's full sister)



January 3/4 Blood Simmental, she sells Remington Secret Weapon 185 X SS Tempress 042U (Steel Force daughter from Sanders)



March 1/2 Blood Simmental sells from partners HPG. Pays To Believe x SLL Keymura Katy R547

December 1st
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International Genetic Solutions Welcomes Newest Partner

By Emme Troendle



The International Genetic Solutions (IGS) has recently welcomed their newest partner, Neogen® Corporation, to better serve seedstock and commercial beef cattle operations across a wide array of breeds. The partnership combines IGS, the world's largest beef cattle genetic evaluation, with Neogen, the world's largest agricultural genotyping company, to better service the beef cattle industry with better genetic decisions.

"The mission of IGS is to leverage science, technology, and collaboration to improve the profitability of commercial cattle producers. Bringing Neogen in as an IGS partner is a natural extension of the mission of IGS," says Wade Shafer, American Simmental Association (ASA) Executive Vice President. "This clearly positions serious, profit-focused beef producers to take advantage of the most credible and capable genetic awareness effort in the beef business."

IGS is a global, unprecedented collaboration between progressive breed associations and companies across the US, Canada, and Australia that are committed to enhancing beef industry profitability. The collaboration encompasses education, technological advancement and genetic evaluation. Through collaboration, IGS has become the largest beef cattle evaluation in the world.

Neogen Corporation develops and markets products dedicated to food and animal safety. Neogen's Animal Safety Division is a leader in the development of animal genomics along with the manufacturing and distribution of a variety of animal healthcare products, including diagnostics, pharmaceuticals, veterinary instruments, wound care and disinfectants.

Whether a seedstock operation is looking for a home or a commercial herd is looking to make more informed decisions, the IGS and Neogen partnership promises to empower beef producers to make the best genetic selection and mating decisions.

One of the first partnership developments is the enhancement of the Igenity Beef Profile, a global commercial genetic testing product to help make selection and breeding decisions on non-descript cattle. "As part of this partnership, Neogen will benefit from access to information that will improve the Igenity Beef Profile, and IGS will endorse and promote the use of the product — an important 'seal of approval' from one of the largest genetic evaluation services in the world," said Dr. Stewart Bauck, Neogen's Vice President of Agrigenomics. "As the beef industry continues to face pressure from competing sources of protein, the Igenity Beef Profile is a valuable tool to help our customers remain efficient and profitable. Selecting the best animals for breeding programs is now absolutely critical. Each replacement heifer represents an investment of about \$2,000 per head in cost of development and lost sale opportunity."

IGS delivers the most credible, objectively described, user-friendly and science-based genetic predictions to enhance the profitability of beef cattle producers who look to leverage the full power of expected progeny differences (EPDs). The continued Research and Development with IGS breed associations will push the envelope in building better predictions and improvements in DNA technology. ♦

WANTED
PERFORMANCE BREEDERS

Who are enrolled in Total Herd Enrollment (THE) and collect records on complete contemporary groups.

ASA Performance

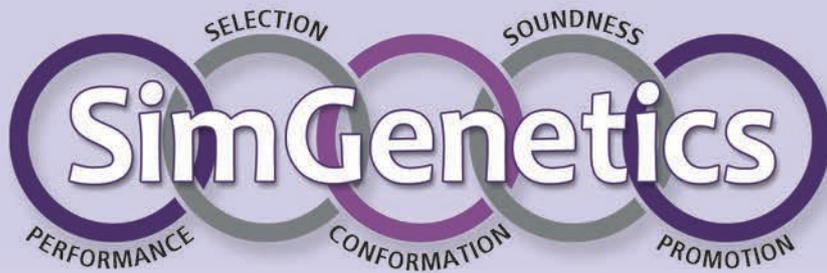
Advocate

Prove to the world that you are serious about performance . . . become a Performance Advocate.

For more information: Call 406-587-4531

The image is a graphic designed to look like a "Wanted" poster on aged, yellowed paper. At the top, the word "WANTED" is written in large, black, jagged letters. Below it, "PERFORMANCE BREEDERS" is written in red, block letters. The text "Who are enrolled in Total Herd Enrollment (THE) and collect records on complete contemporary groups." is in a smaller black font. Below that, "ASA Performance" is written in red. In the center is a graphic of a pair of scales of justice, with a black silhouette of a cow on the right pan. Below the scales, the word "Advocate" is written in red. At the bottom, the text "Prove to the world that you are serious about performance . . . become a Performance Advocate." is written in black, followed by "For more information: Call 406-587-4531" in a smaller black font.

ASA RING OF CHAMPIONS 2019-2020



Only the four major shows involved in the national show rotation are eligible for the “ASA RING OF CHAMPIONS 2019-2020”.

Shows include: 2019 American Royal
2019 North American
2020 National Western
2020 Fort Worth Stock Show

Award Divisions:

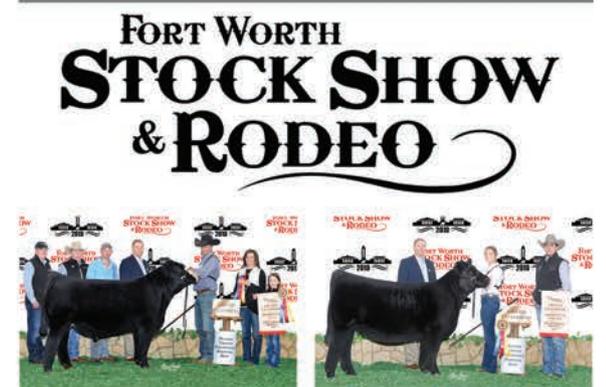
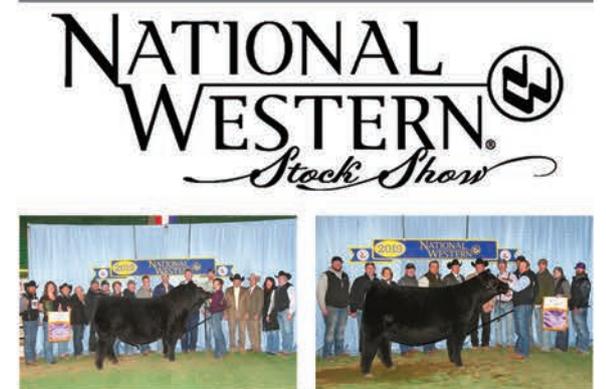
- Purebred Simmental Heifer of the Year
- Purebred Simmental Bull of the Year
- Percentage Simmental Heifer of the Year
- Percentage Simmental Bull of the Year

Qualifications:

- Exhibitor must be an active member in good standing with the American Simmental Association
- Purebred Simmental: 7/8 Simmental and up
- Percentage Simmental: at least 1/2 Simmental, but less than 7/8 Simmental
- Animals and their exhibitors must abide by the rules of the show(s) in which they participate.
- All ASA Ring of Champions award winners must at a minimum complete an ultra-low density DNA test before awards are given.

Additional information:

PTP Coordinator
406-587-4531 ext. 518
ptp@simmental.org



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Molly Diefenbach

We work hard to give everyone the special attention needed.

Total Herd Enrollment



Jannine Story



Emme Troendle

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

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

Data Processing Support



Marni Gaskill



Heidi Todd

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

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



Amber Coila



Bailey Abell

For frequently asked questions and answers, check out simmental.org/newmembers.



406-587-4531



simmental@simmgene.com

Hot SimSolutions

at
CATTLE Visions

K-Ler Kingsman 610D



ASA#: 3125337
EPDs: CE: 12 \$API: 133 \$TI: 86

5/8

W/C Executive 187D



ASA#: 3182363
EPDs: CE: 16 \$API: 126 \$TI: 77

3/4

Yardley Utah Y361



ASA#: 2641894
EPDs: CE: 10
\$API: 109
\$TI: 60

3/4



FHEN Halftime A127



ASA#: 2884737
EPDs: CE: 13
\$API: 134
\$TI: 67

1/2



WLE Copacetic EO2



ASA#: 3299037
EPDs: CE: 11
\$API: 113
\$TI: 66

3/4



An awesome
Champion at American Royal & NAILE!

W/C Lock Down 206Z



ASA#: 2658496
EPDs: CE: 14
\$API: 154
\$TI: 83

1/2



W/C United 956Y



ASA#: 2614725
EPDs: CE: 11
\$API: 123
\$TI: 89

1/2



W/C BF Innocent Man 174A



ASA#: 2785174
EPDs: CE: 10
\$API: 108
\$TI: 57

3/4



Schooley Emmett C543



ASA#: 3268112
EPDs: CE: 9
\$API: 114
\$TI: 69

3/4



TJ Franchise 451D



ASA#: 3148384
EPDs: CE: 16
\$API: 163
\$TI: 91

1/2



High-selling
daughter at Walsh, NE.

GLS/JRB Cash Flow 163C



ASA#: 3044489
EPDs: CE: 5 \$API: 112 \$TI: 66

3/4

CCR Anchor 9071B



ASA#: 2882759
EPDs: CE: 16 \$API: 162 \$TI: 82

3/4

Rousey Gold Strike 512C



ASA#: 3000381
EPDs: CE: 17 \$API: 154 \$TI: 89

5/8

WS Stepping Stone 844



ASA#: 2937803
EPDs: CE: 10 \$API: 127 \$TI: 77

3/4

Longs the Player C33



ASA#: 3030191
EPDs: CE: 14 \$API: 115 \$TI: 59

3/4

LCRR THR Mtn Pass 6219D



ASA#: 3117102
EPDs: CE: 14 \$API: 169 \$TI: 89

5/8

Damar Duration D871



ASA#: 3222772
EPDs: CE: 10 \$API: 126 \$TI: 82

1/2

WHF Tenfold C38



ASA#: 3118596
EPDs: CE: 14 \$API: 125 \$TI: 69

3/4

DAF Cadillac Style C4



ASA#: 3066650
EPDs: CE: 10 \$API: 121 \$TI: 63

1/2

W/C Last Call 206A



ASA#: 2785178
EPDs: CE: 11 \$API: 142 \$TI: 79

1/2

W/C Son of a Biscuit 83E



ASA#: 3336314
EPDs: CE: 13 \$API: 134 \$TI: 65

1/2

Bridle Bit Rembrandt D630



ASA#: 3137473
EPDs: CE: 21 \$API: 172 \$TI: 77

5/8

Hara's Distinction 10C



ASA#: 3083878
EPDs: CE: 11 \$API: 90 \$TI: 60

3/4

CCR Masterlink 9054C



ASA#: 3026360
EPDs: CE: 15 \$API: 150 \$TI: 84

3/4

W/C Red Revolver 8443C



ASA#: 3041173
EPDs: CE: 18 \$API: 112 \$TI: 53

3/4

Women of ASA

By Emme Troendle

Editor's Note: This is the eleventh article in a series highlighting significant contributions of women associated with SimGenetics.

As the North Dakota State Veterinarian and advocate for the beef industry, Dr. Susan Keller, Keller Broken Heart Ranch, Mandan, ND, is one of many influential women in the Simmental community.

Susan Keller, DVM

Born and raised in Kelly, Kansas, Susan Keller was widely exposed to ranch life as a child, milking dairy cows and working with their small beef herd. Keller's love for animals started as a young girl who preferred being outdoors, but grew as she started her first job in animal care at their local veterinary clinic.

"I came home from working at the vet clinic on my sixteenth birthday with a sick calf that had a colostomy. My family and friends had a surprise sixteenth birthday planned, but even then, all my friends knew that I was more into what was going on with the calf than my birthday."

Her passion for veterinary work propelled her into a career as a strong voice promoting animal health and agriculture as the North Dakota State Veterinarian.



Susan Keller, DVM

During the summer between her junior and senior year at Kansas State University, Keller interned at a veterinary clinic in Mandan, ND, where she met her future husband, Dwight. Initially after veterinary school, she worked at a clinic in Bowman, ND, but soon transitioned to a clinic in Mandan closer to Dwight and the ranch. After their marriage in 1985, she opened a mobile, large animal practice, which eventually transitioned into a clinic on the ranch.

"One of the clients we had when I was interning in Mandan was the Keller family. Dwight was shy, but he eventually asked me out. The running joke at our wedding was that we never did quite cure all the dairy cows with Staphylococcus aureus that summer, so Dwight married me since he couldn't afford the vet bills," she laughed.

While raising her three children, Luke, Jake, and Tess, and simultaneously growing her veterinary business, Dr. Keller realized that she needed to either hire someone or she was not going to be spending any time with her family. **"I was so busy trying to keep up with ranch and clinic work. I decided to fill out an application for a deputy state veterinary position because I knew I had to do something to balance being a mother and a veterinarian. I interviewed and surprisingly to me, ended up being offered the job."**

After seven years as the deputy state veterinarian, Keller accepted the state veterinarian position where she works diligently with a great staff to handle state animal import permits, disease prevention and management, and welfare cases.

"I never thought I would work for the government, but I found out over the years that I am very passionate about animal health regulations. You don't realize the impact animal health regulations can have on animal health each day — locally, nationally, and globally."

Keller explains that communication and coordination behind the scenes is a large part of her job. She coordinates within ND and neighboring states to make sure the ND Board of Animal Health (BOAH) is aware and on top of any possible health concerns. If there is a health concern, the issue is dealt with as quickly as possible. Her office communicates directly with the BOAH, the Ag Commissioner, veterinarians and local producers.

"We are expected to keep up with what is going on around North Dakota in case we get a call inquiring about a particular animal health issue. The staff examines all the health certificates and archives each one in a searchable database. We are accountable for being able to determine if our state can retain our state free status for diseases. Disease traceability is the most critical part of what we do," she explained.

"Animal agriculture is all about feeding people. We have to educate ourselves in agriculture and need to be pleasantly assertive — whether it is a family get together, a public event, or something on social media, — to engage with people and educate people who are so unaware of what really goes on day-to-day on a farm or ranch. That is a lot of what I do as a state veterinarian."

After working full-days as the face of animal health in ND, Keller spends her evenings and weekends helping out on the family's Simmental and SimAngus™ seedstock cattle operation. Today, her kids are grown, and have taken over many responsibilities that Keller used to handle, but she continues to help, when time allows, where needed.

"I still enjoy sorting and working cattle. Sometimes, I end up with project cows. Right now, we have a cow that got bit by a rattlesnake. I spent many hours treating her wounds and wrapping one of her legs. I love projects with animals that have an injury or something that is a challenge, but has the potential to have a good outcome — it keeps me grounded as a veterinarian and engaged with our family operation."

Keller concludes, **"Everyone has to eat. Food production and animal agriculture will always have a place in the world. There will always be a demand for protein, and we need to be good stewards so the public can look at what we are doing and feel good about buying beef. That is very important."**

"We also need to all work together to spread the message that there is no man-made model that will ever replace or compete with the most symbiotic and truly sustainable protein production system in the world! Think about it: a ruminant forages on lower quality proteins, in the form of grass or other feedstuffs, and converts it to a very high-quality protein which is a healthy food source for humans to enjoy eating and thrive on! God knew what he was doing when he created the bovine. I have been so fortunate to work with them throughout my lifetime." ♦



Keller and her youngest son, Jake, working cattle.

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FROM THE HEADQUARTERS



By Lauren Hyde, Ph.D.

Nearly a year and a half ago, on Saturday, May 5, 2018, the American Simmental Association released the first full suite of multi-breed EPDs powered by the state-of-the-art BOLT software. I have to admit that the ASA staff, with the exception of very few (maybe only Steve McGuire), was very scared as to what we would find in our email, voicemail, Face-

book Messenger, and so on come Monday morning. However, it wound up being so quiet, we all heard that mythical pin drop.

I'm not saying that we were perfect in our execution, but as you members started to evaluate the new EPDs, you had some well-deserved comments and questions that we were expecting.

We knew that the software wasn't "done". It never will be. In fact, I was still revising the 30-year-old Cornell software as recently as two short years ago. As with the old Cornell software, we will continue to update, revise, and improve the EPDs produced by the new BOLT software.

Check out what we have done so far:

June 2018

- Developed evaluation audit reports on incoming record counts for ASA staff and IGS partners
- Developed quality control (QC) reports for incoming genomic data
- Started clearing up erroneous and missing genotypes among all associations
- American Shorthorn Association released IGS EPDs

July 2018

- Started parallel (aka beta) testing for IGS partners yet to release IGS EPDs
- Started delivering weekly QC reports to each association through the genomic pipeline, which routes genomic data from all genomic labs to the IGS partners and then the IGS database

August 2018

- American Gelbvieh Association, North American Limousin Association, and Canadian Simmental Association released IGS EPDs
- Added embryo transfer data to the evaluation
- Discovered and corrected duplicate animal IDs
- Began collecting feed intake and heifer pregnancy data from IGS partners

September 2018

- Canadian Shorthorn Association released IGS EPDs
- Initiated monthly IGS partner conference calls to discuss issues and updates with the evaluation

October 2018

- Red Angus Association of America released IGS EPDs
- Developed a web-based interface for bull lookups and QC error checking for ASA staff and IGS partners
- Established a "white list" to keep animals with insignificant genomic discrepancies in the evaluation

- Adjusted the evaluation system to add genomic data on animals without carcass or ultrasound phenotypes

November 2018

- Implemented a Java script to compute breed composition of all animals in the IGS database at a much faster rate
- Began a research project with CSU to develop a days-to-finish EPD
- Initiated a project known as Work Order 1 (WO1) in order to:
 - Remove erroneous birth weights from the evaluation
 - Separate birth contemporary groups between calves out of two-year-old dams from calves out of older ones
 - Include heterogeneous variances for weaning weight based on sex of calf
 - Remove the moderately negative genetic correlation between weaning weight direct and maternal and set it to zero
 - Implement an updated marker subset of genomic data

December 2018

- Added trio (sire + dam + calf) mating checks to the QC error reports

January 2019

- Began investigating multi-breed imputation
- Started evaluating the latest version of the Flmpute software package

February 2019

- Began refining the Zoetis arm of the genomic pipeline
- Received preliminary results on the days- to-finish EPD research project
- Combined the heifer pregnancy (HPG) data from the IGS partners and began refining it

March 2019

- Started to investigate potential improvements to the carcass weight-ribeye area (CW-REA) evaluation
- Fixed minor bugs in the online bull lookup tool
- Added birth dates and other supplemental data to the HPG dataset
- Received the first set of health data courtesy of Darr Feedlot
- Upgraded the postgres evaluation database

April 2019

- Started exploring modifications to the utilization of external EPDs
- Tested several scenarios in the investigation to potentially improve the CW-REA evaluation
- Updated carcass breed differences with new data from USMARC
- Fixed a small bug in the docility evaluation scripts

May 2019

- Canadian Angus released IGS EPDs
- North American South Devon Association submitted external EPDs
- Began planning for the IGS partner meeting to be held October 23-24 in Bozeman
- Started building and developing server #5

Foundation Honor Roll

The most recent list of people who have made a donation to the ASA Foundation.

Robert Stevenson
Ipava, IL

National Cattlemen's Beef Association
Centennial, CO

Scott Cowger
Kansas City, MO

M&E Cattle Company
Lamoure, ND

Innovation Ag Marketing LLC
De Soto, KS

Minnesota Simmental Association
Emmons, MN

Bar P Bar Cattle Co
Weimar, TX

DK Cattle Company
Wytheville, VA

CK Cattle Company
Highmore, SD

Allen, Pierre
Leoma, TN

Gibbs Farms
Ranburne, AL

GENEX™ Cooperative Inc
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Hartman Cattle Co
Tecumseh, NE

We Invite You to Add Your Name to The List.

MENU MORSELS

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

One-Pot Spinach Beef Soup

Ingredients

- 1 pound ground beef
- 3 garlic cloves, minced
- 2 cartons (32 ounces each) reduced-sodium beef broth
- 2 cans (14 1/2 ounces each) diced tomatoes with green pepper, celery and onion, undrained
- 1 teaspoon dried basil
- 1/2 teaspoon pepper
- 1/2 teaspoon dried oregano
- 1/4 teaspoon salt
- 3 cups uncooked bow tie pasta
- 4 cups fresh spinach, coarsely chopped
- Grated Parmesan cheese

Directions

In a 6-quart stockpot, cook ground beef in crumbles with garlic over medium heat until beef is no longer pink; drain. Stir in 64-ounces of beef broth, tomatoes and seasonings; bring to a boil. Stir in pasta; return to a boil. Cook, uncovered, until pasta is tender.

Stir in spinach until wilted. Sprinkle servings with Parmesan cheese. ♦

Editor's Note: *Each month a favorite beef recipe is presented in this space. The Register encourages and welcomes contributions to this column. Email your recipe to editor@simmgene.com.*

June 2019

- Developed a standard format for sharing pedigree extracts among IGS partner associations in order to catch dual-registered animals more quickly
- Released data to Colorado State University (the leaders in PAP EPD development) for development of a PAP EPD

July 2019

- Implemented multi-breed imputation software
- Installed and configured Flmpute
- Implemented updates to the CW-REA evaluation

August 2019

- Added Australian Shorthorn Association data
- Added updated American Angus Association externals
- Re-calculated progeny equivalents for each trait computed by IGS

I am writing this article on September 18. In just a few days, I will be traveling from Denver to the Rhine River in Germany to find out where my maternal grandparents lived before they immigrated to Chicago and met in English school. After my excursion, I will be finishing up all of my outstanding projects so that I can retire on December 31 to pursue my dream of coaching and teaching swimming.

I am fortunate to have worked with the best team in the beef cattle industry. The ASA staff is knowledgeable, hard working, creative, and fun. This fantastic group of individuals has shown time and time again that it is more than capable of developing and implementing innovative science-based products to help you produce cattle that make a significant genetic contribution to the beef industry.

I truly wish all of you — ASA members and staff alike — much success in your efforts to keep moving the breed forward and ensuring that SimGenetics continue to have a major influence in the global market. ♦

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Introduce your Sires to the Industry

Sire Source is a Valuable Tool

A directory designed to assist in the promotion of semen sales of quality Simmental, SimAngus™, Simbrah, Fullblood bulls and bulls of other breeds. This directory is mailed each spring to every ASA member in order to target potential clients at the height of the semen sales season. Thousands more are handed out at trade shows and industry events, and carried by ASA SimSpecialists throughout the year. We also offer the opportunity to promote additional sires in the online version of the Sire Source anytime during the next year. Promoting your bull in the online version opens huge marketing avenues for you.

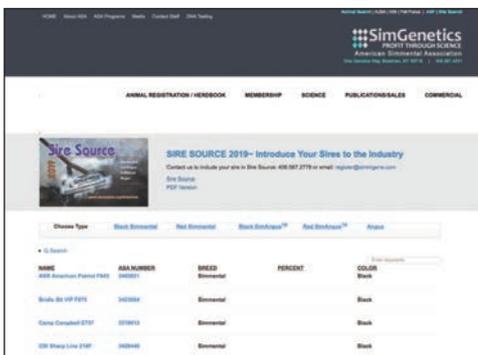
Sire Source users favor the standard format utilized in displaying listed bulls, which allows potential buyers to compare “apples to apples,” as every animal is presented in exactly the same format with information laid out on each page in identical fashion.

Here's what you get:

- ◆ Print version in hard copy at no cost to you.
- ◆ Instant access through the online Sire Source Catalog.
- ◆ Discount on a full page ad in *the Register* or the *SimTalk* anytime (one time only) during the online post.

Online Version of Sire Source:

- ◆ Easy to promote additional sires during the year.
- ◆ Current sires can be updated during the year — new bull photo, new bullet points, new support photos.
- ◆ Direct link to your bull in HerdBook.
- ◆ Promoting your bull in the online version opens marketing avenues for you.



Sample of the online Sire Source.



The table below clearly illustrates the increased popularity of the Sire Source as a promotional tool.

Sire Source number of bulls listed by year

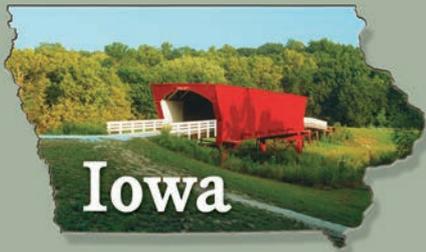
	2011	2012	2013	2014	2015	2016	2017	2018	2019
Simmental	33	41	40	55	69	71	72	60	79
SimAngus™	16	14	17	39	59	78	86	86	77
Simbrah	1		4	3	4	4	8	10	
Fullbloods									1
Angus	2	1	1	2	1	1	1	1	2
Red Angus							1		
Total Bulls	52	56	62	99	133	154	168	157	159



Samples of the printed bull pages in the 2019 Sire Source.

Contact Nancy Chesterfield at 406-587-2778 or ncchesterfield@simmgene.com to promote your bull(s) in the online version of the Sire Source or learn about listing bulls in the 2020 print edition.

www.simmental.org

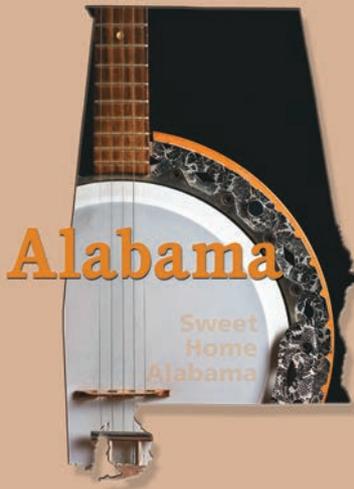


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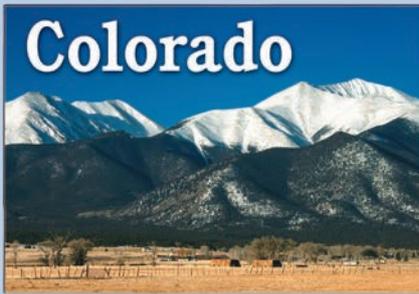



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Sales Call
 A bi-monthly electronic announcement of upcoming sales for ASA Publication advertisers.



BULLETINS

2020 NWSS Schedule Announced

The schedule for activities for the 2020 National Western Stock Show has been announced. The event is being held in conjunction with the 52nd ASA Annual Meeting.

Date and Times are:

Monday, November 20	Entry Deadline Online at: https://nationalwestern.com/livestock-shows/
Thursday, January 16	
8:00 am	ASA Board and Committee Meetings
Friday, January 17	
8:00 am	ASA Board Meeting NWSS pen and sale cattle check-in
Saturday, January 18	
8:00 am	ASA Board Meeting
10:00 am	Annual Meeting
1-4 pm	Meet and Greet on the Grounds
6:30 pm	SimMagic on Ice
Sunday, January 19	
8:00 am	Bull Pen Shows NWSS hill cattle check-in
6:30 pm	Chairman's Reception
7:00 pm	Foundation Gala
Monday, January 20	
8:00 am	Female Pen Shows
2:00 pm	The One Sale XXVII
Tuesday, January 21	
8:00 am	YouthShows Open Class Bull Shows
Wednesday, January 22	
8:00 am	Open Class Female Shows

DoubleTree Is Denver Headquarters

Once again, the DoubleTree Hotel Denver, 3203 Quebec Street, will serve as headquarters for the ASA Annual Meeting, Foundation Auction, and ASA Board Meetings. A special Stock Show rate of \$120 is available to ASA members; to reserve your rooms, call 303-321-3333 and ask for the "SimGenetics 2020" block. Reservations must be made no later than November 1, 2019, after that date, the quoted flat rate will no longer be available.

Transportation to the DoubleTree is by train to the Central Park Station and then shuttle service to the hotel. Once you arrive at Central Park Station, contact the hotel (303-321-3333) and request shuttle service to the hotel. The DoubleTree provides transportation to and from the NWSS grounds.

SimApp Available Now

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



Percentage Simmental Policy Update

The ASA Board of Trustees recently passed a policy change updating percentage Simmental requirements for PTP shows. As of August 27, 2019, a percentage Simmental animal must be at least 1/2 Simmental but less than 7/8 Simmental starting March 1, 2020. Between now and March 1, it is up to the management for each PTP show to determine whether in the Percentage division the minimum is 3/8 or 1/2 Simmental. The

September issue of *the Register* magazine Ring of Champions ad (pg. 71), outlined the previous requirements as it had gone to print before the change. To qualify for the 2019-2020 Ring of Champions, animals must be at least 1/2 Simmental (see ad on page 31).

Performance Advocate Program Update

At the Fall Focus Board Meeting in Manhattan, KS, the board passed a resolution to revise the Performance Advocate Program including three major changes.

1. Among the traits included, the program requires record submission on 90% of the contemporary group (rather than 100%) to gather records on nearly the whole herd while allowing for circumstances where records are missed.
2. Establish a two-tier system to qualify. Since additional traits are being added (see point 3) but some of these traits are difficult and/or expensive to collect, there will be a two-tier system for qualifying as a Performance Advocate. If THE herds submit 90% of the records on eight of the thirteen traits, they qualify for the first tier. THE herds with 90% of the records on 10 out of the 13 traits qualify for the higher tier system.
3. An additional seven traits have been added to the list of qualifying records in the program (see page 28 for more details). As ASA develops more traits (example, feet/leg scores), they may be added to the Performance Advocate Program.

ASF \$50 Reinstatement Fee

The ASA Board enacted an Annual Service Reinstatement Fee of \$50 for members who have not paid their Annual Service Fee (ASF). The current year's ASF was billed at the beginning of July, and if not paid prior to October 23, 2019, ASA will remove this billing from the member's account and the membership becomes inactive.

If a member wishes to become active later in the same fiscal year, a reinstatement fee will apply. This fee consists of the regular annual service fee plus the \$50 reinstatement fee. If you have questions, please contact the Association at 406-587-4531 or simmental@simmgene.com.

Cow Herd DNA Roundup Continues

The ASA Board of Trustees approved Phase II of the Cow Herd DNA Roundup at the 2019 Fall Focus meeting. The project will continue to accept new herds at \$25 per sample for a low-density genomic test. Members must test 90% of their calving-age cows to qualify for the reduced price.

When members submit mature cow body weights and body condition scores or hip heights from 90% of their calving-age cows, they will receive a \$5 credit to their account for each cow reported. Cows must be 18 months of age or older when mature cow measurements are taken to qualify for the \$5 credit. The \$5 credit will only be applied once in an animal's life (if a member received a credit for the phenotypes in 2018 for that cow, they cannot receive another credit for the same cow with a new weight and BCS in 2019). Heifers may also be tested at the \$25 price point and may receive a \$5 credit if mature cow data is submitted after they reach 18 months of age. For members who have already participated in the CHR project, the same \$25 rate is available for heifers and new purchases as long as 90% of the member's calving age cows have a genomic test.

Genetic Conditions Panel

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

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

ASA Publication Accepting Photos

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

Vertical or horizontal format is acceptable. Photos used for covers will pay \$100, and those used for advertisement or editorial will pay \$50. Photos received by ASA Publication are assumed to be released by the photographer and permission given for ASA and ASA Publication use. Send hi-resolution photos to editor@simmgene.com. ♦

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NEWSMAKERS

Dr. Bob Weaber Accepts BIF Executive Director

The Beef Improvement Federation (BIF) announced recently the next BIF Executive Director, KSU Professor Dr. Bob Weaber, starting in June 2020, following Dr. Jane Parish's retirement from this position.

Weaber has a long history of service in BIF, experienced working for breed associations first-hand with both the American Simmental Association and the American Gelbvieh Association, and is heavily engaged in the academic pursuit of beef cattle improvement using animal breeding with an extension and research appointment at the University of Missouri and his current position at Kansas State University. Weaber also serves as a genetics consultant to numerous breed organizations.



Weaber

Originally from Big Spring, Texas, Woodall graduated from Texas A&M University. Following graduation, he worked both as a grain elevator manager and sales manager for Cargill at several locations in western Kansas and the Oklahoma panhandle before moving to Washington, D.C., to work on Capitol Hill.



Woodall

Woodall Named NCBA CEO

The National Cattlemen's Beef Association (NCBA) announced Colin Woodall will serve as the association's new Chief Executive Officer. Woodall managed NCBA's efforts in Washington, DC for more than a decade.

In Memoriam . . .

Dr. Kenneth Gumaer, DVM, Ladybug Farm, Middleport, NY, recently passed away. Gumaer, a long time ASA member with member number 046533, raised a large herd of Simmental cattle. Gumaer was involved in many organizations including the American Veterinary Medical Association, American Bovine Practitioners Association, NY State Beef Producers, National Cattlemen's Beef Association, Pennsylvania Simmental Association, and WNY Veterinary Medical Association. Dr. Gumaer is survived by his wife, Mary; children, Douglas (Pat) Gumaer, Stephanie Gumaer and Peter (April) Gumaer; and many grandchildren, nieces and nephews. ♦



Gumaer

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Semen \$40

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1/2 SM

Yardley North Force X GCC Whizard

1/2 SM

SVF Steel Force x OCC Jupiter

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Connely Capitalist X SAW Angus Icon

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Yardley Top Notch X SVF/HTP Pressure Point

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BEEF BUSINESS

Consumer Reports Rates Food Labels

Consumer Reports (CR) has announced it has evaluated a broad range of food label seals and has created a “CR Rating” to help consumers determine which ones are meaningful. Surveys that CR conducted in 2018 and 2019 show that consumers are confused about food labels such as “natural,” “organic,” and “no antibiotics.”

In many cases, there is a disconnect between what a claim actually offers and what many believe it should offer. The studies also found that meanings behind label claims and seals can vary widely and not all of them are verified. According to CR, “no one is checking to ensure a company is complying with standards set by the government or certifying organization.”

3D Printed Steaks

Spanish Startup Novameat has acquired a seed-money round of funding to help the company expand development of 3D-printed plant-based foods. Novameat first gained notoriety last year when it claimed

the world’s first successful production of 3D printed plant-based steaks.

The new investment capital from food tech investment firm New Crop Capital will help expand the company’s efforts.

Missouri Judge Lets Bill Take Effect

A Missouri Judge has lifted a restraining order that temporarily halted a new law limiting county-level control of large livestock operations known as concentrated animal feeding operations (CAFOs).

The move by a Cole County judge lets Senate Bill 391 take effect across the state of Missouri. The law bars local governments from drawing new rules for CAFOs that are stricter than those imposed by the state. Several county-level government bodies and farmers sued the state, arguing the law violates Missouri’s “Right to Farm” law and seeking to protect local control.

FDA Extends Comment Period

The US Food and Drug Administration (FDA) has announced it will extend the comment period for public input on transit times to slaughter facilities, milking frequency and interpretation of zero-day withdrawal periods and zero-day milk discard times for animal drugs.

The comment period now will close on January 6, 2020. FDA hasn’t changed policies with regard to transit times and withdrawal periods since the 1980s, and is looking to update them in a way that reflects current industry practices.

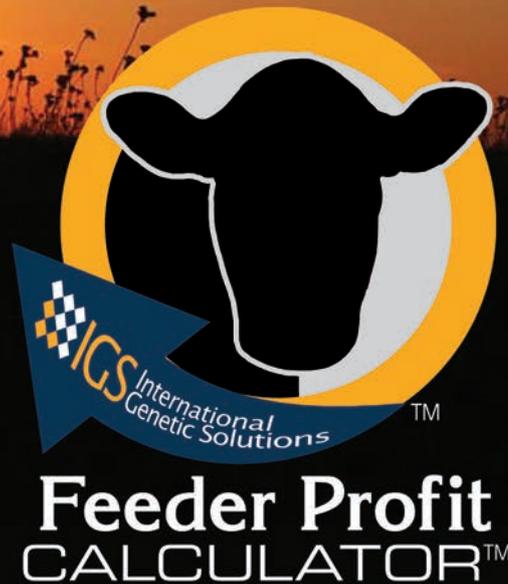
USDA to Investigate Beef Markets

The US Department of Agriculture (USDA) will launch an investigation into recent beef pricing margins to determine if there is any evidence of price manipulation, collusion, restrictions of competition or unfair practices in the markets in the wake of the devastating fire at Tyson Foods’ Holcombe, KS, plant.



Clint Berry

“The FPC is a simple and easy tool that commercial cattlemen can utilize to differentiate their cattle in the marketplace. Works in breeding programs using various breeds and has no cost to the producer.”



beef@internationalgeneticsolutions.com

The fire knocked out an estimated 5% of total cattle processing capacity, and 15% to 25% of Tyson's overall capacity, rattling the markets. Prices rose in the week after the fire, then dropped for fed cattle ready for slaughter.

Scope of Dietary Guidelines Limited

The Trump administration is limiting the scope that the dietary guidelines advisory committee will consider for the 2020 guidelines.

The approach is a shift from five years ago when the committee was under fire for taking too broad of an approach, which included climate change considerations. Past committee work was also criticized for not taking into account research that shows the nutritional value of meat.

Federal Court Says WOTUS Unlawful

A federal court in Georgia has ruled that the Environmental Protection Agency's 2015 Waters of the United States (WOTUS) rule is unlawful under the Clean Water Act (CWA) because of its "vast expansion of jurisdiction over waters and land traditionally with the states' regulatory authority."

The US District Court for the Southern District of Georgia said the agency also overstepped the Administrative Procedure Act, which outlines basic rules governing how agencies may propose and establish federal regulations.

RFID to Replace Metal Bangs Tags

Over the next four years, USDA will stop providing free metal tags as part of the brucellosis eradication program and will require bison and cattle producers to purchase RFID tags for breeding animals moving across state lines. Initially, USDA and states may subsidize the new tags, but producers will eventually foot the bill.

The following types of beef cattle and bison must be tagged for interstate commerce: sexually intact and 18 months or older used for rodeo or recreational events (regardless of age) or used for shows or exhibitions.

Millennials Willing to Pay More

Quality drives millennial food shopping, and they are willing to pay more for it. According to a new survey, 80% of millennials value quality when it comes to food shopping, and nearly 70% are willing to spend more money on high-quality foods.

A majority of millennials want to know where their food comes from and how it is sourced. Transparency in food sourcing is important to more than 65% of those surveyed, particularly for fresh meat and seafood. More than half of millennials will pay more for products that have adopted animal welfare standards and prefer to buy those responsibly sourced.

Millennials Think Outside the Box

Among the unique properties for beef sales of that generation called millennials is their interest in new and not-the-usual cuts of beef. Demand is growing for cuts that offer both taste and visual appeal.

For example, millennials have gravitated toward cuts that have the bone in them. For processors and butchers, shifting priorities are changing how beef is cut and merchandised.

Meat Industry Hall of Fame Honors Six

The Meat Industry Hall of Fame has named six new members: Burger Smokehouse second generation owner, Morris Burger; meat science professor at the University of Nebraska, Chris Calkins; Texas A&M meat science professor, Kerri B. Gehring; John Harris from Harris Farms Branded Beef; President and CEO of Agri Beef, Robert Rebholtz, ConAgra Refrigerated Prepared Foods, R. Bruce Tompkin.

Packing Owner Guilty of Falsifying *E. coli* Tests

The owner and general manager of New England Meat Packing, LLC, located in Stafford Springs, pleaded guilty to a charge related to his meat processing business's falsification of numerous *E. coli* test results. The company is required to perform one generic *E. coli* carcass swab for every 300 animals slaughtered and to periodically collect ground beef samples for *E. coli* testing.

Between November 3, 2016 and September 9, 2017, a total of 36 documents were submitted relating to 52 separate carcass swabs and ground beef samples. The documents stated that the *E. coli* testing was conducted, and all 52 samples tested negative for *E. coli*. No carcass swabs and samples were submitted or tested, and the 36 documents were fraudulently prepared using laboratory letterhead from previous testing the company conducted with the laboratory.

Two Arrested For Relabeling "Choice" Beef as "Prime"

The former co-owners of a Brooklyn-based meat processing business were arrested and charged this week with conspiring to commit wire fraud for allegedly using counterfeit USDA stamps to misbrand "Choice" grade beef as higher-quality "Prime" and inflate the price.

The US Attorney's Office for the Eastern District of New York accused the owners of directing employees of A. Stein Meat Products Inc., a wholesale meat processing and distribution company, to carve off the "Choice" markings and re-stamp the meat as "Prime." The meat was sold at inflated prices to customers in the New York City metropolitan area, according to the indictment.

Bulls Killed in Oregon

Five mutilated, dead bulls with missing body parts were discovered in Malheur National Forest, Burns, OR, and on the Silvie Valley Ranch, Seneca, OR. Determining the cause of death was not possible because the bulls were found past the 24-hour window when a veterinary inspection would have been effective.

The missing body parts don't appear to have been chewed, but the wounds appeared clean-cut, and appear to have been cut out with a sharp blade. There were no signs of predatory eating or chewing. The Oregon Cattlemen's Association has offered a reward of up to \$1,000 to anyone who can provide information leading to the arrest and conviction of whoever is responsible. A separate \$25,000 reward is also being offered by an anonymous party. ♦

CUTTING EDGE

Researchers Identify Promising New Gene Markers

Feed efficiency improvements through genetic selection could significantly reduce production costs and benefit sustainability of beef production. Scientists at the University of Alberta have identified 19 genes that could serve as key markers for feed efficiency in cattle.

The Alberta researchers examined genome-wide gene expression of rumen, liver, muscle and back fat tissues — key tissues involved in energy metabolism. Of about 20,000 genes expressed in those tissues, the researchers identified 19 genes that are common to all four tissues and appear to be associated with feed efficiency. “The 19 overlapped genes identified from the strongest module–trait relationships in four tissues are potential generic gene markers for feed efficiency,” the researchers say.

Bison Meat *E. Coli* Outbreak Over

The Center for Disease Control and Prevention (CDC) has declared an outbreak of two strains of *E. Coli* stemming from bison meat that caused 33 illnesses in eight states, has ended.

The CDC said the *E. coli* outbreak “appears to be over” and stressed that restaurants, retailers and institutions should not sell or serve the recalled ground bison, which was produced between February 22 and April 30 of this year.

Genomic Study Suggests why *E. Coli* Survive

Research led by Kyushu University in Japan has found that *E. coli* from cattle share widespread genetic similarities with *E. coli* that cause food poisoning in humans. According to researchers, this finding suggests that the pathogenic traits harmful to humans may be the same traits that allow *E. coli* to survive and adapt in the bovine intestine.

The researchers found that most of the strains causing intestinal problems in humans belonged to the group associated with cattle. While they generally don’t cause illness in cattle, their prevalence in the investigated samples suggested that *E. coli* may be able to protect itself from bacteria-eating organisms present in cattle intestines. The research concluded that more work is needed to identify the exact reason.

Tool May Speed-up Bovine TB Detection

A new tuberculosis (TB) screening tool developed by researchers at Iowa State University and the US Department of Agriculture (USDA) can dramatically reduce the time to detect strains of *Mycobacterium bovis*, the bacteria that causes bovine tuberculosis (TB), a serious livestock disease that affects the health of millions of animals and people worldwide.

The new tool collects extremely low levels of volatile organic compounds emitted by the bacteria, making it possible to differentiate between disease-causing and non-disease-causing strains. The device can be used to collect and analyze samples within hours — much more quickly than current methods, which often take up to eight weeks, the university said in an announcement.

ASA 2020 Annual Meeting
During the National Western Stock Show

January 18, 2020
10:00 am to 12:00 pm
 Double Tree Headquarters
 3203 Quebec Street
 Denver, Colorado

- Open to audience questions and comments.
- Online members will be able to chat questions and comments.

NATIONAL WESTERN *Stock Show*

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EPDs:
CE: 8 \$API: 115 \$TI: 73



Dam: URA Baby Doll



Granddam: Rockin Robin

LLSF Pays To Believe ZU194

ASA#: 2659897 • Pays To Dream x Trademark
Homozygous Black/Heterozygous Polled

Pays To Believe is the spectacular 2015 NWSS and 2014 NAILE Grand Champion Bull! His first calves are averaging 5 digits in public auctions and his full-sib sisters averaged \$16,000 in Lee's 2014 fall sale.



WLE Big Deal A617

EPDs: CE: 11 \$API: 109 \$TI: 64
ASA#: 2743620 • Homozygous Polled
Steel Force x Shawnee Miss 770P

Big Deal is exciting at Mid Continent Farms & Wesner Livestock. Big Deal is calving easily and adding value to progeny!
Maternal brother to Uno Mas.



DMCC/Wood Fully Loaded 39D

EPDs: CE: 12 \$API: 126 \$TI: 65
ASA#: 3131823

Lock N Load x 3C Macho
Fully Loaded is a full brother to W/C Loaded Up. His first progeny have been extremely well received!



EPDs:
CE: 9 \$API: 138 \$TI: 73



Famous donor dam, Hope Floats



2014 NWSS Champion Bull

TNGL Grand Fortune Z467

ASA#: 2654876 • Grandmaster x STF Montana Black

2014 NWSS Champion Bull!

Homozygous Black &
Homozygous Polled

Exciting, extra complete first
progeny with lots of extension!



\$16,000 Grand Fortune daughter



OMF Epic E27

ASA#: 3317371
WS All Around Z35 x OMF Commander Y69
Homozygous Polled • Homozygous Black
EPDs: CE: 17 \$API: 150 \$TI: 80

Exciting calving ease outcross genetics
who sold to Schooley, IA, and Sears, CA,
from Oak Meadow's NWSS Pen!



RFG/K-LER Elevation 727E

ASA#: 3268058
LRS Elevate 213B x MCM Top Grade 018X
Homozygous Polled • Homozygous Black
EPDs: CE: 13 \$API: 143 \$TI: 78

High-selling bull in 2018 "The One Sale",
selling to Lee, CO. Tremendous EPDs
combined with great design —
an exciting purebred!



EPDs:
CE: 12 \$API: 113 \$TI: 56



Ignition's fantastic full sister



2016 NAILE Reserve Champion
SimSolution Junior Show by Ignition

FBF1/SF Ignition A811

ASA#: 2749323 • Combustible x In Dew Time
Homozygous Black/Homozygous Polled

Ignition packs an unprecedented load of muscle shape and internal dimension together with excellent structure and profile. Ask Randy Daniels, Trent Templeton and Todd Alford about progeny!



EPDs:
CE: 9 \$API: 124 \$TI: 79

Black/Polled

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

Mr. TR Hammer 308A ET

ASA#: 2759745 • Upgrade x Dream On

EPDs as of 11.26.18

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EPDs:
CE: 12 \$API: 133 \$TI: 86



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



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

K-Ler Kingsman 610D 5/8 SimAngus™

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

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

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



EPDs:
CE: 13 \$API: 127 \$TI: 64



Loaded Up's famous dam!



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



Loaded Up son at Werning's.

W/C Loaded Up 1119Y

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

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



EPDs:
CE: 8 \$API: 110 \$TI: 69



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



Bottomline's Dam.



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



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

TL Bottomline 38B

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

Bottomline will add power and PIAZZZ to your next calf crop. He's going to especially work great on Steel Force, Uno Mas and Pays influenced females. Grand Champion Bull at 2016 NAILE and American Royal, Res. Champion at 2017 NWSS!



EPDs:
CE: 11 \$API: 126 \$TI: 73



Carver's dam is the famous donor, Dolly.



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



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



TKCC Carver 65C

TKCC Carver 65C

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

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

EPDs as of 8.1.19



KRMS Primary Candidate B204

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

EPDs: CE: 8 \$API: 109 \$TI: 62

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



Jass On The Mark 69D

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

EPDs: CE: 11 \$API: 129 \$TI: 70

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



K-Ler Cash Flow 528C

ASA# 3042933
Make It Rain x Miss Kansa

EPDs: CE: 8 \$API: 118 \$TI: 69

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



JBSF Road Trip 213D

ASA# 3133021
RLYF Roll Tide x Macho

EPDs: CE: 6 \$API: 106 \$TI: 58

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



VCL LKC Dagger 605D

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

EPDs:
CE: 7 \$API: 115 \$TI: 60

Homozygous Black,
Homozygous Polled



VCL LKC Dagger 605D



VCL LKC The Duke 633D

ASA#: 3173461 • Profit x BF Miss Crysteel Tango

EPDs:
CE: 9 \$API: 104 \$TI: 58

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



VCL LKC Profit Maker 604D

ASA#: 3173459 • Profit x BF Miss Crysteel Tango

EPDs:
CE: 8 \$API: 118 \$TI: 63

Homozygous Black,
Homozygous Polled
This eye-appealing high selling bull for Vogler's was also the lead bull in their Reserve Champion Denver Pen!
Rust Mountain, ND and Hartman, NE have sold high-sellers in their respective 2019 sales with his first calf crop!



VCL LKC Equity 608D

ASA#: 3188692 • Profit x BF Miss Crysteel Tango

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

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



Dam: BF Miss Crysteel Tango



Sire: Profit

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



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



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



2017 NWSS Reserve Grand Champion Pen of Three



Rocking P Legendary C918

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

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

EPDs:
CE: 10 \$API: 104 \$TI: 60



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



2018 NAILE Reserve Calf by Legendary.



LLSF Better Believe It D64

ASA#: 3152728 • Pays To Believe x LLSF Cayenne

EPDs:
CE: 7 \$API: 108 \$TI: 68

Homozygous Black,
Heterozygous Polled



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



LLSF Charged Up D66

ASA#: 3152726
Pays To Believe x LLSF Cayenne

EPDs:
CE: 13 \$API: 121 \$TI: 68

Homozygous Black,
Heterozygous Polled



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

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2. Support the Annual sale of the Foundation Female during the NWSS. Has raised over \$401,100 for the ASF.
3. Fall Focus Symposium
4. ASF Breeders Cup Golf Tournament. Held each year during the National Classic.
5. Making a Memorial contribution.



Visit simmental.org/foundation to learn more about ASF

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- ◆ Package can be modified.

CORPORATE REPORT

Cargill Launches Animal, Human Health Unit

Cargill has announced “a transformation” in its Animal Nutrition enterprise to make it “more customer-centric and capture greater opportunity for growth in a more cost-competitive way.” The company said it is specifically adding “health” to the name of the division to become Cargill Animal Nutrition & Health “because of the importance it plays in our customers’ and consumers’ expectations.

The company’s animal nutrition and health division will now be comprised of three units: Cargill Animal Nutrition, Cargill Aqua Nutrition and a new Cargill Health Technologies. The current Cargill Premix & Nutrition and Cargill Feed & Nutrition business groups will be combined into a single business group called Cargill Animal Nutrition (CAN).



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Meet and Greet with the ASA Board of Trustees,
ASA Staff and Simmental Enthusiasts.
Chili Feed!



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Baby Food Brand Adds Bison

The Serenity Kids baby food brand has announced two new varieties, Grass Fed Bison and Pasture Raised Turkey, and an expansion of its retail distribution. Launched a year ago, the brand is now in more than 1,000 stores and is available online.

The high-fat, low-sugar baby food blends offer “unique savory flavor profiles and nutrition infants need from ethically raised meats and organic vegetables” according to the company’s recent press release.

Restaurant Giant Scoops Up Jimmy John’s

Inspire Brands announced it has entered into an agreement to acquire Jimmy John’s Sandwiches; financial terms were not disclosed. At the close of the transaction, James North will serve as president of the Jimmy John’s brand, reporting to Co-Founder and Chief Executive Officer of Inspire Brands Paul Brown. Jimmy John Liautaud will step down as chairman and transition to an advisor to the brand.

Jimmy John’s was founded in 1983 and includes more than 2,800 locations across 43 states. Inspire Brands is owned by Roark Capital Group. Arby’s Restaurant Group was renamed Inspire Brands as the company took ownership of Buffalo Wild Wings and Sonic in 2018.

Koch Foods Files Suit

Koch Foods has filed a complaint in US District Court in Mississippi accusing the federal government of illegally searching its chicken processing plant in Morton, for undocumented immigrants during raids last month on seven plants owned by five companies.

Koch Foods is asking that the government not be allowed to use the information seized during the search of its plant. It asks the court to order the return of the property to the company. US Immigration and Customs (ICE) agents detained 680 people in the raids. ♦



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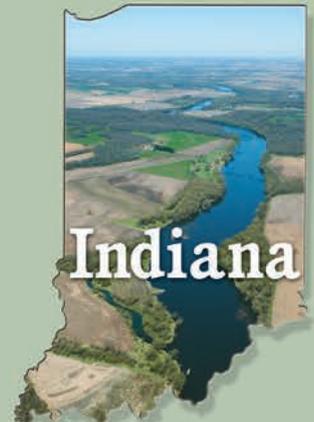
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INTERNATIONAL

Access to Japanese Beef Opened

The US has agreed to expand its low-tariff quota for Japanese beef. Specifics on the amount of the increase beyond the current 200 tons per year were not known, but it will be taxed at far below the 26.4% rate on quota-exceeding exports, according to the report.

Japan shipped 421 tons of beef worth US \$31 million to the US last year, quadrupling growth in five years according to the Times. In exchange, Japan will lift tariffs on the US wine seven years after a trade deal takes effect.

Finland Wants to Ban Brazilian Beef

Finland urged the European Union (EU) to consider banning Brazilian beef as a penalty for the Amazon rainforest fires. Brazil's National Institute for Space Research found the country lost more than 1,330 square miles of forest cover to development since January, a 39% increase over the same period in 2018.

Some media outlets have been overt in blaming meat production for the devastation. CNN, for example, ran a headline saying, "The Amazon is burning because the world eats so much meat." The Japan Times went further with the headline "Global appetite for beef and soy fuels Amazon fires."

China Buys Meat from 25 Brazilian Plants

China has authorized meat exports from 25 Brazilian processing plants. The list of approved plants include 17 beef processing facilities, six poultry units, and one pork unit. Brazil now has 89 meat processing plants authorized to sell meat to China.

Local meat processors were already expecting China to expand the number of Brazilian plants authorized to export to the country, amid the increased demand related to the outbreak of African Swine Fever.

Canadian Meat Industry Urges Action

The cost of the suspension of Canadian pork and beef exports to China imposed on June 25 has approached \$100 million and poses a risk to jobs the longer it continues.

The temporary ban on Canadian exports was triggered by China Customs discovering a shipment of non-Canadian pork exhibiting technical irregularities and fraudulently certified as Canadian with falsified document. The Canadian Food Inspection Agency (CFIA) has provided China Customs with all the information and analysis to demonstrate the source of the infractions was not Canadian, the meat group said.

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Growing Chinese Demand Leads Beef Trade

In the last few years, China has replaced the US as the leading beef importer. Total world beef imports increased by 17.7% in the five years since 2015 to 2019. Over that same period, beef imports in China increased 153.4% along with 62.2% increase in beef imports into Hong Kong leading to a 122.6% increase in beef imports in China/Hong Kong region. By contrast total beef imports into the US decreased by an estimated 12.3% over that period.

Australia Beef Brand Expands to US

Australia-based Cleaver's Organic has expanded operations to include the United States, offering meats marketed as humanely raised by sustainable family farms, achieving 100% carbon neutral status.

Cleaver's achieves 100% carbon neutral status by compensating for all carbon emissions with activities that absorb the same amount or more of carbon. These activities are called carbon offsets. A carbon offset represents one ton of carbon dioxide-equivalent greenhouse gas that has been prevented from entering the atmosphere. A third party reduces greenhouse gases on the company's behalf through a Carbon Offset Project offsets emissions.

Making Meat in Space

Alph Farms of Israel has announced that by using 3D bioprinting technology the company took a step toward producing meat on the International Space Station.

Their production method of cultivating beef relies on mimicking a natural process of muscle-tissue regeneration occurring inside the cow's body, but under controlled conditions. Within the framework of this experiment, a successful proof of concept was established by assembling a small-scale muscle tissue in a 3D bioprinter under micro-gravity conditions. ♦

Prove It.

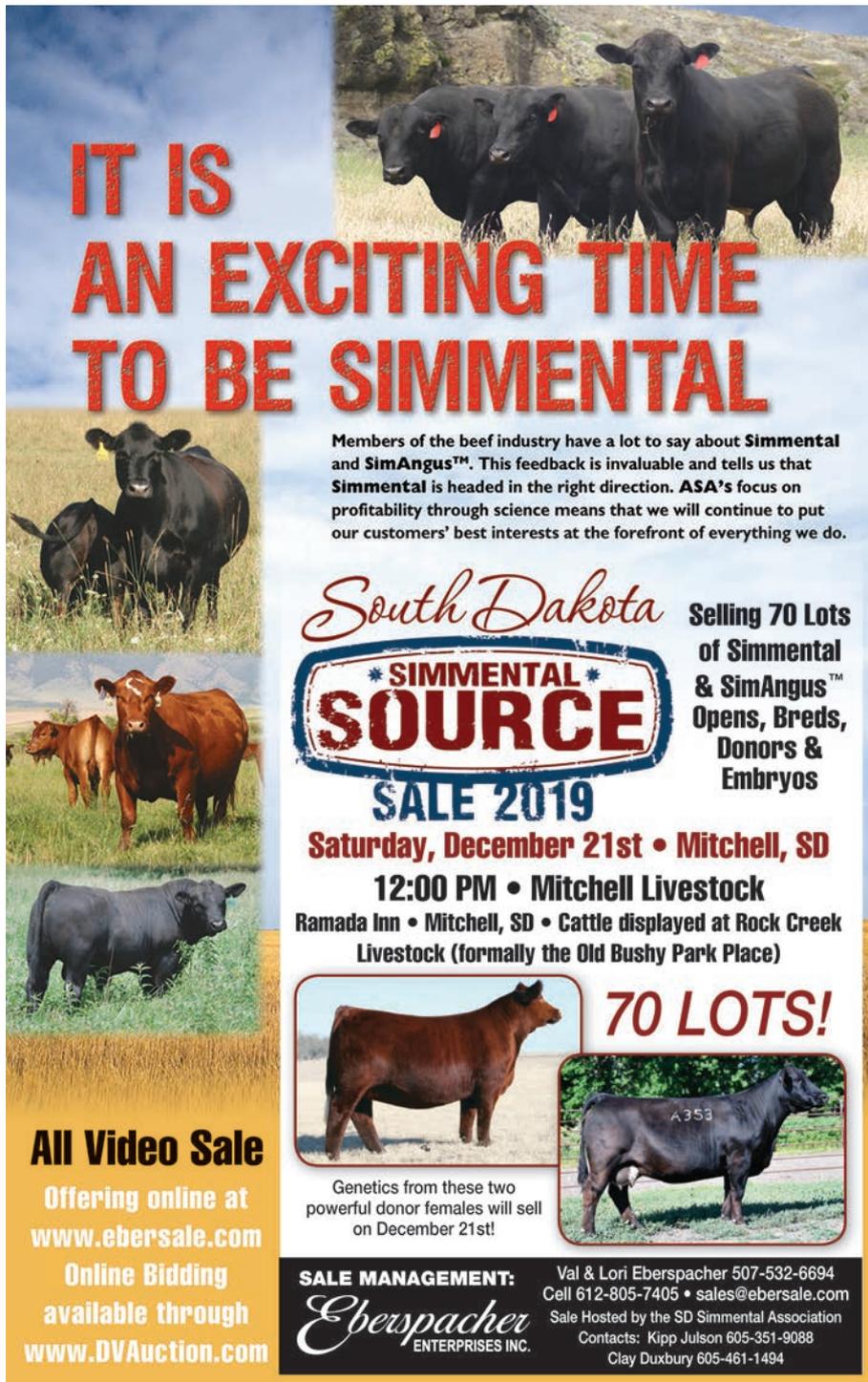
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WE GET VISITORS

ASA has received many visitors recently.



County extension agents from Eastern Kentucky visited the headquarters and received a lecture on cutting edge IGS Multi-breed Genetic Evaluation.



John Boyum, Homefront Cattle Company, Utica, MN, is the host of Let's Talk Beef, a podcast connecting beef consumers to beef producers. Boyum recorded a session with ASA CEO Dr. Wade Shafer.



Geoff and Gary Heiken, Broadview, MT, toured the headquarters while in Bozeman. ♦



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

- ASA Members will receive a \$25 rebate after low density DNA test and feed intake record on the same animal are submitted.
- Records must be valid for use in ASA's genetic evaluation.
- All breeds and composites eligible if sire is registered in ASA multibreed database.
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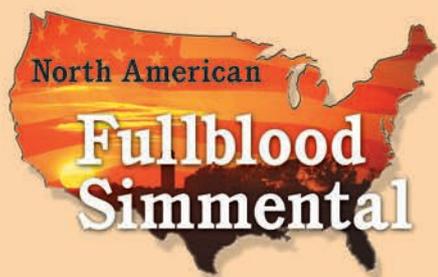


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Spring 2020 THE enrollment is OPEN

By ASA's Total Herd Enrollment Department

Any females of calving age that will calve between January 1 and June 30, 2020, will need to be enrolled by December 15, 2019 to take advantage of the lowest enrollment fees.

ALL members previously enrolled in 2019, Spring Total Herd Enrollment (THE) MUST submit an inventory even if there aren't any changes/updates to enrolled females. If you submit an enrollment today, you will be able to adjust your inventory online through Herdbook Services up until the deadline of December 15. There's absolutely no reason not to go ahead, fill out an inventory today, and submit it well before the deadline.

Below is a checklist to make sure your enrollment goes smoothly. If you want more information on how to get started on your enrollment, go to pages 17 and 18.

Our motto is: Don't Delay, Enroll Today!

Spring THE Checklist

**A spring calver is any female due to calve
January 1 – June 30, 2020.**

- ✓ **Have you read through the most up-to-date instructions and enrollment/removal codes on simmental.org?**
- ✓ **Does each cow listed on your preliminary inventory have an enrollment code or a removal code?**
- ✓ **Are there any cows missing from this list?** If so, add them by registration number. If they are commercial cows, provide their tattoo, date of birth, and breed codes.
- ✓ **Did you remove all cows from the enrollment that are no longer in your herd?** When you remove a cow from the herd (placing a code 60-82 in the primary code field), make sure you place an "N" in the "A/B/C/D/N" field. The "N" stands for not enrolling.
- ✓ **Are you enrolling females that are not under your membership?** (partnership or junior cows), add them by registration numbers not tattoos.
- ✓ **Are all purchased females added to the enrollment at the bottom of the form?** Any missed females may accidentally incur a late-fee and re-enrollment fee. If you purchased a cow after the THE enrollment deadline and will be calving the same season, email the THE department with her ASA number, your member number, and the season/year the female needs enrolled.
- ✓ **Have you provided the proper enrollment code for all donor and recipient females that are managed in your herd?** If you don't manage the female within your herd, you do not have to place them on your inventory.
- ✓ **Do you have all your calf data submitted prior to 2019 spring?** If not, you'll have to submit this data prior to submitting or mailing in your spring 2020 dam enrollment. Keep in mind that you can submit the 2019 spring calf data with or after submitting your current enrollment. For more information check out the Back to Basics article in the October issue of *the Register* or go to simmental.org. ♦

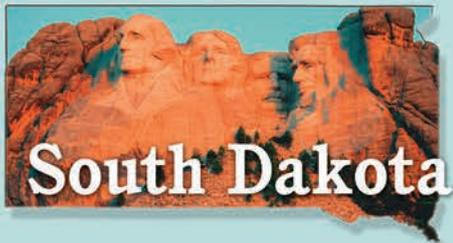
Listed below are ten questions designed to test your knowledge of the beef industry.

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

1. During which trimester of pregnancy does the greatest amount of fetus growth occur?
2. Sunshine and sun-cured hay are good sources of which vitamin?
3. What term is used to describe an animal's genetic combination of one dominant and one recessive gene?
4. What is the precursor of vitamin A, found in most grasses and legumes?
5. What is the correlation value for two selection traits which have absolutely no effect on each other (for instance, selecting for polled does not affect color)?
6. From the standpoint of immediate need, what is the most important nutrient?
7. What is the most accurate visual sign of estrus in beef cows?
8. What is the practice that enables an entire herd of females to come into heat within a two to four day period?
9. Name the three primary factors in determining how easily a heifer calves?
10. What is the cause of founder in beef cattle?

Answers:

1. Third; 2. Vitamin D; 3. Heterozygous; 4. Beta-carotene; 5. Zero or "0"; 6. Water; 7. Standing to be mounted; 8. Estrus Synchronization; 9. Pelvic size, size of calf, sire selection; 10. Overconsumption of grain



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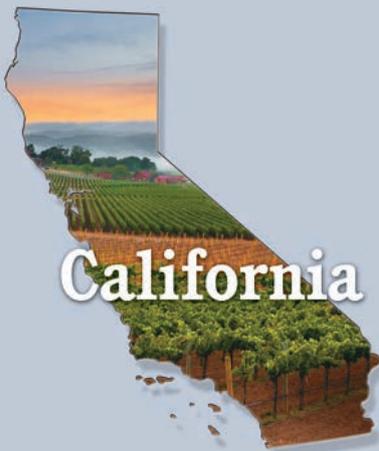
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SALE RESULTS

102 River Ridge Dispersal Sale

August 31, 2019 • Clarinda, IA

No.	Category	Average
131	Total Lots	\$2,438

Auctioneer: Jim Birdwell, OK
Sale Manager: DP Sales Management, LLC, KY
Sale Staff: Mike Sorensen and Chris Beutler

High-Selling Lots:

- \$5,300** – Bred Female, “J&C Ms. Zoom B43,” s. by Puetts/J&C Zoom Zoom, bred to W/C Executive Order, sold to Jaquie Lenhart, IA.
- \$4,500** – Cow/Calf Pair, “RRCC Miss Value Up 15C,” s. by KNH Added Value 58W, Bull Calf s. by LLSF Pays to Believe, sold to Travis Schneider, IA.
- \$4,000** – “RRCC Ms Ready Bertha 67A,” s. by RRCC Everyday Boss 03Y, with Embryo s. by 20-20, sold to 102 Livestock, IA.
- \$4,000** – Open Female, “RRCC Relentless Lady KO 8G,” s. by W/C Relentless, sold to RS&T Simmentals, MO.
- \$3,700** – Cow/Calf Pair, “RRCC Miss Lilly 27D,” s. by W/C Wide Track 694Y, Heifer Calf s. by SFG Cowboy Logic D627, sold to Keith Moran, IA.
- \$3,600** – Cow/Calf Pair, “RRCC Belle 35C,” s. by RRCC Mr Super Dom 86A, Bull Calf s. by SFG Cowboy Logic D627, sold to Rob Hines, OH.
- \$3,500** – Open Female, “RRCC Ms On The Mark KO 6G,” s. by Jass On The Mark 69D, sold to Harker Simmentals, IN.
- \$3,500** – “RRCC Miss Lucy 53C,” s. by WLE Uno Mas X549, with Embryo by 20-20, sold to Harker Simmentals, IN.
- \$3,500** – Open Female, “RRCC Ms Pays To Believe KO 9G,” s. by LLSF Pays To Believe ZU194, sold to Durham Simmentals, MO.



Roger Brummett and Roger Robinson before they welcomed the crowd.



Breeders from across Iowa and surrounding states were on hand.



(L-R): Auston Sorenson, Roger Robinson, Roger Brummett, Austin Brandt, Joel Birdwell, Jim Birdwell, Chris Beutler and Tom Rooney pause for a post-sale photo.

Four Starr Simmentals' 2nd Annual Production Sale

August 31, 2019 • Eugene, MO

No.	Category	Average
1	Yearling Bull	\$5,000
6	Bred Cows	4,308
16	Bred Heifers	3,978
12	Open Heifers	3,888
1	Flush	4,000
1	Embryo Lot (4 embryos)	2,800
37	Units of Semen	305
74	Total Lots	\$2,152

Auctioneer: Justin Stout, KS
Ringmen: JW Brune and Tim Lackey
Sale Consultant: Brian Valentine
Representing ASA: Dr. Michael Dikeman

High-Selling Lots:

- \$6,750** – “FSS Peyton,” sold to Double Bar D, SK.
- \$6,500** – “FSS Quen Arthur,” sold to Rodney Mathers, Mount Vernon, SD.
- \$6,000** – “FSS Red Pond Lily,” sold to Lance Smith, Roland, OK.
- \$5,300** – “FSS Fire Lily,” sold to Wesley Doyon, QB.
- \$5,250** – “FSS Theodora,” sold to Kathy Shivers, Fort Collins, CO.
- \$5,000** – “FSS Quadarius,” sold to Tom Murray, Aloxawoon, AR.
- \$5,000** – “FSS Birch,” sold to Brian Pruemer, Shelbyville, IL.
- \$5,000** – “FSS Locasta,” sold to Double Bar D, SK.

Comments: Cattle and genetics sold into 17 states and four Canadian Provinces.



Viewing the offering.



Dr. Dikeman welcomes the crowd.

North Carolina Fall Harvest Sale

September 7, 2019 • Union Grove, NC

No.	Category	Average
86	Total Lots	\$1,873

Auctioneer: Tommy Carper, VA
Sale Manager: DP Sales Management, LLC, KY
Sale Staff: Smith Reasor and Neil Bowman

High-Selling Lots:

- \$3,700** – Bred Female, “STF Adamant AS45,” s. by WS Beef King W107, bred to TX Dakota Red, cons. by TX Enterprises, sold to Rachel Barron, KY.
- \$3,400** – Bred Female, “JBB Miss Knight E20,” s. by BBS True Justice B10, bred to LRS Elevate 213B, cons. by Jeff Broadway, sold to JLP Holdings, NC.
- \$3,300** – Bred Female, “SR Ms E55,” s. by PVF Insight 0129, bred to S Whitlock 179, cons. by Smith Reasor, sold to Hilltop Simmentals, SD.

(Continued on page 68)



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SALE RESULTS

continued

NC Fall Harvest Sale (Continued)

- \$3,200** – Cow/Calf Pair, “HPF Sazerac D071,” s. by HPF/AF/B&K Lutton B070, Bull Calf s. by SW/TO Exchange Rate, cons. by Shearpoint Farm, sold to Hunt-Hawley Simmental, NC.
- \$3,100** – Bred Female, “VPI Savannah C562 ET,” s. by BC Lookout 7024, bred to TJ Main Event, cons. by Virginia Tech, sold to Superior Simmentals, UT.
- \$3,100** – Bred Female, “GSC/MG Diamond 100D,” s. CCR Anchor, bred to JF Back in Black, cons. by Woodlawn Farms Simmentals, sold to Superior Simmentals, UT.
- \$3,100** – Embryos out of, “REW/SS Montana Grace,” s. by W/C United, cons. by Woodlawn Farms Simmentals, sold to Sloup Simmentals, NE.
- \$3,100** – Bred Female, “BV Broadway Nights,” s. by Hook’s Broadway 11B, bred to CAJS Blaze of Glory, cons. by Buena Vista Simmentals, sold to Myra Morrison, NC.

Comments: This sale is the one of the longest-running state association-sponsored sales in the Simmental breed.



Doug Parke welcomes the attendees of the NCSA Annual Meeting.



Kathy Walters, Katie’s Simmentals, working the phones sale morning.



A serious group of buyers and bidders took in the 45th Annual Sale.



Roy and Teresa Fogglesong were both consignors and buyers at this year’s event.

Kentucky Simmental Association’s Fall Sale

September 14, 2019 • Lexington, KY

No.	Category	Average
73	Total Lots	\$1,937

Auctioneer: Tommy Carper, VA
Sale Manager: DP Sales Management, LLC, KY
Sale Staff: William McIntosh and Brent Elam
DVAuction Representative: Cassie Carper

High-Selling Lots:

- \$3,400** – Open Female, “HLVW Catalyst Shine 1798,” s. by WAGR Catalyst, cons. by Hillview Farms, sold to Long Ridge Farm, KY.
- \$3,150** – Bred Female, “Swain Petunia 623D,” s. by WS Beef King, bred to WLE Uno Mas, cons. by Swain Select Simmentals, sold to Sloup Simmentals, NE.
- \$3,000** – Bred Female, “3TRS Estella 54E,” s. by W/C Wide Track, bred to MR CCF 20-20, cons. by Three Trees Farm, sold to Sloup Simmentals, NE.
- \$3,000** – Open Female, “HLVW Catalyst Shine 1781,” s. by WAGR Catalyst, cons. by Hillview Farms, sold to Cris-Co Farms, TN.
- \$2,950** – Open Female, “LRF Grandy Girl,” s. by LR Grand Fortune, cons. by Long Ridge Farm, sold to Cooper King, KY.

\$2,900 – Bred Female, “WHF 382E,” s. by ES Blackstone, bred to CDI Innovator, cons. by Wayward Hill Farm, sold to Misty Meadow Farms, KY.



A great crowd was in the seats for the first Annual KSA Fall Sale at the Bluegrass Regional Marketplace.

Illini Elite Sale

September 15, 2019 • Shelbyville, IL

No.	Category	Average
59	Total Lots	\$3,080

Auctioneer: Duane Stephens, West Salem, IL
Sale Consultants: Roger Allen, Larry Martin, Greg Miller, David Guyer, Doug Parke, Ryan Haefner and Adam Swigart and Brandon Rutledge
Ringmen: Chris Smith, Austin Rincker and Dan Naughton
Representing ASA: Brian DeFreese

High-Selling Lots:

- \$7,750** – Open Female, “HILL/RS Gracie G13,” s. by Steel Force, sold to Alex Behymer, Mt. Sterling.
- \$7,500** – Open Female, “RS Gradified 944G,” s. by CDI Innovator, sold to Nick Tommel, Berne, NY.
- \$6,660** – Open Female, “HILL Gizmo G9,” s. by Royal Affair, sold to Duenke Farms, Laddonia, MO.
- \$6,000** – Open Female, “RS Glitter 643G,” s. by HOC Broker, sold to Ryker Hickman, Mt. Ayr, IA.
- \$4,000** – Cow/Calf Pair, “6/R WSB Willow E10C,” s. by Colburn Primo, sold to Otis Rincker, Strasburg.
- \$4,100** – Bred Female, “HILL Fairy F45,” s. by JF Empress, sold to Ken Lisenby, Junction City, OR.
- \$3,900** – Bred Female, “HILL Flipper F7,” s. by Remington Lock N Load, sold to Andy Mast, Pleasant City, OH.
- \$3,550** – Bred Female, “JR Miss 23F of N571,” s. by W/C Executive Order, sold to Duenke Farms, Inc., Laddonia, MO.

Comments: The sale was broadcast live on LotOne.com



Inside the sale facility.



Taking bids during the sale.

Bulls Eye Breeders Bull Sale

September 18, 2019 • Modesto, CA

No.	Category	Average
19	SimAngus™ Bulls	\$3,826

Auctioneer: Rich Machado, CA

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

Marketing Representatives: Val Eberspacher (EE); Matt Macfarlane, California Cattleman, CA; Jake Pockerine, CA; Logan Ipsen, ID and Jason Judge, CA.

High-Selling SimAngus Lots:

\$6,000 – “GRS Unified F812,” s. by TNT BCR Unified B203, cons. by Gonsalves Ranch, sold to Cotton Creek Ranch, Hornitos.

\$5,400 – “GRS Unified F825,” s. by TNT BCR Unified B203, cons. by Gonsalves Ranch, sold to Bruecker Livestock, Chowchilla.

\$5,000 – “GRS Luckyman F830,” s. by GW Lucky Man 644N, cons. by Gonsalves Ranch, sold to Mapes Ranch, Modesto.

Comments: Also selling were 45 Angus Bulls at an average of \$4,024; and 40 Commercial Heifers at an average of \$1,275. The Bulls Eye Breeders Group includes: Gonsalves Ranch, Diamond Oak Cattle, Flood Bros Cattle and Double M Ranch.



Volume buyers, Dick Wilkey (left) and Tony Toso, Cotton Creek Ranch, Hornitos, were presented with a custom-made bit by Joey Gonsalves (center).



Nathan Rosasco, Jamestown, was presented with a custom-made horse blanket as the Lucky Bull Raffle winner. Pictured with Joey Gonsalves, Steve Obad and Andy Flood.



Chloe Blom and Roger Flood visit prior to the sale.



Mapes Ranch (Bill Lyons, Ed Lyons and James Bogetti), Modesto, was awarded a custom-made bit as valued customers.

Family Matters Production Sale

September 21, 2019 • Auburn, KY

No.	Category	Average
70	Total Lots	\$2,175

Auctioneer: Jered Shipman, TX

Sale Manager: DP Sales Management, LLC, KY

Sale Staff: Jack Hedrick, Tommy Carper and Tim Dietrich

High-Selling Lots:

\$11,500 – Bred Female, “KenCo Miss Believes 776E,” s. by LLSF Pays To Believe, bred to HPF Quantum Leap, cons. by KenCo Cattle Co., sold to Bill Sloup, NE.

\$4,000 – Cow/Calf Pair, “Tylertown Reunited,” s. by W/C United, Bull Calf s. by CDI Innovator, cons. by Tylertown Simmentals, sold to Hilltop Simmentals, SD.

\$3,500 – Bred Female, “Tylertown Clear Elegance,” s. by Mr. CCF 20-20, bred to Depolorabull, cons. by Tylertown Simmentals, sold to Red River Farms, TX.

\$3,200 – Open Female, “Tylertown Reunited,” s. by TNGL Grand Fortune, cons. by Tylertown Simmentals, sold to ClearWater Simmentals, IN.

\$3,000 – Bred Female, “Tylertown 5S,” s. by LLSF Pays To Believe, bred to WLE Big Iron, cons. by Tylertown Simmentals, sold to Buck Creek Ranch, OK.

\$3,000 – Bred Female, “KenCo Half Lady 190E,” s. by FHEN Halftime, bred to KCC1 Execute, cons. by KenCo Cattle Company, sold to Buck Creek Ranch, OK.

\$3,000 – Open Female, “OBCC Legend 119B,” s. by TJ High Calibre, cons. by KenCo Cattle Company, sold to B&K Farms, TN.

\$3,000 – Bred Female, “KenCo Miss Diamond 809E,” s. by Remington Lock N Load, bred to Deplorabull, cons. by KenCo Cattle Company, sold to Adam Andrews, GA.

\$3,000 – Bred Female, “KenCo Elegant 738E,” s. by SC Shell Shocked, bred to Deplorabull, cons. by KenCo Cattle Company, sold to Adam Andrews, GA.



Another strong crowd was in attendance at the Family Matters Production Sale.



Fred and Phyllis Swain were in attendance.



The stage was set and the weather cooperated for the 16th Annual Sale.



Steve Seig (left) thanks Ferrell and Zack Jones, VA, for their sale purchases.

12th Annual Synergy Sale

September 28, 2019 • Giddings, TX

No.	Category	Average
126	Total Lots	\$4,4846

Sale Host: Smith Genetics

High-Selling Lots:

\$30,000 – PB Simbrah Open Female, s. by Smith Just Because, sold to John and Jana Mixon, Washington.

\$24,000 – PB Simbrah Open Female, s. by Smith Born to Dare, sold to Kathy Hutto, Dale.

\$24,000 – PB Simbrah, Bred Female, s. by Smith Secret To Success, bred to Smith RFI Incredible Ian, sold to Ronnie Reeves, Dale.

\$17,000 – PB Simbrah, Bred Female, s. by Smith Born to Dare, bred to Smith Made Solid, sold to Brian and Britni Sandifer, Hempstead.

\$16,000 – Percentage Simbrah, Open Female, s. by Smith CRC Lubbock, sold to McCrary Farms, DeKalb.

\$16,000 – PB SM, Open Female, s. by CCR Anchor, sold to Fisher Family Cattle, Hearne.

\$15,500 – PB Simbrah Bred Female, s. by Smith Have No Fear, bred to Smith RFI Incredible Ian, sold to Justin Triesch, Plano.

(Continued on page 70)

SALE RESULTS

continued

Synergy Sale (Continued)

Volume Buyers: McCrary Farms, DeKalb; Jason Taylor, Humble; John and Jana Mixon, Washington; and Fisher Family Cattle, Hearne.

Comments: In addition to the sale, a junior show, showmanship and educational contests for juniors were part of the Synergy weekend. Participants included: Triple J Ranch, Strack Farms, Temperance Livestock, Smith Genetics, Reavis Farms, Monte Christo Cattle Co., McCrary Farms, Fralise Farm and Ranch, Hensgens Bros., Diamond RF Farms, Burch Cattle and 7N Ranch.



The Sandifer family purchased one of the high-selling lots.



Martha and Mark McCrary were volume buyers.



John Mixon and family made volume purchases.



Jason Taylor, a new breeder.

Head of the Class Sale

September 28, 2019 • Louisburg, KS

No.	Category	Average
56	Total Lots	\$3,568

Auctioneer: Jered Shipman, TX

Sale Manager: DP Sales Management, LLC, KY

Sale Staff: Shane Ryan, JW Brune and Dakota Ferguson

High-Selling Lots:

- \$9,500** – Bred Female, “Bramlets/Lusk Kiki F353,” s. by Hara’s Distinction, bred to Mr. CCF Clarified, cons. by Bramlet Simmentals, sold to Hadley Williams, MO.
- \$8,500** – Open Female, “R/F Queen G25,” s. by WLE Uno Mas, cons. by Riley Farms, sold to Todd Kitzerow, IA.
- \$8,000** – Open Female, “BRAM/DBLG Image G905,” s. by HPF Right To Love, cons. by Bramlet Simmentals, sold to Kevin Britton, IL.
- \$7,500** – Bred Female, “WLE Dew T Stroke F39,” s. by WLE Uno Mas, bred to WLE Copacetic, cons. by Wesner Livestock Enterprises, sold to Shoal Creek Land and Cattle, MO.
- \$7,250** – Bred Female, “HPF Sazerac A332,” s. by SS Goldmine, bred to Mr CCF Clarified, cons. by Schick-Haefner Cattle Co., sold to Red River Farms, TX.
- \$6,300** – Bred Female, “Bramlets Crocus E749,” s. by HPF Protest B087, bred to Mr. CCF Clarified, cons. by Bramlet Simmentals, sold to Jay Jordan, TX.
- \$6,000** – Bred Female, “WLE Wanda D991,” s. by Mr. TR Hammer, bred to WLE Pay Up, Heifer Calf s. by WLE Uno Mas, sold to Little Mountain Farm, AL.
- \$6,000** – Open Female, “WLE Wanda G991,” s. by CARD Uproar, cons. by Wesner Livestock Enterprises, sold to Jaye Mitzner, IN.

(Continued on page 72)



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STI: 78

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



SAPI: 111
STI: 71

B C R Perfect Vision F022

Mr CCF 20-20 x HSF Callie D613
ASA# 3516009 • Black • Homo Polled
Perfect Vision was the high-selling bull at the 2019 Cowtown Classic in Fort Worth at \$24,500 and went on to become the Reserve Champion % Bull! He has excellent structure and profile!



SAPI: 109
STI: 70

SC Pay the Price C11

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



SAPI: 132
STI: 75

KCC1 Exclusive 116E

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



SAPI: 115
STI: 62

TNGL Imprint D989

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



SAPI: 138
STI: 74

WRS Emergent E715

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



SAPI: 113
STI: 67

GSC GCCO Dew North 102C

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



SAPI: 109
STI: 75

Longs Pay the Man E16

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



SAPI: 129
STI: 79

LLSF Vantage Point F398

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



SAPI: 126
STI: 72

VCL Foresight 17F

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



SAPI: 125
STI: 73

KWA Law Maker 59C

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



SAPI: 124
STI: 65

STF Crimson Tide DZ87

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



SAPI: 131
STI: 75

VOLK Backdraft CC F810

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



SAPI: 124
STI: 75

WMCC Mayhem 810 F

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



SAPI: 124
STI: 60

KSIG Steelin His Style 6D

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



SAPI: 118
STI: 67

Rocking P Die Hard C060

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



SAPI: 126
STI: 78

W/C Double Down 5014E

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



SAPI: 125
STI: 78

Mr CCF 20-20 100B

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

SALE RESULTS

continued

Head of the Class Sale (Continued)



Friends and breeders from across the land visit sale morning.



Bill Fulton (center) visits with Jame Krieger and JW Brune.



Ryan Haefner (left) visits with Chan Philips presale.



The hospitality is always in fine fashion at Sanders Ranch.

Walsh Simmental's "The Final Chapter" Dispersal Sale

September 29, 2019 • West Point, NE

No.	Category	Average
19	SimAngus™ Bulls	\$3,826

Auctioneers: Jon Schaben, IA; and Dustin Carter, SD
Sale Manager: Eberspacher Enterprises (EE) Inc., Marshall, MN
Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE) NE; Chris Beutler, AgriMedia, NE; JW Brune AgriMedia, KS; Randy Rasby, Livestock Plus, NE; Kent Jaecke, OK; Brian Bester, NE; Buddy Robertson, OK; Doug Parke, KY; Ron Miller, NE; Bob Dwyer, IL; Nick Dwyer, NC; Bruce Winther, IA; and Marty Stewart, NE.
Representing ASA: Russ Danielson

High-Selling Lots:

- \$45,000** – Herd Bull, "TJ Franchise 451D," s. by CCR Cowboy Cut 5048Z, sold to ABS and Triangle J Ranch, Miller.
- \$20,000** – Herd Bull, "W/C Pinnacle E80," s. by W/C Loaded Up 1119Y, sold to B2 Cattle, Henrietta, TX.
- \$16,000** – Bred Female, "WS Ms. Lock Down C46," s. by W/C Lock Down 206Z, bred to W/C Night Watch 84E, sold to Sloup Simmentals, Seward.
- \$15,000** – Bred Female, "WS Ms. Joy's Upgrade A63," s. by Mr NLC Upgrade U8676, bred to W/C Pinnacle E80, sold to R&R Cattle Company, Emerson.
- \$11,750** – Heifer Calf, "WS Ms. Pinnacle G2," s. by W/C Pinnacle E80, sold to Sloup Simmentals, Seward.
- \$7,500** – Bull Calf, "WS Ms. Pinnacle G10," s. by W/C Pinnacle E80, sold to Clear Water Simmentals and B&K Farms, Petersburg, TN.
- \$6,200** – Bred Female, "WS Ms. Fortune C57," s. by TNGL Grand Fortune Z467, bred to W/C Pinnacle E80, sold to Hadden Simmentals, Casana, IA.
- \$5,500** – Bred Female, "WS Ms. Revival E13," s. by WS Revival, bred to W/C Night Watch 84E, sold to Ahlberg Cattle, Wayne.
- \$5,500** – Heifer Calf, "WS Ms. Franchise G75," s. by TJ Franchise 451D, sold to White Wing Simmentals, Huntington, AR.
- \$5,500** – Bred Female, "WS Ms. No Remorse C54," s. by W/C No Remorse 763Y, bred to TJ Franchise 451D, sold to Werning Cattle Company, Emery, SD.

Comments: Buyers and bidders from 27 states and Canada were in attendance or online to bid via LiveAuctions.

THE CIRCUIT



Colorado State Fair

Date: August 26, 2019
Location: Pueblo
Judges: Luke Doris, SD (Junior Show); Jerry Mullins, FL (Open Show)

Junior Show



Supreme Grand Champion and SimGenetics Grand Champion "CLAC Whisper 688F," s. by Colburn Primo 5153, exh. by Jacob Pfannebecker, LaSalle.

Reserve SimGenetics Grand Champion "Bridle Bit Runaway Girl F828," s. by J Bar J Nightride 225Z, exh. by Megan Wait, Pritchett.



Supreme Reserve Grand Champion and Grand Champion Simmental "RJ PF Flopsy 8226," s. by W/C Relentless 32C, exh. by Cash Pratt, Pueblo.

Reserve Grand Champion Simmental "BBRS Felicia," s. by BBN X 483X, exh. by Sheridan Peterson, LaJara.

Open Show

Grand Champion Simmental "RJ PF Flopsy 8226," s. by W/C Relentless 32C, exh. by Cash Pratt, Pueblo.

Reserve Grand Champion Simmental "BBRS Felicia," s. by BBN X 483X, exh. by Sheridan Peterson, LaJara.

SimGenetics Grand Champion "Bridle Bit Runaway Girl F828," s. by J Bar J Nightride 225Z, exh. by Megan Wait, Pritchett. ♦



Jerry Walsh (center) visits with Joan and Dale Werning prior to the sale.



Darby Line, Triangle J Ranch, teamed up with the ABS to purchase the TJ Franchise bull.



Cow lovers and great friends, Jerry Walsh and Val Eberspacher have been together 24 years in marketing Walsh genetics.



Jaren VanBeek, Hilltop Simmentals and Nick Sloup, Sloup Simmentals were in attendance. ♦



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Auburn, AL 36831

Hendrix Farm
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New Brockton, AL 36351

Turn Three Cattle Company
4210 McFarland Blvd
Northport, AL 35476

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Willow Springs Cattle
14844 Walker Rd
Prairie Grove, AR 72753

Willow Springs Cattle
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Prairie Grove, AR 72753

B4 Ranch
12970 Highway 72
Bentonville, AR 72712

CALIFORNIA

Lyndsee Cracraft
20310 S Lammers Rd
Tracy, CA 95304

GEORGIA

Steven H Sasser Farm
203 Tivoli Cir
Bonaire, GA 31005

ILLINOIS

Spivey Farms
PO Box 733
Rosiclare, IL 62982

Split Row Farms
2151 N 30th Rd
Ottawa, IL 61350

Joshua Sander
3046 E Walker Rd
Macon, IL 62544

INDIANA

Creekside Baldies LLC
35 E Osborn Prairie Rd
Veedersburg, IN 47987

Kade Patton
2421 E State Rd 38
Frankfort, IN 46041

Kylie O'Connor
6585 E 50 N
Columbus, IN 47203

Molley Scott
7535 E Schnellville Rd
Schnellville, IN 47580

Katie Ittenbach
9906 South State Road 9
Pendleton, IN 46064

Makaila Maloney
3038 S 725 W
Tipton, IN 46072

IOWA

Darwin A Grow
2519 115th St
Bagley, IA 50026

Philip Feucht
2175 160th St
Larchwood, IA 51241

Travis Eggman
106 N Eugene St
Orient, IA 50858

Josh Elder
2981 Dane Ridge Rd
Dow City, IA 51528

KENTUCKY

RM Smith Simmental
4335 N Wilderness Rd
Mount Vernon, KY 40456

MARYLAND

Bk Cattle Enterprises
8820 Chestnut Grove Rd
Frederick, MD 21701

MICHIGAN

Renee Mogg
7219 W Pleasant Valley Rd
Blanchard, MI 49310

MINNESOTA

Matt Purfeerst
7803 240th St E
Faribault, MN 55021

David & Brenda Markegard
27261 Co 25 S
Peterson, MN 55962

Laura Stobb
16593 145th Ave
Milaca, MN 56353

Jerrod Novotny
603 5th St NE
New Prague, MN 56071

Susan Kersten
16332 Harrow Ave N
Hugo, MN 55038

MISSOURI

David Allen Hardwick Jr.
5195 Fr 1107
Monett, MO 65708

NEBRASKA

Camp 10 Ranch Llc
1161 7th Ave
Dannebrog, NE 68831

Fleischman Cattle Co.
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Tekamah, NE 68061

NORTH CAROLINA

Tanner Birkholz
1245 Ferguson Farm Rd
King, NC 27021

OHIO

Kendra Gabriel
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Stoutsville, OH 43154

Nickolas R McConnell
3288 Granville Rd
Mount Vernon, OH 43050

Bihl Farms
1104 Farmington Ln
Washington Ct House, OH 43160

Brian Good
1935 CR 228
Clyde, OH 43410

Six R Farms
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Columbus Grove, OH 45830

Kris Black
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Tom Family Farms
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Chandlersville, OH 43727

G 40 W Genetics
15620 CR 439
Dresden, OH 43821

Ross Lane
420 Oak Hill Rd
Cutler, OH 45724

OKLAHOMA

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29353 Hwy 7
Davis, OK 73030

Floyd & Amber Robison
17395 S 310 Rd
Morris, OK 74445

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Midland, TX 79705

M&E Ranch
1505 Retama
Rio Hondo, TX 78583

Shady U
600 New York Rd
Henrietta, TX 76365

UTAH

Welling Cattle Co
PO Box 164
Fielding, UT 84311

VIRGINIA

Jennifer Ball
406 Water Wheel Rd
Galax, VA 24333

Jenkins Cattle Company
4379 US Hwy 211 W
Luray, VA 22835

Brandon Delawder
17387 Lohr Ln
Timberville, VA 22853

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North Dakota Simmental Association **Classic SALE**

December 14, 2019

Kist Livestock, Mandan, ND — Approx. 1:30 p.m.

Immediately following the ND Red Angus Assoc. Sale at 11:00 a.m.

Selling:

**40 Bred Heifers, 30 Open Heifers
as well as Semen and Embryo lots!**

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EKHCC Red Jewel 760 ASA # 2410956
Homozygous Polled Purebred
Selling embryos from this proven donor female!



DCR MS Warsaw F33 ASA # 3471466
Black Polled Purebred - Sired by Welsh's Warsaw 312Z
AI bred to Bridle Bit Colorado



TJ MS 38W ASA # 2529932
Dam of TJ High Plains and TJ Teardrop
Selling embryos from this proven donor female!



Previous top-selling open heifer
30 open heifers sell this year!

Sale Headquarters:
Ramkota Hotel Bismarck 701-258-7700
Ask for the North Dakota Simmental block rate.

DVAuction

Sale day phone: 701-223-6550

**Annual Meeting and Banquet
December 13, 2019**

Meeting: Kist Livestock - noon
Social & Banquet: Ramkota - 5:00 & 6:00 p.m.

For catalog requests, contact:
Jeff Thomas: 406-581-8859
Todd Finke: 701-240-7711
Erika Kenner: 406-581-1188

View the catalog online at: www.northdakotasimmental.com

ASA FEE SCHEDULE

DNA Services (Contact ASA For Testing Kits)

Genomic Tests:

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

**Add-on tests available*

	Stand Alone ↓	Add-on ↓
**Parental Verification (PV)	\$18	Free
Coat Color	\$20	\$9
Red Charlie	\$15	NA
Horned/Polled	\$33	\$19
PMel (Diluter)	\$20	Free
Oculocutaneous Hypopigmentation (OH)	\$25	
BVD PI	\$5	

Genetic Conditions Panel \$25
(Must run with LD or HD)

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

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

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

*DNA Collector Fees: Allflex TSU - \$20.00 (box of 10) Allflex Applicator - \$40.00 Blood Cards - \$1.00 ea. (processing fee)
 Hair Cards - \$5.00 ea. (processing fee. Sample Pull Fee - \$2.00 ea.*

THE Enrollment

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

Fall 2020 THE Enrollment (dams calve July 1-December 31) — Early enrollment open April 15 through **June 15, 2020.**
 Late enrollment available until August 15, 2020.

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

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

American Simmental Association Fees

First Time Membership Fee:

Adult First Time Membership Fee*	\$160
<i>(Includes: \$50 set-up fee and \$110 ASF)</i>	
Junior First Time Membership Fee*	\$40
Prefix Registration	\$10
*After January 1: \$105 for Adults and \$40 for Juniors	

Annual Service Fee (ASF)*:

Adult Membership	\$110
Junior Membership	\$40
Fiscal year runs from July 1 – June 30	

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

Registration Fees:

Registration Fees enrolled in THE

Enrolled in 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	
<i>(not including shipping or mailing)</i>	
Corrections	\$5

Registration Foreign/Foundation Fees:

Register Foundation Cow	\$17
Register Foundation Bull	\$25

Registration Fees not enrolled in THE:

Non-THE <10 months	\$42
Non-THE ≥10 months <15 months	\$52
Non-THE ≥15 months	\$62

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DATE BOOK

NOVEMBER

- 1 APEX Cattle Complete Dispersal of Fall Calving Herd — Dannebrog, NE
- 1 High Ridge Farms' Genetic Opportunity Sale — Albemarle, NC
- 2 Harriman Santa Fe Bull Sale — Windsor, MO (pg. 62)
- 2 Irvine Ranch Production Sale — Manhattan, KS
- 2 Land of Lincoln Sale, — Altamont, IL
- 2 Missouri Simmental's Fall Harvest Sale — Springfield, MO
- 2 Pigeon Mountain Fall "Beef Builder" Bull Sale — Armuchee, GA
- 3 Hawkeye Simmental Sale — Bloomfield, IA
- 3 Triangle J Ranch's Female Sale — Miller, NE (pg. 62)
- 9 Deer Creek Farm's Annual Bull and Heifer Sale — Lowesville, VA
- 9 Gibbs Farms' 14th Annual Bull and Replacement Female Sale — Ranburne, AL
- 16 Anderson Land and Livestock's Private Treaty Sale — Stanfield, OR
- 16 Stanley Martins Farms' Herd Reduction Sale — Decorah, IA (pg. 4)
- 16 Timberland Cattle's Fall Bull Sale — Vernon, AL (pg. 39)
- 16 Value By Design — Anita, IA
- 19 NAILE Select Sale — Louisville, KY (pg. 77)
- 22 Heartland Simmental Performance with Class Sale — Waverly, IA
- 23 Best of Both Worlds Sale — Newark, OH
- 23 Callaway Cattle Company's Bull Sale — Carrollton, GA
- 23 Felt Farms' Foxy Ladies Sale — West Point, NE
- 23-26 LMC Giving THANKS Online Sale VI — www.lamunecacattle.com
- 23 Southern Cattle Company's Annual Bull Sale — Marianna, FL
- 23 Yardley Cattle Company's "Focus On The Female" Sale — Beaver, UT (pg. 42)
- 24 North Central Simmental Fall Classic — Hubbard, IA
- 24 Prospect Cattle's High Society Sale — Hillsboro, OH (pg. 79)
- 29 Chestnut Angus Female Sale — Pipestone, MN
- 30 Trennepohl Farms' Right By Design Sale — Middletown, IN (pg. 85)

DECEMBER

- 1 Diamond M Cattle's Annual Production Sale — Hiawatha, KS (pg. 29)
- 2 Dakota Ladies Online Sale — www.hilltopsimentalssd.com
- 6 Calhoun Performance Tested Bull Sale — Calhoun, GA
- 7 8th Annual Strickland/Driggers Bull Sale — Glennville, GA
- 7 Altenburg Super Baldy Ranch's "Bred to Be Cows" Production. Sale — Fort Collins, CO (pg. BC)
- 7 Jewels of the Northland Sale — Clara City, MN (pg. 1FC)
- 7 Montana's Choice Sale — Billings, MT (pg. 19)
- 7 Next Step Cattle Company's Bull Sale — Livingston, AL
- 7 T-Heart Ranch's Fall Female Sale — LaGarita, CO
- 7 The Source Bull Sale — Nashville, GA
- 7 Tom Brothers' Private Treaty Sale (Opening Day) — Campbellton, TX
- 10 Northland Farms' Online Bred Heifer Sale — www.sconlinesales.com (pg. 41)
- 11 Double Bar D's "Sharing the Herd" Female Sale — Grenfell, SK
- 14 Cowboy Logic Bull and Commercial Female Sale — Talmo, GA
- 14 Hartman Cattle Company Customer Appreciation Sale — Tecumseh, NE
- 14 NDSA's Simmental Classic Sale — Mandan, ND (pg. 75)
- 14 North Alabama Bull Evaluation Sale — Cullman, AL
- 14 Sandeen Genetics "Buildin A Brand" Production Sale — Blakesburg, IA (pg. 9)
- 15 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE (pg. 56)
- 21 South Dakota Source Sale — Mitchell, SD (pg. 57)
- 23 Buck Creek Ranch's Top Shelf Online Sale — www.sconlinesales.com (pg. 10)

JANUARY 2020

- 17 Diamond Bar S Bull Sale — Great Falls, MT
- 18 Rust Mountain View Ranch's 4th Annual Rust Denver Online Semen, Embryo and Pick Sale — Denver, CO
- 18 SimMagic On Ice — Denver, CO
- 20 National Western "The One-Volume XXVI" Sale — Denver, CO
- 21 Powerline Genetics' Bull Sale — Arapahoe, NE
- 22 Sioux Empire Farm Show and Sale — Sioux Falls, SD
- 24 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pg. 63)
- 25 Double J Farms' 46th Annual Bull Sale — Garretson, SD (pg. 61)
- 25 J&C Simmentals' Bull Sale — Arlington, NE (pg. 62)



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Andy Roberts - 937.763.2222

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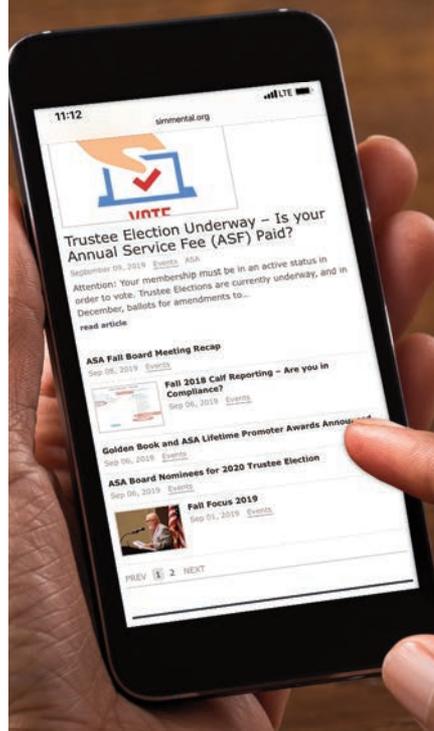
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DATE BOOK continued

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Sections include:

- ◆ Industry News and Events
- ◆ ASA Spotlight
- ◆ EPD FAQs
- ◆ Women of ASA
- ◆ Down to the Genes

JANUARY (CONT.)

- 25 Powerline Genetics' Bull Sale — Logan, NM
- 26 Reck Brothers-N-Sons Genetic Advantage Production Sale — Blakesburg, IA
- 26 Triangle J Ranch's Bull Sale — Miller, NE (pg. 62)
- 27 APEX Cattle Annual Heterosis Headquarters Bull and Bred Heifer Sale — Dannebrog, NE
- 30 Black Hills Stock Show and Sale — Rapid City, SD

FEBRUARY

- 1 Cowtown Classic Simmental Sale — Fort Worth, TX
- 1 Klain Simmental's 38th Annual Sale — Turtle Lake, ND
- 1 Prickly Pear Simmental Ranch's Made in Montana Sale — Helena, MT (pg. 55)
- 1 Springer Simmentals' Sale of Value Based Genetics — Decorah, IA
- 1 Turn In Bull Sale — Worthing, SD
- 2 Blue River Gang's 36th Annual Production Sale — Rising City, NE
- 2 Hartman Cattle Company Simmental Bull Sale — Tecumseh, NE
- 3 Gateway Simmental Breeding Value Bull Sale — Lewistown, MT
- 4 Koepplin's Simmental Ranch's Bull Sale — Mandan, ND
- 5 Begger's Diamond V Annual Sale — Wibaux, MT (pg. 55)
- 5 Lazy C Diamond Ranch's Annual Bull and Female Production Sale — Kintyre, ND
- 6 Hart Simmentals' Power Bull Sale — Frederick, SD
- 6 Rust Mountain View Ranch's 9th Annual "Ace In the Hole" Bull Sale — Mercer, ND
- 6 Stavick Simmental's Annual Sale — Veblen, SD (pg. 61)
- 7 Bata Brothers/Bell Family 23rd Annual Joint Simmental Bull and Female Sale — Rugby, ND (pg. 63)
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EPDs: CE: 5 \$API: 87 \$TI: 55



SSC Shell Shocked 44B

By Remington Secret Weapon 185

EPDs: CE: 20 \$API: 122 \$TI: 59



THSF Lover Boy B33

By HTP/SVF Duracell T52

EPDs: CE: 19 \$API: 151 \$TI: 77



Fitz POL Blazon B1203

By PRS Blazin Hot W192

EPDs: CE: 11 \$API: 123 \$TI: 69



S&S Sweet Dreams 507C

By CNS Dream On L186

EPDs: CE: 8 \$API: 110 \$TI: 59



CSCX Bandwagon 513A

By TJSC Optimus Prime

EPDs: CE: 9 \$API: 115 \$TI: 66



W/C Bullseye 3046A

By Lock N Load 54U

EPDs: CE: 15 \$API: 136 \$TI: 66



Kappes Big Ticket C521

By Lock N Load 54U

EPDs: CE: 11 \$API: 118 \$TI: 67



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By Hooks Shear Force

EPDs: CE: 12 \$API: 168 \$TI: 84



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By CCR Anchor 9071B

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By Mr HOC Broker

EPDs: CE: 8 \$API: 103 \$TI: 62



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JBSF Gavel 9D

By Mr TR Hammer 308A

EPDs: CE: 8 \$API: 110 \$TI: 68



TJSC 152A "Vindication"

By Flying B Cut Above

EPDs: CE: 4 \$API: 95 \$TI: 58



STF Rock Solid 033C

By CDI Rimrock 325Z

EPDs: CE: 10 \$API: 117 \$TI: 70



CNS Pays To Dream T759

By CNS Dream On L186

EPDs: CE: 12 \$API: 120 \$TI: 67



NEW

WS Proclamation E202

By CCR Cowboy Cut 5048Z

EPDs: CE: 16 \$API: 153 \$TI: 89



Angus

Circle M Tejas 107Z

By BC Lookout 7024

EPDs: CE: 14 \$API: 128 \$TI: 54



W/C Relentless 32C

By Yardley Utah Y361

EPDs: CE: 9 \$API: 120 \$TI: 65



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WS Stepping Stone B44

By W/C Lock Down

EPDs: CE: 10 \$API: 125 \$TI: 75



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Silveiras Style 9303

By Gambles Hot Rod

EPDs: CE: 13 \$API: 118 \$TI: 58



Angus

SP The Answer 813

By SAV Final Answer 0035

EPDs: CE: 17 \$API: 133 \$TI: 65



WS Revival B26

By LLSF Uprising Z925
EPDs: CE: 11 \$API: 116 \$TI: 66



LLSF Pays To Believe ZU194

By CNS Pays To Dream T759
EPDs: CE: 7 \$API: 110 \$TI: 71



W/C Bankroll 811D

By W/C Loaded Up 1119Y
EPDs: CE: 14 \$API: 132 \$TI: 67



W/C Cash In 43B

By JS Sure Bet 4T
EPDs: CE: 13 \$API: 116 \$TI: 58



LLSF Addiction AY792

By Top Grade
EPDs: CE: 7 \$API: 113 \$TI: 67



W/C Rolex 0135E

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EPDs: CE: 15 \$API: 135 \$TI: 67

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By W/C Executive Order
EPDs: CE: 10 \$API: 139 \$TI: 87



HPF Tradecraft D010

By JF Milestone 999W
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FBF1 Combustible Y34

By Steel Force
EPDs: CE: 13 \$API: 104 \$TI: 58



LLSF Uprising Z925

By Heads Up 20X ET
EPDs: CE: 7 \$API: 100 \$TI: 73

SimAngus™



CCR Anchor 9071B

By CCR Cowboy Cut 5048Z
EPDs: CE: 16 \$API: 160 \$TI: 79

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EPDs: CE: 14 \$API: 132 \$TI: 75

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By W/C Wide Track 694Y
EPDs: CE: 13 \$API: 137 \$TI: 70



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By CCR Cowboy Cut 5048Z
EPDs: CE: 13 \$API: 138 \$TI: 76

NEW



HPF Rockstar B332

By JF Milestone 999W
EPDs: CE: 7 \$API: 124 \$TI: 75

74444



LHT Viper 65E

By W/C Loaded Up 1119Y
EPDs: CE: 16 \$API: 134 \$TI: 66

NEW



JBSF Logic 5E

By W/C Relentless 32C
EPDs: CE: 14 \$API: 124 \$TI: 63

NEW



Long's Stand Alone B35

By Built Right
EPDs: CE: 7 \$API: 130 \$TI: 70

64444



Yardley Top Notch C371

By Sandeen Upper Class 2386
EPDs: CE: 16 \$API: 133 \$TI: 63



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By MR CCF Vision
EPDs: CE: 14 \$API: 116 \$TI: 70

20-20's brother



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EPDs: CE: 17 \$API: 157 \$TI: 87

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By High Voltage
EPDs: CE: 12 \$API: 113 \$TI: 69

WV999



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