

the Register

October 2017

Serving the Simmental
and Simbrah Breeds

Features

Ahead of the Curve

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Winners Named

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Roundup Q&A

First IGS Summit



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NOVEMBER 13, 2017



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Vision x Combustible
Bred to TNGL Track On



Broadway x Kler Young Money
Bred to Executive Order



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Broker x WLE Missy U409



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Sells with a HPF Optimizer Heifer Calf



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Cash Flow x CMFM Briley



Hooks Broadway x Miss Knockout 74T



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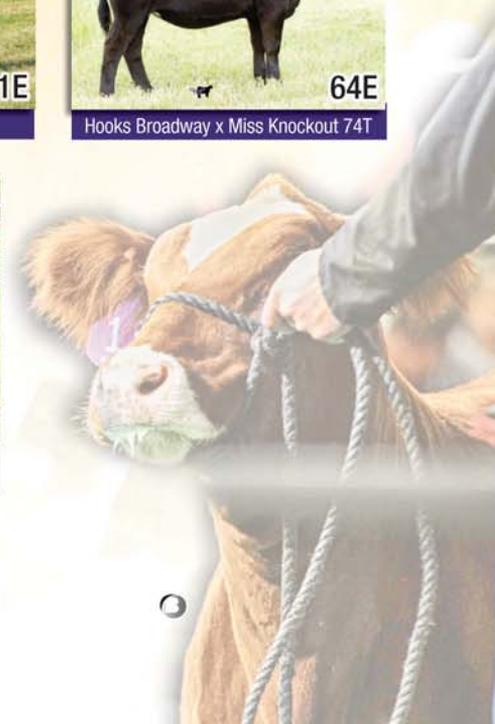


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- ✓ DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN



TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+20.9	-4.6	+58.6	+95.9	+23	+10.9	+25.6	+54.9	+14.2	+14.1	+20.6	-44	+78	-.043	+1.17	-.45	\$181	\$88
ACC	.67	.80	.72	.65	.65	.29	.30	.40	.31	.16	.51	.33	.41	.36	.33	.16		

DNA tested DLF, Homozygous Black, Homozygous Polled

FALL 2017 TOP 35%

PAY DIRT

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BASIN PAYWEIGHT 1682 x TRIPLE C SINGLETARY S3H

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- ✓ Our easy pick as the best prospect in a superb draft at the Cow Camp spring 2017 sale
- ✓ Ranks in the top 1% of the breed for pounds on the ground, on the rail, and total end product - one of only four Simmental bulls in the breed with that claim
- ✓ Perfect blend of growth, power, and end product with the tremendous body, muscle and fleshing ability
- ✓ DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN



TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+11.2	+0.4	+84.2	+141.6	+36	+11.1	+28.0	+70.0	+3.0	+11.6	+55.0	+05	+90	+057	+84		\$145	\$95
ACC	.28	.44	.39	.43	.43	.19	.22	.27	.23	.04	.35	.25	.38	.22	.30			

DNA tested NHF, DDF, DLF, Homozygous Black, Homozygous Polled

FALL 2017 TOP 35%

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the Register

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CE: 17.1 BW: -1.4 WW: 52.6 YW: 59.0 Milk: 17.7 API: 153.3 TI: 77.5

From Wesner Livestock Enterprises and Purdue University, IN



7SM79 HPF OPTIMIZER A512 2728015 // 3/4 SM 1/4 AN

Optimizer 58X x S436 HR // Homo. Black / Homo. Polled

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- ▶ Sires sale-topping good looks with powerful performance

CE: 8.0 BW: 2.2 WW: 90.6 YW: 139.3 Milk: 21.1 API: 110.6 TI: 77.7

From Hudson Pines Farm, NY; Hayes Ranch, MT and Hillstown Farm, IL



237SM1023 W/C UNITED 2614725 // 1/2 SM 1/2 AN

Tuition x Bismarck // Homo. Black / Homo. Polled

- ▶ Unmatched ability to transmit added pounds and performance
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CE: 9.2 BW: 0.3 WW: 92.2 YW: 156.4 Milk: 10.4 API: 146.7 TI: 92.3

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- ▶ Use to add width, strength and attractive phenotype

CE: 1.0 BW: 2.9 WW: 63.7 YW: 97.8 Milk: 26.2 API: 119.9 TI: 73.6

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VIEWPOINT

By Brian Defreese, Lafayette, IN



It is the first day of September, and it is actually cold outside today in Indiana. Our thoughts and prayers go out to all those affected by the hurricane. Many Simmental members have suffered through it and as I write this, I think of how much of a people business the cattle business is. Last week, Craig McCallum and Greg Burden held their Last Hoorah Dispersal. I want to thank them for all they have done to advance the Simmental Breed. I talked with several new members who are getting started in the Simmental business because of their experiences with Circle M Farms. Thank you for all you have done!

As you have heard me say before, our members have made it possible for the ASA to develop the tools and programs for the whole industry to use to make better cattle, and now it is time for the ASA to give back to our members. Thus, as you may have heard, the ASA has made it possible

for you to 50K your whole cow herd for \$20 each or \$15 if you turn in mature cow weights, along with body condition scores and/or hip heights. If you are interested, please contact the ASA as soon as possible at 406-587-4531.

The Fall Focus is just ahead and we are looking forward to getting input from our members on several issues as well as educating them on what we have been working on. I look forward to meeting as many of you as possible.

Trustee elections are coming up soon, and I urge every member to VOTE. Representation from your region is very important to the success of the Board in making the right decisions that benefit all members. Voter turnout has been smaller than it should be so please take the time to make your voice heard.

I hope everyone has a safe and rewarding fall of harvesting crops and marketing their calf crop. Remember that Board members and the ASA staff are there to help if you have any questions or concerns, and let's work together to make this a great Association! Let me know what you think. ♦

MAIL BAG

Simmental Steer Excels

Dear Editor:

Our granddaughter, Reece Jacobs, recently exhibited the grand champion steer at the Grant County Fair, held at John Day, Oregon. "Clifford," her purebred Simmental was originally purchased from Lanting Enterprises, Twin Falls, Idaho. He was sired by WS All Aboard B80, and weighed in at 1,261 pounds.

A member of the Prairie City Community 4-H Club, this is her first year with a 4-H Market Steer project.

Sincerely,
Rhea Lanting
Twin Falls, ID



Reece Jacobs proudly poses with Clifford, her champion market steer. She is joined by her parents Jim and Kim Jacobs, and little sister, Blake.

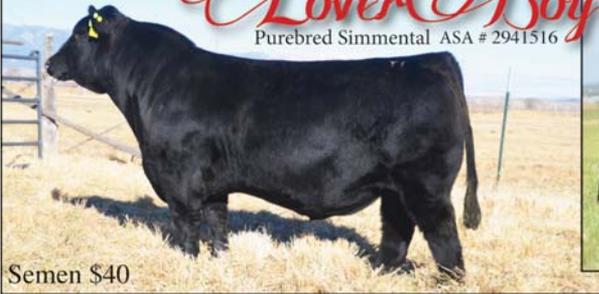
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 Dan Rieder, Editor Dated: September 25, 2017

2016 DENVER GRAND CHAMPION SIMMENTAL

Love Boy
Purebred Simmental ASA # 2941516



Semen \$40

CALVING EASE SUPREME. He is sired by Duracell by Dream On and out of a daughter of Built Right by 3CMacho by Meyer 734. His dam was the Grand Champion Simmental female at the 2009 American Royal Show in Kansas City. We bred 14 first calf heifers to him the first year and never had to assist one of them. We bred a lot more this past spring. They are growing good and look great. There are hardly any purebred Simmental bulls that you can breed heifers to. He is very sound on his feet and legs. We are very fussy about this because there are getting more cattle that their back toes curl under and they can't travel. You'll love this bull because he has perfect conformation and is just the right size. Many of the bred heifers and cows carry his service.



Yardley Charisma sold to the Brad Cox Family she was Supreme Champion at the Oregon State Fair as a bred heifer and again just recently as a cow calf pair, winning over 200 head of heifers including the Grand Champion Angus that previously sold for \$85,000. She was also Supreme Champion at the Desert Storm Jackpot in both rings. We will have 10 more head just like her from our top cow families.



PB Angus

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3/4 Simmental

Yardley Chrome x Yardley Treasure



3/4 Simmental

GCC Whizard x Dream On



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Ahead of the Curve

By Lilly Brogger

Steve and Mary Gleason started crossing Angus and Simmental cattle years before “SimAngus™” became an Association designated cross, and prior to the beef industry taking full notice of the added heterosis, fertility, and longevity of the cows. Since 1981, Sunflower Genetics has produced seedstock born from decisions based on the customer. Steve emphasizes an understanding that the breeding decisions they make

can affect a customer’s herd for generations to come. As an entirely family-run operation, each decision also directly affects the future of the ranch. Highly performance oriented, Sunflower Genetics is an ASA Performance Advocate, and works diligently each year to collect valuable data on each animal. Steve has been sending every steer calf to a local feedlot for years to collect carcass data and evaluate the end product of their genetics. Located near Maple Hill, Kansas, cattle are run on open, productive rangeland. Sons Jake and Ben are taking on more responsibility as the family looks to the future.



The Gleason Family: from left to right, Ben, Jake, Mary, Steve, Becky, Joe, and Sam.



A Functional Foundation

Steve recalls the principles his father, Maurice, laid out for Sunflower Genetics: “You provide a product the customer not only needs but wants; there are absolutely no surprises; and the customer is always right.”

The family has followed these principles through every stage of the operation, and bred Simmental genetics that make succeeding in those principles possible. Steve first became interested in Simmental genetics as a youth. His parents, Maurice and Mary, had a small bunch of cows and Steve decided to start weighing the calves. Noting the fairly unimpressive results, he encouraged breeding the cows Simmental. The resulting calves weaned significantly heavier, and Steve decided to continue down that path.

Steve met Mary at Kansas State University, where they both studied animal science and business. Much like Steve, Mary became independently interested in her own breed of cattle, Angus, as her parents, Bo and Pat McHenry, were in the nursery business and didn’t raise cattle. After marrying, the couple started crossing their respective breeds, thus beginning their SimAngus program. They soon found themselves in the midst of running a large commercial operation, with 750 cows, and a smaller registered herd. This required employees and more work than Steve could handle with a young family.

All of the commercial cattle ultimately sold, leaving behind a group of registered Simmental and Angus cows. These females became the focus and the family transitioned to raising seedstock. “I think that everyone should run commercial cattle if they’re going to raise registered cows. It makes you appreciate and realize the challenges your commercial customers have,” Steve reflects.

Country

Sunflower Genetics sits on the productive, oftentimes windy, plains of Northeast Kansas — from the ranch headquarters, a coal fired plant can be seen 20 miles in the distance. As Steve describes, the country is open but not necessarily flat, located on the eastern edge of the Flint Hills, southern edge of the glaciated region, and western edge of the Osage Hills. As the name suggests, the glaciated region was once covered by glaciers, leaving behind unique, productive soil. The ranch comes close to wooded areas, especially near cities like Topeka, just a 20 minute drive away. The large and growing population has presented several challenges, as land has become extremely expensive and cannot justifiably be purchased for running cattle.

Due to this, Sunflower Genetics runs primarily on leased ground. The home place was originally purchased by Steve’s parents, and grazing the rest of the leased ground requires hauling and driving cows. The combination of warm and cool season grasses allows cattle to graze ten months of the year, the rest of which they are fed either corn silage or hay. Steve notes that they typically sell hay and feed corn silage. “A lot of our ground that is classified as farm ground is actually cool season grasses, so we joke that we have a lot of black combines,” Steve laughs.

SimAngus, Before it was Cool

The Gleason family started crossing Simmental and Angus cows years before “SimAngus” became an industry buzzword, selling their first bull in 1981. Today, a quarter of the cow herd is registered purebred Simmental, a quarter is registered Angus, and the remainder consists of the cross. These cows are bred to produce approximately 75% SimAngus calves, with the rest being purebred.

Steve and Mary recall seeing the complementarity of crossing Simmental and Angus when they first started in the business. “We realized way back in the 80’s that they are the best cows,” recalls Steve.

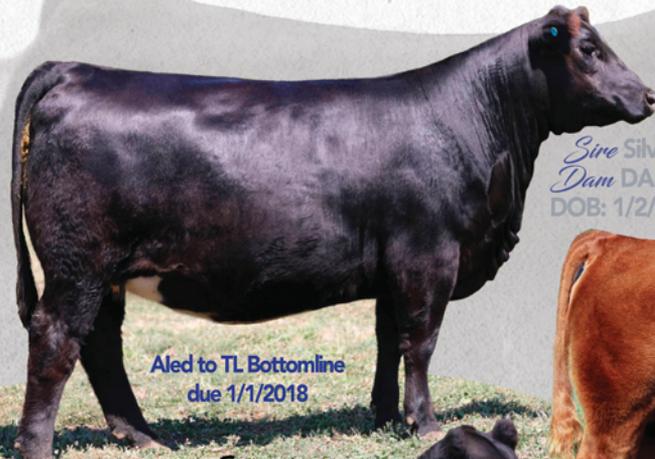
While the numbers these cattle produce are vital to Sunflower Genetics, phenotype is still of great importance. “Even though we are extremely performance oriented, we still like to look at the cows and put an extreme amount of focus on soundness and structure, udders, longevity, and disposition,” says Steve. “The traits that don’t show up on paper are still of extreme importance to us.”

Each March, the Gleason family holds a production sale, selling 100 bulls and 60 to 70 open females. The offering brings customers from across the country, and sale numbers reflect the value being placed in the Sunflower Genetics program. Jake points out that while SimAngus bulls going to commercial operations make up the bulk of their sale, producing quality purebred Simmental bulls is also a focus. “We have tried to continue to make some purebred bulls, and not get too far in with the SimAngus, because in certain situations a purebred bull is what the customer needs.”

Purchased bulls carry a four year guarantee, and open heifers can be left at Sunflower Genetics to be bred and picked up after the sale. A fall calving herd, which consists of 75 cows (350 are spring calvers), provides older age bulls to be sold private treaty. *(Continued on page 12)*

Cattle grazing abundant fall pasture.

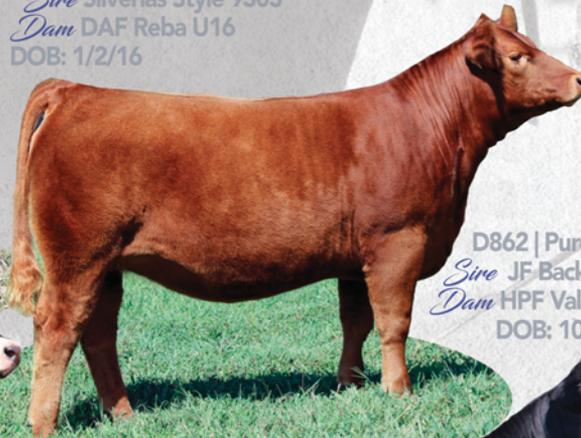
Land of Lincoln 18TH ANNUAL



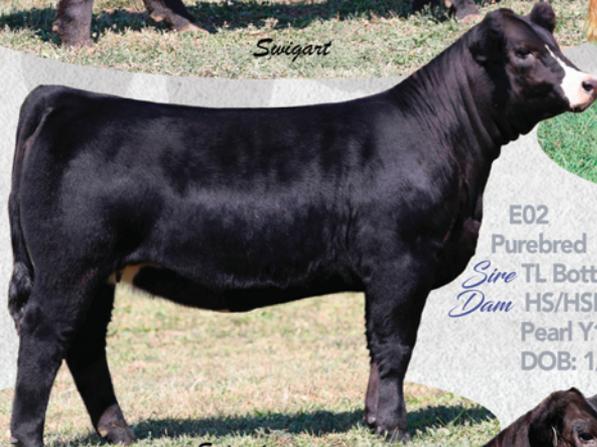
Aled to TL Bottomline
due 1/1/2018

Swigart

D248
Percentage
Sire Silverias Style 9303
Dam DAF Reba U16
DOB: 1/2/16



D862 | Purebred
Sire JF Back N Black 406B
Dam HPF Valentine Z322
DOB: 10/1/16



E02
Purebred
Sire TL Bottomline
Dam HS/HSF Sweet
Pearl Y141U
DOB: 1/5/17

Swigart



E702
Purebred
Sire TLLC One Eyed Jack
Dam CLRWTR Serena C74L
DOB: 2/4/17

Jordan



E116
Percentage
Sire Silverias Style 9303
Dam DAF Reba U16
DOB: 3/16/17

Swigart

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NOVEMBER 4, 2017

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GD
CATTLE IN DEMAND

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SALE CONTACTS

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E282 :: Track On x Sparkle 770 :: PB



E283 :: Track On x Sparkle 770 :: PB



E300 :: Stepping Stone x Desire A572 :: PB



E266 :: Primo x Hope :: 1/2 Sim 1/2 An



E315 :: Pays to Believe x Awe Struck :: PB

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Derek & Chelsey Tingle - (502) 682-0806
722 Drennon RD - New Castle, KY 40050
Derek Evans - (217) 218-0242

Auctioneer - Jered Shipman: (806) 983-7226



Sale Management by:
Graham Blagg: (530) 913-6418
INNOVATIONAGMARKETING.COM

Ahead of the Curve

(Continued from page 9)



REGISTERED ANGUS & SIMMENTAL

Sunflower Genetics raises registered Simmental, SimAngus, and Angus seedstock.



"SFG The Judge D633," is a purebred bull that sold in the 2017 sale to Willie Morris Cattle, Hearland Simmentals, and Joel DeNio Cattle Company.



"SFG Logic D627," is a purebred bull that sold in the 2017 sale to Hawkins Cattle and Johnson Simmentals.

Measurable Success

Each steer calf from Sunflower Genetics is fed out at a Kansas feedlot, allowing the operation to collect valuable carcass data. "I think everyone selling bulls should feed out their steers," says Steve, recognizing that not every producer is in a position to do so. Jake adds, "For us, it's confirmation that the breeding decisions we are making are working."

The last set of steers fed out at Tiffany Cattle Co, which has been a Certified Angus Beef (CAB) feedlot of excellence several times, graded 98% choice with 87% yield grades 1 & 2s and 46% selling as CAB. Steve emphasizes that the benefit they see from collecting actual carcass data far outweighs the cost. Sunflower Genetics has also enrolled bulls in ASA's Carcass Merit Program, which provides actual carcass data.

As an ASA Performance Advocate (PA), the Gleason family measures and submits data on six traits on every calf: calving ease, birth weight, weaning weight, yearling weight, yearling hip height, and ultrasound data. In addition, replacement females are genomically tested — Steve notes the goal of having genomics on file for every female. The entire cow herd, including purebred Angus, is enrolled in Total Herd Enrollment, requiring calving data be submitted on every cow. Each piece of data is taken into consideration when selecting replacements, deciding which bulls to sell, and determining which cows are performing adequately. "We use it as a tool, analyzing it all. Each animal needs to be at least acceptable on each trait we measure," explains Mary.

They AI each cow, and ET work is heavily utilized. When asked about standout donors, Steve explains that if a cow is flushed, she will either be kept with her breeding group or moved to the next season to have a natural calf. This is another measure of how the cows are performing, because the Gleasons believe that if a cow has the numbers and performance to be a donor, she should be able to continue producing. Kansas can get several feet of snow over the course of a winter, and subzero temperatures combined with wind can create extremely cold conditions. "Survival of the fittest" is a principle that keeps the cattle fit for their budget-minded customers. The cows calve entirely outside and are expected to raise a calf every year.

Keeping a Connection

Much like seeing actual carcass data, Sunflower Genetics is invested in actually seeing their cattle perform. Steve spends a significant amount of time either visiting customer's ranches or talking on the phone with them. By looking at other people's cattle and talking to them about their genetic needs, Steve gets a better idea of what decisions he needs to make. "Every breeding decision we make is not really for ourselves. We're making it for our customers. Everything we do affects their cow herd for decades, so we try to employ everything we can to make the right decision," he explains.

The family is also staying connected to raising cattle. Sons Jake and Ben are now helping Steve with the daily operation, while Mary continues to manage the records. Steve and Mary are also the parents of Becky, who works for Advisors Excel, an annuity company; Joe, who works for Flint Hills Stone; and Sam, a freshman at Butler County Community College. Jake, Becky, Ben, Joe, and Sam also raise show pigs and lambs, operating as Gleason Livestock. In addition, Ben works for Live Auctions TV, traveling to bull sales, and also videoing the Sunflower Genetics sale each year. "Around here, everything revolves around the family," says Steve. Jake, who received a master's degree from Virginia Tech, chose to return to the ranch to remain involved in the family business and Ben, who attended Kansas State University, prefers the lifestyle that raising cattle offers.

Steve and Mary have been forward thinking from the beginning, noting they are "new yet established." Utilizing DNA testing, data keeping, and accepting new technology are just some of the factors that have allowed the program to grow and become established, along with dedication. "We are out here on a lot of hot days, miserable days, cold days, wondering why we're here. But come sale day, when people come in and appreciate what we're doing, it makes those days all fade away and we go back to why we're really doing it," says Steve. "With the boys here, there's really no end in sight. I'm looking forward to continuing to build for the future and grow." ♦

Denver is our WORK ZONE!



LLSF Pays To Believe ZU194

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

EPDs:
CE: 7 \$API: 127 \$TI: 76



Dam: URA Baby Doll



Granddam: Rockin Robin



WLE Big Deal A617

EPDs: CE: 10 \$API: 105 \$TI: 63
ASA#: 2743620 • Homozygous Polled
Steel Force x Shawnee Miss 770P
Big Deal is exciting at Mid Continent Farms & Wesner Livestock. Big Deal is calving easily and adding value to progeny! Maternal brother to Uno Mas.



CNS-HFS Payload A330

EPDs: CE: 11 \$API: 110 \$TI: 63
ASA#: 2747228 • Homozygous Black,
Heterozygous Polled • Pays to Dream x Navigator.
Extra sound structured, calving ease, solid black bull with added depth to make complete, sound progeny. He has no white on face to use on heifers or cows.



TNGL Grand Fortune Z467

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

EPDs:
CE: 10 \$API: 126 \$TI: 67



Famous donor dam, Hope Floats



2014 NWSS Champion Bull



\$16,000 Grand Fortune daughter



GLS New Direction X184

ASA#: 2536539 • Better Than Ever x Powerline
New Direction is the homozygous polled, Dream On free, outcross pedigree sire that you can use with confidence to make sound, soggy, Sim-influenced progeny! New Direction sired the "Power Simmy" selection at The One Sale a heifer brought in from Hilbrands Cattle Co. MN.

EPDs:
CE: 3 \$API: 97 \$TI: 54



Reserve Champion NWSS Pen of Three Bulls for GLS, all sired by New Direction.



New Direction bred at GLS, MN



HILB Fashionista — \$10,000
New Direction daughter at
The One Sale.



HILB Maverick — \$50,000 New
Direction son at The One Sale



FBF1/SF Ignition A811

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

EPDs:
CE: 10 \$API: 100 \$TI: 61



Ignition's fantastic full sister



2016 NAILE Reserve Champion
SimSolution Junior Show by Ignition



Long's Damien A37

ASA#: 2789551 • Shear Force x GW Lucky Man

EPDs:
CE: 9 \$API: 147 \$TI: 86

Heterozygous Black
Homozygous Polled

Damien is a fantastic, calving ease prospect. We never imagined that we would own this much eye-appeal. Genetic outliers with "look" are rare and we're way excited about Damien! Solid black — use on baldy heifers and cows to remove white.

Calving Ease
Outcross

EPDs as of 8.7.17

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EPDs:
CE: 17 \$API: 154 \$TI: 90



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



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

K-Ler Kingsman 610D 5/8 SimAngus™

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

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



EPDs:
CE: 9 \$API: 108 \$TI: 62



Loaded Up's famous dam!



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



Loaded Up son at Werning's.

W/C Loaded Up 1119Y

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

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



EPDs:
CE: 6 \$API: 117 \$TI: 64



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



Bottomline's Dam.



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



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

TL Bottomline 38B

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

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

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



EPDs:
CE: 10 \$API: 123 \$TI: 70



Carver's dam is the famous donor, Dolly.



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



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

TKCC Carver 65C

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

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



TKCC Carver 65C



KRMS Primary Candidate B204

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

EPDs: CE: 9 \$API: 119 \$TI: 69

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



Jass On The Mark 69D

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

EPDs: CE: 8 \$API: 113 \$TI: 66

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



K-Ler Cash Flow 528C

ASA# 3042933
Make It Rain x Miss Kansa

EPDs: CE: 4 \$API: 103 \$TI: 64

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



JBSF Road Trip 213D

ASA# 3133021
RLYF Roll Tide x Macho

EPDs: CE: 7 \$API: 97 \$TI: 59

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



EPDs:
CE: 9 \$API: 116 \$TI: 61



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

Rocking P Legendary C918

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

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



EPDs:
CE: 5 \$API: 111 \$TI: 62

Homozygous Black,
Homozygous Polled



VCL LKC Dagger 605D

VCL LKC Dagger 605D

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



EPDs:
CE: 6 \$API: 100 \$TI: 61

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

VCL LKC The Duke 633D

ASA#: 3173461 • Profit x BF Miss Crysteel Tango



EPDs:
CE: 5 \$API: 110 \$TI: 62

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

VCL LKC Profit Maker 604D

ASA#: 3173459 • Profit x BF Miss Crysteel Tango



Dam: BF Miss Crysteel Tango

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



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



Sire: Profit



2017 NWSS Reserve Grand Champion Pen of Three



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



EPDs:
CE: 7 \$API: 112 \$TI: 68

Homozygous Black,
Heterozygous Polled



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

LLSF Better Believe It D64

ASA#: 3152728 • Pays To Believe x LLSF Cayenne



EPDs:
CE: 7 \$API: 109 \$TI: 65

Homozygous Black,
Heterozygous Polled

LLSF Charged Up D66

ASA#: 3152726 • Pays To Believe x LLSF Cayenne

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



EPDs as of 8.7.17

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Merit Award Recipients

2017



Gold

Kylee Sigmon currently serves as her state association president, and has been involved with her state junior association for ten years. She was both an Arkansas Beef Ambassador and served as a National Beef Ambassador in 2016. She was able to travel to Washington D.C. to speak with legislators about current issues pertaining to the beef industry. She will be entering her junior year as a student at the University of Arkansas, double majoring in agricultural business and agricultural communications. Sigmon is from Berryville, Arkansas, and is the daughter of Mike and Lisa Sigmon.



Gold

Jordan Cowger is a past president of her state junior Simmental association and a 10-year member of the AJSA, serving as an AJSA Trustee. She currently attends Oklahoma State University where she studies Biochemistry and Animal Science. During her first year of college, Cowger worked as a University Freshman Research Scholar, served on both the executive team as the secretary of the OSU Student Foundation and the Freshman Transfer Council, and was selected to serve as a student ambassador for the College of Agriculture. She is from Kansas City, Missouri, and is the daughter of Scott and Lorraine Cowger.



Gold

Lily Swain, an active member of both the AJSA and her state association for 10 years, currently serves as an AJSA Trustee. She remains involved in church activities, and she has attended many weekend retreats, mission relocations, and camps. In the past few years, she has traveled to Arizona, Nicaragua, and Nashville for mission relocations. She is a sophomore at Murray State University in western Kentucky where she maintains a 3.8 GPA, majoring in Business Administration. She is from Murray, Kentucky, and is the daughter of Brian and Heather Swain.



Gold

Kiersten Jass, a 14-year active member of both the AJSA and her state association, currently serves as an AJSA Trustee. She has recently served as the president of their state junior Simmental association and the secretary for the state Junior Beef Breeds Association Board of Directors, and attended the Youth Beef Industry Congress representing the Simmental breed. Jass commends the AJSA's educational contests for teaching her how to communicate with others and help spread information about the beef industry to not only producers, but consumers as well. She is from Garner, Iowa, and is the daughter of Beth Jass.



Gold

Garrett Stanfield enjoys serving as a mentor for all members of the AJSA and currently serves as an AJSA Trustee. During the past 10 years, he says the Classic events have provided a wealth of knowledge about the beef industry, advanced his skill set and enhanced his ability to communicate effectively. Stanfield is working on receiving his bachelor's degree in Agricultural Business and Applied Economics with a minor in Animal Science from Ohio State University. He is from Manchester, Ohio, and is the son of Harvey and Greta Stanfield.

Editor's Note:

Sixteen outstanding junior members have been named to receive the American Simmental Association's (ASA) prestigious Gold and Silver Merit Awards. The winners were announced during the 2017 National Classic Awards banquet, on July 14, 2017, in Hattiesburg, Mississippi.

Five Gold Awards winners were named to receive scholarship stipends in the amount of \$3,000 each, while 11 Silver Awards, worth \$2,000 each, were also awarded. The total value of the combined Merit Award scholarships is \$25,000, funded through direct support from the American Simmental-Simbrah Foundation. All awards are required to be used for post-secondary educational purposes.



Silver

Emily Ivey credits the AJSA Regional and National Classics for making her a better person and beef advocate. She stresses the importance of being an ambassador to the beef industry and feels passionate about clarifying the image of the industry to the public. Ivey is a student at Lake Land College as a member of the livestock judging team, and one day hopes to pursue a career in embryology or genetics. She is from Loudon, Tennessee, and is the daughter of Mitch and Cathy Ivey.



Silver

Cody Long is an 11-year member of both his state junior association and the AJSA, and is very enthusiastic about promoting SimGenetics. He played an active role in helping organize two of the largest National Classics, recently held in Iowa in 2010 and 2016. Long graduated from high school as the Salutatorian with 27 college credit hours, and will attend a local community college before transferring to Iowa State University to study Agricultural Business and Animal Science. He is from Creston, Iowa, and is the son of Rob and Gina Long.



Silver

Amelia Stavinoha, past FFA Chapter President and Texas 4-H Livestock Ambassador, has claimed the intermediate high scoring individual at the past two National Classics. She enjoys giving back to her community and recently hosted a Valentine's dance at a local assisted living center. Upon graduation from high school, Stavinoha would like to pursue a degree in agricultural business with a minor in agricultural communications. She is from Eagle Lake, Texas and is the daughter of Leroy and Tina Stavinoha.



Silver

Paige Henderson has served as Princess and Queen for the Iowa State Association, allowing her to promote not only her family's SimGenetics operation, but also breeders across the state. Over the course of 10 years, Henderson has exhibited Simmental and SimAngus™ cattle in close to 50 county and state-wide sanctioned shows. She plans to study music education at the University of Northern Iowa. She is from Wiotia, Iowa, and is the daughter of Mike and Beth Henderson.



Silver

AK Phillips is very enthusiastic about promoting SimGenetics. After attending his first National Classic in 2005, he credits the mentor program for having the biggest impact on his future. Through this program, he gained leadership and life skills that have and will continue to help him in all aspects of life. He attends Maysville Community & Technical College with plans to obtain his associates degree. Phillips is from Maysville, Kentucky, and is the son of Chan and Tonya Phillips.



Silver

Nicolette Schmidt loves promoting Simmental cattle and mentoring AJSA youth. She has served as her state queen for four years, traveling to state, regional, and national events promoting the Simmental breed and assisting in the show ring, which she credits for molding her into a more outgoing and confident leader. She is currently attending Northern State University in Aberdeen, South Dakota, majoring in Special Education and Early Childhood Education. Schmidt is from Willow Lake, South Dakota, and the daughter of Brett and Rochelle Schmidt.



Silver

Bennett Walther helped implement his state's first junior association and took the responsibly of writing the association's by-laws. He commends the AJSA Regional and National Classic events for introducing him to breeders and cattlemen across the country who have given him countless opportunities to expand the genetic profile of his herd. He participated in the first established AJSA Steer Profitability Competition. Walther currently attends Purdue University studying Agricultural Economics. He is from Centerville, Indiana and is the son of Matt and Michelle Walther.



Silver

Payton Meuth takes great pride in being a positive role model to the younger generation. She hopes that by serving as a mentor she can assist in educating and developing future leaders in her state association. Meuth worked on a service project helping a young man with special needs show steers, which she says greatly impacted her life and taught her the true meaning of determination and dedication. She plans to attend Texas A&M University to double major in Animal Science and Ag Communications. Meuth is from Floresville, Texas, and is the daughter of Bill and Stacy Meuth.



Silver

Jody Baragary served as an AJSA member for only three years before she was elected to the Board of Trustees where she has been able to step outside her comfort zone, challenge herself, and take on new experiences. She currently attends Kansas State University where she is majoring in Business Marketing and Animal Science and Industry. While at school, she served as a co-chair for the Tough Enough to Wear Pink Campaign, hosted by the Collegiate CattleWomen. She is from Tonganoxie, Kansas, and is the daughter of William and Kathy Baragary.



Silver

Joshua Evans has been an active member of his state association, serving as a director, treasurer and vice president in recent years. It was through his state association that he found his true passion for raising and promoting SimGenetics. With a dream of becoming a large animal vet, he is currently a sophomore at Blinn College, and plans to transfer to Texas A&M University. He is from Teague, Texas, and is the son of Darrell and Nadine Evans.



Silver

Kaitlin Houck, serves as her state association president, and has been actively involved with her state junior association for 11 years. This year, she competed in the Science Academic Quadrathlon with her school. Houck is currently attending Kansas State University, working towards a degree in Animal Science with an option in production and management. She is an active member of the Block & Bridle and Collegiate CattleWomen's Club. She is from Americus, Kansas, and is the daughter of Jeff and Lori Houck. ♦

Building a *Legacy* Simmental Female Sale

C Diamond Ranch and Wilkinson Farms



WS Enchanted E75 - ASA #: 3254356
PB Simmental. W/C Executive Order x CDI Entourage.



WS Divine D154 - ASA #: 3115560
PB Simmental. W/C Executive Order x WS Beef King.
Bred to CDI Ace.



CDI Ms Entourage 196X - ASA #: 2608147
PB Simmental. Sells open and ready to flush. Daughter
and embryos also sell.



WS Miss Enterprise E81 - ASA #: 3254262
PB Simmental. WS CEO x Hook's Shear Force. Daughter
of WS Little Sister W37.



WS Eye Candy E11 - ASA #: 3254110
PB Simmental. WS All Aboard x WS Transformer. Donor
potential. BW Index: 116 WW Index: 110.



LCDR Ms Blackcap May 6566 5E
1/2 SM, 1/2 AN. Remington Lock N Load x SAV Blackcap
May 6566. Fancy open heifer donor prospect.



LCDR Ms Emma 52E
3/4 SM, 1/4 AN. Main Event x CDI Ms Endeavor 142A.
Standout Main Event open heifer.



CDI Miss Ambition 28E - ASA #: 3287076
PB Simmental. Deep bodied powerhouse.



CDI Miss Makers Mark 12E - ASA #: 3287042
3/4 SM, 1/4 AN. Her flush brothers are an impressive
group. Outcross pedigree to go red or black.

110 Lots of Elite Simmental and SimAngus™ Genetics

Donors || Fall Pairs || Bred Cows || Bred Heifers || Open Heifers || Embryo Packages

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Napoleon Livestock at 1:00 PM (CENTRAL)



CDI Miss Irene 1B - ASA #: 2852989
5/8 SM 3/8 AN. Dominate phenotype with 180 API.
Sells with CDI Ambition calf at side. Dam to CDI Prime
Example 310D and CDI Big Time 297D.



WS Little Sister W37 - ASA #: 2499504
Full sister to WS Beef Maker and dam of WS All Aboard.
Bred to WS Red Moon D76. Daughters and grand-
daughters also selling.



Hook's Ultimatum 36U - ASA #: 2482186
3/4 SM 1/4 AN. Bred to KBHR All Together D227. Sells in
her entirety along with a daughter and embryos.



RAB 701TY9205 - ASA #: 2596215
3/8 SM, 3/8 AN, 1/4 RA. Sells with CDI Ambition calf
at side. Dam of CDI Miss Irene 1B and grandam of CDI
Prime Example 310D.



CDI Miss Sharper Image 522C - ASA #: 3027274
3/4 SM, 1/4 AN. Bred to CDI Legendary with a heifer.
Square made with sleek front end.



CDI Miss Shear Force 221X - ASA #: 2608152
PB Simmental. Outstanding hoof and udder quality.
Bred to Executive Order with a bull calf.



HSF Miss Sky 87U - ASA #: 2532390
Dam of WS Prime Beef and WS Zenith. Bred to WS
Red Moon D76. Fall ET Heifer Pair by CDI Ambition,
pregnant recip and daughters also selling.



CDI Miss Right On 11Y - ASA #: 2635021
PB Simmental. Outstanding phenotype. ET sib to CDI
Endeavor. Homo black and homo polled.



WS Majestic Z133 - ASA #: 2795422
Dam of WS Prime Time. Her genetics sell, including a
pregnant recip, a daughter and granddaughters.

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PTP Shows Contribute to Our Success

Part III Growth and Frame

With Steve Reimer, Curt Rincker, Marty Ropp, Jerry Lipsey

Editor's Note:

In response to numerous inquiries about the "PTP Shows Contribute to Our Success" series originally published in 2013, we are updating and republishing this four-part series, which began with the July/August issue and continuing in the September, October, and November issues of the Register.



In two previous articles, we discussed PTP Show evaluations of skeletal soundness and body composition, specifically, fat and muscle. The purpose of these articles is to assess the potential of PTP Show judge selection of having an impact on SimGenetic genetic change. Obviously, judges' selections at shows have had influence on both the reality and perception of breed types.

Many decades ago, show ring winners were compact, fat, and seemingly, slow growing cattle. By the time Simmental and other Continental breeds were available in the US, show winner selection had taken a 180-degree turn, and in the 1980s, purple ribbons adorned huge framed, lean cattle that offered birth weight, cow size and marbling challenges.

Today, our PTP Show winners are typically 5 and 6 framed, more muscular and heavier conditioned (more external fat) than cattle exhibited 20 years ago. In Part I, we generally agreed that skeletal soundness is reasonably evaluated by visual assessment of conformation. However, attaching show ring soundness differences to reproduction or production traits is difficult because we do not database soundness scores like weaning weights or ultrasound data. Our common sense tells us that better soundness is related to better animal performance, but there is no doubt, animal performance (growth, stay and carcass) is better related to the EPDs than any normal visual signals we have.

This edition, we discuss growth and frame size. What impact do these traits have on PTP Show success, and what is happening to our Simmental genetic trends? Are shows impacting both our members' and industry perceptions of proper growth and size?

Frame size

It seems frame size is an easy trait to change. Essentially every breed made cattle smaller in the 50s, larger in the 70s, and smaller again in the 90s. And, almost none of these had frame score EPDs, so visual selection was effective. Many university research projects looked at the implications of frame size and did a good job of describing the associated effects of hip or shoulder height (as an indicator trait) on economically relevant traits (ERTs).

We don't need to explain each detail of how adolescent frame size differences impact future growth, leanness, and potential mature size. There's little doubt, that frame size affects the expected growth, leanness and days-to-finish of feeder cattle. We know that among the small, medium and large framed feeder cattle marketed each week, buyers have a perception of some "frame size boundaries" that fit into their feedyard customers' expectations of performance, harvest dates and yield grade potentials. In this regard, we have seen discount prices on feeder cattle that are too small or too big framed.



The downstream market situations we describe above are much different than the circumstances at PTP Shows. Each PTP entry has EPDs defining growth and carcass trait potential, so what role can frame score play? Before we answer some or none, it's appropriate to discuss the factors of frame score measurements, and the variances of the data.

On the Internet, search Beef Improvement Federation (www.beefimprovement.org), click Library, and click BIF Guidelines — 9th Edition, scroll to pages 28–30. There you can read and see all the details of taking hip heights and converting the inches to frame scores. Certainly, nearly everyone reading this has witnessed hip height measurements being taken at shows or during yearling data collections. Like most other measurements, it's easy to be off ½ inch depending on the chute designs and animals' docility.

Assume you were measuring a bull 330 days old, and you recorded 50 inches. Then the calculated frame score would be 5.97. But what if you measured ½ inch too large or small? 49.5 or 50.0 inches would calculate frame scores of 5.72 and 6.22 respectively. Under these circumstances, at a PTP Show, this bull's frame score might be displayed somewhere between 5.7 and 6.2, and the question becomes, does it make any difference in the judges' or audiences' perceptions?

Exhibitors say they want their entries to be bigger than 5.0, and smaller than 7.0, and we suspect some PTP Show judges would not prefer to put blue or purple on entries which the audience envision as too small or too large. In ASA's recent PTP Shows, there aren't many outside those boundaries. Only one or two animals in the entire 2013 NWSS Open Bulls and Females were smaller than 5.0, or larger than 7.0.

Frame size is not an ERT unless you're trying to market cattle outside perceived boundaries. Without doubt, many bull buyers, feeder cattle agents, or packer buyers will grumble or only offer less for cattle that just seem out-of-bounds on skeletal size. Maybe it's a good thing that PTP show winners have traditionally been our 5 and 6 frame cattle.

Weighing and PTP Shows

We've met some seedstock producers who weighed calves at weaning in the 1950s. Certainly, by the 60s, university extension specialists were planting the seeds

of what would become of ASA's founding vision of performance testing and seedstock genetic improvement. ASA tied registration with mandatory weaning weight submission. Even though Red Angus had done the same since 1954, by the early 70s, Simmental breeders lead the entire beef breed industry into tying growth performance to seedstock production.

When SimGenetic leaders envisioned the development of PTP Shows, it was a no-brainer to weigh and frame-measure PTP Show entries and provide the judges and audiences with the measurements. The pride of reinforcing the perception that Simmental was a "performance breed" enticed us to take measurements on cattle that had come from many, many environments. Ironically, every one of our academic and industry genetic consultants warned us that we must never compare non-contemporary data. That's why we must use EPDs. EPDs are the only way to compare non-contemporaries.

Given more time and more experiences, we now know that weights taken at shows are at best meaningless and at worst, misleading because of the very large differences in nutrition, weather and management. The only useful weight information at PTP Shows are Weaning and Yearling Weight EPDs. Even though some show management continue to provide show-day weights, animal scientists have proven conclusively that only EPDs accurately express growth trait genetic differences. Other than salvage value when they've completed usefulness as parents, the only weights that matter when selecting seedstock are genetic weights (EPDs) impacting the economics of producing cattle and beef.

Some time ago, we heard a PTP Judge say, "I don't know what happens where you live, but in my country, we sell cattle by the pound." Unfortunately, the judge was trying to justify using differences in phenotypic weights (taken at the show) to explain the class placing.

Of course, nearly all cattle transactions (except for seedstock) are weight-based, but what this judge forgets was, the only weights that matter in seedstock selection are the progeny weights. The phenotypic weights this judge referred to were far, far less related to the performance of progeny than the EPDs presented.

Weighing cattle at shows only reflects herdsmanship. Providing good nutrition, comfortable housing and excellent health management is good animal husbandry, and undoubtedly, helps cattle grow. However, we can't change the DNA that impacts growth traits with herdsmanship.

We strongly suggest we do not weigh at PTP shows because:

- A. The weights are meaningless and distracting to everyone.
- B. The most powerful genetic information concerning growth rates are Weaning and Yearling EPDs.
- C. Relieving the pressure for impressive phenotypic weights could result in leaner, more practically conditioned entries. Hopefully, fewer cattle in PTP Shows would suffer from the negative effects of obesity on their lifelong reproduction.
- D. PTP show judges and audiences would have more success evaluating the entries because they could be leaner and better conditioned for the real world.

(Questions and Answers found on page 24)

Home of the

Hottest Sires!

EPDs as of 8.4.17



Homo black
Homo polled

W/C Cash In 43B

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
12 0 51 71 .12 11 25 50 117 63

ASA# 2911606

Cash In, by JS Sure Bet out of the famous 8543U donor, has great calf reports for calving ease!



Miss Werning 8543U



Homo black
Homo polled

CLRS Dividend 405D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
17 -2.6 65 103 .24 10 24 56 171 86

ASA# 3097854

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



Dam: CLRS Bonnia 405B



W/C Relentless 32C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 1.5 60 81 .13 8 16 46 121 71

ASA# 3045559

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



The famous 8543U dam by Dream Catcher has influenced the breed as much as any young female in the breed!



Ruby SWC Battle Cry 431B

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
4 .7 89 124 .22 7 9 53 107 79

ASA# 2871257

Homozygous black and homozygous polled. Broker x Upgrade x Lucky Dice pedigree!



This Battle Cry daughter topped Ruby's 2016 Sale!



TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 1.4 48 60 .08 -1.3 14 38 106 64

ASA# 2668223

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



One Eyed Jack



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



FBF1 Absolute A103

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 2.8 55 82 .17 7 18 45 108 60

ASA# 2841159

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



Leading outcross donor!



HPF Quantum Leap Z952

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 -.4 58 81 .15 13 19 48 129 69

ASA# 2649657

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



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



ASA# 2886364

STCC Jack Around 4031

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 2.8 54 71 .11 2 16 43 107 66



ASA# 2886365

STCC Jacked Up 4070

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 3 63 88 .15 2 15 47 107 70

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



Heter black
Homo polled

W/C Bankroll 811D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 -1 55 72 .11 10 22 49 113 62

ASA# 3187005 • Werning's 2017 \$205,000 high-seller! Loaded Up x 8543U – hot, hot, hot!



Homo black
Homo polled

WS Jackson D20

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 2 65 96 .19 7 18 51 124 70

ASA# 3208343 • Walshs 2017 high-seller. A PB Stepping Stone x Built Right red charlie free!



3/4 SimAngus™
Homo black
Homo polled

CDI Innovator 325D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 1.4 96 144 .30 8 27 74 144 94

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



Mr. Hoc Broker X623

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
-5 4.9 70 101 .20 2 11 46 61 54

ASA# 2531081

Grand Champion at the NAILE, Royal and Denver!



\$190,000 Broker Heifer



Homo black
Homo polled

TNGL Track On B748

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 1.2 56 79 .14 2 20 49 123 64

ASA# 2911629

Wide Track x Bettis, 13 CED, 122 \$API!



Son of Track On, Tingle Farms, KY.



SimAngus™

W/C Lockdown 206Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
22 -2.7 68 108 .25 8 5 39 156 79

ASA# 2658496

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



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



Homo black
Homo polled

SFG The Judge D633

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 .9 76 111 .22 12 25 63 138 85

ASA# 3208952

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



STF Royal Affair Z44M

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 3.8 52 82 .19 6 17 43 103 57

ASA# 2639758

The ultimate Dream On outcross!



Awesome Royal Affair son at Janssen Farms.



STF Shocking Dream SJ14

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 .1 57 78 .13 6 12 40 123 68

ASA# 2335795

Produces the best fronts in the business!



Jordan Simmentals \$15,000+ Shocking Dream daughter



Yardley High Regard W242

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
-1 2.2 62 89 .17 .6 18 49 71 58

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



\$75,000 High Regard daughter at Jones Show Cattle, OH.



High Regard feature for Hara Farms, OH.



Hudson Pines/Circle M Farms sold for \$11,000.



Multiple-time Champion for Sara Sullivan



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PTP Shows Contribute to Our Success

Part III

(Continued from page 21)

Questions and Answers:

Question: *In recent years, PTP Show exhibitors have seemingly reduced both the frame scores and variance of frame scores of their entries. Do you still use the frame score information to make placing decisions?*

Reimer: I think we are past the use of frame score as an influential part of placing decisions. Few entries have scores that would put them outside of acceptable numbers if all other traits were strong.

Rincker: I look at the frame scores to confirm what I think I am seeing and while 95% and higher of the PTP cattle are neither too small or too large framed, viewing the numerical frame score provides a hard backup for judges to confirm that cattle fall within an acceptable frame score range. I do not directly use the frame score to make placing decisions with the exception of cattle that fall well outside of the range.

Ropp: Frame, like everything else is subject to preference and, yes, most judges have a preference, or more often a range for ideal frame size. I've always said that there are in fact only three frame sizes, too big, too small and just fine. This range can certainly be adjusted up or down based on your region of the country, crossbreeding strategy, marketing target and even your vision for the future of this business. It doesn't mean that you necessarily disqualify animals for not fitting into a useful range, but you do begin to discriminate against them to some extent. The other unplanned benefit to measuring frame scores in shows is that it discourages cattle to be "mis-aged", because of the undesirably large frame scores that can accompany this misrepresentation especially in the calf divisions.

Question: *Do you think frame score 4 is too small, and frame score 7 is too large?*

Reimer: It's hard for me to draw lines on the frame score chart for acceptability. As we evaluate cattle that are sub 5 or 7 plus frame, the tolerance for less than ideal physical traits or numerical values becomes tighter yet and they sort themselves.

Rincker: As discussed in the article there can be differences in hip height measurements created by the chute design, head height during measurement, disposition, and even in the method of measuring, that only becomes more accentuated when we adjust for a year of age. For that reason, cattle with assigned frame score values in the 4 and 7 need to be considered to confirm if they truly are outside the acceptable range.

Ropp: Personally, I have more concern about the over 7's (remember that a 7.0 is a "7" and a 7.9 is also a "7") than the 4's because of issues associated with mature size and lack of slaughter cattle marketing flexibility that can accompany frame 7 and higher cattle. A significant amount of the discrimination against SimGenetics in the 80's, 90's and early 2000's were due to these issues. Several factors however have changed since then and need to be considered. First, in defense of larger frame size, ideal harvest and carcass weights have risen significantly and beg for a tick more frame to help keep those cattle leaner. Second, on the other side, the breeds we hope to complement with SimGenetics in a crossbreeding program have added a huge amount of frame and mature size to their genetic offerings in the past 20 years.

Remember that when big framed cattle were in vogue, the British breeds they were designed to use with were 1-3 frame cattle, not today's 4-7 framed British genetics. With today's extremely high feed prices the effect of mature size on the cost of cowherd maintenance is a huge issue as well. Thirdly, we have added significant muscling to today's cattle so even a 4 frame steer today, with above average thickness, can easily produce a 1,000 pound carcass and run right up against levels of discount. This was not as common 20 years ago.

It is important to remember too that frame size is not an exact measurement, but is a solid guide. Therefore, allowing for a half frame size error up or down is logical, especially in young cattle where frame size that day is merely a good estimate of where it may end up at maturity.

Considering everything, middle 4 to maximum 6 seems logical, but that is just my opinion.



Question: *We agreed from previous discussions that condition score 5 and 6 cows are easier to get and keep pregnant. Since positioning SimGenetics as the most valuable Continental maternal seedstock source is our goal, aren't conservative framed cattle preferable?*

Reimer: Without question, nothing about the cattle business is more economically important than reproduction. Initially, the race to larger framed cattle was to increase performance and decrease fat, the mark was overshot through years of single trait selection. The change from the 1980's era show ring winners to more functional producing cattle has been through an evolving balanced multi-trait evaluation that has led us to more moderate framed cattle that still excel in performance.

Rincker: I do think that our SimGenetic cattle have evolved to what is by far the largest majority of the cattle being moderate framed and easier to keep and maintain. The bigger frame score cattle have to be more intensely managed to keep and maintain both body condition and reproductive efficiency. Ultimately cattle profitability will get and keep our herds within the right frame score range.

Ropp: On the cow maintenance side, most would agree 100% and some would preach much smaller is actually preferable. Cattle feeders do not agree however and they are beginning to use their checkbooks to show their preferences for cattle that are somewhat larger (5.0 to 6.9) in frame size, though they still are not particularly interested in very large framed cattle. This discourse is important to understand moving forward and cries out for more crossbreeding system use.

Question: *Why have we continued to weigh non-contemporary cattle at shows? Is there a lack of trust in our Weaning and Yearling EPDs?*

Reimer: Weight and frame score numbers taken from non-contemporaries at shows do have debatable accuracy levels for a variety of reasons but they still have value. It is not a lack of trust in the EPDs but a fact that those numbers will also change as more data is applied.

Rincker: I believe we have weighed in the past to measure actual performance and in many cases the Weaning and Yearling EPDs confirm it. Tradition is why we have weighed, and yet today and going forward the higher accuracy values achieved by our 50K testing will result in more EPD reliability and likely transitioning away from weighing our breeding show cattle.

Ropp: I can only see one or two good reasons to weigh cattle at shows and one is to highlight the fact that the industry discussed "ideal" of an 1,100 to 1,300 pound



cow is not being selected for in this arena. There has been a long running, mostly positive trend toward selecting cattle with more body depth and greater thickness. When this type of cattle are fed at the level that most are for exhibition, typical weight ranges for bred heifers often are between 1,350 and 1,900 pounds. Perhaps some downward pressure on the extreme weights associated with our bred heifer divisions could be a possible move by more industry-focused evaluators.

Question: *If you review recent PTP Show data, it is fairly common to see some entries with low YEPDs (Purebred average is 91). Is there any reason extreme high growth cattle are not commonly exhibited?*

Reimer: Cattle that excel dramatically in yearling growth, often present less than desirable traits in other areas. Most judges will utilize cattle that are structurally sound, balanced in their numerical values with as much strength in those numbers as is available to them and excel in phenotype. Apparently the selection process applied by the breeder has eliminated the "extreme high growth" cattle for a reason.

Rincker: As a breed we are getting better regarding our YEPDs and yet we are challenged by the top cows being bred to leading bulls in some cases regardless of their genetic strength for growth. Exhibitors select cattle for the show string with phenotypic superiority and as long as those cattle are within the "acceptable range of EPDs" with no so-called "outliers" in the number columns, they get shown. High growth EPD cattle that also look the part in type and kind are my strong preference when evaluating a PTP Show.

Ropp: I don't know. It does seem harder to keep high growth genetics from losing "show phenotype" when given ideal nutrition and management to grow at the rate they are capable of. Some of today's most popular breeds for exhibition barely have any value from a growth and food production perspective. In fact their slow growth allows them to be exhibited for a longer period of time and may actually enhance their exhibition value because of that retarded growth rate. ♦

Cooperator Herds Wanted

CMP
ASA
CARCASS MERIT PROGRAM

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

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

Lynda Stuart,
Stuart Land and Cattle Co.

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

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

Incentives for Cooperators

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

How does it work?

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

Qualifications

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

Contact Jackie Atkins or Jannine Story for more information at 406-587-4531.

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42nd Annual PRODUCTION SALE

**Saturday,
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**1:00 PM – Bulls Sell First
Lunch at 12:00 Noon**

**At the Ranch, Tyler, Texas
Located one mile south of I-20 on FM 757
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75 Simmental and SimAngus™ Bulls

- Yearlings to Two-Year-Olds

75 Simmental and SimAngus™ Females

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- Guest consignments from TAG Simmental Ranch, Pittsburg, Texas and Alfred Bayer & Sons, Muenster, Texas

30+ Commercial Heifers

- True F1 Brahman x Hereford and Brangus bred heifers
- All AI'd to calving ease Angus bulls



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DOB: 2-14-16
SimAngus™ Bull
EXAR Upshot x L382 (Blk Destiny son)



DOB: 8-21-14
Purebred Simmental Bred Female
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DOB: 1-12-16
SimAngus™ Bull
MC Black Sullivan x WS Beef Maker



DOB: 8-31-14
Purebred Simmental Bred Female
Dikeman's Sure Bet x NLC Superior



DOB: 10-10-15
Non-Diluter Red Purebred Simmental Bull
WS Prime Beef x WS Beef Maker



DOB: 2-29-16
SimAngus™ Bred Female
PA Power Tool x 5T Mr R14



DOB: 2-5-16
SimAngus™ Bull
NLC Break Free x SS Goldmine



DOB: 9-6-13
Purebred Simmental Bred Female
WS Beef Maker x Peltons Redcoat

Joe Prud'homme and Family

130 Surrey Trail, Tyler, Texas 75705
903-597-1607 home (nights)
903-592-8301 business (days)
903-530-2371 Joe's cell • joe@7pranch.com
903-235-9112 Tom Barker, manager
tom@7pranch.com



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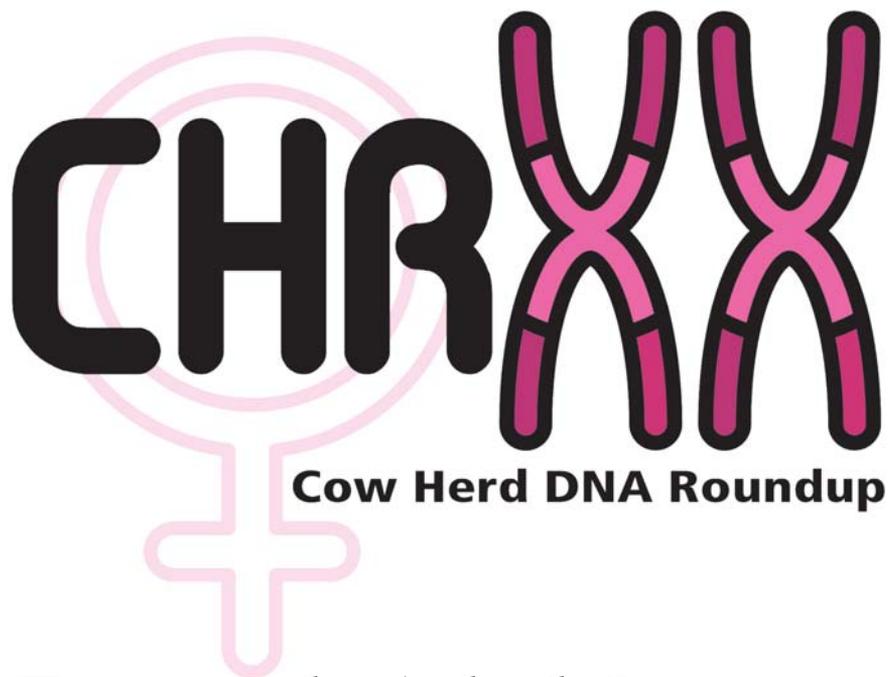
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Frequently Asked Questions

Background:

The Cow Herd DNA Roundup (CHR) is a recent program launched by the American Simmental Association in collaboration with GeneSeek®. The CHR offers a 60% off 50K genomic panel including parentage (\$20 compared to \$50 equivalent test) to participating breeders who test their entire cow herd. If breeders also submit cow weights with either Body Condition Scores (BCS) or hip heights they receive an additional \$5 off per test.

How can I benefit from participating in the Cow Herd DNA Roundup?

- 1.) Genomic testing is most valuable in cattle with low accuracy EPDs. Typically, all cows have low accuracy EPDs because they don't have enough calves in a lifetime to gain enough records to reach moderate or high-accuracy EPDs. For instance, adding genomics to the stayability EPD is equivalent to having Stayability information on 21 daughters. Therefore, adding genomic results to EPDs of the cow herd will markedly improve the accuracy of their EPDs allowing breeders to make better decisions.
- 2.) At \$20, if someone has 100 cows, they can test the entire herd for \$2,000. Furthermore, if they submit cow weights, they would only pay \$1,500. Based on ASA's current fee structure, the same allotment of funds would only be enough to GE-EPD 30-40 head and the whole herd would not benefit from the testing.
- 3.) Parentage included — current error in parentage is estimated at 7%. Large scale testing will reveal and help correct errors in the pedigrees resulting in better EPD predictions.

- 4.) Parentage markers will be in the database making future parentage testing easier.
- 5.) Additional trait testing is optional in conjunction with the CHR.
- 6.) In the future, maintaining a fully tested herd will only require testing yearling heifers.

Can I test my bulls at this discounted price?

No, bulls need to be tested through the regular DNA services. Contact DNA@simmgene.com or 406-587-4531 for more information about testing your bulls.

Can I test my donor cows through this project?

No, cows tested through the Cow Herd DNA Roundup project will not qualify as donors. Donors must be tested using regular DNA services on a High Density genomic panel.

Can I test my heifers at this discounted price?

As the Cow Herd DNA Roundup is part of a research and development project, the timeline for results is uncertain. If breeders would like to test their heifers, they may at the discounted price. However, they may not have the results for an extended period of time so anything with a timeline should not be included in this project.

What if I can't submit a sample on my entire cow herd?

In order to qualify for the Cow Herd DNA Roundup pricing, you must submit DNA on the entire cow herd with a 10% cushion. That means, if you have 100 cows, you need to submit DNA on at least 90 of them. If you send DNA on 85 cows, you will not qualify for this project.

Can I order other tests (like coat color and horned/polled) in addition to the genomic and parentage tests?

Yes, the usual add-on DNA test options available with GGP-LD and GGP-HD will be available with the CHR project. You must indicate prior to testing if you have additional traits to include.

How long does this offer last?

This offer is for a limited time only — samples must be submitted to ASA by December 15, 2018. Don't wait until December 2018 to join this movement, there is a capped budget for this project so breeders need to submit samples early to ensure these discounts.

What if I have already genotyped my females? Do I need to test them again?

That depends on where the previous genomic test was completed. ASA or IGS needs to have access to the genomic test results in the evaluation in order for the test to apply towards this project.

If the test was through either ASA or IGS partner associations, then you do not need to genotype the cows again.

If the test was ordered directly with a genotyping company or a breed association outside of IGS, then you will need to retest those cattle in order to qualify for this discount.

What if I already have recorded mature weights and either BCS or hip height on my cows?

Cows only need one mature height and body condition score (BCS) or hip height record. If you have previously sent ASA these records, you can qualify for the additional \$5 off.

How can I sign up my herd for the CHR?

Contact Leoma Wells (406-587-4531, extension 111) or Jackie Atkins (extension 103) if you are interested in participating. Go to simmental.org/chr for more information.

When will I have results for my herd?

As this is part of a Research and Development project, the timeline for results is uncertain. Participating breeders need to acknowledge the fact there is no concrete timeline for reporting results. If animals have any kind of deadline approaching, breeders should use the regular DNA services for testing on these animals.

Is parentage included?

Yes, this test includes parentage markers. As long as the parents have similar parentage markers on file with the ASA, the parents can be verified.

What types of DNA samples are accepted by the lab?

The lab prefers Allflex® Tissue Sampling Units (TSUs) but blood cards and hair are also accepted. The TSUs are \$2/each for the sampling units and an applicator is \$35. Blood cards are being offered at no charge. Hair cards will have a \$5 handling fee per sample. The member is responsible for all shipping costs associated with this project.

Why is it important to record mature cow weights on all females, regardless of age?

By collecting weight information on the whole cow herd, including young replacement heifers, we can better estimate mature cow weight. Ideally weights should be collected every few years on every female and recorded into the database.

Body Condition Score (BCS) seems entirely subjective as opposed to hip height measurements. Is one better than the other?

BCS is very important information to collect on animals because it is a highly heritable trait. Even though BCS is completely subjective as seen through the eye of the individual, as long as the same individual scores all the females within the herd it is invaluable data. With hip height or any measurement there is always room for error. When asked for a preference between the two measurements, geneticists would rather gather the BCS scores on all females if you must make a choice between the two. ♦

Where can I find out more information?

www.simmental.org/chr

Contact Leoma Wells or Jackie Atkins for more information:

406-587-4531 or
cowdna@simmgene.com



Leoma Wells,
DNA and THE Specialist
406-587-4531 ext 111
cowdna@simmgene.com



Jackie Atkins Ph.D.,
Director of Science
and Education
406-587-4531 ext 103
cowdna@simmgene.com

First IGS Youth Leadership Summit

A New Chapter in History

By Emily Lochner



Over 75 participants attended the 2017 IGS Youth Leadership Summit, sponsored by GeneSeek.

The Idea

In April, 2016, at an extraordinary strategic planning meeting between the ASA and AJSA Board of Trustees, a reoccurring theme emerged that our youth were thirsting for knowledge on staying involved in the beef industry post-college. Fast forward to October, 2016, the International Genetics Solutions (IGS) junior breed associations called a meeting during the American Royal and met at the American Shorthorn office to explore the opportunity of working together in endeavors past genetic evaluation. By fate, several breeds all had the same thing on their mind – a joint junior leadership conference. The IGS Youth Leadership Summit was born and soon became the “Big Team, Big Dreams” conference. Three breeds: Simmental, Shorthorn and Gelbvieh, knew the value of exposing youth to more than just breed standards, but to something bigger: the beef industry as a whole.



Cade Liggett, a Simmental member from Ohio, gets to know Sydney Taubenheim, a Gelbvieh member from Nebraska, during the first day's ice-breaker activities.

The Event

The three breeds collectively voted and agreed upon Lincoln, Nebraska, as the location, and on August 3-6, over 75 youth flocked to the Cornhusker state for a slice of beef industry exposure. The event kicked off with an introduction from Tom Field, the University of Nebraska-Lincoln (UNL) Director of the Engler Agribusiness Entrepreneurship Program. The program focuses on arming youth with the skills, inspiration and fortitude to be the change of agriculture's tomorrow. After a few ice-breaker activities designed to introduce all the youth, the group split into high school and college sectors and heard from the UNL Career Services staff. The high schoolers were prepped on how to write a resume and cover letter, and the basics of applying to college. The college group was exposed to the realities of applying for a job, conducting an interview and negotiating a career offer such as salary requirements, benefits, etc. Later the group got

hands-on experience with Maddy Ruble, a staff member on the National Cattlemen's Beef Association crisis management team. Ruble had participants verbally give their responses to common consumer questions. Youth had the opportunity to “tweet” beef facts on Twitter they learned throughout the session and Ruble would offer suggestions for improvement on public perception. Later that evening, participants were joined at dinner with members of the Nebraska Simmental, Shorthorn and Gelbvieh Associations for tips and life lessons on staying involved in the beef industry after graduation.

Friday morning the group headed towards Clay Center, for a tour of the U.S. Meat Animal Research Center (US-MARC). The US-MARC focuses on solving high-priority problems for beef, swine and sheep in the areas of genetics and breeding, reproduction, nutrition, meats science, production systems, biological

engineering, and animal health. After receiving two lectures on the basics of the Center and its research, the group was toured across the facility spanning over 30,000 acres with more than 8,000 head of cattle. After lunch, the group headed towards Lincoln to tour GeneSeek®, one of the major sponsors of the event. Participants walked through every step of the DNA process including the moment the DNA arrives in a package from a breeder or association, throughout the extraction and analysis process. GeneSeek graciously offered most staffers time, and participants were able to hear from staffers at each station who undertook each task. After leaving GeneSeek, participants toured the UNL Football Stadium, and later the Lester F. Larsen Tractor Test and Power Museum. Nebraska is the only state that requires all tractors be tested before being put in use, all new models must be first approved by the facility.

Saturday the day was spent at the UNL Animal Science building hearing from several lecturers. Dr. Steve Jones, professor in muscle biology and meat science lab director, gave a crash-course in meat science and meat grading. Later the students toured the meat science facility, which created the McDonald's McRib — a favorite among many! During the lunch break, students heard from representatives of each college department on opportunities available with each major, and careers stemming from different majors. Dr. Matt Spangler, well-known amongst the IGS circle, gave a crash course in genetics and EPDs. Participants valued the hour-long question and answer period where Dr. Spangler answered several questions in regard to genetic evaluation. The afternoon sessions took a different spin where Clinton Laflin, Beef Education Specialist with Kansas State University Extension and previous National Junior Angus Association board member, involved youth in an interactive conversation on the value of staying involved in the beef industry and following your dreams. Later, Kate Hagans with Kansas Farm Bureau, gave a crash course in being “social media polite” to effectively portray beef producers’ views. The group then walked to the UNL Dairy Building for a tour in how ice cream is made, then later enjoyed a few Nebraska-select ice cream cones! The evening wrapped up with Dr. Rob Eirich, Beef Quality Assurance (BQA) Director for the University of Nebraska Extension, presenting a BQA training, and certifying each participant with a BQA qualification valid for three years.

Beyond The Speakers

Although the conference was packed with educational speakers, tours, and beef industry knowledge, a greater aura emerged throughout the group. Prior to the conference, staff split each participant into a color group which would be equally represented with youth from each breed. Ten color groups were “challenged” throughout the weekend with different contests or events, giving the participants a chance to bond with those they may have never before known. Walking into the conference, youth may have represented the Simmental breed, but as the conference wrapped up the breed lines disappeared. Youth congregated in groups and began to celebrate their new friends. On the last night of the conference, during some down-time, a small crowd gathered around a piano in

an atrium of the hotel. One youth played the piano, and another pulled out a guitar, soon nearly every participant had huddled around the sight. Over 75 youth were singing and enjoying company, unaware the bonds they were building. Through an unprecedented opportunity for youth of all breeds, of all industry types, from California to North Carolina, from Canada to Texas, youth were exposed to a lifetime of connections, comprehension and friendship. Our youth deserve the best for their future, and I am confident strongly-led events such as these were a step in the right direction. As Franklin D. Roosevelt once said, “We cannot always build the future for our youth, but we can build our youth for the future.” ♦



Participants were divided into color groups of equally represented breeds to allow youth to socialize and compete in games throughout the week. The “Pink Team” was a winning team with great spirit!



Participants touring the feedlot sector of the US Meat Animal Research Center.



AJSA Board member, Emily Ivey, and others understanding what it takes for GeneSeek to process a DNA sample.

Pathway to Profit

Step inside the IGS Feeder Profit Calculator™

By Chip Kemp



Chip Kemp,
Director of Membership
and Industry Operations

In the March Issue of *SimTalk*, we introduced the revolutionary IGS Feeder Profit Calculator™ and its role in providing true awareness of feeder calf profit potential. In this article, we are going to walk through the simple and straightforward process of getting an IGS Feeder Profit Calculator certificate generated on a specific set of calves.

The first step is to get to the IGS website. You can either use the IGS link at the top of Simmental.org or you can go directly to InternationalGeneticSolutions.com. The IGS Feeder Profit Calculator link can be found in the upper right-hand corner.

The second step will take you to the input form. Complete the form and submit that information for certification. You will provide contact and location information, weaning and herd health specifics, marketing weights and timelines, and of course registration numbers on sires.

It is possible that staff will reach out seeking additional information, but roughly three business days following your submission you will receive an email providing you a digital copy of your IGS Feeder Profit Calculator certificate.

Now it is time to interpret the information on your certificate. On the left side of the certificate will be all information provided by the producer. This gives confidence and knowledge to a potential buyer, knowing you are hanging your credibility on the details you provided. The buyer is able to quickly gauge your management and health practices that built value into this set of calves.

The lower right hand-side of the certificate focuses in on five categories that are crucial to feedlot and carcass success. The star metrics reflect the ranking of your calf genetics versus the IGS database.

The upper right portion of the certificate is the true foundation and core of the IGS Feeder Profit Calculator. Using the largest genetic database in the industry and some of the elite minds in the business we have leveraged known genetics, herd health, current economic conditions, and basic accounting principles to provide the most robust indicator of feedlot profit potential to date. It breaks it down to a language we all understand — dollars and cents. Frankly, feedlot buyers want to know if a set of calves has a reasonable chance to turn a profit.

Three measures are highlighted on the certificate:

Relative Genetic Value: Predicted difference in value due to genetics between the calves being evaluated and the average Angus calves of the same sex, starting weight and management conditions.

Relative Management Value: Predicted difference in value due to management between the calves being evaluated and those same calves under the assumption of an industry average of 60% of calves being vaccinated against BRD and 60% of calves being weaned for 30 days or more.

Total Relative Value: A combination of Relative Genetic Value and Relative Management Value.

An example of a certificate.

Producer

██████████ ██████████

██████████ ██████████

██████████ ██████████

██████████ ██████████

Feeder Calf Info

██████████ Horned/Polled: Polled

██████████ Color: Black & Red

██████████ Sex: Steer

██████████ Avg. weight: 850

Head: 100

Delivery date: January 5, 2018

Born 04/01/17 to 02/15/17

Weaned: 09/15/17

Breed Composition: Angus: 48.39% Simmental: 35.23% Red Angus: 16.38%

Treatment History

Vaccination 05/10/17 Inforce 3, BVD, Ultrabac 7

Vaccination 08/10/17 Inforce 3, BVD, Ultrabac 7

Deworming 05/10/17 Dectomax Injectable

Deworming 08/10/17 Dectomax Injectable

Implants 08/10/17 Synovex C



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Total Relative Value	\$9.84/cwt
Relative Management Value	\$3.45/cwt
Relative Genetic Value	\$6.38/cwt

Relative Genetic Value: Predicted difference in value due to genetics between the calves being evaluated and the average Angus calves of the same sex, starting weight and management conditions.
Relative Management Value: Predicted difference in value due to management between the calves being evaluated and those same calves under the assumption of an industry average 60% BRD vaccinated and 60% weaned for 30 days or greater.
Total Relative Value: A combination of Relative Genetic Value and Relative Management Value.

Quality Grade	Yield Grade	Carcass Weight
★★★★★	★★★★☆	★★★★★
Avg. Daily Gain	Feed Conversion	
★★★★★	★★★★★	

Certification Date 7/18/2017

The projections, values, and other calculations produced by Feeder Profit Calculator™ are based on user inputs. IGS does not independently verify the information provided by users. The mathematical models and assumptions related to market conditions utilized in Feeder Profit Calculator™ may change significantly. IGS makes no representation that any Feeder Profit Calculator™ projection will be realized and actual results may vary significantly from Feeder Profit Calculator™ projections. The relative market values produced by Feeder Profit Calculator™ represent a relative valuation for comparison purposes only and do not represent an actual market value.

When evaluating each of the relative value categories it is important to be aware that the average in each category is zero. A \$0.00/cwt means these calves reflect the breakeven potential of the average calf. There is no artificial adjustment to the base just for marketing advantage or to provide a feel-good effect. You expect the truth and the facts. So do your customers and your buyers.

On the example certificate provided, we predict a breakeven price (at the time they are sold as feeder calves) based on their predicted feedlot performance of an additional \$9.84/cwt. In laymen's terms, that means the buyer at your local auction market or through your online platform could afford to pay an extra \$9.84/cwt over the average animal on that day and still come out breaking even.

(Continued on page 34)

Please Join Us



EASTERN JUNIOR SIMMENTAL CLASSIC FUNDRAISING AUCTION

SATURDAY, NOVEMBER 11, 2017 | WEST WING
ONE HOUR AFTER THE JUNIOR SIMMENTAL SHOW

Support the Eastern Region youth of the American Junior Simmental Association!
All proceeds assist host states for the annual AJSA Eastern Regional show.

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Contact Fred Swain for more information

Review the auction listing at:

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Pathway to Profit — IGS Feeder Profit Calculator™

(Continued from page 32)

To be clear, the buyer isn't looking at these calves to break even. Like you, the buyer has an eye on profit. But in this example the buyer has true awareness, through IGS, that leads him to believe these calves are a safer bet. So is he looking to pay an additional \$9.84/cwt? No. Is he willing to give \$2, \$3 or \$4 more on a safe bet rather than risking everything? We think he is.

Additionally, a second page highlighting all registration numbers and known genetics accompanies each certificate.

It is really that simple. And you won't pay a thing. Roughly 20 minutes of work will provide you with the most credible and trusted information available on the potential feedlot performance of your calves. Trust is the Gold Standard.

Your success is wrapped up in the value of each year's calf crop. You've invested years, significant dollars, and countless hours of sweat to get the calves to this point. Why leave calf knowledge to chance?

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Heifer Calf Pregnancy



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D and D High Mark – Open



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Combustible – Herdsire



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Young Cattlemen's Conference Report

A Valuable Experience

*By Chris Martin, Waters Edge Farm,
Nashville, Tennessee*

As a general rule, I don't like politics. I know just enough to know there's a lot I don't know, so I'm more comfortable talking about just about anything else. Take the weather, for instance. I can usually weigh in with an opinion about the weather.

May 31 through June 9 marked the 2017 Young Cattlemen's Conference (YCC) hosted by National Cattlemen's Beef Association (NCBA). YCC is an annual pilgrimage attended by representatives from each affiliate of NCBA ages 25 to 50 who receive a comprehensive, "gate to plate" overview of the beef industry. Delegates travel from Denver to Chicago to Washington D.C. and engage in dialogue with feedlot and packing plant operators, retail beef marketers, and their own representatives on Capitol Hill. More than 1,000 cattlemen and women from across the country have graduated from the YCC experience since 1980.

As this year's American Simmental Association representative, I was privileged to attend YCC hoping to gain insight and knowledge. The tour started at the NCBA headquarters in Denver where staff shared an organizational overview and history of our national association. Before the end of the first day, participants took part in an interactive personality insights training, heard presentations about NCBA communications and Cattle Fax analyses, and gained a retailer's perspective from representatives of Cargill and Safeway. A tour of the NCBA offices and a delicious prime ribeye steak dinner hosted by Cargill punctuated our introduction to what was in store for the next several days.

On day two, the delegates boarded buses for Greeley, CO, where we toured the JBS Beef Plant, the largest beef processor in the country, processing 5,500 beef animals a day. After the plant tour was a visit to JBS Five River's Kuner Feedyard, a 100,000 head capacity feed yard, followed by a stop at JBS headquarters and a panel Q&A with the JBS executive team. A special stop on our return trip to Denver was Greeley Hat Works whose team of qualified hat fitters welcomed us with open arms despite the fact we all smelled like a feedlot!



The third day in Denver took us back to the NCBA office where we were educated on the Beef Checkoff Program and then prepared to address media and consumer questions and concerns. For those of us who are seldom faced with the opportunity to answer these types of questions, know that we producers have the support of a qualified team who has that opportunity on a regular basis. We were taught how to respond in real time and to share “the two C’s” all beef producers should be prepared to explain to those who don’t understand our industry or what we do every day—“We Care,” and “We’re Capable.”

After a pleasant visit to one of Safeway’s flagship retail outlets, sixty-two of us boarded a plane for Chicago where we would spend the next twenty-four hours of the nine-day stretch. We enjoyed Gino’s deep dish Chicago-style pizza followed by drinks on the 96th floor of the John Hancock building and a night out on the town in The Windy City before visits to OSI Industries, McDonald’s largest hamburger patty supplier; McDonald’s Campus Office Building where lunch consisted of McDonald’s new fresh ground beef Quarter Pounder cheeseburger; and Bruss Company, a subsidiary of Tyson Foods that procures beef and portions steaks and other cuts of meat to customers’ exact specifications.

The tour’s final stop was Washington D.C. where delegates were prepped to engage their own legislators regarding issues relevant to the beef industry. Senior Vice President of Government Affairs Colin Woodall led a qualified NCBA staff in briefing all of us less qualified to discuss political issues. As I listened and learned and took notes, I gained an extensive appreciation for the work of NCBA and all the staff dedicated to my best interests as a beef producer. Before the day would end, even those of us who started out less comfortable talking about political issues were prepared to discuss tax reform and repeal of the estate or “death” tax to protect farms and ranches passing from one generation to the next; the important and costly

need to arm the 2018 Farm Bill with provisions to protect against foot and mouth disease; the Farm Regulatory Certainty Act, which protects farmers and ranchers against being lumped in with landfills in consideration of certain waste disposal; reform or modernization of the Endangered Species Act especially important to our western counterparts grazing public lands; and support of NAFTA and bilateral trade agreements in order to cultivate and sustain global or international beef markets. Armed with knowledge of the issues, a few talking points, and a newfound confidence, we headed to Capitol Hill the next morning to discuss these issues with our own representatives.

By and large, the Tennessee delegation found a great deal of support on the ag policies we discussed; however, it wasn’t as easy for some delegates from other states who faced more opposition on certain topics.

After our day on The Hill, delegates from every state represented shared notes from each legislative visit with NCBA staff so our lobbyists would be prepared to respond where needed. The conference ended with a robust NCBA PAC auction to help support our PAC efforts.

I still can’t say I like politics, but I can say I am informed on current topics that are relevant to the industry in which I work every day. And I have a whole new appreciation for the organization that works on my behalf to protect me and the interests of all of us in the beef industry. I want to formally thank NCBA and the American Simmental Association for the opportunity to become a part of the YCC family, and I encourage all of you who might think any part of this trip is out of your comfort zone to reconsider letting that keep you from applying in the future. If you’re in the beef business and you intend to stay in the beef business, YCC is ten days well worth the price of admission. ♦



2017 YCC delegates on Capitol Hill.

DIRECTOR'S DIALOGUE



By Dr. Bert Moore, State Association Liaison

State Association Activities

Starting in 1979, the Board of Trustees of the American Simmental Association recognized the value of putting promotional dollars in the hands of state associations. This led to the creation of a Cost Share program whereby the ASA would share a portion of the expense of various promotional activities at a localized level. Registration numbers within a state can also supplement state treasuries through ASA's Check-Off program. Twenty-five cents per registration in

the state can be awarded upon application.

The most common use of promotional dollars among the states is used for various types of media with print media being the most frequently used. State cattlemen's magazines as well as regular regional agricultural publications are generally the leaders in this category. Some states use radio spots promoting various SimGenetic activities. Breeders directories are published by a number of states, some annually and others on a less regular schedule. Newsletters and regular publications by state associations helps keep their memberships connected. Trade shows and booths have proven to be useful promotional activities in some areas. Many states have websites which are linked to the ASA website. All of the above activities qualify for ASA support using the Cost Share program.

Several states have qualified for an extra \$1,000 in Cost Share funds

that is allotted for those associations that exceed the initial \$4,000 which each state is eligible to receive. Congratulations to Alabama, Colorado, Georgia, Iowa, Kentucky, Michigan, Minnesota, Nebraska, New York, North Dakota, Oklahoma, Pennsylvania, Texas and Wisconsin on their promotional efforts and will receive this incentive for this next fiscal year. It is particularly notable that Pennsylvania and New York have many less members and registrations than some states but see the promotional value that these extra funds can provide.

Thirty state associations applied for and received Check-Off dollars. Iowa, Nebraska, North Dakota, South Dakota and Texas topped the list in total registrations and thus received the largest Check-Off payments. At the end of the 2016-17 fiscal year (June 30, 2017) **94.8%** of the eligible Check-Off dollars had received applications for payment. This compared to **84.9%** of the eligible dollars paid out at the end of the 2015-16 fiscal year. The Check-Offs are really the closest thing that there is to "free money." These funds can be used for any type of state association activity, no strings attached and all that is required to receive them is an application.

For a little perspective, the average company spends 2% of its revenue on advertising. In some contested markets, that number is even higher. For example, Ford sells about 2 million cars per year and they spend \$4 billion advertising. And no, that doesn't count the billions of dollars its dealers spend as well. Even Microsoft, which enjoys a dominant market share position and limited competition, spends nearly 3% of its revenues on advertising. In the beef cattle genetics business we are certainly in a contested market. The ASA can help put advertising dollars in the hands of state associations where the SimGenetic story can reach a very important customer base ♦

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- ▲ Designed to work best when selecting sires for use in herds that finish all calves and sell on a grade and yield basis.
- ▲ Uses USDA technology and CattleFax price projections to predict profit differences between sires in units of \$ per exposed female.
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 FOLLOW THE OUTBACK RANCH FACEBOOK PAGE

BULLETINS

Electronic Voting Option

ASA members may nominate and elect Trustees electronically. Only active members are eligible to vote and to hold office.

To register, members should 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 online. Registration by phone is not an option.

If you have received a paper ballot, instructions are included to vote electronically.

Six Trustees Positions Open — Board Nominees

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

Eastern Area (two seats): Brian DeFreese, West Point, IN, (not eligible for re-election, but can serve an additional year as immediate past chairman); Barry Wesner, Chalmers, IN, (eligible for re-election); Fred Smith, Clayton, NC, (nominee for the second seat available).

North Central (one seat): Claye Kaelberer, New Salem, ND (eligible for re-election);

South Central (two seats): Fred Schuetze, Grandbury, TX (eligible for re-election) Jon Willis, Marietta, OK (not eligible for re-election); Chuck Miller, Olean, MO, (nominee for the second seat available).

Western (one seat): Michael Forman, Ellensburg, WA (eligible for re-election)

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. Thus, Brian DeFreese, as outgoing Chairman, qualifies to serve an additional year on the Board.

2018 NWSS Schedule Announced

The schedule for activities for the 2018 National Western Stock Show has been announced. The event is being held in conjunction with the ASA's 50th Annual Meeting.

Date and Times are:

Monday, November 20 Entry Deadline on-line at: www.nationalwestern.com

Friday, January 12

8:00 am ASA Board Meeting

Saturday, January 13

8:00 am ASA Board Meeting

Noon-4 pm Meet and Greet on the Grounds

3:30-5:30 pm Annual Meeting on the Grounds (Centennial room)

6:30 pm SimMagic on Ice

Sunday, January 14

8:00 am Bull Pen Show

6:30 pm Chairman's Reception

7:45 pm Foundation Auction

Monday, January 15

8:00 am Female Pen PTP Show

2:00 pm The One Sale XXII

(Includes Foundation lot and Power Simmental Selection)

Tuesday, January 16

8:00 am Junior PTP Show

Open PTP Bull Show

5:00 pm Wild, Wild West Sale — Brighton

Wednesday, January 17

8:00 am Open Class Female Show — Stadium Arena

Entry fee information and class breakdowns are posted on www.coloradosimmental.com (Note: NWSS will collect all fees.)

Election Timetable

Oct. 16: Deadline for write-in ballots to reach Chairman of the Tellers.

Nov. 15: Trustee election ballots mailed.

Dec. 15: Deadline for Trustee ballots to reach Chairman of the Tellers. "Call to Meeting" mailed and posted on-line, including ballots, for any Rules/Bylaw changes.

Jan. 5: Deadline for Rule/Bylaw change ballots to reach Chairman of the Tellers.

Jan. 13: 50th Annual Meeting

DoubleTree Is Denver Headquarters

Once again, the DoubleTree Hotel Denver, 3203 Quebec Street, will serve as headquarters for the ASA Annual Meeting, Foundation Auction, and ASA Board Meetings. A special Stock Show rate of \$115 is available to ASA members; to reserve your rooms, call 303-321-3333 and ask for the "SimGenetics" block. Reservations must be made no later than December 8, 2017, after that date, the quoted flat rate will no longer be available.

Transportation to the DoubleTree is by train to the Central Park Station and then shuttle service to the hotel. Once you arrive at Central Park Station, contact the hotel (303.321.3333) and request shuttle service to the hotel. The DoubleTree provides transportation to and from the NWSS grounds.

ASA Updates DNA Test Result Notifications

The ASA has updated their process of notifying members of DNA test results. DNA test results will now be sent automatically by email from Herdbook Services when DNA has been completed on a member account. If a member does not have an email on file with ASA, the member will still receive the test results by mail.

Members may now view DNA test results by logging into herdbook.org, pulling up the animal's pedigree, and selecting "DNA Detail" under the "Report" section. If you have further questions or want step-by-step instructions you can go to simmental.org/haveyouherd for more details.

(Continued on page 42)

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JS Simmentals, IA



Lazy H Bar, IA

Revival is the ultra-exciting, record selling purebred Simmental bull at "The One", commanding \$160,000! Cattlepersons from all breeds admired his sleek design, soundness of structure, ample muscle shape, cleanness of joints, and "out of this world" neck extension.

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Featuring Lot 1 - Selling in her entirety

Crysteel Tango

This elite donor has produced over a half million dollars in progeny sales, including the females below.



Firefly | \$100,000 daughter of Crysteel Tango by Pilgrim that was the 2014 American Royal Grand Champion Purebred Female



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BULLETINS

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CSA to Host 2017 Simmental Federation

The Canadian Simmental Association (CSA) will be hosting the 2017 Simmental Federation of Americas meeting. The event will be held in conjunction with the National Simmental Show during the Canadian Western Agribition, November 20-25th, in Regina, Saskatchewan. US Simmental breeders and affiliated industries are invited to attend.

A block of rooms is available until October 20, 2017, at the DoubleTree by Hilton Regina. Registration is available until October 15, 2017. Go to www.simmental.com to register and find the schedule of events.

AJSA Youth Development Scholarship

The American Simmental-Simbrah Foundation (ASF) is collecting donations to fund six scholarships for young beef enthusiasts that participate in the Steer Profitability Competition (SPC). A goal of \$12,000 has been set to create scholarships, and help pay the expense of capturing feed intake and carcass data.

The SPC challenges participants, ranging in age from eight to 21, to measure and compare the profitability of their own animals, through monthly meetings, lectures, essays, and reports. Last year, 31 beef industry youths enrolled 66 cattle from nine different states. During their involvement, they were introduced to peers, mentors, industry advocates, and experiences that are exceedingly difficult to acquire for any beef producer.

ASA Requesting Cow Weights

The American Simmental Association is seeking to increase the flow of mature cow weights into its database. Cow weights provide valuable information for use in our genetic evaluation system. ASA requests that you weigh your cows close to weaning time, and, if possible, give your cows a body condition score at the same time.



Carcass Merit Herds Wanted

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

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

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

50% off GGPLD Pricing

The ASA Board of Trustees approved a resolution to offer a 50% off rebate on GeneSeek Genomic Profiler Low Density (GGPLD) testing in exchange for either feed intake and/or carcass data. Members will receive one 50% off price discount per carcass or feed intake record submitted. Records must be valid for use in ASA's genetic evaluation system (at least two sires represented and the animals must have at least the sire identified). Animals must have been born after August 31, 2015, to qualify for the program. Please contact jatkins@simmgene.com.

2017 Year-Letter is "E"

The year-letter animal identification letter for 2017 is "E", and will be followed by F in 2018 and G in 2019. The letter D was the year-letter designated for use during 2016.

Office Holiday Schedule

The ASA office will be closed for the following 2017 holidays.

- Thursday – Friday, November 23-24
Thanksgiving
- Friday & Monday, December 22 & 25
Christmas ♦

FORT WORTH STOCK SHOW & RODEO
JAN. 12 FEB. 3



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presented by State Farm* & Telemundo 39

FORT WORTH SUPER SHOOTOUT
JAN. 18, 7:30 pm
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COWBOYS OF COLOR RODEO
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ASF Foundation Focus

By Chip Kemp, Director of Membership and Industry Relations



There is Change. And Then There's Progress.

Most of us can still remember when we only had two or three local TV channels to flip through — and you had to get up and walk across the room to do that! Now it seems there is a never-ending list of channels that wish to tell you how to think, what to think, and when to think it. Or even worse, there are those channels that seem to actually diminish your ability to think and degrade your capacity for an intelligent sentence or thought. Does our fixation with more and more entertainment through television, streaming on our computer, or countless cat videos through Facebook really represent progress? Honest social observers will spend many years dissecting

the balance between more awareness and more voices with the obvious moral challenges and mental distractions. Is it merely change? Or is it truly progress?

So, that begs the question, what is progress? How do you know it when you see it? To be clear, I do not have that answer, but a C.S. Lewis quote starts “Progress means getting nearer to the place you want to be . . .” — you should read the remainder of the quote as you have the time.

However, there are forms of progress we can all agree on. The opportunity for our young beef enthusiasts to enhance their abilities, dive deeper into the beef business, and to expand their industry knowledge — now that is moving forward. Everyone associated with the American Simmental-Simbrah Foundation (ASF) is passionate about advancement in the beef business and the role our youngsters are going to play in the future and sustainability of that business. It comes as no surprise then that the ASF has taken up the charge of putting together resources to support the AJSA Steer Profitability Competition (SPC). The folks involved with the ASF are eager and willing to visit with you about how you can help support and encourage the AJSA members from across the country who are putting their cattle to the test in the real-world rigors of a feedlot. Feel free to email any questions to ASF@simmgene.com.

This second year of the Steer Profitability Competition (SPC) has incorporated some exciting new pieces that you should view at juniorsimmental.org. We are confident you'll be impressed by the knowledge that will be shared with the young cattlemen and cattlemen involved in the program.

If our AJSA members learn more about the growth performance and carcass merit of their own cattle, learn more about the dollars and cents of the feeding sector, and find new ways to enhance the profitability of their enterprise that is a win. That is Progress! And that gets us all nearer to a place we want to be. ♦

2018 Meet & Greet

National Western

Saturday, January 13, 2018
Noon to 4:00 PM

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Dam: SVF Above & Beyond T87



She Sells!

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Dam: CSP / PR Blackcap U081

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First Simmental Sale for IJSA Members

For the first time, the Indiana Junior Simmental Association (IJSA) is hosting an on-line sale for junior members to sell calves from the show season, bred cows, and embryos. Doug Parke, DP Online Sales will be managing the sale, starting at 10 a.m. EST, November 5, to 8 p.m. EST on November 6, with the standard extended bidding until there is no bidding for five minutes.

A picture and video day will be hosted by the IJSA for consignors on September 16, at Double Image Cattle in Tipton, IN, to allow juniors to bring their cattle if they wish. Otherwise, they can do their own if they choose. It will cost \$25 per head to participate on the 16th.

IJSA Participates in Field Day

The Indiana Junior Simmental Association participated in a field day hosted by the Purdue Beef Unit. The program included a feeding and nutrition discussions, a showmanship clinic, and a mock judging class. While the juniors attended their activities, adults participated in a discussion about ASA updates, an ultrasound carcass demonstration, and a reproduction discussion.



Woody Nichols discusses the importance of beef cattle nutrition.



Indiana Simmental Association President Jim Herr led the adult meeting.



IJSA Board Member Ethan Shannon critiques a junior member.



Junior member Baylee Dwenger coaches a younger member in the showmanship.

2017 MSSA Board Members

The 2017 Mississippi Simmental/Simbrah Association (MSSA) Board Members met at Mack's on the River after the AJSA National Classic in Hattiesburg.



Top row, left to right: Mark Smith; Glen Madden, Secretary; Greg Brown, President; and Arlon Lott. Bottom row, left to right: Tyson Moreno; Jennifer Rogers; Deena Branum, Administration Secretary; and Stacy Crawford. Not pictured: David Clanton. ♦

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By Cole Liggett, Dennison, OH



We all have our favorite activities: showing cattle, judging livestock, and playing sports — to name a few. Often times it is very difficult for us to step out of our comfort zone and try something new. As I get older, I am pushed and encouraged to try new things, to broaden my horizons and expand my knowledge. This past

spring semester and this fall I took an opportunity I never saw myself pursuing, joining the dairy judging team.

Like many livestock judges would be, I was shocked when the idea was brought to me that I should join the dairy judging team. However, there were so many benefits to trying something new. Joining the dairy judging team has allowed me to see a different spectrum of the agricultural industry.

Just as we travel the country showing cattle, I get to travel to various places judging dairy cattle. While traveling the country judging, I have gotten the opportunity to talk with various producers and visit some of the most elite dairy facilities. While at the judging contests, I am able to watch the show and learn how they run their

shows differently. Through dairy judging, I have been given opportunities that will aid in my success as a young cattleman. I get these opportunities to travel around judging dairy cattle, making new friends, and talking with dairy producers who I may need to contact later down the road as a start my career. Another big advantage is learning how to select dairy cattle, which has enhanced my cattle judging skills.

We all know that dairy cattle and beef cattle are much the same but they have their differences. Dairy cattle are used to produce milk and therefore when judging a dairy cow 40% is placed on the udder. The other factors include 25% placed on dairy strengths, 20% on rear feet and legs, and 15% on frame. Being able to evaluate these traits in dairy cattle has allowed me to fine-tune my beef cattle judging skills. I now have a better appreciation and understanding for structure and frame because those are a couple of the big components in judging dairy cattle.

I have enjoyed my time on the dairy judging team and am thankful for the opportunities it has given me. I encourage everyone to try something new, whether it be showing a different species, playing a different sport, or try joining a different judging team. It will allow you to have greater experience and expand your knowledge. ♦

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FLECKVIEH FORUM

Brandy Jordan, FSFF Coordinator



Fullblood Simmental Fleckvieh Federation (FSFF) Invites FSFF members and friends to two fall events:

FSFF Annual Meeting

The FSFF Annual Meeting will be held October 27 and 28 at Little Creek Farm in Starkville, MS. FSFF will have a silent auction opening on Friday, October 27, and closing Saturday, October 28. Items will be posted on the FSFF Facebook page. Dinner will be at 5 p.m., and everyone is welcome to attend. The meeting will include the seating four FSFF Board of Directors, followed by a Live Bovine IVF session by Dr. Jason Gress, and a discussion on the importance of EPDs by Fred Schuetze.

On Saturday, October 28, The Magnolia Classic Sale presented by Little Creek Farm will include two FSFF junior and FSFF fundraiser sale lots: "Herd in a Tank" FSFF junior scholarship benefit lot, and the highest bidder of the Magnolia Classic sale lot will receive a semen tank containing a variety of Fullblood Simmental Fleckvieh frozen genetics, and two concert tickets, and two meet and greet passes to see Reba McEntire with Brooks and Dunn at The Colosseum at Caesar's Palace in Las Vegas.

Buyer gets the choice of March 14, 16, 17, 21, 23 or 24, 2018 show date he/she would like to attend. Meet and greet includes a photo with Kix, Ronnie and Reba. Hotel and travel to/from not included. New contributions continue to come in for this special offering.

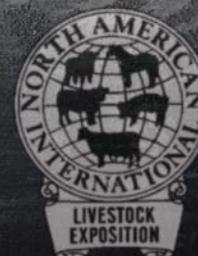
The updated list is posted online at www.fleckvieh.com. Bids may be placed in person, by phone, or online. Call the FSFF at 855-353-2584 or visit www.littlecreekcattle.com for more information.

FSFF at NAILE

The FSFF is excited to welcome you to our shows at the NAILE this November! Don't miss this opportunity to promote Fleckvieh and Fleckvieh influenced cattle to the thousands of visitors in attendance. All three FSFF shows will be held Sunday, November 12, in Broadbent Arena beginning at 1 p.m. with the FSFF Junior Challenge Cup. While the early entry deadline has passed, we are still accepting late entries for all shows. And remember, starting this year, Fleck Effect™ show entries need only be 25% Fleckvieh. If you have Fleckvieh influenced cattle, get them entered today and show everyone what Fleckvieh has done for you.

FSFF Hotel Accommodations for the NAILE will be La Quinta Inn and Suites, 502-368-0007, 4125 Preston Hwy, Louisville, KY, mention the FSFF when making your reservation.

Make sure you have the best seat in the house to keep up with what's happening in the show ring.



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Oct 1	REGISTRATION DEADLINE for all FSFF shows. <i>Late entries accepted with \$10/head per show late fee</i>	
Nov 9	Noon	FSFF cattle check-in begins
Nov 10	Noon	FSFF cattle check-in ends
	TBD	Show check-in with ASA & FSFF staff in the barns
Nov 12	1pm	7th Annual FSFF junior Challenge Cup (Youth Heifer Show)
		to be followed by FSFF 9th Annual "The Pinnacle" Open Fullblood Show
		to be followed by FSFF 5th Annual Fleck Effect (Fleckvieh Influenced) show
Nov 12		FSFF junior (Youth) cattle released at conclusion of show
Nov 13	TBD	North American Select Simmental/Fleckvieh Sale
Nov 13		FSFF cattle released at conclusion of Select Sale ♦

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Payweight

559R was Lot 1 in Lassle Ranch Simmentals' 2016 Sale near Glendive, MT, and we have confidence she will be a great addition to us in Missouri as we strive to produce profitable beef bulls for the true beef producer. She earned her way into the donor pen as a 6-year-old cow in 2011 and exploded onto the scene in 2013. She's called the dam of herd sires, and it is well earned. 559R has placed six sons into breeding stock operations and AI studs in the last three years. Her other sons have consistently commanded the attention of and are highly sought after by progressive commercial cattlemen. She calved as a 2-year-old and every spring thereafter except 2012, 2014, and 2016 when she was left open to flush. She is now raising a March 2017 CCR Wide Range bull calf. She has earned a BW ratio of 101, WW ratio of 112 and a YW ratio of 107 on her seven natural calves.

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BEEF BUSINESS

USDA Strengthens Mandatory Reporting, COOL

USDA's Agriculture Marketing Service (AMS) has announced a final ruling, allowing the agency to take action as needed, including civil penalties, against violators of Livestock Mandatory Reporting (LMR) and Country of Origin Labeling (COOL).

The action extends current rules of practice under the Agriculture Marketing Act of 1946, as amended, to include LMP and COOL violations. COOL requires retailers to notify their customers with information regarding the source of certain foods. Products covered by the law include muscle cut and ground lamb, goat, and chicken.

FDA Offers Food Safety Help

The US Food and Drug Administration (FDA) has released a new software tool to help food manufacturers to create a food safety plan specific to their facilities to meet the requirements of the Food Safety Modernization Act (FSMA) Final Rule for Preventive Controls for Human Food.

The Food Safety Plan Builder is a free software application, developed by FDA, that businesses can download from FDA's website to guide them step-by-step through the creation of a food safety plan, as required by the FSMA. The program is modeled after the Food Defense Plan Builder, which was created to assist with developing personalized food defense plans for facilities.

Food Label Confusion Abounds

A majority of American consumers are having issues decoding the various date labels on their food products, sparking potential problems that can affect food safety and food waste, according to a new poll.

The poll found that 60% of American consumers surveyed had held discussions about the exact meaning of terms such as "best by, use by, sell by, use or freeze by" that are currently listed on food labels. The resulting confusion not only makes it difficult to determine whether food is safe to eat, but also causes disagreements among poll respondents on whether the food should be eaten or thrown away.

Feedlot Inventory Increases

According to the USDA Cattle on Feed Report, 10.6 million head of cattle were in feed yards. Feedlots in the US have added 439,000 more head of cattle compared to the same time last year, an increase of 4%.

Texas has the most cattle on feed at 2.65 million head, followed by Kansas at 2.18 million head, and Nebraska at 2.16 million head. Colorado and Idaho saw the largest jump in fed cattle inventory with 9% more cattle than last year, followed by Iowa and Washington with 8% more cattle on feed.

Consumers Shun Protein

Consumers are less willing to pay for meats, according to Oklahoma State University's Food Demand Survey. A sharp 17.57% drop in demand for deli ham, as well as declines in demand for steak (-6.38%) and hamburger (-4.28%), drove the month-on-month decrease.

On food expenditures, people spent more (1.25%) on food eaten at home in August compared to July, and slightly more (0.28%) on food away from home in the period.

"Reducetarian" Movement Surfaces

The "Reducetarian" movement, a gateway-suggestion group, plans to reduce meat consumption by 10%, in hopes that it might eventually bring current meat eaters all the way over to a plant-based diet.

The first Reducetarian Summit drew over 400 registered participants and over 50 speakers to a weekend event at New York University. The leaders are hoping to replicate the conference across the country and abroad, with goals to slowly wean Americans, then global consumers, off meat.

Man, 13 Cattle Die From Manure Gas

The Center for Disease Control and Prevention (CDC) has reported that a 29-year-old man in Wisconsin, along with 13 cattle, died from manure gas. Three more cattle were euthanized. The gas emanated from a manure basin that covered 60,400 square feet and was 15 feet deep. The deceased man was mixing the manure prior to having it spread as fertilizer.

According to the coroner's report, the victim suffocated by hydrogen sulfide inhalation when he opened the container that held 906,000 cubic feet of manure. Lack of wind and other weather conditions are believed to have contributed to the fatal outcome.

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Bee Numbers on the Rise

The number of US honeybees rose in 2017 from a year earlier, and deaths of the insects attributed to a malady that has affected hives in North America and Europe declined, according to the USDA honey bee health survey.

The number of commercial honey bee hives rose 3% to 2.89 million from a year earlier. The number of hives lost to Colony Collapse Disorder, a phenomenon of disappearing bees that has raised concerns among farmers and scientists for a decade, was at 84,430, down 27% from last year.

Gulf of Mexico 'Dead Zone'

Pollutants and toxins associated with meat processing are being blamed for what is being described as an oxygen-deprived dead zone the size of the state of New Jersey in the Gulf of Mexico.

An environmental group released a report blaming meat companies for being primarily responsible for widespread manure and fertilizer pollution that adversely affected grasslands and watersheds, in addition to the Gulf.

Butcher Shop Caves to Vegan Protesters

The animal rights group, Direct Action Everywhere, has pressured a butcher shop in Berkeley, CA, to hang a sign saying animals have the right to live. Direct Action Everywhere has held protests in front of the local butcher shop for four months. The report states that protesters would be "dripping with fake blood, tightly bound in plastic wrap as if they were cuts of meat. Singing, shouting, lecturing customers."

The vegan protesters sent a list of demands to the butcher shop, including one that the shop hang a sign in their window. The sign says, "Attention: Animals lives are their rights. Killing them is violent and unjust, no matter how it is done." The animal rights group has also started a petition to stop butchers in Berkeley from using the term "humane" in describing their meat.

Minnesota Announces Biodiesel Mandate

Starting in May, 2018, diesel fuel sold in Minnesota will contain 20% biodiesel during warm weather months and 5% during the winter. The mandate increases the nine-year-old statute from 10%, B10, to 20% B20, in Minnesota's required blend of plant or animal-derived oil with petroleum-based diesel.

Currently, test runs of the 20% blend have shown no signs of causing issues with diesel engines or loss of power, and it is estimated that previous mandates have added 63 cents to the price of each bushel of soybeans sold by growers. ♦

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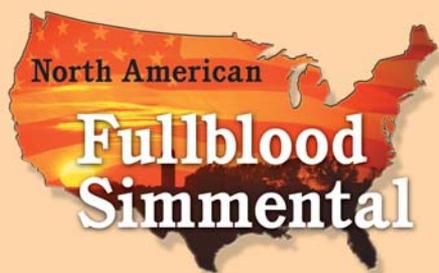
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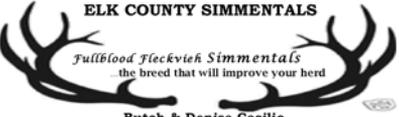
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CUTTING EDGE

**Antibiotic Use
Linked to Resistance**

The link between the use of antibiotics in humans and food-producing animals and subsequent antibiotic resistance has been confirmed, according to a new study by three European food and medical agencies.

The European Food Safety Authority, the European Medicines Agency, and the European Center for Disease Prevention and Control said the results of the study reflect improved surveillance across Europe when it comes to antibiotics consumption.

**Livestock Blamed in
E. coli Deaths**

An investigation into a deadly *E. coli* outbreak around the twin cities of Hildale, UT, and Colorado City, AZ, has determined that the likely source of the disease was infected animals, followed by person-to-person contact.

The investigation found that several livestock tested positive for the *E. coli* strain involved in this outbreak. Meanwhile, tests on water systems, springs, ground beef, produce and dairy products were negative. Two children, a three-year-old boy and a six-year-old girl, died in June from *E. coli* infections.

**Vegetarian Men More
Likely to Get Depressed**

Vegetarian men showed more symptoms of depression than non-vegetarians, possibly due to nutritional deficiencies, according to a University of Bristol study.

Researchers analyzed data from 9,668 men in southwest England, of which 350 identified as vegetarians. Those who were vegetarians for a longer period of time tended to have higher depression scores. Deficiencies in nutrients such as iron and vitamin B12 are a possible explanation for the findings.



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Protein Supports Senior Strength

Older adults can preserve muscle strength if they consume an even distribution of protein across their meals on a daily basis, a study by researchers at Canada's McGill University has found.

Although physical performance deteriorated in the men and women studied over a three-year period, more evenly distributed protein intake — independent of the total quality — was associated with higher muscle strength scores in both sexes. The study found that even protein intake resulted in higher muscle-strength scores on handgrip, arm, and leg measures.

FDA Proposes Antimicrobial Changes

The US Food and Drug Administration (FDA) is considering a new method to determine animal antimicrobial sales and distribution data that will be based on animal species and weight. The agency said the proposed adjustment of annual sales data estimates will offer insight into broad shifts in the amount of antimicrobials sold for use in food-producing animals.

The new method should give the FDA a better view on why antimicrobial sales fluctuate over time specific to US animal production. The new analysis is expected to support the FDA's continuing efforts to encourage judicious use of antimicrobials in food-producing animals.

FMD Vaccine Bank

The National Cattlemen's Beef Association (NCBA) has joined more than 100 other agriculture groups and industry leaders in calling for Congress to establish and fully fund a robust foot and mouth disease (FMD) vaccine bank as a part of the 2018 Farm Bill.

The cumulative impact of an outbreak on the beef and pork sectors over a 10-year period would be more than \$128 billion. The annual jobs impact of such a reduction in industry revenue is more than 58,000 in direct employment and nearly 154,000 in total employment. ♦



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CORPORATE REPORT

Workers Complain About Cargill

The Equal Employment Commission (EEOC) has found reasonable cause that Cargill discriminated against Muslim workers at its Fort Morgan, CO, beef plant by allegedly refusing to allow prayer breaks and also retaliating against those who protested.

Approximately 150 Somali workers walked off the job in 2015 to protest what they claim was the company's refusal to accommodate prayer breaks. Cargill fired the workers when they failed to return to work within the time limit set by company policy. The EEOC's determination sets up an attempt at conciliation among the workers, Cargill, and the union in hopes of avoiding litigation.

Meats Lead Premium Brands Profit

Premium Brands Holdings Corp., which counts meat processors among its portfolio of branded specialty food companies, has announced record second-quarter results and increased profitability for the first half of the year.

The company said meat snacks, premium processed meats, and artisan sandwiches drove organic volume growth in its Specialty Foods division despite significant volatility in costs.

McDonald's Ramping up China Business

McDonald's has announced a strategic partnership to drive its expansion strategy in China with the aim of doubling the number of its restaurants in the country over the next five years. The partnership will operate McDonald's businesses in mainland China and Hong Kong, creating the largest McDonald's franchise numbers outside the US.

The company said the plan includes about 2,500 existing restaurants in mainland China and about 240 restaurants in Hong Kong.

Disney Settles BPI Lawsuit

Beef Producers Inc. (BPI) was paid \$177 million by Walt Disney Co. to settle BPI's defamation lawsuit against the media company's "pink slime" reporting by ABC. According to Reuters, Disney's quarterly financial report shows the payment along with seeking insurance recoveries from the case.

In the financial tables of the report a charge of \$177 million is noted with "in connection with settlement of litigation." The report does not list the lawsuit settlement as being linked to the case with BPI, but the litigation costs associated with the lawsuit are the only ones mentioned in the report. ♦



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HR Miss Hinton E705
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DOB: 1/29/2017

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4 Bar W Thunder 103D
ASA#: 3135310
DOB: 4/6/2016



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KKM SIMMENTAL RANCH



KKM Looking Fancy 82D
ASA#: 3267481
DOB: 9/6/2016



KKM Kitty 81D

KKM Ranch: Our goal is to raise functional cattle that are not only flashy in the show ring but have maternal power, docility and high growth performance for optimum marketability. We're offering choice pick of full siblings KKM Looking Fancy (pictured) and KKM Kitty 81D sired by WS Stepping Stone. Other heifer prospects include progeny from our donor KKM Prestine; a direct daughter of renowned donor cow JBS Rockin' Robin R194 owned by Lee Simmental Farms.

RUCKERT & SONS SIMMENTAL



HSF/HS Shasha W909
ASA#: 2487584
DOB: 1/13/2009



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Ruckert and Sons Simmental/Lulay Cattle Co.: Selling embryos out of HSF/HSF Shasha W909, former donor at Shoal Creek who sold twice at auction averaging over \$17,000. Three granddaughters recently averaged \$8,300. Big, broody with as much bone and mass as you could ever want, this easy keeper is the type we like. Mated to CCR Force 8029X our big-footed, very correct, well-numbered meat wagon we own with England Cattle Co. The resulting calves are sure to have serious impact in the red Simmental business. Also selling two March show heifers by CCR Force 8029X. These are the first calves we've offered out of him and they are exceptional in their make-up, EPDs and temperament.



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INTERNATIONAL

Japan Plans Tariff Increase

The Japanese government has announced that rising imports of frozen beef in the first quarter of the Japanese fiscal year (April-June) have triggered a safeguard, resulting in an automatic increase to Japan's tariff rate under the World Trade Organization (WTO) on imports of frozen beef from the US. The increase, from 38.5% to 50%, began August 1.

The tariff only affects exporters from countries, including the US, which currently do not have free trade agreements with Japan. US beef and beef product exports to Japan totaled \$1.5 billion in 2016, making it the top US market.

UK Considering Plant Cameras

A UK food agency is seeking feedback from voters and consumers on a proposal to require closed-circuit television cameras in all processing plants in England for animal welfare purposes. The cameras would be trained on all areas where live animals are present — where they are unloaded, kept, handled, stunned, and killed.

The proposal also calls for authorization officers, such as official veterinarians of the Food Standards Agency, to have unfettered access to the cameras and the video feeds for the purpose of monitoring and verifying animal welfare standards in the slaughterhouse.

New Canadian Dietary Guidelines

Canada has issued new dietary guidelines that urge Canadians to eat more plant-based foods and to limit intake of processed and prepared foods. The guidelines don't suggest that Canadians eliminate animal foods altogether, but they favor plant-based foods among sources of "protein-rich" foods.

Included in that category are poultry and lean red meats including game that would be lower in sodium, sugar, and saturated fat.

Investors Urged to avoid Asian Sector

A network of investors opposed to what it calls "factory farming" has released a report urging people to keep their money out of the Asian meat market to avoid "financial food poisoning" and to look at alternative protein opportunities.

The report by Farm Animal Investment Risk & Return (FAIRR), takes note of booming factory farming in Asia and warns of a related increase in use of antibiotics in chicken and pigs as well as continued food safety and environmental concerns. Asia is predicted to increase antibiotic usage in chickens and pigs by 129% and 124%, respectively.

(Continued on page 60)

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5/8

ASA#: 3125337
EPDs: CE: 17 \$API: 154 \$TI: 90

W/C Executive 187D



3/4

ASA#: 3182363
EPDs: CE: 13 \$API: 134 \$TI: 80

Yardley Utah Y361



3/4

ASA#: 2641894
EPDs: CE: 8
\$API: 119
\$TI: 65



FHEN Halftime A127



1/2

ASA#: 2884737
EPDs: CE: 13
\$API: 142
\$TI: 78



Halls Confidence A30



1/2

ASA#: 2852652
EPDs: CE: 19
\$API: 139
\$TI: 70



W/C Lock Down 206Z



1/2

ASA#: 2658496
EPDs: CE: 22
\$API: 156
\$TI: 79



W/C United 956Y



1/2

ASA#: 2614725
EPDs: CE: 9
\$API: 147
\$TI: 92



W/C BF Innocent Man 174A



3/4

ASA#: 2785174
EPDs: CE: 7
\$API: 98
\$TI: 52



W/C No Remorse 763Y



1/2

ASA#: 2614801
EPDs: CE: 3
\$API: 70
\$TI: 50



TJ Franchise 451D



1/2

ASA#: 3148384
EPDs: CE: 14 \$API: 151 \$TI: 92
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GLS/JRB Cash Flow 163C



3/4

ASA#: 3044489
EPDs: CE: 9 \$API: 115 \$TI: 70

CCR Anchor 9071B



3/4

ASA#: 2882759
EPDs: CE: 20 \$API: 164 \$TI: 82

Rousey Gold Strike 512C



5/8

ASA#: 3000381
EPDs: CE: 19 \$API: 150 \$TI: 85

WS Stepping Stone 844



3/4

ASA#: 2937803
EPDs: CE: 12 \$API: 125 \$TI: 74

Longs the Player C33



3/4

ASA#: 3030191
EPDs: CE: 7 \$API: 109 \$TI: 65

CCR Flint Hills 2092B



1/2

ASA#: 2882607
EPDs: CE: 14 \$API: 149 \$TI: 90

W/C Holy Smoke 060C



1/2

ASA#: 3041168
EPDs: CE: 8 \$API: 145 \$TI: 92

WHF Tenfold C38



3/4

ASA#: 3118596
EPDs: CE: 17 \$API: 154 \$TI: 70

GCC CM Stockbroker B005



1/2

ASA#: 2883938
EPDs: CE: 4 \$API: 97 \$TI: 60

W/C Last Call 206A



1/2

ASA#: 2785178
EPDs: CE: 13 \$API: 135 \$TI: 71

Flying B Mondo 430B



1/2

ASA#: 2939745
EPDs: CE: 5 \$API: 97 \$TI: 49

GCC Whizard 125W



1/2

ASA#: 2511023
EPDs: CE: 13 \$API: 97 \$TI: 55

Hara's Distinction 10C



3/4

ASA#: 3083878
EPDs: CE: 6 \$API: 94 \$TI: 71

CCR Masterlink 9054C



3/4

ASA#: 3026360
EPDs: CE: 7 \$API: 157 \$TI: 87

W/C Red Revolver 8443C



3/4

ASA#: 3041173
EPDs: CE: 12 \$API: 102 \$TI: 51

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INTERNATIONAL

(continued from page 58)

Alaska Meat Plant Imports Cattle

The Mt. McKinley Meat and Sausage Plant in Palmer, AK, has begun importing cattle from Canada. This is the first time since 2001 that cattle are being imported into Alaska for direct slaughter.

The facility is the only USDA certified slaughterhouse in southcentral Alaska, and without inspection, producers cannot sell meat to restaurants and grocery stores.

TruTag, Hongyang Announce China Partnership

TruTag Technologies Inc., a leader in product authentication and brand security solutions, has entered into a partnership with Hongyang Biotechnology Co. Ltd., the leading animal health management and farm management solution provider in China's livestock sector.

TruTag's security platform will be implemented across Hongyang's 1,500 farms throughout China. The cooperation will initially target the pig industry, with plans to expand into other livestock categories. Areas of specific focus will include the direct marking and authentication of livestock, and meat packaging. ♦



www.simmental.org/scienceblog

Join Dr. Jackie Atkins on the ASA Science Blog to discuss the latest issues, industry hot topics, or respond with comments and questions of your own.

ASA Member Receives Support After Injury

Doug Bichler, Bichler Simmentals, Linton, ND, was injured in an accident involving a baler in late June. His arm was severely damaged in the accident and amputated just below his shoulder. Since the accident, friends, family, and strangers have come to help mend fences, replace stock tanks, and other needed maintenance on the Bichler ranch. "All these people are dropping everything they have going on for two days to be here with us just to do maintenance work," said Doug's wife Maria Bichler. "You almost feel undeserving in a way. You know, what did we do to deserve having all these people help us."



The family started a YouCaring Fund Page where they have raised almost \$63,450 as of the beginning of September to help cover medical expenses. Bichler Simmentals have been active members of ASA since 2001, and at the 2013 NCBA Young Cattlemen's Conference (YCC), Doug represented North Dakota Simmental Association and ASA.

Ellingson Singled out by President

Recently, North Dakota Stockman's Association (NDSA) Executive Vice President Julie Ellingson, who has ties to the American Simmental Association, was acknowledged by President Trump when he visited North Dakota.

Trump said, "Today with us is Julie Ellingson, a fourth-generation rancher and a mother of five from [St. Anthony]. Where is Julie? I like Julie. Like many family ranchers, Julie worries about the death tax shutting down the family business and keeping her from passing it on to her children."

Wesner Listed in Indiana Livestock HOF

Barry Wesner, Wesner Livestock Enterprises, Chalmers, IN, was recently inducted into the 2017 Indiana Livestock Hall of Fame (HOF). The HOF recognizes individuals involved in animal science, who have made significant contributions or attained outstanding achievements in the livestock industry.

The Wesners have been an active part of the American Simmental Association since 1983, and Barry currently serves on the Board of Trustees.



Left to Right: Matt Claeys, Purdue University Extension Beef Specialist; Barry Wesner; and Dr. Larry Horstman, Horstman Cattle Co. and Indiana Livestock Breeders Hall of Fame Committee member. ♦

Photos Worth



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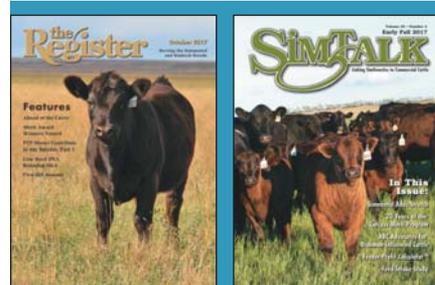
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- Vertical format works best for front covers. Vertical or horizontal format for ASA advertising and editorial.
- High-resolution, large format. Please send the original image without retouching the file.
- \$100 for every photo used on the cover of *the Register* or *SimTalk* and \$50 for every photo used in an ASA ad or editorial. One-time payment will be rendered upon use of photo.
- All photos become the property of ASA and ASA Publication, Inc.

Please include notes when submitting the photos:

- 1) Where taken (ranch name, city, state), and a short description, including, if the animals in the photos are Simmental, SimAngus™, Simbrah, or SimAngus™ HT.
- 2) With your entry, please include your name, member number (if applicable), address, phone number, email address and any prior publications where the photo may have been published.

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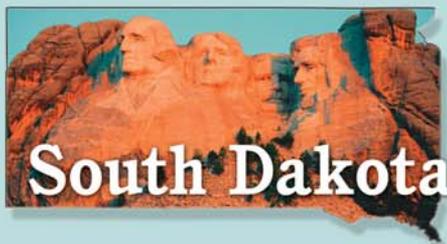
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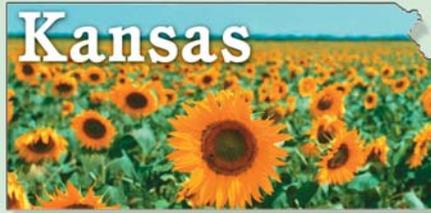


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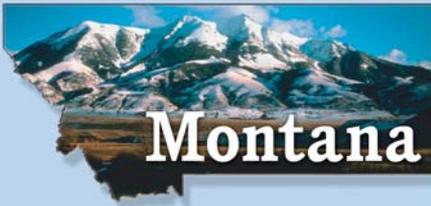
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THE: BACK TO BASICS

New Feature on Herdbook Services.

Active Herd is a new feature on Herdbook Services, designed to help members create and maintain informal records on animals. New animal records are created either by entering registration numbers, or creating new records with basic animal data. For each animal, breeding records, vaccinations, and weight data can be input in Active Herd. Keep in mind, the data input in this program is not official, and does not take the place of reporting data in a traditional animal data reporting job — it is instead **an additional feature meant to streamline the record keeping process.**

To use Active Herd, the first step is creating animal groups. This is done by choosing “New Group” and titling the group. One common misconception about Active Herd is that it will automatically display active dams in a herd, due to the name, but again, the records are unofficial and have to be input by the member.

The “**Groups/Animal Data Entry**” tab is the “home” screen for active herd, and displays both default animal groups, and custom groups. From this page, groups can be created, deleted, and edited. At least one group is required to import animal data.

Active Herd

[Groups/Animals](#) | [Pastures](#) | [Group Treatments](#) | [Customize \(Add\) Fields](#)

[New Group](#) | [New Animal](#) | ?

User Groups	Default Groups
<ul style="list-style-type: none"> <input type="checkbox"/> Presidents ▶ <input type="checkbox"/> First Ladies ▶ 	<ul style="list-style-type: none"> Animals Needing Data Unreported Animals Reported Animals All Animals All Bulls All Cows All Steers

Existing default groups will display various groups of animals, based on reporting status or sex. “All Animals” includes all animals entered in Active Herd; “Reported Animals” will display all Active Herd animals with an associated ASA number; “Unreported Animals” displays all Active Herd animals without an ASA number; and “Animals Needing Data” will display all unreported Active Herd animals for which there is no birthdate or tattoo. In addition to these groups, animals groups can be brought up by sex.

Default Groups
Animals Needing Data
Unreported Animals
Reported Animals
All Animals
All Bulls
All Cows
All Steers

Animal records are created by clicking on a group, choosing “**Add Animal**”, and inputting the required data. For animals already recorded, in a calf data reporting job for example, choose “**Import Reported Animals**”, which will bring up the same list of groups seen when starting an animal data reporting job, or creating a report.

Presidents

Number of Animals: 15

[Actions For Selected Animals](#) | [Add Animal](#) | [Import Reported Animals](#)

<input type="checkbox"/>	ASA #	Tattoo	Sex	Name	Status ?	Pasture	Records
<input type="checkbox"/>		JMAD	B	JAMES MADISON	Active	High Meadow 2016	View/Edit
<input type="checkbox"/>		JMRO	B	JAMES MONROE	Active	High Meadow 2016	View/Edit
<input type="checkbox"/>		WASH	B	GEORGE WASHINGTON	Active	Riverside GC	View/Edit
<input type="checkbox"/>		JEFF	B	THOMAS JEFFERSON	Active	Riverside GC	View/Edit
<input type="checkbox"/>		LNCN	C	ABRAHAM LINCOLN	Active	High Meadow 2016	View/Edit
<input type="checkbox"/>		JADMS	B	JOHN ADAMS	Active	Riverside GC	View/Edit
<input type="checkbox"/>		NIXN	B	RICHARD NIXON	Active	High Meadow 2016	View/Edit
<input type="checkbox"/>			B		Data Entry		View/Edit
<input type="checkbox"/>					Data Entry		View/Edit
<input type="checkbox"/>		TEST			Data Entry		View/Edit
<input type="checkbox"/>		DUBYA	S	GEORGE W. BUSH	Data Entry	Riverside GC	View/Edit
<input type="checkbox"/>		ASKNOT	B	JOHN F. KENNEDY	Data Entry	High Meadow 2016	View/Edit
<input type="checkbox"/>		IDIDNOT	S	SLICK WILLY	Data Entry	Riverside GC	View/Edit
<input type="checkbox"/>		COOL	B	CALVIN COOLIDGE	Data Entry	High Meadow 2016	View/Edit
<input type="checkbox"/>		GCLE	B	GROVER CLEVELAND	Data Entry	High Meadow 2016	View/Edit

Keeping track of pasture groups can be difficult for larger herds, but Active Herd can be utilized to help with this. By choosing “Pasture” and “Add New Pasture”, users can input the name of the pasture, and even details like available water and forage. Once a pasture is created, animals can be added by selecting either a group, or individual animals from a list, and applying the pasture to that group.

Pastures ?

<input type="checkbox"/> High Meadow 2016	7 Animals
Name:	High Meadow 2016
Acres:	20005
Begin Date:	2015-10-27
End Date:	2016-04-20
Condition:	Exceptional
Plant Species:	Arctic bluegrass
Fertilization:	None
Water Availability:	Natural mountain spring
<input type="checkbox"/> No Animals	0 Animals
<input type="checkbox"/> Riverside GC	13 Animals

Once animals are input, breeding records, pregnancy checks, health records, weaning, and yearling data can be applied. For example, if all 2016 spring heifer calves were vaccinated for Brucellosis, a “treatment” could be applied specifically to that group of animals. Treatments are created by choosing “Group Treatments” at the top of the page, and “Add Group Treatment”.

Active Herd records are not official, however, animals whose records are created in active herd can be imported into a data reporting job. This will allow for official registration or data reporting. To select animals to be reported, go to “Animal List View” for the desired group. This will bring up a list of animals. Before loading animals in a data reporting job, each must have a tattoo and birthdate — such animals will display an “Active” status. Select the desired animals individually by clicking the box next to their number. At the top of the page, click the “Actions For Selected Animals” drop-down box. Choose the “Report/Register Animals” option. This will import the selected animals into a job. From here, additional data may be required before the job can be submitted.

Active Herd can be a useful tool for members. Any questions can be answered by calling ASA’s Processing Department at 406-587-4531. ♦

Hawkeye Simmental Sale

SUNDAY 11.5.17

SELLING 80 ELITE LOTS
Show Heifer Prospects & Bred Females

12:00 Noon

Bloomfield Livestock Market
Hwy. 63 North, Bloomfield, IA



WLM Ms Iron E404 February
Sired by
ACW Iron Hide 395Y

3/4 Simmental



Cason's Miss Fortress E97C January
Sired by
WLE Uno Mas X549

Sim Angus™



Drake Humor Me E7C March

Sired by
W/C Executive Order 8543C

Purebred Simmental



Cason's Miss Thelma Lou E7U • Feb.

Sired by Mr NLC Upgrade U8676

Purebred Simmental

For more info, contact these breeders:

Cason's Pride & Joy Simm. 641-938-2146 or 641-814-3332

K-C Simmentals 641-455-8653

McGlothlen Simmentals 641-932-5778 or 641-295-4149

Moore's Simmental Farm 641-632-8343 or 641-660-0071

Ver Ploeg Farms 641-628-2669 or 641-780-1098

Onstot Cattle 515-979-3322

Houston Family Simmentals 641-891-1568 or 641-664-2796

Jarr Cattle 641-777-8410 or 641-799-6296

Top Line Simmentals 641-464-5848

Triple G Livestock 641-660-4065

Drake Simmental 641-895-9422

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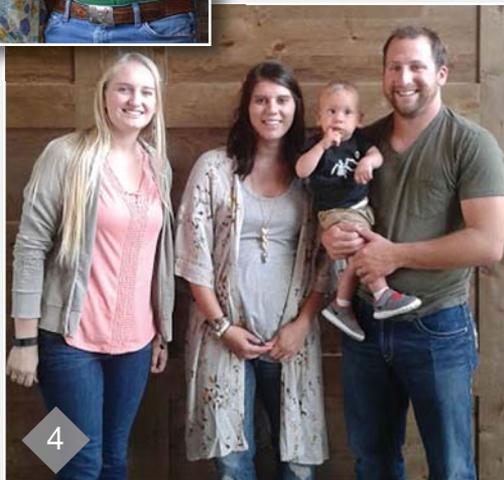
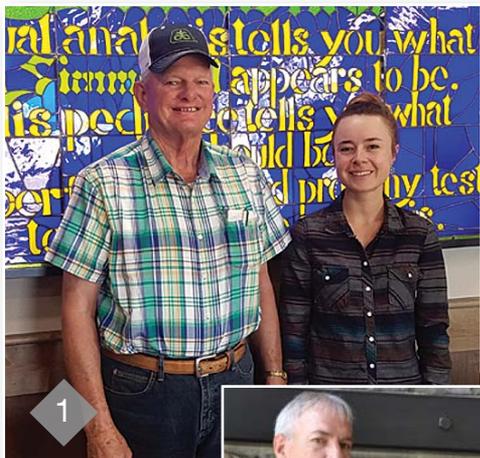
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2904 Co. Rd 6, Marshall, MN
Office 507-532-6694
Val 612-805-7405
sales@ebersale.com

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Many more fancy heifers like this sell November 5th!

WE GET VISITORS



Recently a number of visitors dropped by the ASA headquarters.

1. Terry Hedeman, Lockwood, MO, stopped by the ASA headquarters on his way through town on vacation. His family raises commercial cattle, regularly using SimAngus™ bulls. Left to Right: Hedeman and ASA staff member, Lilly Brogger.
2. Scott and Valerie Jacobsen, Pierre, SD, toured the ASA headquarters courtesy of Wade Shafer, ASA's EVP.
3. Steve and Penny Radakovich, Radakovich Cattle Company, Earlham, IA, visited the office recently while on vacation. Left to Right: Penny Radakovich, ASA's Director Jackie Atkins, Steve Radakovich.
4. Wesley and Kelsey Nicholson, and their son Oliver, made a stop by the ASA office while on vacation in Montana. The family is part of C Diamond Inc. in Dawson, ND, and received a tour of the headquarters from ASA's Erika Tinetti.
5. Two Australian commercial producers, Doug Houston, Wombat Hills Simmentals, and Scott Worthington, Wombat, New South Wales, visited ASA Headquarters on their tour through the US. Left to right: Doug Houston, Leoma Wells, ASA Staff, and Scott Worthington.
6. Left to Right: David and Jean Henke, Katie and Chris Simon, and Wade Shafer, ASA EVP. The Henke and Simon Family from Hannover, ND, met ASA staff and received a tour of the headquarters.
7. Steve Eichacker, Salem, SD, one of ASA's North Central Regional Trustee, and family dropped by the ASA headquarters on their way to a wedding in Big Sky, MT. Left to right: Squeak Kolbeck, Amanda Buttemeier, Cathy and Steve Eichacker.
8. Joe and Bill McDonald, McDonald Farms, Blacksburg, VA, stopped by the ASA Headquarters on their way through town. Joe was in Montana working on a guest ranch for the summer. ♦



The One

National Western Simmental Sale

TWENTY FIFTH ANNIVERSARY

Monday, January 15, 2018 • 2:00 PM MST
Livestock Center Auction Arena
Denver, Colorado

NOMINATION DEADLINE: NOVEMBER 15, 2017

Yes! We are interested in nominating our **BEST** cattle for the 2018 "The One" - Volume XXV National Western Simmental Sale!

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



Mail completed entry to sale management: *Eberspacher*
ENTERPRISES INC.

2904 County Road 6 • Marshall, MN 56258
Val & Lori Eberspacher • Office 507-532-6694 • Cell 612-805-7405
Fax 507-532-9457 • sales@ebersale.com
OR: Sale Chairman, Jay Hill 970-520-1555

Complete sale information available online at www.ebersale.com

NOMINATE YOUR BEST TODAY!



Welcome to the cutting edge

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

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

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

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



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



The MICHIGAN SIMMENTAL & ANGUS State Sale

**SATURDAY, OCTOBER 28, 2017
ST. LOUIS, MI // 1 PM EST**

SELLING OVER 80 LIVE LOTS!!

SIMMENTAL // ANGUS // SIMANGUS™ // CLUB CALF

Bred Females, Open Heifers, Bred Cows,
Cow/Calf Pairs & Genetic Lots

- All cattle BVD and TB Tested -



Emily
1/2 SM | Bred to Upgrade with a Heifer



Emily
1/2 SM | Bred to Pays to Believe



Emily
PB SM | Open Fall Heifer



Harriet Cattle Photography
PB SM | Bred to WLE Uno Mas



3/4 SM | Bred Sweet Dreams with a Heifer



Emily
PB SM | Bred to Pays to Believe



Selling Full-Sib Pregnancy



Emily
PB SM | Bred to Upgrade with a Heifer



Harriet Cattle
5/8 SM | Bred to WLE Uno Mas



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1525 140th St. Corydon, IA 50060
www.rublecattleservices.com



PERSONNEL PROFILES

This monthly series aims to personalize ASA's staff and connect faces with names and responsibilities.



Conner and her dogs, Tansy, Clover and Torrey on a hike in the Beartooth mountains.

Check out this video of Cindy and Clover running an agility course: <https://www.youtube.com/watch?v=H17mLGbNC-0>

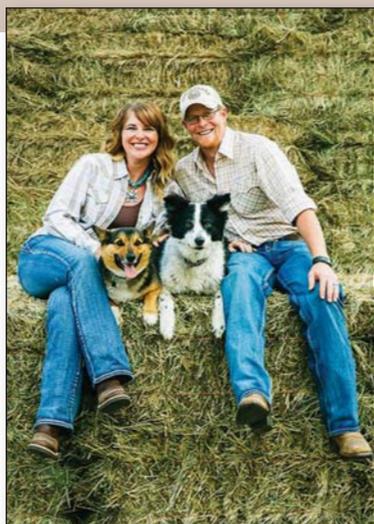
Cynthia Conner

Cynthia Conner has been a graphic designer at ASA for 27 years, creating advertisements, catalogs, and laying out publications. Conner was born in Binghamton, NY, and grew up near Dayton, OH. She graduated from Miami University, in Oxford, OH, with a bachelor's degree in fine art and graphic design. After graduating, she spent 11 months creating technical illustrations, signage, and brochures for the GM plant in Dayton, OH. Conner then took a position as a graphic designer for Wright State University in Fairborn, OH, in addition to beginning an MBA program in marketing.

Conner found her way to Bozeman after she and her husband, Mike, sold their house, quit their jobs, and spent 14 months traveling the US and Canada, living in the back of their Chevy pickup. They visited every state but Hawaii, and at the end of the trip, chose to live in Montana. She notes the fond memories she and her husband have of the adventure, after which they went back to Ohio,

loaded a U-Haul full of their belongings, and moved to a rental home in Bozeman. Conner worked at a restaurant while searching for graphic design jobs before accepting a position at ASA.

Outside of work, Conner is extremely active and successful in the sport of dog agility. Sixteen years ago, she took her first class with her coonhound, Huckleberry, and has since competed regularly. She has made several trips to the national championship, winning the Versatility Challenge Cup in 2008 with Clover, who is now ranked in the top .001% of all dogs competing in the North American Dog Agility Council. She still competes with Clover, and has recently started working toward competing in herding trials with her 2-year-old McNab named Torrey. After many years of designing for the cattle industry, Conner is enjoying working livestock with her dogs. She is also an avid gardener in the summer, and goes on camping, hiking, and backpacking trips in the mountains.



Wells, husband Alex and their two dogs, Deetz and Abby.

Leoma Wells

Leoma Wells started working for ASA on a whim, but after 10 years, has played an integral role in several areas. In 2005, Wells met past ASA staff member, Marty Ropp, at an NCBA convention, the two visited briefly, not realizing that the conversation would change the course of her future. After graduating from Cal Poly State University with a BS in animal science and a minor in agribusiness, Wells completed an internship with Superior Farms in Dixon, CA. She then moved home to North Fork, CA, with plans of pursuing a career as an ag teacher. Life sent her down a different path when Ropp called asking Wells if she would like to travel to Montana for a few days. After spending three days at ASA, she was offered a job as the Media Specialist, which she accepted and immediately turned around to pack her belongings, rent a u-haul, and move to Montana. Wells points out that coming to Montana for the first time in September was fairly misleading, as the California native soon

found out that the beautiful September fall quickly turns to at least five months of often bitter cold, and that throwing water on a car windshield to remove ice does not work.

Although she started as the Media Specialist, Wells has made the largest impact in DNA and THE services. In 2007, Wells transitioned to Total Herd Enrollment, and in 2011, added THE to her responsibilities. This fall, Wells will be transitioning out of this role to be the project manager of the new Cow Herd DNA Roundup Project (CHR), which focuses on collecting whole-herd female genotypes to improve ASA's genetic evaluation. Wells points to her passion for the beef industry and the variety of work as highlights of working for ASA. Outside of work, she enjoys playing sports — golf is her focus right now — and spending time outdoors. She met her husband, Alex, playing co-ed softball. Together, they have two dogs and two cats — Abby, Deetz, George and Houdini. ♦

harvest SELECT

SUNDAY, NOVEMBER 5, 2017

Take advantage of the genetic opportunities at the Triangle J HARVEST SELECT Female Sale held the ranch in Miller, Nebraska at 1:00 PM (CT). Entire and UNSORTED white faced female herd dispersal, as well as all "U" and "W" model cows. 150 elite open heifers sell also.

250 FEMALES



Full sibs sell.

All baldy full sibs to this high seller will be selling AI bred to the new and exciting TJ Franchise.



She sells.



She sells.

TJ MS 25W. Selling this outstanding Final Answer SimAngus™ donor in her entirety, along with her open heifer calf.



CCR Cowboy Cut 5048Z. Sire of MANY females selling.

TJ MS 38W. This purebred lead donor sells in her entirety, along with all of her baldy daughters by an outstanding Cowboy Cut flush.

Offering also includes
ADDITIONAL TRIANGLE J DONORS:

- TJ 15T, the purebred dam of Power Grid
- TJ 8T, +189 \$API, +91 \$TI
- TJ 14U, purebred Gold Line x Gambler



Daughters sell.

TJ 44Y. Selling every baldy from this outstanding donor. The flush is sired by ACW Ironhide 395Y.



Daughters sell.

RDP Wendy W14. Selling her purebred flush of heifer calves by Hook's Bozeman 8B.



Daughters sell.

TJ 42A. Selling an outstanding flush of heifers sired by TJ Power Grid 363Y.

EVERY TRIANGLE J BALDY FEMALE SELLS.

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THE CIRCUIT

The Best of The Buckeye Show

Date July 26-27, 2017
Location: Columbus, OH
Judges: Ryan Rathmann, TX
 (Open Show)
 Parker Henley, IN
 (Junior Show)

Open Show Purebred Female

Junior Calf Champion

"FFSC Sazerac 01," s. by W/C Bullseye 3046A, exh. by Collin Fedderke, Napoleon.

Reserve Junior Calf Champion

"B Burnin Down," s. by Mr NLC Upgrade U8676, exh. by Brady Clemens, Malta.

Senior Calf Champion

"Gree HF Breathtaken E69," s. by Mr HOC Broker, exh. by Kyle Piscione, Burbank.

Reserve Senior Calf Champion

"YNOT Miss Lullaby 20D," s. by Mr HOC Broker, exh. by Hannah Topmiller, Pleasant Plain.

Summer Champion

"TJSC So Sweet 123D," s. by WS Revival, exh. by Allison Herr, Metamora.

Reserve Summer Champion

"Lazy H Violet D50," s. by Yardley High Regard W242, exh. by Austin Henthorn, Fleming.

Junior Champion

"WCL Lola DY17," s. by Card Uproar 49Y, exh. by Cole Liggett, Dennison.

Reserve Junior Champion

"GKS/Angle Simone D49," s. by LLSF Pays To Believe ZU194, exh. by Nick Frank, Louisville.



Grand Champion and Intermediate Champion
 "RIED Banded Mae," s. by CSCX Bandwagon 513A, exh. by Kylie Obrien, Perrysburg.



Reserve Grand Champion and Reserve Intermediate Champion
 "EJS Enticing Lady 608D," s. by WS Pilgrim H182U, exh. by Rachel Dickson, St. Louisville.

Senior Champion

"CRSS Gracie," s. by SS/PRS High Voltage 244X, exh. by Nick Frank, Louisville.



Grand Champion Cow/Calf Pair
 "Lazy H Ms. Playmate C8," s. by Yardley High Regard W242, exh. by Austin Henthorn, Fleming.



Reserve Grand Champion Cow/ Calf Pair
 "Swain Marlee 423B," s. by MCM Top Grade 018X, exh. by Prestige Cattle Co, Cambridge.

Purebred Bulls

Junior Calf Champion
 "RRFF Wagon Load," s. by CSCX Bandwagon 513A, exh. by Ruffing Family Farm, Republic.

Reserve Junior Calf Champion
 "Haleys Romeo E383," s. by Yardley Man Of War B475, exh. by Haley Farms, West Salem.



Reserve Grand Champion and Senior Calf Champion
 "B Hondo," s. by Mr NLC Upgrade U8676, exh. by Brady Clemens, Malta.

Reserve Senior Calf Champion

"Charmont Big Step D319," s. by WS Stepping Stone B44, exh. by Charmont Farms, Ripley.



Grand Champion and Senior Champion
 "Lazy H/RJ Undisputed C33," s. by BFB1 Combustible, exh. by Austin Henthorn, Fleming.

Percentage Female Show

Junior Calf Champion
 "CampbellCo Ashton," s. by Silveiras Style 9303, exh. by CampbellCo Cattle Co, Cederville.

Reserve Calf Champion
 "YNOT Dreams Grace 2E," s. by Mr TR Hammer 308A ET, exh. by Hannah Topmiller, Pleasant Plain.

Senior Calf Champion
 "FBFS Daisy 182D," s. by FBFS Ben 015B, exh. by Kiersten Wilcox, New Madison.

Reserve Senior Calf Champion
 "GARW Miss Pearl 6223D," s. by Mr HOC Broker, exh. by Bailey Garwood, Columbiana.

Junior Champion
 "Hara's Miss Vision 28D," s. by Mr CCF Vision, exh. by Drake Hudson, Chillicothe.

Reserve Junior Champion
 "YNOT Memphis Belle 13D," s. by Heck The Outsider 64A, exh. by Blake Herdman, Hillsboro.

Intermediate Champion
 "Prospect Precious 613D," s. by Mr HOC Broker, exh. by Maycee Moore, Sumner, IL.

Reserve Intermediate Champion
 "S&S Ashley 625D," s. by Mr HOC Broker, exh. by Owen Fenning, Coldwater.



Grand Champion and Senior Champion
 "Maplecrest BLKCAP 550C," s. by Remington Lock N Load 54U, exh. by Kinsey Crowe, West Alexandria.



Reserve Grand Champion and Reserve Senior Champion
 "GARW HGEN Charlie," s. by Mr HOC Broker, exh. by Austin Hunker, Bellevue.



Grand Champion Cow/Calf Pair
 "RHFS Exotic Diamond C17H," s. by SVF Steel Force S701, exh. by Rolling Hills Farms, Belle Center.



Reserve Grand Champion Cow/Calf Pair
 "Classic Ms. Built Right," s. by SVF/NNC Built Right N48, exh. by Classic Farms, Fairmont, WV.

Percentage Bulls



Grand Champion
"GARW The Machine 6210D,"
s. by Mr HOC Broker, exh. by
Bailey Garwood, Columbiana.



Reserve Grand Champion
"SBS Fully Loaded,"
s. by SBS Power Load, exh. by
Buck Strausbaugh, Danville.

Junior Show Purebred Females



Grand Champion
"EJS Enticing Lady 608D,"
s. by WS Pilgrim H182U, exh. by
Rachel Dickson, St. Louisville.



Reserve Grand Champion
"H & E Suzie Q D676,"
s. by Mr HOC Broker,
exh. by Austin Hunker, Bellville.

**Grand Champion
Bred and Owned**
"YNOT Mias Lullaby 20D,"
s. by Mr HOC Broker, exh. by
Hannah Topmiller, Pleasant Plain.

**Reserve Grand Champion
Bred and Owned**
"SSF Steelin' Looks S10D," s. by
STF Royal Affair Z44M, exh. by
Garrett Stanfield, Manchester.

Percentage Females



Grand Champion
"TJSC," Smile 402D,"
s. Mr HOC Broker,
exh. by Justin Reed, Sandusky.



Reserve Grand Champion
"Miss Mya," s. by
Mr HOC Broker, exh. by
Shelby Manning, Union City.

**Grand Champion
Bred and Owned**
"YNOT Dreams Grace 2E," s. by
Mr TR Hammer 308A ET, exh. by
Hannah Topmiller, Pleasant Plain.

**Reserve Grand Champion
Bred and Owned**
"HHSC Mildred," s. by
FHEN Halftime A127, exh. by
Hunter Harris, West Union. ♦

SALE RESULTS

Georgia Generations of Value Sale

August 26, 2017 • Colbert, GA

No.	Category	Average
46	Total Lots	\$2,445

Auctioneer: Tommy Carper, VA
Sale Manager: DP Sales Management, LLC, Paris, KY
Sale Staff: Alex Tolbert, Chad Stansberry, Todd Alford,
and Erick Schmidt, LiveAuctions.tv.

High-Selling Lots:

- \$3,800 – Pregnancy out of, "Bridges 50 50 New Design 171," s. by IR Zeus, cons. by 4C Legacy Farms, sold to Sloup Simmentals, NE.
- \$3,300 – Bred Female, "KenCo's PJ's Force D22," s. by SVF Steel Force, bred to JF Rancher, cons. by Rocky Hill Farms, GA; sold to Superior Simmentals, UT.
- \$3,300 – Embryos (\$1,100 each) out of, "Miss CCF Jestress B49," s. by W/C Executive Order, cons. by C&C Farms, sold to Ron Gilliland, CA.
- \$3,200 – Pregnancy out of, "Bridges 50 50 New Design 171," s. by JMB Traction, cons. by 4C Legacy Farms, sold to John Hogan, GA. ♦

DREAMWORKS

The First Edition

December 1st, 2017 • 6:00 PM

Decorah Sales Commission, Decorah, IA



This January Purebred by W/C Relentless sells!

an Elite Female Sale

hosted by Nelson Family Farms, Mabel, MN

watch for updates at www.nelsoncattle.com

Joe 507-450-6763 Matt 507-450-6427

Gabe 507-273-5911

MENU MORSELS

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

Slow Cooker Barbeque

Ingredients

- 1-bonesless chuck roast
- 1-tsp garlic powder
- 1-tsp onion powder
- 1-bottle barbeque sauce
- salt and pepper to taste

Instructions:

- place roast into slow cooker
- sprinkle with garlic powder, onion powder, salt and pepper
- pour barbeque sauce over meat
- cook for 6 to 8 hours
- remove from slow cooker
- shred meat
- return to slow cooker for 1 more hour
- serve with bread or on a bun



Honor or Memorialize a Special Person

By contributing to the American Simmental Association's Foundation in memory of a family member or respected friend, you will honor and preserve the memory of a special person while providing important funding toward long-term goals, such as education, research, scholarships and youth programs. And, like the memories you share of your loved one, this is a gift that will last in perpetuity.

Each gift will be acknowledged and contributions are tax-deductible.

Name of person to be remembered:

Acknowledge memorial gift receipt to:

Name _____
 Address _____
 City _____ State _____ Zip _____

Donor information:

Name _____
 Address _____
 City _____ State _____ Zip _____

Enclosed is my gift for (Please circle):
 \$25 \$50 \$100 \$200 Other \$ _____



Please mail form and donation to:
 ASA Foundation
 One Genetics Way
 Bozeman, MT 59718



COW SENSE

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

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

1. Estrogen is secreted from which endocrine gland?
2. Name the fat-soluble vitamins.
3. What is the term used to describe the recording of measurements for the economically important traits in the live animal?
4. What is the human equivalent of Bovine Spongiform Encephalopathy?
5. What is the typical rate of gain for feedlot steers?
6. Name the hormone that moves calcium to bone.
7. What is the organ that serves as the primary filter in an animal's body?
8. During which trimester of pregnancy are the cow's nutrient requirements the highest?
9. High Quality alfalfa should be harvested at which stage?
10. What is the term used to describe a genetic combination where both genes are dominant or both are recessive?

Answers:

1. Ovary; 2.A, D, E and K;
3. Performance testing;
4. Cruetzfeldt-Jacob Disease;
5. 3.25 to 4.25 pounds/day;
6. Calcitonin; 7. Liver; 8. The third or last before calving; 9. Early Bloom;
10. Homozygous;

PROOF *in the* PROGENY



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through Owners
or Cattle Visions
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Sexed Semen Available

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Tyler 641-344-5085

KA Cattle Co
Roger & Koty Allen
715-684-9222

Trennepohl Farms
Scott 765-620-1700
Jeff 765-620-0733

AKA
Andy & Katy Allen

Grand View Cattle Co
Jeff & Christa Wiarda

Jared Royer
573-489-2900

NEW MEMBERS

CANADA

Fallen Timber Farms
Box 223
Groundbirch, British Columbia
Canada V0C1T0

ALABAMA

D/G Ranch LLC
801 CR 408
Clanton, AL 35045

Warren Cattle Company
1351 Dove Circle
Union Grove, AL 35175

Clay Kenamer Livestock
3297 CR 42
Hollywood, AL 35752

Kevin Lusk
2546 County Rd 220
Scottsboro, AL 35768

ARKANSAS

T & M Farms
13903 Gore Rd
Ward, AR 72176

Jeremy & Sarah Bailey
PO Box 256
Elkins, AR 72727

CALIFORNIA

Sumpter Ranch
16746 Rd 301/2
Madera, CA 93636

3Y Land & Cattle
7328 Bayoak Way
Citrus Heights, CA 95621

GY Livestock
4591 King Road
Williams, CA 95987

GEORGIA

Patrick Steed
1580 Ringer Rd
Carrollton, GA 30116

Main Street Cattle Company
611 South Main St
Sylvania, GA 30467

Sandy Cross Farms
1131 Sandy Cross Rd
Royston, GA 30662

Keller Farms
191 Keller Trail
Alma, GA 31510

LLC Celtic Farms
216 Ports End Lane
Alma, GA 31510

IDAHO

Casdorph Cattle
3024 E 3400 N
Twin Falls, ID 83301

Laird Simmentals
19 Office Loop
Dubois, ID 83423

ILLINOIS

Elizabeth Heaton
2139 Township Rd 500N
Toulon, IL 61483

Greg Swartz Farms
24323 492nd St
Pittsfield, IL 62363

H Cross Simmentals
977 Butterfly Dr
Xenia, IL 62899

INDIANA

Jeremy Myers
16889 N 200 E
Summitville, IN 46070

Samsel Livestock
6349 W CR 1025 S
Reelsville, IN 46171

Bradley K Malott
6424 S 350 W
Jonesboro, IN 46938

Charles McClain
6735 W SR 18
Bryant, IN 47326

Michael Munchel
305 S Swallow Rd
Cambridge City, IN 47327

IOWA

Davis Farms
2258 Summit Rd
Corydon, IA 50060

Benning Farms
1527 Thrush Ave
Hampton, IA 50441

Jeremy Maass
501 Van Buren St
Clearfield, IA 50840

Hidden Valley Simmentals
21454 Elm Rd
Strawberry Point, IA 52076

Jason Lekin
110 Columbian Ct
Toledo, IA 52342

JLC Family Farms
22857 195th St
Bloomfield, IA 52537

KANSAS

Three Fires Cattle
20418 KS Hwy 7
La Cygne, KS 66040

KENTUCKY

Hallstead Farms
2222 Paynes Depot Rd
Georgetown, KY 40324

Robin Ridge Farms - KY
600 Link Ave
Paris, KY 40361

Lazy J Farms
67 Village Circle Dr
Williamsburg, KY 40769

Vernon Cattle Co LLC
425 Carter Sims Rd
Bowling Green, KY 42104

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Thueme Cattle Farm
625 Palms Rd
Columbus, MI 48063

Garza Farms Inc
1250 Ridley Rd
Palms, MI 48465

Rural Route 5 Farm
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Saint Johns, MI 48879

Schipper Farms
1079 120th Ave
Martin, MI 49070

MINNESOTA

Hohrman Farms
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Northfield, MN 55057

Korri Elizabeth Perschau
36002 210th St
Green Isle, MN 55338

Matt Peterson
1526 50th Ave
Sherburn, MN 56171

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Bruce, MS 38915

Dew Farms LLC
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Yazoo City, MS 39194

Free State Simmentals
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Ellisville, MS 39437

Valorie Riles
3251 West Salem Rd
Richton, MS 39476

David Levi Baria
PO Box 413
Hurley, MS 39555

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19000 Rocking Chair Dr
Lancaster, MO 63548

Mallett Cattle Company
RR 2 Box 28
Memphis, MO 63555

John & Carla Luther
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Nevada, MO 64772

Inman Farms
16650 Hwy B
Lebanon, MO 65536

Darrah Land & Cattle LLC
1212 North Main
Mountain Grove, MO 65711

Caffey Simmentals
13271 Cattail Rd
Phillipsburg, MO 65722

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C & M Outhet Simmentals
545 Indiana St
Utica, NE 68456

TKK Livestock
PO Box 395
Blue Hill, NE 68930

N3 Cattle
73726 T Rd
Funk, NE 68940

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Garrett Palmer
133 Sheepboro Rd
Farmington, NH 03835

Top of The Hill Farm
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Wolfeboro, NH 03894

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Copeland & Sons Llc
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H J White Farm
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Bladenboro, NC 28320

Bethany Nicole Mackey
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Mars Hill, NC 28754

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Cooperstown, ND 58425

OHIO

Mars Ranch
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Mount Vernon, OH 43050

Elizabeth Warthman
3079 Carroll Eastern Rd
Carroll, OH 43112

PDL Farms
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Kenton, OH 43326

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Richwood, OH 43344

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Quaker City, OH 43773

JT Kail Farms
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Stone Creek, OH 43840

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Louisville, OH 44641

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Perry, OK 73077

Bixler Ranch
31683 Custer Rd
Waynoka, OK 73860

Lazy Y Cattle
9501 N Bethel Rd
Glencoe, OK 74032

Cody Keesee
7058 E 130 Rd
Holdenville, OK 74848

PENNSYLVANIA

Courtney Hilderbrand
346 Prospect Alley
Claysville, PA 15323

SOUTH DAKOTA

Hawley Cattle Co
32083 Ponderosa Drive
Burbank, SD 57010

Austin Dockter
47576 145th St
Milbank, SD 57252

TENNESSEE

**RKS Ranch-
Robert Keith Shoemaker**
1280 N W Rutland Rd
Mount Juliet, TN 37122

Richard Tarlton
176 Pepper Mill Road
Chuckey, TN 37641

TEXAS

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Blossom, TX 75416

Joseph Blount
Route 3 Box 479
San Augustine, TX 75972

**Heart of Texas Fall Fest/
Mr Carter**
219 Goetz Rd
Cameron, TX 76520

S & S Cattle
59 Pinedale Rd
Huntsville, TX 77320

Britt Larson
7329 FM 442
Boling, TX 77420

B3 Mark Bonning
16607 Mueschke Rd
Cypress, TX 77433

**Southern Comfort
Cattle Company**
171 Twin Springs Rd N
Kerrville, TX 78028

UTAH

Fletcher Cattle Company
5870 W 3400 S
Wellsville, UT 84339

WEST VIRGINIA

Hawkins Show Cattle
102 Notta Lane
Cameron, WV 26033

WISONSIN

Taylor Show Cattle
N2848 Old F Rd
Rio, WI 53960

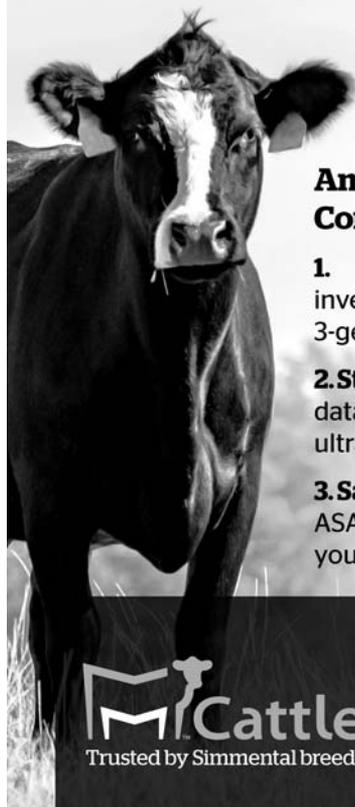
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Ranch LLC**
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Chippewa Falls, WI 54729

Warzynski Hay Ranch
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ASA FEE SCHEDULE

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*GGP-LD	\$50	Oculocutaneous Hypopigmentation (OH)	\$25 NA
GGP-uLD	\$33	Arthrogryposis Multiplex (AM)	\$25 \$11
<i>*Add-on tests available</i>		Neuropathic Hydrocephalus (NH)	\$25 \$11
	Stand Alone ↓	Add-on ↓	Contractural Arachnodactyly (CA)
**Parental Verification (PV)	\$18 Free		\$25 \$11
Coat Color	\$20 \$9		Developmental Duplication (DD)
Red Charlie	\$15 NA		\$25 \$11
Horned/Polled	\$50 \$42		Tibial Hemimelia (TH)
			\$25 \$11
			Pulmonary Hypoplasia with Anasarca (PHA) . \$25 \$11
			Osteopetrosis (OS) \$25 \$11
			BVD PI \$5

***Subject to additional research fees in the case of exclusions or multi-sire groups*

2017 THE Enrollment

Spring 2018 THE Enrollment (dams calve January 1-June 30) — Early enrollment open October 15 through **December 15, 2017**.
Late enrollment available until February 1, 2018.

Fall 2017 THE Enrollment (dams calve July 1-December 31) — Early enrollment open April 15 through **June 15, 2017**.
Late enrollment available until August 1, 2017.

	<u>Option A (TR)</u>	<u>Option B (SR)</u>	<u>Option C</u>	<u>Option D (CM)</u>
April 15 – June 15	\$15.00	FREE	\$7.50	\$500/herd
*After June 15	\$16.00	\$1.00	\$8.50	\$500/herd

**Late enrollment fees*

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

American Simmental Association Fees

Membership Initiation Fee:	Transfer Fees:
Adult Membership Initiation Fee \$160	First Transfer No Charge
Junior Membership Initiation Fee \$50	<i>Subsequent Transfers</i>
Prefix Registration \$10	Within 60 calendar days of sale \$10
	Over 60 calendar days after sale \$30
Annual Service Fee (ASF):	Additional Transactions:
Single Membership \$110	Priority Processing
Multiple Memberships	(not including shipping or mailing) \$50
at the same address \$160	Corrections \$5
Junior Membership \$50	
Registration Fees:	Registration Foreign/Foundation Fees:
Registration Fees enrolled in THE	Register Foreign/Foundation Cow \$17
Enrolled in THE — Option A No Charge	Register Foreign/Foundation Bull \$25
Enrolled in Opt B or C <10 months \$30	
Enrolled in Opt B or C ≥10 months <15 months . . \$40	Registration Fees <u>not</u> enrolled in THE:
Enrolled in Opt B or C ≥15 months \$50	Non-THE <10 months \$42
	Non-THE ≥10 months <15 months \$52
	Non-THE ≥15 months \$62

THE DAYS OF THE SHOTGUN APPROACH TO GENETIC DECISIONS HAVE PASSED

551SM09010 • REG: 2854467 • DOB: 3/20/2014

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- Blackhawk is the absolute ticket to use on purebred cows and heifers to make better purebred progeny.
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- Jaw dropping phenotype and structure with across the board genetic improvement for all traits.

CE	BW	WW	YW	MCE	Milk	Stay	DOC	CW
17.2	-4.1	58.0	94.2	10.5	29.0	23.3	12.4	20.4

YG	Marb	BF	REA	Shear	API	TI
-0.37	0.60	-0.019	1.12	-0.52	183.0	82.3

EPDs as of Fall 2017

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MAXIMIZE YOUR GENETIC PROGRESS

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CE	BW	WW	YW	MCE	Milk	Stay	DOC	CW
8.1	1.3	83.3	128.2	7.3	23.9	13.1	11.6	47.8

YG	Marb	BF	REA	Shear	API	TI
-0.37	0.48	-0.066	1.11	-0.19	143.9	86.1

EPDs as of Fall 2017

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DATE BOOK

OCTOBER 2017						
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NOVEMBER 2017						
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26	27	28	29	30		

OCTOBER

- 1 Krieger Farms' Annual Sale — Universal, IN
- 1 Traynham Ranches' Female Sale — Fort Klamath, OR
- 1 WSA Midwest Fall Roundup Sale — Lancaster, WI
- 6 Factory Direct Sale — West Lafayette, IN
- 7 Belles of the Bluegrass — Campbellsburg, KY
- 7 Buckeye's Finest — Belle Center, OH
- 7 Route 66 Road to Success Sale — Springfield, MO
- 8 WSA Midwest Fall Round-up — Lancaster, WI
- 9 Burlap and Barbed Wire Vol. IV Female Sale — Clay Center, KS
- 9 K-Ler Online Genetic Sale — www.breedersworld.com
- 9 The Wrecking Crew Sale — www.breedersworld.com
- 11 R.A. Brown Ranch's 43rd Annual Sale — Throckmorton, TX
- 12 Koz E Acres-Wilmes Farms Fall Harvest Online Sale — www.sconlinesales.com
- 13 43rd Annual R.A. Brown Ranch Bull and Female Sale — Throckmorton, TX
- 14 Legends of the Blue Ridge — Atkins, VA
- 14 The Black Label Event, Vol. VIII — Grandview, TX
- 14 The New Direction Sale — Seward, NE (pg. 62)
- 15 Ladies of the Valley — West Point, NE (pg. 62)
- 16-17 Oktoberfest @ Windy Ridge Simmentals — www.dponlinesales.com
- 16 Pickerel Farms' Online Sale — www.dponlinesales.com
- 16 Pleasant Hill Farms' 6th Annual Production Sale — Rockfield, KY (pg. 45)
- 17 Hecksel Simmental Farms' Online Sale — www.breedersworld.com
- 20 Buckles and Banners — West Point, IA
- 21 Fred Smith Company Ranch's Extra Effort Sale — Clayton, NC
- 21 Indiana Performance Bull Test Sale — Springville, IN
- 21 Midwest Made Production Sale — Ames, IA
- 21 MN Beef Expo - White Satin On Ice Sale — Minneapolis, MN
- 21 MN Beef Expo - All Breeds Sale — Minneapolis, MN
- 21 Tennessee Fall Showcase — Lebanon, TN
- 22 C-Bar Red Angus Elite Female Sale — Brownell, KS
- 22 Gerloff Farms' 10th Annual Best Fest — Bland, MO (pg. 51)
- 22-23 SVJ Farm's Online Female Sale — www.dponlinesales.com
- 27 23rd Annual Hokie Harvest Sale — Blacksburg, VA
- 28 7P Ranch's 42nd Annual Production Sale — Tyler TX (pg. 27)
- 28 Flat Water Gang Inaugural Female Sale — Broken Bow, NE
- 28 Michigan Simmental Association's 4th Annual Fall Sale — St. Louis, MI (pg. 73)
- 28 Pennsylvania Fall Classic — Waynesburg, PA (pg. 35)
- 28 Red Hill Farms' Bulls of Fall III — Lafayette, TN
- 28 Shenandoah Valley's "Stars of Fall" Bull and Female Sale — Quicksburg, VA (pg. 60)
- 28 The Magnolia Classic 2017 — Starkville, MS
- 28 Yon Family Farms' Fall Sale — Ridge Springs, SC
- 29 Lacy's Red Angus Annual Production Sale — Drexel, MO
- 29-30 Southern Harvest by Fenton Farms — www.dponlinesales.com

NOVEMBER

- 1 Hanel Black Simmentals' The Female Sale — Courtland, KS (pg. 55)
- 1 Hudson Pines Farm's "Forever A Legacy" Complete Dispersal Sale — Sleepy Hollow, NY (pg. BC)
- 1 New Day Genetics' Elite Bull and Female Fall Sale — Abingdon, VA
- 2 RS&T Simmentals' Online Female Sale — http://www.breedingcattlepage.com/rs_t_simmentals/index.htm
- 4 Harriman Santa Fe Top of the Breed Sale — Montrose, MO (pg. 52)
- 4 Irvine Ranch's 13th Annual Production Sale — Manhattan, KS
- 4 Land of Lincoln — Altamont, IL (pg. 10)
- 4 New Day Genetics' Elite Bull and Female Fall Sale — Osceola, MO
- 4 Pigeon Mountain "Beef Builder" Fall Bull Test Sale — Armuchee, GA
- 4 T Beef Bull Sale — Bozeman, MT
- 5 Focus on Females — Marysville, KS
- 5 Hawkeye Simmental Sale — Bloomfield, IA (pg. 69)
- 5-6 Indiana Junior Simmental Selection Sale — www.dponlinesales.com
- 5 Rincker Fall Online Sale — www.rincker.com
- 5 Triangle J Ranch's Harvest Select Female Sale — Miller, NE (pg. 75)

(Continued on page 86)

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Semen \$20



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MGS: MFR Dynamo 14U

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DATE BOOK continued

NOVEMBER (CONT.)

- 7 Woodside Land and Cattle Sale — Pleasantville, IA (pg. 89)
- 8 New Day Genetics' Elite Bull and Female Fall Sale — Harrison, AR
- 10 Rhodes Red Angus Fall Female Fiesta Sale — Emporia, KS
- 11 Deer Creek Farm Production Sale — Roseland, VA
- 11 Gibbs Farms' 12th Annual Bull and Replacement Female Sale — Ranburne, AL
- 11 Greenfield Livestock Auction Special Cow Sale — Greenfield, IL
- 11 MM Cattle and Moriondo Farms' Inaugural Production Sale — Mt. Vernon, MO
- 11 Moser Ranch's 26th Annual Bull Sale — Wheaton, KS
- 12 Tingle Farms' Pave the Way, Fall Vol. II Sale — New Castle, KY (pg. 11)
- 13 NAILE Select Sale — Louisville, KY (pg. IFC)
- 14 Wilkinson Farms/C Diamond Simmental's Building a Legacy Female Sale — Napoleon, ND (pgs. 18-19)
- 17 Heartland Simmental Performance With Class Sale — Waverly, IA
- 18 Buckeye Best of Both Worlds Sale — Newark, OH
- 18-20 Hillstown Farms' Online Sale — www.dponlinesales.com
- 18-21 LMC & Friends "Giving THANKS" Online Donation Sale IV — www.lamuncacattle.com
- 18 Timberland Cattle's Fall Bull Sale — Vernon, AL (pg. 67)
- 18 Value by Design Female Sale — Anita, IA
- 18 Whelan Farms Southern Excellence Bull Sale — Wadley, AL
- 18 Yardley Cattle Company's "Focus on the Female" Sale — Beaver, UT (pg. 7)
- 19 North Central Simmental Fall Classic — Hubbard, IA
- 20-21 Greater Pacific Simmental Sale — www.dponlinesales.com (pg. 57)
- 24 Ruby Cattle Co.'s "Livin' The Dream" Production Sale — Murray, IA
- 25 3C Christensen Ranch Female Sale — Wessington Springs, SD
- 25 Foxy Ladies Bred Heifer Sale — West Point, NE (pg. 62)
- 25 Right By Design 2017 — Middletown, IN
- 25 The Event — Tecumseh, NE (pg. 42)
- 26-27 Hadden Simmentals' Fall Genetic Sale — www.dponlinesales.com
- 26 "The Chosen Few" Female Sale — Gilmore City, IA (pg. 67)

DECEMBER

- 1 12th Annual "It's All Black and White" Bull and Female Sale — Montgomery, AL
- 1 DreamWorks The First Edition Female Sale — Decorah, IA (pg. 77)
- 2 Altenburg Super Baldy Ranch's "First Ever Female Production Sale" — Fort Collins, CO
- 2 Jewels of the Northland Sale — Clara City, MN
- 2 Missouri Simmental Fall Harvest Sale — Springfield, MO
- 2 Montana's Choice Simmental Sale — Billings, MT
- 2 Next Step Cattle Company's 5th Annual Bull Sale — Livingston, AL
- 2 T-Heart Ranch's Annual Female Sale — LaGarita, CO (pg. 67)
- 4-5 BF Black Simmentals' Christmas Bonus Sale — www.dponlinesales.com
- 4 Dakota Made Production Sale — Salem, SD
- 4 Genetic Perfection Sale — Arlington, NE (pg. 62)
- 9 Driggers 6th Annual Bull Sale — Glennville, GA
- 9 Hartman Cattle Company's Customer Appreciation Sale — Tecumseh, NE
- 9 North Alabama Bull Evaluation Sale — Cullman, AL
- 9 North Dakota Simmental Showcase/Classic Simmental Sale — Mandan, ND
- 9 Purdue Golden Girls Cow Sale — West Lafayette, IN
- 9 Southern Cattle Company's Bull Sale — Marianna, FL
- 10-11 Ferguson Show Cattle Fall Sale — www.dponlinesales.com
- 10 Hicks Cattle Company's 1st Annual Production Sale — Covington, IN
- 10 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 11 Gale Angus and Simmental Sale — Lewistown, MT
- 16 Pride of the Prairie Sale — Chandlerville, IL
- 16 South Dakota Source Sale — Mitchell, SD
- 27-28 St. Nicks Eggstravaganza 5 — www.dponlinesales.com

JANUARY 2018

- 15 National Western "The One-Volume XXV" Sale — Denver, CO (pg. 71)
- 16 Wild Wild West Female Sale — Brighton, CO
- 24 Sioux Empire Farm Show and Sale — Sioux Falls, SD
- 26 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pg. 64)
- 27 Double J Farms' Private Treaty Bull Sale — Garretson, SD
- 27 J&C Simmentals' Annual Bull Sale — Arlington, NE (pg. 62)
- 27 The Cowtown Classic National Simmental Sale — Fort Worth, TX ◆



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

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

INDICATIONS FOR USE

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

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

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

DOSEAGE AND ADMINISTRATION

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

WARNINGS AND PRECAUTIONS

Withdrawal Periods and Residue Warnings

Animals intended for human consumption must not be slaughtered within 84 days of the last treatment.
This drug product is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows.
A withdrawal period has not been established for pre-ruminating calves. Do not use in calves to be processed for veal.

Animal Safety Warnings and Precautions

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

When to Treat Cattle with Grubs

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

Environmental Hazards

Not for use in cattle managed in feedlots or under intensive rotational grazing because the environmental impact has not been evaluated for these scenarios.

Other Warnings: Underdosing and/or subtherapeutic concentrations of extended-release anthelmintic products may encourage the development of parasite resistance. It is recommended that parasite resistance be monitored following the use of any anthelmintic with the use of a fecal egg count reduction test program.

TARGET ANIMAL SAFETY

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

STORAGE

Store at 77° F (25° C) with excursions between 59° and 86° F (15° and 30° C). Protect from light.

Made in Canada.

Manufactured for Merial, Inc., Duluth, GA, USA.

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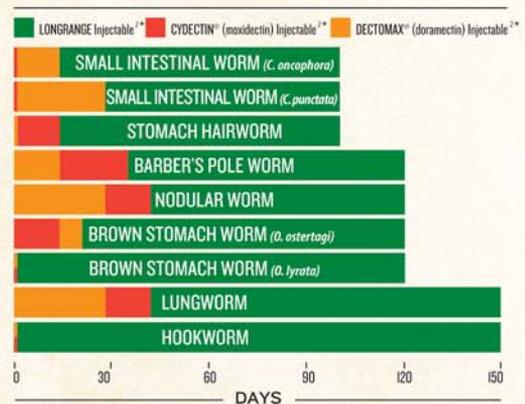
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¹SAFE-GUARD[®] (fenbendazole) has no demonstrated persistent activity.



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*As provided in the LONGRANGE Guarantee.

IMPORTANT SAFETY INFORMATION: Do not treat within 48 days of slaughter. Not for use in female dairy cattle 20 months of age or older, including dry dairy cows, or in veal calves. Post-injection site damage (e.g., granulomas, necrosis) can occur. These reactions have disappeared without treatment.



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¹Dependent upon parasite species, as referenced in FOI summary and LONGRANGE product label.

²Based on product labels.



Available in 500 mL, 250 mL and 50 mL bottles. Administer subcutaneously at 1 mL/110 lbs.

RATES & POLICIES

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For All Your Advertising Needs



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Subscriptions

- Domestic \$50/year
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Serving as American Simmental Association's (ASA) official publication, *the Register* is mailed nine times annually, has a circulation of 5,500+, and is focused primarily on ASA's paid membership. *the Register* is an 8 1/8 x 10 7/8 inch glossy, full-color publication that provides a direct and consistent line of communication to the ASA membership.

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February '18	Dec 29	Jan 5	Jan 19	Jan 31
March '18	Feb 1	Feb 9	Feb 16	March 1
April '18	March 1	March 9	March 19	April 2
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July/August '18	June 22	June 29	July 11	July 23
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By CNS Dream On L186
EPDs: CE: 11 \$API: 121 \$TI: 64



CSCX Bandwagon 513A

By TJSC Optimus Prime
EPDs: CE: 5 \$API: 113 \$TI: 66



W/C Bullseye 3046A

By Lock N Load 54U
EPDs: CE: 16 \$API: 128 \$TI: 68



Kappes Big Ticket C521

By Lock N Load 54U
EPDs: CE: 9 \$API: 116 \$TI: 70



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By Lock N Load
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By CCR Frontier 0053Z
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W/C United 956Y

By TNT Tuition
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By 3C Macho M450 BZ
EPDs: CE: 5 \$API: 126 \$TI: 74



STF Rock Solid 033C

By CDI Rimrock 325Z
EPDs: CE: 12 \$API: 113 \$TI: 69



Paul

CNS Pays To Dream T759

By CNS Dream On L186
EPDs: CE: 11 \$API: 139 \$TI: 69



John

CLO Captain America 704Y

By CNS Pays to Dream T759
EPDs: CE: 13 \$API: 107 \$TI: 62



Angus

Circle M Tejas 107Z

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Angus

Silveiras Style 9303

By Gambles Hot Rod
EPDs: CE: 19 \$API: 135 \$TI: 64



Angus

SP The Answer 813

By SAV Final Answer 0035
EPDs: CE: 21 \$API: 121 \$TI: 66



W/C Tribute 84C
By Yardley Utah
EPDs: CE: 12 \$API: 125 \$TI: 67



LLSF Pays To Believe ZU194
By CNS Pays To Dream T759
EPDs: CE: 7 \$API: 127 \$TI: 76



K-LER Make It Rain 696S
By Foundation 724N
EPDs: CE: -7 \$API: 86 \$TI: 55



STF Royal Affair Z44M
By Lock N Load
EPDs: CE: 5 \$API: 103 \$TI: 57



LLSF Addiction AY792
By Top Grade
EPDs: CE: 7 \$API: 109 \$TI: 67



Long's Damien A37
By Hooks Shear Force 38K
EPDs: CE: 9 \$API: 147 \$TI: 86



CDI Executive Power 280D
By W/C Executive Order
EPDs: CE: 13 \$API: 157 \$TI: 87



HPF Tradecraft D010
By JF Milestone 999W
EPDs: CE: 7 \$API: 115 \$TI: 71



FBF1 Combustible Y34
By Steel Force
EPDs: CE: 12 \$API: 101 \$TI: 62



LLSF Uprising Z925
By Heads Up 20X ET
EPDs: CE: 4 \$API: 100 \$TI: 77



CCR Anchor 9071B
By CCR Cowboy Cut 5048Z
EPDs: CE: 20 \$API: 164 \$TI: 82



SS/PRS Tail Gater 621Z
By HTP/SVF Duracell T52
EPDs: CE: 11 \$API: 115 \$TI: 74



W/C Grandstand 6B
By W/C Wide Track 694Y
EPDs: CE: 10 \$API: 121 \$TI: 67



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HPF Rockstar B332
By JF Milestone 999W
EPDs: CE: 5 \$API: 109 \$TI: 76



WAGR Dream Catcher 03R
By Dream On
EPDs: CE: 12 \$API: 129 \$TI: 73



GLS/JRB Cash Flow 163C
By LLSF Pays to Believe ZU194
EPDs: CE: 9 \$API: 115 \$TI: 70



Long's Stand Alone B35
By Built Right
EPDs: CE: 8 \$API: 111 \$TI: 64



Yardley High Regard W242
By Yardley Impressive T371
EPDs: CE: -1.2 \$API: 71 \$TI: 58



HILB Maverick A43
By GLS New Direction X148
EPDs: CE: 4 \$API: 101 \$TI: 57



Rousey Gold Strike 512C
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