

the Register

October 2018

Serving the Simmental
and Simbrah Breeds



Embrace the Past,
Imagine the Future

Features

Designed Diversification

Women of ASA

Contemporary Groups

Down to the Genes

ASA's 50th Year Celebration,
Fall Focus and Board Meeting

Simbrah Summit

26th The One

The 2019 Foundation
Donation Heifer is from
ROCKING P LIVESTOCK!

National Western Simmental Sale

Monday, January 21, 2019
2:00 PM MST
Livestock Center Auction Arena
Denver, Colorado



Rocking P Livestock is owned and operated by Chan & Tonya Phillips and Keith & Lindsay Phillips and their families. The Phillips' have been involved in the Simmental breed for over 40 years, purchasing a half blood Bismarck daughter in the early 70's.



Our family realizes the value of the youth program and is proud to donate this female to directly assist the youth. Chan, Tonya, and Keith all served as AJSA trustees during their junior tenure. Morgan recently served the association as AJSA President, while AK, Josie and Wyatt remain heavily involved at both the state and national levels.

We are donating Rocking P Love Me E100 who is out of RP/MP Love Me Right 078W and Pays To Believe. This cow family has claimed multiple banners at the National Western Stock Show including 4 National Champions and 1 Reserve National Champion. This is one of the winningest cow families in the Simmental breed. This female is a result of a partnership that began nearly 20 years ago with our good friend Bob MacGregor. She will be bred to calve in the fall, 2019.

ROCKING P LIVESTOCK • ASA# 3077 • Maysville, KY
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2020 Foundation Donation from RS&T Simmental LLC/Jordan Cowger

We are interested in nominating our BEST cattle for the 2019 "THE ONE" Volume XXVI – National Western Simmental Sale!

NOMINATE YOUR BEST BY NOVEMBER 15, 2018!

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



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BOULDER 29SM0472



CCR **BOULDER** 1339A ASA 2880390
HOOVER DAM x TRIPLE C L. TAYLOR

MUSCLE AND MATERNAL

- Top of the breed for calving ease, marbling and maternal All Purpose Index
- Moderate framed, big ribbed, deep flanked stud with loads of muscle and shape
- Progeny proven - they calve easy and display his good looks - you will love them at weaning
- Use to moderate frame, add flesh and muscle in one generation
- Among ABS' top sellers for all breeds
- 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	SAPI	STI
EPD	+15.6	-2.5	+61.5	+94.3	+21	+7.1	+24.8	+55.5	+19.6	+16.8	+34.7	-.40	+60	-.070	+1.02	-.45	\$162	\$82
ACC	.75	.87	.84	.83	.83	.42	.54	.55	.26	.70	.68	.51	.61	.56	.63	.16		

DNA tested DLF, Homozygous Black, Homozygous Polled

EPDs as of 8/14/2018 **TOP 35%**

PAY DIRT 29SM0480



CCR **PAY DIRT** 2340C ASA 3112013
BASIN PAYWEIGHT 1682 x TRIPLE C SINGLETARY S3H

WE HAVE HIT PAY DIRT

- Arguably the best PAYWEIGHT 1682 son in the beef business
- Our easy pick as the best prospect in a superb draft of 1682 sons at the Cow Camp spring 2017 sale
- Ranks in the top 1% of the breed for API with a great combination of performance, carcass weight and carcass quality
- 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	SAPI	STI
EPD	+11.1	+0.3	+74.4	+118.8	+28	+6.7	+20.7	+57.8	+10.7	+16.5	+52.5	+.01	+.78	+.006	+.58		\$147	\$88
ACC	.47	.63	.51	.52	.52	.27	.44	.45	.18	.39	.47	.37	.42	.39	.45			

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

EPDs as of 8/14/2018 **TOP 35%**

BEACON 59SM286



HOOKS **BEACON** 56B ASA 2854180
HOOKS SHEAR FORCE 38K x GW PREDESTINED 701T

DOMINANT PUREBRED GENETICS

- Highly proven purebred sire that leads the breed for All Purpose Index
- Five star calving ease with strong growth and top 1% Maternal Calving Ease, Stayability, Marbling and Rib Eye Area
- Progeny have terrific feet and structure with extra heel
- High producing, good uddered dam with progeny ratios of 109 BW, 112 WW, 107 IMF and 111 REA
- One of the most popular and proven bulls in the Simmental breed
- Homozygous black and homozygous polled by parentage (DNA confirmation pending), PB SM

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	STI
EPD	+18.2	-3.0	+72.6	+109.3	+23	+10.9	+26.7	+62.9	+22.4	+10.9	+25.0	-.55	+.54	-.054	+1.51	-.46	\$185	\$93
ACC	.80	.91	.88	.87	.87	.44	.51	.52	.40	.34	.62	.46	.58	.46	.57	.20		

EPDs as of 8/14/2018 **TOP 35%**

ROOSEVELT 29SM0483



TJ **ROOSEVELT** 366E ASA 3288497
CCR COWBOY CUT 5048Z x TJ SHARPER IMAGE 809U

WITH SELF-DISCIPLINE MOST ANYTHING IS POSSIBLE

- Disciplined combination of calving ease, growth, end product and cow power
- Incredibly dynamic EPDs ranking in the top 5% of the breed for nine EPDs or indexes
- Attractive patterned and super sound structured bull with added muscle and dimension
- DNA tested homozygous black, homozygous polled, PB SM

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	STI
EPD	+13.7	+1.5	+96.4	+141.2	+28	+8.0	+28.8	+76.9	+20.2	+17.9	+51.3	-.24	+.33	-.060	+.82	-.47	\$162	\$95
ACC	.43	.52	.50	.51	.51	.29	.45	.47	.28	.33	.47	.37	.43	.37	.45	.18		

DNA tested DLF, Homozygous Black, Homozygous Polled

EPDs as of 8/14/2018 **TOP 35%**

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*About the cover: A SimAngus™ bull from the herd of Twin M Farms, Maysville, WV.
Photo by Callie Taylor. Petersburg, WV.*



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Topanga

ONE COW FAMILY
FOUR OUTSTANDING DONORS



LMC Topanga
Matriarch of this cow family. Outstanding donors with champions to her credit.



RFI DEBUTANTE, Sired by NF Smith Simply Great and out of Topanga. ASA National and National Reserve Division Champion.



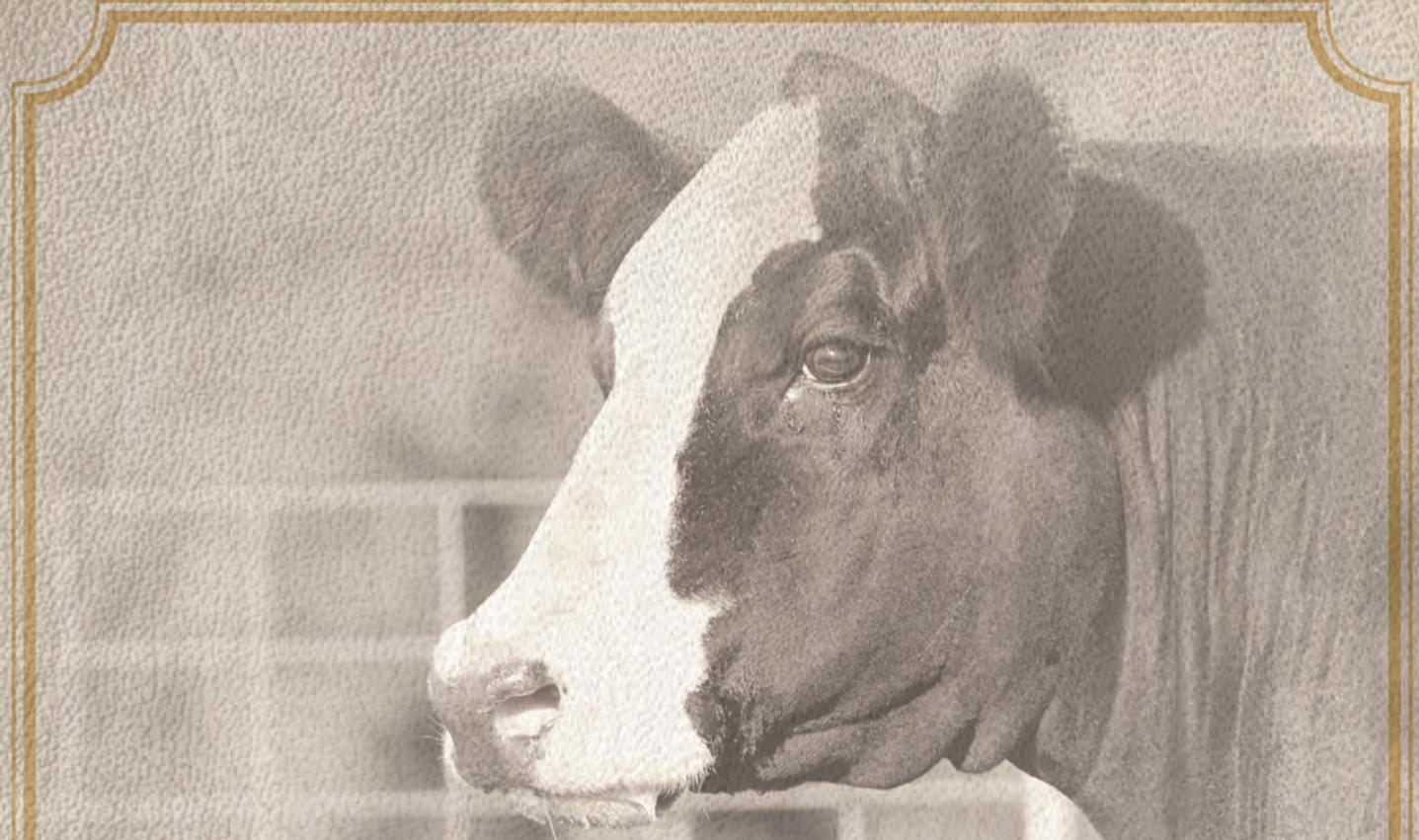
SMITH RFI SWEET DEB, Sired by Smith Nu Approach and a daughter of Debutante. 2015 and 2016 National Champion Female.



LADY LUCK 727E, Sired by Smith Satisfies and out of a Nu Wave II x Debutante daughter.

We are producing both purebred and percentage Simbrahs with these four outstanding females and your inquiries about their progeny is welcomed...

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the Register

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7SM95 GLS DECLARATION D611 // 3184099

Executive Order x Uprising // PB SM // Hetero. Black / Homo. Polled

- Combines impressive phenotype, a fresh pedigree and amazing EPDs
- His red gene provides you with plenty of mating options.
- Super figures for growth from this moderate-sized, well-bred prospect

CE: 11 BW: 0.7 WW: 80.4 YW: 126.2 API: 132.6 TI: 83.7

From Grass Lunning Simmentals and Brant Farms, MN



7SM79 HPF OPTIMIZER A512 // 2728015

Optimizer x HR // 3/4 SM 1/4 AN // Homo. Black / Homo. Polled

- Powered-up 3/4 blood baldy with exciting performance
- Stout, big-footed, big-hipped and big-middled
- OPTIMIZER progeny excelled at National and Regional Summer Classics!

CE: 11.3 BW: 2.1 WW: 89.2 YW: 146 API: 118.2 TI: 74.3

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



7SM93 KOCH BIG TIMBER 685D // 3133113

Yellowstone x Lucky Boy // PB SM // Homo. Black / Homo. Polled

- Blends attractive phenotype and elite performance projections
- First calves display ample shape, attractive outline and superior soundness
- Will be a heavily-used sire for Simmental and SimAngus™ heifers

CE: 15.2 BW: -0.5 WW: 75.5 YW: 112.8 API: 159.6 TI: 83.2

From Gibbs Farms, AL; Triangle J Ranch and Koch Cattle, MT



7SM97 IR IMPERIAL D958 // 3210738

Imperial x Dual Focus // PB SM // Red / Homo. Polled

- Top 1 percent rankings for CED, MCE, Marbling, API and TI – wow!
- Outcross pedigree, industry-leading EPDs and indexes with stunning phenotype
- Exciting new purebred, red genetics designed for your future

CE: 18.1 BW: 0.3 WW: 75.4 YW: 112.4 API: 177.5 TI: 90

From Irvine Ranch, KS; TNT Simmentals, ND and Schmabel Ranch, SD



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VIEWPOINT

By Tom Nelson, Wibaux, MT



I just returned home from the 50th Anniversary of the American Simmental Association and the Fall Focus that was held in Bozeman, Montana. It was very well attended by a large group of Simmental supporters who reflected back on the history of building the American Simmental Association into the growing force in the cattle industry that it is today.

On Sunday the Educational Symposium was held with great speakers and cutting-edge information. Cow Herd DNA Roundup, IGS Feeder Profit Calculator™, genomics, genomically-enhanced EPDs, NCEs, and BOLT are some of the topics that were covered. This session was well attended and many questions and comments were presented.

Monday, Tuesday and Wednesday we moved into our main committee meetings on Breed Improvement, Activities and Events, Growth and Development, Simbrah, and Policy and Procedures. Through these meetings discussions were held on ASA finances, PTP,

Carcass Merit programs, ASA Performance Advocated, state association partnerships, the AJSA, and ASA Publications. All the meetings, break talks and speeches were blessed with many questions and comments which show the variety and diverse operations that these great Simmental, SimAngus™, and Simbrah are being raised under.

Diversity is good in raising cattle. Some of the best feeder cattle and slaughter cattle are the result of mating a good marbling English cow to a high-cutability, high-yielding Simmental bull. The result will be equal to any of the best cattle available anywhere.

Diversity in our membership and leadership is why the American Simmental Association is a strong leader in the beef industry. This Association has had the leadership of accepting crossbreeding, no color restrictions, crossbred EPDs, collaboration with other breeds, and many other projects and programs that have benefited the commercial industry in spite of many bumps and turns in the road. Let's continue to use diversity of this great membership to move forward in the beef industry. ♦

2016 DENVER GRAND CHAMPION SIMMENTAL

Love's Boy
Purebred Simmental ASA #2983443

Semen \$30
CE 17.5 BW -1.9 WW 62 YW 121 APT 138 TI 71.3

CALVING EASE SIRE SUPREME. He is one of the easiest calving purebred Simmentals in the breed. The last 2 years we have had 60 heifers calve out of him and we have never had to pull a calf. They are very stylish and correct and have good growth, performance and eye appeal. Our cattle have to do a lot of walking so we are very fussy about good feet and legs. There is an epidemic of back curly toes and toeing out on the front legs in both Simmentals and Angus. He is the most correct legged bull we saw in Denver. He is sired by Duracell by Dream On and out of a daughter of Built Right by 3C Macho by Meyer 734. His dam was the Grand Champion Simmental female at the 2009 American Royal Show in Kansas City. Many of the bred cows and heifers in this sale carry his service. **You Need to Try Him.**

FOCUS ON THE Female

November 17, 2018 / 1:00 MST
At the ranch in beautiful Beaver, Utah

175 Elite Simmental, Angus, & Maine Anjou Bred Heifers and Cows

10 Head of our top Donor & Show heifer prospects.

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.

3/4 Simmental

Nickels & Dimes x SC Mo Magic S47

PB Angus

O'Riley Factor X OCC Doctor

3/4 Simmental

Stepping Stone x TCC Long Haul

3/4 Simmental

Yardley Chrome x Yardley Treasure

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K-Ler Kingsman 610D



5/8

ASA#: 3125337
EPDs: CE: 12 \$API: 139 \$TI: 84

W/C Executive 187D



3/4

ASA#: 3182363
EPDs: CE: 14 \$API: 131 \$TI: 77

Yardley Utah Y361



3/4

ASA#: 2641894
EPDs: CE: 8
\$API: 97
\$TI: 57



FHEN Halftime A127



1/2

ASA#: 2884737
EPDs: CE: 13
\$API: 146
\$TI: 72



Halls Confidence A30



1/2

ASA#: 2852652
EPDs: CE: 18
\$API: 129
\$TI: 72



W/C Lock Down 206Z



1/2

ASA#: 2658496
EPDs: CE: 14
\$API: 155
\$TI: 82



W/C United 956Y



1/2

ASA#: 2614725
EPDs: CE: 11
\$API: 135
\$TI: 88



W/C BF Innocent Man 174A



3/4

ASA#: 2785174
EPDs: CE: 10
\$API: 108
\$TI: 58



Schooley Emmett C543



3/4

ASA#: 3268112
EPDs: CE: 9
\$API: 112
\$TI: 69



TJ Franchise 451D



1/2

ASA#: 3148384
EPDs: CE: 18 \$API: 164 \$TI: 89
Triangle J's 2017 sale topper and stoutest bull ever produced!

GLS/JRB Cash Flow 163C



3/4

ASA#: 3044489
EPDs: CE: 6 \$API: 100 \$TI: 57

CCR Anchor 9071B



3/4

ASA#: 2882759
EPDs: CE: 18 \$API: 161 \$TI: 82

Rousey Gold Strike 512C



5/8

ASA#: 3000381
EPDs: CE: 18 \$API: 157 \$TI: 85

WS Stepping Stone 844



3/4

ASA#: 2937803
EPDs: CE: 9 \$API: 127 \$TI: 74

Longs the Player C33



3/4

ASA#: 3030191
EPDs: CE: 14 \$API: 116 \$TI: 60

LCRR THR Mtn Pass 6219D



5/8

ASA#: 3117102
EPDs: CE: 16 \$API: 160 \$TI: 87

Damar Duration D871



1/2

ASA#: 3222772
EPDs: CE: 11 \$API: 123 \$TI: 75

WHF Tenfold C38



3/4

ASA#: 3118596
EPDs: CE: 11 \$API: 127 \$TI: 69

DAF Cadillac Style C4



1/2

ASA#: 3066650
EPDs: CE: 11 \$API: 117 \$TI: 59

W/C Last Call 206A



1/2

ASA#: 2785178
EPDs: CE: 12 \$API: 144 \$TI: 79

W/C Son of a Biscuit 83E



1/2

ASA#: 3336314
EPDs: CE: 13 \$API: 126 \$TI: 64

GCC Whizard 125W



1/2

ASA#: 2511023
EPDs: CE: 10 \$API: 82 \$TI: 54

Hara's Distinction 10C



3/4

ASA#: 3083878
EPDs: CE: 10 \$API: 89 \$TI: 60

CCR Masterlink 9054C



3/4

ASA#: 3026360
EPDs: CE: 15 \$API: 143 \$TI: 74

W/C Red Revolver 8443C



3/4

ASA#: 3041173
EPDs: CE: 16 \$API: 110 \$TI: 57

Designed Diversification



Left to right: James, David, and John Dixon.

A diversified farm and ranch passes down their Simmental legacy.

By Emme Troendle

Back in 1969, David Dixon, 5D Farms, of Liberty, Mississippi, recalls seeing a Simmental for the first time at 18. “My father, DM, and I had driven a few hours to go to a bull sale. We left with two Simmental half-blood bulls,” he shares. “After the first weaning of those Simmental calves, we had upped our weaning weights by 40 pounds! The next time we went to purchase bulls, we bought a three-quarters and worked our way to purebred Simmental.”

Today, the operation has grown to a 1,000 acre, 150-head operation of registered Simmental, SimAngus™, Red Angus, and a handful of commercial Hereford-Brahman cross cattle. David and his two sons, John and Justin, run the cattle operation and maintain a lumber and hay operation on the side.

Meeting Customer Needs

A variety of breeds are offered for sale to meet the needs of both commercial and seedstock customers. One of the largest customer needs is for a heat-tolerant animal. Dixon says, “Where we live, we have 80 to 90 percent humidity. We need to produce cattle that can withstand the heat, and Simmental-cross cattle do that.”

For the last ten years, 5D Farms has been transitioning primarily to a red Simmental and red SimAngus herd. “The red cattle can take the heat better. We also have ten to 15 days of cold weather, and they take the cold well also.” Dixon commends the SimAngus composition in his herd, “Really the Fleckvieh-Red Angus cross heifers are some of the hardiest cattle that we have.”

Cattle are sold primarily private treaty with a few heifers sold at the Dixie National in Jackson. Many of their customers are looking for a variety of ages for exhibiting at local and national shows. For that reason, 5D Farms’ breeding season is longer than the traditional 60 to 90 days. Bulls are put out to pasture the day after Thanksgiving through the middle of July.

Dixon explains, “We have an eight-month calving season. I understand that it isn’t practical for most people, but some of our customers want calves born in the September-October window or the November-December window all the way through March-April-born calves. To provide what they want, I have to have a longer calving season.”

To optimize growth on calves, Dixon avoids calving during the summer. He explains, “Calves born in May, June, July, or August don’t grow as well in the heat of the summer. If that calf is born in the spring, it will keep growing and won’t struggle the same as a calf born in the hot weather of May through August.”

The majority of the commercial Hereford-Brahman heifers, nicknamed tiger-striped for their tiger-like hide, are sold to commercial customers who need an adaptable cow with stayability in the herd. “If I have a registered quarter Fleckvieh Simmental, quarter Red Angus, quarter Hereford, and a quarter Brahman cow, she can handle the heat for our commercial customers. They can put a Simmental bull on those heifers and their calves will still handle the heat.”

While Dixon uses EPDs as a tool, his largest focus on keep and cull decisions are dependant on feet and leg structure, frame size, and docility. He laughs, “We cull out for temperment. I am too old to jump fences anymore. If they are crazy we send them down the road.”

Focusing on stayability in his herd as well as his customers’, Dixon keeps cows with good feet and leg structure as well as frame size, “I want my cattle moderate framed and not too long so they don’t break down. If they have good legs and feet that means they can walk — they will stay in the herd longer and have fewer problems.”

Additional Ventures

In the winter time, ryegrass and clover are planted by no-till methods. No-till has been adopted by many states with overpopulation of wild hogs because of the damage caused by rooting through tilled land. In the state of Mississippi, wild hogs have been classified as a nuisance animal. Dixon explains how this affects how he seeds for hay, “Wild hogs will root anything up if you till. Planters will break the ground about an eighth of an inch and drop the seed in to prevent the hogs from tearing up the ground.”

About 200 acres of open ground is kept in hay every year. This year the rainfall has been good and he hopes to get three to four cuttings before the season is over. The normal grass is hair pensacola argentina grass, but ryegrass and clover is planted anytime after September 15 and harvested in the springtime. All hay that isn’t used for the cattle is sold to repeat customers annually.

“You don’t want to over charge people because they are trying to make a living too, if I am making something off of it, I am good. For the last five years I sold some hay up in Missouri because it was so dry. I have people that keep coming back. I wouldn’t sell hay that I wouldn’t feed to my cows.”



Half of the farm is open pasture and hay, the rest is planted with pine trees. Cattle run on 500 acres that are planted with timber, but three times a year, Dixon and his family will sort through the pine trees, harvest lumber, and trim back trees. Trees are harvested at about 25 years of age. Dixon details the lumber operation, “If you live to be in your 70s and there was one crop already planted when you were born, you can get three crops of pine in a lifetime. We harvest trees from a certain size on up, and the others reseed in the spots that we cut out.”

Family Legacy

The Dixon family originally settled eight miles north of Liberty in 1863. Dixon’s grandfather, John, started the cattle operation with a cross breeding program of polled Hereford and red Devon cattle. After he passed away, Dixon’s father, DM, started introducing Simmental to the herd.

Today the cattle operation consists of four registered breeds and one commercial composite breed. The 5th generation of Dixons, David’s grandchildren, have recently started to become involved in cattle. David shares the transition, “My kids were born seven years apart. We have a child born in the 70s, 80s, and 90s. When they were young enough, all of our kids exhibited cattle. Now my oldest granddaughter takes cattle to the state and Dixie National.”

David’s mother, Ruth, still lives on the farm, but isn’t heavily involved with the daily operations any longer. Despite her stepping back from daily operations, David and his children, credit her for still being the center of the operation.

David and his wife, Rhonda, have been married for 46 years, and they are the parents of three children: Justin, 41; Elise, 34; and John, 27. Justin is married to Stephanie, and they have two children, Lilli and Drew. Elise and her husband, John Birdsong have three girls, Chloe, Eden, and Lydia. John and his wife, Brittani, have one baby boy, Bentley John. ♦



Home of the

Hottest Sires!

EPDs as of 8.8.18



Homo black
Homo polled

TKCC Classified 106C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 2.7 83 129 .29 2 22 63 129 81

ASA# 3028710

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



Daughter at
Lee Simmentals, MO



Homo black
Homo polled

CLRS Dividend 405D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 -1.5 69 107 .24 7 26 60 162 83

ASA# 3097854

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



Dam: CLRS Bonnia 405B



Homo black
Homo polled

W/C Relentless 32C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
7 3.1 64 76 .07 .5 18 50 123 69

ASA# 3045559

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



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



Homo black
Homo polled

W/C Night Watch 84E

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
20 -2.1 59 78 .12 10 27 56 157 75

ASA# 3336327

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



Miss Werning 8543U



Homo black
Homo polled

TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
9 1.4 56 78 .14 1 22 49 102 60

ASA# 2668223

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



One Eyed Jack



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



Black
Polled

FBF1 Absolute A103

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 -.4 47 75 .17 8 28 52 125 61

ASA# 2841159

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



Leading outcross
donor!



Hetero black
Homo polled

HPF Quantum Leap Z952

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
12 .8 71 100 .18 5 19 54 128 73

ASA# 2649657

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



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



Homo black
Hetero polled

ASA#
2886364

STCC Jack Around 4031

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 2.2 63 89 .17 -.2 23 54 111 66



Homo black
Hetero polled

ASA#
2886365

STCC Jacked Up 4070

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
3 2.4 63 90 .17 -1 22 53 98 62

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



Hetero black
Homo polled

W/C Bankroll 811D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
16 -1.2 55 72 .11 71 22 50 136 68

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



Black
Polled

Mr. Hoc Broker X623

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
2 4 70 100 .19 -.3 11 46 79 56

ASA# 2531081

Grand Champion at the NAILE, Royal and Denver!



\$190,000 Broker Heifer



Homo black
Homo polled

SFG The Judge D633

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
10 .9 76 107 .20 6 27 64 140 80

ASA# 3208952

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



Black
Hetero polled

Yardley High Regard W242

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 2.6 67 103 .23 -1 25 58 104 66

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.



Homo black
Homo polled

WS Jackson D20

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
10 1.8 70 105 .22 4 21 56 129 70

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



Homo black
Homo polled

TNGL Track On B748

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
15 1 68 99 .19 6 16 50 126 66

ASA# 2911629

Transmitting great structure & profile!



Son of Track On, Tingle Farms, KY.



Black
Polled

STF Royal Affair Z44M

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 3.1 60 90 .19 3 14 43 105 58

ASA# 2639758

The ultimate Dream On outcross!



Awesome Royal Affair son at Janssen Farms.



3/4 SimAngus™
Homo black
Homo polled

CDI Innovator 325D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 1.8 92 135 .27 2 22 68 140 86

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



SimAngus™
Hetero black
Homo polled

W/C Lockdown 206Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 -1.7 76 123 .30 6 21 59 155 82

ASA# 2658496

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



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



Hetero black
Hetero polled

LAH Sixteen Step 628D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
7 1.4 64 85 .13 2 15 47 116 64

ASA# 3123088

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



Dam:
WLE Missy U409



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High Regard feature for Hara Farms, OH.



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



Multiple-time Champion for Sara Sullivan

Women of ASA

Former ASA Trustee, Beth Mercer, is one of many influential women in the Simmental industry.

Editor's Note: This is the first in a series highlighting influential women in the Simmental industry.

Unlike many people in the agriculture industry, Beth Mercer of Lott, Texas, didn't grow up on a farm or ranch. She spent her formative years raised by an engineer who provided underground drainage and pipelines to farms in southwest Texas. But since Beth and her husband, Joe, started breeding cattle, she has been at the forefront as a leader in the SimGenetics industry.

Since developing a 120-head SimAngus™ HT and Simbrah seedstock operation, Mercer has served two terms on the ASA Board; served on an international committee; and completed trade missions for ASA to Columbia, Brazil and Mexico. For several years, she has been active in the Beef Improvement Federation and the American Breeds Coalition, as well as serving as chairman for the Simbrah Committee while on the ASA Board.



Beth Mercer

"I heard from the time when I was a little kid that there wasn't anything that I couldn't do as long as I was willing to work for it. That was the key. After my father passed away, my husband, Joe and I took over his business. I had already been involved at an office level, but I was the face of the company, in the field, when farmers and ranchers needed irrigation and subsurface drainage while Joe handled the heavy utility construction part of our operation. They just wanted to know that I knew what I was doing. That was the main thing. **I was fortunate to be born at a time that my gender was never a deterrent to stop me from anything.**

"When Joe and I moved in 2008 to central Texas where his family is located, we closed the

business and became farmers and ranchers full-time. We have about 550 acres of established pasture. I take care of the cattle business, and Joe farms primarily corn and oats. We run anywhere from 100 to 120 head. This is about all that we can handle without any extra full-time help.

"It's a different world raising cattle up here than what we were doing down in the Valley. We were in improved coastal grasses, irrigated with smaller pastures. In the Valley, we could run about 2.5 head per acre with fertilizer, and it was pretty intense rotational grazing. Since we moved, we don't irrigate, and we are dependent on rainfall. It's all dry land, but we get enough rain that you can generally keep a cow per two or three acres. Depending on the weather, we try not to feed hay until December or January.

"We have two calving seasons a year. It's double the work, but we take advantage of two different markets. I always keep the herds separated because we don't want the cows calving with the calves that are getting ready to be weaned. Typically, fall calving starts the first of September and goes through Thanksgiving, and then again in the spring from February through mid-April.

"We have not been AIing the last few years, but we are working to improve facilities near my house so we can AI there. We retain our own herd bulls and develop bulls and replace ment heifers for sale private treaty.

"The tools that ASA has available for breeders are just phenomenal, and they are getting better and better. **There is no excuse for not knowing what you're trying to put together in your herd with the tools and EPDs that are available.**

"You can always make good progress on your cattle by using proven bulls that have data behind them. ASA gives us all the tools we need to make it on our own. You have to take some initiative yourself to breed and sell your cattle, but they will give you all the tools you need to make good cattle.

"Sally Buxkemper, for one, was a no-nonsense breeder, and with her, we started to collect carcass data on steers and started collecting ultrasound data on bulls. We did testing to improve our genetics in cooperation with Sally. I would say that Sally was a huge influence on our lives and businesses.

"I served two terms on the Board. It was an eye-opening and gratifying experience to see how the board worked and interacted with other breeders. There were a lot of really good people. The Board of Trustees was diverse in their cattle operations over the areas they were representing. Very few of them, at the time, had much knowledge of Simbrah influence. It was kind of fun to show people what the cattle could do. Maybe change a few of the misconceptions of what people thought of when they had Brahman in them." ♦

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DOB: 11-5-16 • Purebred Simmental Bred Heifer
Hook's Bounty 6B x GW Lucky Break 047G
Will calve in December to NLC Break Free.



DOB: 12-5-16 • SimAngus™ Bull
A385 (Connealy Counselor son) x Destination



DOB: 9-30-16 • 3/4 Simmental Bred Heifer
CDI Maverick 335B x TRAXS Rushmore X103
Will calve in December to WS Prime Beef.



DOB: 3-9-17 • SimAngus™ Bull
MCK Estate 4162 (Ten X son) x L382 (Blk Destiny son)



DOB: 1-18-17 • Purebred Simmental Bred Heifer
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DOB: 10-10-16 • Purebred Simmental Bred Heifer
CCR Cowboy Cut 5048Z x Koch LC Monte 803U
Will Calve in December to CCR Boulder.



Selling 22 F1 Simbrah heifers including the ones pictured above.

Contemporary Grouping

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



Jackie Atkins, Ph.D.

With the release of the IGS Multi-breed Genetic Evaluation powered by BOLT, we have the engine of a sports car running our genetic evaluation but the engine is only as good as the fuel used. The records breeders collect are the fuel for the genetic evaluation engine. The genetic evaluation is a comparison of one animal to another — it's a race to see who has better growth, better marbling, better daughters in production, etc. The only way to make the race a fair comparison is to ensure animals that are compared had the same opportunities. If some calves have the benefit of a better pasture, better feed, better dams, it's not fair to compare their performance directly to calves raised with fewer resources. All this boils down to proper designation of contemporary groups. Contemporary grouping is one of the most critical issues in an accurate genetic evaluation of cattle and an area often reported incorrectly.

Wade Shafer, Ph.D., ASA Executive Vice President, penned an article in 2006 about contemporary groups with many relevant points today. Here is an excerpt from Shafer's original article:

"A contemporary group consists of animals that have been exposed to the same *outward* environment (management system, pasture, feeding group, etc.). I prefaced environment with outward because there is no way to expose animals to an identical environment — we can only sort animals into groups that, from all outward appearances, are treated uniformly. By grouping animals properly, EPDs can account for differences between animals due to disparity in things like pastures, weather, feed supplementation, and even scales and ultrasound machines — all things we assume animals within a contemporary group are exposed to evenly. If we group animals improperly, EPDs can't do a good job of accounting for these differences, with the end result being EPDs that aren't as valid and informative as possible.

Improper contemporary grouping has the largest impact on low-accuracy animals, i.e., essentially all bulls and females sold each year. If a group of bull calves were fed extra for show and lumped into the same group as their herd mates, growth EPDs will be: 1.) inflated for the show calves, their dams and possibly their sires (if lower accuracy), 2.) deflated for their herd mates, their dams and possibly their sires (if lower accuracy). Fortunately, as more data comes in on an animal, the problems subside and eventually become nonexistent unless there is a systematic reason for an animal's offspring to be improperly grouped (e.g., if breeders are

inclined to improperly group show calves, a bull tending to sire them may be a candidate for inflated growth EPDs).

An area where missteps often occur is in identifying animals that shouldn't have any contemporaries. Though an animal designated as a twin, embryo transplant, orphan or foster calf are automatically removed, there are many other reasons to remove an animal from a contemporary group. The rule of thumb is that any animal exposed to an identifiably different environment from the rest of its contemporaries should be singled out, e.g., calves nursing multiple cows, chronically ill, or injured or calves having ill or injured dams. By sorting these animals from their contemporaries, their performance information does not enter the genetic evaluation and therefore does not unfairly impact their own or other animals' EPDs.

Though many animals are left in contemporary groups that shouldn't be, in my estimation, the most common problem is the grouping of calves reared in different pastures. **If you get nothing else from this missive, I want to make it absolutely clear that calves raised in different pastures should be in separate contemporary groups at weaning.**

There seems to be the perception that breeders' calves can be grouped together even if they were reared in different pastures. This may be due to the misconception that differences between pastures on the same ranch are minimal. The truth is, the disparity between pastures is often greater than what breeders think. Studies have shown even adjacent pastures with no visible difference can cause significant differences in performance. If not grouped properly (separately), these differences can lead to the same undesirable effect on EPDs as described above.

Another rationale behind mass grouping may be due to the perception that larger contemporary groups yield more accurate EPDs. My straightforward response to this is that your EPDs will be more valid and informative if you follow the book and group calves by the pastures in which they were reared. My roundabout response is that the relationship between accuracy and contemporary group size isn't as straightforward as people think.

Let's say we have weaning weights on 15 calves apiece by three sires. Let's also say they were raised in three different pastures with five calves from each sire per pasture. If we ignore the rules and group all 45 calves together, it is true that the calves' EPDs will have a slightly higher *calculated* accuracy than if we went by the book and sorted them into three contempo-

Split fencelines indicate separate contemporary groups between the two calf groups.



rary groups. On the other hand, **grouping all the calves together will actually lower their sires' calculated accuracy** compared to placing the calves in three groups. The impact on sire accuracy may be surprising at first glance, but it does make intuitive sense; we would certainly put more faith in a sire tested across multiple management scenarios and physical environments than a single-contemporary-group proof.

You may have noticed that I prefaced accuracy in the previous paragraph with *calculated*. Calculated accuracy refers to the accuracy ASA's genetic evaluation system will calculate based on the information you submit. My intent was to differentiate between calculated accuracy and what you, as a conscientious breeder, are actually after.

As the above example shows, **large contemporary groups tend to raise the calculated accuracy on calves while spreading those calves among multiple groups raises the calculated accuracy on their sires**. But calculated accuracy shouldn't be what you're concerned with — you want EPDs as close to your animals' true genetic value as possible. Grouping your calves by the pasture they were reared in will go a long way toward ensuring that. Whether that means all your calves are in one group or they are sorted into several, at least you and your customers will have the peace of mind in knowing that your EPDs are as accurate (i.e., valid and informative) as you can make them.” ♦

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BANDWAGON



MEANT TO BE

Embrace the Past, Imagine the Future

Simmental breeders, Bozeman locals, former ASA staff, international cattle producers, and many more with ties to the American Simmental Association gathered to celebrate ASA's 50 Years and enjoy several days of educational discussion and ASA Trustee's Fall Board meeting.

By Emme Troendle and Lilly Platts

To kick off the five-day event, 300 people gathered at ASA's headquarters in Bozeman to celebrate ASA's 50-year anniversary on Saturday, August 25. This was followed by the fifth annual Fall Focus educational symposium and Board meeting, August 26-29.

Participants enjoyed a pitchfork fondue supper and live music by Sam Platts and The Great Plainsmen, Pony, MT. Dr. Bob Hough introduced his new book, *Simmental's American Journey*, highlighting the Simmental cattle breed in the United States. In addition, Wade Shafer, ASA's Executive Vice President, took a look back at the progression of ASA since its founding in 1968. Shafer invited charter members and their children to speak about the past 50 years and where it has led their herd and association today.

Guests brought small mementos to the 50-year celebration to be included in a time capsule. Items varied from a straw of semen from a favorite bull, a registration certificate from a prize heifer, a catalog from the first bull sale to an ear tag from a favorite cow, anything special to capture ASA's first 50 years. If members would still like to send items for the time capsule, please mail the item to the ASA headquarters, "Attention: Carla Stephens, Time Capsule."

Prior to ASA's 50-year anniversary celebration, the ASA processing team hosted a session focused on the use of Herd-

book Services. Members gathered to learn about animal data reporting, membership, accounts receivable, Active Herd, reports, and DNA. Various members of the processing team prepared presentations and examples, and each of the almost 100 people in attendance received a booklet of instructions. During each session, members asked questions about the use of Herdbook and the various available features. Any members not able to attend the session but interested in the booklet material can contact the ASA processing team at 406-587-4531 or simmental@simmgene.com.

The educational sessions on Sunday, August 26, featured presentations from industry professionals, scientists, and ASA leaders discussing ASA's Genetic Evaluation System, the IGS Multi-breed Genetic Evaluation powered by BOLT, genomics, EPDs, and the National Cattle Evaluation.

Following the educational portion of the schedule, Chairman Tim Smith convened an open Board meeting, where participants took advantage of the opportunity to listen and interact with Board members and ASA staff on a wide range of subjects. The ASA staff reported on association programs and answered questions.

Fall Focus 2019 will be co-hosted by the Kansas Simmental Association and ASA. Look for more information on fallfocus.org.

Wade Shafer invited attendees to celebrate 50 years of Simmental with a recap of what large historical events happened in conjunction with the founding of ASA in 1968.

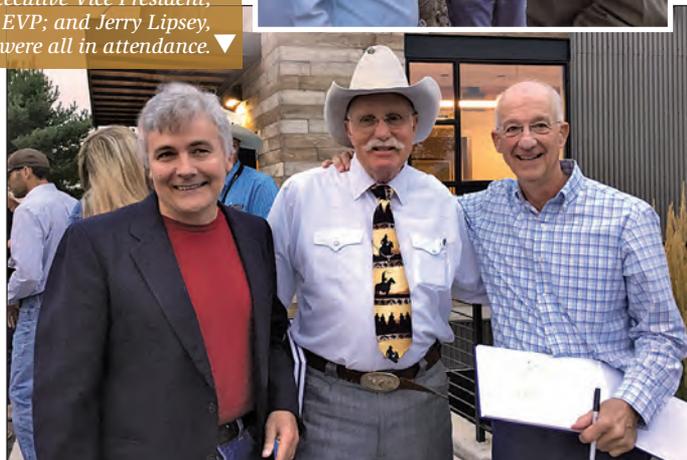


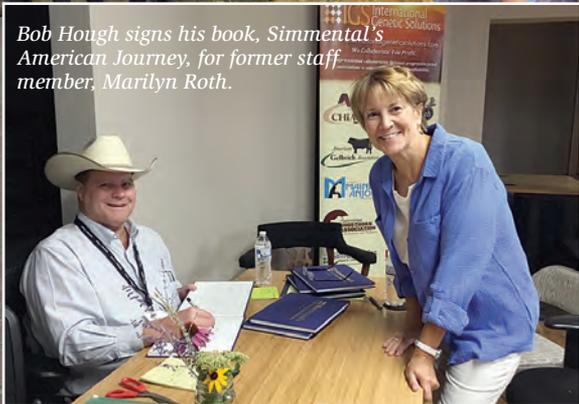
Charter Ranches of ASA addressed the crowd.

ASA Board of Trustee members Randy Moody, Jim Ligion, and Fred Schuetze catch up at the before event.



Wade Shafer, current Executive Vice President; Don Vaniman, ASA's First EVP; and Jerry Lipsey, Former EVP, were all in attendance.





Bob Hough signs his book, *Simmental's American Journey*, for former staff member, Marilyn Roth.

A large crowd of over 300 people gathered.

Fall Focus Educational Day Summaries By Bill Zimmerman

Wade Shafer, Ph.D.

“Welcome, all you rebels!” With this as his opening salvo to the capacity crowd, Dr. Wade Shafer welcomed attendees to the 2018 ASA Fall Focus Educational Day and 50-Year Anniversary of ASA. Shafer outlined the courageous steps taken by the founding members of ASA, who he described as “mavericks who shunned the feel-good fluff that permeated breed associations of the time in favor of concepts new to our industry — crossbreeding, performance testing, and science-based animal breeding.

“Fifty years later,” Shafer continued, “There is little question that ASA’s ideals and cattle have played a role in propelling the industry forward,” and “ASA’s founding principles, once thought to be heresy, are now widely embraced.” He reminded the crowd that the principle reason for ASA to exist is to benefit the commercial cattle producer, and “that principle continues to be a maverick stance” in the seedstock industry, concluding that, “If focusing on the commercial cattle producer makes us mavericks over the next 50 years — then mavericks we will be. So, welcome mavericks!”

He then introduced the past and current ASA board members and chairs in attendance at the session — a record number by his count. Calling them “part of the rebel nation,” Shafer thanked them for their service to ASA.

Shafer also gave acknowledgment for the contributions of ASA staff and specialists as “the best employees in the business.” He especially focused on retired and present employees who have given 25 years or more service to the ASA membership — Linda Harris Bakken, Nancy Chesterfield, Paulette Cochenour, Cynthia Conner, Linda Kesler, Jim Largess, Steve McGuire, Dan Rieder, Marilyn Roth and Kay Thayer.

Tim Smith

ASA Chairman of the Board of Trustees, Tim Smith, provided his official welcome to the 2018 Fall Focus Education Day, exclaiming “Wow — what a big crowd!” He expressed thanks to all of the former ASA Trustees in attendance, citing their “leadership, power, and foresight.”

Smith also expressed appreciation to the ASA staff for organizing the 50-year celebration. He commended attendees for being “lifelong learners” and, inviting everyone to participate in the interactive board meeting, Smith offered a request: “If you bring us a problem, bring us a solution.”

(Continued on page 22)



The room is packed for the Fall Focus educational symposium featuring talks from agriculture industry leaders.

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CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC
8	1.9	89.8	139.4	6	20.7	65.5	23.1	5.2
CW	YG	Marb	BF	REA	Shear	API	TI	
49.5	-0.48	0.13	-0.110	1.15	-0.19	138.1	80.6	

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CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC
17.2	-2.4	75.5	116.1	10.6	21.2	58.9	19.1	12.9
CW	YG	Marb	BF	REA	Shear	API	TI	
43.9	-0.31	0.40	-0.043	1.08	-0.52	157.3	84.2	

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CW	YG	Marb	BF	REA	Shear	API	TI	
33.7	-0.33	-0.05	-0.066	0.84	-0.40	117.3	63.0	

EPD as of 8/21/2018



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CONQUEST
 $\frac{1}{2}$ SM AND $\frac{1}{2}$ AN
 ABSOLUTE X SHEAR FORCE

CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC
14.8	0.2	76.5	122.2	7.6	17.1	55.3	22.0	7.7
CW	YG	Marb	BF	REA	Shear	API	TI	
46.4	-0.12	0.52	-0.028	0.62	-0.42	161.9	83.3	

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Fall Focus Educational Day Summaries (Continued)

Bill McDonald

Bill McDonald, 2012 ASA Chairman and member of the American Simmental Simbrah Foundation, has been the leader of fundraising efforts to support ASA Fall Focus since its inception. McDonald introduced members of the Foundation who attended Fall Focus, with a special thanks to Jackie Atkins, ASA staff member, who was the lead for Fall Focus. He also introduced and thanked the many, generous donors who helped make Fall Focus possible.

Don Vaniman

For many longtime-ASA members, a mere mention of the name, Don Vaniman, conjures up memories, stories, and anecdotes that make up the folklore of the early days of the American Simmental Association. Vaniman, who served as the first fulltime executive vice president of ASA (1969-1978), didn't disappoint the Fall Focus audience. In a style reminiscent of a cowboy poet/philosopher, he shared short observations and vignettes of the beef industry and ASA during the early years. Setting the stage for the explosive popularity of Simmentals in the US, Vaniman talked of the lack of growth and performance in beef cattle in the late 1960s — the result of years of misguided purebred selection that culminated in grand champion cattle that were "belt buckle high."

He recalled leaders in the dominant breeds who would not embrace performance testing or even discuss crossbreeding. In contrast, Vaniman proudly described the nine men on the original ASA board all as commercial cattlemen — "not a purebred breeder among them." In an effort to try to describe the breed, Vaniman himself penned what we now know as the Simmental motto — *Visual analysis tells you what a Simmental appears to be. His pedigree tells you what he should be. His performance and progeny tests tell what he actually is.*



Wade Shafer presented Don Vaniman with a Swiss Bell as thanks for all that he has done for the Simmental breed.

John Pollak, Ph.D.

According to Dr. John Pollak, "The culture of an organization can be defined by its history." And, ASA's history is "a continuing story of innovation." Pollak, professor emeritus at Cornell University, and retired head of the US Meat Animal Research Center (USMARC), discussed the evolution of the ASA Genetic Evaluation. He observed that the 50-year history celebration of ASA parallels the 50-year anniversaries of the Beef Improvement Federation and USMARC; all three 50-year milestones are part of a web of events beginning in the 1960s that "forever changed the beef industry."

Pollak described the relationship between ASA and Cornell University "like a nebulous cloud coming together to form a star." He then told the intertwined story that culminated in 1982 with Pollak, and his Cornell coworker, Dr. Richard Quass, presenting their methodology to an ASA committee. ASA accepted their proposal with this charge — "We want you to put Simmental in a leadership role by building the best genetic evaluation system possible and keeping it the best."

ASA had already published a genetic evaluation beginning in 1971. After two years of development, the first Cornell/ASA evaluation, which included only weight and growth traits, was published in 1984. Pollak shared a timeline from the inclusion of Simbrah data, the addition of traits like calving ease and carcass traits, accounting for variances in percentage cattle and calf gender, the industry-first tenderness EPDs, and better handling of non-Simmental genetics in the database. These evolutionary changes led to the first multi-breed evaluations released in the late 1990s, and ASA's position today as the leader in true multi-breed genetic evaluations. According to Pollak, "The multi-breed evaluation was one of the most incredible experiences we had on the scientific side — creating a system that set the stage for the future."



Lilly Platts, who headed up the organization of ASA's Herdbook Tutorials, introduced attendees to the informational Herdbook how-tos.

Jannine Story, Total Herd Enrollment Specialist, instructed on the basics of the THE program.



Riley Foster, DNA team member, gave a rundown on how to request DNA kits.



Bruce Golden, Ph.D.

Dr. Bruce Golden, along with Dr. Dorian Garrick, cofounded Theta Solutions, LLC, and developed the BOLT software now being used to produce the new IGS Multi-breed Evaluation powered by BOLT. Golden explained that the new evaluation powered by BOLT is driven by two end goals — Improving the accuracy of prediction, and reducing the prediction error variance. And, he described the process whereby the IGS Multi-breed Evaluation is running on BOLT automatically with staff intervention limited to system oversight and error correction.

Golden explained important “enabling technologies” that make the BOLT system possible — most importantly, relatively low-cost hardware advances like those “borrowed” from the gaming industry that have yielded incredible increases in computing power and speed, “allowing the use of computational models that have been known for decades but were limited by insufficient computing power.” These technologies have allowed genetic evaluations in which phenotypic, pedigree, and genomic data are evaluated in a “single step” process. Golden explained that the model used in the IGS evaluation is the single-step Super Hybrid Marker-effect Model (SHM). One significant advantage of SHM is the ability to predict genomic effects for both genotyped and non-genotyped animals.

Golden also provided more detail and explanation of the power of SHM and the evaluation. He explained that the new methodology and hardware allow them to reimagine models for all traits. He specifically addressed changes in accuracy observed in the new evaluation, saying that accuracy is much harder to compute than EPDs. In the past, computational limitations led to approximation bias, with most accuracy being overstated. The new evaluation is more accurate, and the accuracy is more accurate than previous evaluations.

Mahdi Saatchi, Ph.D.

Dr. Mahdi Saatchi, as the Lead Genomicist for IGS, talked about DNA — what happens from the time you take a DNA (tissue, blood, hair, or semen) sample until you receive the results from ASA, and how the steps affect the genetic evaluation. His presentation began with the very basics of DNA — what it is and what it does. He explained what a SNP marker is, the effect of SNP differences on the breeding value between animals, and how a typical 50K SNP chip is used to determine the genotype of the animal.

Saatchi provided the “Farm to EPD story” in these steps: Taking the sample at the farm; sending sample to the lab; the lab takes cells out of sample; extract DNA from the cell nucleus; amplify the DNA; place DNA on a SNP chip for genotyping; the lab sends final data report to Saatchi; the data is reformatted; pre-imputation quality control (QC), imputation, and Post-imputation QC; the final genotype file is created and sent to BOLT evaluation with pedigree/performance info to get GE EPDs.

Saatchi showed an example of the final report file spreadsheet from the lab, which includes 50,000 rows of information for each animal. He explained how missing data is imputed (or estimated) by software based on the SNPs located near the missing data. For this reason, ASA requires higher density tests on AI sires and donor dams to give more information to impute missing data. Saatchi also shared that quality control done on data received from the lab is very important because the BOLT SS-SHM analysis extends to the entire pedigree.

Charlie Will

Charlie Will spent a 43-year career with Select Sires honing his skills, and using the best technology available at the time to select some of the leading Holstein bulls in the AI industry. He shared that “the greatest gains in the future will come from genetics,” saying also that “genetics are more powerful than ever.”

Will observed that “adding genomic data to parent averages doubled the accuracy of the Holstein prediction.” And, that genomics helped correct the parentage error rate that was as high as 16% before genomics, concluding that “we make less mistakes with genomics.” He suggested that perhaps Holstein breeders “are too carried away with rank” when selecting bulls, and need to use the various index values to sort a “top group” and select individual animals that match their criteria from that group. Will sees Holstein breeders using increased selection for genomic “lines” to manage inbreeding, and observed that the demand for semen from young, genomically-proven bulls demonstrates the increased confidence that breeders have in genomics.

Matt Spangler, Ph.D.

In a wrap-up message to the Fall Focus attendees, Dr. Matt Spangler discussed the “roles and responsibilities of each layer of the industry” to be engaged in the generation, improvement, and use of genetic evaluation. Spangler, a beef genetics specialist at the University of Nebraska-Lincoln and IGS scientific contributor, challenged seedstock producers, commercial cow-calf producers, and the fed cattle sector to better understand how genetic evaluation affects their sector, and their customers, and to clearly define goals related to genetic evaluation.

Spangler’s message to the predominantly seedstock-oriented audience was that the “overall goal should be to increase commercial-level profit.” Spangler said that we need to “make decisions simple, and sell problem-free animals.” He further outlined areas where there are “leaks” in genetic improvement — not enough phenotypes and genotypes; culling of genetically superior animals for perceived “flaws”; using old genetics; and not genotyping enough females with data.

Spangler suggested that the commercial sector focus more on the return on investment of bull purchases and “choose sires based on the genetic potential to increase net profit.” And, he encouraged larger herds to record their data with a breed association to help develop EPDs on their herds, and help improve overall EPD accuracy. To the fed cattle sector, he simply said, “Pay value for value,” explaining that they, too, need to “understand the value of, and participate in, genetic evaluation.” He admonished the industry to embrace and use selection indexes, explaining how indexes are derived. He suggested that indexes can simplify and better target commercial bull buying decisions, and that indexes are “designed to improve commercial-level profitability.”

In a closing statement of caution, and in his typically unapologetic delivery style, Spangler said, “The single thing that has stood out to me the most in the genomic selection era is that the majority of seedstock producers never understood EPDs and accuracy to begin with. At some point this will manifest itself and I fear we run the risk of messing up the end game.” ♦

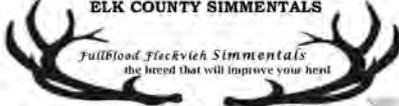




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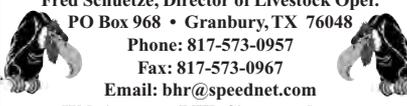
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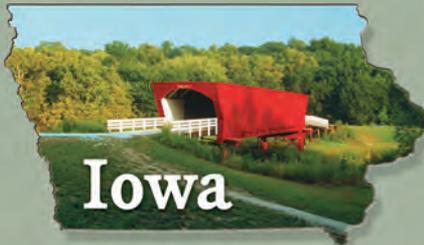


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SIMBRAH

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SUMMIT

By Emily Lochner

Editor's Note: *This article was originally published in the Simbrah World.*

As a joint effort of the American Simmental Association (ASA) and the Simbrah Breeders Council (SBC), the first ever Simbrah Summit was held Friday, August 10, in San Antonio, Texas. The event was co-moderated by ASA Trustee and Simbrah Committee Chairman, Randy Moody of Alabama, and SBC President, Wayne Reavis of Texas. The Summit boasted over 30 breeders from Tennessee, Alabama, Texas, and Louisiana. "The Simbrah breed needs to be recognized as the industry-relevant breed it is. Therefore, the Simbrah committee felt it important to host an event for breeders to collaborate and voice their opinions," said Moody.

The collaboration began with ASA's Executive Vice President, Dr. Wade Shafer, leading an open discussion from the group to determine the intent of the meeting. All breeders in attendance were given the opportunity to convey their aspirations for the event, yet two overwhelming topics continuously surfaced: The need to develop a fool-proof marketing plan for the Simbrah breed; and ways to capitalize on selling Simbrah bulls and females to the commercial breeder.



Bill and Jane Travis of Pine Ridge Ranch pose for a photo with Maurice Janda of Graham Feedyard (center). Janda regularly feeds Simbrah steers for the Travis family.

"I think I speak for all Simbrah breeders when I say our product is not the issue. Any issues from the past have been overcome as a breed. However, now it seems we have a problem getting our product across to the industry and that our product is not as well received as we'd hope because of past perceptions," mentioned Reavis.

For nearly two hours Shafer led a casual interaction among the group, discussing topics such as Simbrah's major competitors — Braford, Brangus, and Beefmaster, the trends of the Simmental and Simbrah breeds for calving ease, weaning weight, stayability and carcass traits since the 1970s, and the value of heterozygosity. Shafer ended by stating, "The genetic evaluation for the Simbrah breed isn't as reliable as we'd prefer. Frankly, we need data and we need it now."

After lunch, the group reconvened to hear from Maurice Janda, feedyard manager for Graham Land & Cattle of Gonzales, Texas. "With an ideal climate year-round, featuring mild temperatures and minimal snow or freezing, Graham Feedyard is an ideal location to feed *Bos indicus* cattle," explained Janda.

And, with a capacity to feed 30,000 head and background an additional 15,000, it's safe to say the South Texas crew is experienced and primed to give attention to cattle with extra ear. In a recent group of Simbrah-sired cattle, Janda reported the stats: average in-weight of 735 pounds; average out-weight of 1,335 pounds; and the cattle gained an average of 2.8 pounds per day. On the rail, 3% of the Simbrah group quality graded Prime, 72% graded Choice, and 25% Select, compared to a yard average of 55% Choice.

"In terms of maintenance, *Bos indicus* cattle require about 10% less energy than their *Bos taurus* counterparts. The difficult perception to overcome is proving that Simbrah cattle are more 'fit the box' in terms of size, disposition and weight than old notions held."

Janda then suggested that breeders should begin shifting their mindset away from the “traditional marketing” of hauling a weaned calf straight to the sale barn to receive an instant check with no tangible way to keep records or capitalize on quality carcass genetics. Rather, he defends, if breeders can know their breakeven costs, maintain a successful calfhooed vaccination program, and precondition on grain for 45 days post-weaning, retained ownership would yield profitability and stability for breeders. Graham Feedyard works with their packers, Sam Kane of Corpus Christi and Cargill of Friona, to help collect reportable data on average daily gain (ADG), ribeye area, backfat, quality grade, yield grade, and tenderness. “Retained ownership just makes sense for breeders who value recordkeeping. They’ll skip the sale barn commissions, weaned calf shrink weight and will get financially rewarded for a good breeding program,” concludes Janda.

To wrap up the presentation, Fred Schuetze, ASA Trustee of Granbury, Texas, posed the question, “How do we, as breeders, expand the use of Simbrah genetics into the feedyard industry?” Janda replied, “Simply keep meticulous records, eliminate outliers and continue to have the cattle grade well on the rail.”

Back to Dr. Shafer, the group was led in a presentation to understand the traits that go into calculating an index at the ASA. The All Purpose Index (\$API) captures traits such as feed intake, mature weight, milk, replacement female rate, and stayability alongside output traits of weaning weight, number of calves weaned, and cull cow base cost. The Terminal Index (\$TI) includes input traits of feed intake and yardage and output traits of feedlot gain, carcass weight, quality (Choice/Select spread) and yield are included.

The speaker presentation session concluded with Dr. Joe Paschal, livestock Extension specialist of Texas A&M Agrilife Extension, on “Utilizing Simbrah Cattle in Today’s

Cattle Industry.” Dr. Paschal began by saying, “Truthfully, I see more Simbrah cattle outside the United States than I see inside. The reason is, breeders have honed in on the golden key of trying to match their cow to their environment of forage availability and other environmental stressors such as heat and humidity.” Paschal believes that in general *Bos indicus* cattle are undervalued in today’s marketplace because “they grow well, they hardly ever get sick and they never Yield Grade 4 or 5.” Profitability of a beef producer can be boiled down to a few points: a good management program; cost of input; value of the product; and a good breeding system, Paschal states. A few genetic factors affecting cattle efficiency could include the characteristics of breed used, whether hybrid vigor is utilized, and individual traits of the dam and sire.

“Honestly, breeding a solid sire and dam are the base cake, while the resulting hybrid vigor is just the icing on top,” Paschal explains.

After the conclusion of Dr. Paschal’s session, Tim Smith, ASA Board Chairman, Giddings, Texas, finished by asking, “What are the ways you personally would throw the Simbrah name back into the beef industry to attract consumers to the product?” Paschal answered, “Get into universities and get them to validate your breed through research projects. Then mail them magazines, hold a field day, send producers to speak to them, outreach to different variations of industry (producers, feedlots, packers, academia) and poll where advancements could be made, and promote breeders at the cow-calf level from a marketing and social media level — as a high tide floats all boats.”

Co-moderator Randy Moody finished the day by recapping the action plan to take back to the Simbrah committee at ASA and for the Simbrah Breeders Advisory Council. Main elements involved the creation of a steer feedout program to collect carcass data, establishing marketing pieces to explain the value of Simbrah and also charts showing the breeding up from Brahmans or Simmentals to create a Simbrah, targeting the market of Simbrahs in the commercial industry, and a potential for Texas to host a future ASA Fall Focus to showcase the value of the breed. Moody affirmed that “Simmental and Simbrah breeders are similar to that of the Burger King motto, ‘you can have it your way.’ You can run your operation the way you see fit, but at the end of the day we are all on one team.” ♦



ASA Board of Trustee members in attendance included, left to right: Jim Ligon, Cookeville, TN; Randy Moody, New Market, AL; Tim Smith, Giddings, TX; and Fred Schuetze Granbury, TX



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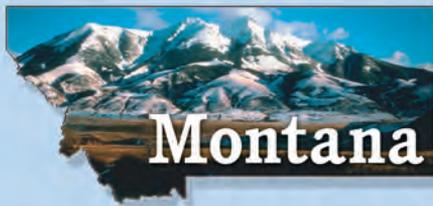
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Big Team, Big Dreams 2018 IGS Youth Leadership Summit

A joint junior leadership conference moves into its second successful year.
By Dr. Rachel Endecott, Director of Youth Development and Special Projects



2018 IGS Youth Leadership Summit attendees at Mohl Gelbvieh after a rewarding day of ranch tours.

The Event

The 2018 IGS Youth Leadership Summit was held July 19-22, in Fort Worth, Texas. Simmental, Shorthorn, and Gelbvieh youth from around the country gathered at the Superior Livestock office at the historic Fort Worth Stockyards to kick off the event.

Summit attendees first heard from chef Jon Bonnell, who owns and operates two fine dining restaurants in Fort Worth, as well as a restaurant on the Texas Christian University (TSU) campus. Bonnell is also the celebrity chef for TCU's Amon G. Carter Stadium, where he oversees the menu for all home football games. Bonnell began his presentation with a clip of his appearance on ESPN's College GameDay where he featured an impressive tomahawk rib steak, and the audience was hooked. Chef Bonnell shared with the group how beef fits into his menus at all of his establishments and fielded questions from the group ranging from his training to his favorite beef cut and dish to prepare.

A team building event in the stockyards followed by a walking history tour of the stockyards rounded out the first afternoon. Superior Livestock's Purebred Division Manager Jason Barber shared with the Summit group an overview of Superior's wide-ranging businesses as well as a behind-the-scenes look at his job in the purebred division, which includes working with seedstock producers who

air their sales on Superior Livestock Auction and overseeing the Superior Progressive Genetics value-added program. After a tasty fajita supper, participants competed in a fierce lip sync battle for the evening's entertainment.

The second day of Summit kicked off with an enthusiastic presentation from Kevin Johnson, Assistant Director of the TCU Ranch Management Program. Johnson shared about his background in the feedlot and animal health sectors of the beef cattle industry and how those experiences led to his current position in the endowed Houston Livestock Show and Rodeo Professorship. Attendees were able to hear first-hand from an instructor about the unique opportunities offered by the TCU Ranch Management Program.

Special Ranger Wayne Goodman of the Texas and Southwestern Cattle Raisers Association (TSCRA) enthralled the audience with stories from his law enforcement career in the livestock and ranching industry. Ranger Goodman is commissioned by the Texas Department of Public Safety and is one of 30 TSCRA special rangers stationed strategically throughout Texas and Oklahoma who have in-depth knowledge of the cattle industry and are trained in all facets of law enforcement.

Rounding out the second day's speaker was Diane Johnson, Livestock Publica-

tions Council Executive Director, who gave an interactive and fast-paced presentation about basic etiquette in the livestock business with real-world examples from breed associations, shows, and conferences.

The Summit group then loaded the buses for an afternoon and evening out and about in the Dallas-Fort Worth area. The first stop was a tour of the Bureau of Engraving and Printing where participants were able to get a birds-eye view of the process by which US currency is printed. A Texas Rangers versus Cleveland Indians baseball game that went into extra innings capped off the night.

The Big Team, Big Dreams event concluded with tours of area cattle breeders' operations, including Simmental location, Shipwreck Cattle Co., Grandview; WHR Shorthorns, Van Alstyne; and Mohl Gelbvieh, Sulphur Springs. Each family provided wonderful hospitality to the group while providing opportunities to view their cattle and answer questions.

Editor's Note: *Special thanks to youth directors Shelby Rogers, American Shorthorn Association, and Taylor Evans, American Gelbvieh Association, along with the Simmental, Shorthorn, and Gelbvieh junior boards for their hard work to make the IGS Leadership Summit a success.* ♦

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LLSF Pays To Believe ZU194

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

EPDs:
 CE: 8 \$API: 122 \$TI: 64



Dam: URA Baby Doll



Granddam: Rockin Robin



WLE Big Deal A617

EPDs: CE: 10 \$API: 114 \$TI: 65
 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: 122 \$TI: 69
 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: 9 \$API: 128 \$TI: 66



Famous donor dam, Hope Floats



2014 NWSS Champion Bull

\$16,000 Grand Fortune daughter



OMF Epic E27

ASA#: 3317371
 WS All Around Z35 x OMF Commander Y69
 Homozygous Polled • Homozygous Black
 EPDs: CE: 15 \$API: 147 \$TI: 82
 Exciting calving ease outcross genetics
 who sold to Schooley, IA, and Sears, CA,
 from Oak Meadow's NWSS Pen!



RFG/K-LER Elevation 727E

ASA#: 3268058
 LRS Elevate 2138 x MCM Top Grade 018X
 Homozygous Polled • Homozygous Black
 EPDs: CE: 14 \$API: 156 \$TI: 80
 High-selling bull in 2018 "The One Sale",
 selling to Lee, CO. Tremendous EPDs
 combined with great design —
 an exiting purebred!



FBF1/SF Ignition A811

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

EPDs:
 CE: 15 \$API: 108 \$TI: 56



Ignition's fantastic full sister



2016 NAILE Reserve Champion
 SimSolution Junior Show by Ignition



Mr. TR Hammer 308A ET

ASA#: 2759745 • Ellingson Legacy x CNS Dream On

EPDs:
 CE: 10 \$API: 124 \$TI: 80

Black/Polled

1/3 revenue sharing \$200,000
 top-seller of the 2013 HCC Sale,
 Hammer is a world class individual
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EPDs as of 8.8.18

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EPDs:
CE: 12 \$API: 129 \$TI: 84



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: 12 \$API: 122 \$TI: 64



Loaded Up's famous dam!



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



Loaded Up son at Werning's.

W/C Loaded Up 1119Y

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

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



EPDs:
CE: 11 \$API: 113 \$TI: 69



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



Bottomline's Dam.



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



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

TL Bottomline 38B

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

Bottomline will add power and 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: 13 \$API: 131 \$TI: 73



Carver's dam is the famous donor, Dolly.



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



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



TKCC Carver 65C

TKCC Carver 65C

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

Carver was the high-selling and lead-off bull in the 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!



KRMS Primary Candidate B204

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

EPDs: CE: 9 \$API: 120 \$TI: 67

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



Jass On The Mark 69D

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

EPDs: CE: 14 \$API: 130 \$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: 7 \$API: 108 \$TI: 66

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: 8 \$API: 111 \$TI: 60

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



EPDs:
CE: 8 \$API: 104 \$TI: 61



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

Rocking P Legendary C918

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

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



EPDs:
CE: 8 \$API: 111 \$TI: 64

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: 11 \$API: 119 \$TI: 64

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:
CE: 7 \$API: 125 \$TI: 76

Homozygous Polled
Heterozygous Black
Outcross sire owned by JS Simmental, Volk Livestock and Cuming Creek Cattle. Here's a new performance outcross with growth in the top 5% of the breed!

STF/DSF Brimstone EC70

ASA#: 3276061
CCR Wide Range x LRS Turning Point 3117A



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

Homozygous Black,
Homozygous Polled



VCL LKC Dagger 605D

VCL LKC Dagger 605D

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



EPDs:
CE: 8 \$API: 99 \$TI: 56

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: 115 \$TI: 60

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 as of 8.8.18

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Embrace the Past,

As ASA celebrates 50 years, we look to the past, and how it shapes our future. This month's issue is the eighth installment in a year-long series, focused on

Golden Memories

Coordinated by Emme Troendle

In 2012, the ASA started incorporating genomics into expected progeny differences (EPDs). Dr. Wade Shafer provided a summary of how these enhancements would increase EPD accuracy and potential EPD movement for low accuracy animals.

The Future is Here

By Wade Shafer, Ph.D.

Approximately a year ago we ran an article in *SimTalk* to update readers about the state of genomic use in our industry. The article closed with the following paragraph: "Unless you have Angus cattle that are evaluated in the American Angus Association's genetic evaluation, currently available DNA tests are of little to no value to you for EPD enhancement; however, don't be dismayed if you don't fit this description. The recent evolution in genomic technology has spurred organizations to take the steps necessary to harvest its value. For example, ASA is presently working on the development of DNA tests specific to our population, as well as the capacity to incorporate test results into ASA's genetic evaluation."

One year later we are pleased to announce that the future has arrived at ASA. We are now offering a DNA test that, when incorporated into our genetic evaluation, can add significant enhancement to lower accuracy EPDs. The result of a multi-year collaborative effort, test development was fueled by ASA members and staff, carcass merit cooperators, USDA, University of Illinois, University of Missouri, Montana State University, GeneSeek® and the National Beef Cattle Evaluation Consortium.

Test development was initiated several years ago through requests for donated semen on high accuracy sires. ASA members stepped up to the plate and delivered, with hundreds of DNA samples being collected via donation. Besides older sires, virtually all of the current 500 most heavily used sires were sourced. Samples were also collected on the sires and their offspring fed at the University of Illinois. In total, over 2,700 samples were genotyped.

The genotypes, along with the equivalent of millions of phenotypes (data submitted by breeders and the Carcass Merit Program over the years) were amassed and analyzed by University of Iowa researchers. The analysis resulted in the parameters required for genetic evaluation.

The multi-tiered effort culminated in a very successful outcome. The standard measure of a DNA test used in EPD prediction is the correlation between test results and the traits of interest.



Wade Shafer

ASA is utilizing a new DNA test to enhance EPDs

As you can see, correlations for ASA's test are stronger for some traits and weaker for others compared to the commercially available Angus tests. All in all, however, ASA's test sizes up well. The relevance to genetic evaluation is that the stronger the correlation the more information the test adds — and therefore the greater the increase in EPD accuracy and potential EPD movement.

Results from ASA's DNA test will be incorporated into our multi-breed genetic evaluation system in a new, more precise method than current industry standard — culminating in more informative EPDs. Under the standard approach, each animal's DNA test results are assumed to add an identical amount of information to genetic evaluation. Though this approach lends itself to ease of incorporation, it glosses over the fact that there can be large difference between animals in the actual amount of information harvested from their DNA tests. (These differences are largely due to how well connected the animal being tested is to the population used to develop the test.) Because the amount of information added by a DNA test varies by animal, assuming that it does not vary (i.e., the standard approach) will over or under-weight the information depending on the animal. Since ASA's system will individually assess the amount of information added by each animal's DNA test, the resulting EPDs will be more accurate.

Besides being contingent on an animal's connectedness to the development population, the usefulness of ASA's DNA test will be greatest on the traits having a strong correlation with the test (e.g., birth weight, marbling, etc.). It will also add more value to animals with lower base (i.e., starting) accuracy values.

The take home message is that the test is minimally effective for some traits and only has utility on animals with low to mid accuracy EPDs.

The 50K genotyping required for the test is being performed by GeneSeek. Upon completion of genotyping, results will be interpreted and incorporated immediately into an animal's EPD profile.

Imagine the Future

revisiting historically significant documents, articles, and photographs, in addition to hearing from those involved about the significance of this history.

Golden Opportunities

Jackie Atkins, Director of Science and Education, discusses how genomics have shaped the last six years.



Jackie Atkins

Genomics Today: Continued Advancements and Potential For More

By Jackie Atkins Ph.D.

We have come a long way in a short period of time. In the last six years, since our first Genomically Enhanced EPD, our members genotyped tens of thousands of cattle, our evaluation became the largest multi-breed database of beef cattle pedigrees and records, and we were the first organization to publish single-step genomic EPDs on a large database. With the IGS Multi-breed Genetic Evaluation powered by BOLT, we can squeeze more and more information out of this great database of phenotypes and genotypes.

What has all this hard work done for the breeders using genomics and their customer's buying bulls or females with genomically enhanced EPDs? Take a look at the table of progeny equivalents (PE) from 2012 when we first had genomically enhanced EPDs to today. Progeny equivalents describe how many progeny it would take to see a similar increase in accuracy of EPDs as the increase from a genomics test. The numbers in the table represent how many progeny records it would take to see a similar increase in accuracy of the EPD for that trait due to a genomic test.

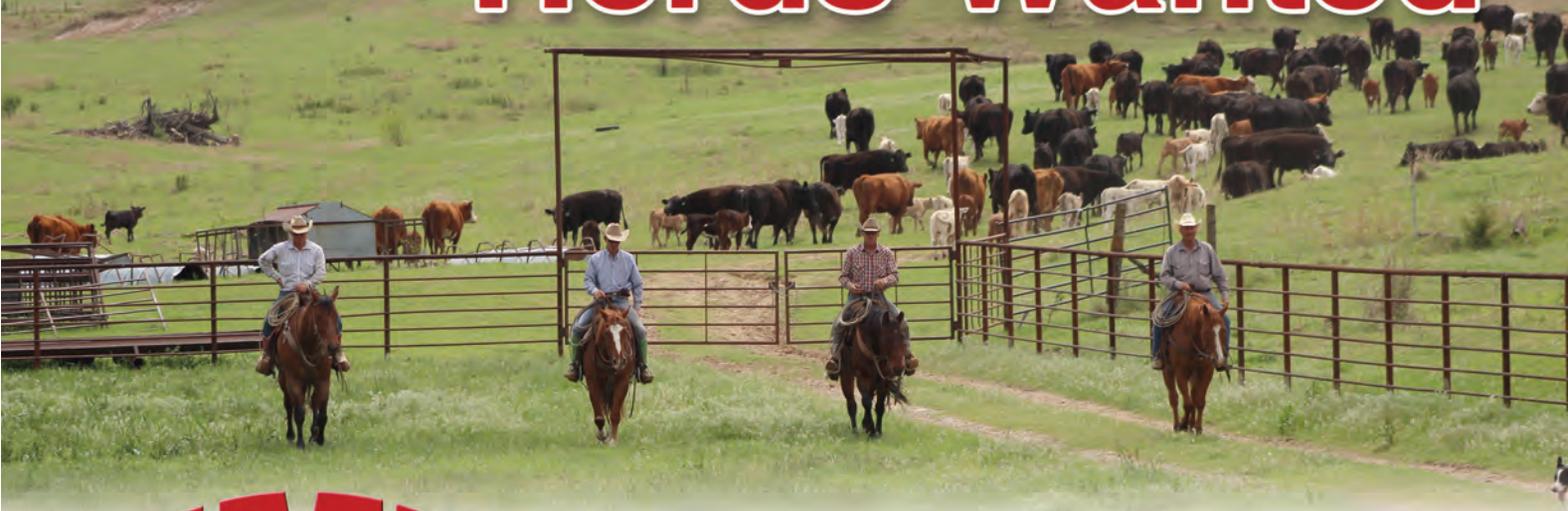
In other words, in 2012, genomic testing was like adding five calving ease records to a bull's EPDs. In 2012, adding DNA was like adding six birth weight, four weaning weight, and three yearling weight records. In 2012, these were great numbers but, what is really exciting is how this has improved in a few short years. Look at the 2018 Progeny equivalents for the same traits and the difference (improvement over six years). Now, on a one-month-old calf could have EPDs as accurate as if you had 15 calving ease records, 21 birth weights, 22 weaning weights, and 24 yearling weights, and 25 stayability records on his/her daughters — think of how long it would take to get that same information through progeny testing.

Trait	2012 PE	2018 PE	Difference
Calving Ease	5	15	+10
Maternal CE	3	3	0
Birth Weight	6	21	+15
Weaning Weight	4	22	+18
Yearling Weight	3	24	+21
Milk	3	18	+15
Stayability	9	25	+16
Marbling	4	8	+4
Ribeye Area	4	5	+1
Back Fat	1	6	+5

DNA enhanced EPDs are only relevant when breeders continue to send in quality phenotypic data. You may notice maternal calving ease and the carcass traits have not moved as much as the other traits. This is due to fewer records and fewer animals with the phenotype that are also genotyped. The Cow Herd DNA Roundup is aimed at ramping up females with genotypes, which should result in an increase in the maternal calving ease progeny equivalents in the near future. Carcass traits are another challenge as carcass records are scarce and animals with carcass records and genomics are even more scarce. The ASA Board has recently agreed to invest in a research project to help gather more genotypes and phenotypes for better prediction of carcass records.

The improvements illustrated in the table truly took a team effort — a lot of hard work and investments from seedstock breeders for genotyping and continuing to send in phenotypes, the staff processing the data and laboratory work, the genotyping companies creating better and less expensive DNA options, and the scientists improving the way we use the DNA markers. Thanks to the team for committing to the advancement of genomics technology. The future looks bright from here! ♦

Cooperator Herds Wanted



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

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

*Lynda Stuart,
Stuart Land and Cattle Co.*

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

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

Incentives for Cooperators

- ◆ Free semen from the industries top herd sire prospects.
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- ◆ 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.
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How does it work?

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

Qualifications

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

Contact Lane Giess or Jannine Story for more information at 406-587-4531.



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Down to the Genes

Everything you need to know about ASA's DNA Services and more.

Common Reasons for Delays in DNA Testing

By Lilly Platts, Jackie Atkins Ph.D., Riley Foster, and Leoma Wells

In the first installment of this series (printed in September), we discussed DNA test requirements, expected timelines for DNA testing (two months from ordering kits to results uploaded in Herdbook), and tips to make the DNA testing process smoother. In this issue, we delve deeper into ways breeders can expedite their DNA testing and reasons why test results may be delayed.

Ways to expedite DNA test results:

Communicate all required information when requesting DNA testing. Members can either request a kit when they don't have DNA cards or TSUs, or they can request DNA testing using DNA cards or TSUs they have on hand, in which case the ASA emails paperwork specific to the member's barcodes and samples. It is important to have all relevant information at the time of kit or DNA testing request to reduce delays in communication.

Ensure proper sample collection and handling. Follow the directions for each sample type (blood, hair, tissue) in order to reduce sample fail rates or samples that don't even make it into testing (see adjacent page for reasons why each sample type may fail). Check out the Have You Herd blog for videos including detailed instructions to collect each sample type.

Ensure proper identification on the DNA card or TSU. The barcodes on the DNA cards or TSUs are specific for the animal. If you switch animals, you must contact ASA prior to sending the sample to the lab. Why? If anything is different than expected, the samples will be held aside until the laboratory knows exactly what to test. If anything changed from the original DNA order, contact the ASA prior to sending samples to reduce confusion and delays at the laboratory.

Consider priority handling or priority shipping. Members can opt to expedite animal registration or other jobs needed to complete the DNA process. Faster shipment of kits either from ASA to the member or from the member to the lab can reduce the time it takes to get results. Both of these options come at a cost.

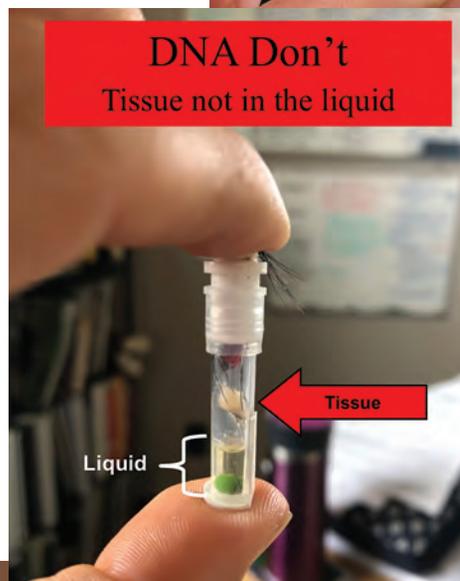
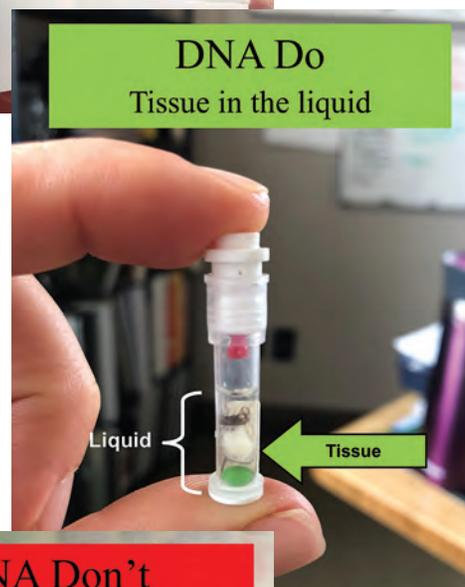
There is no way to expedite the actual testing procedure at the lab. The only way to speed up the DNA process is to reduce the time spent on kits or paperwork, sample collection, reduce sample fail rates, and reduce shipping transit times.

Ways to Delay DNA test results:

Not including all required information when ordering tests. This will require follow-up emails or phone calls for ASA to obtain all necessary information.

Misidentification on the DNA sample. If samples go to the lab without proper identification and paperwork, the samples are put in a "mystery box" to be deciphered by the laboratory and ASA staff. This will delay samples entering into test.

Poor DNA sampling techniques. Any contamination from other DNA (blood from another animal or feces for example), chemicals such as bleach or tattoo ink, mold, or not enough sample collected can all result in samples failing testing. If samples fail testing, this will add several weeks to months to the timeline as a new kit is required, new sample collected, and retesting. See Common Reasons Why Samples Fail and Concerns by Sample Type for more information.



Common Reasons Why Samples Fail DNA Testing

General Issues

Biological Contamination

- Cross contamination between samples/animals.
- Fecal matter and dirt in sample — any foreign material in the sample may interfere with genotyping.

Chemical Contamination

- Dye/pigment from animal markers.
- Insect repellent.
- Cleaning agents.

Improper Storage

- Heat exposure including leaving samples in vehicle or in hot sun.
- Exposure to foreign material including mold.
- Improper frozen storage — the freeze/thaw cycle of a self-defrosting unit can degrade DNA.
- Extended sample storage — DNA degrades over time.

Insufficient sample

Improper shipping

Concerns by Sample Type

Hair cards

- Too few or no follicles (< 30) — DNA only occurs in the 'root' of the hair. The actual strands do not contain DNA.
- Small follicles taken from young calves — hair samples should not be taken from calves < 6 months of age.

Blood cards

- Insufficient blood spotted on card — ensure the circle is filled and the blood is visible on both sides of the paper.
- When spotting cards from stored blood (purple top), make sure to invert the tubes four to five times before spotting.
- Do NOT speed-dry the card using a hair dryer as heat may damage the DNA.

AllFlex Tags, Typifix Tags, and Tissue samples

- No sample in unit.
- Sample is trapped in cap/does not enter tube/liquid — sample will not be preserved.
- AllFlex tags and Typifix tags should be kept at room temperature to prevent DNA degradation.
- Long-term storage (longer than one year) — store in a freezer (-20F) that does not get used often and does not automatically defrost. ◆



Go to *Have you Herd* to watch short videos about proper DNA sample collection and handling.

Contact the ASA today at 406-587-4531 or simmental@simmgene.com for help with DNA testing.

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Young Cattlemen's Conference Report: The Trip of a Lifetime

*Dr. Brandi Karisch, MBK Cattle,
Starkville, MS*

For the last several years, I've listened over and over again to friends who talked about their experience at Young Cattlemen's Conference (YCC) as "a once in a lifetime experience" or "the trip of a lifetime." I've anxiously awaited my chance to attend and see what all of the fuss was about. Naturally, when I received word that I'd been selected to represent the ASA in the 2018 YCC class I jumped at the opportunity. The bar was certainly set very high with my expectations! The opportunity to meet and get to know great people from across the country, see more of the beef industry, and then on top of that to share issues and concerns with my elected representatives was one I couldn't pass up. Before the trip, not only did I spend time trying to determine how to fit a ten-day wardrobe that included suits, jeans, and boots into 50 pounds of luggage, but I also spent a little time reading about my fellow participants, and wondering what each would be like when we met. Our class had participants from Hawaii to Washington to Florida and Pennsylvania and nearly every state in between! In early summer, I hopped on a plane to start an epic ten-day journey to meet 61 cattlemen and women leaders from across the country. The next ten days would take us from feedlots to packing plants to hamburger makers to Capitol Hill with lots of learning along the way.

My background is primarily in the seedstock, commercial cow-calf, and stocker segments of the industry so an opportunity to learn about the perspectives of those in the feedlot packer, and even retail side of the industry, was truly a valuable experience. Greeley, CO, is home to a large portion of these parts of the industry, and we were in for an up-close-and-personal perspective. First up was a tour of the JBS Greeley Beef Plant. While I've toured commercial processing facilities in the past, the sheer amount of cattle and efficiency at which this plant functions, while facing such a high turnover rate of employees, is simply astounding. A feedyard with a capacity of 100,000 head is another sight to witness, and Five Rivers Kuner Feedyard definitely lived up to expectations. Even for someone with a background in cattle nutrition, the sheer scale of mixing and feeding three million pounds of feed per day is mind blowing.



Not many people can say they've had the opportunity to sit down and have a candid discussion about beef industry concerns with the executive team of JBS, but I am honored to include myself in that number. From discussions of sustainability to traceability to food safety, our group asked the tough questions (and follow-up questions), and the team at JBS was not shy in sharing their thoughts and opinions.

No trip to Greeley is complete without a stop at Greeley Hatworks. Our class sure made an impressive statement walking through the airport, and the halls of Congress with all of the guys sporting their freshly-shaped cowboy hats. All of those fresh cowboy hats and boots helped to encourage discussion and help us tell our stories. As cattlemen and women, we're often asked questions from friends and even random strangers on a plane about how we raise our cattle and produce food for their families. While many of us realized the importance of sharing our stories, no one had ever trained us on how to effectively do it, and a media training certainly aided us in being more comfortable talking to consumers and reporters alike.

Jumping on a plane to Chicago brought us closer to the retail and food service side of the beef industry. Safeway's flagship store in Denver was the first stop on this retail journey, and brought an interesting perspective in how they highlight beef in both their advertising and in the meatcase to appeal to consumers. Tyson and Hillshire Farms were the next set of big names with which we had the opportunity to ask about their tactics on marketing to a new and more involved consumer, and tour their downtown Chicago offices. McDonald's is not often the first name that springs to mind when thinking about improving sustainability and quality in the beef industry, but that was indeed the focus of our discussions over lunch at the ribbon-cutting day of their new downtown Chicago headquarters. A company that sells 63 billion burgers per week, accounts for 2% of the entire US beef industry, and focuses on telling the stories of cattlemen was certainly a highlight to hear. The launch of their fresh (never frozen) quarter pounders means more good news for American beef producers since that product is sourced only from North American beef! Sadly, we got to hear all about the

goodness of this new product, and even tour the plant that makes them (OSI Industries), but we didn't get to sample one that day because the kitchens in their brand new building weren't quite functional yet. This was definitely the worst news of the trip!

Wheels up after a quick day in Chicago meant it was time to shift from focus on the industry to a focus on policy and issues affecting beef producers. A late night flight to Washington, DC brought a new day to spend updating our class on issues important to our diverse group. The Farm Bill, transportation, trade, and the Endangered Species Act were just a few of the key issues discussed. After a quick practice session and night's sleep it was time to hit the Hill! I spent the day with a fellow Mississippian as we traveled from our state senators to representatives' offices with a warm welcome and good discussion of these topics with leadership and staff. Even though after 10 days away from home I was more than ready to get back to my family and cows, I can honestly say that I was not ready to leave all of my new friends. While the trip itself and the things we witnessed and learned about were amazing, the part of the trip that truly made it the trip of a lifetime for me was the people. It's so easy for us to get focused on our own lane or box, that we forget that one of the best parts of the beef industry is the people involved in it. Putting such a diverse group of people with a variety of cattle and life experience in a bunch of hotel rooms, buses, and planes on a cross-country trip makes for some entertaining storytelling and swapping of tales. Thankfully for us, in this age of social media, most of us have been able to keep up with each other's life on the farm from the comfort of home, and we cannot wait until we can all meet again. I'm so thankful to have been selected to represent the American Simmental Association on this once-in-a-lifetime trip. If you ever get the opportunity to go, I encourage your first answer to be a resounding YES! ♦





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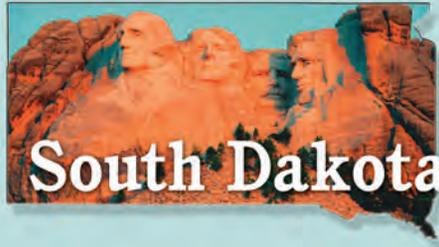
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STATE SCENE

North Carolina Lawmakers Override Veto

Legislation in North Carolina making it more difficult to sue hog producers for allegedly being a nuisance is now law after the state's General Assembly overrode a veto by Governor Roy Cooper. The North Carolina House voted 75 to 45 to override the governor's veto of the North Carolina Farm Act of 2018, following the state Senate's vote to override the veto.

The legislation modifies the state's Right-to-Farm Law after a recent court ruling dismantled the law and "rendered all farmers vulnerable to malicious, unfounded lawsuits," stated Senator Brent Jackson.

Judge Reinstates WOTUS in 26 States

A judge in US District Court in South Carolina partly overturned efforts to delay the Waters of the US rule (WOTUS), saying a proper public period was not allowed. WOTUS expands the definition of the types of waterways that fall under federal jurisdiction.

Ag operators have argued that it makes them responsible for fertilizer or manure runoff into streams they cannot possibly control. The South Carolina court ruling reinstates the 2015 rule in 26 states, and the rule is still off the books in the other 24 states.

Rights Coalition on California Ballot

A group of organizations seeking to change laws regarding the confinement of animals on farms has received a spot on the ballot for the November 2018 election in California.

Prevent Cruelty California said its measure requires cage-free housing and improved space requirements for three types of animals usually confined to small cages on farms, egg laying hens, breeding pigs, and veal calves. ♦

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BULLETINS

Electronic Voting Option

ASA members may nominate and elect Trustees electronically. Only active members are eligible to vote and to hold office. To indicate that your preference is to vote electronically, members should log on to their own account (Herdbook Services). **Click on:** "Update Account." **Go to:** "Select Voting Preference;" **Select:** "Keeping Same email" or add "Voting email;" **Select:** "Submit your request."

You may also send in a written request to register, although it is recommended to do so online. Registration by phone is not accepted.

New \$50 Reinstatement Fee

During the April, 2017 Board Meeting in Bozeman, the ASA Board enacted a new Annual Service Reinstatement Fee of \$50 for members who have not paid their Annual Service Fee (ASF). The current year's ASF was billed at the beginning of July, and if not paid prior to October 23, 2018, ASA will remove this billing from the member's account and the membership becomes inactive.

If a member wishes to become active later in the same fiscal year, a penalty late ASF fee will apply. This late fee consists of the regular fee (Adult \$110, Junior \$50) plus a \$50 penalty fee. If you have questions, please contact the Association at 406-587-4531 or simmental@simmgene.com.

DoubleTree Is Denver Headquarters

Once again, the DoubleTree Hotel Denver, 3203 Quebec Street, will serve as headquarters for the ASA Annual Meeting, Foundation Auction, and ASA Board Meetings. A special Stock Show rate of \$120 is available to ASA members; to reserve your rooms, call 303-321-3333 and ask for the "SimGenetics 2019" block. Reservations must be made no later than December 14, 2018, 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.

Four Trustees Positions Open In Three Regions

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

North Central (one seat): John Irvine, KS (eligible for re-election)

South Central (one seat): Chuck Miller, Olean, MO

Western (two seats): Tim Curran, CA (eligible for re-election)
Clay Lassle, MT (eligible for re-election)

Eastern: no open seats.

No more than two members from any state can serve on the Board concurrently. Two seats are open for election in the Western Region. Only one additional person from Montana or one additional person from Washington may fill a vacancy. One seat is open for election in the South Central Region. No person from Oklahoma or Texas may fill that vacancy.

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, Tim Smith, as outgoing Chairman, qualifies to serve an additional year on the Board.

Election Timetable

Sept. 14 Write-in ballots for Trustee nominations mailed and posted online.

Oct. 15 Deadline for write-in ballots to reach Chairman of the Tellers.

Nov. 14 Trustee election ballots mailed and posted online.

Dec. 14 Deadline for Trustee ballots to reach Chairman of the Tellers
Call to Meeting mailed and posted online, including ballots, for any Rules or Bylaw changes.

Jan. 7 Deadline for Rule/Bylaw change ballots to reach Chairman of the Tellers.

Jan. 19 51st Annual Meeting

2019 NWSS Schedule Announced

The schedule for activities for the 2019 National Western Stock Show has been announced. The event is being held in conjunction with the 51st ASA Annual Meeting.

Date and Times are:

Monday, November 20 Entry Deadline online at: www.nationalwestern.com

Thursday, January 17
8:00 am ASA Board and Committee meetings

Friday, January 18
8:00 am ASA Board meeting
NWSS pen and sale cattle check-in

Saturday, January 19
8:00 am ASA Board meeting
10:00 am Annual Meeting
1:00-4:00 pm Meet and Greet on the Grounds
6:30 pm SimMagic on Ice

Sunday, January 20
8:00 am Bull Pen Show (including People's Choice Judging)
NWSS Hill cattle check-in
6:30 pm Chairman's Reception
7:00 pm Foundation Gala

Monday, January 21
8:00 am Female Pen Show
2:00 pm The One Sale XXVI

Tuesday, January 22
8:00 am Junior Show
Open Class Bull Show
Wild, Wild West Sale, Brighton, Colorado

Wednesday, January 23
8:00 am Open Class Female Show

DNA Will Invoice At Time of Request

Starting September 1, 2018, DNA invoicing will be completed at the time of requesting the tests (instead of when results are received). This will increase efficiencies and reduce the number of invoices members currently receive.

Since it takes time to order kits and for the sample to complete testing, other types of processing (registrations, THE enrollment, transfers) will not be delayed pending DNA payment for a period of time, which will be determined.

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.

New Genetic Condition Panel Pricing

The Genetic Conditions Panel is undergoing changes to include all 7 of the genetic defects tracked by the American Simmental Association. These defects are: AM, NH, CA, DD, OS, PHA, and TH.

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

2018 Year-Letter is "F"

The year-letter animal identification letter for 2018 is "F", and will be followed by G in 2019 and H in 2020. The letter E was the year-letter designated for use during 2017.

ASA Publication Accepting Photos

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

Vertical or horizontal format is acceptable. Photos used for covers will pay \$100, and those used for advertisement or editorial will pay \$50. Send hi-resolution photos to editor@simmgene.com. ♦



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CONNECTION

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By Bentley McCullough, Fort Benton, MT



It was Thursday, July 25, the BIG day, The Grand Drive day of the 2018 Montana State Fair. The McCullough sisters from Two Sisters Ranch have been preparing for this day since the 2017 Montana State Fair. With this in mind, I am nervous. My homegrown Simmental heifer, Emily, and I enter the ring. She and I were both as prepared for

this show as possible. With this in mind, my nerves washed away. At the conclusion of the Grand Drive, I will know that I did my best at not only raising this heifer but training and showing her.

Back up 50 years. Cattle prices were down. My grandfather, Joe Tadevick, was looking through his horned Hereford herd. He knew he needed some heavier calves on the ground to pay the bills. With this in mind, he set a goal to wean a 500-pound calf. Grandpa Joe chose two breeds of bulls to use for his next calf crop. He chose one of the oldest breeds known to the country, Shorthorn, and the newest breed, Simmental. As a matter of fact, the Simmental bull named Bismark, (ASA #2) filled the position well in order for Grampa Joe to meet his goal. This group of Hereford cattle on the nameless ranch in Montague, Montana, eventually started being replaced by Simmental cattle. As a result, the ranch became Tadevick Simmental Ranch. Grandpa Joe loved the breed immensely; so he certainly had to become a part of the American Simmental Association. From 1968 henceforth he began to be known

as a charter member with the ASA number of 30. He also was a part of the Montana Simmental Association.

My momma, Laurie Tadevick-McCullough, showed Simmental cattle throughout the state of Montana. She served on the AJSA Board of Trustees for five years. She and my dad, Jack McCullough, continued to run the ranch after Grandpa Joe passed away in 2000. As a result, my sister and I began to halter break cattle for local 4-H kids to show and sell at the county fair at an early age. In addition, we also sold calves at the Northern International Livestock Exposition. As a result, Jonna and I began our show career. I have attended numerous Regional and National Classics.

In my early years of showing cattle, I was taking the show experience for granted. I had not yet realized that only a small percentage of the population experienced this amazing event. With this in mind, I am thankful for my parents pushing me to continue to exhibit cattle at jackpots and state fairs. If I had given up showing when I wanted to, I would not have met the amazing lifelong friends that I have now. In particular, I would not have the life skills I do now such as communication, patience, and critical thinking. And wholeheartedly, I would not have this feeling of connection with my grandfather, whom I never met.

Back to the 2018 Montana State Fair Heifer Grand Drive. The judge just finished talking about the heifers and was making his final rounds around the class. As a result, the people in the audience, including my parents, and friends were becoming anxious to see the end result, and so was I.

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Emily became antsy so I took her for a quick loop to make her look her best. The judge glanced at us. I want to get Emily's attention so her ears will come forward. He walks in the opposite direction. "Shoot!" I think to myself. "He's going to choose the heifer in spot number one." Suddenly, he stopped on the profile side of the heifer in spot one. He looked back at my heifer. "Quick get her ears forward," I think to myself. "This is your chance." Slowly, he turned around and walked past the heifer in spot one . . . then two . . . then spot three; by this time, it has seemed like an eternity for the judge to be square with me and my heifer. Consequently, my nerves rose again like hornets in my stomach. "Stay calm," I think to myself. I look Emily over. "She looks great from here," I think to myself. I look up from her and the judge walked towards us. At this time, it seemed as if he were gliding through the air. Standing on my side of the heifer, he lifted his right arm into the air and slapped her hip. Emily, my homegrown Simmental heifer, was selected Grand Champion Heifer at the state fair!

That was the perfect start to my senior year. My grandfather started this experience with one goal for his herd. Even though he has not been around to watch Jonna and I show off his hard work, I know he is proud. He's not only proud because we are successful, but also because of the hard work that is required for success. Simmental cattle first consume your time, then consume your thoughts, then your heart. It is a lifestyle. I am so incredibly thankful to be a part of the American Junior Simmental Association. ♦

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Simmentals Reign at Illinois State Fair Junior Heifer Show

Simmental heifers took four of the top five spots in the Supreme Champion Drive at the 2018 Illinois State Fair Junior Heifer Show. Jamie Moore, Piasa, IL, exhibited the Supreme Champion, followed by Olivia Caldwell, Elmwood, with Reserve Supreme Champion. The heifers were Grand and Reserve Champion Low Percentage Simmental Female, respectively. Millie Lashmett, Winchester, and Jack Dameron, Towanda, exhibited the fourth and fifth place overall winners, who were the Grand and Reserve Champion Simmental Females. In addition, Lucas Wisnefski, Wyoming, IL, and his Simmental heifer were awarded Grand Champion in the Bred and Owned division. Lashmett and Wisnefski both attended the AJSA North Central Regional Classic and the National Classic this year, while Moore and Dameron took part in the North Central Regional and Caldwell exhibited at the National Classic.



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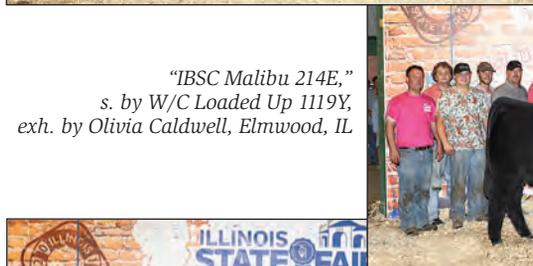
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GIBBS 5063C Home Run

ASA# 3104722 Homozygous Black, Homozygous Polled
BD: 8/31/2015 5/8 SM 3/8 AN
J BAR J NIGHTRIDE 225Z x GIBBS 3291A DAISY 0609X (S D S GRADUATE 006X)

CE	BW	WW	YW	MCE	MILK	MWW
22	-4.1	60.5	99.1	12.6	21.8	52
DOC	CW	YG	MARB	REA	API	TI
17.4	43.5	-0.23	0.45	0.8	155.6	78.5



KBHR High Road E283

ASA# 3312276 Homozygous Black, Homozygous Polled
BD: 4/10/2017 PB SM
HOOK'S BEACON 56B x WS MISS SUGAR C4 (CLRS GRADE-A 875 A)

CE	BW	WW	YW	MCE	MILK	MWW
18.6	-2.6	70.4	108.9	11.9	31.1	66.3
DOC	CW	YG	MARB	REA	API	TI
14.5	35.6	-0.49	0.53	1.32	178.4	90.9



TJ Diplomat 294D

ASA# 3148116 Homozygous Black, Homozygous Polled
 BD: 2/11/2016 1/2 SM 1/2 AN
 MAR INNOVATION 251 x TJ 33Y (RCR STETSON T17)

CE	BW	WW	YW	MCE	MILK	MWW
13.9	-0.8	69.9	109.4	10.1	37.8	72.7
DOC	CW	YG	MARB	REA	API	TI
8.9	27.3	-0.2	0.46	0.64	147.7	80.9



KBHR Wentz E190

ASA# 3312184 Homozygous Black, Homozygous Polled
 BD: 4/1/2017 1/2 SM 1/2 AN
 G A R PROPHET x KBHR X281 (SRS NETWORK 13N)

CE	BW	WW	YW	MCE	MILK	MWW
14.1	1.4	80.4	129	6.6	18.3	58.4
DOC	CW	YG	MARB	REA	API	TI
16.4	61.2	-0.12	0.57	0.85	151.5	85.2

GIBBS 6176D Facebook

ASA# 3256169 Homozygous Black, Homozygous Polled
 BD: 9/5/2016 5/8 SM 3/8 AN
 GIBBS 4340B NIGHTHAWK x GIBBS 4072B GINGER 2522Z (S D S GRADUATE 006X)

CE	BW	WW	YW	MCE	MILK	MWW
12.7	1.6	80.6	126.2	6.5	18.5	58.7
DOC	CW	YG	MARB	REA	API	TI
12.5	44.9	-0.35	0.48	1.15	133.4	83.8



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MENU MORSELS

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

No-Boil Lasagna

Ingredients:

- 1 16-oz package lasagna noodles
- 1 quart spaghetti sauce
- ½ pound ground beef
- 15 oz ricotta cheese
- 8 oz shredded mozzarella
- ¾ cup parmesan cheese
- 1 egg, beaten
- 1 tbs parsley flakes,
- Salt and pepper to taste

Directions:

1. Brown ground beef in saucepan,
2. Add spaghetti sauce and ½ cup water, bring to boil
3. Mix ricotta cheese, beaten egg, mozzarella cheese, 1/3 cup water, ¼ cup parmesan cheese, parsley flakes, salt and pepper
4. Layer in pan (2/3 cup hot sauce, a layer of lasagna noodles, ½ cup cheese mixture, until gone)
5. Top with ½ cup parmesan cheese,
6. Cover pan with foil
7. Bake at 375 degrees for 40 minutes
8. Uncover, bake for 15 minutes
9. Let stand 10-15 minutes before serving.

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

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- | | | |
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I certify that the statements made by me above are correct and complete.

Dr. Jackie Atkins, Managing Editor Dated: September 18, 2018

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Reg # 18885140



DOB 1-10-17
BW 75
205 ADJ 1037
365 ADJ 1778

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Reg # 18192530



DOB 1-15-15
BW 76
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365 ADJ 1700

Progeny are heaviest in every herd he was used in, including Canada & Australia! He has an extra rib. Son won 2018 Nebraska Bull Test! Daughters Avg 8.31 IMF, Sons Avg 6.03 IMF. These sires combine fabulous performance and carcass value.



O'Neills Delia 794 • Reg. 19197365
Sired by Black Bardolier • DOB 2-10-18
Maternal sister was the high scanning IMF
calf of 2017 at 9.67 IMF



O'Neills Delia 792 • Reg. 19197360
Sired by Black Bardolier • DOB 4-3-18
Mother Delia 730 has produced
6 sons to average \$9,792.



O'Neills Royal Lady 149 • Reg. 18885465
Sired by Black Bardolier DOB 12-3-16.
Bred to calve 10-1-18 to O'Neills Exposition.
Maternal sister sold for 1/2 interest \$16,500.



O'Neills Forever Eraline 102
Reg. 19197358 • Sired by Geronimo
DOB 4-1-18
Full sister sold for \$10,000 to
Carl Schurring in Iowa!



O'Neills Royal Lady 156
Reg. 19201033 • Sired by Geronimo
DOB 1-18-18
Maternal sister to Top Selling Bull Over All
Breeds 2018 Iowa Beef Expo for \$15,000



O'Neills Frontiersman 796 • Reg. 18885422
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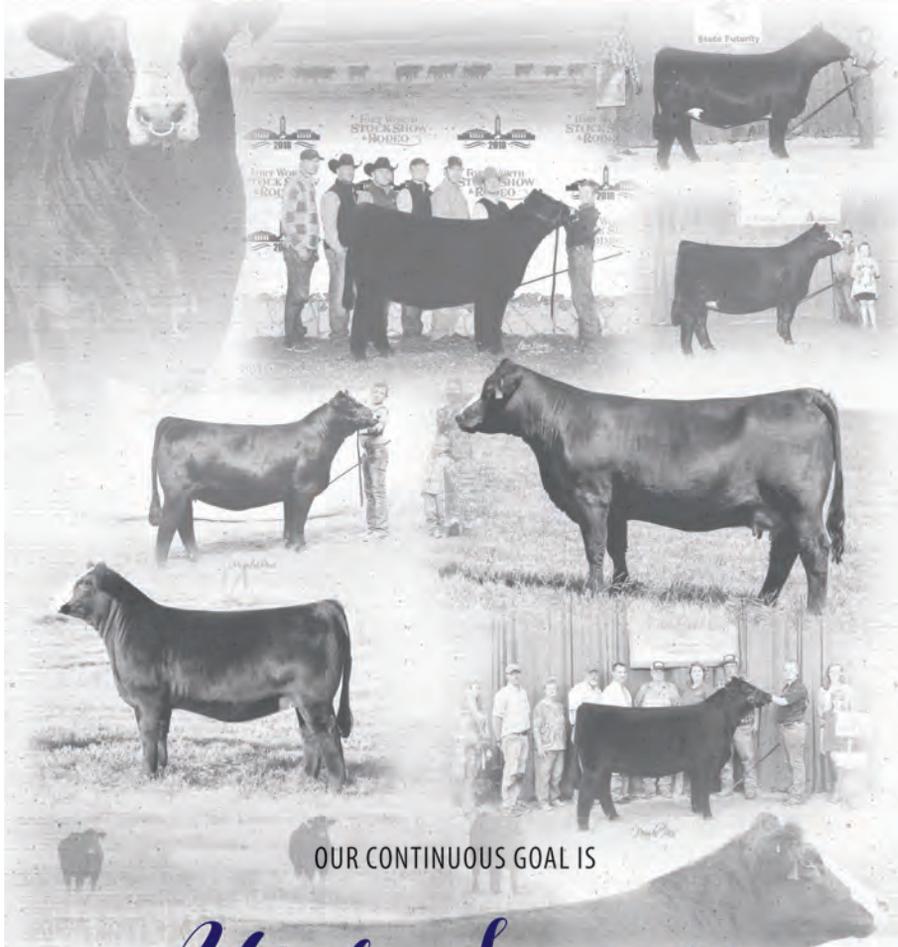
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COW SENSE

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. A "freemartin" is a heifer born twin to a bull, will likely have what breeding problem?
2. What mating system concentrates the inheritance of one or more outstanding ancestors in the pedigree?
3. By what term is the German strain of Simmentals known?
4. What is the name of the organ which allows milk to bypass the rumen and reticulum for digestion in the abomasum of a calf?
5. What is the most important vitamin for a breeding herd?
6. How many gallons of water would you expect a 1,000-pound steer to drink in a day?
7. Calves having the same sire or dam are known by what term?
8. Polled or hornless cattle have also been known by what other term, attributed to Celtic origin?
9. What breed of cattle was developed in the King Ranch of Texas?
10. Who is the US Secretary of Agriculture?

Answers:

1. She will be sterile; 2. Linebreeding; 3. Fleckvieh; 4. Esophageal groove; 5. Vitamin A; 6. Eight to ten; 7. Half siblings; 8. Muley; 9. Santa Gertrudis; 10. Sonny Perdue



Progress Through Performance Shows

Mark Your Calendars for 2018-2019 Major PTP Shows

American Royal

Show Dates - October 27 & 28, 2018
816-221-9800 • www.americanroyal.com

Note: American Royal is the National Show this year.

North American

International Livestock Exposition

Show Dates - November 13 & 14, 2018
502-595-3166 • www.livestockexpo.org

National Western Stock Show

Show Dates -
Pen Shows: January 20 & 21, 2019
Hill Shows: January 22 & 23, 2019
800-336-6977 • www.nationalwestern.com

Fort Worth Stock Show and Rodeo

Show Date - January 27, 2019
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www.fwstockshowrodeo.com

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is proud to sanction high-quality Simmental and Percentage Simmental Progress Through Performance (PTP) shows throughout the country. The PTP program is designed to promote multi-level progress within the SimGenetics industry. PTP shows effectively combine the assessment of statistical data, such as EPDs and actual measurements, with traditional phenotype evaluation.

PTP Judges

PTP approved judges have been deemed as respectable and knowledgeable cattle evaluators by the ASA Board of Trustees Activities and Events (A&E) Committee. To be named as a PTP approved judge, an application must be sent by the applicant or on the applicant's behalf along with two letters of recommendation from current ASA members for review by the ASA Board of Trustees A&E Committee. The A&E Committee approves or denies all applicants. Each year the A&E Committee inspects the list of approved judges and makes modifications when necessary. View the PTP approved judges list at: www.simmental.org



BEEF BUSINESS

R-CALF Continues Fight Against Checkoff

Ranchers-Cattlemen Action Legal Fund, United Stockgrowers of America (R-CALF USA) has expanded its legal campaign to end the USDA's beef checkoff program.

The organization has an injunction against collection of checkoff funds in Montana. R-CALF USA is asking for a halt to checkoff in Hawaii, Indiana, Kansas, Nebraska, Nevada, New York, North Carolina, Pennsylvania, South Carolina, South Dakota, Texas, Vermont, and Wisconsin.

GMO Labeling Divides Food Makers, Farmers

USDA has closed public comment on the issue of how to label foods that use ingredients derived from genetically modified organisms (GMO). Emerging from the more than 11,000 comments collected from consumers, farm groups, and multinational corporations is a debate between big food manufacturers and farmers on which ingredients should be disclosed on labels.

Manufacturers seek a stricter take on issues of labeling, while farmers disagree. Meanwhile, a new study of opposition to genetically engineered food before and after mandatory labeling concluded that the opposition to GMO food decreased by 19% after the labeling policy change.



ASA 2019 Annual Meeting
During the National Western Stock Show

January 19, 2019
10:00 am to 12:00 pm
Double Tree Headquarters
Denver, Colorado

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



USDA Surveys Small Establishments

The USDA's Food Safety and Inspection Service (FSIS) is conducting a survey to "help enhance the creation and delivery of information and resources" for small and very small meat and poultry processing and slaughter establishments.

FSIS seeks feedback that will help the agency measure the effectiveness of current outreach efforts. The agency also plans to use the survey results as it develops and delivers technical, scientific and regulatory compliance information in the future.

USDA Promises Aid to Offset Trade Losses

The Trump Administration has announced that USDA will authorize up to \$12 billion in programs, in line with the estimated \$11 billion impact of the ongoing trade war which has hit the ag sector very hard.

Among many countries, China has targeted the US for retaliatory tariffs. The effects of China's and other countries' counter tariffs are having a drastic effect on the meat industry.

Meat Surplus in Storage, Tariffs Loom

Total supplies of red meat and poultry reported in USDA's cold storage report near record levels, while analysts ponder the eventual impacts of recently imposed retaliatory tariffs. The main question now is the impact that China's and Mexico's tariffs will have on US pork, according to analysts.

US pork exports to China had been averaging 300 to 1,000 metric tons but recently dropped to zero.

Red Meat Exports Soar

Beef exports racked up a "huge" first half of 2018, and pork exports were ahead of last year's levels for the first six months of the year, according to data released by USDA and compiled by the US Meat Export Federation (USMEF).

Beef muscles cut exports sat a new volume record in June of 90,745 metric tons, up 15% from a year ago. When adding variety meat, total beef export volume was 115,718 metric tons, up 6%. Export value came in at \$718.4 million — up 19% year-over-year and only slightly below the record total (\$722.1 million) reached in May.

FSIS to Consider Labeling Petition

USDA's Food Safety and Inspection Service will consider a petition calling for a change in policy in the way the phrase "product of USA" can be used on the labels of meat and poultry processed in the US, even if the meat itself is imported, the agency said in a letter posted on its website.

The petition was submitted by the Organization for Competitive Markets and the American Grassfed Association and specifically targets grass-fed beef. About 75% to 80% of these products sold in the US are of meat imported from Australia and South America, among other countries. The overall beef market in the US is about 9% of imported meat.

Clear Labels for Lab-grown Proteins

An overwhelming number of consumers believe that food products from cultured animal cells should carry labels about how they are produced. A survey found that 49% of responders said the product can be labeled as “meat” but with an explanation of the origin. Another 40% said they should be labeled as something other than simply ‘meat’ and 5% said that the products can be labeled as meat without any explanation.

Given a choice of which labels would be most clear, “lab-grown meat” was preferred by 35% followed by “artificially or synthetic meat” (34%), the least favored descriptive term were “cultured meat” at 11%, “clean meat” at 9%, and “in-vitro meat” at 8%.

Groups Ask USDA to Monitor Lab-grown Protein

Seven groups representing meat and poultry producers and processors have written urging that USDA be given authority for regulating cell-cultured protein products. Such products should be held to the same rigorous food safety and labeling standards as meat and poultry under the regulatory system administered by USDA.

The American Farm Bureau Federation, American Sheep Industry Association, National Cattlemen’s Beef Association, National Chicken Council, National Pork Producers Council, National Turkey Federation, and North American Meat Institute signed the letter.

Environmentalists Criticize Meat Alternatives

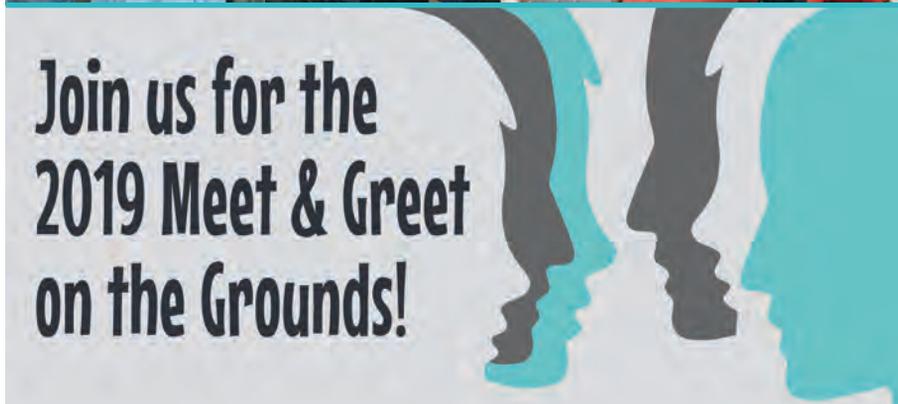
Friends of the Earth have called into question the environmental benefits attributed to meat analogs and lab-grown animal products, and emphasizes the need for more research.

While plant-based meat analogs or lab-grown tissue may mean fewer animals slaughtered, the organization points out that their complicated make-up (more than a dozen ingredients); the need for additional crops, such as sugar cane, to provide necessary inputs; and the use of genetically modified ingredients in some cases are cause for concern.

NCBA Helps Create Beef-based Meal Kits

The National Cattlemen’s Beef Association, a contractor to the Beef Checkoff Program, has provided support for a new line of meal kits developed by American Food Corp. that are focused on fresh beef.

The four-kit options are now available at more than 1,500 stores and features raw, USDA choice beef along with other ingredients. The kit allows the home chefs to make a fresh, hot meal that can feed between four to six people in fewer than 30 minutes, using only one pan. ♦



National Western

Saturday, January 19, 2019 • 1:00 to 4:00 PM

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



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CUTTING EDGE

CDC Updates Foodborne Illness Data

Between 2009 and 2015, 5,760 foodborne illness outbreaks resulted in 100,939 illnesses, 5,699 hospitalizations and 145 deaths in the US and its territories, the Centers for Disease Control and Prevention (CDC) has reported.

The updated statistics show that among 2,953 outbreaks with a single confirmed norovirus was the most common cause of outbreak (1,130 or 38%) and outbreak-associated illness (27,623 or 41%), followed by Salmonella with 896 outbreaks (30%) and 23,662 illness (35%).

Researchers Develop Ground Beef Shelf Risk

Scientists from the US Department of Agriculture's Agricultural Research Service, Eastern Regional Research Center (ARS-ERRC) have developed validated models that can be used to predict the shelf-life of ground beef and to conduct risk assessment of E. coli O157:H7 and non-O157 STEC.

Researchers investigated the growth of E. coli and background flora in ground beef, both irradiated and non-irradiated, under changing temperature conditions. Among the models developed, a one-step method successfully modeled the growth and competition between the pathogen and background organisms.

Big Meat Leading Polluter

A new report by two sustainable agriculture organizations contends that greenhouse gas emissions by the five largest meat and dairy processors exceed those of Exxon, Shell, or British Petroleum. The report is based on extensive calculations made based largely on USDA and United Nations data.

Key to its conclusions is the fact that the report's calculations of GHG emissions include those from on-farm operations, including livestock, manure, farm machinery fuel, livestock feed production, production of the inputs needed to produce that feed (such as fertilizer), land use changes made to accommodate livestock grazing and feed production, and other sources.

UK Tests Slaughterhouse Blockchain

The UK Food Standards Agency (FSA) has announced it has successfully completed a blockchain pilot project in a cattle slaughterhouse, marking the first test of the technology as a regulatory tool to ensure compliance in the food sector.

A blockchain is a type of database that takes a number of records and puts them in a block. Each block is then chained to the next block using an encrypted signature. This allows blockchains to be used like a ledger, which can be shared and checked by anyone with the appropriate permission. ♦



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

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Tag 16 • PB SM • February
Sire: Quantum Leap // Dam: M2C Charity 580C



Tag 11 • 1/2 SM • January
Sire: Circle M Tejas 107Z // Dam: TJSC Diamond 12D



Tag 8 • 5/8 SM • January
Sire: W/C Executive 187D // Dam: JR Perfect Stone 1273D



Tag 5 • 3/4 SM • January
Sire: Mr CCF 20-20 // Dam: HSF Joseline C598

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Philip Bridges **601-788-4933**



Keith Phillips **606-584-5626**
AK Phillips **606-584-1046**

CORPORATE REPORT

Companies Partner on Wagyu Products

The Golden West Food Group has partnered with Snake River Farms to produce consumer packaged products featuring American Wagyu beef. Snake River Farms' cattle are bred from Japan's Tajima bloodline. The cattle are fed potatoes, soft white wheat, corn and alfalfa hay sourced locally in Idaho.

A combination of Japanese and US grading systems are used to differentiate the quality level of its beef, because the Japanese grading system includes higher marbling scores.

Beyond Meat Unveils R&D Center

Beyond Meat, which specializes in plant-based meat substitutes, has opened a 26,000-square-foot research and development center in El Segundo, CA, where the company is based. The facility is divided into eight distinct labs emphasizing consumer engagement and feedback, and a gourmet-style test kitchen.

The company has announced it has completed a one-year review process to secure non-GMO verification from The non-GMO Project's Product Verification Program. The non-GMO Project's process includes a comprehensive review of a product's ingredients, supply chain, and manufacturing facilities.

Smithfield Fights Gag Orders

Calling it "unnecessary, unpresidential and unconstitutional," a unit of Smithfield Foods is appealing a federal judge's gag order related to the series of nuisance lawsuits filed against the hog producer in North Carolina.

The gag order prevents anyone associated with the lawsuits from speaking publicly about the cases. More than 24 such lawsuits have been filed against Smithfield in that state. Jurors voted to pay plaintiffs huge amounts in restitution for the odor and contamination they've suffered as a result if the liquid manure that farmers have spread on their crops, sourced from Smithfield's large hog farms.

Kroger Launches Direct-to-Consumer Program

Kroger is rolling out a new online platform that delivers groceries to customers' doorsteps and offers thousands of exclusive products in addition to the retailer's regular grocery and household offerings.

The first phase of the effort will launch in Cincinnati, plus Houston, Louisville and Nashville, and is expected to expand to additional markets over the next few months. ♦

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Simmental's American Journey

The ASA and Dr. Bob Hough teamed up to compose *Simmental's American Journey*, a comprehensive text with over 400 pictures summarizing ASA's 50 years. This page-turner is full of historic pictures, tales like Travers Smith's heroic efforts to import Parisien, the philosophy of the founding fathers, the turbulence in the 1990s, the comeback centered around collecting data and breeding commercially relevant cattle, through to the present outlook of the Association.

The book cover features a dark blue background with a gold diamond-patterned logo on the left. The title "Simmental's American Journey" is written in a gold serif font, with "by Dr. Bob Hough" in a smaller font below it. A gold price tag is attached to the bottom left corner.

**Simmental's
American Journey**
by Dr. Bob Hough

\$25.00
plus Shipping
and handling

Excerpt from the Foreword Written by Dr. John Pollak

The reader of this book will gain knowledge of the history of the Simmental breed, the Association and the people behind the breed. Embracing the story of Simmental in the United States beef industry may help create a sense of accomplishment and relevance that current membership can take pride in as they carry the banner of the breed forward. But there is also value in studying history. Generations of cattle and of the ranchers and farmers who produced those cattle have come and gone over the past 50 years. They faced cyclical cattle markets, environmental and social issues, and challenges that come from moving an organization and a diverse membership forward. They made mistakes and at times got off course, yet learning from these miscues prepares today's leaders for making future decisions. Bold decisions were made that created positive change, and should instill confidence in future leadership as they seek to be innovative in new endeavors.

Go to:
simmental.org/book
to order a book today!



Founding members of the AJSA Board of Trustees in 1975.



Parisien.

1969 Founding Board of Trustees.





Foundation Focus

Rob Brown Inducted into Saddle & Sirloin

Former American Simmental Association (ASA) President receives prestigious livestock honor.

R.A. "Rob" Brown, Jr., Throckmorton, Texas, has been selected as the 2018 inductee into the Saddle and Sirloin Portrait Gallery.



Rob Brown Jr.

Considered one of the highest honors in the livestock industry, the Saddle and Sirloin Gallery was established in 1903 and recognizes only one individual each year for their lifetime of exceptional service to the livestock business. The Saddle & Sirloin Club will honor Brown during a portrait unveiling on November 11, in conjunction with the North American International Livestock Exposition in Louisville, Kentucky.

Brown built R.A. Brown Ranch into one of the most substantial ranches in the country, encompassing Quarter Horses, multiple

seedstock breeds, commercial cow-calf herds, stocker operations, cattle feeding, and farming. He represents the fourth generation of the Brown family ranching legacy in Texas.

With his amazing commitment to service, Brown has served in leadership roles for many state, regional, and national organizations including the American Quarter Horse Association (AQHA), National Cattlemen's Beef Association (NCBA), Senepol Cattle Breeders Association, National Beef Cattle Evaluation Consortium, Texas & Southwestern Cattle Raisers Association (TSCRA), Texas Animal Health Commission, Texas Tech University and the Ranching Heritage Association, in addition to ASA.

Brown said, "This is the most prestigious award I could ever receive." Prior to this honor, the R.A. Brown Ranch has been awarded ASA's Golden Book Award, NCBA's Cattle Business of the Century, the AQHA's Best Remuda, BIF's Seedstock Producer of the Year, and Brown has been inducted into the AQHA Hall of Fame and honored with the coveted Golden Spur Award by the National Ranching Heritage Center.

Born in 1936, Brown was raised on the purebred and commercial cattle ranch in Throck-

morton. In 1954, he enrolled in Texas Tech University and, despite having dyslexia, became the first in his family to graduate from college. Brown married Peggy Donnell, and they returned to the ranch working for his father.

In 1965, Brown began a planned crossbreeding program blending the family's Hereford cattle with European breeds. In 1974, Brown became President of the ASA and also held their first cattle auction at the R.A. Brown Ranch. Today, the sale has grown to over 800 bulls, 600 females, and 20 horses annually. By 1979, Brown expanded his multibreed seedstock herd with the development of Simbrah followed by the addition of Angus, Red Angus and Senepol over the next decade. His experience with different cattle breeds, along with his drive for innovation, led to the creation of the Hotlander composite in 1989, a combination of Simmental, Angus, Red Angus, Brahman and Senepol.

The ranch horse remuda at the R.A. Brown Ranch was an integral part of the ranch before AQHA was founded, and R.A. Brown, Sr. was a founding member of the AQHA Association, serving on the executive committee in the 1940s. Like his father, Brown quickly moved into a leadership position in the AQHA and had many major accomplishments leading to the presidency.

In an effort to take rodeo back to its roots of working ranch cowboys and horses competing in everyday ranch activities, Brown and three local ranchers established the Texas Ranch Roundup in 1981. This ranch rodeo and cowboy gathering has raised over \$3.2 million for charities and started the growing event of team ranch rodeo.

Rob and Peggy's primary focus throughout the years has been to instill love in the family and foster family relations. He is quick to give credit to Peggy for their success. The Browns have been progressive in generational transfer, as well, and all four of their children and their families are back on the ranch.

Brown has lived by the motto of "be progressive yet practical, and embrace science while respecting tradition." He has instilled these values into his family, assuring Brown family leadership for years to come.

Visit <http://www.livestockexpo.org/saddleSirloin.html> to learn more about the Saddle & Sirloin Gallery. Funds have been established with the American Simmental Association, Red Angus Association of America, American Quarter Horse Association, and National Ranching Heritage Center. Donate directly by removing the insert and mailing it back to ASA or by calling 406.587.4531 ext. 112.

Tickets may be purchased for the event at: www.ranchingheritage.org/saddle/ or by calling 806-834-0469. ♦

2018 COOL Additions!

CATTLE *Visions*

866-356-4565

www.cattlevisions.com



Homo black
Hetero polled

SC Pay the Price C11

Pays to Dream x Trademark

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
10 .8 60 85 .16 5 17 46 11 114 67

Two-time NWSS Grand Champion Bull

ASA#
2988788



Homo black
Homo polled

KCC1 Exclusive 116E

Hammer x Entourage

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
12 1.1 74 113 .24 6 19 56 13 133 76

\$240,000 valuation high-seller at Fort Worth!
Lead bull in Kearns' 2018 NWSS Champion Pen!

ASA#
3306064



Homo black
Homo polled

TNGL Imprint D989

TNGL Track On x JF Shock and Awe

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
12 1.9 66 98 .20 5 21 55 8 124 59

Division Champ at 2016 NAILE & 2017 NWSS! Use his impeccable structure and great design with outcross pedigree!

ASA#
3173557



Homo black
Homo polled

RFG/K-LER Elevation 727E

RS Elevate x MCM Top Grade

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
14 .2 73 111 .23 10 22 59 10 156 80

High-seller at 2018 NWSS "The One" Bull Sale. Awesome outcross and EPD profile with excellent outline!

ASA#
3268058



GSC GCCO Dew North 102C

Duracell x Dew It Right

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
10 .7 70 95 .15 4 11 47 11 109 66

Calving ease combined with tremendous structural soundness! 2018 Fort Worth Champion!

ASA#
3141837



Homo black
Homo polled

Longs Pay the Man E16

Pays to Believe x Shear Pleasure

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
7 4 86 124 .24 4 16 59 13 120 78

Great-built, stout, double-homozygous
Pays to Believe son!

ASA#
3327014



KWA Law Maker 59C

CDI Authority x KWA Red Rock

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
10 2 73 109 .22 6 27 63 9 127 73

Producing highly desirable, stout progeny!

ASA#
3223767



STF Crimson Tide DZ87

CDI Rimrock x STF Much More

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
14 .2 55 77 .13 6 21 49 7 136 66

Exciting Red Genetics both phenotypically and genotypically!

ASA#
3274952



Homo black
Homo polled

MR CCF 20-20 100B

MR CCF Vision x HTP SVF Dew The Stroke

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
14 .5 70 106 .22 7 24 59 7 121 71

20-20 has sired lots of high sellers for his owner group of Cooper, Hartman and Polzin. They are stout-made and growthy with loads of eye appeal!

ASA#
2964446



Homo black
Homo polled

KSIG Steelin His Style 6D

Silveiras Style x Steel Force x SS Babys Breath

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
14 -.7 46 66 .12 9 19 43 5 124 59

1/2 SimAngus™, calving ease from the 2012 American Royal Champion!

EPDs as of 8.8.18

ASA#
3130639



Hetero black
Homo polled

Rocking P Die Hard C060

Quantum Leap x Mo Magic

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
10 1.1 67 101 .21 5 18 52 10 111 65

Die Hard is ultra sound and was the 2018 Fort Worth Champion % Bull as well as the Reserve Champion at the 2017 NAILE & American Royal! 3/4 blood.

ASA#
3102430



Homo black
Homo polled

W/C Double Down 5014E

Executive Order X Yardley Utah

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
11 0.1 74 104 .18 3 19 57 16 133 78

Featured at the 2018 Werning Sale, selling to Steve Hicks, IN, owner of Relentless. Expect Double Down to transmit a bold rib with extension through his front 1/3.

ASA#
3336150

INTERNATIONAL

South Africa Listeria Outbreak Over

Officials at the South African Department of Health have declared that the world's largest Listeria outbreak is officially over. The outbreak killed an estimated 216 people since January 2017.

South African Health Minister announced that all processed ready-to-eat meat products are now safe for consumption since no new cases of listeriosis have been reported in the last three months. The sources of the outbreak were traced to two processing facilities.

Global Progress on Antimicrobial Use

More countries are stepping up to tackle the problem of antimicrobial resistance, but series gaps remain and there is an urgent need for more investment and action in the animal and food sectors, according to a report by the Food and Agriculture Organizations of the United Nations (FAO), World Organization for Animal Health (OIE) and World Health Organization (WHO).

In animal production, for example, only 64 countries say they follow FAO-OIE-WHO recommendations to limit the use of critically important antimicrobial for growth promotion, the report said. Of these, 39 are high-income countries.

Global Food Prices Tumble

Global food prices in July fell to their lowest level in seven months on broad-based weakness that included declines in beef, pork and poultry values, the Food and Agriculture Organization (FAO) has reported.

FAO's Food Prices Index averaged 168.8 points in July, down 6.5 points (3.7% from June) and 10.3 points (3.7% from the same month last year), the United Nations agency reported. The July pullback marked the first significant month-on-month drop in the value of the index since December, reflecting notable declines in the values of all sub-indices.

China Tariff Losses Estimated at \$70 Million

The National Cattlemen's Beef Association (NCBA) has joined a chorus of protein producer associations seeking an end to retaliatory trade tariffs that could cost these industries million of dollars — and jobs.

NCBA noted that just one year after regaining access to China, US trade policies could cost beef producers \$70 million this year. The NCBA position echoes previously released statements from the National Pork Producers Council (NPPC).

Japan, EU Sign Economic Pact

European Leaders and Japan have signed a broad economic partnership and told reporters the deal was a way to counter intensifying protectionism worldwide. The talks started in 2013 and have stagnated, but regained momentum after Donald Trump took office in 2017.

The pact will create a free trade bloc accounting for roughly 30% of the world's gross domestic product.

EU to Expand US Beef Access

The European Union is looking to expand access for US beef, a move that coincides with intergovernmental talks aimed at stemming a trade war. The current quota gives the US an annual quota of nearly 45,000 tons, the same quota given to other major beef-exporting, WTO countries like Australia and Uruguay.

The US wants two-thirds, which would mean doubling beef exports under the quota to 30,000 tons per year. ♦

Unprecedented awareness of your calves.

NO COST!



Feeder Profit CALCULATOR™

- Identifies the relative value of your feeder calves.
- Open to the majority of breeds and breed compositions.

beef@internationalgeneticsolutions.com



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

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

INDICATIONS FOR USE

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

Gastrointestinal Roundworms	Lungworms
<i>Bunostomum phlebotomum</i> – Adults and L ₁	<i>Dictyoaulax viviparus</i> – Adults
<i>Cooperia oncophora</i> – Adults and L ₁	
<i>Cooperia punctata</i> – Adults and L ₁	
<i>Cooperia surrnhobada</i> – Adults and L ₁	
<i>Haemonchus placei</i> – Adults	Grubs
<i>Desophagostomum 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>Desophagostomum radiatum</i>	120 days
<i>Ostertagia lyrata</i>	120 days
<i>Ostertagia ostertagi</i>	120 days
<i>Trichostrongylus axei</i>	100 days
Lungworms	
<i>Dictyoaulax viviparus</i>	150 days

DOSAGE AND ADMINISTRATION

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

WARNINGS AND PRECAUTIONS

Withdrawal Periods and Residue Warnings

Animals intended for human consumption must not be slaughtered within 48 days of the last treatment. This drug product is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established for pre-ruminating calves. Do not use in calves to be processed for veal.

Animal Safety Warnings and Precautions

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

When to Treat Cattle with Grubs

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

Environmental Hazards

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

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

TARGET ANIMAL SAFETY

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

STORAGE

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

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

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You may only have them a short time.
BUT YOUR *commitment* IS
LONG-TERM.

That's Why You Need LongRange® (eprinomectin)
For Up To 150 Days Of Parasite Control.¹

Looking out over your herd, the sight is full of potential. But if you used a short-term dewormer like Cydectin® (moxidectin) or Dectomax® (doramectin) on your stockers, you're not getting the most out of your pasture. That's because cattle were probably reinfected with parasites just halfway through the grazing season.

Only LONGRANGE delivers true season-long control.¹

40 lbs.

In just 104 days, LONGRANGE steers gained 40 lbs. more over those treated with CYDECTIN + SAFE-GUARD® (fenbendazole).²

Out here, there is no time for shortcuts. This year, think LONGRANGE.

theLONGRANGElook.com

Caution: Federal law restricts this drug to use by or on the order of a licensed veterinarian. Warnings and Precautions: For use in cattle only, not for use in humans or other animal species. Keep out of reach of children. Not for use in breeding bulls, or in calves less than 3 months of age. Not for use in cattle managed in feedlots or under intensive rotational grazing. 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. Not for intravenous or intramuscular use. Do not underdose. Do not treat within 48 days of slaughter.



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

²Results based on actual on-farm comparative demonstration. Individual herd results may vary. Data on file at Boehringer-Ingelheim. Consult with your veterinarian to discuss expectations for your operation.

Merial is now part of Boehringer Ingelheim. LongRange and the Cattle Head Logo are registered trademarks of Merial. All other marks are the property of their respective owners.

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Available in 500 mL, 250 mL and 100 mL bottles.
Administer subcutaneously at 1 mL/110 lbs.

WE GET VISITORS

ASA recently received a few visitors.



Mary, Terry, and Samantha Selness of Mabel and St. Charles, MN, toured the ASA headquarters recently courtesy of Wade Shafer, ASA's Executive Vice President (EVP).



Tomas and Abbie Manske, Yukon, OK, dropped by the ASA headquarters to visit with ASA staff and tour the building while in Bozeman for a wedding. Left to right: Wade Shafer, EVP; Abbie and Tomas Manske.



The Schlenker family, Montpelier, ND, dropped by the ASA headquarters a few days before ASA's 50-year anniversary celebration and received a tour courtesy of Jackie Atkins, Director of Science and Education. Left to right: Jackie Atkins, Cathy, Terry and Cassia Schlenker; Wade Shafer, EVP. ♦

Performance Breeders

are serious about data they collect!

Do you collect data on all calves for each of these six traits?

- Calving Ease
- Birth Weight
- Weaning Weight
- Yearling Weight
- Yearling Hip Height
- Ultrasound or Carcass Measurements

Yes!

You qualify as a

ASA Performance



Advocate

For more information: Call 406-587-4531

Sales Call

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

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

The ASA Customer Service Team is here to help you.

Your business is growing, so our business is growing.

Front-line customer service:



Erika Tinetti



Katelyn Gold



Tiffany Paulson



Cindy Newell

We work hard to give everyone the special attention needed.

DNA Department:



Robin Marston



Lilly Platts



Riley Foster

No job is too big or too small; every request is handled with care and timeliness.

Data Processing and Support:



Marni Gaskill



Heidi Todd

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

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

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

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

Total Herd Enrollment:

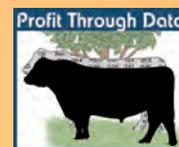


Jannine Story



Emme Troendle

For frequently asked questions and answers, check out the Profit Through Data blog at simmental.org.



406-587-4531



simmental@simmgene.com

BACK TO BASICS

By Erika Tinetti



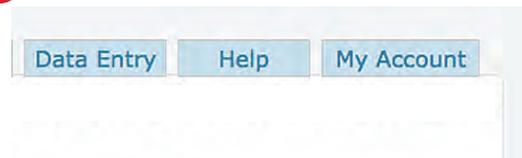
On **Herdbook.org**, ASA members can update an address, update or add phone numbers, update the email address, add a prefix (if available), and set the account password. While larger changes, like adding authorized representatives, requires a signed membership change form, members can take care of many changes without having to contact ASA.

To update your account information:

1. Go to **Herdbook.org** and log in



2. At the top-right, choose “My Account”



3. At the middle-right side of the page, a blue button saying Update Account is displayed. Select “Update Account”.

ASA
\$0.00 as of
ASA Fndtn
\$0.00 as of



4. When all appropriate changes have been made click “Submit”



5. On the invoice page, select “Final Submit”.



Keep in mind everything can be done on the paper membership change form but not everything can be done online.

Can be done online:

- Update address
- Add or update phone numbers
- Update email address
- Add prefix (if available)
- Set account password

Cannot be done online (Must use Membership Change Form)

The Membership Change form can be found online at Simmental.org or remove the form on the opposite page and mail to the ASA.

- Change first and last name
- Change business name
- Update authorized representatives
- Upgrade from junior membership to adult membership

Please fill out the form and email, fax, or mail it to ASA

Email: members@simmgene.com

fax: 406-587-9301

mail: One Genetics Way, Bozeman, MT 59718 ◆

American Simmental Association
 One Genetics Way, Bozeman MT 59718
 Tel: 406-587-4531 Fax: 406-587-9301
 Email: members@simmgene.com
 Website: www.simmental.org

Membership Change Form

For Office Use Only

Date Received _____

PAYMENT: Pay online at herdbook.org with a credit card. If you don't wish to pay online, please mail check with application or pay with credit card by calling 406-587-4531

Note: COMPLETE ONLY THOSE PORTIONS RELATING TO THE CHANGE PLEASE TYPE OR PRINT CLEARLY IN INK.

ASA Member # _____

(Consider name carefully, you are allowed one name change, cost is \$100.00)

Previous Information:

- NAME ON CERTIFICATES _____
 (Ranch, Corporation or Individual) **Max 36 letters**, numbers and /or space)
- OWNER or MANAGER _____
 (Person primarily responsible for business transactions involving this membership)
- ADDRESS _____
 (Street, rural route or post office box to mail records)
- CITY/TOWN _____ STATE _____ ZIP _____

New Information:

- NAME TO BE ON CERTIFICATES _____
 (Ranch, Corporation or Individual) **Max 36 letters**, numbers and /or space)
- OWNER or MANAGER _____
 (Person primarily responsible for business transactions involving this membership)
- ADDRESS _____
 (Street, rural route or post office box to mail records)
- CITY/TOWN _____ STATE _____ ZIP _____
- HOME PHONE _____ CELL PHONE _____
- OFFICE PHONE _____ FAX _____
- EMAIL* _____
*Please note: If an email is provided on the membership form, all notifications such as billing/invoices, statements, status of your data processing, updates and announcements from ASA will be sent to that email. If certificates are requested, they will be mailed to address on account. _____ (initials)
- HERD PREFIX (OPTIONAL \$10.00) 1ST Choice _____ 2nd Choice _____ 3rd Choice _____

Membership Changes - Check only those changes desired

- | | |
|--|---|
| <input type="checkbox"/> Membership Name (only 1 change allowed) \$100.00 | <input type="checkbox"/> From Active Junior to Active Adult \$110.00 |
| <input type="checkbox"/> Authorized Representative(s) Changes - | <input type="checkbox"/> Herd Prefix \$10.00 |
| <input type="checkbox"/> Address - | <input type="checkbox"/> Telephone(s) - |

I hereby state that the membership for which a name change is being requested has not been sold, traded or otherwise exchanged insofar as ownership is concerned. If this is a transfer to an heir resulting from a death of the previous owner, please initial. Initials _____

Note: Signature is required to add new authorized representatives from Owner/Manager and new representative.

Names must appear exactly the same on all partnership, junior and/or adult accounts.

The undersigned applicant expressly agrees that the Board of Trustees has and shall forever retain the exclusive and sole right to discontinue any member's membership whenever, in the sole and unlimited discretion of the said Board of Trustees, any member shall be found to have failed to comply with any of the Association's Rules and Bylaws, Regulations or Constitution. The above named ranch, corporation or individual agrees to abide by the Rules and Bylaws, Regulations, or Constitution of the American Simmental Association as amended from time to time, as interpreted and enforced by the Board of Trustees or such committees as the Board of Trustees may designate. Applicant further binds himself to keep and maintain complete within-herd performance and breeding records.

X _____
 Print name of Owner or Manager - Primary for business transactions

X _____
 Print name of Authorized Representative

X _____
 Print name of Authorized Representative

X _____
 Print name of Authorized Representative

X _____
 Signature of Owner or Manager

X _____
 Signature of Authorized Representative

X _____
 Signature of Authorized Representative

X _____
 Signature of Authorized Representative



ALERT: Unpaid Annual Service Fee

If you have not paid your Annual Service Fee (ASF) by October 23, 2018, the Association will remove the billing from your account, and your membership will become inactive.

If a member wishes to become active later in the same fiscal year, a penalty late ASF fee will apply. This late fee consists of the regular fee plus a \$50 penalty fee:

Household	\$160	} Plus Reinstatement Fee \$50
Adult	\$110	
Junior	\$50	



Contact the Association at 406-587-4531 or simmental@simmgene.com if you have questions.

Do you have #SimGenetics Show Heifers or Show Steers to market this fall?

Have a junior-oriented sale coming up?

Want to keep your friends up-to-date on what's going on in your show barn?

How about letting people see what's going on at the shows?

ASA is proud to give you a platform to reach all kinds of folks interested in Simmental cattle!

"Like" and Post your #SimGenetics show cattle pictures and news on the PTP – Ring Of Champions page on Facebook!

#PTP #RingOfChampions #SimGenetics #Simmental #SimAngus™

ASA RING OF CHAMPIONS





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



Neogen GeneSeek Operations
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402-435-0664 • genomics.neogen.com



SALE RESULTS

Simmental Breeder's Sweepstakes Embryo Auction

July 28, 2018 • Louisville, KY

No.	Category	Total
15	Embryo Lots	\$12,100
6	Semen Lots	2,350
30	"Fun Stuff" Lots	5,425
51	Total Lots	\$19,875

High-Selling Lots:

- \$8,000** – PREGNANCY s. by TJSC Hammer Time 35D, donated by Clear Water Simmentals and Trennepohl Farms, sold to Hicks Cattle Company.
- \$1,600** – Two Embryos (\$800 each) s. by LLSF Pays To Believe ZU194, donated by Knapper Cattle Company, sold to Foster Brothers.
- \$1,600** – Two Embryos (\$800 each) s. by W/C Double Dawn 5014E, donated by Hicks Cattle Company, sold to Jamie Zbinden.
- \$1,200** – Two Embryos (\$600 each) s. by Lazy H/RJ Undisputed C33, donated by Lazy H Farm, sold to Beshears Simmentals.
- \$1,100** – Two Embryos (\$550 each) s. by JF Milestone 999W, donated by Hillstown Farms, sold to Misty Meadows Farm.
- \$950** – Two Embryos (\$475 each) s. by W/C Fully Loaded 90D, donated by Rolling Hills Farms, sold to Dillon Simmental Farm.
- \$800** – Two Embryos (\$400 each) s. by W/C Relentless 32C, donated by Long Ridge, sold to Ivie and Sons.
- \$800** – Two Embryos (\$400 each) s. by HPF Quantum Leap, donated by SVJ Farm, sold to Palmer Cattle.

Georgia Generations of Value

August 25, 2018 • Colbert, GA

No.	Category	Average
60	Total Lots	\$1,843

Auctioneer: Tommy Carper, IN
Sales Manager: DP Sales Management, LLC, Paris, KY
Sales Staff: Chad Stansberry, Mike Ryan and Todd Alford

High-Selling Lots:

- \$7,750** – Bred Female, "ET Alexis 368A," s. by Mr. NLC Upgrade, bred to W/C Relentless, cons. by AK/NDS Simmentals, sold to Beshears Simmentals, IN.
- \$3,250** – Bred Female, "Z2034," s. by SVF/NJC Built Right, bred to Mr. CCF 20-20, cons. by Woodlawn Simmentals, sold to Sloup Simmentals, NE.
- \$2,900** – Bred Female, "MMF Lucy C902," s. by GW Premium Beef, bred to CCR Cowboy Cut, cons. by Woodlawn Simmentals, sold to B&K Farms, TN.
- \$2,700** – Bred Female, "SVF Kiss & Tell D531," s. by SS/PRS High Voltage, bred to HTP SVF In Dew Time, cons. by Sunset View Farms, sold to Gibson Priest, GA.
- \$2,250** – Three Embryos (\$750 each) out of, "Miss CCF Sheza Bonnie," s. by Mr. CCF Vision, cons. by C&C Farms, sold to Diamond A Farms, IL.
- \$1,800** – Three Embryos (\$600 each) out of, "Miss CCF Jestress B79," s. by TL Ledger, cons. by C&C Farms, sold to Clear Water Simmentals, IN.

North Carolina Fall Harvest Sale

September 1, 2018 • Union Grove, NC

No.	Category	Average
84	Total Lots	\$2,232

Auctioneer: Tommy Carper, IN
Sales Manager: DP Sales Management, LLC, Paris, KY
Sales Staff: Smith Reasor, Bryan Blinson and Neil Bowman

High-Selling Lots:

- \$4,500** – Cow/Calf Pair, "BFD Easy Go C215," s. by Sandeen Upper Class, Heifer Calf s. by CCR Abilene, cons. by Woodlawn Simmentals, sold to Brandon Jones, VA.
- \$4,000** – Bred Female, "VPI Savannah D686," s. by ACW Ironhide, bred to Mill Bar Hickok 7242, cons. by Joines Cattle Company, sold to Johnny Massey, NC.
- \$3,600** – Bred Female, "SR Ms. D05," s. by GW Premium Beef 021TS, bred to SDS Graduate, cons. by Smith Reasor, sold to Fred Smith Company, NC.
- \$3,600** – Bred Female, "JBB Lady Momentum B19," s. by STF Momentum H508, bred to WS All Around Z35, cons. by Jeff Broadway, sold to Myra Morrison, NC.
- \$3,500** – Bred Female, "RFF Red Solo Cow Y7," s. by CNS Dream On L186, bred to WS Red Moon D76, cons. by Rucker Family Farm, sold to Dub Creek Farm, NC.
- \$3,300** – Open Female, "FGF Reagan," s. by FGF Justified 10B, cons. by Forrest Grove Farm, sold to Chasesole Livestock, NC.
- \$3,300** – Bred Female, "DRCK Bridesmaid B30," s. by WS Beef Maker R13, bred to S Chisum 255, cons. by Deer Creek Farm, sold to Driggers' Simmental Farm, GA.



Long-time supporters Joe and Lisa Medlin consigned to the sale.



NC Jr. members Thomas and Cera Smith were a big help sale weekend.



Preston Cornelius, charter member of the NC Simmental Association gave a brief history of the group's past 40 years at their annual meeting. ♦



Despite the warm September day, a standing-room only crowd was on hand.

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THE CIRCUIT

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

Minnesota State Fair

Date: September 1-2, 2018
Location: St. Paul
Judges: Dr. Chris Cassaday, Ankeny, IA (Open Show); and Emily Griffiths, Kendallville, IN (FFA Show)

Open Show Purebred Simmental Females

Junior Calf Champion
 Exh. by Seth Kaehler, St. Charles.

Senior Calf Champion
 Exh. by Matthew Hilbrands, Holloway.

Junior Champion
 Exh. by Whitney Olson, Alexandria.

Grand Champion and Senior Champion
 Exh. by Kiersten Jass, Garner, IA

Purebred Simmental Bulls

Calf Champion
 Exh. by Maggie Post, Lakefield.

Junior Champion
 Exh. by Luke Grass, LeRoy.

Grand Champion and Senior Champion
 Exh. by Ashley Zimmerman, Spencer, WI.

Percentage Simmental Females

Junior Calf Champion
 Exh. by Edward Schmidt, Tracy.

Senior Calf Champion
 Exh. by Seth Kaehler, St. Charles.

Senior Champion
 Exh. by Lauren Goecke, State Center, IA.

Percentage Bulls

Grand Champion and Calf Champion
 Exh. by Mason Latzke, Gaylord.

Senior Champion
 Exh. by Edward Schmidt, Tracy.

FFA Show Purebred Simmental Females

Calf Champion
 Exh. by Jazlynn Hilbrands, Morris Area FFA.

Grand Champion and Junior Champion
 Exh. by Whitney Olson, Alexandria-Jefferson FFA.

Senior Champion
 Exh. by Jazlynn Hilbrands, Morris Area FFA.

Foundation Simmental Females

Calf Champion
 Exh. by Craig Raatz, Pipestone FFA.

Grand Champion and Junior Champion
 Exh. by Paige Peine, Randolph FFA.

Senior Champion
 Exh. by Hunter Aggen, Fillmore Central FFA.

Reserve Grand Champion
 Exh. by Caroline Mayer, Lanesboro FFA. ◆

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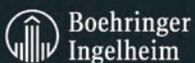
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FLECKVIEH FORUM

By Larry H. Maxey



Party Time

NAILE Fullblood Simmental Shows, November 8-12, Louisville, Kentucky.

In a previous edition of this column, I focused upon anniversaries and how 2018 coincided with not only ASA's 50th Anniversary but also the 10th Anniversary of The Pinnacle, the Fullblood Simmental Show at the North American International Livestock Exposition (NAILE). At this point, all indicators point to a fantastic set of Simmental shows at this year's NAILE. We have a good chance of topping all other breeds in entries. Wow! We Fullblood Simmental breeders and exhibitors are proud to be a part of this remarkable possibility.

It is probably safe to say that the "Founders" of the ASA 50 years ago could never have imagined the phenomenal success our breed would have over the next half century. But here we are, 50 years down the road, knocking at the door for the top spot for "hooves on the ground" at the world's largest livestock exposition. And yes, I meant "WORLD." Thanks to the Founders, dedicated breeders, ASA Board members, ASA staff, past and present, we have arrived at this lofty point. And that same dedication, commitment, and leadership ensured the success we have experienced in all other segments of the industry, as well.

The title of this article, "PARTY TIME," highlights plans now underway for a major celebration by our Fullblood Simmental breeders and supporters to be held during the 2018 NAILE. In researching my files dating back to 2007, it occurred to me that hundreds of people have contributed to the success of our mission set forth in plans created in October of that year. That mission was to reintroduce Fullblood Simmentals to the general public and mainstream of the beef cattle industry. What better way to achieve this goal than by targeting the NAILE and the "WORLD" reach it provides? Mission accomplished.

Currently, we are in the process of contacting a very large list of people to join us in celebrating our 10th anniversary. The list includes past and present exhibitors, guests, donors, sponsors, and visitors. A special thank you is extended to everyone now heavily involved in the planning of what has the makings of a memorable event. The theme of what we are doing is, quite simply, to have fun and enjoy the moment as we look back over the past 10 years and commitment from so many that has gotten us to this point. We are grateful.

As the ASA celebrates 50 years of Simmentals in the US, their well-deserved "PARTY TIME" spans the entire year with events and activities conducted all across the country to include the NAILE. From our Fullblood group, we extend an invitation to all Simmental enthusiasts to join us in Louisville and share in our celebration. Please come by our stall area in the Simmental barn. There you will have the opportunity to see Simmentals as they originally appeared when they arrived those now-long-ago 50 years. What better way to celebrate such a milestone than to see cattle that so accurately reflect the type that are the foundation of the Simmental breed so prominent in our industry today? It truly is "PARTY TIME".

For more information about our special events, please visit us on Facebook at NAILE Fullblood Simmental Shows and Fullblood Simmental Fleckvieh Federation. ♦

Foundation Honor Roll

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

JS Simmental
Prairie City, IA

R.A. Brown Ranch
Throckmorton, TX

Mandan Lake Creek Simmental Ranch
Center, ND

Shafer's Shoestring Ranch
Detroit Lakes, MN

Jones Show Cattle
Harrod, OH

GeneSeek
Lincoln, NE

Wesner Livestock Enterprises
Chalmers, IN

Allflex® USA
Minden, NE

Shawnee Cattle Co
Westpoint, IN

Fair Acres Stock Farms
Waldorf, MN

Kersten Cattle
Gretna, NE

Buck Creek Ranch
Pawnee, OK

Rust Mountain View Ranch
Mercer, ND

Erika Kenner
Leeds, ND

Dakota Xpress
Center, ND

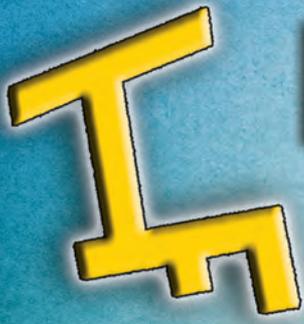
We Invite You to Add Your Name to The List.

Fullblood Simmental Fleckvieh Federation (FSFF)

PO Box 321, Cisco, TX 76437
Toll free: 855-353-2584
Email: info@fleckvieh.com
www.fleckvieh.com

Upcoming FSFF Events:

- FSFF Junior Scholarship deadline 10/1/18
- FSFF Annual Meeting at The Magnolia Classic 10/19/18 5:45pm
- The Magnolia Classic Sale, Starkville, MS 10/20/18
- FSFF Membership Directory to print Fall of 2018, submit your ads now.



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Her dam was a multiple winner at national shows



50% Sim/Angus - Colburn Primo x Serena 74Y
Maternal sister to multiple major winners



Two Step x Serena 74Y
Sells bred to Bullet Proof



One Eyed Jack x
Shocking Dream x T85
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Bar HT Cattle Company
675 Old Stage Rd
Salinas, CA 93908

COLORADO

GE Cattle Company
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Elbert, CO 80106
Hensley Family Farms
17581 CR 47.5
Julesburg, CO 80737

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Sampson Livestock
8745 Purvis Rd
Lithia, FL 33547
Jaxsyboy Farms
8755 Purvis Rd
Lithia, FL 33547
WR Williams
2 Hwy 77
Chipley, FL 32428

ILLINOIS

Brandon Parrish
3195 Meadow Gate Rd
Sherrard, IL 61281

INDIANA

Weston Overturf
155 East Market St
Indianapolis, IN 46204
Three D Farms
881 East St Rd 14
Winamac, IN 46996

IOWA

Herzberg Brothers Cattle Company
2725 V Ave
Villisca, IA 50864

KANSAS

New Haven Genetics
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Leavenworth, KS 66048
Hutchinson Community College
1300 N Plum
Hutchinson, KS 67501
Elsworth Cattle
12660 80th Rd
Erie, KS 66733

MARYLAND

Rolling Vale Farms Inc
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Accident, MD 21520

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Adrian, MI 49221
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5266 Paxton Rd
Saint Johns, MI 48879
Kyle Vore
4934 Steffas Rd
Monroe, MI 48162
T & A Time Cattle Company
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Pigeon, MI 48755

MINNESOTA

Lyle Allen Jr
606 1st St NE
Kasson, MN 55944

MISSISSIPPI

King Farms
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Jayess, MS 39641

MISSOURI

Mark Wessell
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Lydeon Cattle Company
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Myrtle, MO 65778

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NORTH DAKOTA

Sheyenne Valley Cattle
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Bratlie Simmental
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Sharon, ND 58277

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Wilsonville, NE 69046
Greg Ahlemeyer
72151 Rd 410
Cambridge, NE 69022

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OHIO

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K & A Cattle
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Saint Henry, OH 45883
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6324 Thornville Rd
Rushville, OH 43150
Sidekick Cattle Company
5340 Beiler Rd
Smithville, OH 44677
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Roderick Jenkins
830639 S 3480 Rd
Stroud, OK 74079
Goss Livestock
Po Box 152
Leedey, OK 73654

OREGON

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Vale, OR 97918

PENNSYLVANIA

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Gettysburg, PA 17325
Weglow Farms
271 Harkins Mill Rd
Rochester, PA 15074

SOUTH CAROLINA

Issaqueena Farm
199 Lazy Hollow Ln
Walhalla, SC 29691

SOUTH DAKOTA

Warren Ranch
24771 359th Ave
Kimball, SD 57355

TEXAS

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Cumby, TX 75433
Kelby R Boldt
PO Box 898
Hempstead, TX 77445
Wtamu Nance Ranch
PO Box 60998
Canyon, TX 79016
Flock Ridge Llc
5425 Byers Ave
Fort Worth, TX 76107
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La Grange, TX 78945
Myron Romero
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Kountze, TX 77625
**Southern Jewel Cattle/
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%	25		35					30

EPDs as of 9.4.18

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



Quantum Leap's famous dam at Hudson Pines Farm.



Quantum Leap's famous maternal granddam – Valentine.

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

Owners: Circle M Farms and Rocking P

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



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



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



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



3rd Overall Purebred Female – exhibited by Morgan Phillips.



11th Overall Purebred Female – exhibited by Kayden Tanner.



13th Overall Purebred Female – exhibited by Allie Jordan.



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

Semen - \$50
5 ml sexed female - \$200

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ASA FEE SCHEDULE

DNA Services (Contact ASA For Testing Kits)

Genomic Tests:

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

*Add-on tests available

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

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

***Prices are subject to change

Genetic Conditions Panel \$25

(Must run with LD or HD)

Arthrogryposis Multiplex (AM)	
Neuropathic Hydrocephalus (NH)	
Developmental Duplication (DD)	
Tibial Hemimelia (TH)	
Pulmonary Hypoplasia with Anasarca (PHA)	
Osteopetrosis (OS)	
Contractural Arachnodactyly (CA)	
<i>(Individual defect tests can be ordered for \$25.)</i>	
Oculocutaneous Hypopigmentation (OH) \$25
BVD PI \$5

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

THE Enrollment

Spring 2019 THE Enrollment (dams calve January 1-June 30) — Early enrollment open October 15 through **December 15, 2018**.
Late enrollment available until February 1, 2019.

Fall 2019 THE Enrollment (dams calve July 1-December 31) — Early enrollment open April 15 through **June 15, 2019**.
Late enrollment available until August 1, 2019.

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

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

American Simmental Association Fees

First Time Membership Fee:

Adult First Time Membership Fee*	\$160
<i>(Includes: \$50 set-up fee and \$110 ASF)</i>		
Junior First Time Membership Fee*	\$50
Prefix Registration	\$10

*After January 1: \$105 for Adults and \$25 for Juniors

Annual Service Fee (ASF)*:

Adult Membership	\$110
Junior Membership	\$50

Fiscal year runs from July 1 – June 30

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

Registration Fees:

Registration Fees enrolled in THE

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

Transfer Fees:

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

Additional Transactions:

Priority Processing	\$50
<i>(not including shipping or mailing).</i>		
Corrections	\$5

Registration Foreign/Foundation Fees:

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

Registration Fees not enrolled in THE:

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

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October 27, 2018 • 1:00 PM • Greene Co. Fairgrounds, Waynesburg, PA

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OCTOBER

- 1 Tingle Farms' Final Chapter Dispersal — New Castle, KY
- 2 Koz-E-Acres Female Sale — www.sconlinesales.com
- 3 Halfman-Beckton Red Angus Sale — Miles, TX
- 5 Factory Direct Sale — West Lafayette, IN
- 5 Trinity Farms' 1st Annual Generations of Excellence Female Sale — Ellensburg, WA
- 6 Belles of the Bluegrass — Campbellsburg, KY
- 6 Buckeye's Finest Sale — Zanesville, OH
- 6 Legends of the Blue Ridge Sale — Atkins, VA
- 7 Field of Dreams Production Sale — Hope, IN
- 7 Krieger Farms' Annual Sale — Universal, IN
- 7 Wisconsin Simmental's Midwest Fall Roundup — Lancaster, WI
- 9 Greater Pacific Online Simmental Sale — www.dponlinesales.com
- 10 R.A. Brown Ranch's 44th Annual Fall Sale — Throckmorton, TX
- 12 Udell Cattle Company's 2nd Annual Production Sale — Sioux City, IA
- 13 New Direction Sale — Seward, NE (pg. 40)
- 13 The Black Label Sale — Grandview, TX
- 14 Ladies of the Valley Sale — West Point, NE (pg. 40)
- 14 Red River Farms' Inaugural Production Sale — Grand Saline, TX
- 15-16 Oktoberfest at Windy Ridge Simmentals — www.dponlinesales.com
- 15 Top Shelf Online Sale - www.sconlinesales.com
- 16 White Farms' Online Sale — www.firstchoiceonlinesales.com
- 17 H2O's Farm's Online Sale — www.sconlinesales.com (pg. 52)
- 19 Buckles and Banners — West Point, IA
- 20 Fred Smith Company Ranch Extra Effort Sale — Clinton, NC
- 20 Indiana Performance Bull Test Sale — Springville, IN
- 20 Midwest Made Sale — Prairie City, IA
- 20 MN Beef Expo-White Satin on Ice & All Breeds Sale — Minneapolis, MN
- 20 The Magnolia Classic — Starkville, MS (pg. 75)
- 20 Tennessee Fall Showcase — Lebanon, TN
- 23 Top Hat & Tails Online Heifer Sale — www.cwccattlesales.com
- 26 24th Annual Hokie Harvest Sale — Blacksburg, VA
- 27 7P Ranch's 43rd Annual Production Sale — Tyler, TX (pg. 13)
- 27 Clear Water Simmentals' 1st Annual Production Sale — Milan, IN (pg. 87)
- 27 Michigan Simmental Association's 5th Annual Fall Sale — St. Louis, MI
- 27 Pennsylvania Fall Classic Sale — Waynesburg, PA (pg. 83)
- 27 Red Hill Farms' "Bulls of Fall IV" Sale — Lafayette, TN
- 27 Yon Family Farms' Fall Sale — Ridge Spring, SC

NOVEMBER

- 1 Moser Ranch's 27th Annual Bull Sale — Wheaton, KS
- 2 High Ridge Farms' Genetic Opportunity Sale — Albemarle, NC
- 3 Irvine Ranch 14th Annual Production Sale — Manhattan, KS
- 3 Land of Lincoln 19th Annual Sale — Altamont, IL (pg. 45)
- 3 Missouri Simmental's Fall Harvest Sale — Springfield, MO
- 3 Pigeon Mountain Simmental's Fall Bull Test Sale — Rome, GA
- 4 Hawkeye Simmental Sale — Bloomfield, MN (pg. 39)
- 4 Triangle J Ranch's Female Sale — Miller, NE (pg. 89)
- 5 Hanel Black Simmental Female Sale — Courtland, KS
- 10 Deer Creek Farm's Annual Bull and Heifer Sale — Roseland, VA
- 10 Gibbs Farms' 13th Annual Bull and Replacement Female Sale — Ranburne, AL
- 10 MM Cattle Co. and Moriondo Farms' Production Sale — Mount Vernon, MO
- 12 NAILE Select Sale — Louisville, KY (pg. 85)
- 16 BMR Dispersal/Heartland Female Sale — Waverly, IA
- 17-19 2nd Annual Hillstown Farms Online Sale — www.dponlinesales.com
- 17 Best of Both Worlds Sale — Newark, OH
- 17 Callaway and McCravy Angus and SimAngus™ Bull and Commerical Female Sale, — Carrollton, GA
- 17 Gateway Genetics' Saturday Night Live Sale — Martell, NE
- 17-20 LMC and Friends "Giving THANKS" Online Donation Sale V — www.lamunecacattle.com
- 17 Southwest Cattleman's Classic — Wytheville, VA
- 17 Timberland Cattle's Fall Bull Sale — Vernon, AL (pg. 25)
- 17 Value By Design Female Sale — Anita, IA
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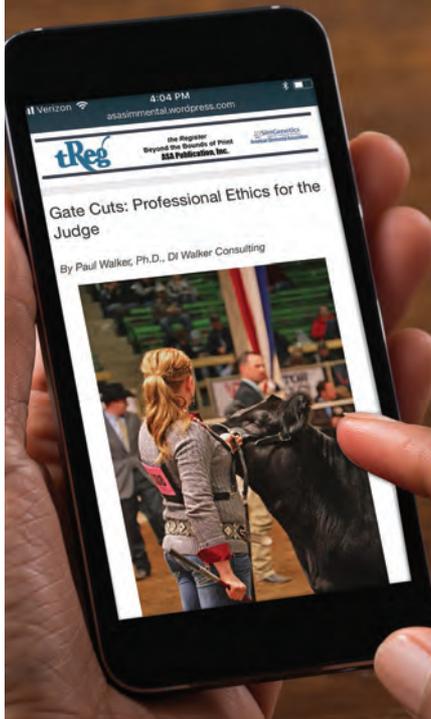


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- 23 Black Friday Online Bull Sale, Vol. 2 — www.cattleindemand.com
- 23 Ruby Cattle Co "Livin' The Dream" Production Sale — Murray, IA
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DECEMBER

- 1 Hoosier Beef Congress Show and Sale — Indianapolis, IN
- 1 Jewels of the Northland — Clara City, MN
- 1 Montana's Choice Sale — Billings, MT
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- 3 Genetic Perfection Sale — Fremont, NE
- 7 Calhoun Performance Tested Bull Sale — Calhoun, GA
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- 8 Cowboy Logic Bull and Commercial Female Sale — Talmo, GA
- 8 Hartman Cattle Company's Customer Appreciate Sale — Tecumseh, NE
- 8 North Alabama Bull Evaluation Sale — Cullman, AL
- 8 North Dakota Simmental Association's Simmental Classic Sale — Mandan, ND
- 8 Southern Cattle Company's Annual Bull Sale — Marianna, FL
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- 9 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 15 Pride of the Prairie Sale — Chandlerville, IL
- 15 South Dakota Source Sale — Mitchell, SD
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- 27 Triangle J Ranch's Bull Sale — Miller, NE (pg. 40)
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- 31 Black Hills Stock Show and Sale — Rapid City, SD

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- 3 Klain Simmental Ranch's Annual Production Sale — Turtle Lake, ND
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- 8 TNT Simmentals' 34th Annual "Genetic Explosion" Sale — Almont, ND
- 8 Watertown Winter Farm Show and Sale — Watertown, SD
- 9 Iowa Beef Expo — Des Moines, IA
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By Yardley Utah Y361
EPDs: CE: 12 \$API: 121 \$TI: 65



LLSF Pays To Believe ZU194
By CNS Pays To Dream T759
EPDs: CE: 8 \$API: 114 \$TI: 70



K-LER Make It Rain 696S
By Foundation 724N
EPDs: CE: 1 \$API: 99 \$TI: 62



W/C Cash In 43B
By JS Sure Bet 4T
EPDs: CE: 13 \$API: 112 \$TI: 59



LLSF Addiction AY792
By Top Grade
EPDs: CE: 7 \$API: 110 \$TI: 63



W/C Rolex 0135E
By Yardley Utah Y361
EPDs: CE: 16 \$API: 123 \$TI: 65

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By Heads Up 20X ET
EPDs: CE: 7 \$API: 106 \$TI: 74

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EPDs: CE: 15 \$API: 143 \$TI: 69



W/C Catchin A Dream 27X
By Dream Catcher
EPDs: CE: 10 \$API: 131 \$TI: 68



HPF Rockstar B332
By JF Milestone 999W
EPDs: CE: 7 \$API: 115 \$TI: 76



LHT Viper 65E
By W/C Loaded Up 1119Y
EPDs: CE: 16 \$API: 121 \$API: 63

NEW



JBSF Logic 5E
By W/C Relentless 32C
EPDs: CE: 13 \$API: 124 \$TI: 65

NEW



Long's Stand Alone B35
By Built Right
EPDs: CE: 6 \$API: 127 \$TI: 69



Yardley Top Notch C371
By Sandeen Upper Class 2386
EPDs: CE: 12 \$API: 128 \$TI: 65



HILB Maverick A43
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EPDs: CE: 9 \$API: 95 \$TI: 59



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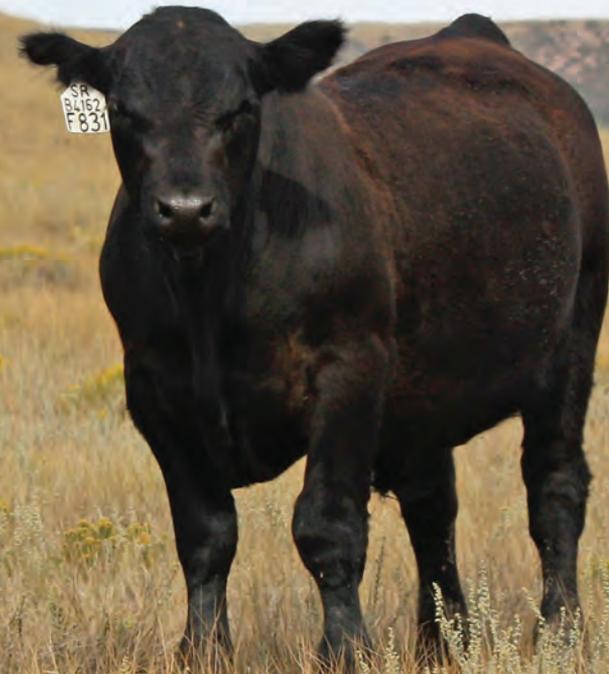
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