

the Register

October 2014

Serving the Simmental
and Simbrah Breeds



Features

Catering to the Commercial Cattleman

How DNA Testing Will Affect EPDs

Wilson Report on YCC Tour

Merit Award Winners



15th
Anniversary

Simmental Cattle Production Sale
November 1, 2014

12:30 PM • Diamond A Farms, Altamont, IL

Selling:

75 Lots • Genetics Features • Breds
Show Heifers • Cow/Calf Pairs



To review or request a catalog,
go to www.parkelivestock.com.

Sale managed by **DP Sales Management**
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EARLY FALL STANDOUTS

29SM0451 **BIG CASINO**



JBS **BIG CASINO** 336Y ASA 2602861 PB SM
RC CLUB KING 040R x JBS MR DESPERADO 301K

A Good Bet for Added Performance

- ✓ DNA tested homozygous black and homozygous polled
- ✓ Touted as one of the best performance bulls to sell in 2012
- ✓ Blaze faced bull that is loaded with length, muscle and power
- ✓ Posted his own 123 WW and 113 YW ratios
- ✓ His dam has posted 7@97 BW and 7@114 WW, his 600U granddam posted 10@109 WW

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+10.8	+0.5	+72.2	+106.9	+14.4	+26.3	+62.4	+15.5	+10.1	+34.0	-.39	+.07	-.078	+.91	-.23	\$117	\$74
.44	.55	.49	.46	.30	.30	.35	.32	.16	.38	.29	.40	.34	.31	.31		

EPD's as of 8-15-2014 TOP 35%

29SM0462 **AFTER SHOCK**



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

Epicenter of Genetic Progress

- ✓ Homozygous black, homozygous polled
- ✓ Breed leading calving ease, growth, carcass, and profitability in one package
- ✓ His highly productive dam consistently rings the bell including 5 @ 114 IMF and 5 @ 102 REA
- ✓ Very correct, clean made with added muscle and volume

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+14.9	-0.8	+76.8	+124.4	+12.0	+24.3	+62.7		+12.8	+42.8	-.30	+.34	-.031	+1.09	-.43	\$153	\$82
.35	.43	.39	.41	.24	.23	.28		.27	.33	.27	.38	.31	.29	.20		

EPD's as of 8-15-2014 TOP 35%

29SM0456 **FRONTIER**



CCR **FRONTIER** 0053Z ASA 2703756 1/2 SM, 1/2 AN
MCC DAYLITE 0005 x HTP/SVF DURACELL T52

Frontier Outcross Genetics

- ✓ Homozygous black and homozygous polled
- ✓ Elite genetic profile - ranks in the top 25% or better for 12 traits with top 2% API, top 3% TI and dominating carcass merit
- ✓ Sire is the product of the ABS Sire Alliance winner DAYBREAK
- ✓ Dominated his contemporary group with 119 BW, 105 WW, 106 YW, 119 IMF and 109 REA ratios
- ✓ Wide based, strong topped, deep quartered beef bull with added capacity and fleshing ability

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+16.5	-0.5	+71.1	+117.3	+13.1	+27.4	+63.0		+10.6	+39.3	-.13	+.74	+.034	+1.04	-.36	\$171	\$87
.45	.58	.38	.40	.24	.22	.26		.09	.34	.27	.39	.32	.29	.19		

EPD's as of 8-15-2014 TOP 35%

If you want a standout calf crop, then look to these standout sires. From breed leading genetics, to powerful phenotype, and mating flexibility - make your selection with confidence. To order contact your local ABS Representative or call **1.800.ABS.STUD**



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Volume 28, Number 2

10.25.14

OFFERING OVER 125+ LOTS OF SIMBRAH CATTLE

PLUS SELECT SIMMENTALS

Sale Saturday, October 25, 4:00 pm
\$15,000 Synergy Showcase For Juniors
Sunday, October 26



LOT 1 A daughter of Sergeant and Smith Bella Bella. Offered by Ronnie and Susan Smith. Two daughters of Lot 1 also sell, as well as two maternal sisters.



LOT 130 Smith Nu Wave II. A semen package sells out this sire, whose progeny have dominated the breed.



LOT 138 A polled Simmental daughter of Amazon, out of a Built Right bred dam. Sells bred to JS Sure Bet.



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About the cover: A cow and her well-muscled calf, a living example of the growth consistently exhibited by Simmental cattle. Photo by Terry Ellingson, Dahlen, ND

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Thank You!

The driving force to any business is its customers. We would like to thank all of our past, present, and future customers. Without you, none of this would be possible.



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Billy the Kid did not disappoint. He has sired a group of calves second to none. They are big bodied, stout made, and there just isn't any throw aways in them. They exhibit a soft made, easy doing look that is popular in everyone's cow base. Billy the Kid was a member of Grindstone Creek Farms Pen of Three in Denver 2011. He has quickly earned a place in our Herd sire pen. You're going to fall in love with his daughters at this years Focus on the Female. Semen Available, he's the kind you won't regret.



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November 22, 2014 / 1:00 MST
At the ranch in beautiful Beaver, Utah

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the Register

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The Rest of the Story



We knew that **Uno Mas** had the genetics to be a great female producer — his dam, 770P, was enough to know the potential was there. His first daughters calved at Purdue University this spring. Below are four of their 43 Uno Mas daughters — these are commercial females from their research herd and most are out of Angus heifers. Purdue has been extremely pleased with what Uno Mas has added to their cow herd — gentle, good-looking, good-uddered, attractive females that have the look of cows that will last a long time. Uno Mas can do the same for you. **And now you know . . . THE REST OF THE STORY**



Two-year-old Daughters of Uno Mas at Purdue University Summer 2014



WLE Uno Mas X549

7SM65 ASA#: 2532016
Sire: CNS Dream On L186
Dam: Shawnee Miss 770P

Trait	Direct				Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	16.4	-1.7	58.3	76.8	10.7	19.6	48.8	20.4	13.4	12.7	-.40	.47	-.064	.77	-.62	152.5	77.2
ACC	.63	.80	.73	.63	.33	.32	.42	.17	.46	.51	.48	.66	.56	.62	.38		
%	3	2							10		15	2		1	2	10	

Fall 2014 ASA Sire Summary, as of 9.11.14

Conception. Calving ease. Carcass. Cows.

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PURDUE UNIVERSITY



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VIEWPOINT

By Trustee Brian DeFreese, West Point, IN



I am writing this viewpoint on a cool, cloudy day in August in Indiana. We have had several of these this summer so heat stress has been minimal but stress on me as to what to write about in this viewpoint has been high. There are many topics that could be addressed but I keep asking myself what is most important and this is what I have decided. How do we keep

all of the members of the AJSA lifelong ASA members? Notice I said members and not breeders. I don't think it is realistic to think that all of these children will raise cattle their whole life but I would like to start a discussion as to how we, as adult members, make their experiences as AJSA members so positive that they stay involved all their lives.

I personally think the responsibility starts with each member. Let us ask ourselves, what have we done to get a junior started? Have we actively pursued juniors from other breeds, other lifestyles and out of our comfort zones? I can tell you from my experience here at Purdue that there are hundreds of young people who love animals, are interested in cattle, but have never been afforded the opportunity to gain experience, to really learn about the beef industry. We all know that a high percentage of our youth today have very few ties to production agriculture. This is a dangerous thing in my opinion because someday when they are asked to vote on the right to

raise livestock, they will have no first-hand knowledge and, therefore, no emotional ties. I know how easy it is to fall into the mindset of selling those junior heifers, or a bull to a kid and his dad, then not doing anything afterwards. I also know how rewarding it is to teach young people the basics, then watch them experience all the personal satisfaction that comes with livestock production. Some will do it for a living, but many more will not get back into it until they have children of their own that they want to have the same experiences. I truly believe the best place to raise your kids is in a barn. I don't think it matters what livestock they take care of in that barn, so why not make an effort to have it be Simmentals? Do we need an advertising campaign to help the AJSA recruit new members or do we all need to do a better job with the children of adult customers who are not members? Maybe both! If every member recruited just one new member, we could double our membership in a year.

Next we must ask what your ASA can do to help. We have a great Youth Director in Hannah Wine. She is doing a great job with the programs we have in place and working hard to expand the scope of the AJSA beyond the Regionals and National Classic with programs that will engage even more youth and therefore increase membership in the AJSA and ultimately ASA membership. However, she can't do this without our help, support and resources. In my opinion, we must make a commitment both financially and philosophically to our youth. As parents we commit our lives to developing our children. We know that it takes resources but some of the best experiences are a result of just spending time together. As we improve programs and develop new ones, I think we should keep that in mind. It is not always about throwing money at a program. It may be more about the giving of our time, our experience and providing the venue. The leaders in our breed need to remember that the youth of America are smart, tech savvy and don't always go along with business as usual. They like to make their own decisions which I think works in AJSA's favor in terms of getting new members from other breeds to become Simmental enthusiasts.

Finally, we have some of the next generation of leaders in this country in AJSA right now and many more that are past members. They are the best of the best. Let's listen to what they think is important and to what they need from the adult members of the ASA. Those juniors are in touch with what motivates their peers and are excited to implement programs that will expand their membership if they are included in the process. Many of our industry leaders today started with youth projects. I was so impressed with the number of high quality kids and families at the recent National Classic in Louisville. Congratulations to the Illinois state association and everyone involved for providing the venue that helped all those dreams come true. Bill Couch is responsible for making my dreams come true and many others who are prominent breeders. Let us all do what we can to make a child's dream come true and in turn become a lifelong ASA member! Let me know what you think! ♦

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TJ CORNHUSKER 226A

014SM03079 | REG#:2774076
HOMO POLLED/HOMO BLACK
75% SM / 25% AN



CE	BW	WW	YW	MILK	MARB	REA	API	TI
11.6	.2	75.5	115.9	23.4	.46	.99	144.3	80.7
.28	.36	.31	.33	.23	.41	.32	EPDs as of 9/12/14	

Cornhusker is a big middle, soft made bull from a great Rookie daughter. He offers tremendous outcross options!

GLS INTEGRATE Z3

014SM03076 | REG#:2659754
HOMO POLLED/HOMO BLACK
PUREBRED



CE	BW	WW	YW	MILK	MARB	REA	API	TI
10.6	1.0	83.9	123.7	26.4	.25	1.08	145.0	84.6
.45	.59	.41	.41	.26	.39	.30	EPDs as of 9/12/14	

Integrate is wide based, moderate framed and full of muscle. Great performance in a calving ease package.

GW MARSHALL 756A

014SM03080 | REG#:2708284
HOMO POLLED/HOMO BLACK
50% SM / 50% AN



CE	BW	WW	YW	MILK	MARB	REA	API	TI
17.5	-1.5	67.9	119.1	24.7	1.04	.93	188.1	95.0
.28	.44	.38	.43	.23	.40	.33	EPDs as of 9/12/14	

Marshall is a great Sim-Angus prospect that offers calving ease with an API and TI in the top 1% of the breed!

LRS TOP TEN 104A

014SM03082 | REG#:2729707
HOMO POLLED/HOMO BLACK
50% SM / 50% AN



CE	BW	WW	YW	MILK	MARB	REA	API	TI
15.3	-1.1	76.9	137.0	27.4	.82	1.02	170.8	94.9
.28	.44	.38	.42	.22	.40	.31	EPDs as of 9/12/14	

Top Ten combines two of the most elite sires in the beef industry with Ten X and Sure Bet and has an EPD profile that is hard to beat!

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of Mile High Magic...*

The **ONE**
VOLUME XXII

NATIONAL WESTERN
SIMMENTAL SALE
Monday, January 19, 2015
3:00 PM MST
Denver, Colorado

NOMINATION DEADLINE: NOVEMBER 15, 2014

YES! We are interested in nominating our BEST cattle for 2015
"The One" - Volume XXII National Western Simmental Sale

<input type="checkbox"/> Bulls	Name _____
<input type="checkbox"/> Cow/Calf Pairs	Farm or Ranch _____
<input type="checkbox"/> Bred Heifers	Mailing Address _____
<input type="checkbox"/> Open Heifers	City/State/Zip _____
<input type="checkbox"/> Donors	Phone _____
<input type="checkbox"/> Flushes	Email _____
<input type="checkbox"/> Embryos	
<input type="checkbox"/> Pregnancies	
Sanctioned By _____	



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OR: Sale Chairman, Curt Russell 719-469-2857

Complete sale information available online at www.ebersale.com

Nominate Your Best!

Atlas Anniversary

Dear Editor:

I am contacting you with a press release/letter to the editor information from the ranching families and communities impacted by the October 2013 Atlas blizzard. The people of western South Dakota and the surrounding area want to publicly express their genuine gratitude for the support and kindness bestowed upon them over the course of the past year.

We would be most appreciative if you could share or publish this, ideally to run during October to mark the one-year anniversary of this horrific storm. Any form of publication at that time would be wonderful.

The two photos shown below are representative of the devastation that occurred during this unprecedented early-fall blizzard.

Sincerely:

Heather Maude



Immediately following the storm, ranchers were devastated to find a staggering number of animals had succumbed to the record-breaking snow, wind and cold.



It took 16 days before power was restored to every household in western South Dakota following the storm.

Editor's Note: Employees of the American Simmental Association banded together to raise more than \$2,500 in support of the ranchers who were impacted by this natural disaster. ♦



A5

Purebred Simmental Bull
Sire: Ankonian Caesar T004



A66

Non Diluter Red SimAngus™ Bull
Sire: THSF Freedom 300N son



A93

SimAngus™ Bull
Sire: B/R Destination 727-928

7P RANCH

39th Annual
PRODUCTION SALE

Saturday, October 25, 2014

1:00 P.M. – Bulls Sell First • Lunch at 12:00 Noon

At the ranch, Tyler, Texas

Located one mile south of I-20 on FM 757 midway between Tyler and Longview.

Selling 90 Black and Red Purebred Simmental and Black SimAngus™ Bulls

- Yearling to Two-Year-Olds
- All are polled
- Most are A.I. sired by breed leaders in both Simmental and Angus
- These bulls have been developed on a high-forage diet — they are ready to go to work

Selling 90 Black and Red Purebred Simmental and Black SimAngus™ Females

- Bred Cows and Bred Heifers — some will have calves at side by sale day
- A select offering of 3n1's
- All are polled
- Most are A.I. sired by breed leaders in both Simmental and Angus and most sell with the service of proven A.I. sires
- Guest consignments from TAG Simmental Ranch, Pittsburg, Texas and Alfred Bayer & Sons, Muenster, Texas

Selling 120 Commercial Females

- 50 heifers from 7P Ranch including true F1 Brahman x Hereford and a select few F1 Brahman x Simmental sired by 7P Ranch non diluter red Simmental bulls. Majority will sell as bred heifers — A1'd to calving ease Black Angus bulls and cleaned up with Black Angus bulls. The disposition is excellent on these heifers.
- 70 heavy bred F1 Brahman x Hereford heifers from guest consignor, Rio Neches Ranch, Tyler, Texas. All bred to good Black Angus bulls.
- All are Brucellosis vaccinated, all are wormed, all are up-to-date on all vaccinations
- All bred heifers will be palpated by a licensed veterinarian
- These heifers will sell in uniform groups, sorted as to like kind and pregnancy status



A84

Non Diluter Red Purebred Simmental Bull
Sire: WS Beef Maker R13



Z418

SimAngus™ Female
Sire: TJ Sharper Image 809U
Sells safe to RRJS Steel Force 061U



Z293

Purebred Simmental Female
Sire: WS Beef Maker R13
Sells safe to PMS Principal 301U



Z381

1/2 Simmental
Sire: Dikemans Sure Bet
Sells safe to HL Game Plan R42X



Joe Prud'homme and Family, owners
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903-592-8301 business (days)
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View on-line catalog and videos of our sale offering starting October 4 at www.CattleInMotion.com



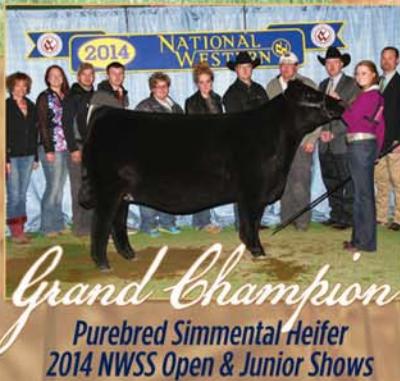
Commercial Heifers like these will sell!

The sale will be broadcast live and internet bidding will be available. To view and bid on this sale online, go to www.CattleInMotion.com

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REMMINGTON LOCK N LOAD X MISS WERNING KP 8543U

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**W/C RJ MARSHMALLOW
4039B**

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REGISTRATION #2876331
DOB: FEBRUARY 25, 2014



W/C RJ BISCUIT 4007B

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REGISTRATION #2876332
DOB: MARCH 12, 2014

These heifers along with their full and maternal sisters sired by
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Catering to Commercial Cattlemen

A family-focused central Montana Simmental operation works diligently to meet the needs of their commercial customers.



The Richert family. Top left: Lisle Long. Back row, from the left: Tyson Long, Curtis Taylor, Mike, Kim, Dustin. Front row: Micah, Chantel, Brandon, Julie Taylor, Melanie. Front row seated: Norah, Simone, Lyla, Soren Taylor, Ivey Taylor, Abel, and Willow.

By Dan Rieder

“Our overall emphasis is on the commercial side of the Simmental breed and crossbreeding is a major component of that,” says Julie Taylor, the oldest of five children of Mike and Kim Richert (pronounced “Rickert”), owners of the Open Gate Ranch near Fairfield, Montana. “We work with both Black and Red Angus to produce a good crossbreeding product every year.”

That continuing focus on the welfare of their commercial customers traces back to

Kim’s folks, Stew and Delores Schwartz, who were among the earliest ASA members. “We’d always seen how well Grandpa Stew took care of his customers, and we’ve followed the same strategy,” Julie continued. “We’re extremely loyal to our customer base, those ranchers who are making a living off feeder calves and keeping their own females. We know that performance and maternal qualities are so important to the profitability of a ranching operation.”

The Open Gate cowherd was Simmental x Angus well before the SimAngus™ movement became so widespread and popular. “For a long time, I’d leaned toward solid black, mostly — and solid red animals,” Mike chimed in. “I just hated to grease udders and teats during the winter and spring — pigmentation is very important. As a result, we bred the white hair off them. The majority of our cows are half-bloods; we keep only the very best purebreds.”

In keeping with the operation’s focus on commercial production, the Richert cowherd receives little in the way of pampering. “We have a commercial aspect to our own herd. We do a lot of AIing, in fact every cow gets AI’d,” Mike relates. “If those genetics don’t work for us, they’re not going to work for our customers, so that’s our gauge. We’re just not going to pass along inferior genetics to our customers.”

A History of Family

Open Gate Ranch management practices inevitably circle back to Spring Valley Simmental, owned by pioneer Simmental breeders Stew and Delores Schwartz. Mike had gone to work for Stew during the winter of 1971, a couple of years after high school graduation. Three years later, during a brief move to Texas, he married Kim, the boss’s daughter. In 1975, the newlyweds moved back to Montana, resumed working with Stew and began to raise a family. In 1980, Schwartz bought another place, 80 miles to the south and the Richerts leased the home place. Mike accumulated some additional land since then and is currently in the process of buying the original home place from his father-in-law. He credits Schwartz for mentoring him in the cow business. “He was always on the cutting edge and was among the first to try Simmentals because he ‘liked their muscling that was superior to any other breed,’ and that comment really made a lasting impression on me. Our breeding program has closely paralleled his operation.”

Today, the entire Richert family is involved in management of their 650-head cowherd.

The oldest, Julie, is married to Curtis Taylor and is the mother of two: Ivey, almost 10, and

Soren, 4. She and Curtis purchased a nearby ranch and have developed a herd of their own. Among Julie’s primary ranch responsibilities are advertising and promotion. As a grade school student, she recalls helping her grandfather with Stew’s Bull Sheet, a newsletter that was widely read in commercial breeding circles and exposed her to the benefits of a good public relations effort.

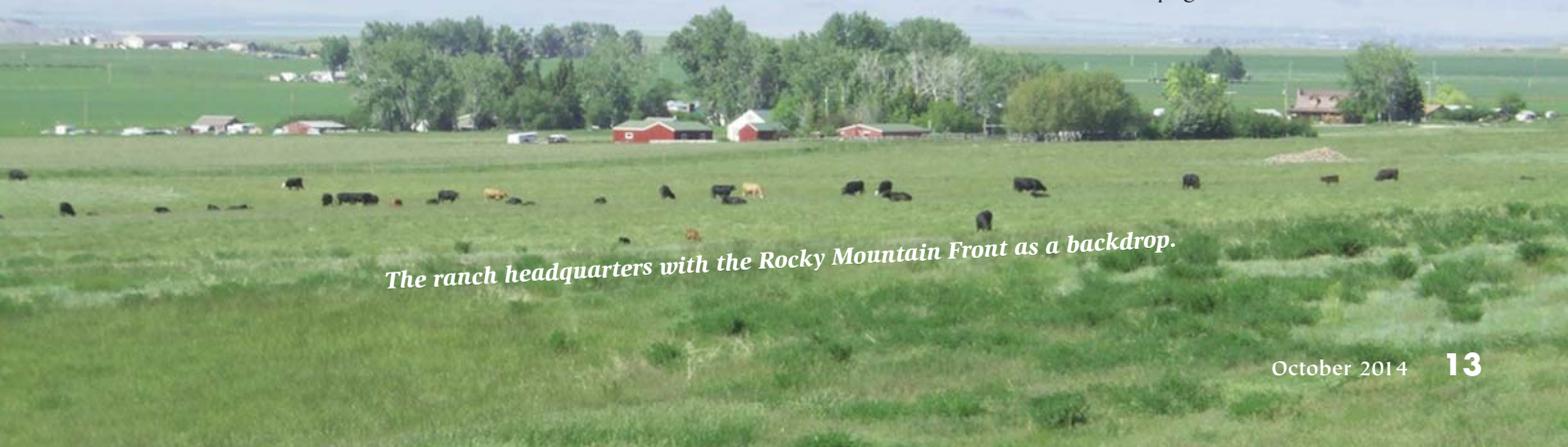
Micah, the second oldest, is the lone single member among the Richert children. “Because we run as a family team, we all jump in to get done what ever needs to be taken care of,” she says. However, she does have primary responsibility for the ranch bookwork, keeping calving records up-to-date, and assuring that all information gets into the ASA database. Along with her dad and Julie, Micah is a proficient AI technician and breeds most of the base cowherd.

The oldest son is Dustin, who is married to Melanie, and they’re the parents of a daughter, Willow, 5; and a son, Abel, 2. Melanie works two days a week at a local veterinary clinic. Dusty especially enjoys the genetics/mating side of the cow business, and his advice on breeding programs is highly regarded by ranch customers. They’re in the process of purchasing a piece of land that will be incorporated into the family operation.

Brandon is number four, married to Chantel, and the father of three daughters, Lyla, 5; Norah, 3; and the baby, Simone, 1. In addition to managing the ranch fodder system, he’s also the chief mechanic keeping the equipment fine-tuned and running. Brandon and Chantel recently built a house on the backside of the property, within easy access to the ranch corrals and working facilities.

The youngest sibling is Lisle (pronounced Lee-sul) who is married to Tyson Long. They live in a house that was purchased and moved from a neighboring ranch. They work full-time on the ranch during the week, but have a weekend mobile vehicle-washing business, servicing mostly semi-trucks. Both are invaluable during calving season, and spend considerable time keeping buildings, fences and corrals in topnotch condition.

(Continued on page 16)



The ranch headquarters with the Rocky Mountain Front as a backdrop.

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Catering to Commercial Cattlemen

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“The grandkids refer to us as Oma and Opa, that’s a German thing,” Mike laughs. “On those days when Melanie works at the clinic, Kim babysits. We’re real fortunate to have all five of our kids and all seven of our grandkids right here.”

It was Kim who came up with the ranch name. “It seemed like every time Mike asked me to help move cows, they would scatter through a gate that had been left open. He would say ‘who left that gate open?’ And one day I said to him, ‘you ought to use that for a ranch name’ — and it stuck.”

Mike involved each of his children in the ranch operation at an early age. He gave each a heifer when they reached kindergarten age, and required

them to pay for their animal by doing assigned chores. “He let us make our own decisions about our heifers,” Julie recalls. “That gave us a lot of incentive to build our own herds. Today, we all have our own animals, even though we run them all together as one larger operation.”

Ranch Management

They’re located on the hay-rich Fairfield Bench, of west-central Montana, and are dependent on the century-old Greenfield Irrigation Project, which diverts water out of the Sun River, a tributary of the Missouri. “Our land is all under flood irrigation, although Julie and Curt have a couple of wheel lines,” Mike reports. “We have plenty of kids, boots and shovels, so we’ve been able keep our costs down by irrigating that way. The land is fairly level, and on the slopes we put the ditches on contours and everyone in the family has been trained to irrigate. Our primary crop is hay, a mixture of alfalfa and grass, to get us through the winter.”

A total of 1,800 acres is under irrigation and includes grazing as well as hay. In addition, 300 head are summered on private property in the mountains southwest of the ranch — land that Schwartz acquired several decades ago.

Recently, the Richerts incorporated a feed supplement innovation called Fodder Solutions. Utilizing dry feed and two refrigerator-like units, dry barley is placed in trays, kept moist and warm and enhanced by grow lights, produces 3-4 inches of green feed in a week’s time. They’re able to produce 2,000 pounds of fodder per day. “Brandon feeds it to our first calf heifers, and produces phenomenal breed-back results,” Mike explained.

(Continued on page 18)



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A22 - 2807326
Sire: Loaded Up Y02

CE	WW	YW	MCE	MILK	CW	MB	REA	API	TI
8.0	68.9	110.5	9.4	21.2	41.7	0.19	0.81	109.9	66.6



SIMANGUS™
A148 - 2774301
Sire: Sure Fyre 5028Y

CE	WW	YW	MCE	MILK	CW	MB	REA	API	TI
10.9	64.7	93.5	10.9	22.0	26.4	0.23	0.85	121.8	71.8



RED ANGUS
A6 - 1658970
Sire: Becton Halfmannhustler R588

CED	WW	YW	MILK	ME	MB	CW	RE	FAT
9	37	66	4	5	0.55	7	0.01	0.00



SIMMENTAL
A16 - 2858261
Sire: Substance 820Y

CE	WW	YW	MCE	MILK	CW	MB	REA	API	TI
11.1	61.9	92.2	9.5	25.9	26.4	0.29	0.57	128.4	68.7



SIMANGUS™
A726 - 2871649
Sire: First Assent 117Y

CE	WW	YW	MCE	MILK	CW	MB	REA	API	TI
10.2	63.1	99.1	7.3	22.9	30.7	0.49	0.57	127.0	72.6



SIMANGUS™
D12A - 2829474
Sire: Hoover Dam

CE	WW	YW	MCE	MILK	CW	MB	REA	API	TI
9.3	55.1	87.8	7.8	29.8	23.2	0.45	1.01	123.1	69.4



SIMANGUS™
A774 - 2810460
Sire: Olie

CE	WW	YW	MCE	MILK	CW	MB	REA	API	TI
13.5	58.3	89.8	9.1	21.2	23.9	0.35	0.51	131.7	68.0



SIMMENTAL
Z89 - 2774217
Sire: American Pride 0987X

CE	WW	YW	MCE	MILK	CW	MB	REA	API	TI
5.9	65.6	109.9	10.4	26.5	40.0	0.24	1.14	119.1	70.8

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Catering to Commercial Cattlemen

(Continued from page 16)

Open Gate bulls are sold through an annual bull sale. “That sale is held the third Tuesday in March (March 17, in 2015), and is our 35th consecutive sale, going back to when Grandpa established it. We hold it at the Broken O Land and Livestock Sale Barn, a large ranch located south of us on the Sun River,” Julie said. Generally, about 100 bulls are auctioned off, with the large majority purchased by commercial cowmen.

“This is our second year of growing out the bulls ourselves. We start them in the dry lot, feeding pellets by bucket to give them human contact. Then they graduate to larger lots and eventually out to small pastures, where they can move around and do a little grazing,” Mike explained.

“Our calf crop is divided into three categories, 100 bulls that go through the sale, 120 replacement heifers and the rest to market as feeder calves,” Micah pointed out. “Only the very finest females stay in the herd. We have several cows that have produced 12-13 calves. If they don’t produce a calf, they’re gone.”

Calving begins in late January with the first-calf heifers. “We like to give them a head start, so that they catch up with the rest of the herd as three-year-olds,” she continued.

“We like to think that our premier product is customer service,” Julie concluded. “We want our customers to realize that they can rely on our genetic program year after year.”

Open Gate bulls at the circular feed bunk.



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HL Ms Abigail AT50

WDS-GLS Rio 116ET x SVF/NJC Built Right N48
Fall Sim-Red Angus Fancy Show Heifer Prospect



HL Ms 600U A316

Circle S Leachman 600U x Black Joker
Bred to Welsh Dew It Right



HL Ms Sarah A657

HL Kaboom 455S x Angus
Bred to GW Predestined



HL Ms Top Gun A1

TNT Top Gun R244 x Juncks Rascal
Bred to WS Prime Beef



HL Ms Sizzler Z929

HL Sizzler 21U x Angus
Bred to W/C United



HL Ms Tycoon AM1

HL Tycoon F44Y x VSF Mr Perfect N305
Bred to GMB Shear Power



HL Ms Image AT88

TJ Sharper Image 809U x Angus
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How DNA Testing Will Affect Accuracy of EPD Information



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Introduction

Selection decisions in the beef industry have been fostered by the development and delivery of Expected Progeny Differences (EPD) for a wide variety of traits and across all major US beef breeds. Starting in the early 1970's, EPDs have been used by seedstock and commercial beef producers to make genetic change in their herds. Today, EPDs are widely accepted across the industry and are used frequently by producers making seedstock selection and purchase decisions. EPDs have gained broad adoption due to the fact that they do effectively explain genetic differences among evaluated individuals. The degree of confidence in an individual animal's EPDs is described numerically by a computed value called 'Accuracy.' Accuracy values in the US are scaled reliabilities and range from 0 to 1 representing the amount of information used to compute the EPD. An animal with accuracy values near zero has very little data available for evaluation while an animal with accuracy of 0.99 has very large amount of information evaluated.

The rate of genetic change that can be achieved in a beef cattle selection system is limited by a number of factors. Among these factors are selection intensity (how few or many animals we have to select or how choosy we can be), the amount of genetic variation in the trait(s) of interest, and finally, the accuracy of the genetic predictions we use in selection. The product of these three values divided by generation interval (average age of the parents when the next generation is born) yields the expected rate of genetic change. In the beef industry, producers have the ability to change each of these factors to some degree with the exception of genetic variation. Selection intensity may be changed by utilizing AI or perhaps purchasing very elite genetics. Generation interval may be manipulated by turning over the cow herd faster (higher culling rate) and/or the bull battery. Dramatically decreasing generation interval may have negative economic consequences to the operation due to lost capital incurred by selling young cows that have not been fully depreciated. The largest opportunity for changing rate of genetic progress in the beef industry is through improving the accuracy of the genetic predictions on which producers base a large portion of their selection decisions and thus decreasing the generation interval since younger sires can be used with more confidence.

Improvements in EPD accuracy have historically been driven by phenotypic record collection directly on the trait of interest or on indicator traits. Record collection schemes vary greatly depending on the trait and the age of the animal

when the trait is observed. For traits like stayability or length of productive life, the evaluation of a sire's daughters is typically completed long after the bull has been removed from production. For other traits like carcass weight, marbling score, and rib-eye area, the animal must be harvested or ultrasound information collected as indicator trait data. All phenotypes incur cost of collection and processing. To achieve high levels of accuracy a great deal of progeny and/or grand progeny data must be included in the evaluation.

Timing is Everything

Accuracy values for bulls purchased by commercial producers as yearlings will be low. In most cases the bull's own performance records for traits observed before sale day will be included in the animals genetic predictions in addition to pedigree information. For the maternal traits like heifer pregnancy, stayability and maternal milk no daughters will have been produced so only pedigree estimate EPD are available and have the lowest accuracies. In order to improve the accuracy of the EPDs of yearling bulls another source of information is needed.

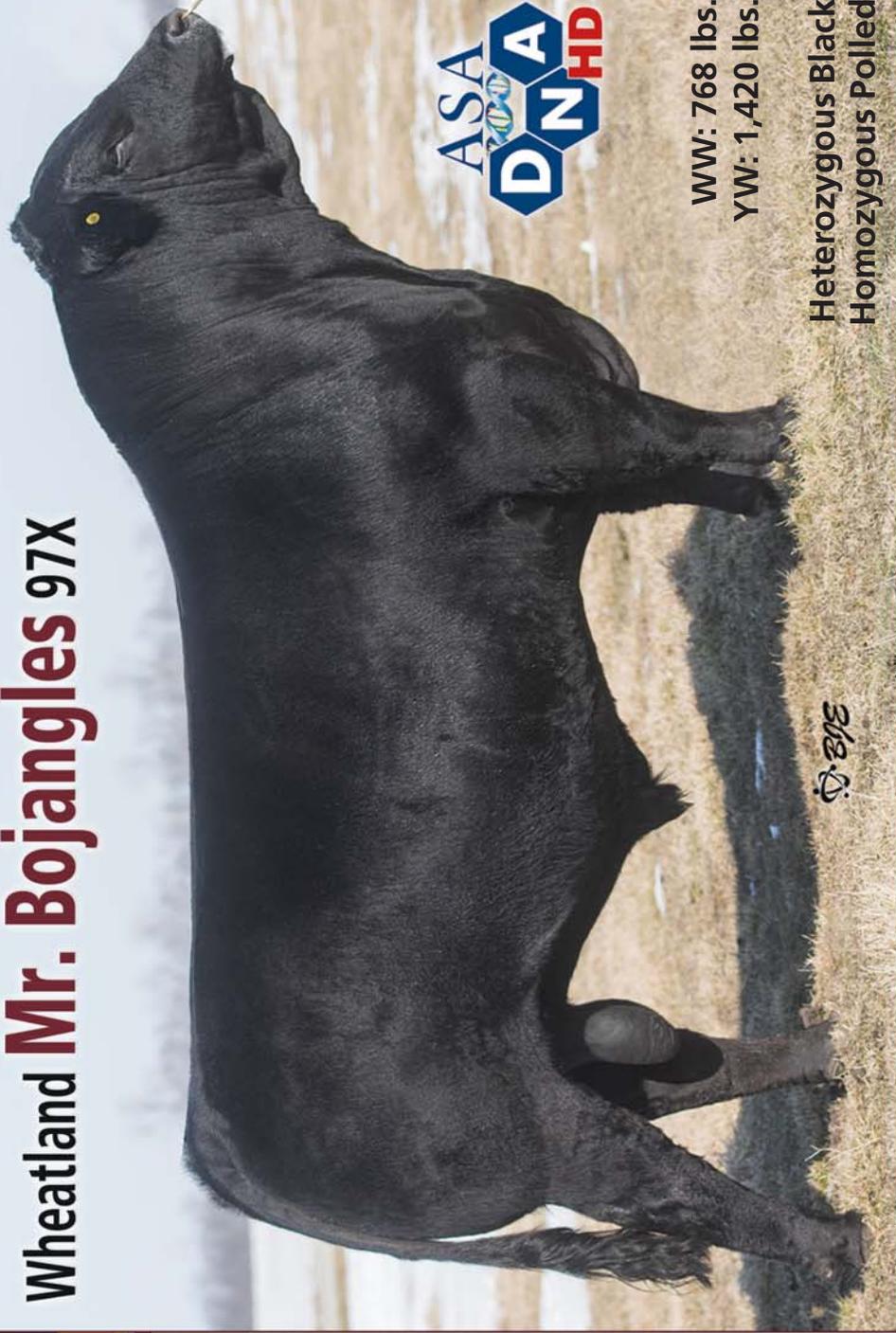
Genomic information, in the form of Single Nucleotide Polymorphisms (SNP), has always held the promise to increase the accuracy of Expected Progeny Differences (EPD). This promise has finally been realized for those breeds that incorporate this information into their EPD calculations. For those breeds that have not, genomic information for complex traits (those controlled by many genes) is available to producers in a disjointed context and is published separately from EPD.

One key advantage to genomic predictors (i.e. Molecular Breeding Values (MBV)) is that this information can be garnered early in the life of the animal thus enabling an increase in the accuracy of EPD particularly on young animals, which have not yet produced progeny. Ideally, MBV data should be used to influence the EPD of young animals prior to any selection decisions (performance based culling) made at the seedstock level. Seedstock genetic trends and subsequent genetic flow to commercial producers will only be improved if seedstock producers actually use the genomically enhanced EPDs to make selection decisions for animals that will be retained as breeding animals and offered for sale to commercial producers. Genotyping a group of animals immediately before sale after all selection has been completed does nothing to improve genetics of the population; it only fosters marketing efforts and only allows for better selection decisions within a highly selected subset of the sale offering.

(Continued on page 22)

Simmental

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Wheatland Bull 131L

Sire: Wheatland Bull 680S

Wheatland Lady 351N

TNT Top Gun R244

Dam: Wheatland Lady 742T

Wheatland Lady 902J

Trait	Direct			Maternal			Carcass				\$ Index						
	CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	7.5	2.4	61.7	98.5	8.1	22.5	53.3	17.2	10.9	32.5	-.30	-.04	-.042	.90	-0.10	102.9	61.1
ACC	.45	.58	.49	.47	.30	.30	.35	.29	.36	.39	.24	.36	.22	.25	.26		
%																	

Fall 2014 ASA Sire Summary, as of 9.22.14



Wheatland Stout — Full Sib to Bojangles. Grand Champion Bull at Canadian Agribition.



Cow is flushmate to Bojangles — The pair was Grand Champion Female at 2011 Canadian Western Agribition.



Dam of Bojangles — Reserve Champion in Overall Breeds in the First Lady Classic at the 2008 Canadian Western Agribition.



Bojangles Daughter

How DNA Testing Will Affect Accuracy of EPD Information

(Continued from page 20)

Background

The US Beef Industry has witnessed considerable evolution in terms of the genomic tests available in the market place. The tests that are currently being included in EPD are comprised of 50,000 (50K) SNP, although some breeds utilize 80K panels and some are moving towards reduced (eg. 20K) panels with the aid of imputation (essentially using information from the population to “replace” missing genotypes). The research community is commonly using 50K, 80K or 770K genomic tests for discovery of “novel” traits (i.e. feed efficiency, disease susceptibility). The American Angus Association (AAA) began including genomic predictions into EPD calculations to producer Marker-Assisted EPDs (MA-EPD) in 2009. Marker-Assisted EPD were first estimated for carcass traits and then evolved to other production traits for which EPD already existed. This is due to the need for phenotypes to train (process of developing prediction equations using all SNP) the genomic predictions. Consequently, genomic tests for “novel” traits such as different measures of efficiency or disease susceptibility require a significant effort in order to build large resource populations of animals with both phenotypes and genotypes. These two particular suites of traits (feed efficiency and Bovine Respiratory Disease) are currently the focus of two integrated USDA projects.

The benefit of the inclusion of genomic predictions into EPD estimates is proportional to the amount of genetic variation explained by the genomic predictor (Thallman et al., 2009). In beef cattle to date, multiple breeds have produced marker-assisted EPD including Angus, Hereford, Red Angus, Limousin, Gelbvieh, and Simmental with others nearing deployment.

Implementation

The underlying question commonly asked by producers is “does it work?”. It is critical to understand that this is not a valid question, as the true answer is not binary (i.e. yes or no). The important question to ask is “how well does it work?”, and the answer to that question is related to how much of the genetic variation the marker test explains. The magnitude of the benefits will depend on the proportion of genetic variation (%GV) explained by a given marker panel, where the %GV is equal to the square of the genetic correlation multiplied by 100. Table 1 shows the relationship between the genetic correlations (true accuracy), %GV and Beef Improvement Federation (BIF) accuracy. BIF accuracy is the standard for all U.S. beef breeds.

Table 1. The relationship between true accuracy (r), proportion of genetic variation explained (%GV), and Beef Improvement Federation (BIF) accuracy.

r (true accuracy)	%GV	BIF
0.1	1	0.005
0.2	4	0.020
0.3	9	0.046
0.4	16	0.083
0.5	25	0.132
0.6	36	0.200
0.7	49	0.286

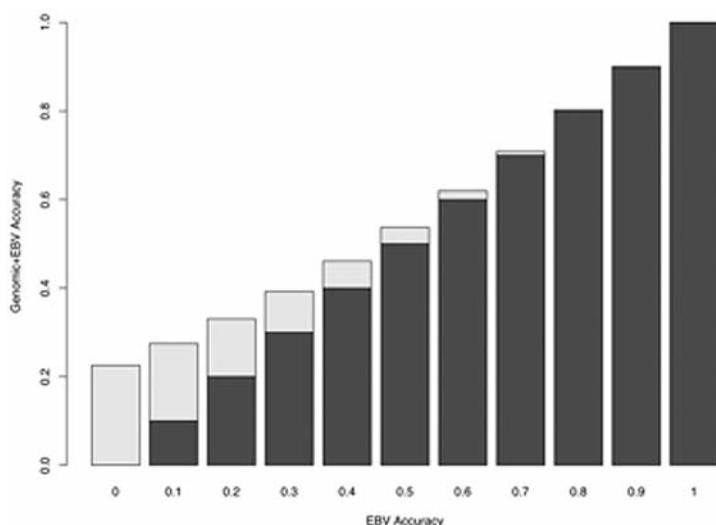
In contrast to the thought process of DNA marker panel results being a separate and disjointed piece of information, these test results should be thought of as a potentially useful indicator that is correlated to the trait of interest. As such, the MBV can be included in National Cattle Evaluations (NCE) as a correlated trait following methods of Kachman (2008). This is the approach that AAA is currently using. Other methods have been proposed including “blending” the EPD and MBV which is the equivalent to forming an index of the two where the index weights reflect the accuracy of the two components. Yet another approach is to use the actual SNP genotypes to form a genomic relationship matrix that would allow for known relationships between animals based on genotypes across SNP loci (Hayes et al., 2009; Legarra et al., 2009). The latter approach requires access to the genotypes, not just the MBV. Combining these sources of information, molecular tools and traditional EPD, has the potential to allow for the benefits of increased accuracy and increased rate of genetic change. Increased rate of genetic change can occur by increasing the accuracy of EPD, and thus the accuracy of selection, and by decreasing the generation interval. This decrease in the mean generation interval could occur particularly for sires if they are used more frequently at younger ages given the increased confidence in their genetic superiority due to added genomic information.

Figure 1 illustrates the benefit of including a MBV into EPD (or Estimated Breeding Value (EBV) which is twice the value of an EPD) on accuracy (on the BIF scale) when the MBV explains 40% of the genetic variation (GV), which is synonymous with R² value of 0.4. The darker portion of the bars shows the EPD accuracy before the inclusion of genomic information and the lighter colored portion shows the increase in accuracy after the inclusion of the MBV into the EPD calculation. As the %GV increases, the increase in EPD accuracy becomes larger. Additionally, lower accuracy animals benefit more from the inclusion of genomic information and the benefits decline as the EPD accuracy increases. Regardless of the %GV assumed here, the benefits of including genomic information into EPD dissipate when EPD accuracy is between 0.6 and 0.7. On the other hand, when %GV is 40, an animal with 0 (zero) accuracy could exceed 0.2 accuracy with genomic information alone. This would be comparable to having approximately 4 progeny for a highly heritable trait or 7 progeny for a moderately heritable trait (Table 2).

Table 2. Approximate number of progeny needed to reach accuracy levels (true (r) and the BIF standard) for three heritabilities (h²).

Accuracy r	BIF	Heritability Levels		
		h ² (0.1)	h ² (0.3)	h ² (0.5)
0.1	0.01	1	1	1
0.2	0.02	2	1	1
0.3	0.05	4	2	1
0.4	0.08	8	3	2
0.5	0.13	13	5	3
0.6	0.2	22	7	4
0.7	0.29	38	12	7
0.8	0.4	70	22	13
0.9	0.56	167	53	30
0.999	0.99	3800	1225	700

Figure 1. Increase in accuracy from integrating genomic information that explains 40% of the genetic variation into Estimated Breeding Values (EBV).



Although AAA was the first to augment their EPD with genomic information, several other breeds have shown interest in taking advantage of this technology. Saatchi et al., (2011 and 2012) has shown moderate to high genetic correlations between several traits of interest and MBV for Hereford and Limousin (carcass traits only). Kachman et al., (2013) used growth traits (weaning weight and yearling weight) to illustrate the efficacy of BovineSNP50 (50,000 SNP assay) based MBV when the MBV was evaluated in the same breed as training and when it was evaluated in a different breed than training. Three single-breed MBV were created for each growth trait: Angus specific, Hereford specific and Limousin specific. The authors showed that when the MBV is used in the same breed that it was trained in, typical genetic correlations were between 0.28 and 0.42. However, the same authors found that when a breed-specific MBV was used in a different breed, the genetic correlations clustered around zero. This shows the unfortunate breed specificity issues surrounding these tools. This is consistent with other results that show the predictive power of MBV begin to erode as the genetic distance between the training and target (or evaluation) populations increase (Ibanez-Escriche et al., 2009; Toosi et al., 2010).

Some breeds do not have the luxury of immediately having thousands of genotyped animals for use in developing a breed-specific genomic test. Consequently, the use of a robust across-breed set of genomic prediction equations would be beneficial. There are two primary methods of constructing an across-breed training data set: Pool purebred animals from multiple breeds or use crossbred animals. The first option requires the use of de-regressed EPD (Garrick et al., 2009) as “phenotypes” for training similar to the within breed scenario with the exception of correcting for breed effects in the model. The second option requires the use of adjusted phenotypes to train the genomic predictors. Weber et al., (2012) and Kachman et al., (2013) both evaluated the efficacy of across breed genomic predictors derived from two training data sets: the USMARC Germ Plasm Evaluation Project (GPE), and the USMARC 2,000 Bull Project. Both authors showed moderate genetic correlations between MBV and growth traits using the 2,000 Bull MBV in multiple purebred beef breeds. Both authors also showed lower genetic correlations when using the GPE derived MBV for growth traits across multiple purebred populations. The difference between the two across-breed MBV is that the 2,000 Bull training population leverages more information, since the phenotypes are really de-regressed EPD that include several progeny records, while the GPE MBV relies on adjusted phenotypes. So while more genotyped animals were used to train the GPE MBV, the amount of phenotypic information used in training was less. Kachman et al., (2013) concluded that developing MBV using a training population of a pooled group of purebred animals can produce reliable MBV if the breed in which the MBV is to be used is also contained in the training population (i.e. if the MBV is to be used in Charolais, Charolais animals must be represented in the training data).

Conclusions

Genomics and the corresponding Marker-Assisted or Genomic-Enhanced EPD, have become a reality. Within-breed genomic predictions based on 50K genotypes have proven to add accuracy, particularly to young bulls, for several traits. The push going forward will be the adoption of this technology by other breed associations. Furthermore, methodology related to the use of this technology in crossbred or composite cattle is critically needed. The crux of adoption will be getting commercial bull buyers to see the value in, and thus pay, for increased EPD accuracy. There is still a need to collect and routinely record phenotypic information by seedstock producers. Commercial producers need to realize that EPDs, and economic index values, are the currency of the realm for beef cattle selection. Genomic technology only makes these tools stronger, it does not replace them.

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Wilson Reports on YCC Tour

A youthful Alabama breeder represents ASA on an educational 10-day tour.

By Colin Wilson, Hollywood, Alabama

The 2014 Young Cattlemen's Conference Tour hosted by the National Cattlemen's Beef Association and sponsored by JBS, Elanco, Five Rivers Ranch Cattle Feeding, and John Deere was held May 28-June 5. There were 62 participants. The objective of NCBA's YCC program is to bring together young industry leaders from all segments of the cattle industry and provide an opportunity to gain a better understanding of the issues affecting the industry. This trip provides cattlemen and women with the tools to be strong leaders and prepares them for the future challenges of the beef industry. As a participant on the tour, I was able to gain a new appreciation for the diversity in the beef industry. I would like to share with you a brief summary of the 2014 tour and hopefully you too will gain an appreciation for the value of this program as it relates to the future of our industry.

Beginning on the first morning following participant introductions and a tour overview at NCBA's Denver office, Barb Wilkinson, NCBA's Senior Executive Director of Leadership Development discussed NCBA's Organizational structure and how the structure has helped tackle tough issues in the past like BSE. We learned about the organization's two divisions which focus on Building Beef Demand and Building A Positive Beef Business Climate. Throughout the tour we saw that in action! NCBA CEO Forrest Roberts shared with us his thoughts regarding "Building Trust — Building Growth" and how that impacts NCBA's core strategies and strategic initiatives. He explained how often the beef industry may feel like a target but we should be optimistic because of the opportunities ahead. Following his presentation we heard from Randy Blach of CattleFax, who discussed some of the economic challenges and opportunities facing the beef industry. Following this we heard from Cargill and Safeway on how they are working on both processing and marketing beef cuts and brands to the consumer.



On the following day, we took a short bus ride to Greeley for a tour of the JBS packing plant. The plant can handle 5,400 head per day. After this we went to the JBS Five Rivers Kurer feedyard with a capacity of 100,000 head. We were able to sit down with some of the executives of JBS at their headquarters in Greeley followed by a tour of Greeley Hat Works and a great visit with Trent Johnson.

After a round of media training we learned how the beef checkoff is working to keep beef demand high. Several areas were highlighted including beef cuts and culinary solutions, innovation, creating advocates, and interaction with social media. The last stop in Denver was Safeway's flagship store to see their beef marketing efforts.

Off to Chicago and the Chicago Board of Trade and Chicago Mercantile Exchange. It was interesting to see how the digital age is quickly making the trading floor a thing of the past. Lunch was at OSI, and a tour of the plant that makes hamburgers for 20% of the McDonalds in the US.

After an eventful journey through the Midway Airport we arrived in Washington DC, and were briefed by Colin Woodall and the NCBA's governmental affairs staff on some of the important issues that we needed to speak about with our congressional representatives. After another full day of meetings it was off to Whitestone farms in Aldie, Virginia, for a steak dinner and more fellowship. The next morning we made a short walk to the Capitol for pictures and then off to meet with our representatives. I felt the Alabama delegation was well informed about our issues and this goes to show those state and national cattlemen association dues are being put to good use. That night John Deere hosted a rooftop reception for us with a great view of the White House and the DC skyline. The next day was a recap of our Hill visits. Following this we met with the staff of the New Zealand embassy and learned about their views on international trade.

I am grateful to the American Simmental Association for allowing me to attend the 35th Young Cattlemen's Conference. As a producer from the Southeast I got to see the final steps in the beef industry. I was familiar with the process but it is still amazing to see the facilities and meet some of the most important people in the beef industry. Thanks to the NCBA staff for an amazing 10 days and helping me to become a better advocate for the beef industry.

Editor's Note: *Colin Wilson, a cow/calf producer from Northeast Alabama was selected to represent ASA on this prestigious informational tour, coordinated by NCBA. Wilson runs a commercial herd of 300 cows and also maintains a registered herd of 50 Simmental females.* ♦

These Hokie Ladies are headed to the 2014 North American Select Sale November 19 - Louisville, KY



VPI Polly Anna B466 ASA# 2868504
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SIMMENTAL SALE



VPI Shesavannah B457 ASA# 2868501
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Director of Beef Cattle Operations
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Dr. Dan Eversole
Director of Beef Cattle Programs
540-641-0295
deversol@vt.edu

COLOMBIA HOSTS 20TH WSFF CONGRESS

The 20th World Simmental Fleckvieh Federation (WSFF) World Congress convened in Colombia, South America, July 18-25. The Congress started in Bogota with delegates from 20 countries gathering for the opening ceremonies during the largest exposition of cattle held at Corferias, Bogota.

At the opening ceremonies, more than 200 delegates and guests from around the world were welcomed to Colombia by Manuel Blanco Rincon, CEO of the Colombian Simmental Simbrah Association and Daniel Espinosa, a member of the Colombian Simmental Simbrah Association.

Each country was invited to give a report on Simmental and Simbrah in their respective countries. Fred Schuetze, Granbury, Texas, ASA's representative to the WSFF, presented a brief report on the American Simmental Association. The Congress was also attended by ASA's Will Townsend and the following ASA members: Bill Wentz, Olmito, Texas, who was the judge for the National

Simbrah show; Bill and Jane Travis from Pine Ridge Ranch Simbrahs, Dallas; Tim Ishee, Simmental breeder from Laurel, Mississippi, and Daub Hienz and his wife from Neillsville, Wisconsin.

The following two days at the exposition saw over 200 Simbrah cattle presented for judgment by Wentz and some 400 Simmental presented for judgment to Reinhard Pflieger and Christian Straif from Austria. A lot of emphasis was placed on milk production of Simmental cattle shown. The competition also included classes where udders only were judged along with actual milking of animals during the show and awards given for the highest milk yield (44 liters per day). The highlight of this entire event was just prior to the judging for the Grand Champions, when songs of an opera were heard over the PA system and members from the Colombian association sang a medley of songs that brought the crowd of over 750 people to a standing ovation. City tours were also available during the show days for those that wanted to visit the historical city of Bogota.



The Bull Show.

The newly elected Congress Officers. US Representative Fred Schuetze is second from left.





Official delegates from 20 countries were on hand.

After the show, the delegates and guests toured the great Salt Cathedral followed by a relaxing lunch at Panaca Sabana, a local theme park where families can view horses, cattle and all forms of livestock.

A tour was held in the afternoon to Hacienda Timbues, a farm owned by Santa Ines. The farm is basically used for milk production and the bull calves are raised here until they are about 14 months of age and then they are moved to the tropical area for adaptation before being sold for breeding in the commercial Brahman herds. This farm runs two to three cows per acre with very little supplemental feeding except for the cows that are being milked. Two more farms were also visited, a Simmental farm Hato Subachoque, that was working more towards beef Simmentals and La Trinidad that focused on Simbrah with plans to open up a restaurant on the farm where Simmental and Simbrah meat would be served.

The trip to Cartagena, for the Congress meetings, took the group from a climate of 65 to 70 degrees in Bogota at about 5,000 feet to sea level where the temp ranged from 80 to 95 degrees with considerable humidity.

The official Congress started with the financial committee and executive board meetings, while guests toured the walled city of Cartagena and a farm visit in the afternoon where they saw a cross breeding program of Simmental and Gyr for milk production in the tropics.

The delegates met following the executive meeting and Schuetze gave a special report on the Genome Sequencing project that is being carried on by the University of Missouri, which the WSFF is participating in by funding the sequencing of one Simmental sire in the project.

The regular meeting of the WSFF was held before a capacity crowd of 200-plus members, delegates and guests from 20 countries, including: Austria, Australia, Brazil, Canada, Denmark, France, Germany, Hungary, Italy, Namibia, Slovenia, South Africa, Sweden, Poland, Czech Republic, Chile, Colombia, Nicaragua, Mexico, Switzerland and the US.

During the general session of the congress officers were elected for the next two years: President; Josef Kucera of the Czech Republic; First Vice President, Johan Kluyts, South Africa and second vice president, Fred Schuetze from the United States.

The next meeting will be the Technical meeting to be held in Thun, Italy, with the next Congress scheduled for Poland, August 22-27, 2016. ♦



ASA members Tim Ishee (left) along with Bill and Jane Travis were among those in the US delegation.



ASA's Will Townsend attended the Congress.

Our Simmental Family to The North



A recap of the 2014 Young Canadian Simmental Association National Classic

By Courtney Wesner

Many of us have used the line, “The cattle industry is like a big family” or “Cattle people are just good people” or maybe even, “Our farm kids, they know how to work and they will make it in the world”; it is not until we venture away from our norm that we can fully realize the truth and the universal power to those simple lines that we usually give little thought to dropping.

The Canadian Simmental Association (CSA) recently hosted their equivalent of our National Classic. The Young Canadian Simmental Association (YCSA) National Classic was held at the Elkhorn Resort in Onanole, Manitoba, in conjunction with the 2014 Canadian Simmental Association (CSA) Annual Meeting on July 26-27.

Just short of 40 exhibitors with 40 head of cattle set up their stalls and made temporary homes with hopes of purple and success the same way that our AJSA members did in Louisville. Contestants competed in educational contests such as Herdsman Quiz, Team Marketing, Team Fitting, Judging, and Showmanship. While the youth participated in the events, the adult membership, staff, and Senior Board members spent their time in meetings. The finale of two full days came in the form of the annual CSA Foundation auction, which raised more than \$90,000, and the exhibition of cattle in the show by an up-and-coming bunch of junior members.

A humbling gesture for the AJSA came at the end of the cattle show. The two top overall junior participants called “Top Aggregates” — Wyatt Millar and Sara Van Sickle, won a fully funded trip to participate in the 2015 AJSA Summit Leadership Conference. These two YCSA enthusiasts will travel to the US with the opportunity to expand their personal experiences and serve as educators and ambassadors for the CSA — an exciting opportunity for both the American and Canadian Simmental Associations.

While the Canadian judging cards might have a space for written reasons and ours are only oral, the upper age on the junior group is 25 instead of 21, the cattle different — suited for a very different environment, and the scale smaller than ours, some things remained constant. The spirit and hope of Simmental breeders, young and old, in the US or in Canada remains constantly on a high. The welcoming demeanor of adults and quality of youth that are a product of a national cattle breed association remains something that can be duplicated by very few industries or activities.

The Simmental cattle industry is a big family. Simmental youth know how to work, and will be prepared to make it in the world and contribute to the future of the agricultural industry. That is a universal truth. ♦



Judge Jared Glasman talks to siblings Caleb and Karissa Richardson. The brother and sister attended the 2014 AJSA Western Regional in Bozeman.



YCSA President Tiffany Peters and her heifer.



YCSA Youth Coordinator Kelly Richardson.



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BULLETINS

Trustee Voting Electronically

ASA is now offering a membership option for nominating and electing Trustees electronically. Only active members are entitled to vote and to hold office.

To register, members must log on to their own account, clicking on "Update Account." Then members go to "Select Voting Preference"; then "keeping same email" or add "Voting email"; then "Submit" your request. You may also send in a written request to register, although it is quicker and easier to do so on line. Registration by phone is not an option.

Trustee Election Details Listed

A total of six ASA Trustee positions are open in all four regions as follows:

Eastern Area: Bill McDonald, Blacksburg, VA (term limited; not eligible for re-election); Brian DeFreese, West Point, IN (eligible for re-election).

North Central: Roger Finke, Berthold, ND (term limited; not eligible for re-election).

South Central: Scott Cowger, Kansas City, MO (eligible for re-election); Jon Willis, Marietta, OK (eligible for re-election).

Western: Jim Butcher, Lewistown, MT (not eligible for re-election, but can serve an additional year as immediate past chairman).

ASA Rules and Bylaws provide that if a Trustee serves as Chairman of the Board during the final year of the second term, that Trustee will be able to serve an additional year as a voting member of the Board. Jim Butcher, as outgoing Chairman, qualifies to serve an additional year on the Board.

2014 Year-Letter is "B"

The year-letter animal identification letter for 2014 is "B," and will be followed by C in 2015 and D in 2016. The letter A was the year-letter designated for use during 2013.

Office Holiday Schedule

The ASA office will be closed for the following 2014 holidays. In addition to those dates listed below, the office traditionally closes for New Year's Day, President's Day, Memorial Day, Independence Day and Labor Day.

Thursday-Friday, November 27-28
Thanksgiving

Thursday-Friday, December 25-26
Christmas



2015 NWSS Schedule Announced

The schedule of Simmental activities for the 2015 National Western Stock Show has been announced. The event is being held in conjunction with the 47th ASA Annual Meeting.

Officials are:

- Pen shows — Galen Fink, Randolph, KS, and associate Ken Stewart, Okeechobee, FL;
- Junior show — Mark McClintock, Fort McKavett, TX; and
- Open class/hill shows — Marshall Ruble, Ames, IA, and associate Dr. Brad Skaar, Ames, IA.

Dates and times are:

November 20 Entry Deadline On-Line at: www.nationalwestern.com
Entry fee information and class breakdowns are posted on www.coloradosimmental.com

Fri., Jan. 16	Pen check-in	9:00 am	Yards
Sat., Jan. 17	SimMagic on Ice Sale	6:30 pm	DoubleTree Denver Central
Sun., Jan. 18	Bull Pen Show	8:00 am	Stockyards arena
	People's Choice Power Bull Judging		Stockyards arena
	Open & junior cattle check-in	3:00 pm	Hill
Mon., Jan. 19	Female Pen Show	8:00 am	Yards
	People's Choice Power Female Judging		Stockyards arena
	The One Sale	3:00 pm	Auction Arena
	<i>(includes Foundation lot and Power Simmental selection)</i>		
Tues., Jan. 20	Junior Show	8:00 am	Stadium Arena
	Open Bull Show	10:00 am	Stadium Arena
	Wild, Wild West Sale	6:30 pm	Adams Co Fairgrounds
Wed., Jan. 21	Open Class Female Show	8:00 am	Stadium Arena
Thur., Jan. 22	Market Steer Show		
	<i>(includes breed/Simmental classes, depending on entry numbers)</i>		

Entry fee information and class breakdowns are posted on www.coloradosimmental.com. ♦

Foundation Honor Roll

The following people donated to the ASA Foundation in the last 30 days.

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Ranburne, AL

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Ellensburg, WA

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DIRECTORS' DIALOGUE



jatkins@simmgene.com

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

What a fall board meeting! We have just completed a very successful educational session and open forum board meeting. We are so thankful and impressed with not only the turn-out (145 people) but also the participation of the audience. I applaud those who came and engaged in the discussion both in the educational session and the following board meeting. Thank you to Circle M, Gibbs Farms, McDonald Farms, Trinity Farms, Bar CK Ranch, and Pine Ridge Ranch for supporting this event. If you missed the event or want to review any of the talks and meetings, you can find video recordings and PowerPoint slides on our homepage (www.simmental.org).

Drs. Matt Spangler and Bob Weaber discussed the benefits of crossbreeding. Dr. Weaber calculated a conservative (and staggering) estimate of \$250/cow/year increase in profit of crossbred dams compared to purebred counterparts. It is hard to imagine any other decision that could make this kind of difference to a beef operation. Furthermore, 2/3 of the increase in production associated with heterosis is gained from having crossbred dams in your herd (i.e., if you are breeding purebred dams you are only getting 1/3 of the increase in production associated hybrid vigor). Briefly, Dr. John Hall showcased his relationship with the American Simmental Association and Carcass Merit Program and the improvements they have seen with crossbreeding.

Dr. Bruce Golden walked us through the history of genetic prediction and importance of selecting for economically relevant traits. Dr. Dorian Garrick

spoke about the basics of traditional and genomically enhanced EPDs. Drs. Golden and Garrick then introduced the new software development and improved genetic prediction they are building in collaboration with the American Simmental Association. In one stunning slide, Dr. Golden talked about a process that currently takes a full day to run for the genetic evaluation that now takes him 66 seconds. Dr. Garrick and his collaborators are revolutionizing the way we do genetic prediction so the huge amount of data coming in with genotyping will be incorporated by an improved method while also making the calculated accuracy more reliable. The combined efforts of these two scientists will result in better EPDs as well as allowing us to run frequent evaluations (no longer needing interims).

Marty Ropp shared his reflections on the dramatic changes in swine production in the last 40 years. When he was involved in raising pigs the purebred swine seedstock industry was large, thriving and profitable. Sadly, nearly everyone Marty knew in the swine genetics business lost their businesses. In 1984, times were flush for the purebred swine seedstock breeders but by 1998 sows were free. Marty emphasized that in any in any big industry, science based decisions will prevail over opinions and dogma. If we want to continue to be in the beef seedstock industry, we need to embrace available science and technology.

These educational and open forum meetings will be an annual event rotating to different parts of the country so mark your calendar for next fall.



hwine@simmgene.com

By Hannah Wine, Director, Media, Youth and PTP Programs

With Fall Comes Lots of New Programs and Happenings

Youth — With the ASA fall Senior Board of Trustees meeting on the books, I am excited to tell you that the Senior Board has recently upped their contribution to the National Classic facility from \$8,000 to \$10,000 to also include a request from the American Simmental-Simbrah Foundation to match the \$10,000 contribution for a combined effort to contribute \$20,000 to the host state facility expenses of the National Classic event.

PTP — For the first time, the ASA will award the first PTP Herdsman of the Year Award beginning at the 2015 National Western Stock Show. The recipient will be selected by their peers through an onsite voting process at the National Show with one vote per breeder representative. A belt buckle will be presented prior to the selection of the Champion Simmental Female to an individual who supports and promotes SimGenetics on a personal and professional level while gently commanding the respect and upholding the honor and dignity of

respectable cattlemen. It will be an exciting start to an award that I hope will become a longstanding tradition with the National Show.

Media — While I am often sharing away on the ASA and AJSA facebook pages, it's not often we read about social media in print—but our #ThankfulforBeef Recipe Contest hits right in the middle of the kitchen table for all of our SimGenetics producers whether you're a social media user or not. With the holidays just around the corner, I expect lots of you will have family and friends coming in from all over the country — I will even wager that many of you have beef when you're gathered around the dining room table for a holiday dinner. This autumn we will be gathering your favorite beef recipes via email and sharing them with our ASA members and SimGenetics enthusiasts on the American Simmental Association Facebook page.

You can email your recipe as a document or in the body of an email to hwine@simmgene.com.

Please be sure to include the recipe title, ingredients, directions, and your name. You're certainly welcome to include a photo too. Submissions will be accepted through Friday, November 7, and you're welcome to submit more than one recipe. As these recipes come in they will be shared on our Facebook page. Winners will be selected November 14.

On a side note, for those of you who are not terribly familiar with hashtags or the # sign you seen used before words in social media — here's a quick how-to:

How do I use hashtags? (Via Facebook)

Hashtags turn topics and phrases into clickable links in your posts on your personal Timeline or Page. This helps people find posts about topics they're interested in. To make a hashtag, write # (the

number sign) along with a topic or phrase and add it to your post. For example:

I saw so many awesome cows today! #Simmental
<https://www.facebook.com/hashtag/sanfrancisco>

When you click a hashtag, you'll see a feed of posts that include that hashtag. You may also see some related hashtags at the top of the page.

Please keep in mind:

- A hashtag must be written as a single word, without any spaces
- You can include numbers in a hashtag, but punctuation and special characters (like \$ and %) won't work
- You can search for a hashtag using the search bar at the top of any page

By Luke Keller, Director of Seedstock and Industry Operations

Marketing Beyond the Sale Day

Being involved in the seedstock business, I am sure that most all of you have annual sales, production sales, sell cattle private treaty, or are involved in one way or another with the sale of breeding stock. For many this involves advertising budgets, marketing plans and advertisements placed in publications. There is a lot of time and energy poured into finding and creating ways to draw as much attention to the animal at the point of sale with the hope of maximizing sale price. All of this is certainly important to our business as seedstock providers but marketing is not necessarily the same as advertising.

I would argue that customer service is another form of marketing which is significantly important to your business, probably even more so than the best advertising, managing campaign, or sale consultant can provide. One of the best ways to provide customer service is to go and visit them after the sale. Find out how the animal or animals that they purchased from you turned out for them or if there are any problems. Visiting your customers makes them feel valued and appreciated and it is likely they will be back again.

A second important part of customer service would be finding out how and when your customers market their feeder calves. Whether it be at the sale barn, video auction, or direct to a feedlot, offering support on their sale day can make a customer for life. Conversations and visits to feedlots and with cattle buyers can be beneficial in helping you develop a network of contacts that can assist you in helping your customers on sale day. Visiting the sale barn on the day they sell calves and making sure you have a good relationship with the local sale barn can also be beneficial.

If you have any customers who are selling their calves on video sales, there are some other options for seedstock providers. For example, Superior Livestock has a program called Superior Progressive Genetics in which seedstock providers go through an application and verification process and then their customers' calves are stamped with a Superior Progressive Genetics label which then helps signify to buyers that they truly have a "genetic program." It is a program that truly needs more participation from Simmental breeders. Currently there are only two Simmental breeders in the entire United States participating in this program. This compared to the number of lots of Sim-Genetic calves I saw sell this summer at Superior's special sales is a little bit embarrassing for our association's membership. I encourage you as seedstock providers to find out more about this program and consider participating as a way to help out your customers at their sale time.

Lastly, many of these video sales will have a handful of special sales throughout the year. At these special sales many of the video representatives and cattle buyers will be in attendance. I would encourage you to investigate these sales and find out if there are a couple of them in particular to you and your customers that would be beneficial to attend. There currently are a number of seedstock providers from other breeds taking the opportunity to advertise at these with booths and print advertising in the sale catalog.

Just remember that when your sale day rolls around and you want to make sure that it goes well, showing up for your customers on their sale day and doing whatever possible to make sure it goes well for them is probably going to help guarantee a success for you on your sale day.



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(Continued on page 34)

DIRECTORS' DIALOGUE

(Continued from page 33)



406-548-5770

wtownsend@simmgene.com

By Will Townsend, Director, Commercial and Industry Operations

5 STEPS TO SUCCESSFUL ANIMAL BREEDING

Locate and heavily utilize one or more animal breeding advisor or counselor. Going to college and working in the beef industry has been extremely humbling. I once thought that in order to be successful in any career or profession you had to be a master at all tasks and skills involved. This is entirely untrue. When you realize how little you actually know and how long it would take to learn what you need to know to be a professional in your career, it is easy to become overwhelmed. Fortunately, there is hope. Some of the most successful people, no matter the profession, can credit much of their success to the leveraging of relationships and the skills of others. The ability to utilize those around you can be seen from some of the greatest quarterbacks ever leveraging their receivers and running backs to take pressure off of them, to some of the greatest presidents relying heavily on a talented staff and group of advisors. This is not a new concept. Proverbs 15:22 says "Without consultation, plans are frustrated, but with many counselors they succeed."

Genetics are the core and foundation of being a genetics provider (obviously). Yet we are reluctant to rely on and listen to geneticists. We do not hesitate to call a vet with health problems or a nutritionist to develop rations, recognizing we have not received the proper training and instruction to deal in the most efficient and effective manner with these issues. What is fascinating is how few breeders, who do not have a Ph.D. in animal breeding or genetics and no "large scale" animal breeding experience, rely on the vast amount of animal breeders and geneticists available, often for free. This would be a service that would be worth paying for yet most breeders would rather rely on their high school FFA and college judging team "experience" to make some of the most important decisions regarding their business instead of utilizing the free genetic services provided by academia and breed associations.

I would highly recommend locating an animal breeder/geneticist who you trust and has proper training, so to utilize him or her for animal breeding decisions. Then make your customers aware of this addition to your team so that they can have confidence that your program is based on sound genetic decisions and not opinion, preference, or old fashioned selection techniques.

Develop a plan. Now, with a geneticist on board, utilize him or her to help you develop a plan. A mission statement and vision statement may even be useful here to remind you of what you are trying to accomplish. One of the biggest decision that an animal breeder will have to make is regarding the kind of cattle he will try to produce. A breeder can produce the kind of cattle he likes, the kind of cattle his customer wants, or the kind of cattle the industry needs and that will max-

imize profitability. Sometimes all three of these will be in line with each other, but many times they will not. This simple decision will define how you breed cattle.

As part of your plan, develop a vision of where you want to be in the future. Your geneticist will really come in handy here, decide if you want to move towards developing certain lines of cattle. Maybe you want to develop terminal and/or maternal programs for your customers. Decide a time-line in which you want to accomplish these goals and what necessary steps you will need to take in order to do that.

In addition, your geneticist may need to familiarize himself to the conditions that your bulls will be working in. This can affect your plan as well as future research and development necessary for your program.

From a marketing standpoint it is important to communicate your plan to your customers and why you do what you do, but that is a conversation for another time.

Pursue your plan aggressively. If your geneticist has done a good job in helping you develop a solid, sustainable plan, you will then be able to aggressively pursue that plan. Many breeders will say they believe in a certain plan or believe in breeding a certain type of cattle, but when it comes down to actually making a breeding decision they weaken and stray from their plan. The beef industry is unfriendly to non-aggressive breeders largely due to generation intervals. Your decision this year will have a lasting impact for a long time and it will affect you for a long time. Your career in animal breeding is not long enough to not aggressively pursue your goals.

Commit to research and development. Utilize your geneticist to help you locate areas for necessary research and development. It is important to keep moving forward for the benefit of your customers. Not every dollar spent on R & D is a wise investment. However, your geneticist can help you decide what is a good investment to make regarding the genetic improvement of your cattle and the genetic population as a whole. Commit some of your resources to these high return R & D programs that focus on carcass research, maternal merit or any other economically relevant traits.

Revisit your plan. It is important to revisit your plan, especially as the industry and available technologies change. Maybe things are moving faster or slower than you thought. Make necessary adjustments to your plan and then stick to it.

Recap

1. Locate and heavily utilize one or more animal breeding advisors or counselors.
2. Develop a plan.
3. Pursue your plan aggressively.
4. Commit to research and development.
5. Revisit your plan.

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CONNECTION

Developing leaders through friendship, networking, and communication skills!



By AJSA Trustee Morgan Phillips, Maysville, KY

The AJSA is Headed in the Right Direction!

When I became an AJSA Trustee, I knew that we had the best junior breed association out there, but this past summer I was reminded of just how true that is. I know that this year's Summer Classic was hard on the exhibitors, the host state, the parents, the cattle, the ASA staff, and the Trustees simply because of the exhausting schedule. But I also know that this was one of the most successful National Classics we have ever had. Although it was a long, tough week, everyone was on time to their contests and made our job as trustees a lot easier. I would like to thank each participant for being prompt and for being on your A game every day.

I know that for some of you, the educational contests are the most dreaded part of the Classic. At one point in my junior career, the contests were the far from my favorite. But as I have gotten older, I now see the benefits from these events. This past spring when my fel-

low trustees and I attended the Youth Beef Industry Congress, many other breed representatives were amazed that we are required to participate in educational contests before we are eligible to show our livestock. This really says something for AJSA members. Our juniors stand out from junior members from other breeds. Parents from other breeds look at our breed and want their child to be involved in the Simmental breed so that they can learn communication skills, decision-making skills, public speaking, and leadership skills just to name a few.

I know it's only October, but it's not too early to begin preparing for next year's state shows, regional and national classics. So whether you're out in the weaning pen, looking through a sale catalog, attending a sales, or exhibiting at a show, be sure to study pedigrees, study phenotypes, listen to a judge giving reasons, read a footnote. Do all that you can to increase your knowledge of Simmental cattle so that you can continue to be successful in and out of the show ring! I hope everyone has a great fall and I look forward to seeing each of you in the near future! ♦

2015 Classic Schedule

Event	Dates	Location
South Central Regional	June 8-11, 2015	Springfield, MO
North Central Regional	June 16-19, 2015	Austin, MN
Eastern Regional	June 24-27, 2015	West Springfield, MA
Western Regional	June 26-28, 2015	Bozeman, MT
National Classic XXXV	July 5-12, 2015	College Station, TX

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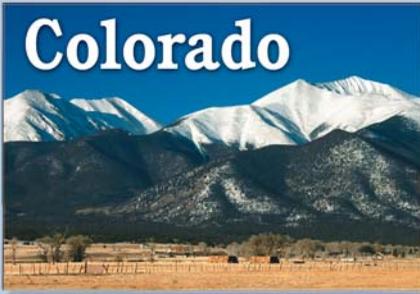
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Merit Award Recipients

2014

Established in 1981, by the ASA Board of Trustees, Merit Award are designed to provide recognition to junior members who have made "significant contributions to their community, home, family, school and the Simmental or Simbrah breeds of cattle." As college tuition continues to increase, the Foundation continues to support 15 AJSA members each year by giving over \$20,000 in scholarships, 10 Silver Merit Awards and five Gold Merit Awards, to help them continue their collegiate educational endeavors. All AJSA members over the age of 16 are welcome to apply; applications are due June 1, of the current year. Merit Awards are funded through donations to the American Simmental Association Foundation.



Gold

Trey Jass, Garner, IA

Trey has been a member of the Iowa Junior Simmental Association for 11 years where he has served actively as a board representative. Jass posts an impressive exhibition resume, exhibiting cattle consistently not only at 15 AJSA Regional/National Classics but also successfully at the American Royal and North American Livestock Exposition. He is an active member of the Elcon Indians 4-H Club where he has held the leadership roles of Secretary, Vice-President, and is currently the President. Trey assists his family with daily tasks in caring for their core cow herd along with working tirelessly in the show barn with his own projects.



Gold

Tandy Kidd, Lincoln, AR

Tandy is a junior at Oklahoma State University, who has been involved in the Simmental industry since he was seven years old. With the purchase of his first Simmental steer at seven, Tandy took the money earned from that steer and has now raised, bought, and sold approximately 65 head of SimGenetics. He was a very active member of 4-H, FFA, a National FFA Degree recipient, earned a Silver award in beef proficiency, a member of the Arkansas Junior Cattlemen's Association, and a distinguished graduate in the Agriculture Department at NEO. Tandy currently owns and operates a small Simmental herd, retaining replacement heifers of his own, selling prospect steers and heifers to local 4-H and FFA youth, and marketing bulls to commercial cattle producers in the area.



Gold

Rachel Linder, Louisville, OH

Rachel grew up on a SimGenetics operation and has been involved with the Simmental industry her entire life. Rachel has served in a multitude of leadership positions in 4-H, District Representative, Queen, Secretary, and President of the Ohio Junior Simmental Association, and recently served as the summer intern for the American Shorthorn Association. Rachel continues to be involved with her family's operation, assisting with the breeding program, keep/cull decisions, halter breaking, feeding and daily care of her show cattle.



Gold

Morgan Phillips, Maysville, KY

A sophomore at Maysville Community and Technical College, majoring in Dental Hygiene. Morgan has been involved in the Simmental industry her whole life. Her uncle bought her AJSA membership for her on the day she was born. She assists with junior events in Kentucky (her parents are the junior advisors) and tries to keep the Kentucky membership updated on what happens on the national level. She attended eight Eastern Regional Classics, nine National Classics, two AJSA Summits, and one Youth Beef Industry Congress. Morgan runs roughly 23 head of Simmental and Simmental influenced cattle in Maysville and her family runs 350 head.



Gold

Jessica Smith, Picayune, MS

A sophomore at Mississippi State University, majoring in Communications and Broadcasting. She has been involved in the Simmental-Simbrah industry all of her life. Jessica assists with state PTP open shows, coaches younger junior members preparing for Classics, assists with the Junior Field Day, supplies reports at state association meetings, and serves as the Mississippi Simmental-Simbrah Queen. She has attended 17 Regional Classics, 15 National Classics, two AJSA Summits, and one Youth Beef Industry Congress. Jessica's cattle operation consists of approximately 25 head of registered Simmental, Simbrah, SimAngus™ and SimAngus™HT, as well as some commercial cattle.



Rebekah Callison, Verona, MO

A freshman at Missouri State University, majoring in Animal Science and General Agriculture. She has been involved in the Simmental industry for seven years. Rebekah has served as a member of the Missouri Simmental Association Board, where she chaired the Fundraising Committee. She has attended several South Central Regional Classics, Nationals Classics, and the AJSA Summit.

Silver



Alyssa Kuhn, Peru, IN

Alyssa has been involved in the Simmental industry for the past seven years. Throughout this time she has been an active member of the Indiana Junior Simmental Association. Alyssa is no newcomer to the showing, exhibiting SimGenetics at the Hoosier Beef Congress each year, the Indiana State Simmental Preview Show, and the North American International Livestock Exposition. Recently she participated at the national level, attending the 2014 AJSA National Classic.

Silver



Hannah Eller, Wilson, VA

A sophomore at Virginia Tech University. She has been involved in the beef industry for the past 10 years at both the local, state, and a national levels. Hannah currently serves as the President of the Virginia Junior Simmental Association, an ambassador for the Agricultural Technology program at Virginia Tech, and has the prestigious honor of representing the state of Virginia as a youth ambassador for the Virginia Beef Check-off program.

Silver



Kelsey Powers-Barb, Boston, VA

A sophomore at Lord Fairfax Community College, majoring in General Studies. She has been involved in the Simmental industry for 12 years. Kelsey has been a member of the Virginia Simmental Association since she was nine, holding the offices of Secretary, Vice President, President, and Trustee. In addition she spoke at state meetings to request the association support of the juniors. She attended the 2010-2013 Eastern Regional Classics and the 2012-2013 National Classics.

Silver



Kaleb Fontenot, Cypress, TX

A senior at Cypress Falls High School. He has been involved in the Simmental industry for five years. Kaleb currently serves as a director for the Texas Junior Simmental Simbrah Association, an active member of his FFA chapter, a member of Coastal Cattlewomen, and a committee member of the Junior Rodeo Committee at the Houston Livestock Show & Rodeo.

Silver



Chad Russell, Sugar City, CO

A senior at Crowley County High School. He has been involved in the Simmental industry for his entire life, showing Simmental heifers for the past 10 years. Chad served as President of the Colorado Junior Simmental Association for the past three years and helped with state field days, the state fair, and the National Western Stock Show. He has attended six AJSA Regional Classics, two National Classics and one AJSA Summit.

Silver



McCall Griffith, Boonsboro, MD

Currently dual-enrolled as a senior in the Criminal Justice Program at Washington County Technical High School and as essence student at Hagerstown Community College. She has been involved with the Simmental industry her entire life. McCall has been very active in 4-H, FFA, the Maryland Junior Simmental Association, and has attended four AJSA Regional Classics, and six AJSA National Classics.

Silver



Kylee Sigmon, Berryville, AR

A senior at Berryville High School. She has been actively involved in the Simmental industry for the past eight years, exhibiting SimGenetics at local, state, regional, and national levels. Kylee has a long list of impressive leadership positions including President, Vice President, Secretary, and Princess of the Arkansas Junior Simmental Association. She has attended three National Classics, three Regional Classics, and two AJSA Summit Leadership Conferences to date.

Silver



Kaylie Huizenga, Morrison, IL

A senior at Fulton High School. She has been involved in the Simmental industry for 10 years. Kaylie served as the President of the Illinois Junior Simmental Association and as a member of the 2014 National Classic planning committee. She attended the 2007, 2012 and 2013 Regional Classics, the 2010, 2011 and 2013 National Classics and the 2013 AJSA Summit.

Silver



Joelle Sylvester, Wamego, KS

A sophomore at Kansas State University, majoring in Animal Sciences and Industry. Joelle served on the Kansas Junior Simmental Association Board for four years, serving as Vice President for two years, as well as helping to organize the 2014 North Central Regional. She attended the 2009 Eastern Regional Classic, the 2012 and 2013 South Central Regional Classics, and the 2010, 2011, and 2013 National Classics. ♦

Silver

Get Your Registration Papers Stamped at 2014 Major PTP Shows

Get Your Registration Papers Stamped at 2014 Major PTP Shows to Save Time at Cattle Check-In

The ASA staff will once again be stamping registration papers this fall. This stamp is a seal of Tattoo Verification designed to alleviate the long lines of cattle at check-in. If you plan to exhibit your animal at multiple major PTP shows (American Royal, North American, Denver, Fort Worth, AJSA Regional & National Classics) consider getting your papers stamped at the first one. Once your papers are stamped you will not have to bring your animal to check-in (unless weights or scrotal measurements are being collected), you'll only have to bring your registration papers to the check-in tables. Avoid holding your cattle in line on the cement at the next show by getting your registration papers stamped!

Who should have papers stamped?

Cattle attending multiple major PTP shows.

How are papers stamped?

Registration papers will be stamped and signed with a specially designed PTP seal of Tattoo Verification and signed by an ASA director immediately following an accurate reading of the represented animal's tattoo and the pull of a hair sample to be kept on file at the American Simmental Association.

What does the stamp mean?

Once an animal's papers are stamped, the animal is eligible for paper-only check-in at all PTP shows that recognize paper-only check-in. Paper-only check-in will require that exhibitors bring their stamped registration papers to cattle check-in, but cattle may stay in the stalls as they will not need their tattoos checked.* To ensure authenticity of those entries checked-in by stamped registration papers, five head will be selected at random following the close of check-in at each event and their tattoos will be checked in the stalls by an ASA director. The ASA reserves the right to check tattoos and/or pull hair samples on any animals with stamped registration papers.

**Note: If a PTP show required actual measurements to be taken at check-in, all animals must be brought to check-in for measuring.*

When can you have papers stamped?

ASA staff will stamp papers at cattle check-in at the American Royal, North American International Livestock Expo, National Western Stock Show, and Fort Worth Stock Show and Rodeo.

Where is the stamp valid?

The PTP stamp will be recognized at check-in for all major PTP shows and AJSA Classics. Minor PTP shows may use their own discretion for their check-in processes.

Why have your papers stamped?

This is an effort to make our major PTP cattle check-in process more exhibitor friendly, timely, and safe. It is designed to alleviate the repeat checking of tattoos and the long lines of cattle on cement at check-in. ◆



LIVE

From Ringside at Major PTP Shows
218
www.simmental.org/livecoverage

BREAKING NEWS

Show programs, ringside updates and archived results available from the

American Royal, North American International Livestock Expo, National Western Stock Show, and Fort Worth Stock Show

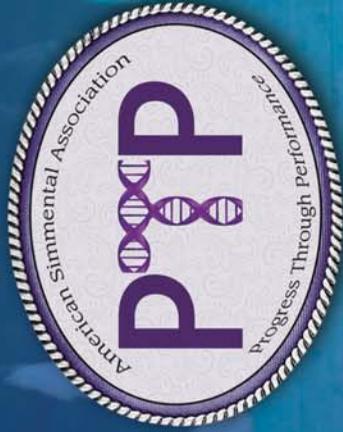
Tune in this fall to keep up with the show

2014 North American International Livestock Expo

Open Percentage Show: 12 p.m. Wednesday, November 19

Open Purebred Show: 8 a.m. Thursday, November 20

Judge: Barry Wesner, Chalmers, IN and associate Carly Wesner, Cisco, IL



2014 American Royal

8:00 am Sunday, November 2

Judge: Randy Daniel, Colbert, GA

By Nancy Kay Tom, Foundation Board Chairman, Campbellton, TX



It is that time of year when the weather starts getting cooler and the leaves start changing color, at least that what I been told about the fall season. Here in south Texas it just means temperatures in the low 90's. Oh well, at least we are getting some much needed rain so I guess our fall season will be green!

The American Simmental Simbrah Foundation awarded ten Silver Merit Scholarships and five Gold Merit scholarships to well-deserving AJSA members this past July at the AJSA National Classic in Louisville, Kentucky. The recipients were Silver: Rebekah Callison, MO; Hannah Eller, VA; Kaleb Fontenot, TX; McCall Griffith, MD; Kaylie Huizenga, IL; Alyssa Kuhn, IN; Kelsey Powers-Barb, VA; Chad Russell, CO; Kylee Sigmon, AR; Joelle Sylvester, KS. Gold: Trey Jass, IA; Tandy Kidd, AR; Rachel Linder, OH; Morgan Phillips, KY; Jessica Smith, MS. Congratulations to these outstanding young people. They are the future of the American Simmental Association!

The Foundation also hosted the first Education Symposium on September 8, 2014 in Bozeman, n conjunction with the ASA's open board of Trustees meeting. We had a great turnout of the ASA membership and we enjoyed informative guest speakers and delicious hospitality.

Thank you to everyone that attended and we hope to see you next year. Also, thank you to the wonderful sponsors who made the first Education Symposium possible: Pine Ridge Ranch — Athens, Texas, Gibbs Farms — Ranburne, Alabama, Circle M Farms — Rockwall, Texas, Bar CK Cattle Company — Culver, Oregon, Trinity Farms — Ellensburg, Washington and McDonald Farms — Blacksburg, Virginia. Thank you for your donation to the Foundation for this educational membership event.

Next up, the Foundation is working on the fundraising events held in Denver every January in conjunction with the National Western Stockshow. We are putting together member groups to help with this fundraising. If you would be interested in helping with the auction, please contact me at Nancyktom@gmail.com. If you would be interested in helping with the heifer donation fundraising at The One sale in Denver, please contact Lori Eberspacher at sales@ebersale.com. I look forward to seeing everyone in Denver this January. Our plan is to make the Chairman's Reception and auction lots of fun. So please come join us.

Until next time . . . ♦

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1. What is the bovine equivalent of Undulant Fever in Humans?
2. By what name are Brahman x Simmental cattle known in Brazil?
3. In the ASA animal identification system, what is the year-letter designation for 2015?
4. From what country do most of the Pi Rouge strain of Simmental genetics originate?
5. How often would you expect two homozygous black animals to produce a red calf?
6. What is the medical term for surgically removing a calf from the dam?
7. What is the term which describes two organisms that live in close harmony for the mutual benefit of both organisms?
8. In which of a bovine's four stomachs does fermentation occur?
9. What portion of a calf's genetic makeup comes from its great, great grandparents?
10. What is the common use of soybean meal, cottonseed meal and linseed meal?

Answers:

10. They are used as protein supplements.
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 6. Cesarean section; 7. Symbiosis;
 3. The letter "C"; 4. France; 5. Never;
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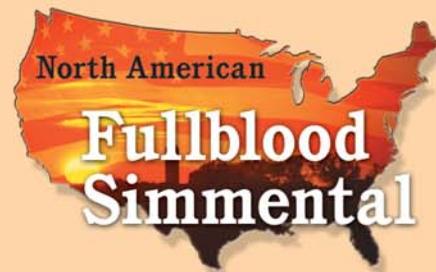
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WE GET VISITORS (OF ANOTHER KIND)

The American Simmental Association had some unusual visitors during the month of August. A Bozeman-based hot-air balloon company, which provides recreational rides around the picturesque Gallatin Valley to tourists and other interested individuals, has been utilizing ASA's spacious front lawn, with prior permission, as a launching point. The location, which is just a few yards off busy Interstate 90, also serves to generate interest.

The balloons are launched during sunny, wind-free mornings, offering a visual treat to those drivers on the Interstate and staff members who are "up-and-at-'em" early in the day. ♦



Balloon technicians fill the balloon with propane-fueled hot air in anticipation of takeoff. Note the ASA headquarters building in the background.



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STATE SCENE

State Universities Study Climate

Ten respected universities have been awarded a total of \$6 million to study the effects of climate change on agricultural production and to develop strategies for providing farmers and ranchers with solutions they need to continue to supply the nation with food. The Universities and the amount of their government grants are as follows:

University of Colorado (\$900,000); Florida International (\$250,000); Iowa State (\$550,000); Michigan State (\$975,000); Minnesota (\$25,000); Montana State (\$800,000); Cornell (\$600,000); Oklahoma State (\$1,000,000); Penn State (\$750,000); and West Virginia (\$150,000).

Texas Passes State Checkoff

Texas beef producers have voted to establish a state-level Beef Checkoff program, approving the proposal by a one-sided vote of 67% to 33%. The referendum was conducted by the Texas Department of Agriculture under the authority designated by the Texas Legislature.

Modeled after USDA's acclaimed Beef Checkoff Program, Texas producers will pay a fee of \$1 per head every time an animal is sold. Collection of the fee is scheduled to begin on October 1, and oversight will be by the Beef Promotion and Research Council of Texas.

Attempt to Override Vetoes

Led by the Missouri Cattlemen's Association, 21 organizations that collectively represent thousands of farmers, ranchers and small businessmen have united in an effort to override Missouri Governor Jay Nixon's vetoes of two Missouri Farm Bills, House Bill 13226 and Senate Bill 506.

Representatives of the various organizations wrote a joint letter to elected leaders of the state legislature. Intent of the letter is to reinforce the importance of these bills and encourage support in overriding Nixon's vetoes.

Antibiotic Bills Proposed

Two bills that would prohibit the use of antibiotics in farm animals as growth enhancers, and would establish hospital programs to ensure responsible use of antibiotics in humans, have been forwarded to the Governor by the California Legislature.

The legislation was introduced because of consumers' concerns that widespread use of antibiotics might increase bacterial resistance. Nationwide, lawmakers are increasingly advocating for more oversight of antibiotic use in animals, and are recommending that antibiotics be sold for use in livestock only for medical reasons. ♦



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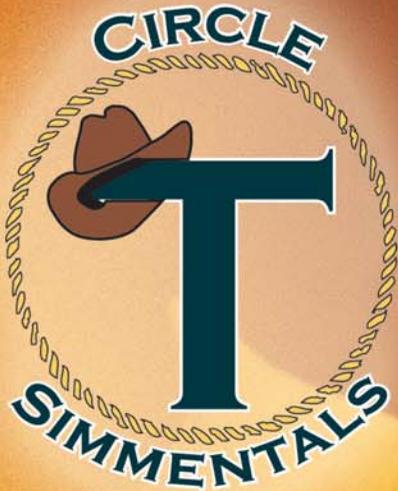
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NEWSMAKERS

Industry Hall of Fame Inductees

The Meat Industry Hall of Fame welcomed six new members to membership, during an induction ceremony and dinner September 13 at Charleston, South Carolina.

New inductees are: J. Patrick Boyle, CEO and retired President of the American Meat Institute; Dr. Zerle Carpenter, retired Professor of Animal Science at Texas A&M; Graeme Goodsir, noted industry analyst and published; Dr. Melvin Hunt, Professor emeritus of Kansas State University; Steve Kay, editor and publisher of *Cattle Buyers Weekly*; and Dr. James Marsden, Regents Distinguished Professor of Food Safety and Security at Kansas State.

Kansan Wins Auctioneering Championship

Blaine Lotz of Edna, KS, has won the 51st anniversary auctioneering championship, held June 21, in Knoxville, TN. A month short of his 21st birthday, Lotz was co-sponsored by South Coffeyville, Oklahoma Stockyards, OK; Fredonia Kansas Livestock Auction; and Tulsa Stockyards.

A third generation auctioneer, he had attended the Western College of Auctioneering at Billings, MT, at the age of 15. The annual auctioneering competition is under the auspices of the Livestock Marketing Association (LMA)

In Memoriam . . .

- Long-time Simmental breeder



Beryl Rutledge, 98, of Farmer City, IL, passed away August 10. Very community minded, he served 12 years on the local school board, served as Rutledge Township Supervisor for 35 years, was active in Little League for 15 years and was a member of State and National Simmental Associations. He was named a recipient of the prestigious Illinois Simmental Association's Pioneer Breeder Award. A Navy veteran, Rutledge was preceded by his wife, Ruby, and is survived by his children: William of Farmer City; Deborah Lashbrook, Frisco, TX; Robert of Naples, TX; and Rebecca (Bruce) Brumleve, of DeWitt.

- **Robert Harkins**, 72, of Suches, GA, passed away on September 1. Harkins, the holder of American Simmental Association (ASA) membership number 9870, was born August 12, 1942. Under the name of Harkins Stock Farm, he was member of the ASA for four decades and an active, involved member of the Georgia Simmental-Simbrah Association. He was widely known for his love of Simmental cattle and was proud of his chosen profession of farming. He is survived by his daughter, Robyn (Chris) Still; son Jeff (Susan); sisters: Barbara; and Betty Dyer; and six grandchildren. He was preceded in death by his sister, Marie and a brother, Larry. ♦

Announcing

The Blockbuster Cattleman's Group with members in Pennsylvania, Maryland, and Texas announces the natural heifer calf of donor cow Lazy H Dream it Up to Lundy's Do It All bull. MCMF Red Domaine, the red with white blaze face son of Dominance, has spent the breeding season at Pond View Farms in Maryland. Lundy's Do It All spent the season in Pennsylvania. For embryos from the herd of the Blockbuster Cattleman's Group, call 814-591-2125.

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| c. Total paid and/or requested circulation: [<i>sum of 15b (1), (2), (3) and (4)</i>] | 6,079 | 6,507 |
| d. Free distribution by mail (<i>samples, complimentary and other free</i>): | | |
| 1) Outside-county as stated on Form 3541 | 0 | 0 |
| 2) In-county as stated on Form 3541 | 0 | 0 |
| 3) Other classes mailed through the USPS: | 0 | 0 |
| e. Free distribution outside the mail (<i>carriers or other means</i>): | 85 | 85 |
| f. Total free distribution (<i>sum of 15d and 15e</i>): | 85 | 85 |
| g. Total distribution (<i>sum of 15c and 15f</i>): | 6,164 | 6,592 |
| h. Copies not distributed: | 156 | 150 |
| i. Total (<i>sum of 15g and h</i>): | 6,320 | 6,742 |
| j. Percent Paid and/or requested circulation (<i>15c / 15g x 100</i>): | 98.62% | 96.51% |
| 17. Publication of statement of ownership required: Will be printed in the October 2013 issue of this publication. | | |

I certify that the statements made by me above are correct and complete.
Dan Rieder, Editor Dated: September 23, 2014

Beyond the Bounds of Print



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

www.simmgene.com/tReg

ASA Well-Represented at World Congress

The American Simmental Association had a high profile at the 10th World Congress on Genetics Applied to Livestock Production (WCGALP), held August 20-22 in Vancouver, British Columbia. The Congress, which is held every four years, serves as an opportunity for geneticists working in various species (including humans) to exchange information on the latest technology in quantitative and molecular genetics.

A total of 1,583 delegates representing 58 countries were in attendance at the Vancouver meeting. The ASA was well represented at the event, led by ASA Executive Vice President Wade Shafer, Ph.D., and MB-ICE Lead Geneticist Lauren Hyde, Ph.D.

Others with ASA ties were: Former Trustee Sally Buxkemper; Dr. Dorian Garrick, Iowa State Professor who is an ASA collaborator on genetic evaluation; Dr. Mike Bishop, ASA member and co-founder of Infigen; Dr. Peter Parnell, CEO of Angus Australia and a frequent ASA visitor; Dr. Bruce Golden, Cal Poly Department Head and collaborator on genetic evaluation; Dr. Tom Rathje, ASA member and Chief Technical Officer for Swine Genetics; Dr. Caitlyn Able, former ASA intern and Geneticist, DNA Swine Genetics; and Dr. Heather Koshinsky, Eureka Genomics, also a collaborator with ASA on a genotyping project.



Left to right: Sally Buxkemper, Dr. Heather Koshinsky.



Left to right: Drs., Bruce Golden; Lauren Hyde; Wade Shafer; Mike Bishop.



Left to right: Drs. Tom Rathje; Caitlyn Able; Peter Parnell. ♦



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BEEF BUSINESS

Court Rules on COOL Regulations

The full US Circuit Court of Appeals for the District of Columbia has upheld an earlier ruling by a three-judge panel that USDA's country of origin labeling (COOL) requirements neither violated meatpackers' free speech rights nor exceeded the department's authority.

The revised regulations, which took effect in November 2013, require meat processors to specify the county of origin where an animal was born, raised and processed. COOL has been vigorously opposed by meatpackers, the American Meat Institute and the National Cattleman's Beef Association for more than a decade.

USDA Proposing Ground Beef Regs

USDA's Food Safety and Inspection Service is proposing a requirement that all makers of raw ground beef products keep records to further protect consumers from foodborne illnesses, by ensuring that retailers can trace products to their sources.

Retail outlets routinely make ground beef by mixing cuts of beef that derive from various sources. If the USDA proposal is finalized, it will require retailers to keep clear records identifying sources, suppliers and names of all materials used in the preparation of raw, ground beef products.

Checkoff Returns \$11.20 Per Dollar

The \$1 per head Beef Checkoff continues to provide a return on investment, even though total dollars in the program have decreased, due to the shrinkage of US cowherd numbers. A study conducted by a Cornell University researcher found that the \$1 investment yields \$11.20 in returns.

The study examined different marketing activities of the Cattleman's Beef Board (CBB) and found that the program deserves substantial credit for continued beef demand within the US, as well as a 6.4% increase in beef exports.

Misleading Organic Claims Blocked

Misleading language in organic packaging, that has all too often served only to confuse consumers, is being reined in by USDA. Specifically, the agency is addressing companies that market food products that have the word "organic" or "organics" in their brand name.

Some companies have been selling products that do not qualify for use of the word and have been getting away with misleading messaging to consumers because they have used it in their trade name.

Packing Plants Dwindling

Shuttered beef processing plants reflect a trend in the United States that has gone on for more than a decade, primarily because of continued shrinkage of the US beef herd. Thus, fewer processing plants and feedlots, too, are needed.

Tight cattle supplies have been behind frequent closures, but location can also have an affect, particularly with regard to cattle availability. Proximity to the border and the availability of Canadian and Mexican cattle can have a dramatic affect on the ability of a plant to stay open.

Consumer Trends Tracked

Although consumers say they plan to spend less money on food away from home, a food demand survey by Oklahoma State University indicates that many do not follow through with their stated intentions. According to the survey, food-at-home expenditures averaged \$93.20 from May 2013 through April of 2014, while good-away-from-home averaged \$45.82.

The average consumer willingness to pay (WTP) was \$6.75 per pound of steak; \$4.92 for chicken breast; \$4.12 for ground beef; \$3.67 for pork chops; \$2.34 for ham; and \$2.22 for chicken wings.

BPR Board Reduction

The US Department of Agriculture's Market Service has announced a final decision to decrease membership on the Cattlemen's Beef Promotion and Research Board from 103 to 100 members. The law authorizing the board requires the board's size to change with shifts in cattle inventories.

This decrease is due to changes in cattle inventories since the last board reapportionment in 2011. Domestic cattle producer membership on the board decreases from 96 to 94; and importer representation went from seven to six.

Farmland Prices Remain High

US farmland values remained strong through this year, despite falling crop prices. Grain prices, led by corn, fell to four-year lows in July, based on an outlook for a record harvest.

Because cattle prices were so high, rangeland has sold particularly well during 2014, in some instances at all-time high prices. Land prices are always led by farmer demand and may be tied to long-term optimism about the demand for US grain and meat exports.

Heavier Weights Means More Meat

Total meat production for 2014 has increased, according to the latest USDA World Agricultural Supply and Demand report. Lower feed prices have allowed producers to grow beef, pork and broilers to heavier weights, pushing production higher.

This trend is expected to hold through next year, leading to heavier cattle. At the same time, feedlot numbers are expected to decline, offsetting carcass weight gains. Despite Russia's import ban, 2014 and 2015 exports are expected to see steady increases. ♦

Announcing

The Blockbuster Cattleman's Group with members in Pennsylvania, Maryland, and Texas announces that co-founder Joe Harris of Windy Knoll Simmentals has completed the renovation and expansion of his facilities west of Westminster, Maryland, and just south of the Mason Dixon Line. Group member Paul L. Brown of Big Valley, Pennsylvania, his wife and daughter are renovating the historic Metz family farm in Mifflin County. Contact: arnoldmccleure@gmail.com.

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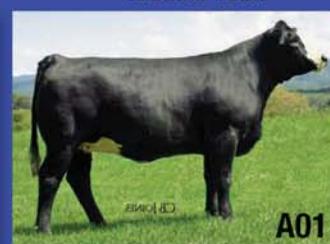
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THE CUTTING EDGE

More Scientists Needed

The Coalition for a sustainable Agriculture Workforce indicates that too few scientists are being trained in agricultural areas of science. Life sciences and agricultural industry companies anticipate increased hiring of trained scientists over the next decade, but there is growing concern that they will not be able to find qualified candidates.

Research shows that companies expect to hire more than 1,000 scientist-level employees through 2015, a figure that would represent 13% of the current ag scientist workforce. Most are needed in the disciplines of plant science, breeding and protection. Nearly half of those hired will be required to have doctoral degrees.

Risky Food Safety Practices Identified

Many consumers do not follow recommended food safety practices in preparing their own meals at home, according to a report from researchers at the University of California-Davis. The study found that the most common risks came from cross-contamination and insufficient cooking.

The study found that 65% of consumers did not wash their hands before starting meal preparation and 38% did not wash after handling raw meat. In addition, 50% washed chicken in the sink, a known haven for bacteria and a practice that is never recommended; and 40% undercooked their chicken, often relying on visual appearance, not a reliable method of confirming doneness.

Study Denigrates Beef

A new study on the environmental impacts of livestock production in the US, jointly conducted by scientists at Yale University, Bard College in New York, and the Weizmann Institute of Science in Israel is claiming that beef production results in far more damage to the environment than other protein sources, including pork and poultry.

The study concluded that cattle require 28 times more land, 11 times more irrigation water, release five times more greenhouse gasses and consume six times more nitrogen than the other livestock categories.

Increased Pesticide Presence

Neonicotinoid insecticides associated with corn and soybean seed treatments are increasingly showing up in surface waters across much of the Midwest, according to a new study conducted by the US Geological Survey.

The study focused on collected data from nine rivers, including the Mississippi and Missouri, which drain most of Iowa and parts of Minnesota, Montana, Nebraska, North and South Dakota and Wisconsin. Neonicotinoids are suspected of being among possible causes for weakening bee colonies.

Mobile Shade Developed

A Wisconsin farmer has unveiled an innovative breakthrough in cattle cooling. The machine, which looks like something out of the future, or a piece of technology that might more likely be seen behind closed doors at NASA, was built by Vince Hundt.

The large, saucer-shaped contraption casts a large shadow and takes only a few minutes to set up. It has a canopy made from polyethylene cloth, and is large enough to provide shade for 50 head of cattle. Polyethylene has 20% of its surface perforated, allowing it to create a "chimney effect" providing its own breeze.



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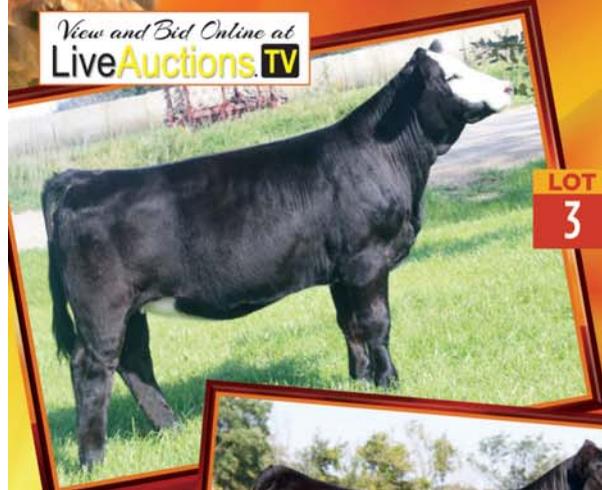
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CORPORATE REPORT

No Adverse Effects from Zilmax

While many in the beef industry are skeptical about Zilmax, a very popular feed additive, causing detrimental effects in cattle, researchers at the University of Nebraska has found that Zilmax causes no negative effects. The product, classified as a beta-agonist, has been approved by the US Food and Drug Administration for human consumption.

Zilmax was suspended by Merck & Company, its manufacturer, after some of the largest US beef processors, including Tyson Foods, Inc., believed that it may cause adverse effects, including walking difficulties. At one time, it was estimated that as many as 70% of US cattle had been fed beta-agonists.

Elanco Acquires Lohmann

Elanco, which is the animal health division of Eli Lilly and Company, has acquired Lohmann Animal Health, a privately held company headquartered in Cuxhaven, Germany.

Lohmann is described in a company press release as “a global leader in the supply of poultry vaccines and also markets a range of feed additives. The acquisition complements Elanco’s mission to help the global food chain deliver a safe, affordable and sufficient food supply.”

Simplot Fined

Simplot Feeders, located in Wallula, Washington, has been fined \$24,000 for air quality violations, during last March. The fine was levied by the Washington State Department of Ecology. The violations occurred during a hay grinding operation, causing particle pollution well above the allowable limit.

Simplot has recently upgraded its equipment and blamed the violation on the way it was installed. Simplot is now working with the state to correct their dust release densities.

Pricing Violations by Whole Foods

Whole Foods Market has been ordered to pay a penalty of nearly \$800,000 under a California court order, after a year long investigation uncovered pricing violations that included overcharging for deli meats and other foods.

The company is charged with “giving less than the amount stated on the label for packaged items sold by the pound and failing to deduct the weight of containers at the salad and hot bar.” The result was extra charges hidden from and unknowingly paid by consumers.

Wal-Mart Downsizing Super Stores

After six consecutive quarters of dwindling traffic and negative US sales, Wal-Mart’s return on investment dropped to 17%, a decline of 3% from seven years ago. The weak returns led to the lowest bonuses for executives in several years.

The company is also hampered by allegations of overseas bribery and continues to battle regulatory challenges from its nonunionized workforce. Overseas, it has stumbled in several countries, although it continues to dominate in Mexico and Canada. Consequently, the retailing giant will open more small grocery and convenience-type stores, rather than super centers.

Taco Bell Joins Paleo Diet

Fast food giant Taco Bell has joined the popular Paleo or Paleolithic diet — the all new protein-crammed craze so named after what some believe that cavemen consumed. Taco Bell has introduced their new Cantina Power menu, led by its steak Power Bowl.

Also included on the company’s menu is a steak Power Burrito with a double servicing of meat and 29 grams of protein, plus a chicken Power Bowl with 28 grams of protein, and Power Greek Yogurt, which contains 17 grams of protein. ♦

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INTERNATIONAL

Russia Responds to Sanctions

Russia has ramped up an economic battle set off by the crisis in Ukraine, by banning all food imports from the United States and on fruits and vegetables from the European Union, thus eliminating any pretense over food safety reasons.

Russia has been a major buyer of European agricultural products, but ranks 23rd among countries that buy food from the US, which accounts for less than 1% of US food exports. The Russian retaliation was ordered directly by President Vladimir Putin, but western officials believe that the move will backfire, leading to greatly increased inflation and pronounced shortages for the Russian people.

US Beef to Western South America

Even though US beef lacks ready access to much of South America, demand in the Pacific or western sector of the continent is booming. Peru was the first sizable destination in the region, followed by Chile.

Peru resumed US beef imports near the middle of the last decade after the bovine spongiform encephalopathy (BSE) scare and has now reached \$32.8 million in 2013 and Chile's imports are now up to \$22.6 million. One factor in the dramatic Chilean market was the 2011 outbreak of foot-and-mouth disease in nearby Paraguay in 2011. Much of Chile's beef had been supplied by Paraguay until then.

China Approves Brazilian Beef

Brazilian exports to China are expected to surpass \$800 million in value in 2015, following an announcement that China was ending its 18-month-long embargo on beef from the South American country. China had suspended imports from Brazil in 2012, when a case of bovine spongiform encephalopathy (BSE) was identified.

Following the action by Chinese officials, Brazilian authorities now expect Russia to end its restrictions on Brazilian pork in the coming months. Pork imports had been banned by Russia over suspected use of ractopamine, a feed additive drug.

Labeling Regulations for Canadian Beef

Canadian officials have implemented labeling regulations that will require notification of mechanically tenderized beef (MTB). The regulations were adopted following the largest meat recall in the country's history two years ago.

The new regulations mandate labels that include safe cooking instructions to prevent foodborne illnesses related to mechanically tenderized beef. The new rules, which took effect on August 21, suggests that MTB be cooked to a minimum internal temperature of at least 145 degrees F.

CSA Elects Officers

The Canadian Simmental Association (CSA), during its 46th Annual Meeting, July 25-27, in Manitoba, elected two new directors to the Board and also named its 2014-15 Executive Committee.

Kelly Ashworth was elected President; John Sullivan was named first vice president and Lacey Fisher was elected to the post of second vice president. Those three make up the CSA Executive Committee. Newly elected board members are Lee McMillen and Blair McRae.



The CSA Board, seated: John Sullivan, Kazabazua, Quebec; Maureen Mappin-Smith, Byemoore, Alberta; Kelly Ashworth, Oungre, Saskatchewan; Lacey Fisher, Amherst, Nova Scotia. Standing: Wes Mack, Estevan, Saskatchewan; David Milliner, Dundalk, Ontario; Lee McMillin, Carievale, Saskatchewan; Blair McRae, Brandon, Manitoba; and Randy Mader, Carstairs, Alberta. ♦

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Rhodes Angus

If you have recently advertised in *the Register* or *SimTalk*, you are automatically included in **Sales Call** for the month prior to your sale. **Sales Call** is broadcast to over 5,000 subscribers. **Sales Call** announces the date of your sale, location, provides a link to your sale catalog or website and a map.



SALE RESULTS

8th Annual Southeast All Black Classic

April 12, 2014 • Greenwood, FL

No.	Category	Average
19	Cow Calf Pairs	\$ 2,866
23	Bred Heifers	3,080
3	Bred Cows	1,820
45	SM/SimAngus™ Lots	\$2,906

Auctioneer: Mike Jones, GA

Sale Managers: Mike Jones and Jeremy Haag, MO

Sale Chairman: Steve Williams, AL

High-Selling SM and SimAngus™ Lots:

\$6,200 — Bred SM Female, “BF Perfect Value Z35,” cons. by Boyd Farm, New Brocton, AL; sold to Steven Williams, Red Level, AL.

\$6,000 — Bred SM Female, “BF Southern Lady Z34,” cons. by Boyd Farm, New Brocton, AL; sold to Steven Williams, Red Level, AL.

\$4,400 — Bred SM Female, “BF Southern Bell Z61,” cons. by Boyd Farm, New Brocton, AL; sold to Steven Williams, Red Level, AL.

\$4,100 — Bred SimAngus Female, “BF Bella Z39,” cons. by Boyd Farm, New Brocton, AL; sold to Steven Williams, Red Level, AL.

\$4,100 — Bred SimAngus Female, cons. by Boyd Farm, New Brocton, AL; sold to Steven Williams, Red Level, AL.

\$4,000 — Cow/Calf Pair, Simmental Cow, “LLCC Miss Drive X001,” s. by PRS Ironman U800, cons. by L&L Cattle, Marianna, FL, sold to J/W Simmental, Headland, AL; SimAngus Heifer Calf s. by Kensington Final Answer, sold to Curry Farms, Westville, FL.

\$3,750 — SimAngus Cow/Calf Pair, “WCM Marcia 028X,” s. by GAR New Design 5050, cons. by Triple M Simmental, Brent AL; Heifer Calf s. by HRM Dual Focus, sold to Rocky Creek Simmental, Marianna.

Comments: Also selling were 30 Angus Cow/Calf Pairs at an average of \$3,175, four Angus Bred Females at an average of \$3,100 and three Angus Bred Cows at an average of \$1,820.

Georgia Generations of Value Sale

August 23, 2014 • Colbert, GA

No.	Category	Average
53	Total Lots	\$3,203

Auctioneer: Jered Shipman, TX

Sale Manager: DP Sales, KY

Sale Staff: Steve Sellers, Shane Ryan and Todd Alford

High-Selling Lots:

\$7,200 — Bred Female, “Miss CCF X218,” s. by RC Club King, bred to FBF1 Combustible, cons. by Woodlawn Farms, sold to Select Cattle Ent., GA.

\$5,250 — Bred Female, “Silverado Diva X104,” s. by RC Club King, bred to Sandeen Upper Class, cons. by Britt Farms, sold to Sloup and Crusader Simmentals, NE.

\$4,875 — Embryos out of, “Bridges 505 New Design,” s. by WLE Uno Mas, GW Robust & Gibbs Crimson Tide, cons. by Cook Cattle Services, sold to Eddie Bradley, GA; and Jay Rinderknecht, UT.

\$4,500 — Bull, “Circle T Trade Y5,” s. by GWS Ebony’s Trademark, cons. by Circle T Farms, sold to Lamar Weeks, GA.

\$4,200 — Embryos out of, “HPF Ms. Beautiful,” s. by HTP/SVF In Dew Time and TNGI Grand Fortune, cons. by Bramlet Simmentals, sold to Dustin Ford, IA; and MBK Cattle, MS.

\$4,000 — Bred Female, “Woodlawn Francis,” s. by Mr. NLC Upgrade, bred to Coleman Regis, cons. by Woodlawn Farms, sold to Summerville Family Farms, GA.

\$4,000 — Bred Cow/Calf Pair, “Woodlawn Miss Ann,” s. by SS Goldmine, bred to CNS Pays to Dream; Bull Calf s. by IR Range Boss, cons. by Woodlawn Farms, sold to Charles Osborn, GA.

\$4,000 — Bred Female, “Z2034,” s. by SVF/NJC Built Right, bred to FBF1 Combustible, cons. by Wasdin Cattle, sold to Chet Barrett, GA.

Comments: Cattle sold into 13 states including: FL, GA, IA, IN, KY, LA, MS, NE, SC, SD, TN, UT & VA.



Longtime GA Simmental enthusiasts (l-r) John Howard, Steven Cooper and Billy Moss.



Kevin Summerville, GA, added some top bred females to his herd.



The capacity crowd was ready for the sale. ♦

MENU MORSELS

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

Sirloin Steak and Tomato Salad

Ingredients

- 1 pound beef, top sirloin steak
- 2 medium onions, cut into 1/2 inch thick slices
- 1/3 cup plus 1 tablespoon reduced fat or regular balsamic vinaigrette
- 1/2 teaspoon chipotle chili powder
- 12 cups mixed salad greens
- 4 medium tomatoes, cut into wedges
- salt and pepper

Instructions

- Brush onion slices with vinaigrette, set aside

- Press chili powder onto steak.
- Place steak in center of grid over medium coals
- Arrange onions around steak.
- Grill steak, covered, 11-15 minutes
- Grill onions 13-15 minutes, turning occasionally
- Separate onion slices into rings
- Carve steak into slices
- Season steak and onions, if desired
- Toss salad greens with remaining vinaigrette
- Top with tomatoes, onions and beef.

Serves 4

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- Soundest made, softest pasterned Upgrade son available, all with an enhanced scrotal and a large foot.
- Square-hipped and big-bodied, yet still clean-fronted and balanced.
- Backed by the powerful 2004 North American Reserve Grand female—Oval F Nicolette N443.
- Top 20% for YW, Stay, and Doc, Top 25% for WW, Top 10% for MWW and Milk, Top 15% for CW, Top 30% for REA, Top 35% for BF and TI, and Top 1% for Shr.
- Full sister topped the 2012 Pride of the Prairie Sale at \$21,000.
- ASA# 2615866, Homozygous Black and Homozygous Polled

Semen: \$25/unit

Semen available through ORigen and Allied Genetic Resources

For more information, contact Josh Chappa at Hudson Pines - Hayes Ranch at 406-578-2367

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MARCH 16, 2015, 1:00PM
BILLINGS LIVESTOCK COMMISSION
BILLINGS, MONTANA

After five successful years at the Bulls of the Big Sky sale, Hudson Pines - Hayes Ranch will sell 125 bulls, with over 40 fall bulls and select sets of heifers, at our new production sale in Billings.

THE CIRCUIT

Ohio State Fair's Best of the Buckeye Show

Date: July 26, 2014
Location: Columbus, OH
Judge: Roger Allen, Homer, IL



Grand Champion
Purebred Simmental Heifer
 Exh. by Ali Muir, Waynesfield.



Reserve Grand Champion
Purebred Simmental Heifer
 Exh. by Meghan Reed, Lindsey.



Grand Champion
Percentage Simmental Heifer
 Exh. by Erin Dilger-Lawrence, Hillsboro.



Reserve Grand Champion
Percentage Simmental Heifer
 Exh. by Meredith Oglesby, Hillsboro.



Grand Champion
Simmental Steer
 Exh. by Justin Reed, Lindsey.

Iowa State Fair

Date: August 16, 2014
Location: Des Moines
Judge: Doug Satree, Montague, TX



Grand Champion Purebred Female & Iowa Champion Purebred Female
 "Udell Fantasia," s by WAGR Driver 706T, exh. by Maddie Udell, Sioux City.



Reserve Grand Champion Purebred Female
 "HILB Crazy N Love," s. by Mr. Hoc Broker, exh. by Trey Jass, Garner.



Reserve Iowa Purebred Champion Female
 "B401," s. by Mr. Hoc Broker, exh. by Lashmett Farms, Winchester, IL.



Grand Champion Foundation Female
 "H Clova Pride," s. by SS Ebony's Grandmaster, exh. by Maddie Udell, Sioux City.



Reserve Grand Champion Foundation Female
 "S&S Selena," s. by GOET I-80, exh. by Kennedy Core, Pleasantville.



Iowa Champion Foundation Female
 "4/B Miss Next Step," s. by WS A Step Up, exh. by 4B Land & Cattle, Sioux City.



Iowa Reserve Champion Foundation Female
 "RB Honey," s. by RP HPF-GF Exposition, exh. by RB Simmentals, Correctionville.



Grand Champion Purebred Cow/Calf & Iowa Champion
 Exh. by Cason's Pride & Joy Simmentals, Albia.



Reserve Grand Champion Purebred Cow/Calf & Iowa Reserve Champion
 Exh. by Peterson Farms, Eddyville.



Grand Champion Foundation Cow/Calf & Iowa Champion
 Exh. by Kitzerow Cattle Co., St. Charles.

Reserve Grand Champion Foundation Cow/Calf & Iowa Champion
 Exh. by Zach Greiman, Garner.

Reserve Iowa Champion Foundation Cow/Calf
 Exh. by Elmore Farms, Fairfield.



Grand Champion Purebred Bull
 "OBCC Cover Charge," s. by AJE Montecito, exh. by Owen Bros. Cattle Co., Bois D'Arc, MO.



Reserve Grand Champion Purebred Bull
 "CNS-HFS Payload," s. by CNS Pays To Dream, exh. by Schick-Haefner Cattle Co. Clinton, IL.



Grand Champion Percentage Bull & Iowa Champion
 "Mr HS Heartbreaker," s. by KNH Added Value, exh. by Hansaker Simmental, Nevada.



Iowa Champion Purebred Bull
 "MSF Battle Cry," s. by Mr. NLC Upgrade, exh. by Moores Simmental Farm, Rose Hill.

Iowa Reserve Champion Purebred Bull
 "RBS Raining Diamonds," s. by K-Ler Make It Rain, exh. by Reck Bros. & Sons, Albia.



Reserve Grand Champion Percentage Bull & Reserve Iowa Champion
 "HAFC Baron," s. by FBF1 Combustible, exh. by Horizon Show Cattle, Indianola, IA.

Groups



Premier Breeder & Iowa Premier Breeder
 Cason's Pride & Joy Simmentals, Albia.

Produce of Dam
 Matthew VanEngen, Sioux Center.

Junior Get-of-Sire
 Elmore Farms, Fairfield.

Get-of-Sire
 RS&T Simmentals, Kansas City, MO.

Best 5 Head
 Reck Bros Simmentals, Albia.

Herdsmen award
 Shoal Creek, Excelsior, MO. ♦

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Newnan, GA 30263

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Shelly Patton
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Sycamore, GA 31790

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Amboy, IL 61310

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Crittenden, KY 41030

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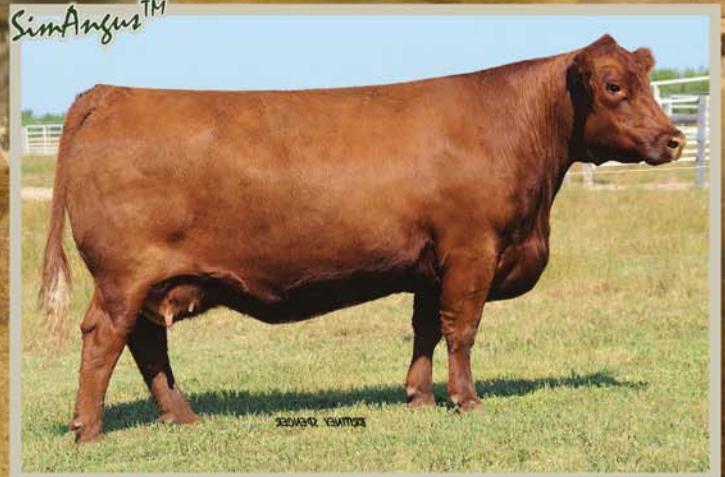
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Horned/Polled	\$50	Osteopetrosis (OS)	\$25
Arthrogryposis Multiplex (AM)	\$25	Coat Color	\$20
Neuropathic Hydrocephalus (NH)	\$25	PMel (Diluter)	\$20
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Contact ASA For Testing Kit

Fall 2014 THE Enrollment

If you miss the Deadline (June 15) . . . every animal on your preliminary inventory will be enrolled for \$16 each.

	Fall THE Submitted by	Option A (TR)	Option B (SR)	Option C
Enrollment submitted by member	June 15	\$15	\$0	\$7.50
See Late-Enrollment if after June 15	*Late-Enrollment			

*Late-Enrollment

If you miss the June 15 deadline and were enrolled for Fall 2013: All of your dams on the preliminary inventory generated by ASA will be enrolled in Option A at \$16.00 each.

Members will have until August 1, to make adjustments to their inventory (the same way as enrolling) including a choice to change from Option A to Option B or C. (THE fees will be adjusted if you change to Option B or C within the 30 days).

Note: If adjustments are not made by August 1, your preliminary inventory will be accepted as is (including enrolled in Option A, regardless of previous year's option). There is a \$1.00 late-enrollment fee that will not be refunded.

Re-Enrollment

Would you like to re-join the Total Herd Enrollment program?

\$35/per animal (up to \$350) plus enrollment fees.

A member who has dropped out of THE and wishes to return, may do so for the next enrollment season.

Re-enrollment fee is \$35 per animal (maximum of \$350) plus enrollment fees.

Non-THE registration fees will apply to the season(s) when a member did not participate in THE.

American Simmental Association Fees

Membership Initiation Fee:

Adult Membership Initiation Fee	\$160
Junior Membership Initiation Fee	\$50
Prefix Registration	\$10

Annual Service Fee (ASF):

Single Membership	\$110
Multiple Memberships at the same address	\$160
Junior Membership	\$50

Registration Fees:

Registration Fees enrolled in THE

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

Transfer Fees:

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

Additional Transactions:

Priority Processing (not including shipping or mailing)	\$25
Corrections	\$5

Registration Foreign/Foundation Fees:

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

Registration Fees not enrolled in THE:

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

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PB

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 FBF1 Combustible x Drake In Command
 March Fancy Open Show Heifer Prospect



**1/2
 SM**

Drake Combustible B21
 FBF1 Combustible x Angus
 February Fancy Open Show Heifer Prospect



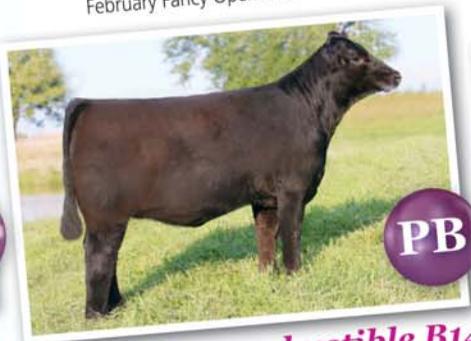
**1/2
 SM**

Drake Goal Line Lady B49
 SCC First-N-Goal GAF114 x CNS Dream On L186
 February Fancy Open Show Heifer Prospect



**3/4
 SM**

Drake Miss Rampage B19
 Tess Black Rampage 71W x Drake In Command
 April Fancy Open Show Heifer Prospect



PB

Drake-BH Combustible B14
 FBF1 Combustible x MSP Fabio
 March Fancy Open Show Heifer Prospect



PB

Drake Darby X378B
 Elm-Mound/GS Stands Alone x Lazy H Go Daddy
 March Fancy Open Show Heifer Prospect



**5/8
 SM**

Drake Joey W404B
 Drake Bully Boy x OCC Triumph 605T
 January Fancy Open Show Heifer Prospect



PB

Drake Poppy 530A
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DATE BOOK

OCTOBER 2014						
S	M	T	W	T	F	S
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NOVEMBER 2014						
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30						

OCTOBER

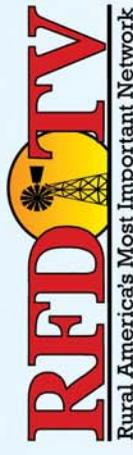
- 2-5 River Point Cattle Company's Internet Sale — www.LiveAuctions.tv
- 4 Bar 5 Extravaganza Fall Production Sale — Markdale, ON
- 4 Buckeye's Finest Sale — Belle Center, OH
- 4 Keystone Classic Heifer Showcase Sale — Harrisburg, PA
- 5 The Harvest at Krieger Farms — Universal, IN (pg. 37)
- 5 Wisconsin Simmental Midwest Fall Roundup Sale — Lancaster, WI
- 8 40th Annual R.A. Brown Ranch Bull Sale — Throckmorton, TX
- 11 Belles of the Bluegrass — Mt. Sterling, KY
- 11 Legends of the Blue Ridge Sale — Atkins, VA
- 11 Mark Yazel Cattle Co.'s "The Fall Finale" Sale — Vinita, OK
- 12 Factory Direct "Retirement Sale", West LaFayette, IN
- 16 RJ Cattle Company's Online Sale — www.breedersworld.com (pg. 11)
- 17 MN Beef Expo Icons on Ice Sale — Minneapolis, MN
- 17 MN Beef Expo White Satin on Ice — Minneapolis, MN
- 18 20th Annual New Direction Sale — Seward, NE (pgs. 29, 43)
- 18 IBEP Performance Bull Test Sale — Springville, IN
- 18 Little Creek Farms' Magnolia Classic — Starkville, MS
- 18 MN Beef Expo All Breeds Sale — Minneapolis, MN
- 18 MN Beef Expo Simmental Sale — Minneapolis, MN
- 18 Route 66 SimGenetics Road to Success Sale — Strafford, MO
- 18 Tennessee Fall Showcase Sale — Lebanon, TN (pgs. 49, 73)
- 19 The Black Label Event, Volume V — Grandview, TX
- 24 Buckles & Banners Sale — West Point, IA (pg. 71)
- 24-26 Simbrah Synergy VII — Giddings, TX
- 25 7P Ranch Annual Fall Bull & Female Sale — Tyler, TX (pg. 9)
- 25 Fliehman Family and Guests New Edition Fall Female Sale — Richmond, IN
- 25 Flying H Genetics Fall Bull Sale — Lowry City, MO
- 25 McNeill Farms Performance Bull and Female Sale — Seagrove, NC
- 25 Midwest Made and Friends Simmental Sale — Prairie City, IA
- 25 Pennsylvania Fall Classic Sale — Waynesburg, PA (pg. 63)
- 25 Tanner Farms Pasture Performance-Tested Bull Sale — Shuqualak, MS
- 26 Heartland Performance with Class Sale — Waverly, IA (pg. 19)
- 26 The 2nd Annual Social Simmental Sale — Urbana, OH
- 27 Rust Mountain View "Queens of the Pasture" Sale — Turtle Lake, ND (pg. 65)
- 28 Williams Cattle Company's Show Heifer and Donor Prospect Sale — Follett, TX
- 31 20th Annual Hokie Harvest Sale — Blacksburg, VA

NOVEMBER

- 1 Irvine Ranch 10th Annual Production Sale — Manhattan, KS
- 1 Jones Show Cattle's High Standards Female Sale — Harrod, OH (pgs. 14-15)
- 1 Lady Diva Production Sale — Centerville, IA (pg. 67)
- 1 Land of Lincoln Sale — Altamont, IL (pgs. IFC, 56)
- 1 Michigan Simmental Association's Fall Sale — St. Louis, MI (pg. 75)
- 1 Pigeon Mountain Simmental's Fall Bull Test Sale, Rome, GA
- 1 Professional Beef Genetics Bull Sale — Windsor, MO
- 1 Yon Family Farms Bull and Female Sale — Ridge Spring, SC
- 2 Hawkeye Simmental Sale — Bloomfield, IA (pg. 54-55)
- 7 NLC Simmental Female Production Sale — Wessington, SD
- 8 Deer Creek Farm Simmental Sale — Lowesville, VA
- 8 Gibbs Farms' 9th Annual Bull & Replacement Female Sale — Ranburne, AL
- 8 Moser Ranch 23rd Bull Sale — Wheaton, KS
- 8 Western Showcase Sale — Moses Lake, WA
- 13-15 Two Fast Nickels Online Bull Sale — www.cattleinmotion.com
- 15 JRW Farms' 2nd Annual "Fall Harvest" Private Treaty Bull Sale — Seminary, MS
- 15 Timberland Cattle's Best-of-the-Black Angus & SimAngus™ Bull Sale — Vernon, AL
- 15 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE (pg. 35)
- 16 Hudson Pines Farm The Living Legacy X Sale — Campbellsburg, KY (pg. BC)
- 19 North American Select Simmental Sale — Louisville, KY (pgs. 25, 53)
- 21 RJ Cattle Company's Online Sale, www.breedersworld.com (pg. 11)
- 21 "Southern Excellence" Bull Sale — Wadley, AL
- 22 Missouri Simmental Association's Fall Roundup Sale — Springfield, MO
- 22 Shenandoah's Shining Stars — Quicksburg, VA (pg. 51)

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THE AMERICAN RANCHER

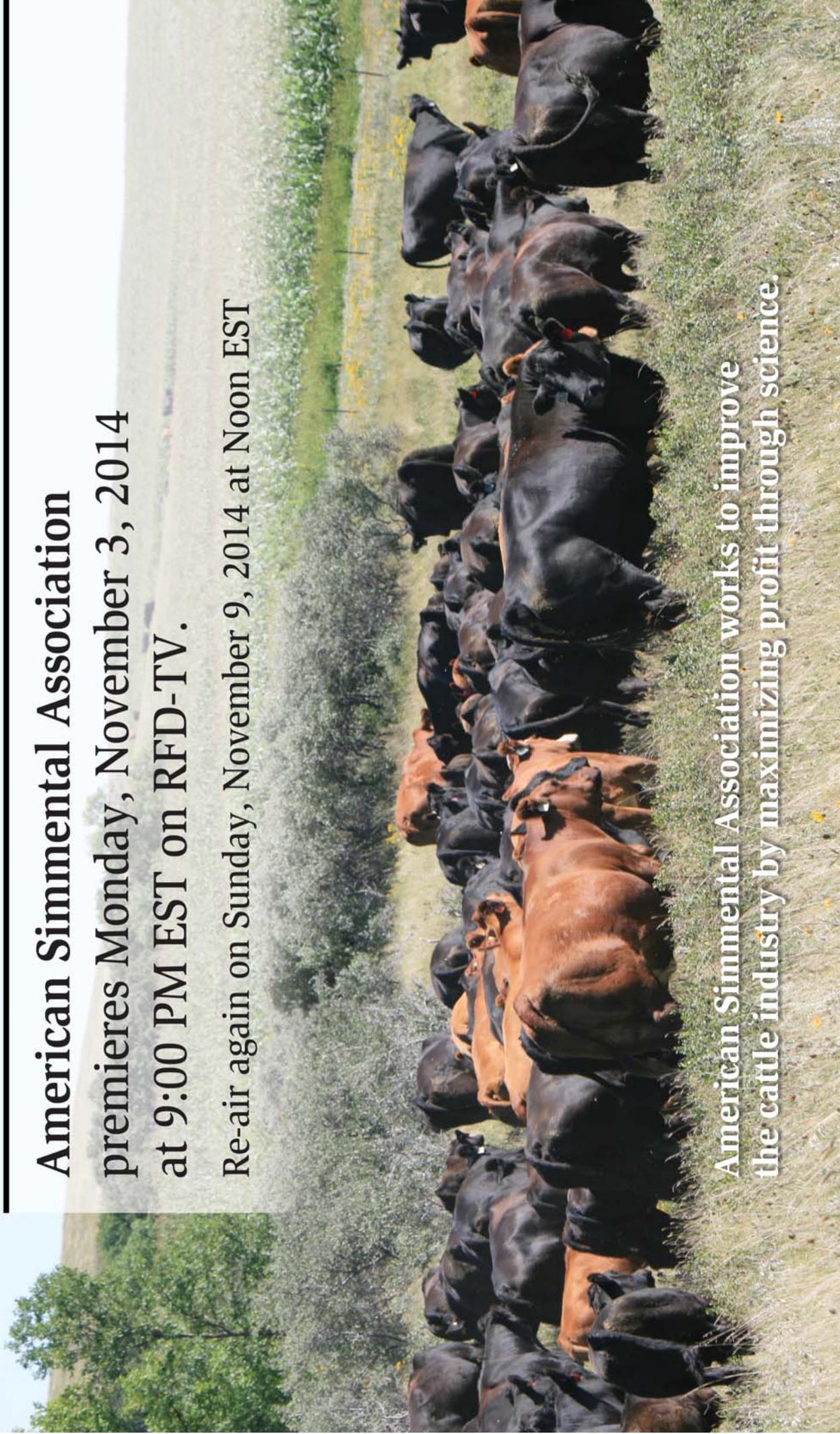


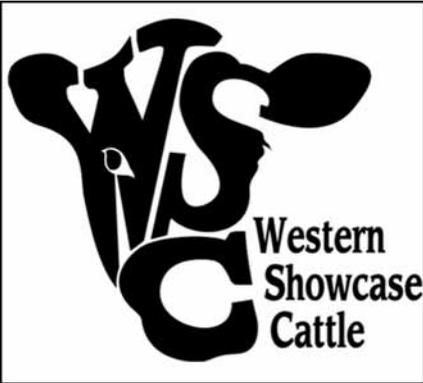
American Simmental Association

premieres Monday, November 3, 2014
at 9:00 PM EST on RFD-TV.

Re-air again on Sunday, November 9, 2014 at Noon EST

American Simmental Association works to improve
the cattle industry by maximizing profit through science.





2014 Western Showcase Cattle Sale & Show

November 8, 2014
Moses Lake, WA
 Sponsored by the
Washington Simmental Association

Western Showcase Cattle Schedule:

Friday, November 7th, 2014
All Day
 Cattle Available for Viewing
 6 p.m.
 Breeders Banquet & Social

Saturday, November 8th
 2 p.m. SALE 
 Bid online at:
 WWW.CATTLEINMOTION.COM

Sunday, November 9th
 10 a.m.
 WSC All Breed Jackpot Show

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DATE BOOK

continued

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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JANUARY 2015						
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4	5	6	7	8	9	10
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- 22 The Buckeye Best of Both World's Female Sale — Newark, OH
- 22-25 LMC "Giving THANKS" Donation Online Sale — www.cattleinmotion.com
- 22 Yardley Cattle Company's Focus on the Female Sale — Beaver, UT (pg. 4)
- 23 North Central Simmental Fall Classic — Hubbard, IA
- 28 Ruby Cattle Co. "Livin' The Dream" Production Sale — Murray, IA
- 29 Foxy Ladies Bred Heifer Sale — West Point, NE (pg. 43)
- 29 Genetic Perfection Sale — Fremont, NE (pg. 43)
- 29 Trennepohl Farms Right By Design Sale — Middletown, IN (pg. 31)
- 30 Cow Time Sale — Wahoo, NE
- 30 Red Dirt Divas Female Sale — Marshall, OK (pg. 57)
- 30 The Chosen Few at Janssen Farms — Gilmore City, IA (pg. 47)

DECEMBER

- 5 All Black and White Bull & Female Sale, Montgomery, AL
- 5-7 Hoosier Beef Congress Junior Show and Sale — Indianapolis, IN
- 6 Jewels of the Northland Sale — Clara City, MN
- 6 Montana's Choice Simmental Sale — Billings, MT
- 6 Next Step Cattle Company's Annual Bull Sale — Auburn, AL
- 8 Dakota Made Production Sale — Salem, SD
- 9-10 J&C Simmentals Female Sale — DPonlinesales.com (pg. 43)
- 10 Double Bar D Farms Simmental "She's Got The Look" Female Sale — Grenfell, SK
- 13 Driggers Simmental Farm Bull Sale — Glennville, GA
- 13 Hartman Cattle Company's 19th Annual Customer Appreciation Sale — Tecumseh, NE
- 13 North Alabama Bull Evaluation Sale — Cullman, AL
- 13 North Dakota Simmental Association's Showcase/Classic Sale — Mandan, ND
- 13 Pride of the Prairie Simmental Sale — Seymour, IL
- 13 Purdue Golden Girls Cow Sale — West Lafayette, IN
- 13 Value By Design Female Sale — Anita, IA (pg. 64)
- 20 Season Finale XII — Hillsboro, OH
- 20 South Dakota Simmental Source Sale — Worthing, SD

JANUARY 2015

- 3 Royal Edge Sale — Ames, IA
- 10-25 National Western Stock Show — Denver, CO
- 10 Tanner Farms Pasture Performance-Tested Bull Sale — Wiggins, MS
- 16-2/7 Fort Worth Stock Show and Rodeo — Fort Worth, TX (pg. 48)
- 17 SimMagic On Ice — Denver, CO
- 17 University of Florida Bull Test Sale — Greenwood, FL
- 19 National Western "The One" Simmental Sale — Denver, CO (pg. 8)
- 20 Wild Wild West Sale — Brighton, CO
- 24 Forster Farms 36th Annual Production Sale — Smithfield, NE
- 25 Triangle J Ranch Annual Production Sale — Miller, NE (pg. 43)
- 26 Fort Worth Stock Show Junior Simmental/Simbrah Shows — Fort Worth, TX (pg. 48)
- 28 Sioux Empire Simmental Show & Sale — Sioux Falls, SD
- 30 Fort Worth Stock Show Open Simmental Show — Fort Worth, TX (pg. 48)
- 31 Double J Farms' 41st Annual Private Treaty Simmental Bid Bull Sale — Garretson, SD (pg. 74)
- 31 J&C Simmentals Annual Bull Sale — West Point, NE (pg. 43)

FEBRUARY

- 1 Trauernicht Simmental Nebraska Platinum Standard Bull Sale — Beatrice, NE
- 2 35th Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT
- 4 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT
- 5 Stavick Simmental's 15th "King of the Range" Bull Sale — Aberdeen, SD
- 7 Black Hills Stock Show and Sale — Rapid City, SD
- 7 Dixie National Simmental Sale — Jackson, MS
- 7 Ollrichs/Felt Farms Bulls Sale — Norfolk, NE (pg. 43)
- 7 Prickly Pear Simmentals Made In Montana Sale — Helena, MT (pg. 59)
- 7 Ruby Cattle Co. & RS&T Simmental Performance Bull Sale — Lamoni, IA
- 7 Springer Simmentals Sale of Value Based Genetics — Decorah, IA
- 8 Blue River Gang's 33rd Annual Simmental, SimAngus™ & Angus Production Sale — Rising City, NE ◆



Buckles & Banners

Friday, October 24, 2014
6:00 PM -- West Point, IA



Wheelman x OBCC Legend S12X



Montecito x STF Unanimous UP26



Allegiance x Steel Force



Silverias Style x Drake Miss (Misfit)



Broker Purebred



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3/4 blood Calloway



HTP-SVF Live Wire - Semen & Service Sells



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Gerdes Show Cattle
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 319-850-1694
 gerdes_eric@yahoo.com
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 Dusty Wellman
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 417-830-8180

RATES & POLICIES

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For All Your Advertising Needs



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Serving as American Simmental Association's (ASA) official publication, *the Register* is mailed nine times annually, has a circulation of 5,500+, and is focused primarily on ASA's paid membership. *the Register* is an 8 1/8 x 10 7/8 inch glossy, full-color publication that provides a direct and consistent line of communication to the ASA membership.

Space and four-color rates for *the Register*:

Space Rates	Non-Contract	2X Contract	4X Contract	Four Color
1 page	\$770	\$730	\$700	\$300
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1/3 page	\$330	\$315	\$300	\$100
1/4 page	\$220	\$210	\$200	\$75
1/8 page	\$150			\$50
3-inch mini	\$100			\$30
2-inch mini	\$85			\$15
2-inch card	\$700/year, 9 insertion			\$135
1-inch card	\$390/year, 9 insertions			\$90
Classified Ads	\$.60/word, \$12.00 minimum, must be prepaid			

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	Sales Close	Ad Materials	Camera Ready	Mail Date
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Dec/Jan '15	Nov 14	Nov 21	Dec 4	Dec 17
February '15	Dec 29	Jan 5	Jan 14	Jan 20
March '15	Feb 2	Feb 9	Feb 17	March 2
April '15	March 2	March 10	March 19	April 1
July/August '15	June 25	July 2	July 10	July 23
September '15	Aug 3	Aug 10	Aug 18	Aug 31
October '15	Sept 2	Sept 10	Sept 18	Oct 1

Send all ad materials to: register@simmgene.com or Fax: 406-587-8853

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Opinions expressed are the writers' and not necessarily those of *the Register*. Photographs are welcome, but no responsibility is assumed for material while in transit or while in the office.

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- Domestic \$50/year
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TENNESSEE

Simmental Association

FALL SHOWCASE 2014

SATURDAY, OCTOBER 18 AT 12:30 PM

Wilson County Fairgrounds, Lebanon, Tennessee



CCF Sheza Bonnie
Selling embryos by her and full sibs



Circle T Simme Solution
He Sells



CVLS Blazin Maria 251Z
Sells bred to Extra Mile



BFD Taking A Breath A175
She Sells



CVLS Nikki 302A
Sells bred to Bismarck



MF Vanilla Bean W9TD
Sells embryos by GLS Integrate Z3



CLCC Cut Above Y19
He Sells



IVS Lalita 01A
She Sells



IVS Pandora
She Sells

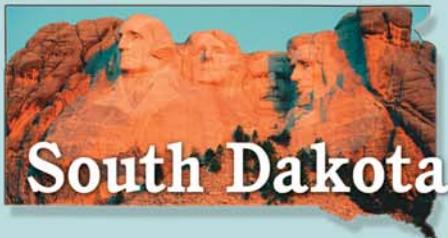
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www.traxinger.com

Kerry, Mara, Justin, Travis and Jamie Hart
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605-329-2587 (home) • 605-252-2065 (Kerry's cell)
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Thomas Ranch
18441 Capri Place
Harrold, SD 57536
605-973-2448 (home) thomas@venturecomm.net
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March 20, 2015 • Wessington, SD

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NLC

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Kimball, SD 57355 Jay: 605-730-0215 (Cell)
605-778-6703 bendaranch@midstatesd.net

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Luke Lingeman (Herdsmen): 605-630-9325

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Bruce • 605-225-5738 Sterling
bbkappes@dow.com 605-216-3581

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Aberdeen, SD 57401

www.thebullpeople.com

WERNING CATTLE COMPANY
Simmental - Angus - SimAngus
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Date: 605-825-4219
Scott: 605-682-9610
www.werningcattle.com

Eichacker Simmentals
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Steve & Cathy Eichacker
605-425-2391 or 605-421-1152
email: es@triotel.net
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Steve & Elaine Reimer & Family
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Chamberlain, SD 57325
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Beyond the Bounds of Print

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

www.simmgene.com/tReg

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Michigan
Simmental
 Association

2014 Fall Sale
 November 1, 2014
 United Producers • St. Louis, Michigan



CC Sara 8R

Selling a full sib



Steel Shot

Selling daughters, sons, and his service



In Dew Time

Selling a full sister in blood



Embryo cow

Embryos by Broker ASA# 2531081

Managed by

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Card Uproar 49Y
By Mr. NLC Upgrade
EPDs: CE: 8 \$API: 128 \$TI: 77



SS/PRS Gunslinger 824X
By STF Shocking Dream SJ14
EPDs: CE: 14 \$API: 133 \$TI: 74



WS A Step Up X27
By SS Ebony's Grandmaster
EPDs: CE: 9 \$API: 129 \$TI: 63



Mr. Hoc Broker C623
By Steel Force
EPDs: CE: 3 \$API: 101 \$TI: 58



Long's Shear Envy Y34
By Hooks Shear Force 38K
EPDs: CE: 14 \$API: 143 \$TI: 75



STF Shocking Dream SJ14
By CNS Dream On L186
EPDs: CE: 20 \$API: 155 \$TI: 72



Remington Secret Weapon 185
By Trademark
EPDs: CE: 8 \$API: 105 \$TI: 62



OBCC King Pin W42Y
By RC Club King
EPDs: CE: 9 \$API: 111 \$TI: 68



CSCX Bandwagon 513A
By TJSC Optimus Prime
EPDs: CE: 8 \$API: 106 \$TI: 62



TLLC One Eyed Jack 15Z
By Long's Shear Pleasure
EPDs: CE: 9 \$API: 121 \$TI: 71



WC No Remorse 763Y
By Yardley High Regard W242
EPDs: CE: 11 \$API: 116 \$TI: 58



W/C Lock Down 206Z
By Lock N Load
EPDs: CE: 9 \$API: 132 \$TI: 78



GCC Whizard 125W
By SVF Steel Force S701
EPDs: CE: 9 \$API: 100 \$TI: 57



Long's Steel Shot X21
By SVF Steel Force S701
EPDs: CE: 8 \$API: 118 \$TI: 53



W/C United 956Y
By TNT Tuition
EPDs: CE: 15 \$API: 155 \$TI: 94



WLTR Renegade 40U ET
By 3C Macho M450 BZ
EPDs: CE: 6 \$API: 108 \$TI: 71



R Plus Reload 2006Z
By R Plus Hard Rock (outcross)
EPDs: CE: 9 \$API: 128 \$TI: 71



KLS Halfblood X217
By SP The Answer 813
EPDs: CE: 15 \$API: 144 \$TI: 73



R&R Chamberlain X744
By Mr. NLC Upgrade
EPDs: CE: 5 \$API: 102 \$TI: 80



WLE Quota U547
By SVF/NJC Built Right N48
EPDs: CE: 13 \$API: 119 \$TI: 67



TJSC 152A
By Flying B Cut Above
EPDs: CE: 5 \$API: 107 \$TI: 62



S S Incentive 9J17
By SS Objective T510 OT26
EPDs: CE: 17 \$API: 135 \$TI: 75



Silveiras Style 9303
By Gambles Hot Rod
EPDs: CE: 19 \$API: 146 \$TI: 65



SP The Answer 813
By SAV Final Answer 0035
EPDs: CE: 21 \$API: 148 \$TI: 70



GLS/JS Sure Shot Y18
By GLS/GF Brigade 31R
EPDs: CE: 10 \$API: 130 \$TI: 73



LLSF Pays To Believe ZU194
By CNS Pays To Dream T759
EPDs: CE: 11 \$API: 135 \$TI: 69



K-LER Make It Rain 696S
By Foundation 724N
EPDs: CE: 1 \$API: 84 \$TI: 58



STF Royal Affair Z44M
By Lock N Load
EPDs: CE: 9 \$API: 114 \$TI: 63



LLSF Addiction AY792
By Top Grade
EPDs: CE: 10 \$API: 138 \$TI: 73



Long's Damien A37
By Hooks Shear Force 38K
EPDs: CE: 15 \$API: 155 \$TI: 82



FBF1 Supremacy Y93
By STF Dominance T171
EPDs: CE: 11 \$API: 112 \$TI: 62



GWS/SCF Rendition T310
By Trademark
EPDs: CE: 7 \$API: 112 \$TI: 61



FBF1 Combustible Y34
By Steel Force
EPDs: CE: 7 \$API: 119 \$TI: 59



Wheatland Mr. Bojangles 97X
By Wheatland Bull 680S
EPDs: CE: 8 \$API: 103 \$TI: 61



FBF5 Warsaw 068W
By Sure Bet
EPDs: CE: 17 \$API: 140 \$TI: 61



SS/PRS Tail Gater 621Z
By HTP/SVF Duracell T52
EPDs: CE: 13 \$API: 130 \$TI: 72



Westfall Voyager 721P
By Power Surge
EPDs: CE: 13 \$API: 104 \$TI: 56



W/C Catchin A Dream 27X
By Dream Catcher
EPDs: CE: 10 \$API: 134 \$TI: 66



Rubys Wide Open 909W
By The Foreman
EPDs: CE: 7 \$API: 103 \$TI: 65



WAGR Dream Catcher 03R
By Dream On
EPDs: CE: 12 \$API: 147 \$TI: 71



GLS New Direction X184
By Better Than Ever
EPDs: CE: 8 \$API: 108 \$TI: 60



HTP/SVF Duracell T52
By Dream On
EPDs: CE: 14 \$API: 144 \$TI: 76



Yardley High Regard W242
By Yardley Impressive T371
EPDs: CE: 2 \$API: 80 \$TI: 55



Wheatland High Octane 169Y
By Wheatland Predator
EPDs: CE: 4 \$API: 96 \$TI: 63



AJE/PB Montecito 63W
By Steel Force
EPDs: CE: 6 \$API: 97 \$TI: 64



GLS Yahoo Y106
By LMF Movin Forward
EPDs: CE: 7 \$API: 114 \$TI: 66



SAS Big Bruzer Y131
By King of the Yukon (outcross)
EPDs: CE: 8 \$API: 109 \$TI: 63



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ASA FEE SCHEDULE

DNA Services

DNA SNP (PV, ET)	\$45	Tibial Hemimelia (TH)	\$25
HD and SNP (PV, AI Sire, Donor Dam)	\$90	Pulmonary Hypoplasia W/Anasarca (PHA)	\$25
Horned/Polled	\$50	Osteopetrosis (OS)	\$25
Arthrogryposis Multiplex (AM)	\$25	Coat Color	\$20
Neuropathic Hydrocephalus (NH)	\$25	PMel (Diluter)	\$20
Contractural Arachnodactyly (CA)	\$25		

Contact ASA For Testing Kit

Fall 2014 THE Enrollment

If you miss the Deadline (June 15) . . . every animal on your preliminary inventory will be enrolled for \$16 each.

	Fall THE Submitted by	Option A (TR)	Option B (SR)	Option C
Enrollment submitted by member	June 15	\$15	\$0	\$7.50
See Late-Enrollment if after June 15	*Late-Enrollment			

*Late-Enrollment

If you miss the June 15 deadline and were enrolled for Fall 2013: All of your dams on the preliminary inventory generated by ASA will be enrolled in Option A at \$16.00 each.

Members will have until August 1, to make adjustments to their inventory (the same way as enrolling) including a choice to change from Option A to Option B or C. (THE fees will be adjusted if you change to Option B or C within the 30 days).

Note: If adjustments are not made by August 1, your preliminary inventory will be accepted as is (including enrolled in Option A, regardless of previous year's option). There is a \$1.00 late-enrollment fee that will not be refunded.

Re-Enrollment

Would you like to re-join the Total Herd Enrollment program?

\$35/per animal (up to \$350) plus enrollment fees.

A member who has dropped out of THE and wishes to return, may do so for the next enrollment season.

Re-enrollment fee is \$35 per animal (maximum of \$350) plus enrollment fees.

Non-THE registration fees will apply to the season(s) when a member did not participate in THE.

American Simmental Association Fees

Membership Initiation Fee:

Adult Membership Initiation Fee	\$160
Junior Membership Initiation Fee	\$50
Prefix Registration	\$10

Annual Service Fee (ASF):

Single Membership	\$110
Multiple Memberships at the same address	\$160
Junior Membership	\$50

Registration Fees:

Registration Fees enrolled in THE

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

Transfer Fees:

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

Additional Transactions:

Priority Processing (not including shipping or mailing)	\$25
Corrections	\$5

Registration Foreign/Foundation Fees:

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

Registration Fees not enrolled in THE:

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