

# the Register



## Simbra in Southern Africa

Exploring the Simbra breed in Namibia, Africa.  
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Looking Back at Fall Focus 2022

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Chronic Acidosis

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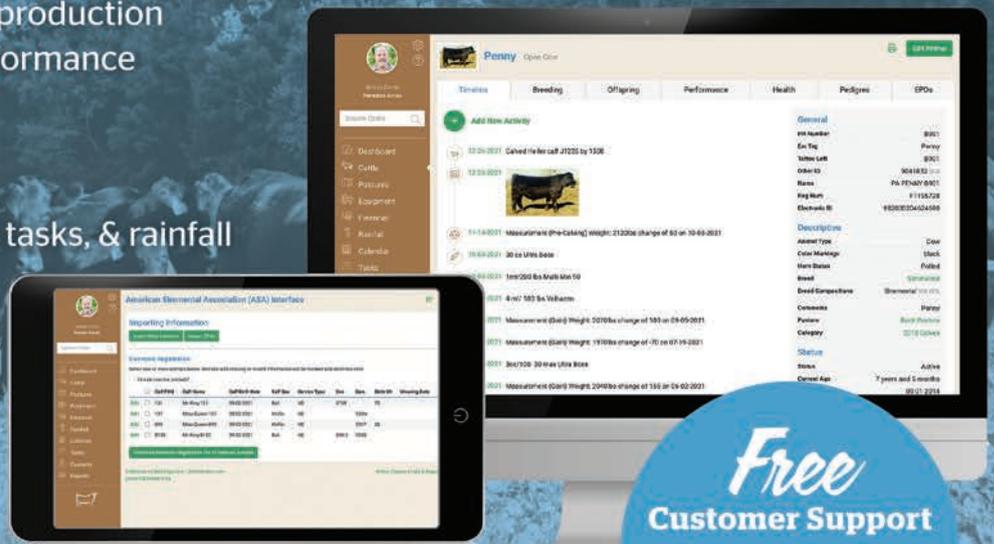
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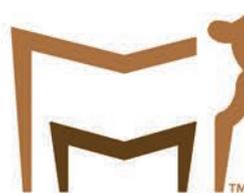
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TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+14.0	+0.1	+83.0	+130.0	+29	+7.0	+24.0	+65.5	+23.4	+12.7	+46.0	-.13	+64	+0.01	+91	-.32	\$171	\$91
ACC	.57	.74	.70	.69	.69	.33	.22	.34	.28	.59	.56	.42	.54	.44	.49	.00		
%	30		25	25	30			25	1		15		10		15		4	10

DNA tested AMF, CAF, DDF, NHF, OHF, OSF, DLF, Homozygous Black, Homozygous Polled

EPDs as of 9/6/2022 **TOP 35%**

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

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+21.0	-5.1	+78.0	+127.0	+30	+12.0	+36.0	+75.6	+12.7	+12.7	+48.0	-.23	+44	-.045	+86		\$156	\$92
ACC	.64	.76	.66	.64	.64	.34	.28	.38	.30	.49	.49	.38	.41	.38	.48			
%	1	2		30	25	2	1	3			10		30		20		15	10

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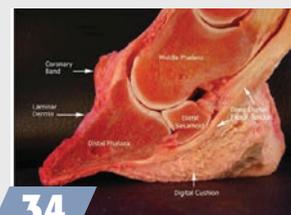


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STRIKE IT RICH WITH

# GOLD STRIKE



**7SM133  
GOLD STRIKE**

**REG: 3909662**

**TJ Gold x TJ New Time Line**

**Homo. Black/Homo. Polled**

Maternal Brother



Full Sister



Dam of GOLD STRIKE

GOLD STRIKE was lot 1 and the sale feature of the 2022 Triangle J Production sale! His sire, Gold, has been extremely popular and we believe GOLD STRIKE takes it to the next level. He is a potential calving ease sire ranking in the top 10% for eight different traits! GOLD STRIKE is a maternal brother to TJ Chief and is backed by a beautiful proven cow, TJ 52A. Homozygous Polled and Homozygous Black with a lot of mating flexibility make GOLD STRIKE a "must use" sire!

*From Triangle J Ranch and Trauernicht Simmentals, NE*

	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	MARB	BF	REA	API	TI
EPD	16.2	0.1	92.5	150.6	.36	8.2	30.3	76.5	17.9	11.7	48.7	.46	-.007	1	158.1	93.8
Acc	.43	.47	.50	.50	.50	.23	.17	.26	.27	.31	.48	.40	.38	.45		
% Rank	15	45	10	4	5	25	10	3	25	60	10	25	95	10	15	10



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GOLD STRIKE photo reversed.

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



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

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

POSTMASTER: Send address changes to the Register,

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H411

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Little Creek Frantz x Mr 7P A4



H384

DOB: 12-19-20  
¾ Simmental ¼ Angus Bull  
NLC Gen Ten 82E x EXAR Upshot 0562B



J68

DOB: 2-9-21  
Purebred Simmental Bred Heifer  
Little Creek Dennis 490D x GW Lucky Boy 252U  
Due to calve in February to PB SM AI sire  
KBHR Honor H060



H398

DOB: 12-23-20  
¾ Simmental ¼ Angus Bred Heifer  
NLC Gen Ten 82E x Mr NLC Entrepreneur  
Due to calve in January to PB SM AI sire  
KBHR Honor H060



H396

DOB: 12-23-20  
F1 Simbrah Bred Heifer  
Mr Kallion 1352 x WS Beef Maker R13  
Due to calve in March to our Angus herd sire  
McKellar Stunner 8185



H313

DOB: 11-14-20  
F1 Simbrah Bred Heifer  
Mr Kallion 1352 x CCR Gravity 9064A  
Due to calve in January to PB SM AI sire  
KBHR Honor H060



H325

DOB: 11-18-20  
F1 Simbrah Bred Heifer  
Mr Kallion 1352 x TRAXS Rushmore X103  
Due to calve in February to our Angus  
herd sire McKellar Stunner 8185



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- ◆ Select from ten homo polled donors, or select from 25 daughters of the super donor "Virginia Treasure."
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**the Register**

Published By ASA Publication, Inc.

One Genetics Way, Bozeman, Montana 59718 USA

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www.simmental.org Email: register@simmgene.com

Canada Publications Agreement Number: 1875183

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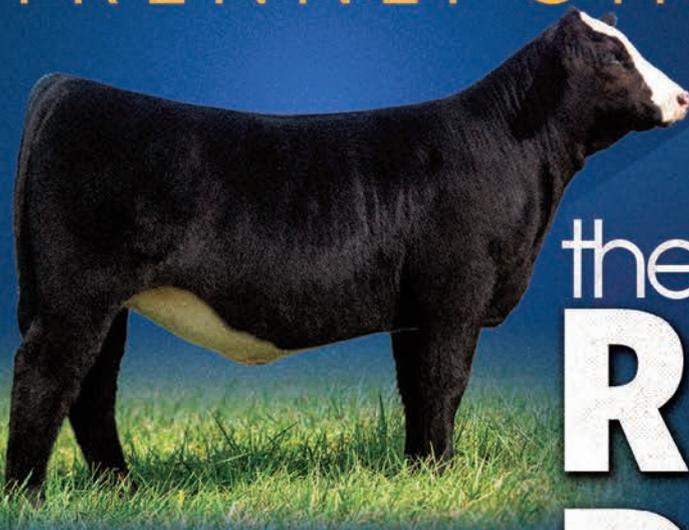
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**A note of congratulations:**

I would like to congratulate Dr. Wade Shafer, executive vice president of the American Simmental Association, for being recognized with the Golden Book Award, which is the highest honor their Association can bestow. Under Wade's leadership in conjunction with their board and staff, they have literally reinvented what a breed association is. As their Fall Focus demonstrates, they have the most open and transparent breed association in the industry.

They also have a tremendous administrative structure that makes for a smooth-running and accountable association. Wade has reimagined how breeds are staffed with a team of some of the brightest and most energetic Young Turks in the industry that serve as directors. He has particularly hired people that excel in areas that may not be his own personal strengths, which is the sign of a self-aware, confident administrator. He has also reimagined the role of the field staff, hiring some of the top industry veterans anywhere. They have also taken a unique approach to genetic evaluation with the IGS multi-breed model that allows the majority of the consequential breeds to participate

in producing EPD on the same base and scale. This has revolutionized commercial producers' ability to utilize heterosis and breed complementarity in their commercial cow herds. SimAngus are also the hottest seedstock out there in the commercial market, and this has been accomplished while still being named show breed of the year by *Showtimes* and having a tremendous youth program. Wade goes about his business quietly and seemingly without ego, but his effectiveness is off the charts. He also keeps as a focus the ultimate success of any breed, which is its usefulness in the commercial industry. This is a role SimAngus and Simmental have achieved without parallel.

Congratulations my friend, you are more than deserving of this honor.

*Dr. Bob Hough*

*Editor's note: Dr. Bob Hough originally posted this note to Dr. Shafer on Facebook, and our editorial staff felt it should also be shared through print.*

## TRUSTEE VIEWPOINT

## Register



by *Doug Parke*

I have been waiting for my opportunity to write for the Viewpoint in *the Register*! I have enjoyed talking about Simmental cattle, our members, and our Association for over 40 years. More than anything though, I enjoy hearing the comments: positive, negative, and constructive on our breed. Now I just get to

do it with an official title of trustee.

I was exposed to the breed when I was in high school by my relative, Joe Turpin, Allied Simmentals, ASA #337. I have been in different positions for some of the top breeders, some of which were ASA board members. Is the breed still the same as when I first started? No, and thankfully so, or I would still be standing on a bucket to wash one. Just like every aspect of our world, it's called progress. As Barry Wesner said in his Viewpoint, we must respect our past, but embrace the future. We are thankful for the breeders in the early years who had the vision and passion for our breed. Though today there might be multiple aspects of our breed — seedstock, commercial, performance-oriented, or show-oriented — we should all be united together through our Association to help each other succeed.

We are coming off a well-attended Fall Focus in Virginia where members and industry leaders joined together to learn about, celebrate, and grow as a breed. Our breed has the highest overall numbers of registrations, acceptance in all areas and across the entire commercial sector. Families are passing on the passion and knowledge of the breed through generations. In the coming

months there will be numerous sales and shows where Simmental cattle will lead in terms of numbers of entries. We should all be excited to be a part of this.

No matter how big or small your operation is, it doesn't take a dollar to be involved whether it be on the county, state, or national level. It doesn't cost a dollar to be educated and up to date on the happenings of the Association and the beef industry. It just takes the drive to do so. Pick up *the Register* and *SimTalk* and really read through them. I'm not talking just flipping through to check out the latest Cattle Vision ad, but read the articles — take away one new thing you did not know before. When you attend a sale or show this fall, visit with the breeders ringside, chuteside, or doing chore work. It's amazing what we can learn and do when we work and learn together. We can learn from everyone — including those who farm, ranch, or breed differently than us.

Our world is different than it was five or ten years ago. We communicate widely through social media and you can buy anything on the internet. I know my relative Joe Turpin wouldn't have dreamed of selling his cattle through something called the internet when he took his cattle to the stockyards in Louisville. It is important to be open to the new ideas, science, and technology of the future.

After all my years of working with Simmental cattle I am extremely blessed to now have the opportunity to serve the members of our Association. Will I do everything right? No, but I promise to listen and always advocate for the betterment of members and our cattle. I look forward to the coming year. ■



by Dr. Wade Shafer, executive vice president

Hello Everyone,

A year has passed since I was last asked to write for this column. If you recall, in last year's column the news that the second Fall Focus in a row had been canceled due to Covid was just hitting the press. In that column, my goal was to put a positive spin on a disheartening

situation by announcing that Virginia Simmental Association had just agreed to take another swing at hosting Fall Focus in 2022. I am pleased to inform you that their swing delivered a grand slam!

As I surmised would transpire when I penned last year's column, Virginia Simmental Association (VSA) president Mark Campbell, former ASA chairman Bill McDonald, and the rest of the VSA stepped up to the plate and delivered an event that had all in attendance smiling from ear to ear. Also, as I speculated, I was able to jab my old buddy Willie Altenburg, which had me smiling from ear to ear. In all seriousness, Fall Focus 2022 was a wonderful experience — and the enthusiasm and goodwill was palpable by all in attendance.

Before I sign off, I would like to express my deep gratitude for being selected to receive the Golden Book Award. To say that I was surprised and humbled to be selected would be an

understatement. Since Covid had prevented the two previous years' recipients from receiving their awards in person, recipients of 2020 (Gordon Hodges, Fred Schuetze, and Steve Reimer) and 2021 (Tom Hook, Kevin and Lynette Thompson, and Parke and Nina Vehslage) were honored in Virginia along with my 2022 co-recipients (Scott Riddle and Gib Yardley). I strongly suspect, as was certainly true in my case, the recipients' families were integral to their success.

Finally, in last year's column I also passed along news that was hot off the press at the time: the Colorado Simmental Association had just graciously agreed to host 2023's Fall Focus. That news made me particularly happy, as it gives me a chance to jab Willie on his home turf (though I admit to being concerned about his home field advantage). As with this year's Fall Focus (and every Fall Focus we've had for that matter), there is no doubt in my mind that it will be an outstanding event. It opens on August 25 with cattle on display and demonstrations at the new National Western Stock Show grounds. The educational symposium kicks off the morning of August 26 with a full slate of outstanding speakers, which will be followed by a banquet and program. If you're interested in ASA governance, feel free to stick around for the board meeting that runs through August 29. See you in Denver!

Take care,  
Wade ■

# Opportunity Knocks

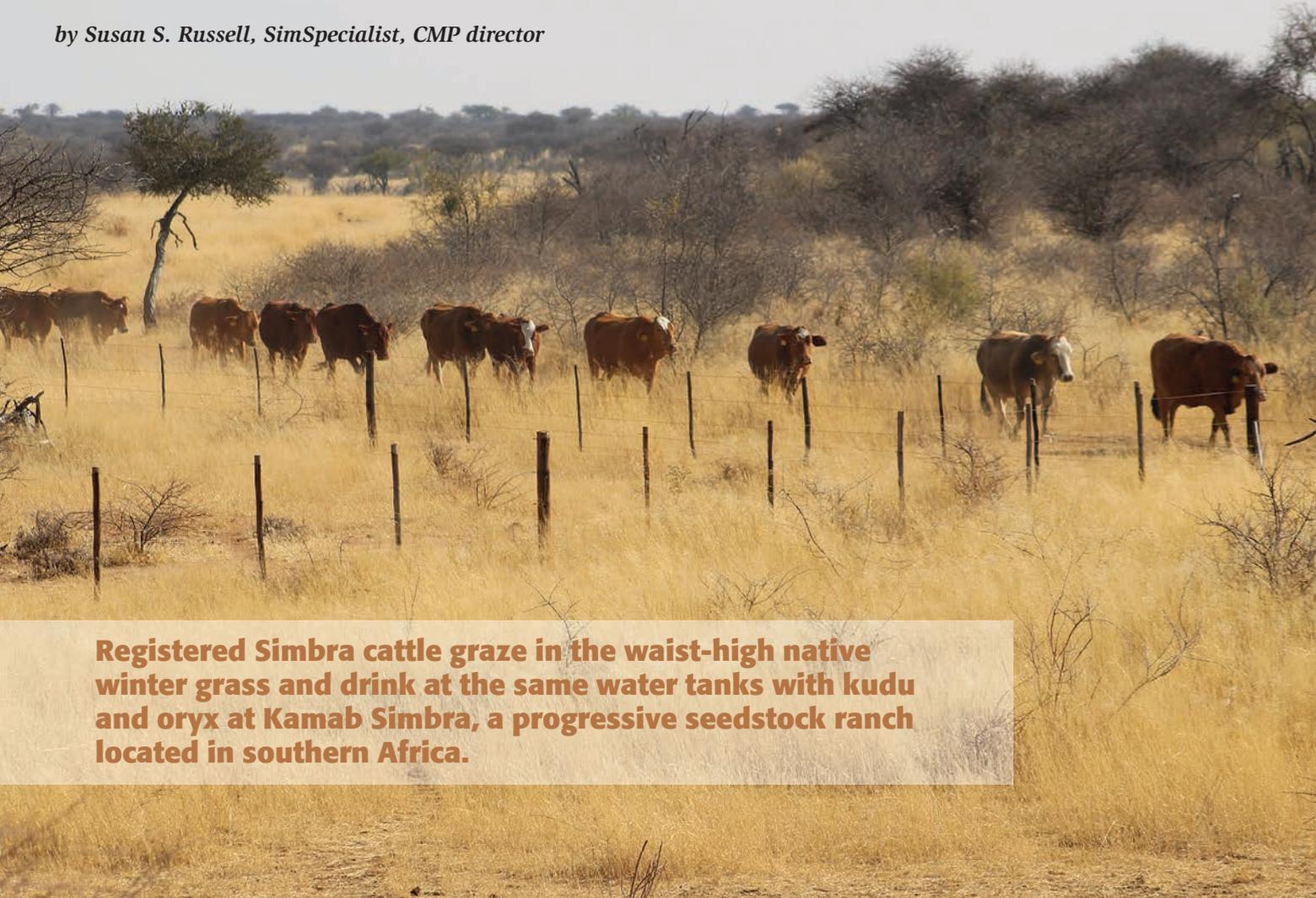
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# Simbra in Southern Africa

by Susan S. Russell, SimSpecialist, CMP director



**Registered Simbra cattle graze in the waist-high native winter grass and drink at the same water tanks with kudu and oryx at Kamab Simbra, a progressive seedstock ranch located in southern Africa.**

**K**amab Simbra, owned by the Diethelm and Katja Metzger family near Windhoek, Namibia, is a leader in the region's cattle industry.

Having learned the advantages of different cross-breeds during his university studies in Pretoria, South Africa, and Texas A&M, Diethelm Metzger wanted to focus on a cattle breed that adapted to his Namibian homeland's harsh, dry environment, and the market conditions of the cattle industry in southern Africa.

Namibia had established herds of Brahman and Simmental, called "Simmentaler" in the region. The breed combination was predominantly used for the Namibian slaughter market, as well as for the weaned calf production system. Metzger found that he could produce earlier-maturing carcasses with Simbra cattle.

"Our idea was to select the animals with the characteristics that we wanted and stabilize the favorable genes," he said. His optimum Simbra was created through the selection process:  $\frac{5}{8}$  Simmentaler, which

provided the milk, docility, growth, carcass, and conformation to produce heavy oxen (steers), and  $\frac{3}{8}$  Brahman with the advantage of heat resistance, good walking ability, and short hair for fewer parasite problems. It became the basis for Kamab Simbra and its successful seedstock business.

Metzger explains that farmers can crossbreed their own, but, "the advantage of using a Simbra, in comparison to a crossing system, is that at all times you have the right blood composition of the respective parent breeds to produce an optimal animal for the market," he said, "and we provide the ease of management of just putting the right Simbra bull out with the cows."

The Metzger family has been farming in Namibia since the late 1880s. Diethelm's grandparents, Ernst and Ruth Metzger, added cattle to their farm. In 1963, his parents, Dieter and Ulla Metzger, raised various breeds including Simmentaler and Brahman-cross commercial cattle. Later in the 1970s, they created a wildlife trophy hunting business, and developed a red and white Brahman animal "stud," which is how the region refers to a seedstock



*A female Oryx comes to the salt block, near a water hole, where Simbra steers (called oxen) chew their cud.*



*The cattle crew dehorn calves. Some genetics from the US have brought the polled gene into the herd, which the owners see as a benefit.*

**Water, not land mass, is the limiting factor on stocking rate, which also must balance both the family's seedstock cattle and the wildlife. Depending on the rainfall (an average of 15 inches a year) and the cyclical drought, they stock at about ten hectares (24 acres) per animal unit for their beef herd.**

cattle business. The stud remained a sideline venture to their commercial herd until Diethelm Metzger finished his master's degree and returned home.

Diethelm and his wife, Katja, joined his parents in their farming activities after finishing their studies in 1986. The Metsibra Simbra Stud was registered in 1986, then the couple broke off to create Kamab Simbra Stud in 1995, when his parents retired.

Kamab's seedstock focus evolved as Metzger improved and enhanced both his Simbra operation and the family's wildlife hunting operation, called Makadi Safaris.

The youngest of Diethelm and Katja's three children, son Nikolai and his wife Nicola, are very active in the family's

seedstock venture. They handle all the data collection, DNA hair samples for sire verification, data entry and registration, breeding decisions, and daily cattle management.

The family weighs heavily on selection for conformation, structure, and Estimated Breeding Values (EBV is a comparable term to EPD or Estimated Progeny Differences in North America). Fertility also is vital, with heifer calves retained. Other traits, such as solid hide coloring, sheath tightness, and docility impact whether the male calves are steered shortly after birth or remain a bull for potential development. Only the best bulls get selected for their production sales.

*(Continued on page 14)*



\$API: 135  
\$TI: 81

### Long's Redwood H8

W/C Hoc HCC Red Answer 33B x  
WS Prime Beef Z8  
ASA# 3784793 • Red • Homo Polled  
Exciting, complete, homo polled, rare Red  
Answer son!



\$API: 150  
\$TI: 86

### Mr SR Mic Drop G1534

Mr SR 71 Right Now E1538 x  
JBS Big Casino 336Y  
ASA# 3568352 • Homo Black • Homo Polled  
A true spread bull with extra MCE, Docility,  
Marbling and production profit potential.



\$API: 173  
\$TI: 105

### WS Proclamation E202

CCR Cowboy Cut 5048Z x WS Miss Sugar C4  
ASA# 3254156 • Homo Black • Homo Polled  
Proclamation is one of the ELITE, must-use  
superstars!



\$API: 120  
\$TI: 92

### KRJ Dakota Outlaw G974

Rubys Turnpike 771E x BRKC Daphne DY37  
ASA# 3632499 • Homo Black • Homo Polled  
Dakota Outlaw's first calves are "the talk"  
of the country when it comes to fresh genes  
to use in 2022!



\$API: 116  
\$TI: 80

### SC Pay the Price C11

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



\$API: 121  
\$TI: 70

### WHF Next Up H243

Damar Next D852 x WHF Angels Envy 245A  
ASA# 3924191 • Red • Polled  
Exciting, stout, half Red Angus x Simmental  
out of a tremendous cow family!



\$API: 121  
\$TI: 75

### Mr CCF Clarified E3

Mr CCF 20-20 x  
Miss CCF Sheza Superstar by Duracell  
ASA# 3275273 • Homo Black • Homo Polled  
Backed by the Louisville and Denver Champion  
Sheza Bonnie, Clarified offers elite phenotype,  
proven genetics, and a balanced EPD profile.



\$API: 133  
\$TI: 81

### OBCC CMFM Deplorabuii D148

W/C Executive Order x LazyH/Adkins Blkstr Z15  
ASA# 3150188 • Homo Black • Homo Polled  
Deplorabuii is the \$100,000 valued herdsire  
prospect that was the talk of Kansas City and  
Louisville in the fall of 2016. He was named  
Bull Calf Champion at both the American Royal  
and the NAILE.



\$API: 116  
\$TI: 81

### GSC GCCO Dew North 102C

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



\$API: 119  
\$TI: 84

### Longs Pay the Man E16

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



\$API: 132  
\$TI: 86

### LLSF Vantage Point F398

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



\$API: 121  
\$TI: 74

### Felt Perseverance 302F

W/C Executive Order 8543B x Rubys Rhythm Z231  
ASA# 3493800 • Hetero Black • Homo Polled  
Perseverance is a new, exciting baldy Executive  
Order son with tremendous maternal genetics  
behind him. The first dozen calves out of him have  
been born light and easily out of first calf heifers.



\$API: 178  
\$TI: 104

### LCDR Affirmed 212H

EGL Firesteel 103F x WS Miss Sugar C4  
ASA# 3812282 • Homo Black • Homo Polled  
Use him to make those next generation  
Purebreds. Excellent foot shape and depth  
of heel.



\$API: 113  
\$TI: 68

### WHF/JS/CCS Double Up G365

W/C Double Down x WHF Summer 365C  
ASA# 3658592  
Double Up is by proven calving ease sensation  
Double Down out of the legendary WHF/Steenhoek  
multiple time champion WHF Summer 365C.



\$API: 110  
\$TI: 73

### JBSF Berwick 41F

Rocking P Legendary C918 x JBSF 402B  
ASA# 3462584 • Black • Polled  
Newly available and producing extremely  
valuable progeny across the nation!



\$API: 126  
\$TI: 76

### PBF Red Paint F88

W/C Executive Order x Built Right  
ASA# 3500551 • Red • Polled  
Hot, red, calving ease bull. 2019 Iowa State  
Fair Division Champion!



\$API: 116  
\$TI: 69

### KSIG Steelin His Style 6D

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



\$API: 111  
\$TI: 71

### GEFF County O 736E

Loaded Up x RAJE/PB Montecito 63W  
ASA# 3289219 • Hetero Black • Homo Polled  
County O goes back to the Rhythm donor at  
Ruby's! He's a featured herdsire at Griswold  
Cattle Co, OK and is making the right kind!



\$API: 118  
\$TI: 74

### W/C Double Down 5014E

W/C Executive Order X Yardley Utah  
ASA# 3336150 • Homo Black • Homo Polled  
Double Down has now proven himself with scores  
of very nice calves, and as expected, has stretched  
the necks, yet provides the rib the industry is  
demanding in the show room and the pastures.



\$API: 175  
\$TI: 100

### TSN Architect J618

G A R Home Town x TSN Miss Cowboy D350  
ASA# 3928828 • Homo Black • Homo Polled  
The most exciting calving ease SimAngus™  
in the land with top % ranks in every trait!

# COOL Additions!

**CATTLE** *Visions*

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[www.cattlevisions.com](http://www.cattlevisions.com)



\$API: 118  
STI: 75

### **SJW Exit 44 7111E**

LLSF Pays to Believe x SVF/NJC Built Right N48  
ASA# 3416614 • Homo Black • Homo Polled  
The most talked-about new blaze bull across the nation!



\$API: 139  
STI: 79

### **Rocking P Private Stock H010**

WLE Copacetic E02 x Rubys Wide Open 909W  
ASA# 3775641 • Homo Black • Homo Polled  
Private Stock was the 2022 Fort Worth Champion Bull and the 2021 NAILE Champion Bull.



\$API: 210  
STI: 117

### **CLRS Guardian 317G**

Hook's Beacon 56B x CLRS Always Xcellent  
ASA# 3563436 • Homo Black • Homo Polled  
Guardian was the \$85,000 selection in the 2020 "Bred For Balance" Sale. He's the breed's #1 \$API Purebred and #2 Marbling Purebred!



\$API: 132  
STI: 76

### **KJK1 38 Special 801J**

JSUL Something About Mary 8421 x  
R Built To Believe 801F  
ASA# 3972780 • Hetero Black • Hetero Polled  
Cool profiled SAM son with a cool face backed by a great cow family!



\$API: 104  
STI: 69

### **Ruby/SWC Gentleman's Jack**

One Eyed Jack x Upgrade  
ASA# 3134708 • Homo Black • Homo Polled  
Producing extremely sound, deep-sided, high-quality progeny! His first crop of heifer calves has produced champions at the highest levels!



\$API: 136  
STI: 81

### **W/C Bet On Red 481H**

W/C Fort Knox x W/C Relentless  
ASA# 3808091 • Red • Homo Polled  
Griswold's red bull purchase from the 2021 Werning sale!



\$API: 170  
STI: 106

### **CLWTR Clear Advantage H4G**

LLSF Vantage Point F398 x Miss Sugar C4  
ASA# 3858588 • Homo Black • Homo Polled  
Exciting, new sire that's ultra-complete out of one of the hottest donors!



\$API: 122  
STI: 77

### **W/C Bank On It 273H**

PW/C Bankroll 811D x Hooks/ KS Sequoia  
ASA# 3808104 • Hetero Black • Homo Polled  
Griswold selected him at the \$202,000 high seller at Werning's 2021 sale!



\$API: 142  
STI: 86

### **W/C Express Lane 29G**

Rubys Turnpike 771E x Hooks Shear Force 38K  
ASA# 3644933 • Homo Black • Homo Polled  
Complete Turnpike son at Western Cattle Source, NE!



\$API: 104  
STI: 73

### **SWSN Cash Flow 81E**

Profit x MR CCF Vision  
ASA# 3348420 • Black • Polled  
Cash Flow sired some of Hartman's and Vogler's high selling lots this past year!



\$API: 145  
STI: 102

### **SAS Infra-Red H804**

All Aboard x Erixon Bitten  
ASA# 3803257 • Red • Homo Polled  
One of the hottest red bulls to sell in 2021!



\$API: 123  
STI: 80

### **SAS Big Casino H214**

Drake Poker Face x Erixon Bitten  
ASA# 3803217 • Homo Black • Homo Polled  
Big-bodied, performance-driven baldy!



\$API: 184  
STI: 92

### **Bar CK Red Empire 9153G**

IR Imperial x CDI Verdict  
ASA# 3766616 • Homo Polled  
High-selling bull at BAR CKs 2021 Sale! Top 1%



\$API: 142  
STI: 78

### **W/C Fort Knox 69H Hardwire**

W/C Fort Knox 609F x W/C Relentless 32C  
ASA# 3808092 • Red • Homo Polled  
Sloup's purchase at WC 2021 sale!



\$API: 167  
STI: 98

### **W/C Sugar Daddy 9002H**

CDI innovator x WS Miss Sugar C4  
ASA# 3808126 • Homo Black • Homo Polled  
Maternal brother to WS Proclamation and LCDR Impact and Favor. 9002H is the CE leader Innovator son and higher \$API.



\$API: 149  
STI: 91

### **RBS Upper Hand H288**

W/C Bankroll 4254F x RBS Uptown  
ASA# 3827413 • Hetero Black • Homo Polled  
Reck's 2021 high seller to Hart's, SD. Reck's describe him as impressive a bull they've raised. 902# WW combined with excellent feet, joints and profile!



\$API: 102  
STI: 70

### **LLSF Draft Pick H383**

LLSF Better Believe It D64 x Kenco Steel Magnolia  
ASA# 3804789 • Homo Black • Homo Polled  
Reserve National Purebred Bull Calf Champion and leadoff in Lee's Champion Pen! Add power!



\$API: 107  
STI: 71

### **S&S TSSC Limitless 041H (1/2)**

Conley No Limit x WS Revival  
ASA# 3776857 • Black • Polled  
Calf champion at 2020 NAILE and 2021 Royal!

# Simbra in Southern Africa

*(Continued from page 11)*



*Kamab Cattle uses two calving cycles. First calf heifers calve at about 30 months of age. If heifers initially fail to settle AI or natural service, they are given a chance to breed in the next season.*

Kamab Simbra is the largest Simbra farmer not only in the country of Namibia, but in all of southern Africa, producing about 600 calves a year, plus more from their cooperator herds.

Metzger noted that they continue to improve the grazing areas on the 6,000-foot-elevation farm by de-bushing the thick, thorny shrubs and underbrush that encroaches on the tall native grass. They use aerial spraying and manual labor to de-bush. The family strives for a balance of range cover for the cattle and wildlife. Like many remote ranches, Kamab Simbra and Makadi Safaris provide their employees with a housing village. Workers include both bush and fencing teams to maintain the range, as well as animal care teams.

Water, not land mass, is the limiting factor on stocking rate, which also must balance both the family's seedstock cattle and the wildlife such as trophy-sized kudu, oryx, blue wildebeest, red hartebeest (called kamab in the native dialect), plus giraffe, zebra, etc., that roam the properties. Depending on the rainfall (an average of 15 inches a year) and the cyclical drought, which was devastating in 2019, they stock at about ten hectares (24 acres) per animal unit for their beef herd. Their beef herd, which is predominately red-hided, currently runs on about 68,000 acres of owned and leased land.

Water is historically a problem in Africa. In the 1950s, for example, the family drilled 62 dry boreholes searching for live underground water. Two large earth dams were built at the time. The dams, plus improvements of smaller dams, storage tanks, and a pipeline system sustains the farm's lifeline of water today.

Simbra females are bred via artificial insemination for two rounds, before natural service herdsires are turned out for a third heat cycle, creating 65-day calving seasons. The Metzgers have tried embryo transfer, but the genetic boost has been on a small scale. They import semen from South Africa and the United States, with some semen purchased from Texas breeders, which has added the polled gene into Metzger's herd. They also consult ASA's International Genetic Solutions (IGS) database.

They calve in two seasons. In the southern hemisphere, their summer calving is November to January and their winter calving is May through July. Heifers are about 30 months old when they first calve. Many farmers keep the pairs corralled near headquarters until the calves are about six weeks old, in an attempt to limit loss of newborn calves to cheetahs, leopards, hyenas, and other predators. Pairs are then turned out.

Many farmers in the area sell the calves fresh off the cow as “weaners,” which the family buys to add to their owned weaned calf crop when their environment allows.

There are 23 Simbra breeders in Namibia. To educate the commercial producers about the breed and better cattle management, Kamab Simbra puts on a “Beef Information Day” annually. The family’s educational field day, initially held in 2013, has grown in attendance and cemented itself as the premier event of its kind in Namibia. “Our aim with this event is to address some of the keys needed to become and remain a profitable beef producing operation within Namibia,” Metzger said.

“It is our belief that inclusive sharing of new, relevant, and progressive information is the best way to continue to develop and improve the Namibian beef industry. There are significant opportunities for Namibian beef producers to progress and perform at the top of the global market.”

Metzger also spearheads a new shareholder group, Beef Value Chain Forum of Namibia, to create a private abattoir (beef cattle harvest plant) in Windhoek. This major project, called Savanna Beef Namibia, faces government regulation hurdles in a country that lacks any grow-yard or finish feedlot system. There is one small state-run harvest plant in Namibia, but Metzger said that there is a huge discrepancy between their global beef export market share and that of other countries, so a more efficient system for producers is being sought.

In Namibia, which just gained its independence from South Africa in 1990, farms also aren’t legally permitted to sell beef directly to consumers, so only the auction system is used in the country, with cattle typically sold to neighboring South Africa to be finished and harvested. Having a Namibian slaughter plant would improve economics and showcase the cattle as hormone-free, grass-fed beef.

“We want to emphasize that our quality livestock is raised open range in a balanced approach to cattle farming, and in harmony with wildlife,” he said. The private plant hopes to harvest 50,000 head annually when it opens.

In addition to education, Kamab Simbra uses the show ring as a primary marketing tool. The family’s headquarters is filled with sashes (banners) and trophies, such as the Queen’s Cup, and Champion of Champion winning cow award. A ranch website also promotes their offerings, such as their upcoming Central Select Auction.

The Metzger family has created a multi-breed sale group with stud auctions each February and September in Windhoek, which is in south-central Namibia. They hold evening sales, so that area producers who have an outside day job, or other cattle and game farm owners who are busy with hunters, can make the nighttime bull auction. Participants include the Metzger family with their Kamab Simbra stud; Stephan Voegts with his Simmentaler stud; plus a few Charolais and Brahman studs. They added internet bidding to their sales a few years ago, a new feature in the southern Africa region.

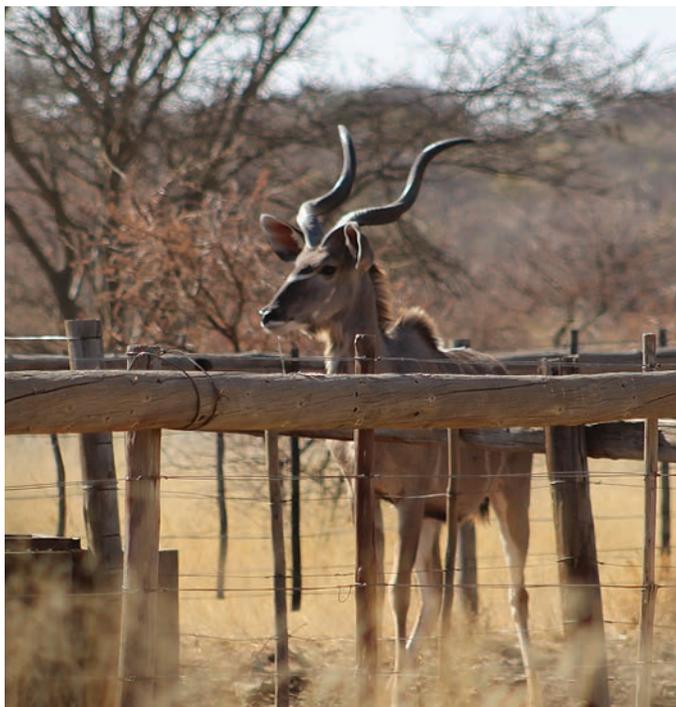
*(Continued on page 18)*



*Kamab Simbra uses the show ring as a marketing tool. These animals are being halter broke and brushed in preparation for the upcoming show.*



*The ranch brand “DM” is put just above the hock on animals. An ear notching system, tattoos and ear tags and RFIDs also are used for identification on Kamab cattle.*



*A Kudu bull comes to the water tank across the fence from Simbra cows.*



# BALANCE THE SCALES

## BREED EFFECTS FOR COW MATURE WEIGHT (MWT)<sup>abc</sup>

Angus	0
Charolais	-20 lb.
Hereford	-39 lb.
<b>Simmental</b>	<b>-74 lb.</b>

Big cows come with big feed bills.

Simmental-influenced cows are an average **74 lb. lighter** at maturity than Angus-sired counterparts, according to a recent U.S. Meat Animal Research Center study.<sup>a,d</sup>

While Simmental is sized for more efficient gains, 20-year genetic trendlines also show the breed offers reliable calving ease, early growth and cow longevity.

That's a balanced herd built for profit.

## STAND STRONG SIMMENTAL

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<sup>a</sup>USMARC, Zimmerman, M., et al., "Breed and heterotic effects for mature weight in beef cattle," *J. of Anim. Sci.*, Vol. 99, 2021. <sup>b</sup>Adjusted for sire sampling, Angus was the heaviest at maturity among the 16 breeds evaluated. Solutions are deviations from Angus. YW EPDs were extracted from genetic evaluations conducted in 2019. <sup>c</sup>Estimate of MWT differences at 6 years of age. <sup>d</sup>The study considered 108,857 weight records from 5,156 crossbred cows sired by 787 bulls.

# Simbra in Southern Africa

*(Continued from page 15)*

*Nikolai Metzger (right) shows the offspring from first calvers to former ASA Trustee Curtis Russell.*



*Owners Katja and Diethelm Metzger are flanked by former ASA Trustees Curtis and Susan Russell who visited Kamab Cattle near Windhoek, Namibia, Africa.*

The bulls are developed from eight to 30 months out on the grassland, with mineral supplements. As typical for the region, bulls are sold at 30 months of age. The bulls receive a special breed brand when inspected, plus the government-mandated RFID tags for traceability. These athletic-looking cattle are hardened and ready for turnout, with age-advantaged bulls sought by their commercial customer base.

“[The auctions are] the main outlet of the Kamab Simbra production, our best annual genetic material is made available here,” Metzger said. Since recovering from a drought, the sale group hopes to be able to build back to 100 bulls total at each of their 2023 auctions. ■

**Editor’s note:** ASA’s own Susan Russell, current SimSpecialist and CMP director, and past member of the ASA Board of Trustees, recently visited Namibia, Africa, with her husband, Curtis. Please also note, Simbra (no ‘h’) and Simmentaler (additional ‘er’) are the standard spellings in southern Africa.



Cason's Pride & Joy

Simmentals

# Maternally Inspired

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Held at the Russell Livestock Auction, Russell, IA



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**CASON'S OLIVIA K35**

PB • Sired by TJ Roosevelt 366E



**CASON'S SOPHIA K95BW**

PB • Sired by TNS All Around



**CASON'S AUBREY K815**

PB • Sired by KBHR High Road

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Landon Cason 641-799-7350



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**CASON'S MISS CARALOINE**

J95G

Sired by THSF Lover Boy B33  
Bred to CLRS Guardian 317G

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# BEST PRACTICES FOR SEEDSTOCK PRODUCERS

## Best Practices to Receive the Most Accurate Genetic Predictions

### 1 Clearly define breeding objectives

With the ability to increase the rate of genetic change comes the possibility to make mistakes at a faster pace. Breeding goals need to be clearly identified to ensure that selection at the nucleus level matches the profit-oriented needs of the commercial industry.

### 2 Use whole herd reporting

Inventory-based reporting captures more complete phenotypes on reproduction and longevity traits, and thus creates more accurate genetic selection tools.

### 3 Properly define contemporary groups

It is important for the precision of the genetic evaluation to group animals treated uniformly. Proper reporting of contemporary groups reduces bias in EPD.

### 4 Take data collection and reporting seriously

Phenotypes are the fuel that drives the genetic evaluation. Take pride in collecting accurate data. Report records on the complete contemporary group in order to paint the most accurate picture of the genetics in these cattle. If possible, collect additional phenotypes like mature cow weight, cow body condition score, udder scores, feed intake, and carcass data.

### 5 Make both thorough and accurate phenotypic data collection for economically relevant traits a high priority

The quantity and quality of fertility traits need to dramatically improve. Providing disposal codes to identify why females leave the herd is vital. Commercial data resources, where the true economically relevant traits exist, are going to become more critical to capture. Breeders can help prove the genetics of their own seedstock by encouraging their commercial customers to join ASA's Commercial Total Herd Enrollment (THE) option and add valuable data to the evaluation.

### 6 Use index-based selection

As the list of published EPD continues to grow, using economic selection indices will become even more helpful to reduce the complexity of multiple trait selection.

If the number of EPD increase, tools to reduce the complexity of sire selection for commercial producers must continue to develop. Breed associations and seedstock producers have the obligation to aid commercial clientele in making profitable bull selection decisions.



Jackie Atkins, PhD



Matt Spangler, PhD



Bob Weaver, PhD



Wade Shafer, PhD

### 7 Use genomics

Genomic selection offers an opportunity to increase the rate of genetic change and break the antagonistic relationship between generation interval (the average age of the parents when the next generation is born) and the accuracy of selection (e.g., accuracy of EPD) — two components that determine the rate of genetic change. However, as with any tool, genomic information must be used correctly and to its fullest extent.

#### Adding a DNA test to your decision is like knowing . . .

- ◆ 25+ calving ease scores
- ◆ 22 birth weights
- ◆ 25+ weaning weights
- ◆ 25+ yearling weights
- ◆ Stayability / productivity records on 15 daughters
- ◆ 6 carcass weights
- ◆ 10 marbling scores
- ◆ 8 ribeye area measurements

**All this from a test you can complete before you wean the calf.**

 **IGS** Multi-breed  
Genetic Evaluation

## Best Practices for Genomic Testing

### 1 All animals within a contemporary group should be genotyped.

If genomic data are meant to truly enable selection decisions, this information must be collected on animals before selection decisions are made. The return on investment of this technology is substantially reduced if it is used after the decision is made. The ASA's Calf Crop Genomics (CCG) program offers 50% off GGP100K test for breeders who commit to genotype the entire calf crop. See sidebar for more details.

### 2 Both male and female animals should be genotyped.

The promise of genomic selection has always suggested the largest impact is for lowly heritable and/or sex limited (e.g., fertility) traits or those that are not routinely collected (e.g., disease). This is indeed true, but it necessitates that genotyped animals have phenotypes. For sex-limited traits, this becomes a critical choke point, given that historically the vast majority of genotyped cattle are males. If producers wish to have genomic-enhanced EPD for traits such as calving ease maternal and heifer pregnancy, they must begin or continue to genotype females. The ASA has a unique program called the Cow Herd DNA Roundup (CHR) to help herds collect female genotypes. See sidebar for more details.

### 3 Genotypes can provide useful information in addition to predictions of additive genetic merit.

Do not forget the value in correcting parentage errors, tracking inbreeding levels, identifying unfavorable haplotypes, estimating breed composition, and estimating retained heterozygosity. All of these can be garnered from populations that have a well-defined set of genotyping protocols.

The beef industry should be congratulated for the rapid adoption of genomic technology, but there is a lot of work to do. Of critical importance is the fact that genomic technology will continue to change and does not replace the need for phenotypes nor the fundamental understanding of traditional selection principles including EPD and accuracy.

## Total Herd Enrollment (THE)

A cow inventory reporting program, THE requires participants to provide annual reproductive and inventory status on their cow herd. THE is designed to improve quality of data submitted for the genetic evaluation, and in turn improve and develop reproductive EPD. By submitting data on the entire calf crop or contemporary group, breeders will receive more accurate predictions of their cattle. The ASA has four THE options to fit most seedstock and commercial operations.



## Cow Herd DNA Roundup (CHR)

The Cow Herd DNA Roundup (CHR) is designed to increase the number of female genotypes to better predict maternal traits, such as maternal calving ease. Genotyping entire herds reduces bias created when only the best cattle are genotyped. Gathering massive amounts of genotypes on entire cow herds will significantly improve the genomic predictions and rate of genetic progress. As parentage testing is included, CHR herds will have pedigrees validated through DNA. Participating breeders benefit from having genomically enhanced EPD on the entire cow herd — equivalent to a lifetime number of calf records in several traits for an exceptionally low cost.



## Calf Crop Genomics (CCG)

Calf Crop Genomics, a research project launched by the ASA in collaboration with Neogen Genomics, offers 50% off GGP100K genomic test including parentage (\$25 compared to \$50 equivalent test) to participating breeders who test their entire calf crop. Genotyping entire calf crops is important to use genomically enhanced EPD (GE-EPD) for selection decisions, reduce selection bias in genomic predictions, and increase the volume of genotyped animals for future improvements to genetic predictions. The latter two points make any singular genomic test in the future better for all members using genomics.



## Carcass Expansion Project (CXP)

Despite the importance of carcass traits to our industry, few producers devote resources to collecting and recording actual carcass data. While the Carcass Merit Program (CMP) is a valuable progeny test, it is limited in the number of records produced. We cannot depend on the CMP alone to bring in carcass data. In the age of genomics, it is clear we need genotypes on animals with actual carcass phenotypes.

Adding another layer of commitment to predicting carcass traits, the ASA initiated a new program, called the Carcass Expansion Project, in the fall of 2018 to increase the number of carcass records on genotyped animals. The ASA is ramping up both phenotypic and genotypic data collection on terminal calves — a vital part of our vision.



# Looking Back at Fall Focus 2022

by Lilly Platts



*Fall Focus 2022, held in Roanoke, Virginia, August 26–30, was a successful gathering of Simmental enthusiasts from across the country. The event featured area tours, a day-long educational symposium, and a productive board meeting. The Virginia Simmental Association (VSA) co-hosted the event and gave everyone an informative glimpse into the state's beef industry, and the role Simmental plays. A huge thank you to everyone at the VSA for their help organizing and hosting.*

One highlight of the weekend was an early morning meeting of ASA's SimSpecialists team. Many members of the team were present, and spent time getting up to date on association programs, sharing experiences, and discussing ways their team can be better utilized. The combined years of experience of the SimSpecialists is unmatched; from attending bull sales and helping potential customers understand indexes to presenting at educational field days, they offer a lot to the Simmental breed and are dedicated to expanding their reach.

After a quick lunch in downtown Roanoke, we hopped on buses and drove to Hillwinds Farm, owned and operated by Tim and Cathy Sutphin. The Sutphins have been using Simmental genetics in their commercial operation

for some time, and have built a profitable family business. Tim discussed the genetic and management decisions that have allowed them to build their herd, and how Simmental genetics have been a major part of their success.

From there we jumped back on the buses and drove to Blacksburg for a tour of the Virginia Tech campus. The university's Beef Cattle Center runs a herd of cows, including Simmental, and holds a student-run bull sale — the Hokie Harvest Sale — each year.

After that, we drove just outside Blacksburg to Bill McDonald's historic farm, which was established in 1763. During the Revolutionary War the farm served as a depot, and early in its history it also housed a grist mill, a tannery, and was used for producing "McDonald Surefire"

# *farm tours*

gunpowder. Today, McDonald Farm raises Simmental seedstock, utilizing the abundant grass available in the Virginia hills. Bill and his family graciously opened their home, served ham and biscuits and mint sweet tea, and showed us all a great deal of hospitality.

We then headed back to the buses and drove out to Virginia Tech's Kentland Farm. Their newly constructed hay barn served as a beautiful setting for dinner, live music, and socializing. The Virginia Junior Simmental Association served a brisket dinner, and we heard from VSA president Mark Campbell, and Dr. Dan Eversole and Chad Joines with the VT's beef cattle program. Pouring rain threw a hitch in the schedule, but we were eventually able to head outside to watch Lane Giess's live feet and leg scoring demonstration.

*(Continued on page 26)*



*Bill McDonald and his girlfriend, Amy.*



*Laura, Tim, Cathy, and Heath Sutphin.  
Opposite page: Fall Focus attendees gathered inside the Sutphin's barn to look at a group of heifers.*

*Bill McDonald told the story of his family farm and how he became involved with the Simmental breed.*



# Come one, come all! All Breeds Welcome!

"I love this program and appreciate that it is flexible for other activities. I like it more when Cowan can be on the live webinar, but that's life. The data is awesome, and it's a great learning experience. Many of the assignments were high-level. I think that is great but can be daunting when even the parents aren't awesome at it."

– **Natasha Mortenson, participant**

"She really enjoyed it all, and the varied content was awesome! The hands-on things she enjoyed more than the papers, but that is her being young." – **Chelsea Faulhaber, parent**

"I enjoyed participating in the SPC Contest this year a ton. My favorite part was honestly probably making my steers ration! It was so different than any of the other assignments and it honestly took things to a whole different perspective for me. As always, every year I seem to learn more and more. I love the topics that the webinars go over and they have awesome speakers/presenters this year so it made it really fun to listen to. There was nothing that I disliked this year, you guys all made it really fun for me anyways and I really enjoyed it."

– **Audrey Redalen, participant**

"I greatly appreciate how this program has continued to be open to feedback and evolve! An example that especially resonates with me as a parent is how the assignments have developed into truly educational experiences. The first year of the SPC program primarily focused on the assignments summarizing the content of the webinars. This year the participants have had the opportunity to showcase through a number of different avenues what they've learned. These learning activities accommodate diverse types of learning styles and help to solidify the information in a meaningful way! As a parent and a Simmental breeder, this program is so valuable in my eyes. Please continue to communicate what we can do to support this program!" – **Abbie Redalen, parent**

"I liked to learn about everything and I think it will all help me moving forward." – **Cowan Mortenson, participant**

"I enjoy the data! Grace and I enjoy working together, particularly using good data for making decisions and then evaluating our results. This is one of the reasons we continue to participate in the SPC, to learn more about our own operation from the terminal side. I am encouraged that she gets excited about topics that she is learning from." – **Chuck Ewing, parent**



 **SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association

# 2023 AJSA STEER PROFITABILITY COMPETITION

The AJSA Steer Profitability Competition (SPC) is designed to provide junior members meaningful exposure to the opportunities and challenges associated with cattle feeding. The SPC will not only allow participants to measure and compare the profitability of their own animal(s), but of greater importance, it will introduce young beef enthusiasts to peers, mentors, industry advocates, and experiences that are exceedingly difficult to acquire for any beef producer. Participants in the SPC program will be powerful voices as they transition from junior membership to adult participation within the beef industry.

## REQUIREMENTS

1. Steers only
2. Entrant must be an AJSA member
3. Animals must be entered in the ASA database
4. Either sire or dam on file in the ASA database
5. Birth date range: 1/15/22 to 4/15/22
6. Weaning date range: 8/15/22 to 10/15/22
7. Castration must occur prior to weaning
8. Steers must weigh 500-750 lbs. at delivery
9. Steers must be polled or dehorned
10. Any breed composition welcome provided they meet rules 1-9

## CONTEST GUIDELINES

1. Entry fee of \$65/head
2. Feedlot placement approximately November 1
3. All decisions at the discretion of feedlot
4. Harvest will occur approximately May 2023
5. Participation in monthly e-meetings
6. Entrant will receive reports on
  - a. Monthly feed and health bill
  - b. Final feedyard data
  - c. Final carcass performance data

Winners will be announced at the 2023 National Classic Awards Banquet. Awards will be granted for the top three animals overall, top three pens of three overall, and top monthly write-up participant.

## DETAILS

1. All steers on GrowSafe feed intake system throughout the entire project.
2. Individual intake and gain information on all steers.
3. Monthly weights on all steers.
4. Steers will be fed at University of Missouri Beef Research & Teaching Farm in Columbia, MO.
5. A monthly newsletter highlighting SPC details, industry news and steer performance.
6. Monthly bill detailing specific expenses on each steer.

- Mandatory monthly educational webinar
- Mandatory monthly assignment (variety of formats and age expectations)

Go to [juniorsimmental.org](http://juniorsimmental.org) to register or find more information.

Register by October 15, 2022

# Looking Back at Fall Focus 2022

(Continued from page 23)



ASA's Lane Giess led a live feet and leg scoring demonstration.



Virginia Simmental Association president Mark Campbell, who was instrumental in organizing Fall Focus 2022, welcoming attendees to Virginia Tech's Kentland Farm.

## *symposium*

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**The Virginia Simmental Association played a huge role in organizing Fall Focus 2022.**

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Saturday kicked off the educational day, which was thoughtfully curated by ASA's Dr. Jackie Atkins. Barry Wesner, board chairman, welcomed everyone to the event. Virginia Secretary of Agriculture, Matt Lohr, kicked off the speaker lineup discussing the importance of agriculture in the state, and the larger role he sees it play in communities across the state.

New ideas and being at the forefront of developing science goes hand-in-hand with ASA's mission, and the next speaker, Dr. Alison Van Eenennaam, discussed something that could change the beef industry and raising livestock as a whole. Van Eenennaam works as a Cooperative Extension specialist in the field of animal genomics and biotechnology in the Department of Animal Science at University of California-Davis, and her current research focuses on genome editing, which she discussed in detail during her talk. The technology to insert or remove individual genes, which could change any desired trait, exists but is not legal to practice in the US. Van Eenennaam explained the science, its effectiveness, how it can be used, and the regulatory framework that currently prevents scientists from fully utilizing it. The use of genome editing also poses a moral question for many, which attendees were challenged to consider.

Dr. Troy Rowan, University of Tennessee, followed with his talk, "Laying the Groundwork for the Next Generation of Phenotyping, Genotyping, and Genomic Prediction." Rowan discussed genetic progress, and how to speed up genetic improvement. The accuracy of genetic predictions and the ability to measure useful phenotypes are the two basic pieces of the equation, and improving each is necessary to speed up genetic improvement. Rowan discussed the role of genomics, showing how the implementation of genomic testing improves our ability to predict an animal's



*Dr. Alison Van Eenennaam discussing genome editing.*



*Dr. Troy Rowan discussing future improvements to genetic prediction.*

genetic merit. He explained how Single Nucleotide Polymorphism (SNP) technology is currently used, and how Sequence Imputed technology could improve genomic testing. Rowan then presented possible steps that could be taken to implement sequencing strategies, which are currently being used through research. He also discussed traits that would be extremely useful to the industry if measured, including disease risk and greenhouse gas emissions. Traits like these are difficult to measure due to variations in animals, genetics, environment, and more. However, work is being done at the university level to measure these phenotypes, and that work should eventually help breed associations—and ultimately, producers—make selection decisions.

The Virginia Simmental Association played a huge role in organizing Fall Focus, and the lunch on Saturday featured president Mark Campbell, and Virginia Cattle Industry Board member, Paige Pratt.

After lunch, Dr. Vitor Mercadante, a professor at Virginia Tech, discussed advancements in fixed-time AI technology. He began by discussing beef production efficiency in the US, using Brazil as a comparison. It takes fewer cattle to produce more beef in the US, thanks in part to reproductive efficiency. The goal is to optimize pregnancy rates and develop and select replacement heifers that are highly fertile at the lowest possible cost. This sounds simple, but because fertility is generally lowly heritable, producers can't simply select females based on what their genetic merit should be for this trait. Mercadante broke down reproductive efficiency to include a combination of management, nutrition and animal health, selection pressure, and the use of reproductive technologies. Estrus synchronization is commonly used, and fixed-time AI can reduce the labor necessary to AI

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**Videos of each presentation from the educational day will be posted to [fallfocus.org](http://fallfocus.org).**

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*Dr. Vitor Mercadante presented tools for improving reproductive efficiency.*

*(Continued on page 30)*



# Progress Through Performance Shows

## Mark Your Calendars for 2022-2023 Major PTP Open Shows

*Visit event websites for show schedules.*

### American Royal

October 2022

[www.americanroyal.com](http://www.americanroyal.com)

*Note: This is the National Show  
for the 2022-2023 show season*

### North American

### International Livestock Exposition

November 2022

[www.livestockexpo.org](http://www.livestockexpo.org)

### Cattlemen's Congress

January 2023

[www.cattlemenscongress.com](http://www.cattlemenscongress.com)

### National Western Stock Show

January 2023

[www.nationalwestern.com](http://www.nationalwestern.com)

### Fort Worth Stock Show

January 2023

[www.fwssr.com](http://www.fwssr.com)

## The American Simmental Association

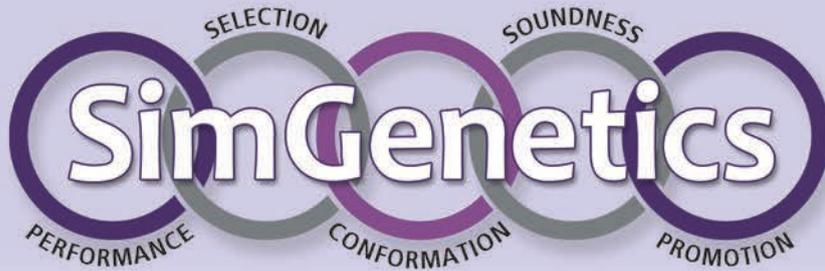
is proud to sanction high-quality Purebred Simmental, Percentage Simmental and Simbrah Progress Through Performance (PTP) shows throughout the country. The PTP program is designed to promote multi-level progress within the SimGenetics industry. PTP shows effectively combine the assessment of statistical data, such as EPD 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 & Events (A&E) Committee. View the PTP approved judges list at: [www.simmental.org](http://www.simmental.org).



# ASA PTP RING OF CHAMPIONS 2022-2023



**Only the Major PTP Shows involved in the National Show rotation are eligible for ASA PTP RING OF CHAMPIONS 2022-2023.**

Shows include: 2022 American Royal  
2022 North American International Livestock Exposition  
2023 Cattlemen's Congress  
2023 National Western Stock Show  
2023 Fort Worth Stock Show

## Award Divisions

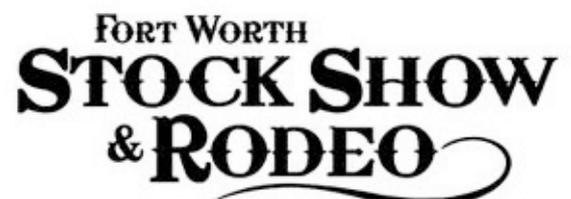
- ◆ Purebred Simmental Female of the Year
- ◆ Purebred Simmental Bull of the Year
- ◆ Percentage Simmental Female of the Year
- ◆ Percentage Simmental Bull of the Year
- ◆ People's Choice Female of the Year
- ◆ People's Choice Bull of the Year

## Qualifications

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

## Additional information

PTP Coordinator  
406-587-4531 • ext. 518  
ptp@simmgene.com



# Looking Back at Fall Focus 2022

(Continued from page 27)



*Drs. Wade Shafer and Randie Culbertson presenting information on RFI and FI, and how accurate measurements can influence profitability.*

females since checking for heat isn't necessary. It also increases the portion of females exposed to AI, and more females are bred by AI in a shorter period of time. Mercadante then explained the financial impact of fixed-time AI on calving window, the number of cows that are bred, weaning rate, and weaning weights. Using the AI Cowculator, through beefrepro.org, he showed how fixed-time AI can increase profitability. He then discussed the management factors that affect the success of fixed-time AI pregnancy rates, and presented protocols producers may choose to use. The Beef Reproduction Task Force publishes detailed AI protocols for mature cows and heifers, which Mercadante broke down. Sexed semen protocols have also been added.

ASA's Dr. Randie Culbertson and Dr. Wade Shafer discussed genetic selection for Feed Intake (FI), and Residual Feed Intake (RFI). Feed represents 50 to 70%

of total production costs, which increases dramatically when the cost of corn goes up. Balancing this cost with profitability can be tricky, as a decrease in feed inputs can decrease animal performance. Decreasing feed costs without sacrificing animal performance would lead to a dramatic improvement in animal performance and profit. There are a number of questions, including how to define feed efficiency, selecting which phenotypes should be used for selection, how these factors can be incorporated into a breeding program and genetic evaluation, figuring out how this selection would impact other performance traits, and whether FI or RFI measurements should be used. Culbertson then discussed the pros and cons of both RFI and FI, which differ in their measurement. In conclusion, breeding objectives shouldn't only be the reduction of feed but to also increase the profitability of cattle.



*Simmental producers eager to improve their operations through science fill the seats during the educational symposium.*

# awards



*Last year's Golden Book recipients could be honored in person this year.  
L-R: Kevin and Lynette Thompson, Melissa and Gordon Hodges, and Parke and Nina Vehslage.*



*Gib Yardley, a 2022 recipient of the Golden Book Award, along with his wife, Denise, and past board chairman, Randy Moody.*



*ASA EVP Dr. Wade Shafer, a 2022 recipient of the Golden Book Award, along with his wife, Kathy, and past board chairman, Randy Moody.*

Saturday evening was a time for celebration, and to recognize Golden Book Award recipients and retiring ASA trustees. Due to Covid, last year's Golden Book recipients were not honored in person. To make up for this, they were recognized at Fall Focus 2022.

Sunday morning started off with a bull session, which gave Fall Focus attendees the opportunity to ask questions of board members. These exchanges sparked discussions that continued into committee meetings. ■

**Editor's note:** Scott Riddle, a 2022 recipient of the Golden Book Award; and 2021 recipients Tom Hook, Steve Reimer, and Fred Schuetze were not present at Fall Focus.

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**Fall Focus 2023  
will be hosted by the  
Colorado Simmental  
Association in Denver.  
Stay tuned for details.**

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# BIF Brief

by Anna Sponheim

*The Beef Improvement Federation (BIF) annual symposium featured a variety of speakers, and these presentations are now available to the public online. Below are summaries of these educational talks, selected by ASA directors. To explore the full presentations please head to [beefimprovement.org](http://beefimprovement.org).*

## **“The Effect of Growth-Promoting Implants and Feeding Duration on Growth Performance, Feeding Behavior, Carcass Yields, and Empty Body Composition of Serially Harvested Charolais x Angus Steers.”**

*Dr. Ty Lawrence, West Texas A&M University*

According to Dr. Lawrence, this study came to be on a scratch sheet of paper in a Reno bar with help from Dr. Wade Nichols, who works at Merck Animal Health. First, this study was designed to observe individual animals' left and right sides using both carcass ultrasound and actual carcass data. Second, the research team wanted to compare the Aloka 500 and the EVO ultrasound units and apply this when looking at the carcass. These objectives were tested as 50 head of cattle were ultrasounded using Aloka 500 and EVO on alternating sides throughout time at a feeding facility. The tests were conducted with steers, cows, heifers, and bulls with breeds including Angus, Charolais, Corrientes, Holstein, Shorthorn, and others. Ultimately, the different ultrasound systems showed Aloka was consistently measuring higher on the right, and EVO had higher measurements on the left. Along with many observations on carcass gains, the study showed that differences within the ribeye area indicated ultrasound technique has an effect on the carcass outcome.

## **“Feedlot Heart Disease: Relationships between heart score and performance.”**

*Dr. Scott E. Speidel, Colorado State University*

This research project truly began in 1979, when teams began taking a closer look at high-altitude disease, which was commonly being misdiagnosed as diphtheria in cattle. In a system designed by Dr. Timothy N. Holt, information on high-altitude disease has been quantified by using a scale of one to five, starting with alveolar hypoxia and ending with heart failure. Goals of this project were to:

1. Quantify the relationship between pulmonary arterial pressure measured in fattened cattle and heart scores collected at slaughter;

2. Examine potential factors indicated in feedlot heart disease, including the role of genetics in disease incidence;
3. Determine the effect of heart remodeling during the feeding period on feedlot and carcass performance; and
4. Develop selection tools in the form of EPD for Feedlot Heart Disease Resistance.

After analysis of the data collected, it can be concluded that where remodeling has started to occur, resistance has been shown via the heart scores gathered, and indications of increases in heart score with decreases in carcass characteristics were seen.

## **“Considerations and Strategies for Imputation Reference Panel Construction.”**

*Dr. Troy Rowan, University of Tennessee–Knoxville*

In his drive from the El Paso International Airport to the Las Cruces Convention Center where the BIF symposium was held, Dr. Troy Rowan created a visual for genetic imputation using his travel. In the 47-minute drive, if Dr. Rowan looked out the window for one second every five minutes, this would represent the small, unimputed chip genotype for sequence-level genotypes if the stretch of road was represented as a DNA strand. Throughout his observations of sequencing and developing reference panels, Dr. Rowan highlighted four takeaways:

1. Future improvements to genetic evaluations will rely on sequence-level genotype information;
2. Whether low-pass or using chips, imputation to sequence level can add value to genomic resources;
3. Imputation is pattern matching and relies on high-quality references; and
4. Continually improving references is essential. Always choose animals with a plan in mind.

## **“Across-breed EPD Adjustments: Progress on missing traits and multi-breed evaluations.”**

*Dr. Larry Kuehn, U.S. Meat Animal Research Center*

Through evaluating multi-breeds and estimating differences, Dr. Larry Kuehn was able to put together comparisons used to calculate EPD, breed differences, and heterosis changes taking place within contemporary groups. Testing was completed using several breeds, including Red Angus, Gelbvieh, Limosin, Simmental, Shorthorn, South Devon, Braunvieh, Chiangus, Salers, and combined breeds. Results were documented showing birth weight, weaning weight, yearling weight, and

maternal weaning recordings. According to Dr. Kuehn, working further with IGS to look at differences in how breeds are defined will continue to increase breed comparison scenarios.

### “Can You Afford to Avoid Crossbreeding?”

*Dr. Jennifer Minick Bormann, Kansas State University*

When it comes to crossbreeding, Dr. Jennifer Minick Bormann reported that there are two decisions to make as a producer: selection and mating decisions. She went on to explain what heterosis and retained heterosis are and how heritability is inversely related to heterosis. Breed complementarity is harvesting the core strengths of specific breeds, working to bring out the most valuable traits through selection. “Crossbreeding is not a substitute for selection. It is a complement,” clarified Dr. Bormann. Highlighted goals of the project were to optimize retained heterosis, be sustainable over generations, and to have uniform breed composition. Overall, it was concluded that seedstock producers should focus on additive genetic merit, putting that merit in a package that helps clientele exploit non-additive effects. ■

*ASA Publication intern Anna Sponheim is a student at Montana State University studying agricultural communications and writing. She grew up working for her family’s farm and ranch, and has since worked for a number of agricultural organizations in communications.*



# Reserve Your Space Now December/January Register

**Deadline November 15**

**Purchase a Christmas greeting ad in the December/January Register and your ad will be included as part of the Christmas greeting eBlast.**

### Contact:

**Nancy Chesterfield**  
[nchesterfield@simmgene.com](mailto:nchesterfield@simmgene.com)

**Rebecca Price**  
[rprice@simmgene.com](mailto:rprice@simmgene.com)

**or call 406-587-2778**



# Chronic Acidosis

## Affecting spermatogenesis and hoof health in yearling bulls

by Bob Sager, DVM, PhD, DABVP, Medicine Creek Bovine Health and Consulting

*Chronic acidosis cases have been increasing throughout the past year in yearling bulls that were fed rations with large percentages of grain or grain by-products in order to increase starch for rumen fermentation. When fed such a “limited ration product,” intake is oftentimes not limited, causing chronic acidosis. The resulting condition causes hoof problems with decreased spermatogenesis.*

Because chronic acidosis is sometimes clinically subtle, unsoundness and hoof problems do not show up at a bull semen examination (BSE). Therefore, bull unsoundness happens after sale and during the breeding season. This past year I have witnessed two cases that lead to litigation and I believe there will be more in the near future due to changes in feed ingredients and beef production.

This article is written to focus on this subtle but severe problem and bring understanding to the issues caused by high-grain rations. Specifically, it is important to know the effects of high-grain rations that are not slowly increased to allow rumen microbes to adjust, and compromise for the lactic acid buildup that takes place in the rumen under anaerobic fermentation of starch with resulting acidosis.

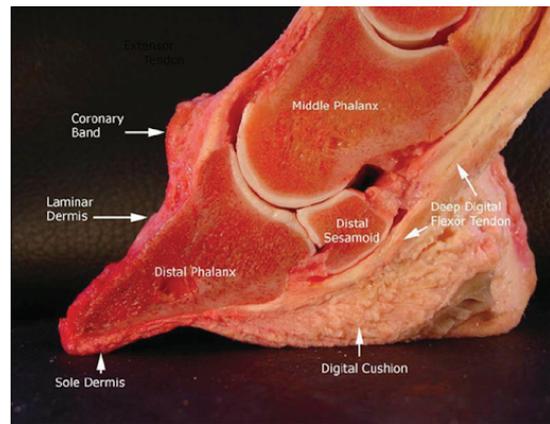
The following tips may help improve the performance and health of the bulls during the feeding period. For those who run small ranches or have cattle production as a secondary income, the following points and items are written for a “take-home message.” These points should be understood and followed regardless of herd size, where feed products are purchased, or what specific products are used.

As a Simmental bull producer of yearling and two-year-old bulls, one of the largest challenges you face is maximal growth from genetic potential while still maintaining rumen microbe health, minimizing rumen acidosis, improving hoof health, and producing optimum spermatogenesis.

### How does chronic acidosis cause laminitis?

Rumen acidosis causes an acute inflammatory response, which causes laminitis. Various vasoactive substances are released into the bloodstream in coincidence with rumen acidosis, which initiates a number of things, including decreased blood flow. The end result is edema, hemorrhage, and necrosis of the corium tissues, which disrupts hoof function. This is complicated further still by the activation of other abnormal growth and tissue

necrosis with factors that result in structural alterations involving the basement membrane and capillary walls of hoof tissues. This process causes hoof structure abnormalities resulting in abnormal hoof growth and potential future lameness. Sole tissues undergo necrosis and sloughing, subjecting tissues to abscesses, potentially causing bone abscesses, and exposing underlying tissues. These severe changes are almost always permanent and fatal. Tissue sloughing takes weeks or longer so initial tissue damage doesn't show up until breeding.



*Laminitis results from disrupted blood flow in the corium that leads to damage of the dermal-epidermal junction and the underlying connective tissue matrix of the corium. Inflammation predisposes to the activation of matrix metallo-proteinases which break down the strong collagen fiber bundles of the suspensory apparatus of the third phalanx.*

### What is spermatogenesis and how is it affected by chronic acidosis?

Spermatogenesis is a complex development involving neurological, endocrine, and nutritional interactions within a specific period of time in the testicular tissues. Normal bull semen has  $50 \times 10^6$  total sperm per ejaculate which requires massive amounts of nutrients. Energy, protein, and micro-nutrients are critical in spermatogenesis. Energy is usually the most limiting nutrient in bull development. Chronic acidosis can have long-lasting effects on sperm quality in developing bulls.

### What can you do to avoid these issues?

- Buy with a basic knowledge of what your cattle need. Educate yourself on what your specific cattle need. This varies with geography, age of cattle, forage, and water supplies. Consult with your veterinarian first, or

animal health supplier, nutritionists, or an experienced producer who has had success in your area feeding yearling bulls. Consult with an independent nutritionist for best answers.

- Intake is critical, regardless of product or formulation. Read the label and check to see if the intake of your cattle is what is recommended by the product that you are using. Grain and grain by-products are very palatable and are attractive to growing bulls. A limited intake product should work as directed and intake measurements are critical, especially in the first few weeks of feeding. There are many different products designed for different intake levels. Measure intake on a twice-weekly basis and continue to monitor as this will fluctuate with season, forage availability, water supply, and forage species and quality.
- Place a three- to four-day supply of mineral and salt out and check twice weekly. Fill as required but the goal is to always have minerals available. Weather, sunlight, and oxidation are critical to the formulation, especially the fat soluble vitamins in the product. It is not critical to have free-choice salt, but if other products added are intended to have limited intake, have free choice salt available as it helps limit the intake of the other mineral.
- Place minerals for grazing and pasture utilization away from water. Place and manage minerals to rotate grazing areas.
- Have one person in charge (no matter the size of the operation) to log out the date and product twice weekly. This is a sound way to measure intake levels.
- Compare prices and products. You will notice a large variation. If it is confusing, ask questions before there is a problem.
- Not all animals of the same size or age consume the same amounts during the same time of the year. Intake can be controlled with salt or dried molasses to regulate desired intake levels to fit your operation or your needs.
- Remember feed costs are your largest expense (60–65%) with minerals and vitamins usually about 15–16% of the total feed cost per year. This is a sizable investment for anyone involved in ranching.

## Post-weaning nutrition

The period from weaning to first breeding season is when producers are determining rations for maximum growth and performance based on genetic potential.

Moderate, instead of high, rates of gain should be considered for developing bulls. Since bull selection is based on genetic information such as EPD, more producers are using a moderate plane of nutrition to develop breeding bulls during the post-weaning phase for several

reasons discussed in this article. During the post-weaning period both undernutrition and overnutrition can have negative impacts.

Undernutrition results in delayed puberty and overnutrition can reduce semen production and quality. Diets should be balanced to meet the nutrient requirements for the desired animal performance, and body condition score (BCS) should be monitored to ensure that the bulls are not being under- or overnourished. A gradual increase in grain or grain by-products containing easily fermented starch components allows changes in rumen microbial growth and therefore moderates lactic acid buildup or acidosis.

Monitor BCS monthly and have another knowledgeable person evaluate your bulls every two to three months. Consult experienced personnel or a nutritionist for best results.

Most growing rations have close to maximum energy nutrients in the form of starch (usually in the form of corn, barley, and wheat products), which is metabolized in the rumen by microbes. A balance exists between those microbes that metabolize starch-producing volatile fatty acids — which are absorbed by the rumen wall and metabolized in the liver to form glucose — and microbes that produce lactic acid that is irritating to the rumen wall and causes rumen acidosis. This rumen acidosis may cause feed intake problems, liver abscesses, and hoof problems. Factors to consider:

- Increased growth and performance almost always require grain or concentrates, which may cause rumen acidosis and laminitis if not controlled by gradually increasing the ration.
- Rumen acidosis affects microbial health and overall animal health. Chronic acidosis affects normal fermentation by changing the normal microbiome of the rumen. It may affect levels of microbial digestion, absorption, and availability of nutrients essential to normal spermatogenesis and normal hoof development.
- Low-grade chronic acidosis during accelerated growth affects immunity, spermatogenesis, and hoof health. ■



*Bob Sager is a veterinarian, consultant, and expert in cattle health. He currently consults with Medicine Creek Bovine Health Solutions and Consulting while ranching near Wilsall, Montana. Sager has written two books on beef calf health, spoken nationally and internationally on nutrition affecting health and performance in beef cattle, conducted research on mineral and nutrition products, and more.*

## Six Trustee Positions Open

A total of six trustee positions are open in four regions. The Eastern region has two open positions, the North Central region has two open positions, the South Central region has one open position, and the Western region has one open position.

## Election Timetable

- Oct. 26** Deadline for write-in ballots to reach Chairman of the Tellers.
- Nov. 21** Trustee election ballots mailed and posted online.
- Dec. 26** Deadline for trustee ballots to reach the Chairman of the Tellers.
- Dec. 19** Call to meeting mailed and posted online, including ballots for any Rules or Bylaw changes.
- Jan. 19** Deadline for Rule/Bylaw change ballots to reach Chairman of the Tellers.
- Jan. 25** 55th Annual Meeting, Bozeman, Montana.

## DNA Updates

**1.) Alternate parent candidates at time of ordering DNA.** For research samples, if possible, members should only provide two parent options (sire and/or dam) when testing is requested. If additional candidate parents are needed, alternate parents can be supplied after the initial results are available on Herdbook. This process matches the general DNA testing.

**2.) DNA Research fee application.** DNA research fees are \$1/minute and may apply to parentage rechecks, misidentified samples, or other scenarios involving unusual increase in staff time. Each case is unique, so estimating the final charge is difficult. If there are a significant number of animals not qualifying to a parent(s), please reach out to the DNA Department to discuss a rough estimate of time and cost.

**3.) Changes to coat color dilution.** Previously the add-on coat color dilutor test has been included with some of the genomic tests (GGP LD, HD, and 100K options). Due to recent pricing changes, the ASA adjusted the process so the coat color dilution test is no longer automatically ordered on the GGP-100K. If members request the add-on dilutor test, they will be charged \$2.00 per sample. The stand-alone dilutor test price is not affected by this change.

**4.) Updated Testing Timeline: 6–8 weeks.** Due to COVID-19 and staffing issues at Neogen, ASA's DNA Department is experiencing increased turnaround times at the lab. Once samples are received at Neogen, DNA testing may take approximately six to eight weeks to complete. Please communicate any deadlines you may be working with to the ASA DNA staff. We will continue to have close communication with Neogen to ensure DNA results are available as quickly as possible. Expedited and tracked shipping is always recommended when ordering kits and shipping samples to Neogen.

**5.) \$30 DNA Research Fee.** Sample packages sent to the ASA office (with or without paperwork), instead of the lab, will incur a \$30 research fee. With the exception of research projects (CHR, CCG, CXP), all samples are to be sent directly to the lab with ASA paperwork.

## Open-Breed Registration Rate Will Remain Nominal

Making access to complete herd data easier, the ASA Board of Trustees recently passed an open-breed promotion to dual-register females that are registered with another breed association at the nominal rate of \$5.00 per head. Any person can apply for registration on an animal registered with another breed association. To get started, email a list of the other breed association numbers with tattoos to [simmental@simmgene.com](mailto:simmental@simmgene.com).

## 2022 Year-Letter is K

In accordance with the Beef Improvement Federation guidelines, the year-letter animal identification for 2022 is K, and will be followed by L in 2023, and M in 2024. The letter J was the year-letter designated during 2021.

Per the BIF guidelines, the following letters are not used: I, O, Q, and V.

## Digital Certificates Available

ASA recently launched a new feature on Herdbook allowing members to download official digital certificates for registered animals. After September 1, 2022, ASA will no longer scan and email or fax copies of printed certificates, and is encouraging shows, sales, and other events to utilize digital certificates. Digital certificates are the easiest, most reliable way to obtain an official record quickly. To download a digital certificate, search for your registered animal on Herdbook. If you are logged in and the animal is registered in good standing, there will be a button to download a digital certificate. Only the current owner of an animal can access the digital certificate. Please contact the registrations department with any questions at [simmental@simmgene.com](mailto:simmental@simmgene.com).

## Digital Billing Statements

Beginning August 1, 2022, members who have provided an email address received a digital statement. As postal service delays continue to increase, digital statements allow for fast and effective communication. If you did not receive a statement please check your spam folder. Your billing history is available any time through your Herdbook account. Log in, select the My Account tab, select View ASA Billing History, choose the Month and Year and click on Apply. Please log in, go to the My Account tab and make sure the email that is on file is current.

## Annual Service Fees Billed

July is the beginning of the new fiscal year and with that comes the invoicing of the Annual Service Fee (ASF). The ASF is necessary for your membership to remain in active status. Additionally, you must have registered or transferred one or more animal records within a two-year period to remain active. Please pay your annual service fee as soon as possible, as your membership must be in active status to receive a ballot and vote in the upcoming trustee election.

## Herdbook Update to Birth Weight Ratio and Collection Method

The ASA Board of Trustees has passed a resolution to change the direction of the ratio for birth weights so that larger ratios are assigned to animals with heavier birth weights in their contemporary group and vice versa. This resolution came about to standardize the direction of the ratios so that higher ratios uniformly mean more of that trait.

Additionally, breeders can now indicate if they use hoof tape to estimate birth weight in Herdbook. There is a column called "BwMethod" next to the column where birth weights are entered in the animal entry page. If the weights were estimated using hoof tape, then simply put a T in the "BwMethod" column. If birth weights were obtained using a scale, there is no need to enter anything.

## Calf Crop Genomic Testing Project



Calf Crop Genomics (CCG) is a program launched by the American Simmental Association in collaboration with Neogen. Calf Crop Genomics offers a 50% off GGP-100K genomic test including parentage (\$25 compared to \$50 equivalent test) to participating

breeders who test their entire calf crop group. Genotyping entire contemporary groups is important to:

1. use genomically enhanced EPD (GE-EPD) for selection decisions.
2. reduce selection bias in genomic predictions.
3. increase the volume of genotyped animals for future improvements to genetic predictions.

The latter two points make any singular genomic test in the future better for all members using genomics.

\*\*\*Please visit [simmental.org](http://simmental.org) to review the program requirements. These samples include at least 90% of the birth group born in the same season (i.e. all female calves born in the same season, all male calves born in the same season, or all calves born in the same season). Calves with a removal code or sold will still count toward the total number (they are not an exception).

In the event when at minimum 80% of the birth group has a DNA sample submitted but 90% is unattainable, in order to qualify for the research genomic price, the member will be responsible to pay the difference between the cost of DNA tests submitted on the birth group and the cost of testing 90% of the birth group as a fulfillment fee. If a member does not reach 90% of the birth group with a genomic test, they will not qualify for the rebates offered for phenotypic reporting.

The fulfillment fee is nonrefundable even in the event the member sends in samples on the same calf crop later.

## Office Holiday Schedule

ASA office will be closed on the following 2022 holidays:

Thursday, November 24, & Friday, November 25

### Thanksgiving

Friday, December 23, & Monday, December 26,

### Christmas

## Cow Herd DNA Roundup Continues



The ASA Board of Trustees approved Phase II of the Cow Herd DNA Roundup. The project will continue to accept new herds at \$25 per sample for a GGP-100K genomic test. Members must test 90% of their calving-age cows to qualify for the reduced price.

When members submit mature cow body weights and body condition scores or hip heights on 90% of their calving-age cows, they will receive a \$5 credit to their account for each reported cow. Cows must be 18 months of age or older when mature cow measurements are taken to qualify for the \$5 credit. The \$5 credit will only be applied once in an animal's life. For example, if a member received a credit for the phenotypes in 2018 for that cow, they cannot receive another credit for the same cow with a new weight and BCS in 2019.

With the advent of the Calf Crop Genomics Project, the ASA Board has amended the CHR program for females younger than calving age. Heifer calves and replacement heifers are no longer eligible for the CHR research rate as of January 1, 2021, but calving-age cows and new purchases of calving-age cows will remain eligible for the research rate. ■

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by Larry H. Maxey,  
founder and superintendent, NAILE Fullblood Simmental Shows  
larryhmaxey@gmail.com

## Our Pioneers – Saddle and Sirloin Club, North American International Livestock Exposition, Louisville, Kentucky

When I began the series in the March 2020 edition of *the Register*, the first to be profiled was Wilf Davis, a Canadian and one of the founders of Bar 5 Simmentals. I noted then that I would include in my vernacular for pioneers, “prominent people, places, and organizations.” While my original intent was to focus primarily on just our Simmental breed, it became apparent that there is a great deal of overlap in our industry. Many of those featured were involved in multiple breeds besides Simmental and even multiple species of livestock.

There is no better example of those remarks in the preceding sentence than Dr. Jay L. Lush, the subject of the September 2022 column. Dairy and beef cattle, goats, swine, poultry, and even honey bees were a focus of his research at some point in his career. As I concluded the piece on Dr. Lush, listing some of the many awards and recognitions he had received, I included his 1956 induction into the Chicago Saddle and Sirloin Club, now located in Louisville, Kentucky. Subsequently, I began the process of learning more about that historic organization.

You may have noticed my involvement with the North American International Livestock Exposition (NAILE) in the preface to this column. Over the years, I have made an effort to walk the halls of the Kentucky Exposition Center in an attempt to absorb as much knowledge as I could about the many individuals whose portraits reside there. It is a massive collection representing the who’s who of the livestock industry over hundreds of years. To do justice to a proper comprehension of the information presented with the Portrait Collection would take days, but any effort would be worth the time spent. So, what is the Saddle and Sirloin Club at the NAILE and why is it so relevant to our industry today?

The 2020 edition of the *Saddle and Sirloin Club Portrait Collection Guidebook* states, “Believed to be the world’s largest portrait gallery commemorating a single industry, the Saddle and Sirloin Club Portrait Collection honors leaders in all facets of the American livestock industry — leaders chosen by their peers. The Collection was established at Chicago’s Union Stock Yards in 1903, where the International Livestock Exposition resided, and in 1976, the Collection moved to the Kentucky Exposition Center in Louisville, home of the North American International Livestock Exposition (NAILE).” As of 2020, over 375 individuals have been inducted and honored with a portrait.

While agricultural fairs have been a part of America since 1811 in Massachusetts, county, regional, and state fairs were established across the nation thereafter. The primary goal was showing, judging, and selling livestock, a goal that remains today. In 1865, Chicago became the transportation crossroads of the country due to the large number of railroads that intersected there. The center of the American meatpacking industry followed.

In 1878, with the support of the Illinois State Board of Agriculture, the Chicago Fat Stock Show, also known as the American Fat Stock Show, was formed. In 1900, the first International Livestock Exposition was held. During its run from 1900–1975, the International was canceled for only two reasons: the devastating foot-and-mouth epizootic of 1914–1915, and the Second World War.



*Bull in Defiant Stance* by Isidore Bonheur, a bronze sculpture in the University Art Collection, Iowa State University, Ames, Iowa. ISU won the coveted trophy by winning the International Collegiate Judging Contest in 1901, 1902, and 1903. The sculpture became the trademark of the International during its 76-year history and has continued to be associated with the Saddle & Sirloin Club since the collection moved to the Kentucky Exposition Center.

The importance of the Union Stock Yards diminished over time. Transportation trends, the new federal interstate highway system, and development of refrigerated trucking allowed meatpackers to move their operations to less costly rural areas. The Stock Yards closed in 1971 and the last International Livestock Exposition was held in 1975. A three-year lapse ensued, and the NAILE was born in Louisville in 1978. It directly acknowledged ties to the Chicago International from its inception.

As to the Saddle and Sirloin Club, their members in Chicago considered proposals from a dozen institutions interested in maintaining the traditions and perpetual care of the Portrait Collection. The Kentucky Fair and Exposition Center in Louisville was selected. Over 300 portraits were moved to Louisville in 1976, with the Kentucky Tourism, Arts, and Heritage Cabinet entrusted with their care and safekeeping. We Kentuckians are honored to be part of the storied history of this national treasure and to carry on the traditions set forth in the founding of the Chicago Saddle and Sirloin Club. They are alive and well in Louisville!

The 2022 NAILE is fast approaching and will run from November 1–17. The beef cattle will be on display from November 10–17. Our Simmental breed will be a major part of the several thousand beef cattle entries expected. Once again, our Fullblood Simmentals will be there. Our three shows offer opportunities for anyone interested in Fullblood or percentage Simmental. We are particularly proud of the growth of our junior program with great incentives offered this year to keep this segment a priority. Please stop by our area and visit. We look forward to seeing you. ■

Editor’s note: This is the twenty-third in the series *Our Pioneers*.

**Is there a Simmental pioneer who you would like to see profiled in this series? Reach out to Larry Maxey or the editor to submit your suggestions:**

larryhmaxey@gmail.com • editor@simmgene.com

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## National Western Stock Show Updates From CSA

The Colorado Simmental Association (CSA) recently announced the 2023 National Western Stock Show (NWSS) schedule and judges, as well as a sale management change.

### The following Simmental events will take place:

- **Saturday, January 14** – Female pen show at 1PM with Bob Grass of Minnesota officiating in the new yards; and SimMagic on Ice sale at 6:30PM (managed by Eberspacher Enterprises).
- **Sunday, January 15** – Bull pen show at 9AM with Bob Grass officiating; and The One & Only sale at 3PM (managed by M3 Marketing) in the Stockyards Events Center in the yards.
- **Monday, January 16** – Junior show at 1PM with Cheramie Viator of Texas officiating in the Stadium Arena.
- **Tuesday, January 17** – Open class bull and female shows at 8AM with Doug Satree of Texas officiating in the Stadium Arena.

M3 Marketing will step in as manager of the live cattle auctions, and is soliciting quality consignments for the January 15 auction. Interested breeders may contact him at 916-803-3113 or m3cattlemarketing@gmail.com to nominate a lot. The 2023 sale, renamed The One & Only to celebrate the change, will

have complimentary DNA testing from Neogen on all live lots. The auctioneer will be Jered Shipman of Texas.

A Simmental meet-and-greet will also be held on Sunday, January 15.

Both Denver auctions will include fundraiser lots for the American Simmental-Simbrah Foundation. In The One & Only sale, Altenburg Super Baldy has donated the 2022 Power Simmental heifer as a bred lot to benefit CSA and the Foundation.

The People's Choice Power Simmental selection will be held at the start of the annual auction. Judging will be during the pen shows, with the finale at the start of The One & Only auction. CSA thanks its 2023 Power Simmental sponsors: Eberspacher Enterprises, Lakeside Livestock Equipment, Neogen, Purina Animal Health, and Zoetis.

All pen, open and junior exhibits are Progress Through Performance (PTP) shows, with the open class shows also counting toward ASA Ring of Champions points. Hotel blocks are pending. Check ColoradoSimmental.com or go to Facebook. ■



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- DOB: 12-19-20  
Simmental x Angus Bull  
NLC Gen Ten R2E x EAR Upshot 05628  
H384
- DOB: 7-9-21  
Purebred Simmental Breed Heifer  
Little Creek Duane 4903 x GV Lucky Boy 252U  
Due to calve in February to PB SM AI sire  
KBRH Honor H060  
J66
- DOB: 12-23-20  
Simmental x Angus Breed Heifer  
NLC Gen Ten R2E x MLC Enterprise  
Due to calve in January to PB SM AI sire  
KBRH Honor H060  
H398
- DOB: 12-23-20  
F1 Simbrah Breed Heifer  
Mr Kallion 1352 x R3 Beef Mak x R13  
Due to calve in March to one Angus hardy  
McGeeher Shamer 6185  
H396
- DOB: 11-16-20  
F1 Simbrah Breed Heifer  
Mr Kallion 1352 x TRMS Bushmore X103  
Due to calve in February to our Angus  
herbicide McGeeher Shamer 6185  
H313
- DOB: 11-16-20  
F1 Simbrah Breed Heifer  
Mr Kallion 1352 x TRMS Bushmore X103  
Due to calve in February to our Angus  
herbicide McGeeher Shamer 6185  
H325

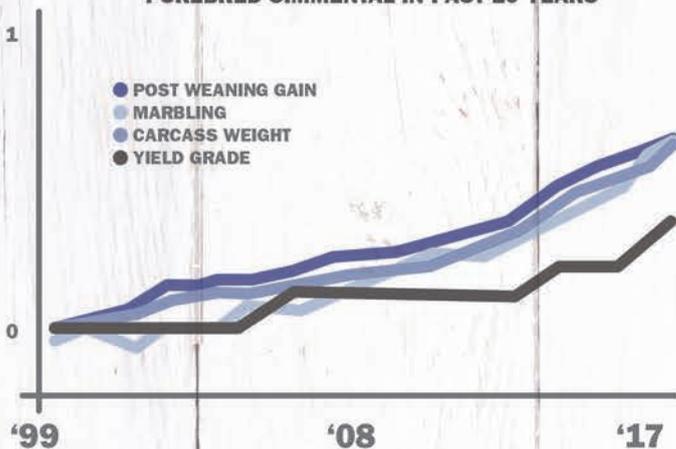
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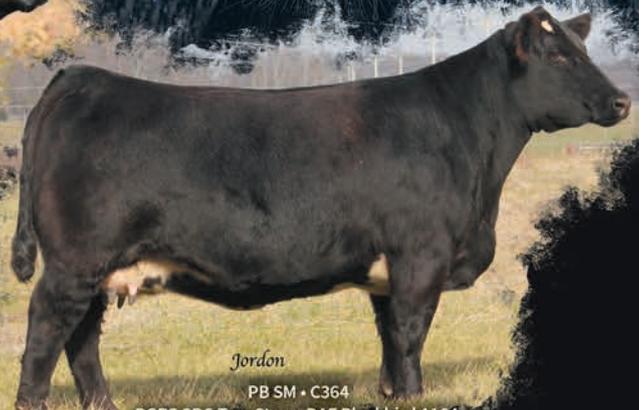
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PB SM • K760B

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January Open Heifer



PB SM • K364A

WLE Copacetic x DAF Blackbird C364  
February Open Heifer



PB SM • J364B

W/C Relentless x DAF Blackbird C364  
Bred to CLRWTR Clear Advantage



PB SM • K648

SS Fort Hayes x TNT Red Eye  
January Open Heifer



PB SM • K59

CCR Wide Range x WHF Andie 365A  
February Open Heifer



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CCR Wide Range x WHF Andie 365A  
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3/4 SM • HE809

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### Starting Something New!

Being in a new place or trying new things can be scary. Last week I headed off to college about five hours away from home. It was a pretty big change for me, and I wasn't used to living on my own. However, I know this change will be the best thing that has happened to me. Scary things in life almost always lead to a better outcome. Yes, I feel homesick almost every day. I miss my family, but starting a new path is something that will help me grow and become a successful person.

**Scary things in life almost always lead to a better outcome.**

I encourage everyone, no matter what it is, to step outside of your comfort zone and try something new. If that means traveling across the state or country to go to college, or moving away to start a new job, DO IT! I can promise you, anyone who has tried something new or adventurous will say that it's worth it. Another example I have of starting something new is applying to be on the AJSA Board of Trustees. At first, I was scared and I didn't feel like doing it. Now, a little over a year into it, I couldn't be more happy and grateful that I pushed myself to do it. I love the friendships I have made and the new people I've met. It has been a great experience altogether and I cannot wait for the next years to come serving on the AJSA Board. With that said, take a leap and do something you've never done before. Get out there, and have those fun experiences because you'll regret it down the road if you don't. ■



[www.juniorsimmental.org](http://www.juniorsimmental.org)



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## Organic Standards Proposed

USDA's Agricultural Marketing Service (AMS) is planning to propose amendments to the animal handling standards for organic livestock, 20 years after the most recent regulations were passed. In a notice of public inspection for upcoming notifications published in the *Federal Register*, AMS asked for comments on the proposed amendments. Those amendments would add new provisions for livestock handling and transport for slaughter and poultry living conditions, and would also expand and clarify existing requirements regarding livestock care and production practices and living conditions. The comment period will last 60 days after the notice is published.

AMS proposes the amendments to "clarify and ensure consistent application of the USDA organic standards, and therefore mitigate information asymmetries and association costs among certifying agents, producers, and consumers," the agency said. "This action will augment the USDA organic livestock production regulations with clear provisions to fulfill the purposes of the Organic Foods Production Act to assure consumers that organically produced products meet a consistent, uniform standard and to further facilitate interstate commerce of organic products."

The proposed amendments would update regulations that largely have been in place since 2000. Over the past decade, efforts to update the livestock handling provisions have been thwarted, largely by legal issues. The agency also noted that most of the provisions it would seek to have codified in the regulations are already being practiced by many farmers and ranchers.

The organic certification process has run into difficulty in the last two years, with several cases of sellers fraudulently labeling products, mostly produce and grains, as "organic" that did not meet the standards. Because of the length of time it takes to raise most livestock to market weight, and the strict regulations on feed and other inputs, the organic animal protein market is generally thought to compose less than 2% of the volume sales of all meat and poultry in the US.

## Pace of Beef Cow Slaughter Hits Record High

The pace of beef cow slaughter in July is the fastest recorded since USDA's Agricultural Marketing Service (AMS) began reporting the data in 1986, the Economic Research Service said in a new *Livestock, Dairy, and Poultry Outlook* report.

In addition to the rapid pace of cow slaughter, the weekday pace of federally inspected fed cattle slaughter in July is the fastest in over a decade, the report said.

Despite the strong slaughter figures, the outlook for 2022 beef production is forecast only slightly higher, to nearly 28.0 billion pounds, mainly due to higher expected cow and fed cattle slaughter in the second half that is partly offset by lower anticipated average carcass weights.

"Looking at the rest of the year, it is expected that beef cow slaughter will likely decline, but not below year-ago levels until early next year," the report said.

Aggressive culling of beef cows in the first half of 2022 is likely based on producers' reaction to pasture conditions and increased operating costs and strong domestic wholesale beef cutout and lean trimming prices due to high domestic beef demand and record export sales. At the beginning of second-half 2022, drought conditions have intensified through July into August, particularly in the Southern and Central Plains and the Southeast.

For 2023, greater expected fed cattle marketings and heavier expected carcass weights more than offset a reduction in anticipated cow slaughter to raise projected beef production by 325 million pounds, to 26.3 billion. The larger increase in marketing next year is due to the prospect of more cattle placed in feedlots in second-half 2022 and first-half 2023. Expectations for higher calf placements in late 2022 are based on the likelihood that poor pasture conditions will move cattle into feedlots at a quicker pace. In early 2023, placements from the 2022 calf crop are expected.

More cows were removed from the forecast in 2023 based on the expected increase in cow slaughter in second-half 2022. Coupled with relatively steady feed costs, this tipped the scale slightly toward heavier expected carcasses next year, the report said.

## Swath Grazing

by Adele Harty and Olivia Amundson, South Dakota State University Extension

Feed makes up the largest expense on a cow-calf operation. In addition to the initial expense, producers need to consider the storage and waste associated with winter feeding in the northern US. As expenses increase, and producers evaluate more efficient management techniques to lower production costs, one alternative may be to incorporate swath (or windrow) grazing. Swath grazing can be utilized with various crops and can improve utilization of the crops for feed, while decreasing fuel, harvest, and feeding costs and also improving soil health.

Swath grazing is the practice of cutting hay, small grains, or forage crops and leaving them in windrows for livestock to graze during the winter months. Rather than having the expense of baling the hay, moving it off the field, and feeding it in the winter, the feed is left in windrows, and cattle are allowed access to a limited number of windrows at a time as a means to reduce winter feed costs and increase soil fertility.

Swath grazing has its benefits in the Midwest, where colder temperatures and snow accumulation regularly occur. If utilizing a small grain crop, such as, but not limited to, millet, sudan, or sorghum, swath grazing may provide an additional opportunity to utilize the forage.

A study conducted at Iowa State University evaluated forage quality and utilization of swath grazing on the cow herd. Millet and sorghum were harvested in late July as a hay crop, allowed to regrow, and the regrowth was cut and raked in late December for a swath grazing trial. Cows in their third trimester of gestation were moved from corn stalk residue to the swaths, where they grazed in a similar method to intensive grazing. Cows were given enough swaths to graze for three days at a time, and then fencing was moved and cows were given access to the next section. Cow behavior became similar to that of an intensive grazing system, as cows became trained and knew what to do when they were supposed to move. The logistics of moving fencing during the winter can be a challenge, depending on temperatures and the situation, so take that into consideration, as ground temperature will affect fencing being moved during the rotation.

The nutrient value of the feed did decline toward the end of February when cows were switched over to a Total Mixed Ration (TMR); however, they saw no detrimental effects to the calves as a result. Cows were able to utilize the feed with up to 12 inches of snow accumulation and temperatures of -20 degrees Fahrenheit. Forage utilization was up to 70%, which makes swath grazing a cost-effective option in comparison to putting the forage in bales. With swath grazing, operating equipment and labor decrease, as

harvesting and moving bales or manure hauling are minimal. The study also found that grazing crop residue was minimal and did not affect regrowth of a perennial forage crop, thus allowing grazing to occur on a hay field or permanent pasture.

From a soil health perspective, swath grazing increases soil health through manure and urine distribution. In a dry year, it helps create a potential seedbed and improves filtration by breaking soil crust, fully trampling all the non-eaten materials, and spreading out dung piles, making them less fly-friendly. This also provides a food source for soil microbes, thus increasing fertility of fields in the long-term.

This can be a more labor-intensive method of grazing and mimics a management-intensive grazing system. The labor required is to move the cattle and fencing in relation to appropriate stocking density, but it is important to compare daily feeding of harvested forages to determine if there truly are labor differences. A reliable winter water source will be vital to the success of this system and could increase labor and time requirements.

It's also important to consider animal performance for those animals that are utilizing the swaths. As the forage quality declines, this system may not be suitable for lactating cows, as their nutrient requirements are the highest. However, applying this method to cows in mid-to-late gestation, stocker calves, or replacement females could be a cost-effective and efficient alternative.

## Asian Longhorned Ticks and Theileria

by Dr. Thach Winslow, Bovine Veterinarian

The Asian longhorned tick has been identified in 11 states across the US in the past five years and continues to spread. With the new tick species comes the tick-borne disease, *Theileria orientalis* (Ikeda genotype) "Ikeda," which can be fatal to cattle.

While there is not an effective treatment for Ikeda, understanding the disease, the tick species, and the relationship between the two will facilitate taking proactive measures for prevention and management that can help to protect your cattle herd.

Ikeda is a protozoal disease that attacks red blood cells. It has been endemic in Australia and New Zealand for the last two decades, and while cattle are the target species, sheep can also be potential carriers. To date there is no approved treatment for Ikeda in cattle, nor an effective vaccine.

Ikeda is most efficiently transmitted through the saliva from feeding ticks, however the sharing of needles and other means of transferring blood between animals have been demonstrated as competent modes of spread. The incubation period is one to three weeks and once in a herd with ticks present, Ikeda tends to spread rapidly reaching a herd infection rate of 80% or more in a matter of just 30 days. On the other hand, death loss is typically below 5% and drops to near zero as the disease stabilizes in the herd with new naïve herd additions being most susceptible. Abortions have been documented in late pregnancy, and unlike Anaplasmosis, young animals can have clinical disease in addition to adults.

The Asian longhorned tick was first identified in the Mid-Atlantic and Southeast in 2017 but was later discovered to have been in the US seven years prior. The female ticks are parthenogenetic, which allows them to reproduce at rapid rates without mating. Currently no male ticks have been identified in the US.

Asian longhorned ticks are smaller in size — like deer ticks — and without close examination they are difficult to observe on cattle. They tend to have affinity for the head, ears, under the tail, axilla, and flanks. When a herd is infested with the Asian long-

horned tick they will be found in large numbers on nearly all animals, and it's not uncommon to find swarms of ticks on a single animal, especially around the head and ears. If you suspect the tick on your cattle, contact your veterinarian, Extension agent, or state veterinarian for assistance in identification.

The Asian longhorned tick can survive off the animal for up to six months and feeds on three individual hosts to complete its life cycle. While it is tolerant of the cold, it does not survive well in hot, dry climates. Because of this, the tick is anticipated to move north, but the spread west will likely stop near the Missouri river.

Cattle are the predominant host species for Ikeda, and once infected are considered lifelong carriers. Ikeda-infected ticks transmit the disease to cattle, which then transmit the disease on to more feeding ticks. The Asian longhorned tick is a multi-host tick, meaning it feeds on and can be transported by multiple animals, including wildlife, during each of its three different phases of its growth.

At this time, the Asian longhorned tick is the only known vector for Ikeda in the US; however, research is currently being conducted to determine if other endemic ticks can serve as competent vectors. The geographic spread of Ikeda can be assumed to be either the result of infected cattle movement or the relocation of infected ticks while on cattle or wildlife hosts including birds.

Once discovered, Ikeda is nearly impossible to eradicate because the tick serves as a persistent vector. It's important for producers to implement control measures that focus on biosecurity and tick control.

When it comes to biosecurity, it is best achieved in closed herds that isolate and test new animals coming into the cattle herd. Adding a blood test for Ikeda to the checklist can help mitigate bringing any infected cattle on to your operation.

A solid tick control program is one of the best things a producer can implement to minimize the risk of the Asian longhorned tick and Ikeda and prevent their introduction into the herd from wildlife or adjoining cattle. It is believed that the higher the level of exposure, the more severe the Ikeda infection can be.

A tick control program consists of two target control points: the environment and the animal. Environmental control is challenging and consists of brush and vegetation management through limiting access and controlled burning. Producers should consider cutting down pastures, trimming brush, and fencing off heavily wooded areas. In some cases, spot spraying can be implemented.

On-animal treatment is often the most practical and effective. Total wet-down with high pressure spraying, spray boxes, or dipping vats are preferred, but require facilities and equipment specific for implementation. Backrubbers and oilers are more convenient and are most effective with forced daily usage by setting them up across access points to water or mineral. Insecticide ear tags will help control ticks in the ears and around the head, but will have minimal impact on the rest of the body compared to other methods.

If injectable or pour-on macrocyclic lactone dewormers are used to treat cattle for internal parasites, there can be an added benefit of some tick control. However, it is of utmost importance to avoid overuse and never select these products solely for Asian longhorned tick control, as long-term herd-wide exposure is the leading cause of resistance causing huge potential economic loss from ineffective treatment of both internal and external parasites in the future.

As we continue to see the inevitable spread of the Asian longhorned tick and Ikeda, it's important for producers to take prevention measures seriously to minimize economic impact. ■

## Cargill Pushing Protein

Meat giant Cargill has made a \$4.9 million donation to the Feeding America network of food banks, in order to support hunger relief and greater access to protein across the country. A portion of the commitment supports the North American Meat Institute's Protein PACT for the People, Animals & Climate of Tomorrow food security goal, Cargill said in a prepared news release. A key component of the donation is \$1.9 million to increase the supply of protein throughout the charitable food system. The funding will be used to support protein pack rooms at local food banks and projects that aim to reduce the "protein gap" for vulnerable communities across the US.

Protein is the most requested item for people facing hunger, but local food banks often lack infrastructure to refrigerate and repackage donated bulk proteins, resulting in a substantial gap in the amount of protein being distributed versus what is needed, the processor said. Protein pack rooms can address this protein gap by providing proper refrigeration as well as equipment to allow food bank workers to safely repackage bulk proteins into individual portions for recipients. Cargill reported that the remainder of its donation will go toward grants for food banks within its markets and investment in the company's legacy food safety program and disaster relief programs.

Over the past 35 years, Cargill has donated more than \$28 million to feeding America and member food banks. Most recently, the company donated \$600,000 toward the Northwestern Arkansas Food Bank's new facility, \$275,000 in support of Harvesters: The Community Food Network, and \$1 million to the Second Harvest Heartland in Minnesota. The company said the need for food assistance remains high due to continued pandemic and economic impacts. In 2020 alone, Cargill contributed more than \$30 million to reducing global hunger and improving nutrition through partnerships such as CARE, Heifer International, the World Food Program USA, Save the Children, and Feeding America. Cargill also said it is an active supporter of Means Database, an online platform that connects supermarkets, restaurants, and other stakeholders with excess food inventory to emergency food providers and those in need.

## Whole Foods Sued over "No Antibiotics, Ever" Claim in Beef

A class action lawsuit filed in late August in US District Court in California accuses Whole Foods of deceiving consumers with a promotional message that all animals in its supply chain are raised without antibiotics.

Whole Foods's claim to adhere to a standard of "No antibiotics, EVER!" across its meat products has been posted on the retailer's website for a decade and includes not only fresh and frozen meat but all meat used in its prepared foods and store brand products.

The complaint, filed by three consumers and nonprofit Farm Forward, focuses on Whole Foods's beef products, noting the slogan can be found at retail stores, online and on product packaging.

Independent testing has shown the antibiotic-free beef claim is false, the plaintiffs assert in the complaint. Farm Forward, which states its mission is to end factory farming, said it found

that beef sold by Whole Foods contained antibiotic and other pharmaceutical residue.

"The presence of this residue demonstrates the cattle were treated with antibiotics or other pharmaceuticals while being raised," the complaint said.

The suit contends that consumers overpaid for beef products due to the misleading promotion, including paying a 28% markup over traditional retailers for beef tenderloin steak filet mignon. The plaintiffs seek monetary damages and an injunction to stop Whole Foods from using the "misleading" claim to sell beef.

## Walmart Stake in Nebraska Beef Plant

The Iowa cattleman leading development of a 500,000-square-foot processing plant in Mills County said Walmart's plan to acquire a minority stake in a new rancher-owned plant in Nebraska signals a "massive, fundamental change" in the beef industry.

Chad Tentinger, founder of TenCorp Inc. and developer of investor-owned processing company Cattlemen's Heritage Beef Co., told Radio Iowa that he sees the retailer's entry into the processing business as part of a natural progression and a potential catalyst for other grocery chains to follow.

"Every retailer nationwide today is taking note of this and looking at the opportunities going forward in the processing business," he said in an interview with the news outlet.

Bringing the farmer's product closer to the end user is a positive, he said, and follows the industry's evolution from stockyards that ultimately went away to packing plant consolidation and now another industry moving into beef production.

The Cattlemen's Heritage plant is planning to begin construction in late fall and open in late 2024, with capacity to process up to 1,500 head of cattle daily, according to the article.

Walmart this week revealed a minority investment in Sustainable Beef LLC, whose beef plant in North Platte, Nebraska, is expected to break ground this month and also open by late 2024, processing 1,500 animals per day.

## Tyson Plant Delisted by China

When China delisted Tyson Foods' Logansport Industrial pork processing plant from its list of facilities eligible to export to that country, it was the third plant so designated this year, according to USDA documentation.

The Tyson plant was suspended effective early September. No reason for the suspension has been given. In a statement, Tyson has said, "We work closely with [FSIS] to ensure that we produce all of our food in full compliance with government safety requirements. We're confident our products are safe and we're hopeful consultations between the US and Chinese governments will resolve this matter."

It was the third plant suspended by China this year. AA Meat Products Inc.'s plant in Commerce, California, was suspended from exporting beef products to China on June 15, and beef products from King Meat Service Inc. in Vernon, California, were declared ineligible on August 11.

In both of the earlier cases, the beef products were found to contain ractopamine, which is banned in China, according to a report in the Chinese news service *Global Times*. ■

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## Preventing Meat Discoloration

Researchers at Oklahoma State University (OSU) are discovering new ways to stop meat discoloration, thus extending the shelf life of retail beef products. In a recent study, Gretchen Mafi, a professor of meat science, used small iron pouches called oxygen scavengers that can be placed inside the bags used for beef retail transportation to remove oxygen. Oxidation turns meat from bright red to brown, but the discoloration doesn't mean that the beef has gone bad — although many consumers interpret the color change that way. The OSU study showed the packaging method was effective in maintaining beef's red color for up to 23 days.

In a related project, Ranjith Ramanathan, an OSU meat quality associate professor, focused on a condition called dark-cutting, in which beef fails to have a bright red color. Ramanathan and his research partners found metabolite, glycogen, and mitochondria levels all were different in darker red beef. Ramanathan and Mafi are working to determine which specific cattle are prone to dark-cutting. "Stress, heat extremes, changes in weather, and certain management practices can increase dark-cutting incidents, so if you can figure out which cattle are more prone to dark-cutting at a genetic level, you can put management practices in place to help with that," Mafi stated.

In other research, Ramanathan and colleagues are trying to determine if electrochemical factors play into the discoloration of beef, pork, and chicken by researching the properties in each of these meats that cause different oxygen levels, pH conditions, and temperature. In collaboration with the OSU Department of Chemistry, they are developing electrochemical sensors that can check antioxidant levels in beef extracts to determine if the meat will turn brown more quickly. They are also attempting to develop a method to detect meat discoloration internally before it reaches the surface of the meat. Another study will look at the absorption and emission of light within beef products and its association with color change to develop storage strategies and other decision-making tools.

## Purdue University Launches Meat Sentiment Tracker

Purdue University's Center for Food Demand Analysis and Sustainability (CFDAS) has created a meat sentiment dashboard that follows meat and meat alternative mentions in social media and online news.

Beef, pork, poultry, and plant-based alternatives are analyzed, and the data spans April 2020 to the latest collected week.

"The general perception is more positive than what the average person might guess," said Nicole Olynk Widmar,

professor and associate head of agricultural economics at Purdue.

During the height of the COVID-19 pandemic, for example, shoppers may have been unhappy with meat availability. Meat was available, but not always exactly what shoppers wanted, when and where they wanted it.

"Perception is going to reflect a few key headlines that may or may not have correctly reflected the state of the industry. This dashboard gives you a chance to look more holistically across the different products," she said.

Updated weekly, the dashboard's color-coded sentiment gradient ranges from dark green for 100% positive to dark red for 100% negative.

On social media in Indiana from April 2020 to July 2022, for example, poultry had a net sentiment of 49.30, followed by beef at 39.72 and pork at 37.30. Plant-based meat alternatives, meanwhile, rated a barely positive net sentiment at 3.20.

In the news nationwide for the same time period, poultry and pork both had net sentiments of 32. Beef came out with a positive net sentiment of 29 over one million posts. Plant-based meat alternatives had a net sentiment of 26 over 387,000 posts.

Individual companies in various industries have a profit motive to privately collect and analyze data relevant to the demand for their own products. But when it comes to big data and agriculture, "It's just sitting there and not being used as well as it could be," Widmar said.

The dashboard is a collaboration between Widmar and Jayson Lusk, head of agricultural economics at Purdue. They conceived the meat dashboard idea following meat market disruptions during the COVID-19 pandemic that spurred news headlines of a broken US food system. Widmar and Lusk serve as co-authors of the dashboard, along with CFDAS postdoctoral research associate Jinho Jung and research data analyst and visualization specialist Annapurni Subramaniam.

## Taco Bell Tests Proprietary Plant-based Meat

Taco Bell is testing a plant-based meat substitute made from soy and pea protein at some 50 restaurants in Birmingham, Alabama. The trial is expected to run until October 2022.

The alternative can be subbed into any menu item, but it's being featured in the new Crispy Melt Taco — a fried white corn tortilla shell loaded with cheese, lettuce, tomato, sour cream, and the new protein. It's also featured on Nachos BellGrande, the loaded nacho option.

The alt-meat product being trialed is a proprietary blend. According to reporting on CNBC, it is an upgraded

## Cash Cow Fundraiser Raises Over \$11,000

The American Simmental-Simbrah Foundation (ASF) hosted a “Cash Cow” fundraiser, which concluded during Fall Focus 2022. The reverse-bingo-style fundraiser started with a board full of ear tags, purchased at \$100 each, giving the owner the chance to win \$2,000 if their tag was the last number to be drawn. A total of 95 tags were sold at this price, and then five tags were auctioned off for an additional \$3,925. Corresponding numbers were drawn during Fall Focus; if a number was drawn, the ear tag was removed from the board. The last tag on the board, #49, belonged to Hart Simmentals, and was sold by ASF board member Scott Cowger. During the final auction, one bottle of liquor was also auctioned for \$300. ASA’s own Chip Kemp and Dr. Wade Shafer drummed up enthusiasm for the final Cash Cow auction and drawing by dressing up in cow suits, which were thoughtfully packed all the way to Virginia by Steve and Cathy Eichacker. A big thank you to Cathy for leading the charge on this fundraiser. In total, \$11,725 was put in the ASF general fund.



Thank you to everyone who purchased a tag:

3 JM Simmental/Bob Lanting, 3 Trees, Altenburg Simmentals, Rachel Barron, Brekin Bartlow, Kevin and Amber Blagg, Luke Bowman, Bridle Bit Simmentals, Tommy Brown, Greg Burden, Campbell Simmental, Mark Campbell, Circle M Farms, Circle Ranch, CK Cattle, Tim Clark, Cloud Cattle, Cow Camp Ranch, Scott and Jordan Cowger, Tyler Doss, Double J Farms, Eberspacher Enterprises, Val Eberspacher, Adam Eichacker, Cathy Eichacker, Judy Eichacker, Fauth Ranch, Gateway Simmentals, Gerdes Show Cattle, Gibbs Farms, Ashby Green, Victor Guerra, Hart Simmentals, Heidt Simmental, Gordon Hodges, Jimmy Holliman, Hook Farms, Chris Ivie, J&C Simmentals, J&L Cattle, Gordon Jones, Kansas Junior Simmental Association, Matt and Brandi Karisch, Chip Kemp, Erika Kenner, Roger Kenner, Linda Kesler, Tracy Lafollette, Lasse Simmental, Lazy C Diamond, Jim Ligon, Joseph Lolli, Lindsay Lunning, Miller Simmental, Randy Moody, Van H. Neidig, Nelson Livestock, Pleasant Hill Simmental, Pollington Family, Promise Land Simmental, Red Hill Farms, Lisa Reid, Steve Reimer, RS&T Simmentals, Rex Ruckert, Rymo Cattle, Fred Schuetze, Betsy Senter, Shoal Creek Simmentals, Barry Slayton, Fred Smith, Mark Smith, Tim Smith, Stan and Jennifer Tarr, Kevin Thompson, Lynette Thompson, Tolle Livestock, Trauernicht Simmentals, Trinity Farms, Jason & Bridgett Twedt, Ed Vest, Beau Wallace, Morgan P Wallace, Wayward Hills, Leoma Wells, Werning Cattle, Barry Wesner, White Wing Simmentals, Windy Creek Cattle, Rick Wood. ■

version of the plant-based ground originally tested in the brand’s Cravetarian taco (a meatless version of the Crunchy Taco Supreme) at select California stores in spring 2021. The chain expanded that trial to include Detroit-area stores in fall 2021. The company also tested a plant-based meat shell for its Naked Chalupa in June 2021.

This marks the third trial of a proprietary meat alternative made by the Yum Brands chain since it announced a partnership with Beyond Meat in 2021 — though that partnership hasn’t resulted in any public tests. In December 2021, Bloomberg reported that Taco Bell opted to forgo a planned trial of Beyond’s carne asada because executives were “dissatisfied” with the Beyond product.

Taco Bell said a test featuring a Beyond Meat product will be available before the end of the year.

## New Book Rejects Claims that Plant-based Diets are Healthier

A plant-based diet won’t improve human health or save the planet, according to a new book by a British-based investigative journalist.

*The Great Plant-Based Con* by Jane Buxton argues that global health experts and researchers have found such claims not only may seriously threaten human health but also are a red herring in the fight against climate change. The 544-page book contradicts messages from individuals, companies, and organizations that contend that eliminating food from animals leads to better overall health and positively affects climate change. Buxton’s arguments are neither anti-plant nor anti-vegan but call on readers to take a more honest look at human diets and their effect on the environment, according to the book’s description on Amazon.

Buxton is an ambassador for the Real Food Campaign and the Public Health Collaboration, two UK-based organizations focused on global food issues and improving public health through better lifestyle choices.

The book’s messages appear to echo those of a book published in 2014 that argued against nearly everything the US government and the American Heart Association recommended in terms of limiting saturated fat intake to prevent heart disease. Author Nina Teicholz wrote in *The Big Fat Surprise: Why Butter, Meat and Cheese Belong in a Healthy Diet* that her vegetarian diet at the time failed to help her meet weight loss goals, while increasing her intake of red meat, organ meat, and creamy sauces actually did the trick. ■

## Europe Sees Worst Drought in 500 Years

Two-thirds of Europe is under a drought warning, with preliminary data suggesting conditions are the worst in at least 500 years, the BBC reported, citing a European Commission analysis.

The August Global Drought Observatory report shows 47% of the continent is experiencing “warning” conditions, meaning the soil has dried up, while 17% is in “alert” status, with vegetation showing signs of stress. The severe drought has affected many regions of Europe since the beginning of the year and was expanding and worsening as of early August, the report said.

Water and heat stress have “substantially” reduced summer crop yields, with the most affected crops being grain maize, soybeans, and sunflowers, the report added.

## Canada Invests in Improving Animal Welfare

Canada will provide about C\$3 million in funding to three organizations to enhance animal welfare and tracking in the country, the government announced recently.

The funding, under Canada’s AgriAssurance Program, will help the organizations draw on new research to update industry standards for the care and handling of animals, and will evaluate technology to more efficiently trace farm animals in the production system in the event of a disease outbreak.

Animal Health Canada, in Elora, Ontario, will receive up to C\$2.9 million to update national codes of practice for the livestock sector, including the code for the safe and humane transportation of livestock.

The Canadian Cattle Identification Agency, in Calgary, Alberta, will receive up to C\$52,140 to evaluate the use of ultra-high-frequency scanners to read cattle identification tags as part of Canada’s commitment to quickly trace the movement of animals in the event of a disease outbreak. Tag readings are recorded in a database that makes it possible for government and industry to rapidly contain the scope of a potential outbreak.

The Canadian Poultry and Egg Processors Council, in Ottawa, Ontario, will receive up to C\$35,750 to update its animal welfare program for hatcheries to meet the requirements of the National Farm Animal Care Council’s Code of Practice for the care and handling of hatching eggs, breeders, chickens, and turkeys.

The AgriAssurance Program is a C\$74 million federal initiative to help industry develop and adopt systems, standards, and tools that enable it to make meaningful and verifiable claims about the quality of Canadian agricultural products and how they are produced.

## McDonald’s Appoints Global Chief Impact Officer

McDonald’s said Jon Banner will join the company as executive vice president and global chief impact officer, reporting directly to CEO Chris Kempczinski and serving on the global senior leadership team.

Banner will lead McDonald’s sustainability and environmental, social, and governance functions. He will also oversee government relations and public policy, communications, and international corporate relations, as well as Ronald McDonald House Charities, and is expected to help strengthen and protect

the restaurant chain’s reputation around the world, Kempczinski said in a statement.

Banner joins McDonald’s after ten years at PepsiCo, where he served in a similar capacity, responsible for communications and the PepsiCo Foundation, and worked closely with the company’s sustainability and government affairs teams. He helped create the foundation’s global strategy toward advancing a more sustainable food system through new partnerships and investments to alleviate hunger, provide access to safe water, and drive economic empowerment.

Before PepsiCo, Banner spent the majority of his career at Disney/ABC and was executive producer on news programs including *World News Tonight* and *This Week*.

## Beef Exports to Central America

US beef exports to Central America set new records in volume and value in 2021, and in the five preceding years sales grew by 40% in South America. Several countries in these regions are now also top ten export destinations for turkey, with room to grow.

With momentum behind them and carrying into 2022, industry representatives are bullish on the upside of those markets south of Mexico, with particular positivity for US beef in Central America.

“These regions absolutely offer strong growth potential for US beef, as evidenced by their outstanding performance in 2021,” notes Joe Schuele, vice president of communications for the US Meat Export Federation (USMEF).

Last year, beef exports to Central America, for example, reached new heights in volume (20,991 metric tons, up 52% from 2020) and value (\$137.3 million, up 81%). The trend continued through the first quarter of 2022, with exports rising another 14% in volume (nearly 6,000 metric tons) and 38% in value (\$42 million).

Such success comes amid increased and more varied demand in these regions for quality meat and poultry. Yet, further success will depend on marketers’ ability to leverage trade agreements and drive increased consumption in the face of local competition and, in the case of some South American markets, lingering trade barriers.

## Tyson Gets \$960K Incentive to Boost Automation at Texas Plant

Tyson Foods has received a \$960,000 incentive to support an automation initiative at its Sherman, Texas, case-ready beef and pork plant, according to a local media report.

The *Herald Democrat* reported the incentive came from the Sherman Economic Development Corporation (SEDCO), and will assist a \$32 million project to update and automate eight packaging lines.

Under the terms of the incentive, Tyson will receive the funding over a 36-month span, and the company must maintain an average workforce of 1,600 employees during that time. Additionally, SEDCO is providing \$50,000 for supplies and locally purchased services, bringing the total incentive to \$1.1 million.

“This keeps the Sherman Tyson plant competitive in their blanket of manufacturing plants across the US,” SEDCO President Kent Sharp told the *Herald Democrat*. “We don’t ever want to let this plant become uncompetitive with outdated equipment.”

Tyson recently completed a \$90 million automation upgrade of its poultry plant in Forest, Mississippi. ■

# AMERICA'S COW

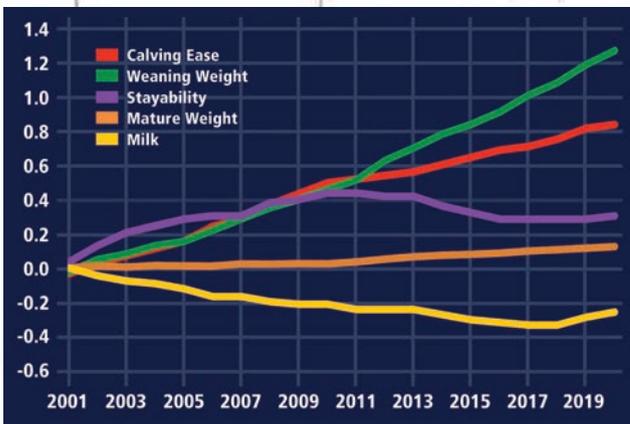
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## Maternal Trait Genetic Trends

Purebred Simmental in past 20 years



Simmental genetics bring calving ease, early growth, and cow longevity while keeping feed costs at a minimum.

Breed	Mature Cow Wt.
Hereford	1,419
Angus	1,410
Red Angus	1,409
Simmental	1,404

Source: USDA MARC

## \$All Purpose Index (\$API)

predicts cow herd profitability using valuable traits like cow longevity (STAY) and calving ease while keeping pressure on terminal traits.

Compare the profit potential of two Simmental bulls using \$API

- 1 Bull A's \$API = \$120 and Bull B's \$API = \$180
- 2 Breeding 25 females/year
- 3 Used for 5 years

Bull	1 \$API	X	2 # Females per year	X	3 # years using the bull	=	Profit Potential	
A	\$120	X	25	X	5	=	\$15,000	
B	\$180	X	25	X	5	=	\$22,500	
Difference							=	\$7,500

Just like an EPD, compare two bulls to see the expected difference in profit. Bull B is likely to result in direct revenue and expense savings of an additional \$7,500 over the course of five years. Plug in your numbers for 1, 2, and 3 to compare your potential earnings.

# MORE MEANS MORE

More carcass weight, live weight, muscle and marbling. More profit.

Simmental calves reliably perform in the feedyard – with better growth, better structure and fewer health problems. Simmental cattle add pounds without sacrificing marbling.

Backed by the most comprehensive beef cattle genetic database, the American Simmental Association offers commercial producers more selection and marketing tools than any other breed association.

All to strengthen your bottom line.

## Terminal Trait Genetic Trends

Purebred Simmental in past 20 years



## \$Terminal Index (\$TI)

predicts profitability when all calves are harvested.

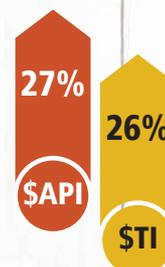
Trait	Simmental rank compared to other Continental breeds
Marbling	First
Carcass Weight	Second
Back Fat	Second
Post Weaning Gain	First

Source: USDA MARC

Simmental cattle bring marbling and growth without too much fat. Simmental genetics perfectly complement British strengths and weaknesses for an ideal carcass.

## Did You Know?

◆ According to the National Association of Animal Breeders, Simmental ranks second for semen sales compared to all other beef breeds, and in recent years, the percentage of semen sold in the US from Simmental bulls has grown by 35%.



◆ \$API increased 27% and \$TI increased 26% in the last 20 years. This translates to an average increased profit of \$3,375 per bull when used to sire replacement heifers and harvesting remaining calves or \$2,000 when all calves are harvested.

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- ❖ Foundation registrations are completed within 2 – 3 weeks
- ❖ Certificates are mailed within 3 – 6 business days
- ❖ Emails are responded to within 2 business days

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*Kate Roberts*

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*\*The CMP is a structured young sire progeny test. Participating cooperator herds will random sample their cowherd with CMP semen, and the resulting male (or female) progeny will be harvested with individual carcass data gathered. ASA Staff will work with cooperator herds to provide bulls that fit the general criteria of your management program, however only bulls nominated into the CMP program may be used. Producers are encouraged to be somewhat proficient in Microsoft excel for accurate and consistent record keeping.*

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(Continued on page 58)

# State Marketplace

(Continued from page 57)

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(Continued on page 60)

# State Marketplace

(Continued from page 59)

## South Dakota cont.

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- Elite: 9-10 correct
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- Excellent: 5-6 correct
- Fair: 3-4 correct
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1. What is the phenotype of a bull that is homozygous for the horned trait?
2. What is the length of a cow's estrous cycle?
3. What is the condition that exists when a cow has not expelled her afterbirth within 12 hours after delivering her calf?
4. Which nutrient class in a beef cattle feeding program is the most costly?
5. An excellent indicator of a bull's puberty comes from which linear measurement?
6. If a heterozygous polled bull is mated to a heterozygous polled cow, what percentage of their progeny would be expected to be horned?
7. Which publication is known as the "commercial arm" of the ASA?
8. What is the off-test weight of a bull that started a 200-day feed test at 700 pounds, and gained three pounds a day?
9. Which mating system concentrates inheritance of one or more outstanding ancestors?
10. What is the term that defines an animal's condition when its temperature is below normal? ■

**Answers:**

10. Hypothermia  
 7. SimTalk; 8. 1,300 lbs; 9. Linebreeding;  
 5. Scrotal circumference; 6. 25%;  
 Placenta; 4. Energy/carbohydrates;  
 1. Horned; 2. 21 days; 3. Retained

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## Simmental Breeders Sweepstakes

**Date:** July 20–24, 2022  
**Location:** Springfield, MO  
**Judges:** Chad Holtkamp, IA (Junior Show); KC Kinder, OK, and Colt Keffer, MO (Showmanship); and Zack Butler, TN (Open Show)

### Junior Show

#### Percentage Females



**Junior Calf Champion**  
 “Tremaine Northern Miss K201,” s. by TJSC Hammer Time 35D, exh. by Hannah Tremaine, Oconomowoc, WI.



**Third Overall Champion, Champion Bred and Owned, and Senior Calf Champion**  
 “Rocking P Built To Love J090,” s. by Gateway Follow Me F163, exh. by Josie Phillips, Maysville, KY.



**Fourth Overall Champion and Reserve Senior Calf Champion**  
 “STCC Follow Serena 167J,” s. by Gateway Follow Me F163, exh. by Aribella Beins, Deweyville, UT.



**Fifth Overall Champion and Third Overall Senior Calf**  
 “Wallace Princess 104J,” s. by HPF Quantum Leap Z952, exh. by Kallie Cloud, Carthage, MO.



**Grand Champion and Summer Yearling Champion**  
 “B C R Time To Shine J080,” s. by RP-BCR Insight G302, exh. by Josie Phillips, Maysville, KY.



**Reserve Summer Yearling Champion**  
 “BEF/BESF Erica 1614J,” s. by JMG Voyager 424D, exh. by Kassidie Eagleburger, Elkland, MO.



**Reserve Grand Champion and Junior Yearling Champion**  
 “B C R Sticky Sweet J075,” s. by JSUL Something About Mary 8421, exh. by Kaitlyn Cloud, Carthage, MO.



**Reserve Junior Yearling Champion**  
 “Wallace Travel Gal 185J,” s. by SJW Exit 44 7111E, exh. by Bryce Mobray, Salem, MO.



**Senior Yearling Champion**  
 “ALL Miss Blackwatch 0101H,” s. by ALL/FCF Proven Profit, exh. by Addison Bartlow, Monticello, IL.

**Reserve Senior Yearling Champion**  
 “MCCL Louise H102,” s. by Reckoning 711F, exh. by McCoy Landwehr, Enid, OK.

#### Percentage Cow/Calf Pairs



**Grand Champion**  
 “PPCC Evening Tinge 438G,” s. by Mr HOC Broker, Calf, “MCCL Macho Man J123,” s. by GSC GCCO Dew North 102C, exh. by McCoy Landwehr, Enid, OK.

#### Steers



**Grand Champion**  
 “Front and Center,” s. by Front & Center, exh. by Hailey Eads, Trenton, MO.

**Reserve Grand Champion**  
 “Tremaine Something About Pride,” s. by JSUL Something About Mary 8421, exh. by Hannah Tremaine, Oconomowoc, WI.

#### Percentage Bred and Owned Bulls



**Grand Champion**  
 “MCCL Macho Man J123,” s. by GSC GCCO Dew North 102C, exh. by McCoy Landwehr, Enid, OK.



**Reserve Grand Champion**  
 “MLCC Sancho J01W,” s. by WLE Black Mamba G203, exh. by Luke Herr, Arcadia, IN.

#### Purebred Females



**Junior Calf Champion**  
 “MLCC Elektra 23K,” s. by HILB Oracle C033R, exh. by Luke Herr, Arcadia, IN.



**Reserve Junior Calf Champion**  
 “FSSR Amber,” s. by FELT Perseverance 302F, exh. by Rachel Callison, Verona, MO.



**Senior Calf Champion**  
 "ALL Precious 191J,"  
 s. by WLE Copacetic E02,  
 exh. by Eric Schafer, Owaneco, IL.

**Reserve Senior Calf Champion**  
 "Cloud Valley Girl 19J," s. by  
 Rocking P Legendary C918, exh.  
 by Kallie Cloud, Carthage, MO.



**Fifth Overall Champion, Bred  
 and Owned Champion, and  
 Summer Yearling Champion**  
 "Rocking P Valentine J065,"  
 s. by JSUL Something About Mary  
 8421, exh. by Josie Phillips,  
 Maysville, KY.



**Reserve Summer  
 Yearling Champion**  
 "LAA LJR Miss Crocus 100J,"  
 s. by JBSF Berwick 41F, exh. by  
 Addison Bartlow, Monticello, IL.



**Grand Champion and  
 Junior Yearling Champion**  
 "LKCC Miss Crysteels Remedy  
 44J," s. by SO Remedy 7F, exh. by  
 Morgan Jackson, Kaufman, TX.



**Reserve Grand Champion  
 and Reserve Junior  
 Yearling Champion**  
 "STCC TFG Rory 005J,"  
 s. by JBSF Berwick 41F, exh. by  
 Camryn Clapp, Montezuma, IN.



**Fourth Overall Champion and  
 Third Overall Junior Yearling**  
 "UDE Kansa 37J," s. by EC Rebel  
 156F, exh. by McKenna Richardson,  
 Eureka, KS.



**Third Overall Champion and  
 Senior Yearling Champion**  
 "LMF Haisley H022," s. by WLE  
 Copacetic E02, exh. by Braelyn  
 Berlowitz, Cushing, OK.



**Reserve Yearling Champion**  
 "ADF Heartthrob," s. by WLE  
 Copacetic E02, exh. by Jacob  
 Poyner, Coldwater, MS.

## Bred and Owned Purebred Bulls



**Peter Courtney Memorial  
 Supreme Champion Bred and  
 Owned and Grand Champion**  
 "I Reckon 043J," s. by Reckoning  
 711F, exh. by Braelyn Berlowitz,  
 Cushing, OK.



**Reserve Grand Champion**  
 "HBE Mr Exclusive,"  
 s. by KCC1 Exclusive 116E,  
 exh. by Hailey Eads, Trenton, MO.

## Simbrah Females



**Grand Champion and Bred and  
 Owned Champion**  
 "DMM Sassy Cheyenne,"  
 s. by Smith No Better Than This,  
 exh. by Callie Heaton,  
 Washington, TX.

## Junior Show Awards



**Nathan Adkins Memorial Scholarship Winner**  
 Braelyn Berlowitz, Cushing, OK.



**Circle M Showmanship Showdown Champions:** Josie Phillips, KY (Junior); Tyler Abney, OK (Intermediate); McKenna Richardson, KS (Senior and Showdown Champion).



**Bill Couch Memorial Junior Herdsman of the Year**  
 Braelyn Berlowitz, Cushing, OK.

(Continued on page 64)

(Continued from page 63)

## Open Show

### Percentage Females



**Junior Calf Champion**  
 "Tremaine Northern Miss K201,"  
 s. by TJSC Hammer Time 35D,  
 exh. by Hannah Tremaine,  
 Oconomowoc, WI.



**Reserve Grand Champion and Senior Calf Champion**  
 "RP/CMFM Stylish Love J080,"  
 s. by HPF Quantum Leap Z952,  
 exh. by Rocking P Livestock and  
 Circle M Farms, Maysville, KY.



**Reserve Senior Calf Champion**  
 "Rocking P Built To Love J090,"  
 s. by Gateway Follow Me F163,  
 exh. by Rocking P Livestock and  
 Circle M Farms, Maysville, KY.



**Summer Yearling Champion**  
 "B C R Time To Shine J080,"  
 s. by RP-BCR Insight G302,  
 exh. by Rocking P Livestock and  
 Circle M Farms, Maysville, KY.



**Reserve Summer Yearling Champion**  
 "BEF/BESF Erica 1614J,"  
 s. by JMG Voyager 424D, exh. by  
 Kassidie Eagleburger, Elkland, MO.



**Junior Yearling Champion**  
 "B C R Sticky Sweet J075,"  
 s. by JSUL Something About Mary  
 8421, exh. by Kaitlyn Cloud,  
 Carthage, MO.



**Reserve Junior Yearling Champion**  
 "Wallace Travel Gal 185J,"  
 s. by SJW Exit 44 7111E, exh. by  
 Bryce Mobray, Salem, MO.



**Grand Champion and Senior Yearling Champion**  
 "STCC Serena's Gift 0173,"  
 s. by PVF Blacklist 7077, exh. by  
 Trennepohl Farms and Mercedes  
 Ferree, Middletown, IN.



**Reserve Senior Yearling Champion**  
 "ALL Miss Blackwatch 0101H,"  
 s. by ALL/FCF Proven Profit,  
 exh. by Addison Bartlow,  
 Monticello, IL.

### Percentage Cow/Calf Pair



**Grand Champion**  
 "PPCC Evening Tinge 438G,"  
 s. by Mr HOC Broker, Calif, "MCCL  
 Macho Man J123," s. by GSC  
 GCCO Dew North 102C, exh. by  
 McCoy Landwehr, Enid, OK

### Percentage Bulls



**Senior Calf Champion**  
 "FSSR Vision King," s. by Mr CCF  
 Vision, exh. by Fire Sweep  
 Simmental Ranch, Verona, MO.



**Reserve Senior Calf Champion**  
 "ALL Tulsa Time 190J," s. by ALL  
 Avail 939G, exh. by Adcock Land  
 and Livestock, Moweaqua, IL.



**Knic Overpeck Memorial Supreme Champion, Grand Champion and Junior Yearling Champion**  
 "Maverick," s. by Renegade,  
 exh. by Bowling Cattle Company,  
 Bloomberg Cattle, Porter Cattle,  
 Jones Show Cattle and Tolle Show  
 Cattle, Greencastle, IN.



**Reserve Grand Champion and Senior Yearling Champion**  
 "WCC/RRF Troubadour 0130H,"  
 s. by WLE Copacetic E02, exh. by  
 Red River Farms and Wallace  
 Cattle Co., Grand Saline, TX.

**Two-Year-Old Champion**  
 "S B C Northgate 795H," s. by  
 HPF Quantum Leap Z952, exh. by  
 Circle M Farms, Stephens Beef  
 Cattle and Bramlet Simmentals,  
 Rockwall, TX.

### Percentage Groups

**Best Bred and Owned Pair**  
 Exh. by McCoy Landwehr,  
 Enid, OK.

**Produce of Dam**  
 Progeny of "HF Serena," exh. by  
 Trennepohl Farms, Middletown, IN.

### Purebred Females



**Junior Calf Champion**  
 "TESF Lady Liberty K701," s. by  
 SSC Shell Shocked 44B, exh. by  
 Erickson Stock Farm, Bolivar, MO.

(Continued on page 66)

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(Continued from page 64)



**Reserve Junior Calf Champion**  
 "TESF Epic Dawn K891,"  
 s. by OMF Epic E27, exh. by  
 Erickson Stock Farm, Bolivar, MO.



**Senior Calf Champion**  
 "ALL Precious 191J,"  
 s. by WLE Copacetic E02,  
 exh. by Eric Schafer, Owaneco, IL.



**Reserve Senior Calf Champion**  
 "VLF Betsy 18J,"  
 s. by W/C Bankroll 811D, exh. by  
 Sache Dowling, Fair Grove, MO.



**Summer Yearling Champion**  
 "Rocking P Valentine J065,"  
 s. by JSUL Something About Mary  
 8421, exh. by Rocking P Livestock,  
 Maysville, KY.



**Reserve Summer  
 Yearling Champion**  
 "LAA LJR Miss Crocus 100J,"  
 s. by JBSF Berwick 41F, exh. by  
 Addison Bartlow, Monticello, IL.



**Reserve Grand Champion and  
 Junior Yearling Champion**  
 "LKCC Miss Crysteels Remedy  
 44J," s. by SO Remedy 7F, exh. by  
 Morgan Jackson, Kaufman, TX.



**Reserve Junior  
 Yearling Champion**  
 "UDE Kansa 37J,"  
 s. by EC Rebel 156F, exh. by  
 McKenna Richardson, Eureka, KS.



**Grand Champion and  
 Senior Yearling Champion**  
 "LMF Haisley H022," s. by WLE  
 Copacetic E02, exh. by Braelyn  
 Berlowitz, XTB Cattle Co., Elmore  
 Cattle Services and B&K Farms/  
 Ivie and Sons, Cushing, OK.



**Reserve Senior  
 Yearling Champion**  
 "ADF Heartthrob,"  
 s. by WLE Copacetic E02, exh. by  
 Jacob Poynor, Coldwater, MS.

## Purebred Bulls



**Intermediate Champion**  
 "PAL ECS Alright Alright,"  
 s. by CLAC Alright Alright 238,  
 exh. by Elmore Cattle Services  
 and Paulsen Cattle Co.,  
 Waukomis, OK.



**Grand Champion and  
 Junior Yearling Champion**  
 "I Reckon 043J," s. by Reckoning  
 711F, exh. by Braelyn Berlowitz,  
 XTB Cattle Co., and Elmore Cattle  
 Services, Cushing, OK.



**Reserve Grand Champion  
 and Reserve Junior  
 Yearling Champion**  
 "RP/CMFM Perfect Timing J016,"  
 s. by B C R Perfect Vision, exh. by  
 Claire Morgan, Egan, LA.



**Two-Year-Old Champion**  
 "JS Keepin It 90 39H," s. by  
 CCS/WHF Ol' Son 48F, exh. by  
 XTB Cattle Co., Fenton Farms,  
 JS Simmentals and Elmore Cattle  
 Services, Waukomis, OK.

## Simbrah Females



**Grand Champion**  
 "DMM Sassy Cheyenne,"  
 s. by Smith No Better Than This,  
 exh. by Callie Heaton,  
 Washington, TX.



**Reserve Grand Champion**  
 "Smith DRFF Richest Design  
 033H," s. by Smith CRC Lubbock  
 36B, exh. by Katilyn Bell,  
 Washington, TX.

(Continued on page 68)



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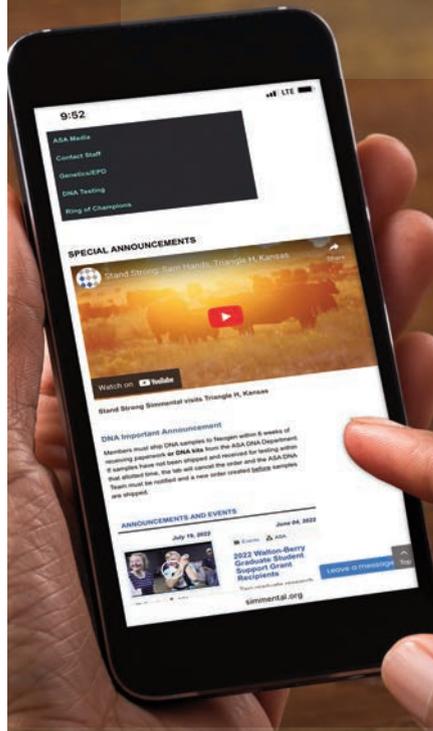


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# SHOW CIRCUIT

**Register**

(Continued from page 66)

## Open Show Awards



**Simmental Breeders Sweepstakes Herdsman of the Year**  
Lindsay Phillips, Rocking P Livestock, Maysville, KY.



**Denny Benoedt Memorial Premier Breeder**  
Josie Phillips, Maysville, KY

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- |  |   |  |
|--|---|--|
| 1. Publication title: <i>the Register</i>  | 2. Publication number: 0899-3572                                | 3. Filing date: Sept. 8, 2022                                |
| 4. Issue frequency: 9 times annually   | 5. Number of issues published annually: 9                       |  |
| 6. Annual subscription price: \$50.00 US, \$150.00 Foreign   |   |  |
| 7. Complete mailing address of office of publication: One Genetics Way, Bozeman, MT 59718  |   |  |
| 8. Complete mailing address of headquarters or general business office of publisher: One Genetics Way, Bozeman, MT 59718   |   |  |
| 9. Full names and complete mailing addresses of publisher, editor and managing editor:<br>Publisher: Wade Shafer, One Genetics Way, Bozeman, MT 59718<br>Managing Editor: Dr. Jackie Atkins, One Genetics Way, Bozeman, MT 59718 |   |  |
| 10. Owner: American Simmental Association (a non-profit organization), One Genetics Way, Bozeman, MT 59718   |   |  |
| 11. Known bondholders, mortgages and other security holders owning or holding one percent or more of total amount of bonds, mortgages or other securities: None  |   |  |
| 12. Tax Status: Has not changed during preceding 12 months   | 13. Publication name: <i>the Register</i>                       |  |
| 14. Issue date for circulation data below: September 2021  |   |  |
| 15. Extent and nature of circulation   | Average no. of copies each issue during the preceding 12 months | No. copies of single issue published nearest to filing date. |
| a. Total number of copies ( <i>net press run</i> ):  | 9,283   | 9,809  |
| b. Paid and/or requested circulation:  |   |  |
| 1) Paid/requested outside-county mail subscriptions stated on Form 3541. ( <i>include advertisers' prior and exchange copies</i> ):  | 21  | 22   |
| 2) Paid in-county subscriptions stated on Form 3541 ( <i>include advertisers' proof copies and exchange copies</i> ):  | 8,943   | 9,677  |
| 3) Sales through dealers and carriers, street vendors and counter sales and other non-USPS paid distribution:  | 0   | 0  |
| 4) Other classes mailed through the USPS:  | 0   | 0  |
| c. Total paid and/or requested circulation: [ <i>sum of 15b (1), (2), (3) and (4)</i> ]  | 8,964   | 9,699  |
| d. Free distribution by mail ( <i>samples, complimentary and other free</i> ):   |   |  |
| 1) Outside-county as stated on Form 3541   | 0   | 0  |
| 2) In-county as stated on Form 3541  | 0   | 0  |
| 3) Other classes mailed through the USPS   | 0   | 0  |
| e. Free distribution outside the mail ( <i>carriers or other means</i> ):  | 111   | 132  |
| f. Total free distribution ( <i>sum of 15d and 15e</i> ):  | 111   | 132  |
| g. Total distribution ( <i>sum of 15c and 15f</i> ):   | 9,075   | 9,831  |
| h. Copies not distributed:   | 100   | 100  |
| i. Total ( <i>sum of 15g and h</i> ):  | 8,175   | 9,931  |
| j. Percent Paid and/or requested circulation ( <i>15c / 15g x 100</i> ):   | 98.78%  | 98.65%   |
| 17. Publication of statement of ownership required: Will be printed in the October 2022 issue of this publication.   |   |  |

I certify that the statements made by me above are correct and complete.  
Dr. Jackie Atkins, Managing Editor    Dated: September 8, 2022

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For more information contact:

Nancy at [nchesterfield@simmgene.com](mailto:nchesterfield@simmgene.com)

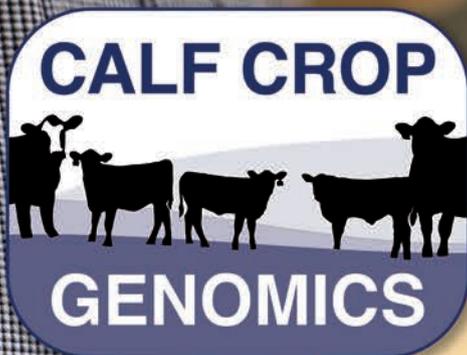
Rebecca at [rprice@simmgene.com](mailto:rprice@simmgene.com)

Call 406-587-2778



Sample business card pages in the Register

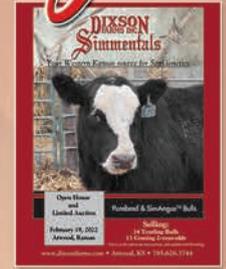
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To receive a quote or for more information contact:  
**Nancy Chesterfield**  
406-587-2778  
[nchesterfield@simmgene.com](mailto:nchesterfield@simmgene.com)  
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- ◆ Banners
- ◆ Flyers
- ◆ Logos
- ◆ Posters
- ◆ Photo retouching
- ◆ Business cards
- ◆ eBlast ads

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**WJ & MF Lott**  
852 Fairlie Geraldine Rd 17  
Fairlie, New Zealand 7987

**ALABAMA**

**Mark Kirkland**  
17025 County Rd 53  
Columbia, AL 36319

**Liberty Cattle**  
48219 State Hwy 79  
Blountsville, AL 35031

**Andy Butler**  
3088 CR11  
Ariton, AL 36311

**CALIFORNIA**

**Bailey Cattle Company**  
6162 CR 3  
Orland, CA 95963

**Fair Cattle**  
5731 N Hickman Rd  
Denair, CA 95316

**Starpoint Livestock**  
3393 Sly Park Rd  
Pollock Pines, CA 95726

**COLORADO**

**Sciumbato Cattle Company**  
212 39th Ln  
Pueblo, CO 81006

**CONNECTICUT**

**Hipsky Farms**  
136 Turnpike Rd  
Willington, CT 6279

**FLORIDA**

**Alaina Oleson LLC**  
5290 NW 130th Ave  
Ocala, FL 34482

**GEORGIA**

**Anderson Farms**  
1634 Bakers Ferry Rd  
Elberton, GA 30635

**IOWA**

**Kaldenberg Family Farms**  
1674 640th Ave  
Albia, IA 52531

**Jake Hlas**  
1734 K Ave  
Traer, IA 50675

**JG Cattle Co**  
3213 Tanager Ave  
Sanborn, IA 51248

**James Cattle**  
3260 Yale Ave  
Garner, IA 50436

**Rick & Joanne Follon**  
1288 260th St  
Everly, IA 51338

**ILLINOIS**

**Campbell Farms**  
336 SW 200 St  
Carrollton, IL 62016

**Danny Smith**  
336 NW 1225 St  
Roodhouse, IL 62082

**D Lyn & Paula Crabtree**  
3010 ST Route 146 E  
Anna, IL 62906

**Kathryn Crawford**  
1538 County Road 3300 North  
Rantoul, IL 61866

**INDIANA**

**Blake Morehead**  
12879 N ST Rd 9  
Alexandria, IN 46001

**Gottschalk Farms**  
3740 S CR 300 W  
Greencastle, IN 46135

**Provision Cattle Company**  
8772 S 200 W  
Rochester, IN 46975

**KANSAS**

**Derek Martin Cattle LLC**  
257 S Rd  
Offerle, KS 67563

**Wells Cattle**  
14505 62nd St  
Oskaloosa, KS 66066

**LaGalle Show Calves**  
2045 800 St  
Colony, KS 66015

**KENTUCKY**

**Shelby Jones**  
1042 Hume Bedford Rd  
Paris, KY 40361

**MARYLAND**

**Terra Rubra Farms**  
1755 Keysville Bruceville Rd  
Keymar, MD 21757

**MICHIGAN**

**Drifter Cattle**  
8312 S Bailey Lake Ave  
Clare, MI 48617

**MISSOURI**

**Danny Rains**  
1422 State Hwy 125N  
Sparta, MO 65753

**Emily C Blaue**  
116 Hwy PP  
Wellsville, MO 63384

**Billingsley Farms**  
24 Logan Ln  
Steelville, MO 65565

**NEBRASKA**

**Christopher Hansen**  
57141 Hwy 20  
Laurel, NE 68745

**NEW HAMPSHIRE**

**Sydney M Wilson**  
19 S Summer St  
Nottingham, NH 3290

**NEW YORK**

**Heavenly Acres**  
436 Sanitarium Rd  
Esperance, NY 12066

**TP Cattle Services**  
1726 State Route 89  
Seneca Falls, NY 13148

**OHIO**

**Endsley Farms**  
27613 SR 83  
Coshocton, OH 43812

**OKLAHOMA**

**I-5 Cattle Company**  
32106 US Hwy 283  
Shattuck, OK 73858

**Promise Acres Cattle LLC**  
14423 S Urbana Ct  
Bixby, OK 74008

**Neal Cattle Co LLC**  
PO Box 1503  
Purcell, OK 73080

**Leanna Olson**  
417 Tollison Rd  
Bokchito, OK 74726

**OREGON**

**29 Oaks Cattle Co**  
PO Box 294  
Brownsville, OR 97327

**Rock LJ Inc**  
133 NE Hwy 99W, Ste 133  
McMinnville, OR 97128

**Kim Skomerza**  
945 Dahlia Terrace  
Eagle Point, OR 97524

**PENNSYLVANIA**

**Rodney Parson**  
133 Jacobs Run Rd  
Graysville, PA 15337

**SOUTH DAKOTA**

**Weston Geppert**  
25525 406 Ave  
Mitchell, SD 57301

**Tonya Moe**  
2500 N Lammers Ave  
Tea, SD 57064

**TENNESSEE**

**Wall Brothers Farm**  
1115 Old Stage Rd  
Dickson, TN 37055

**Timmy Martin**  
151 Smyrna Rd  
Byrdstown, TN 38549

**TEXAS**

**James & Lynn Atchley**  
679 FM 1126  
Rice, TX 75155

**Gerald McBride**  
PO Box 3088  
Albany, TX 76430

**Smith & Cody Triesch**  
PO Box 330  
Giddings, TX 78942

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**Stock Martin Show Cattle**  
4800 FM 1057  
Hereford, TX 79045

**K/T Simmentals**  
1771 FM 378  
Lockney, TX 79241

(Continued on page 74)

# *Simbrah-SimGenetics Feedout 2022*

**When: Spring born calves delivered early November 2022**

**Where: Graham Land and Cattle, Gonzales, TX**

**Open to all SimGenetics Cattle; Simbrah, Purebred Simmental, Percentage, SimAngus™ HT**



 **SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association

**Thought about benefits of retaining ownership?  
Want to know more about the cattle you raise?  
Want to be able to speak with knowledge about the  
growth and carcass merit of your calves?**

Contact Luke Bowman, ASA, for more details: [lbowman@simmgene.com](mailto:lbowman@simmgene.com) or 765.993.6681

(Continued from page 72)

### VIRGINIA

**Spring Hollow Farms**  
789 Henrys Mill Rd  
Java, VA 24565

**Carl & Colleen Via**  
174 Mica Springs  
Mineral, VA 23117

### WASHINGTON

**Ryan Roedel**  
411 Newland Rd  
Mabton, WA 98935

### WISCONSIN

**Steven Schank**  
W22338 State Road 95  
Arcadia, WI 54612

**Paul McClone**  
N4774 High Line Rd  
Bonduel, WI 54107

**David & Tammy Wisniewski**  
2840 100th Ave  
Kenosha, WI 53144

**White Cattle Co**  
4372 Hypoint Rd  
Lancaster, WI 53813

**Scott Allen Rowe**  
N4634 Spring Coulee Rd  
West Salem, WI 54669 ■

### ASA Volunteers

ASA staff, current and retired, along with members of their families, recently volunteered at Bozeman's Fork and Spoon, Montana's only "pay what you can" restaurant. Organized by Dr. Randie Culbertson. ■



L-R: Wade and Kathy Shafer, Randie Culbertson, Marilyn Roth, and Jacki and Steve McGuire.



L-R: Jim and Dee Largess, McKenzie Mork, Randie Culbertson, Kathy Shafer, Jackie Atkins, and Wade Shafer.

# SALE RESULTS

### Classic Farms' 3<sup>rd</sup> Annual Spring Fever Sale

April 30, 2022 • Weston, WV

No.	Category	Average
70	Total Lots	\$3,046

**Auctioneer:** John L. Spiker, WV

**Sale Consultant:** Dalton Lundy, KY

**Sale Staff:** Charlie Strickler, Sadie Wright, and John Bob Spiker

#### High-Selling Lots:

- \$10,400** – Cow/Calf Pair, "Winslow's Chit Chat," s. by CSCX Bandwagon, cons. by Full Circle Farm, Dayton, PA; sold to Cassyle Valley Simmentals, Holbrook, PA.
- \$5,700** – Cow/Calf Pair, "HFSC Groovy Lady," s. by Silveiras Watchout, cons. by Hillcrest Farm, Auburn, MA; sold to Haley Wilesman, Edgerton, WI.
- \$5,200** – Cow/Calf Pair, "Classic Lori Belle," s. by W/C Bankroll, cons. by Classic Farms; sold to Homestead Acres, Ashley, OH.
- \$4,800** – Cow/Calf Pair, "BFD Dixie Belle D248," s. by Mr HOC Broker, cons. by Bangma Farms, Thurmond, NC; sold to Full Circle Farm, PA.
- \$4,200** – Cow/Calf Pair, "RHFS Miss Noel," s. by KOCH Big Timber, cons. by Rolling Hills Farms Simmentals, LLC, Belle Center, OH; sold to Richard Gorrell, St. Mary's.
- \$4,200** – Cow/Calf Pair, "Swain Marlee 423B," s. by MCM Top Grade, cons. by Prestige Cattle Co, Crooksville, OH; sold to Richard Gorrell, St. Mary's.

### Schick/Haefner Mature Cow Herd Dispersal

June 12, 2022 • Clinton, IL

No.	Category	Average
39	Total Lots	\$4,591

**Auctioneer:** Cody Lowderman, IL

**Sale Manager:** Haefner Marketing, IL

**Ring Staff:** Shane Ryan and Roger Holmstrum

#### High-Selling Lots:

- \$19,000** – "CNS/HFS/JW Alley F221," s. by Haras Distinction, sold to Reichel Farms, MO.
- \$15,000** – "CNS/HFS Knockout H086," s. by Mr CCF Clarified, sold to Red River Farms, TX.
- \$13,000** – "HPF Blackstar E035," s. by SAV Brilliance, sold to Circle M and Red River Farms, TX.
- \$11,000** – "CNS/HFS Blackstar F985," s. by Two Step, sold to 3/S Cattle, IL.
- \$10,250** – "WHF High Roller H365," s. by W/C Double Down, sold to Riley Farms and Adkins Cattle, IL.
- \$10,000** – "HPF Alley 413E," s. by Mr CCF 20-20, sold to Polzin & Swalve, MN.
- \$8,500** – "CNS/HFS Blackstar H035," s. by Mr CCF Clarified, sold to Red River Farms, TX.
- \$8,250** – "J&C Miss Longhaul H001," s. by SPFC Longhaul, sold to Cedar Lane Cattle Co, TN.

**Comments:** Cattle sold to 11 states. ■

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HIS FUTURE.**

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OR NOT —  
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THE TRUTH.**

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One on one consultation and multiple pricing options allow ASA's Total Herd Enrollment to meet your family's needs. Squeeze every drop of genetic knowledge from your herd to give your kids and grandkids the greatest chance at raising their own families in the beef business. There are options available to meet the needs of almost any production system and they can work with any breed type.

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American Simmental Association  
[the@simmgene.com](mailto:the@simmgene.com)

## DNA Services (Contact ASA For Testing Kits)

### Genomic Tests:

*GGP-100K .....	\$50
GGP-uLD .....	\$33

*\*Add-on tests available*

	Stand Alone ↓	Add-on ↓
SNP Parental Verification .....	\$18	Free
STR Parental Verification.....	\$33	\$15
Coat Color.....	\$22	\$9
Red Charlie.....	\$26	\$16
Horned/Polled .....	\$33	\$22
PMel (Diluter) .....	\$22	\$2
Oculocutaneous Hypopigmentation (OH) ..	\$25	\$16
BVD PI .....	\$5	

### Genetic Conditions Panel ..... \$25

*(Must run with GGP-100K)*

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

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

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

*\*\*\*Prices are subject to change*

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

## THE Enrollment

**Spring 2023 THE Enrollment** – (dams calve January 1–June 30) –  
Early enrollment open October 15 through **December 15, 2022**.  
Late enrollment available until February 15, 2023.

**Fall 2023 THE Enrollment** – (dams calve July 1–December 31) –  
Early enrollment open April 15 through **June 15, 2023**.  
Late enrollment available until August 15, 2023.

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

\*Late enrollment fees

A re-enrollment fee of \$35.00 applies to any dam that is removed from inventory and re-enters the herd at a later date.

A member who has dropped out of THE and wishes to return, may do so for the next enrollment season. Re-enrollment fee is \$35 per animal (maximum of \$350) plus enrollment fees. Non-THE registration fees will apply to the calendar year when a member did not participate in THE.

## American Simmental Association Fees

### First Time Membership Fee:

Adult First Time Membership Fee* .....	\$160
<i>(Includes: \$50 set-up fee and \$110 ASF)</i>	
Junior First Time Membership Fee* .....	\$40
Prefix Registration .....	\$10

*\*After January 1: \$105 for Adults and \$40 for Juniors*

### Annual Service Fee (ASF)\*:

Adult Membership .....	\$110
Junior Membership .....	\$40

*Fiscal year runs from July 1 – June 30*

### Registration Fees:

#### Registration Fees enrolled in THE

Enrolled in <b>Option A</b> .....	No Charge
Enrolled in <b>Opt B or C</b> <10 months.....	\$30
Enrolled in <b>Opt B or C</b> 10 months <15 months....	\$40
Enrolled in <b>Opt B or C</b> 15 months.....	\$50

### Transfer Fees:

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

### Additional Transactions:

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

### Registration Foreign/Foundation Fees:

Register Foundation Cow .....	\$5
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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Tom Modro, Manager  
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Owners  
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FALL PAIRS / SPRING BREDS  
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Fountain Run, Kentucky  
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count on!**

*Forrest & Charlotte Lucas*

## OCTOBER

- 1 Buckeye's Finest – Zanesville, OH (pg. 59)
- 1 Generation After Generation Sale – Blountville, TN
- 1 Horstman Cattle Company's Factory Direct Sale – Lafayette, IN
- 2 Our Vision, Your Future Sale – Chalmers, IN
- 7 Mississippi State Elite Heifer and Bull Sale – Jackson, MS
- 7 Red River Farms' Ladies of the Lonestar Sale – Grand Saline, TX
- 8 Ponderosa Farms and Guest 3rd Annual Bull and Commercial Female Sale – Taylorsville, MS
- 8 The Black Label – Grandview, TX
- 8 The New Direction Sale – Seward, NE (pg. 57)
- 8 Trinity Farms' 5th Annual Generations of Excellence Female – Ellensburg, WA
- 11–12 RA Brown Ranch's 48th Annual Sale – Throckmorton, TX
- 14 Buckles and Banners Sale – West Point, IA
- 15 Fred Smith Company's Extra Effort Sale – Clayton, NC
- 15 Houck Rock Creek Ranch's Fall Private Treaty Bull Sale – Allen, KS
- 15 Indiana Performance Bull Test Sale – Springfield, IN
- 22 Clear Choice Female Sale – Milan, IN (pg. 56)
- 22 The Magnolia Classic – Starkville, MS
- 22 MN Beef Expo - White Satin On Ice and All Breeds Sale – Minneapolis, MN
- 22 New Day Genetics' Fall Sale – Salem, MO
- 22 Pennsylvania Fall Classic Sale – Waynesburg, PA (pg. 65)
- 23 High Ridge Farms' Genetic Opportunity Sale – Albemarle, NC (pg. 49)
- 28 28th Annual Hokie Harvest Sale – Blacksburg, VA
- 28 Yon Family Farms' Fall Female Sale – Ridge Spring, SC
- 29 7P Ranch's 47th Annual Production Sale – Winona, TX (pg. 5)
- 29 Bred For Success Sale – Marion, MI (pg. 81)
- 29 Cattlemen's Preferred All Breed Bull and Commercial Female Sale – Harrison, AR
- 29 Deep South Genetics Sale – Troy, AL
- 29 H2O's Farm's Complete Dispersal Sale – Walkerton, IN (pg. 8C)
- 29 High Society Sale – Hillsboro, OH (pg. 77)
- 29 Red Hill Farms' Bulls and Females of Fall VIII – Lafayette, TN
- 29 Yon Family Farms' Fall Bull Sale – Ridge Spring, SC
- 30 Cattlemen's Preferred All Breeds Bull and Commercial Female Sale – Harrison, AR

## NOVEMBER

- 1–7 Boyle Ranch's Fleckvieh Female Sale – Washta, IA (pg. 37)
- 5 26th Annual Southern Showcase Sale – Armuchee, GA
- 5 Cason's Pride and Joy Elite Female Sale – Russell, IA (pg. 19)
- 5 Dakota Ladies Sale, Worthing, SD
- 5 Irvine Ranch's 18th Annual Production Sale – Manhattan, KS
- 5 Missouri Simmental Association's "Fall Harvest" Sale – Springfield, MO
- 5 Moser Ranch's Annual Bull Sale – Wheaton, KS
- 6 Triangle J Ranch's Female Sale – Miller, NE (pg. 57)
- 7 Hanel's Black Simmentals' Annual Female Sale – Courtland, KS
- 12 Gibbs Farms' 17th Annual Bull and Replacement Female Sale – Ranburne, AL
- 15 Elliott Livestock and Wild Rose Cattle Company's Bull and Bred Heifer Sale – Clifford, ND
- 19 11th Annual Strickland-Driggers Bull Sale – Glennville, GA
- 19 Callaway Cattle Company's AFFORDABULL SALE, Hogansville – GA
- 19 Next Step Cattle Co.'s 10th Annual "Boot Brand" Genetics Bull Sale – Livingston, AL
- 19 Stanley Martins Farms' Fleckvieh Female Sale – Decorah, IA (pg. 6)
- 20 49th Annual MSA Simmental Sale – Cannon Falls, MN
- 21 Bichler Simmentals' 18th Annual Production Sale – Linton, ND
- 26 Great Lakes Beef Connection Female Sale – Clare, MI
- 26 The Event, Vol. III, at Tucker Cattle Company – Pleasant Dale, NE
- 26 Trennepohl Farms' Right By Design Sale – Middletown, IN (pg. 7)

## DECEMBER

- 2–4 Hoosier Beef Congress Sale – Indianapolis, IN
- 3 Jewels of the Northland – Clara City, MN
- 3 T-Heart Ranch's Fall Female Sale – La Garita, CO
- 3 Tom Brothers' Private Treaty Sale (Opening Day) – Campbellton, TX
- 3 Western Choice Simmental Sale – Billings, MT

- 10 NDSA Classic Simmental Sale — Mandan, ND
- 10 North Alabama Bull Evaluation Sale — Cullman, AL
- 11 Trauernicht Simmental's Nebraska Platinum Standard Sale — Beatrice, NE
- 12 Franzen Simmentals' Production Sale — Leigh, NE
- 16 Buck Creek Ranch's Grand Event Vol. III — Yale, OK

- 15 Jackpot Cattle Company's Bull Sale — Wessington, SD
- 17 Dakota Xpress Annual Production Sale — Mandan, ND (pg. 58)
- 17 Mader Ranches' 34th Annual Bull Power Sale — Carstairs, AB
- 17 R & R Cattle Company's Annual Production Sale — Chamberlain, SD
- 17 Sandy Acres' Bull Sale — Neligh, NE (pg. 57)
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- 24 Mid-America Sale — Springfield, IL
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- 27 Double J Farms' 49th Annual Bull and Female — Garretson, SD (pg. 59)
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- 4 Prickly Pear Simmentals' "Made In Montana" Sale — Helena, MT (pg. 57)
- 4 Springer Simmental's Value Based Genetics Sale — Decorah, IA
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- 6 Long's Simmentals' 3rd Annual Production Sale — Creston, IA
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- 12 Oak Meadow Farms' 5th Annual Production Sale — Cresco, IA
- 13 Dakota Power Bull Sale — Hannaford, ND
- 13 Nelson Livestock Company's Production Sale — Wibaux, MT
- 14 Edge of the West Production Sale — Mandan, ND (pg. 58)
- 14 Werning Cattle Company's 42nd Annual Production Sale — Emery, SD
- 15 Hart Simmental's Beef Builder Bull Sale — Frederick, SD

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- 1 Klein Ranch's Heart of the Herd Sale — Atwood, KS
- 2 19th Annual Cattleman's Kind Bull Sale — San Saba, TX
- 2 Keller Broken Heart Ranch's Annual Production Sale — Mandan, ND (pg. 58)
- 2 Kearns Cattle Company's 34th Annual Bull Sale — Rushville, NE
- 3 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 59)
- 3 KSU's Annual Legacy Sale — Manhattan, KS
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- 4 Powerline Genetics' High-Altitude Bull Sale — Castle Dale, UT
- 4 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (pg. 60)
- 5 Gold Bullion Group's 21st Annual Bull Sale — Westmoreland, KS
- 5 Windy Creek Cattle Company's "Profit through Performance" Production Sale — Spencer, SD
- 6 Hanel's Black Simmental's 5th Annual "Black and White" Bull Sale — Courtland, KS
- 6 Sweet 16 Online Bull and Female Sale — [www.sconlinesales.com](http://www.sconlinesales.com)
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- 14 Schrader Ranch's 21st Annual Bull Sale — Wells, KS
- 14 Powerline Genetics' March Edition Bull Sale — Arapahoe, NE
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- 18 Dickinson Simmental and Angus Ranch 52nd Annual Production Sale — Gorham, KS
- 18 Eastern Spring Classic Sale — Columbus, OH
- 18 Red Hill Farms' "More Than a Bull" Sale XVIII — Lafayette, TN
- 18 Rockin H Simmental's Production Sale — Canby, MN
- 18 Triangle J Ranch and Altenburg Super Baldy Ranch's Colorado Bull Sale — Fort Collins, CO ■

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## Subscriptions

- Domestic \$50/year
- First Class \$100/year
- All International \$150/year (US)

## ASA Publication, Inc

One Genetics Way  
Bozeman, Montana 59718 USA  
406-587-2778 • Fax 406-587-8853  
register@simmgene.com

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**WS Revival B26**

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EPD: CE: 10 \$API: 103 \$TI: 68



**LLSF Pays To Believe ZU194**

By CNS Pays To Dream T759  
EPD: CE: 9.3 \$API: 126 \$TI: 79



**W/C Bankroll 811D**

By W/C Loaded Up 1119Y  
EPD: CE: 12 \$API: 121 \$TI: 78



**CLRS Guardian 317G**

By Hook's Beacon 56B  
EPD: CE: 15 \$API: 207 \$TI: 118



**KSU Bald Eagle 53G**

By Hook's Eagle 6E  
EPD: CE: 13 \$API: 176 \$TI: 103



**WLE Black Mamba G203**

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EPD: CE: 12 \$API: 137 \$TI: 82



**FELT Perseverance 302F**

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EPD: CE: 15 \$API: 119 \$TI: 76



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