

the Register

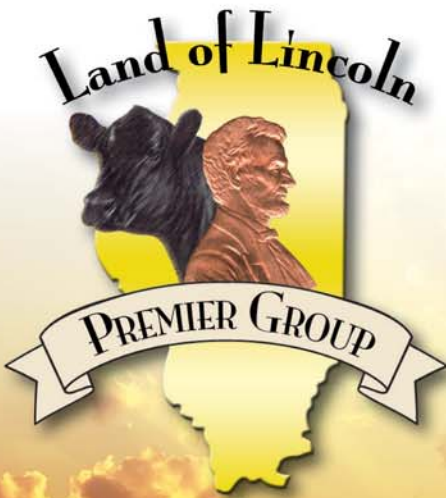
October 2015

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.29	.36	.32	.33	.05	.25	.25	.27		.16	.28	.25	.41	.25	.32	.26		

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CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+12.8	-2.3	+57.6	+93.8	+23	+9.1	+24.9	+53.7		+12.2	+22.7	-.40	+.65	-.039	+1.11	-.31	\$158	\$80
.28	.36	.32	.33	.09	.23	.23	.26		.22	.28	.25	.40	.26	.32	.22		

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

FALL 2015 TOP 35%

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CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+14.6	-0.7	+75.6	+121.3	+29	+10.9	+24.0	+61.8		+11.8	+41.1	-.30	+.33	-.038	+1.02	-.42	\$152	\$81
.28	.45	.39	.43	.15	.19	.21	.26		.18	.35	.26	.40	.25	.31	.22		

DNA tested Homozygous Black, Homozygous Polled, DDF

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CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+11.0	-0.8	+72.6	+109.9	+23	+13.6	+23.7	+60.0	+15.3	+12.3	+33.9	-.42	+.05	-.082	+.97	-.20	\$120	\$76
.53	.76	.69	.61	.00	.31	.31	.41	.35	.40	.49	.31	.41	.35	.31	.37		

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Volume 29, Number 2



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About the cover: A performance-proven cow as demonstrated by her deep, muscular bull calf. Photo by Luke Keller.



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VIEWPOINT

By Trustee Erika Kenner, Leeds, ND



My first two years on the ASA Board have been eye-opening. One thing a person realizes immediately is we represent a large area of people and cattle. One also notices that every area is different and requires different needs. The environments across this country vary so much and make each operation different in their management and marketing. But, the good thing is, we know Simmental cattle can work in all these environments! Some operations utilize Fullblood cattle, some — Simbrah, for some it's strictly black and some can use both reds and blacks! Some can market SimAngus™ and some are strictly Purebreds. Some specialize in the show heifer market and some the commercial bull market. But one thing I have noticed is that some are not tolerant of these differences. I'm sure we all know someone who gripes about their neighbor because they don't do things the same! We need to become more tolerant and understanding of each other's needs and try to work together to help, instead of fighting.

Agriculture is challenged with more mouths to feed on less land and more anti-groups fighting every process along the way. It used to be that most everyone either had a grandparent or aunt/uncle that farmed or ranched, but now there are many who have never even been near a farm. Yet, they want to know where their food comes from and have many questions.

It is much more critical now than ever for everyone in agriculture to unite and work together. As more of the anti-meat eaters take over and spew all their myths to the urban folk, we need to do a better job of getting our story to them. The anti-groups have million and billion dollar budgets. It is hard to compete with that. Along with the anti-groups, we have the organic movement, the anti-GMO, the grass-fed movement, the natural movement, and the antibiotic free movement. In this country we are lucky to have so many choices, but that's what we need to realize — they are choices! Everyone does not have to be organic or grass-fed. If that is a preference, then buy it! But why do we need to convert everyone over to one side? When I travel to urban areas across our country, I notice these movements gain momentum much easier than in more rural areas. People only hear one side of the story in the urban areas.

This is where I think our junior program can come into play. Our junior program is great. The kids learn many skills by participating. The Regional and National Classics require the kids to speak publicly along with showing heifers. The AJSA Summit provides leadership training and exposes kids to other parts of the beef industry. But I think we can do more! Not all of the juniors competing will go back into the beef industry. But they will take with them the knowledge of what goes into putting beef on our plates and how hard our agriculturists work to provide safe and healthy food. Whether they go into medicine, law, journalism, education, or stay in agriculture, they will always be exposed to someone who is misinformed about our industry. We need to give them the tools to communicate effectively so more education is provided to the misinformed. Today, the kids going to college will deal with many more students or roommates who choose to be vegan, vegetarian or just anti-beef. How will they respond to this? Sometimes it can be a religious belief or a health issue, but what if it's a belief that is based on incorrect information?

This summer, our country also dealt with the stories on the news about the Minnesota dentist killing Cecil the Lion. First of all, he has not been charged with a crime, so I am not going to comment on his ethics or the details. But instead I want to focus on the lynch-mob mentality that happened on social media. As I read comments under news headlines and people's posts, it amazed me how many times, the anti-hunters compared hunting to beef production. Hunters, fisherman, farmers and ranchers are all classified as anti-conservationists and murderers. They feel we treat our animals poorly and defile the land. When in all reality, we are avid conservationists and love our animals. But we need to do a better job of educating everyone and telling OUR story.

It all comes down to working together! Whether it is between the show and commercial operations, across breeds, organic and non-organic, grass-fed and grain-fed and hunters and ranchers. We all need to work together! Otherwise, in the future, it really won't matter what breed we have or how we raise them, because if enough people aren't eating our product, there won't be enough demand.

In regards to the American Simmental Association, I would like to see us work together more across the aisle. We have great cattle and a great future! The shows are bigger than ever and the feedlots demand our cattle. We need to keep both sides of the aisle prosperous and in demand to stay successful! Let's work together to keep that going! ♦

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A Preference for Simmental

**A Utah producer who is also a practicing attorney
has had an on-going affinity for Simmental cattle.**

By Dan Rieder

“IN the early 1990s, my wife, Allison, and I moved to Summit, a small town in Southern Utah where her father, Carlisle Hulet, needed some help running his cowherd and a band of 4,000 ewes,” says Chris Beins (rhymes with fines). “We had lived in Texas and built a small herd of Santa Gertrudis cows. Before we left Texas, we sold those cows to a good friend.”

Beins admits that he was not cut out to be what he calls a sheep guy. “So, while we were living there, we built up a commercial Hereford/Limousin-cross cow herd, got up to more than 200 head at one time, and began using Simmental bulls on them. We bred those cows to sons of Black Mick and Black Irish Kansas and some others, and really liked their calves — they had such

great performance and we found that the resulting females milked so much better than the cows that formed our base herd,” he recalled.

“The docility of the Simmental just stood out. All the way around, we just liked them,” he added.

During their eight-year stay at Summit, they started a family, and Beins completed an undergraduate degree at Southern Utah University, at nearby Cedar City.

“In 1999, we decided that I should go to Law School, sold all the cattle and enrolled at Western State University of Law located in Fullerton, California,” he said.

After graduating and passing the bar in 2002, Beins and his family settled near Tremonton in northern Utah, just south of the Idaho state line. He was raised in nearby Soda Springs, Idaho, where his folks, Duane and Diane, ran a farm supply store and an oil distributorship, and is only an hour-and-a-half drive from their current location.

“After establishing my law practice in Tremonton, we ventured back into the cattle business,” he reports. “We remembered those Simmental-cross cattle that we liked so well and knew that’s what we wanted to raise. We weren’t sure that we were going to become



registered breeders or anything like that at the time. We bought two Simmental cows from Carl and Diane Bott from down at Castledale, began to build on those first purchases and just kept buying registered cattle, even some from as far away as Georgia, Missouri and Kentucky.”

Today, the Beins cow herd numbers 100 head. “They’re all registered, some purebreds, some percentage cows and a handful of Black and Red Angus, also registered. We’ve thought about expanding our cattle numbers, but at this point my available time is a limiting factor,” he said.

“We named our cattle operation ‘Top Hat Simmentals’ a name that we thought had some marketing potential behind it. It’s also our actual cattle brand,” he says.

Top Hat cattle spend the often-harsh winters at what Beins calls the home place, located at an elevation of 4,200 feet in the shadow of the rugged Wasatch Mountains. That’s also where the cows calve, are A.I.’d and where most of the year’s hay supply is harvested.

For the period between early-June and mid-November, the cows and calves are trucked to their mountain ranch where they graze up to 7,000 feet. The mountain ranch is 77 miles away, and is located in southeastern Idaho. Beins obtains a “commuter permit” each year – requiring a brand inspection each time the cattle cross the state line.

Cows are bred A.I. (Beins does his own work), and he has worked with a technician for a limited amount of embryo transfer, although ET work is growing each year.

The bulk of Top Hat’s new calves begin arriving around January 1 with a few fall calves hitting the ground in September and October. Hay, put up under flood irrigation on 150 acres at the ranch and the home place, produces most of the feed to get them through the winter. Winters can vary widely year-to-year, ranging from three feet of snow on the level to no snow at all.



The Beins girls, left to right: Bella, Allison, Madellyn and Britney.

A True Family Operation

His law practice, in cooperation with a partner, includes a considerable amount of ag-related legal work, along with real property, contracts and water disputes. “It keeps me busy,” he said. “As far as the cattle and ranch work goes, Allison and our three daughters are my labor force, for the most part. The girls get out and do just about everything I ask them to do whether it be in the hayfield, irrigating whatever needs to be done. I have some pretty amazing girls for sure. Allison also keeps the books for the cattle operation and the law firm.”

(Continued on page 10)

A Preference for Simmental

(Continued from page 9)

Britney, 20, is the oldest of the Beins offspring, has served on the Board of the American Junior Simmental Association (AJSA) for the past three years and recently finished school at Northwest College in Powell, Wyoming, where she had earned a full-ride livestock-judging scholarship. She is now enrolled at Utah State University.

Madellyn, 16, is a student at Tremonton High School, and is also a member of the AJSA Board, having been elected to that position this past summer and will thus serve one year with her sister. The youngest is 11-year-old Aribella (called “Bella”), who is showing considerable competitive promise and is following in her sisters’ footsteps.

“We made a commitment to the girls a few years ago that if they wanted to be a part of the AJSA experience we’d do it right or not at all,” he explained. “We told them that ‘we’ll do it until you tell us that you don’t want to go any more or until the youngest is too old to compete.’ We’ve been to the last five National Classics and never miss our Regional event.”

He has been actively involved in the Utah Simmental Association, serving as president and in other positions as well. “We’re a small organization, so everyone serves in one capacity or another,” he said.

Paying the Bills

Beins has carved out an effective market for his genetics — annually selling 25 to 30 bulls complemented by a burgeoning demand for show heifer prospects.

“At first, we began sending a few bulls to the Utah Beef Improvement Association Bull Test in Salina, and sold through their annual sale,” he says. “This year we will also send some to the Snake River Bull Test in Burley, Idaho, and continue to sell the rest by private treaty. Most of the bulls we sell are purebred Simmental, but we’ll move a few SimAngus™ and a couple of straight Angus as well.”

“A good portion of our bulls are sold into southern Utah and most are used at elevations that run up 11,000 feet. We’ve found that these Simmentals have always passed the PAP (Pulmonary Arterial Pressures, also known as Brisket Disease) very well and that’s a valuable selling point to cattlemen who run in the high country,” he commented.

Any bulls that don’t survive his rigid culling criteria are castrated and either sold as locker beef or as feeder cattle. “We feed out 10-12 head each year for purposes of catering to people who are looking for beef to fill their freezers. We work with a couple of local plants to handle processing for us,” he continued.

After selecting his replacement heifers, Beins moves excess females through channels that specialize in show prospects. He consigns to such distant sales as the Western Showcase in Moses Lake, Washington. “We also put together a smaller sale down here in Utah with some other club calf breeders,” he said. “We used to sell some steer projects, but now limit ourselves to heifers only. We have some demand for bred replacement heifers, but we generally don’t keep them long enough to sell them as breds.”

In addition, the Beins family is able to market a few embryos through the Showcase sale and last year, during the National Western Stock Show in Denver.

Interest in Top Hat cattle continues to strengthen. “People come knocking on our door looking for bulls. We have some very solid repeat customers who come back year after year and we’re very satisfied with the return we get on those bulls. Of course, you’d always like to get a little bit more for them but we get by. We’ve found that if you offer good genetics at a good price, you’ll stay in business,” he concluded. ♦

Cows on summer range at the mountain ranch.



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B146

BD: 8-25-14 • ½ SM ½ AN Bull
B/R Destination x Sand Ranch Hand



B174

BD: 9-4-14 • Purebred Simmental Bull
KOCH LC Monte x Dikemans Sure Bet



B169

BD: 9-2-14 • ½ SM ½ AN Bull
EXAR Upshot x Hooks Pacesetter



B184

BD: 9-8-14 • Purebred Simmental Bull
Gibbs Crimson Tide x NLC Payday



B150

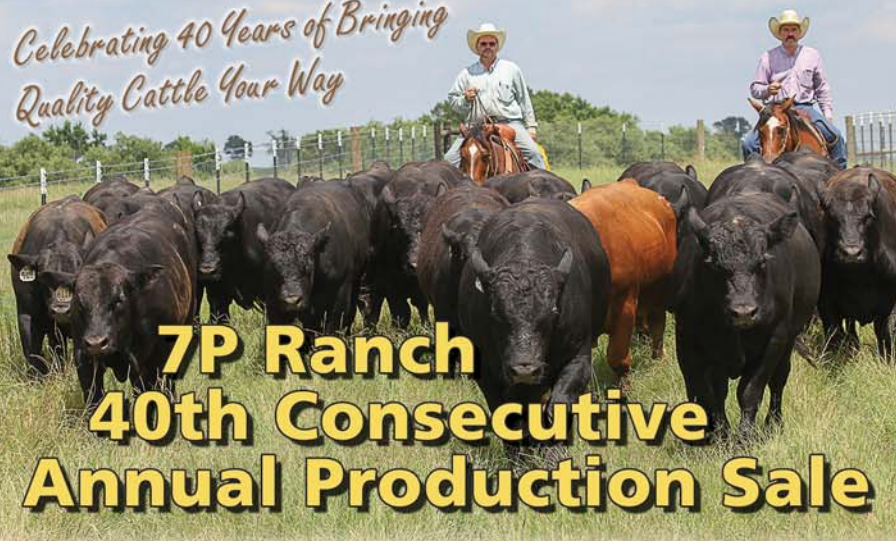
BD: 8-27-14 • ½ SM ½ AN Bull
K C F Bennett Absolute x Mr NLC Superior



B200

BD: 9-16-14 • ½ SM ½ AN Bull
K C F Bennett Absolute x CCR Breakout

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Quality Cattle Your Way*



7P Ranch 40th Consecutive Annual Production Sale

7P Ranch got its name from *the* seven members of the Prud'homme family. From the start, the ranch has always been a family endeavor. Joe and his wife, Mary, who passed away in 2009, along with their sons Joey and Steven, and daughters Carol, Sharon and Sheila worked together to build and grow the 7P Ranch legacy. Although Joey, Steven, Carol, Sharon and Sheila now have their own families and careers, Joe, with their support, has continued the steadfast goal of 7P Ranch — *to produce practical cattle for practical cattlemen.*

7P Ranch is one of the largest and longest running SimGenetic programs in the United States offering functional cattle produced with proven genetics from decades of extensive use of A.I. Since the start of the Simmental breeding program in 1974, 7P Ranch has registered over 10,000 head of cattle with the American Simmental Association — something very few ASA members can say. This long running commitment to Simmental and the cattle business in East Texas helps make the 7P program a solid and special one. It only takes one tour of the ranch with Joe to appreciate the years of breed improvement and feel his love and passion for this business.

7P Ranch is and always has been in it for the long haul. After all these years you can bet that the guesswork is taken out of the genetics. We invite you to come help us celebrate this milestone, our 40th Consecutive Annual Production Sale.

Joe and the entire Prud'homme family would like to thank all our faithful buyers over the years.

For additional information on our 40th Annual Production Sale and for the full story of 7P Ranch, go to our website at www.7pranch.com.

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903-597-3458 fax

903-530-2371 Joe's cell • joe@7pranch.com

903-235-9112 Tom Barker, manager

www.7pranch.com



A367

BD: 11-26-13 • Purebred Simmental Female
Hook's Yukon x Black Joker
AI'd to Hook's Yellowstone



A428

BD: 12-23-13 • Purebred Simmental Female
Ellingson Legacy M229 x Dikemans Sure Bet
AI'd to Hook's Yellowstone



A297

BD: 10-28-13 • 1/2 SM 1/2 AN Female
MC Black Sullivan x LRS Red Reality
Bred to Mr 7P A385 (Connealy Counselor son)

Saturday, October 31, 2015

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

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

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

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- All are true F1 Brahman x Hereford
- All were raised at 7P Ranch using Hereford bulls on our commercial Brahman cows — the disposition is excellent on these heifers
- Majority will sell as bred heifers — AI'd to calving ease Black Angus bulls and cleaned up with Black Angus bulls
- All are Brucellosis vaccinated, all are wormed, all are up to date on all vaccinations
- All bred heifers will be pregnancy checked by a licensed veterinarian
- These heifers will sell in uniform groups, sorted as to like kind and pregnancy status

Selling 75 Black and Red Purebred Simmental and Black SimAngus™ Females

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



B88

BD: 2-17-14 • Purebred Simmental Female
TNT E-Z-3 x SRS Right-On
AI'd to Hook's Yellowstone



A417

BD: 12-18-13 • 1/2 SM 1/2 AN Female
MC Upward x Mr NLC Superior
AI'd to TNT Dual Focus

Auctioneer:

Mark Tillman 210-216-6754
TX LIC# 9642

Sale Consultants:

Warren Garrett • 903-316-2889

Bruce Van Meter • 770-547-1433
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The sale will be broadcast live and internet bidding will be available. To view and bid on this sale online, go to www.CattleInMotion.com

Selling 50 Commercial Heifers including the ones pictured below



A Beneficial Alliance

An innovative, collaborative effort focuses on multi-breed genetic evaluation.



Coordinated by Emme Troendle

In 2010, the Red Angus Association of America and the American Simmental Association coalesced around the objective of better serving seedstock and commercial beef producers — the result was International Genetic Solutions (IGS). Today, IGS is a closely-knit collaboration of 12 progressive breed associations that have put self-interest aside to focus on the needs of the commercial producer.

With a current database of over 16 million animals and 340,000+ new animals being added annually, IGS has the largest genetic evaluation system for beef cattle in the world — a system that provides commercial producers with the most powerful and user-friendly selection tools that have ever existed.

“There is no question that you can accomplish more by working together. Nevertheless, in the breed association world, the level of collaboration has traditionally been somewhere between barely breathing and dead. That said, few if any commercial producers would disagree that our industry would be better served through increased levels of collaboration — IGS is an outgrowth of that sentiment,” stated Wade Shafer, ASA’s CEO.

Following are contributions provided by various IGS partners.



Wade Shafer,
Executive Vice President
American Simmental Association



What prompted your organization to become an IGS partner?

Bruce Holmquist, General Manager, Canadian Simmental Association

Canadian Simmental has a long history with ASA in providing a joint North-American Simmental Genetic

Evaluation. The transition to becoming a part of IGS was a natural progression.

Contributing IGS Partners



Bruce Holmquist,
General Manager,
Canadian Simmental Association



Blake Nelson,
Executive Vice President,
American Maine Anjou Association



Twig Marston,
CEO,
Red Angus Association of America

Blake Nelson, Executive Vice President, American Maine-Anjou Association

The concept of multi-breed collaboration for the enrichment of the beef industry was one of the key factors in our decision. With Maine-Anjou having an open herd book, the ability to formulate multi-breed epds is

essential to our breed's genetic progress. To have access to cutting edge genetic evaluation for the Maine-Anjou breed. The idea of a "common base" for breeds to be compared across the board was also very important.

Twig Marston, CEO, Red Angus Association of America

The Red Angus Association of America has always considered genetic evaluation a cornerstone of cattle production. With that emphasis on performance data collection, the Association continues to develop and employ the best genetic evaluation tools that are avail-

able. We believe that IGS with the cooperation of other beef breeds allows our members and more importantly our member's customers the best genetic predictions for economically important traits.

Kajal Devani, Director of Breed Development, Canadian Angus Association

The Canadian Angus Association (CAA) has historically run their Red Angus genetic evaluations with our American counterparts the Red Angus Association of

America (RAAA). When RAAA created a partnership with the American Simmental Association CAA became a partner as well.

Tessa Verbeek, General Manager, Canadian Limousin Association

The Canadian Limousin Association is committed to the commercial producer and the success of the entire beef industry. It was a logical decision for us to become

an IGS partner in order to benefit the beef industry by providing our genetic material for evaluation.

Myron Edelman, Executive Director, American Gelbvieh Association

The AGA is pleased to be involved in the IGS partnership. It is the responsibility of industry organizations to provide the most accurate informa-

tion possible in evaluating cattle and in turn deliver value and enhance the decision making process at each stage of the supply chain.

Mark Anderson, Executive Director, North American Limousin Foundation

Collaboration. The 12 breed associations who belong to IGS have put cattle producers, both seedstock and commercial, ahead of their own self interests. This has

created a unified effort that best serves the beef industry at all levels of the production chain in the development of tools that determine profitability.

Continued on page 18)



Kajal Devani,
*Director of Breed Development,
Canadian Angus Association*



Tessa Verbeek,
*General Manager,
Canadian Limousin Association*



Myron Edelman,
*Executive Director,
American Gelbvieh Association*



Mark Anderson,
*Executive Director,
North American Limousin Foundation*



ASA# 2525943 W11

1/4 SM 3/4 AN BY K C F BENNETT TOTAL

Sells safe to NLC Entrepreneur for a confirmed bull calf.

CE	BW	WW	YW	MCE	MILK	MWW
14.5	-0.7	65.4	107.4	12.6	13.9	46.5
DOC	CW	YG	MARB	REA	API	TI
12.2	32.9	-0.05	0.45	0.64	142.4	73.8



ASA# 2623729 W94

1/2 SM 1/2 AN BY BF M218 SNAKE EYES

Sells safe to BDV Summits Peak for a confirmed bull calf.

CE	BW	WW	YW	MCE	MILK	MWW
6.5	2.9	64.9	97.9	6.2	22.2	54.6
DOC	CW	YG	MARB	REA	API	TI
32.2	-0.17	-0.01	0.73	87.4	58.1	



AAA# 17110295 W62

PB AN BY MYTTY IN FOCUS

Sells safe to BDV Summits Peak for a confirmed bull calf.

CED	BW	WW	YW	MILK
1+9	1-0.2	1+44	1+74	1+21
MARB	RE	\$W	\$F	\$B
1+0.40	1+0.04	+42.54	+21.11	+63.36



ASA# 2825623 W88

3/8 SM 5/8 AN BY NLC PAYDAY 16P

Sells safe to Range Boss for a confirmed heifer calf.

CE	BW	WW	YW	MCE	MILK	MWW
13	-0.9	60.5	96.3	6.6	18.7	48.8
DOC	CW	YG	MARB	REA	API	TI
25.9	0.04	0.37	0.13	124.1	68.6	



ASA# 2588584 X63

1/2 SM 1/2 AN BY MED ROCK EMBLAZON 702 707

Sells safe to Range Boss for a confirmed bull calf.

CE	BW	WW	YW	MCE	MILK	MWW
15.4	-1.4	61.9	96.4	-0.6	15.8	46.6
DOC	CW	YG	MARB	REA	API	TI
11	25.1	-0.14	0.41	0.58	131.6	72.8



ASA# 2525972 W81

1/2 SM 1/2 AN BY SSF BLK P-DESIGN R424

Sells safe to Range Boss for a confirmed bull calf.

CE	BW	WW	YW	MCE	MILK	MWW
12.2	1.5	48	85.9	9.2	24.3	48.2
DOC	CW	YG	MARB	REA	API	TI
11	24	-0.25	0.43	0.71	127.6	63.1



AAA# 16291178 U41

PB AN BY MYTTY IN FOCUS

Sells safe to NLC Break Free 72W for a confirmed bull calf.

CED	BW	WW	YW	MILK
+9	-0.4	+47	+78	+22
MARB	RE	\$W	\$F	\$B
+0.39	+0.06	+47.11	+26.02	+59.64



ASA# 2952050 W70

3/8 SM 5/3 AN BY NLC PAYDAY 16P

Sells safe to Range Boss for a confirmed bull calf.

CE	BW	WW	YW	MCE	MILK	MWW
14.2	-1.4	68.4	112.7	6.0	18.7	52.8
DOC	CW	YG	MARB	REA	API	TI
11.4	34.9	-0.07	0.28	0.47	125.4	72.8



ASA# 2525970 W57

5/8 SM 3/8 AN BY NLC STETSON 36S

Sells safe to NLC Break Free 72W.

CE	BW	WW	YW	MCE	MILK	MWW
12.4	1.8	74.5	113.6	7.8	13.4	50.6
DOC	CW	YG	MARB	REA	API	TI
10.6	39.7	-0.23	0.11	0.82	117.5	68.8



ASA# 2525997 W142

PB SM BY BF M218 SNAKE EYES

Sells safe to Range Boss for a confirmed bull calf.

CE	BW	WW	YW	MCE	MILK	MWW
9.4	2.8	77.4	107.5	11	16.1	54.7
DOC	CW	YG	MARB	REA	API	TI
7.7	37	-0.3	-0.01	0.97	119.5	70.8



ASA# 2525958 W31

1/2 SM 1/2 AR BY LJC MISSION STATEMENTP27

Sells safe to Stakeholder for a confirmed heifer calf.

CE	BW	WW	YW	MCE	MILK	MWW
10.3	0.1	65.2	106.3	7.6	16.4	48.9
DOC	CW	YG	MARB	REA	API	TI
12.8	33.4	-0.27	0.27	0.86	120.5	69.8



ASA# 2623728 W33

3/8 SM 5/8 AN BY NLC PAYDAY 16P

Sells safe to NLC Break Free 72W for a confirmed heifer calf.

CE	BW	WW	YW	MCE	MILK	MWW
11.3	0.5	77.2	127.5	5.2	23.5	62
DOC	CW	YG	MARB	REA	API	TI
46.4	-0.07	0.36	0.63	119.4	78	

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A Beneficial Alliance

(Continued from page 15)



What are the primary benefits your association receives from this partnership?

Holmquist

Benefits are building on the strengths of a huge amount of additional data as well as economies of scale in a larger more efficient entity. The resources that IGS provides through its technical and genetic improvement staff provides all partners tremendous value.

Nelson

The ability for our data to be merged with the largest database of beef measurements ever assembled is significant. This leads to more accurate viable information that can be utilized for the genetic progress of our breed. IGS provides sound science with a progressive mindset that will keep the best tools available to our members.

The “common base” enables cattleman to more readily compare the genetic value of cattle across different breeds. As an association it lets our breeders see not only the strengths that we can contribute to the beef genetic pool but also identify the shortcomings that we need to work on within the breed.

Marston

The most important benefits the Red Angus Association of America receives are: A) accurate genetic predictions, B) EPDs and ERTs that are comparable between breeds without adjustments, C) timely information, D) the ability to use the most advanced technology, and E) the opportunity to collaborate with other breeds to produce synergy in genetic evaluation and other projects.

Devani

Primarily, Canadian and American Red Angus breeders are motivated to have EPDs calculated on the same base and directly comparable for an easy evaluation and exchange of genetic across the border.

Verbeek

The Canadian Limousin Association is proud to be a partner in IGS as the this partnership allows us to be on the forefront of multi-breed genetic evaluations in North America.

Edelman

Cattle that are accompanied with data from an association participating in the multi-breed partnership have the advantage of across-breed comparable EPDs and accuracies calculated from the largest genetic evaluation in the world, which in turn expedites the decision making process and allows for breeding decisions to be more precise.

Anderson

Being the largest multi-breed evaluation in the world with over 16 million animal records, IGS provides a genetic reach beyond what any of the participating breed associations could ever do alone. The “winner” in this is the commercial producers and seedstock providers who are serious about making genetic progress and increasing profitability in the beef business through genetic selection. As important, IGS has created a brain trust to develop selection tools for economically important traits, while simplifying the process for producers using these tools.



Is there reluctance on the part of your membership to join forces with organizations that ordinarily might be considered competitors?

Holmquist

At times there may be misunderstanding or perhaps not fully realizing the benefits; however, once that is explained there has been no reluctance. We are all in the business of producing beef, and crossbreeding is a large part of that; especially in Canada.

Nelson

Actually quite the opposite. AMMA membership looks at the IGS partnership as an opportunity to be part of a program that will help elevate all participating breeds within the scope of the entire beef industry.

Marston

The Red Angus Association of America members have been extremely patient. We understand the need for working together with other breeds to build critical mass and take advantage of technology. Our mindset is the real competitor in beef cattle production is the non-use of performance information, and the inability to make cattle selection decision without the best available genetic predictions.

Devani

Canadian Red Angus breeders welcome the opportunity to 'competitively-cooperate' for access to bigger markets and the betterment of the entire beef industry. As long as they feel that their genetics are being evaluated fairly and accurately, CAA members are supportive of all technical progress at all times.

Verbeek

The Canadian Limousin Association and our members see that we can all benefit from collaboration when the betterment of the beef industry as a whole is in mind.

Edelman

Participating as a partner in the multi-breed genetic evaluation does not intensify the competition between the different breed associations as competitors, but rather accelerates genetic advancement and improves the competitive position of each partner within the beef industry.

Anderson

No. IGS provides the stage for direct across breed comparison of traits of economic importance allowing for commercial producers to make genetic selection rather than breed specific selection. The breeds belonging to IGS have checked their brands at the door in favor of the profit minded cattlemen and women, and entire beef industry.



What kind of impact do you see IGS having on the beef industry?

Holmquist

IGS will have a huge impact on the industry with the data and selection information it can provide back to the various partners; it is then up to the partners to add value to their customers programs. IGS manages the largest multi-breed database in the world and the opportunities that lay ahead are endless. We have the ability to provide the tools the beef industry as a whole requires to become more efficient, profitable and sustainable because of our collective efforts.

Nelson

IGS enables a much quicker way to identify the genetic capability of an animal! Ultimately, we are in the animal protein business. Our competitors in the animal protein business (poultry, swine, etc.) have a much shorter generation interval; therefore they can more quickly recognize the good and bad in an animal. If IGS can help beef producers more efficiently predict these traits in our cattle and these genetics are infused into production then we as an industry can stay much more competitive and lead!

Marston

IGS has and will continue to grow its impact on the beef industry. First, it has shown the beef industry that breeds can work together toward a common goal. Second, it has shown that breed associations do listen to commercial producers. At a Beef Improvement Federation convention held a decade or so ago, a panel of commercial producer told the seedstock industry what they wanted. One of their biggest concerns was EPD without across breed adjustments. IGS is giving them what they wanted. In the future I believe IGS will provide producers with more accurate and more timely genetic predictions through the advancement of technology. Finally, IGS may become a mechanism that allows breed associations to come closer and closer together to tackle problems and find new business solutions.

Devani

Genetic improvement, through more accurate genetic evaluations and access to technology that might be unattainable for Associations on an individual basis, has the potential to elevate the competitive status of beef in a world of many other protein options. CAA firmly believes that Red Angus breeders should use all the tools and technology available to them, in balance, to raise cattle with the best genetic potential for profitability and sustainability.

Verbeek

IGS gives the commercial producer a powerful tool to make more informed selection decisions based on more than just phenotypic evaluation. Multi-breed genetic evaluations will bring the beef industry to the next level in terms of productivity and profitability.

Edelman

The Multi-breed partnership has taken a leadership position in the global beef business. The advantages of delivering the most accurate information, comparable across breeds, are unlimited as more breed organizations from around the world contribute genetic information to the evaluation.

Anderson

IGS has changed the landscape of breed associations and the role they play in the beef industry. IGS provides commercial producers with the most powerful multi-breed genetic evaluation in the world. In combining resources and data as well as intellectual expertise, the impact has already been felt and will only grow as we move forward. ♦



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Open Heifer



TSSC Ms. Carley
Open Heifer



TSSC My Little Secret
Open Heifer



TSSC Sweet Sensation
Open Heifer



W6 Backup Track W01B
Open Heifer



Welsh's Caroline 204B
Open Heifer



K B Georgina 4171
Bred Heifer



BFD Faithful A157
Bred Heifer

An Opportunity to Learn

By Jared Wareham, Lowry City, Missouri

Two of the most essential, intangible skills that a young entrepreneur needs to sharpen are networking and perspective. Building relationships and developing a matrix of connections within your industry opens door after door often leading to increased success and stability. Furthermore, to operate with savvy and intelligence about your industry, you must know how every moving part works, what its role is, how each one affects the others, and be able to spot change coming before it arrives. Attending the Young Cattlemen's Conference (YCC) provides the exact opportunity to put a razor's edge on both.

For ten days, I traveled cross-country, learned, and bonded with 60 other cattlemen and women from all over our country. Included in that group were a significant number of NCBA staff and leading industry professionals from companies like JBS, Cargill, Cattlefax, John Deere, McDonald's, and more. By the end of the trip I possessed a rolodex full of lifelong friends and an expanded understanding of just how complex and important each piece of the beef industry was.

First stop: Denver, Colorado. Our first few days were spent understanding the roles of NCBA and their importance as a lobbying force in Washington, D.C., an educational leader with consumers and activist groups, and as a research and support group for cattlemen nationwide. The battles our industry faces with consumer confidence, education, and negative social media campaigns are real and the countering efforts of NCBA are both deep and broad. My hat is off to their staff. They are well-read, sharp, and motivated.

During the Denver leg, attendees were provided the opportunity to explore the JBS plant in Greeley, as well as their Kurer feed yard of over 100,000+ capacity. It is easy to see why packing plants face the operational challenges they do, especially now, with beef supplies so tight. Margins are very, very small.

One particular thing I enjoyed while on the Denver leg was the chance to spend time in a large Safeway grocery store visiting with consumers as they purchased their beef products. The level of general distrust of agricultural products appears to be growing. Hormone free, healthy, and safe were reverberated multiple times by consumers that appeared to have no background with agriculture. That tells me, as an industry, we are not winning the battle on consumer education and confidence.



Second stop: Chicago, Illinois. This stop was brief, but filled with ideal opportunities to gain additional industry insight for those with a sharp eye. The climate in the food service industry is evolving rapidly with the slow, steady emergence of the next generation of consumers. This was evident when listening to senior staff at McDonald's headquarters speak candidly about their current and future infrastructure. Highly processed foods are falling out of favor with newer generations. Competitors are strategically exploiting this as a platform to seize market share.

Last stop: Washington, D.C. This was definitely my favorite leg of the conference. I caught a little of the "Potomac Fever" spending the day on Capitol Hill lobbying my state's Congressional leaders on ultra-important topics to the beef industry such as MCOOL, TPA, and WOTUS. I think senior NCBA staffer Colin Woodall summed up D.C. the best by stating that on the "Hill" there is always a lot of motion, but very little movement. After spending a full day visiting with my elected officials, I can see why.


The most important insight derived from the YCC experience, beyond the intricate interworking of the packing plant, feed yard, and Capitol Hill, was the understanding that there is a changing climate in our industry. Globalization of the food supply chain is happening, and doing so at a rapid rate. While American cattlemen and women (and industry) produce the best quality, highest satisfaction product in the world, we have growing competition. Foreign markets will demand a significant amount of beef creating an opportunity to perpetuate this country's food supply chain well beyond where we are today. All young agriculturalists need to sit up and take notice. We are no longer in an arms race with countries like China. We are in a race to secure global food markets and ensure the sustainability of our nation's agricultural infrastructure for generations to come.

Agriculture is dependent on the next generation of producers and industry specialists. This was very apparent on the tour. Every stakeholder in the beef industry did their part to support us and reaffirm that we are a part of the next legion of torch bearers. From the JBS carcass processing plant in Greeley, to McDonald's headquarters, to rooftop dining at the John Deere cooperate building overlooking the White House, our industry wants us there and are eager to give their support.

Examine yourself. If you find a need to sharpen and hone your networking skills or have a thirst to understand the micro and macro components of our beef industry better, I highly recommend that you apply for next year's YCC opportunity. You will belong to an elite fraternity of industry leaders and carry insight like no other and friendships for life. ♦

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**BEST OF MEXICO
CELEBRACION**
JAN. 17 @ 7:30 p.m.
Presented by
Univision Radio & Telemundo 39



**COWBOYS OF COLOR
RODEO**
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Merit Award Recipients

2015

By **Dakota Thomas, AJSA Intern**

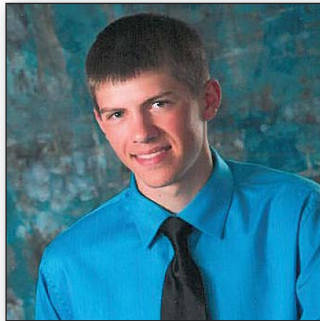
Recipients of the 2015 American Simmental Association (ASA) Merit Award Scholarships were presented during the organization's 35th National Classic Awards banquet at Bryan, Texas. Gold Merit awards were recently increased from \$1,500 to \$2,500 while Silver Merit awards were increased to \$1,250 from \$750 and are presented to the individual winners when they enroll in higher education. Awards are based on a combination of factors including leadership, scholarship, extra-curricular participation and direct involvement with the beef industry.

A total of five Gold Merit Awards and 11 Silver Merit Awards were issued, from funds provided through donations to the American Simmental Association Foundation.



Gold

Ashley Bailey, Mount Vernon, MO, is a senior at Missouri State University, majoring in Agricultural Business – Sales and Marketing. She has been a member of the Missouri Junior Simmental Association for 13 years where she has served actively as a board representative. She has attended 10 AJSA Regionals, eight AJSA Nationals, two AJSA Summits, and many PTP shows across the nation. With a herd of 45 head, Ashley is a major part in the care of her family's operation. Along with daily herd checks, she chooses most of the mating and keeps detailed records of all the cattle.



Gold

Kyle Brinkman, Holgate, OH, is a senior at The Ohio State University, majoring in Agronomy. He has been a member of the Ohio Junior Simmental Association for 13 years, serving as a District Trustee for six years. He has attended nine Regional Classics and 11 National Classics, along with many county and state shows. In addition to growing his own herd of 20 cows, Brinkman is involved in his family's operation. Upon graduation, his goal is to be a certified Agronomist and continue raising Simmental and Siminfluenced cattle with his family.



Gold

Georgia Dunn, Floresville, TX, is a senior at Texas A&M-Kingsville, majoring in Animal Science with a teaching certification. She attended her first AJSA National Classic in 1999, as a novice contestant, and has attended four Regional Classics, 13 AJSA Nationals, and two AJSA Summits. Within her state association, Dunn has served extensively on the junior board. On the ranch, she assisted with artificial insemination for the first time at the age of 3. Since then, she helps with the day-to-day care of the cattle and is the record-keeper every time they conduct a round up.



Gold

Dulcie Fields, Mt. Pleasant, TX, who served the last year as president of AJSA, is a junior at Texas A&M, majoring in Animal Science. She has been a member of the TJSSA for 15 years and served as a TJSSA Director from 2011-2013. She has attended 15 AJSA Regional and National Classics, and two Youth Beef Industry Congresses. Her cattle operation started with the purchase of her first purebred female at the age of eight. She has since grown her herd to 25 head and is active with the care and decision making of her family's cattle operation.



Gold

Gibson Priest, Cartersville, GA, is currently a sophomore at Georgia Highlands College/University, majoring in Agriculture Education/Communications with a Business minor. He has been involved in the Georgia Junior Simmental/Simbrah Association for 12 years and been influential in growing their membership. Priest has attended three Eastern Regionals, two National Classics. Along with growing his own herd of 20 head, He assists with his family's hay operation. Already A.I. certified, He is working toward becoming certified in Beef Embryology.



Margaret (Meg) Edler, Gladbrook, IA, is a freshman at Iowa State University, majoring in Animal Science. She has been a member of the Iowa Junior Simmental Association for nine years while helping promote the Simmental breed. On her farm, she has two primary responsibilities: to care for her own cow herd and assist in her family's operation.

Silver



Kiley Elder, Ackworth, IA, is a senior at Pleasantville High School and plans to attend Black Hawk East College then transfer to either Oklahoma State or Kansas State. She is a member of the Iowa Junior Simmental Association and held the title of Queen for a year. She is also an active member in 4-H, FFA, and Iowa Beef Breeds Association.

Silver



Emilee Graves, Springfield, KY, is a sophomore at Western Kentucky University. She has been a member of the Kentucky Junior Simmental Association for nine years, and served as secretary. She has attended five AJSA Regionals, nine AJSA National events, and the AJSA Summit. She owns 25 head and helps keep records on her family's cattle operation and has responsibility for their show string.

Silver



Tanner Howey, Rockwall, TX, is a junior at Rockwall High School. He has served in many leadership positions with the Texas Junior Simmental Simbrah Association, and has attended four AJSA Regional Classics, five AJSA National Classics, and two AJSA Summits. Active in 4H, Howey's responsibility on the farm includes performing daily chores, working hard, and making sure vaccinations are up-to-date.

Silver



Shelby Ison, Atlanta, IN, is a sophomore at Purdue University, majoring in Animal Agribusiness. She has been a member of the Indiana Simmental Association for 13 years, has attended two AJSA Eastern Regionals and 12 National Classics. She is active in Block and Bridle and the Pre-Vet Club. She assists in mating decisions for her family's cattle, and oversees daily care of their show cattle.

Silver



Wyatt Jackson, Blum, TX, is a junior at Blum Independent School. He has been involved in the TJSSA for three years and has served as a director. He is also an active member of FFA, Student Council, and a volunteer firefighter in 2013. On the farm, Cole is responsible for feeding cattle twice a day and weighing them monthly to make sure they are on track.

Silver



Willard (Cole) Liggett, Dennison, OH, is a senior at Tuscarawas Central Catholic High School. As a member of the OJSA, Cole has served as a District 1 trustee, vice president and president. He is also an active member in 4-H, is on the county livestock judging team, and plays the organ at church. Along with daily care of the family Simmental herd, he makes breeding decisions and orders all needed semen.

Silver



Garrett Stanfield, Manchester, OH, is a junior at Mason County High School. He has been involved in the Simmental industry for eight years, currently serves as OJSA Vice President and active in FFA. He has attended every Eastern Regional since 2008, six National Classics, and an AJSA Summit. He works with his father by monitoring herd health, making breeding decisions, and helping with daily chores.

Silver



Lily Swain, Murray, KY, is a junior at Calloway County High School, has been an active member of the KJSA for eight years and is also involved in FFA and Future Business Leaders of America. She participated in her first National Classic in 2010 and has since attended every Regional and National Classic event. Along with caring for her own cattle, she helps with the daily chores on her farm and takes her family's sale cattle photos.

Silver



Leslie Walker, Danvers, IL, is a senior at University High School. She has been involved with Simmental her entire life and has been an active member of the IJSA for eight years, serving in multiple board positions. Since participating as a novice contestant in 2004, she has attended many AJSA Regional and National Classic events and the AJSA Summit. She owns 24 head of her own.

Silver



Jenel Wenndt, Lowden, IA, is a freshman at the University of Nebraska-Lincoln, and Kirkwood Community College. She has been a member of the IJSA for three years, an active member of her 4-H club, and a member of the UNL Honors Program. Currently she has begun her own cattle herd, and handles all breeding and feeding decisions. ♦

Silver

BULLETINS

Four Trustee Positions Open

A total of four elected Trustee positions are open in three of the four regions as shown:

Eastern Area: No election for 2015-2016.

North Central: Dr. Calvin Drake, Manhattan, KS (term limited; not eligible for re-election). The Board has nominated John Irvine, Manhattan, KS.

South Central: Tim Smith, Giddings, TX (eligible for re-election), and the Board has nominated Smith to succeed himself.

Western: Bob Lanting, Twin Falls, ID (not eligible for re-election, but can serve an additional year as immediate past chairman). Susan Russell, Sugar City, CO (term limited; not eligible for re-election). Board nominees are: Tim Curran, Ione, CA; and Clay Lassle, Glendive, MT.

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

The ASA membership has the opportunity to nominate write-in candidates for the four positions listed above. A write-in candidate must have at least 10 write-in votes. If more than one receives the minimum, the individual with the most votes will be named to oppose the Board nominee in the general election. Deadline for returning nominating ballots is October 19.

NAILE Site of Regional Fund-Raiser

The Eastern Region is again planning a "Fun and Fund" gathering at the NAILE on November 14 at 2:00 p.m.

The program consists of a luncheon and Auction to provide funds for Eastern Junior Simmental Classic events. The lunch is being furnished by Hudson Pines Farm, Tarrytown, NY

Many semen, embryo and other valuable items will be auctioned off.

For additional information, contact Dr. Fred Swain at 502-599-4560 or frederick-swain@bellsouth.net or any Eastern State junior advisor.

Electronic Voting Option

For the second year, ASA is offering a membership option for nominating and electing Trustees electronically. Only active members are eligible to vote and hold office.

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

2016 NWSS Schedule Announced

The schedule of activities for the 2016 National Western Stock Show has been announced. The event is being held in conjunction with the 48th ASA Annual Meeting.

Officials are:

- Pen shows — Head judge Steve Reimer, Chamberlain, SD; and associate judge Randy Daniel, Colbert, GA;
- Junior Shows — Head judge Cody Sankey, Economy, IN;
- Open class/hill shows — Head judge Mark McClintock, Fort McKavett, TX, associate judge Jirl Burk, Mandill, OK.

Date and Times are:

Friday, November 20	Entry Deadline On-line at: www.nationalwestern.com	
Friday, January 15		
8:00 am – 5:00 pm	ASA Board Meeting	Double Tree Hotel
9:00 am	Pen check-in	Yards
Saturday, January 16		
8:00 am – 11:00 am	ASA Board Meeting	Double Tree Hotel
Noon – 5:00 pm	ASA Meet and Greet	NWSS Grounds
6:30 pm	SimMagic on Ice Sale	DoubleTree Central
Sunday, January 17		
8:00 am	Bull Pen Show	Stockyards Arena
	People's Choice	
	Power Bull Judging	Stockyards Arena
3:00 pm	Open and junior cattle check-in	Hill
4:00 pm	ASA Annual Meeting	Double Tree Hotel
6:30 pm	ASA Chairman's Reception	Double Tree Hotel
7:45 pm	ASA Foundation Auction	Double Tree Hotel
Monday, January 18		
8:00 am	Female Pen Show	Yards
	People's Choice	
	Power Female Judging	Stockyards arena
2:00 pm	The One Sale XXIII	Auction Arena
	<i>(Includes Foundation lot and Power Simmental Selection)</i>	
Tuesday, January 19		
8:00 am	Junior Show	Stadium Arena
10:00 am	Open Bull Show	Stadium Arena
5:00 pm	Wild, Wild West Sale	Adams Co. FG
Wednesday, January 20		
8:00 am	Open Class Female Show	Stadium Arena
Thursday, January 21	Market Steer Show	<i>(Includes breed/Simmental classes, depending on entry numbers)</i>

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

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PRR Dr. Dazzle 911U

Breeder: Pine Ridge Ranch, Athens, Tx

Polled/S Purebred Bull

DOB: December 2, 2008

Sire: PRR Red Ammo 506P

Dam: PRR Miss Dazzling 720G

Reg #: 2495219

PRR Optimum 892T

Breeder: Pine Ridge Ranch, Athens, Tx

Polled Purebred Bull

DOB: December 22, 2007

Sire: PRR Trouper 214F

Dam: PRR Optima 677J

Reg #: 2446430

UNIVERSITY OF ILLINOIS FEEDER STEERS-2012

ANGUS SIRES	# of Animals	Marbling	Carcass Weight	Back Fat	REA	KPH	Yield Grade
44 CHANGEUP	6	435	759	0.37	12.7	1.9	2.3
BASIN RAINMAKER P175	6	452	720	0.44	11.8	2	2.7
CONNELLY COUNTERPART 882	7	359	716	0.34	12.7	1.9	2.3
CONNELLY HEMISPHERE 957L	7	459	772	0.4	12.8	2	2.4
FHCC SPECIALIST 7540	8	415	757	0.43	12.8	2	2.6
G A R PREDESTINED	8	543	711	0.53	12	2.2	2.8
KG FOCAL POINT 8100	10	376	710	0.36	12.5	2	2.2
LCC NEW STANDARD	9	419	724	0.35	12.7	1.9	2.1
SITZ UPSIDE 547W	8	394	748	0.46	12.6	1.9	2.6
TC THUNDER 805	11	376	727	0.43	12.3	2	2.5
WHITESTONE ADVOCATE	4	415	750	0.42	12.2	2	2.3
WOLF CREEK PLAINSMAN	14	394	725	0.39	12.3	1.9	2.5
WOODHILL MAINSTREAM U11	5	376	715	0.4	12.4	2	2.4
MEANS	Total=103	416	733	0.41	12.4	2	2.4
SIMBRAH	# of Animals	Marbling	Carcass Weight	Back Fat	REA	KPH	Yield Grade
PRR DR. DAZZLE 911U	7	399	757	0.32	13.1	1.8	2.1
PRR OPTIMUM 892T	3	343	743	0.45	13.9	2	2
MEANS	Total=10	371	750	0.39	13.5	1.9	2

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Pine Ridge Ranch

Dallas, TX

Minnesota Simmental Association

In Memoriam — Ila Courtney

Emmons, MN

Nebraska Simmental Association

Rising City, NE

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DIRECTORS' DIALOGUE

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



hwine@simmgene.com

The Next Generation of Simmental

Adapting to Generation Y

In recent years the AJSA has seen steady growth and statistically, it should be. The Millennials, America's largest generation at nearly one-third of the population, born between 1980 and the mid-2000s are prime AJSA-age members. Presently, our AJSA membership has an overwhelming presence in the show ring but in the future they will filter into all areas of the Simmental industry, as we're seeing many of our former AJSA members do now as young ASA members. It's been said countless times, our AJSA members are the future of the Simmental breed; before long the livelihood of Simmental will be placed in the hands of the Millennials. It's important that we begin to prepare for this transition. Let's learn a little about what makes Millennials tick:

How They Communicate

Widespread access to cell phones and the Internet, have changed how Millennials communicate and interact with one another. Millennials use social media more frequently and are even more likely to sleep near their cell phone. Three-quarters of Millennials have an account on a social networking site, compared with only half of Generation Xers and less than a third of the Baby Boomers



What They Value

Millennials are not just virtually connected via social networks; they value the role that they play in their communities. For instance, high school seniors today are more likely than previous generations to state that making a contribution to society is very important to them and that they want to be leaders in their communities. This community-mindedness also includes a strong connection to family. Millennials have close relationships with their parents, and as high school students, roughly half say that it is important to them to live close to their friends and family, compared with 29 percent of Baby Boomers and 40 percent of Generation Xers

Where They're Headed

One study found that more than half of the Millennials surveyed expressed interest in starting a business. And although several Millennials became well-known entrepreneurs in their 20s, this generation is just beginning to reach the peak age for entrepreneurship, which generally occurs in one's 40s or early 50s.

When it comes to work, Millennials are mostly similar to previous generations: they want to be successful, and they want the type of prosperity that means that their children will be better off. They are somewhat more likely than previous generations to report that they consider creativity to be a very important job feature. Perhaps this is no surprise for a highly-connected generation.

With a generation that values staying to close family, having free time for recreation, working in creative jobs and desires to make a positive social impact on their own children and communities; the future looks good for Simmental producers. Assuring that guidance and wisdom from today's Simmental producers is passed along, Generation Y will be well-equipped to lead the Simmental industry through the opportunities and challenges that lie ahead. ♦

Note: Statistics are from 2014 Council of Economic Advisers White House Report

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PB

Drake Eris

MCM Top Grade 018X x Yardley High Regard W242
 Fancy Open Show Heifer Prospect



PB

Drake Daisy Dew

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By Trustee Jericho Chappa, Wilsall, MT

With summer in the books, it gives us time to look back, breathe a sigh of relief, and prepare for colder weather. The Summer Classics are over and now it's time to look forward to the fall and winter seasons.

This summer I got to witness the way a show can bring people together and make you feel right at home regardless of where you are. The AJSA has mastered this concept and welcomes more and more new members to its family each summer. If I have learned one key thing about cattle shows it is that almost everybody in the barn will welcome you with open arms.

This is especially a good feeling when you are 20 plus hours away from home, by yourself, as I was in College Station at the National Classic. I firmly believe it is that sense of comraderie and family that makes our breed association special. It's what makes us look forward to the next event, yearning for the next "family reunion". For some, we can't wait for the NAILE and others until the following summer show season. No matter how long it has been since you have seen a fellow AJSA enthusiast, they are always friendly and ready to give the shirt off their back for you if they have to.

In addition to the regionals and national competitions this year, the AJSA Board of Trustees held the Summit Leadership conference. With this event being in my hometown of Bozeman, I felt it was my duty to make everyone feel even more welcome. It made me consider our different areas of the United States, what I have out West is much different than what a lot of the membership is accustomed to. When I heard the amazing things Summit participants had to say about Montana, it made me proud to live here. I encourage all of you to try to make the trip out to Bozeman, visit the ASA, see our breathtaking mountains. I look forward to seeing you at the future events!

Best regards, Jericho. ♦



The AJSA Board of Trustees at the Hays Ranch in Wilsall.

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Bred to
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LHT Ms. Steel Force 314B
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STATE SCENE

Governor Shakes Up Board

Kentucky Governor Steve Beshear ignited a firestorm of protest when he altered the makeup of the Kentucky State Fair Board (KSFB) through executive action. In addition to the Kentucky State Fair, the KSFB also oversees operation of the Kentucky Exposition Center and Kentucky International Convention Center, home of the North American International Livestock Exposition (NAILE).

The entire operation has been operating at a financial loss, with the NAILE alone accounting for \$500,000 in annual losses. NAILE general manager Corrine Fetter promptly resigned shortly after the order, and former GM Harold Workman, who continued as vice chair of the executive committee was asked to drop that position.

Idaho “AG-Gag” Law Struck

A Federal Judge in Idaho has struck down the state’s legislative adoption of “ag-gag” law on the grounds of constitutional free-speech. A similiar law had been adopted by eight states in response to undercover video camera investigations used by Animal Welfare groups,

The judge ruled that Idaho’s “ag-gag” law violates both the Equal Protection Clause and the First Amendment because “an employee could be convicted for videotaping animal abuse or life-threatening safety violations.” How the Idaho decision affects other states with the same legislation remains undetermined.

ND Increases Beef Checkoff

Producers selling cattle in or from North Dakota now pay an extra dollar to the mandatory \$1-per-head national checkoff every time a beef or dairy animal is sold. The increased money will be use to support beef demand-building programs.

North Dakota is now the 14th state to implement a state-based checkoff in addition to the national program. Consistent with other state commodity checkoff programs, the state beef assessment is refundable for those who do not wish to participate.

SDSU Plans Precision Ag Degree

South Dakota State University (SDSU) has proposed a first-of-its-kind undergraduate degree in precision agriculture. The degree would prepare students for careers in agronomics, agricultural machinery management and data sciences, as well as how to use data in agronomic decision-making processes.

Precision agriculture is a rapidly growing field, and SDSU is the first college to offer the major. The program will require collaboration among the departments of Agriculture and Bioscience Engineering, Plant Science, Mathematics and Statistics, Electrical Engineering and Computer Science. ♦



WHO: American Simmental Association members and SimGenetic customers and supporters

WHAT: Chili Tailgate Meet-and-Greet with ASA Board of Trustees and Staff

WHEN: 12 p.m. – 4 p.m., Saturday, January 16, 2016

WHERE: ASA tent in the Yards at the National Western

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WS ALL ABOARD B80 2852207



2375M1080

Sire: WS All-Around z35
MGS: Hooks Shear Force 38K
Owned by Keller Broken Heart Ranch, Nickeson Prime Beef,
Doug Schmidt

Semen
\$30

CE	13.6
BW	0.1
WW	82.9
YW	122.5
Milk	25.8
CW	42.3
YG	-0.27
Marb	0.55
REA	1.07
API	171.6
TI	93.2

HOOK'S BEACON 56B 2854180



595M286

Sire: Hooks Shear Force 38K
MGS: GW Predestined 701T
Owned by Hook Farms, Jeff & Shere Koch, Blake Huntley,
Raftopoulos Ranch, Gateway Simmental

Semen
\$25

CE	18.1
BW	-1.6
WW	79.1
YW	124.7
Milk	31.5
CW	41.6
YG	-0.36
Marb	0.76
REA	1.42
API	188.1
TI	96.4



Pictured is a sampling of the ALLIED offering.

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TJ COWBOY'S CHOICE 420B 2891113



1065M3871

Sire: CCR Cowboy Cut 5048Z
MGS: S A V 004 Traveler 5556
Owned by Dale & Trent Ranch, Schlueter Ranch,
Triangle J Ranch

Semen
\$25

CE	9.9
BW	0.7
WW	85.7
YW	131.7
Milk	23.6
CW	48.9
YG	-0.04
Marb	0.52
REA	0.76
API	139.0
TI	86.9

2015 Fall Special Now - November 30, 2015

HF-HERCULES 2751032



2375M1071

Sire: CCR Catalyst 7035W
MGS: TNT Ever Ready R232
Owned by Hiatt Farms

Semen
\$25

CE	15.1
BW	-1.2
WW	70.5
YW	110.5
Milk	21.6
CW	33.8
YG	-0.13
Marb	0.86
REA	0.81
API	172.1
TI	89.7

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NEWSMAKERS



2015 Western Showcase Cattle Sale & Show
November 7, 2015
Moses Lake, WA
 Sponsored by the Washington Simmental Association

Western Showcase Cattle Schedule:
Friday, November 6th, 2015
All Day
 Cattle Available for Viewing
 6 p.m.
 Breeders Banquet & Social
Saturday, November 7th
 8 a.m.
 NEW – Showmanship Derby
 2 p.m. Sale
 Bid online at: WWW.CATTLEINMOTION.COM

Sunday, November 8th
 10 a.m.
 WSC All Breed Jackpot Show
Simmentals • Elite All Breed Female's Club Calves/Steer Mamma's
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Kemp Accepts ASA Position

David “Chip” Kemp, an instructor for the Division of Animal Science at the University of Missouri (MU), has accepted a position as Director of Member and Industry Relations for the American Simmental Association (ASA). He brings to ASA a diverse background ranging from selling insurance to working for the IBP (presently Tyson). He will assume his ASA duties on November 2.



Kemp

“I’m tremendously excited to join the ASA team. I get to work with a great combination of skilled staff, innovative and adaptable breeders, and Simmental cattle — that are ideally positioned to deliver the versatility and profit demands of commercial beef producers.” Kemp said.

At MU, Kemp coached Livestock Judging teams alongside various teaching responsibilities, including the coordination of the Animal Science Internship Program. During his tenure at Missouri, Kemp was the recipient of the state Department of Agriculture Livestock Leadership Award, the university’s CAFNR Outstanding Advisor Award, and the Outstanding Educator Award, among others.

Kemp, and his wife Nicky, co-own Convergent Ag Media, LLC, and its subsidiary JudgingPro.com, providing FFA and 4-H personnel with professionally edited, relevant, and contemporary livestock and meats evaluation materials for classroom use. They are the parents of two grown children.

Kemp graduated from the MU with a Masters of Science in Animal Science in 2001. Previously, Kemp had worked in beef merchandising for IBP Inc. in Amarillo, TX, and as an instructor and manager of Muscle Foods Laboratory, a part of MU’s Division of Food Sciences. As a youth, he worked on Gerloff Farms, an Angus seedstock operation, and is still associated with that operation.

“People with Chip’s talents and experience are exceedingly rare.” said ASA’s CEO, Wade Shafer, Bozeman, MT. “We feel very privileged to have the opportunity to add such a high caliber employee to our team.”

HOF Names Seven Honorees

The Meat Industry Hall of Fame (HOF) has announced seven new inductees in the Class of 2015. The Induction Ceremony will take place November 2, at the Fairmont Hotel in Washington, DC.

The newest members of the HOF, which was founded in 2008, are: William Buckner, president of Cargill Meat Solutions; Jo Ann Smith, the first woman elected to the presidency of the National Cattlemen’s Association; C.W. McMillan, vice president of Washington Affairs for the National Cattlemen’s Association; the late Edward C. Jones, president of Jones Dairy Farm; James V. Lochner, retired chief operating officer, Tyson Foods; Laurence A. Bettcher, retired CEO of Bettcher Industries; and Wolf Ludwig, founder of Wolf-tec and WTI.

In Memoriam . . .

- **Irving “Buddy” Gosnell**, 85, of Reisterstown, MD, passed away on June 18. Born on



July 24, 1929, Gosnell was one of the earliest cattlemen to introduce Simmental genetics in the state of Maryland. An employee of the W.D. Groff & Sons company until his retirement, he served many years on the Maryland Simmental Association (MSA) Board, including several terms as an officer. He was described as “having a true passion for his farm and Simmental cattle” and loved to share his knowledge of his chosen breed. He is survived by a sister, Janet Walker, and a nephew, Shane Hughes.

- **Eugene ‘Gene’ Ritchey**, 86, passed away August 17, in Brighton, CO. A Colorado



native, Ritchey was the inventor of the Ritchey Ear Tag, one of the first tags that made it possible for individual livestock identification. He had been honored in 1989, when *BEEF Magazine* named him one of “25 People Who Made A Difference.” In addition, he was named to the Colorado FFA Foundation’s Hall of Fame in 1996. Preceded in death by his wife, Jo, he is survived by three children, a sister, 16 grandchildren and three great grandchildren. ♦



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Dew it Right x Glitter



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Innocent Man x Miss Foundation Z052



C1

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C45

New Edition x Miss Fostoria



C99

Long Haul x New Edition



C425

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C592

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BEEF BUSINESS

US Leads Arable Land Numbers

According to the Food and Agricultural Organization (FAO), the world utilizes an estimated 6,061,014 square miles of agricultural land each year, and the US ranks highest for the amount of agricultural land occupied by crops, both sown and harvested during the same agriculture year.

The definition of agricultural land for this survey includes “land that is temporarily meadows for mowing or pasture, market and kitchen gardeners, and fallow land.” The US uses 637,068 square miles of agricultural land annually — with India ranked second at 559,847 square miles followed by China at 536,682.

Ag Land Values Up

The annual US Agricultural Land Values report showed a flat-to-slightly-up trend across three classes of land values surveyed: farm real estate, crop land, and pasture. Overall, the Corn Belt saw declines in value, while the Pacific Coast, Southern Plains, and Delta states of the South saw gains.

Farm real-estate values across the US averaged \$3,020 per acre in 2015, up 2.4% from 2014. Average total cropland value was generally flat with an increase of 0.7% across the country as a whole. The average value of pastureland across the country rose 2.3% to \$1,330 per acre in 2015.

Foodservice Hits Six-year High

Upscale foodservice industry traffic reached its highest level in six years during 2014, with a 3% increase in consumer spending at US restaurants. Foodservice outlets visits increased to the 61.1 billion mark, while quick-service hamburger chains, family restaurants, and independent restaurants experienced a traffic decline of 3%, and overall, traffic was flat.

Morning meal/breakfast offerings continued to grow at the fastest pace among all meals, with a 4% jump, with quick service outlets responsible for most of the gain.

Meat Snack Consumption Jumps

Consumption of dehydrated, salted meat snacks has increased 18% in the last five years, according to research by National Purchase Diary (NPD). Beef is the leading meat snack, but turkey jerky is the fastest growing snack.

Turkey jerky shipped from foodservice distributors to restaurants and other food outlets increased by triple digits when compared to a year ago. Typical time of consumption for meat snacks is between lunch and dinner, but also as a late night snack. Individuals, aged 18 to 24 are more likely than any other age group to “graze” on meat snacks throughout the day.

Mislabeling of Ground Meat

Recent food-science studies from Chapman University in California, indicate that ground meat and exotic game meats are occasionally mislabeled leading to a mixing of species in packaging. The studies used sophisticated DNA barcoding and real-time polymerase chain reaction (PCR) testing to identify the species of meat origin.

The scientists suspect that although mislabeling may be a result of cross-contamination from equipment in meat processing facilities, the mislabeled meat could also be intentional, as processors substitute lower-priced meats with ground beef.

Bright Future for STEM Careers

There is considerable demand to fill jobs in agriculture-related science, technology, engineering, and math (STEM) fields. Despite a 30% increase in students enrolled in college-level agricultural programs in the past eight years, the supply fails to keep up with the broader demand for agriculture employers.

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I certify that the statements made by me above are correct and complete.
Dan Rieder, Editor Dated: September 18, 2015

In the next five years, growth of 4.9% in employment opportunities is projected in the food and agriculture industries for those pursuing a STEM education, adding more than 33,000 new positions.

New Check-off Proposed

The Organic Trade Association (OTA) has petitioned the USDA to establish a check-off for their industry. The check-off has been proposed to address what an organic seal might mean to consumers through consumer-directed advertising and research.

At present, there are 22 federally mandated commodity check offs, including beef, that raise \$750 million annually from US farmers and ranchers. This would be the first check-off in support of a process rather than a commodity, and the organic proposal could collect an estimated \$30-\$40 million per year.

Increased Internet on Farms

USDA reports that 70% of US farms and ranches now have internet access, a 3% increase from 2013. The digital subscriber line (DSL) is the leading method for internet access, accounting for 30% of all farms and ranches with internet access although DSL use is down 5% from farms that used internet access in 2013.

In the past two years, there has been substantial growth in wireless connection, accounting for 29%, and satellite connection, accounting for 21%, of the US total, accounting for the 5% decline in DSL use between 2013 to 2015.

Cheapest US Pastures

The average value for purchasing grazing land in the United States is now \$1,330 per acre, an increase of \$30 per acre from 2014. New Mexico is ranked number one for the cheapest pasture at \$340 per acre, down \$20 per acre from 2014. Montana (\$650), Oregon (\$660), Colorado (\$760), and Washington (\$820) rank one through four behind New Mexico.

New Jersey pastureland is at \$13,500 per acre, unchanged from 2014, and is the most expensive pasture in the US. Maryland (\$6,000), Florida (\$4,900), North Carolina (\$4,700) and Virginia (\$4,050) are ranked behind New Jersey as the most expensive pastureland. ♦

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VOLUME XXIII

NATIONAL WESTERN SIMMENTAL SALE

Monday, January 18, 2016


New Time! 2:00 PM MST

Denver, Colorado

NOMINATION DEADLINE: NOVEMBER 15, 2015

YES! We are interested in nominating our BEST cattle for 2016 "The One" - Volume XXIII National Western Simmental Sale

<input type="checkbox"/> Bulls	<input type="text" value="Name"/>
<input type="checkbox"/> Cow/Calf Pairs	<input type="text" value="Farm or Ranch"/>
<input type="checkbox"/> Bred Heifers	<input type="text" value="Mailing Address"/>
<input type="checkbox"/> Open Heifers	<input type="text" value="City/State/Zip"/>
<input type="checkbox"/> Donors	<input type="text" value="Phone"/>
<input type="checkbox"/> Flushes	<input type="text" value="Email"/>
<input type="checkbox"/> Embryos	
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THE CUTTING EDGE

Vitamin A Directs Immune Cells

A recent study from Purdue University found that an important set of immune cells that protect the body from infection would be lost without direction provided by Vitamin A. A metabolite, retinoic acid, which comes from digested vitamin A, is necessary for two of the three types of innate immune cells that reside in the intestine to find their proper place.

The mucosal barrier that lines the intestines is the point of entry for many infections, viruses, and parasites, and in a healthy system the innate immune cells sound the alarm for the broader immune response. A vitamin A deficiency is known to lead to an increased susceptibility to disease because of low concentrations of immune cells in the intestines.

Amino Acid/*E. coli* Interaction

New research from the University of Glasgow suggests that an amino acid produced in the brain could help prevent or treat infection from *E. coli* 0157. *E. coli* 0157 is found only in the gut, and scientists wonder why it doesn't spread to other parts of the body.

They concluded that high concentrations of D-serino, an amino acid, blocks *E. coli* from attaching to host tissue, and suggesting that altering diets to increase D-serino levels could prevent or even treat infection.

Growth Hormone Remains in Environment

A joint research project by Indiana University, the University of Iowa and the University of Washington, suggests that metabolites of hormones used in cattle implants could persist in the environment longer than previously believed, and could create an environmental risk.

Cattle metabolize trenbolone acetate (TBA), a synthetic analogue of testosterone used in implants for growth promotion, to produce 17-alpha-trenbolone. If the byproduct enters waterways the greater the potential for disrupting entire ecosystems by altering reproductive cycles in many species.

By-Products as Renewable Fuel

A growing number of biofuel producers are working with farmers, meatpackers, and waste management companies to tap into waste for renewable jet fuel and diesel production. According to a recent report, beef tallow and manure are used to produce high-quality, low-carbon transportation fuel.

A wide range of different agricultural by-products, including organic waste, can be harnessed for renewable fuel. Methane, a potent greenhouse gas, is released into the atmosphere as manure and food decompose, and is also potentially useful for fuel production. ♦

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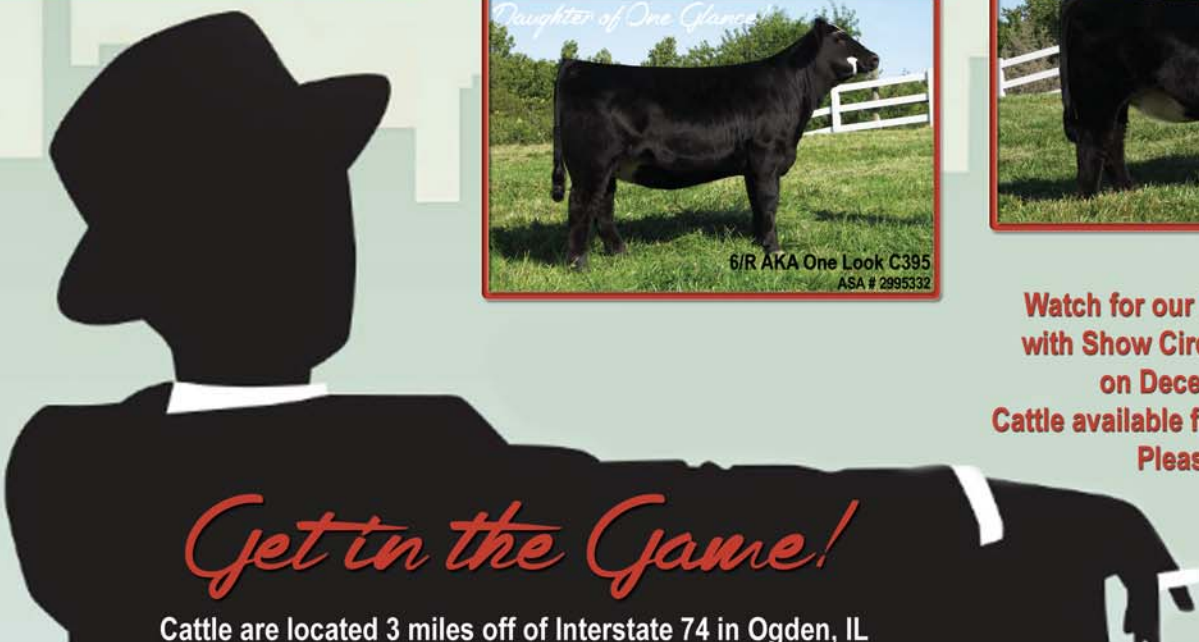


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CORPORATE REPORT

DNA Test Predicts Merit

A new genomic test from pharmaceutical giant Zoetis, called PredicGEN™, provides assistance to producers for predicting carcass quality, yield grades, grid merit and tenderness in straight-bred or crossbred animals that are less than 75% Black Angus.

PredicGEN evaluates key carcass traits to help producers make informed decisions regarding replacement females, sire assignment and value predictions for feeder and fed cattle certification and marketing programs. This new tool differentiates value among young breeding and feeding animals “in a more timely method than traditional carcass and tenderness data collection.”

US Companies make Climate Pledge

Thirteen of the largest American companies are partnering with the Obama Administration to launch the American Business Act on Climate Pledge (ABACP). The goal for this collaboration is to reduce greenhouse gas emissions economy-wide by 26-28% by 2025. Each company has made an individual pledge to move toward a low-carbon, sustainable future.

For example, Cargill, a founding member of Global Roundtable for Sustainable Beef, pledges over the next ten years to improve carbon intensity by 9%, energy efficiency by 16%, and freshwater efficiency by 12%.

Tyson cuts Beef Production

Tyson Foods, one of the largest US meat processors, has terminated beef production at its Denson, IA, plant. The move affects 400 employees, although by-product rendering will continue at the site with a staff of 20 employees.

The action to close beef production is attributed to greatly reduced cattle herds in the area, along with several years of Midwestern drought, and excessive beef production capacity in the region. The Denson plant is among Tyson’s smaller beef plants.

Hormel Promotes Quick Protein

The owner of the iconic Spam canned meat product, Hormel Food Corporation, is planning to compete in the quick-protein snack market with the introduction of dried bite-sized versions of Spam. The product will be available in specific markets and grocery stores in three flavors — bacon, classic, and teriyaki.


The new product places the company within recent trends among processors to offer on-the-go, protein-based snack foods to consumers. Hormel offers more than 20 original varieties of Spam, and the new snacks are expected to provide as much as 10 grams of protein per serving. ♦

Pride of the Prairie Sale


December 19, 2015 at 1:00 pm

Sale Located at Questing Hills Farm in Chandlerville, IL


New Weekend, New Location,
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% Sim - April Heifer by Uprising



A large portion of the cattle will
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www.dwycattle.com**

This year's sale will be held at the old Questing Hills Farm, owned by John Sandidge. Cattle will sell as a video auction, and video previews will be online soon for the entire offering!

Feel free to give us a call today to receive a catalog for this year's sale!

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CMB Reanna

Open & Ready to Flush



1495B

Broker x Lucky Maid
Bred to Halftime



B076

Quantum Leap x Redeemed
Bred to Goldmine

**North American
Select Simmental Sale**

5:00 PM • November 16, 2015

New Market Hall, Louisville, Kentucky



B04

Silverias Style x L123
Bred to HPF Rockstar



B10

Broker x Hopes Shiraz
Bred to WS Stepping Stone



26B

Broker x Marie In Time
Bred to In Dew Time



C14Y

One Eyed Jack x Marvel



C12

Silverias Style x Sweet Pearl



B023

Milestone x Valentine
Bred to Quantum Leap



C025

Royal Affair x Lady Luck



C502

Broker x Cinderella



C542

Chopper x Yours Truly



B30

Steel Force x Marie in Time



C571

Upper Class x She's Savannah



B334

Steel Force x Neon Ray



27C

Eagle Eye x Pays to Dream



C829

Wheel Man x Black Star



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INTERNATIONAL

Brazil Leads Cow Inventory

According to the Food & Agriculture Organization (FAO), the world has 1.5 billion head of cattle, and 104 countries boast a cattle inventory exceeding one million head. Brazil is the leading cattle producing country with 211.7 million head of cattle followed by India (189 million), and China (113 million).

The US is ranked the fourth largest cattle producing country with 89.3 million head, and surprisingly, Ethiopia ranks fifth with 54 million. Rounding out the top 10 are: Argentina (51.1 million); Sudan (41.9 million); Pakistan (38.3 million); Mexico (32.4 million); and Australia (29.3 million).

Canadian Cattle Numbers Dip

In contrast to a rebuilding US cowherd, Canada's numbers continue to decline, dropping to a 22-year low of 11.9 million head, a decrease of 2% from the previous year. It is also the first time that Canada's cattle inventory had dropped below 12 million head since 1993. The number of heifers held back for herd rebuilding was pegged at 616,200 head, down 3.5% compared to 2014.

As recently as 2005, the Canadian cattle inventory hit an all-time high of 14.9 million head. The recent decline is attributed to a combination of the current high level of beef prices and increased demand.

Germany Considers GMO Ban

Under new European Union (EU) rules, Germany has initiated a move to stop the growing of genetically modified (GMO) crops. A letter from the German Agriculture Minister has expressed his intentions to notify the EU that Germany will use "opt-out" rules to stop GMO crop cultivation.

After years of deadlock and controversy, a recently approved EU law allows new GMO crops to be approved, but the law also gives individual countries the right to opt out by banning GMO crop after the European Commission approves them. Britain is among the countries who favor GMOs, while France and Germany are among the leading countries that oppose them.

Europe Gripped by Drought

The European Drought Observatory reports that much of the European continent has been affected by severe drought through the summer of 2015, one of the most severe droughts since the disastrous heat wave/drought of 2003.

The current year's drought is a result of rain shortages and high temperatures, and has primarily affected nine countries, including France, Benelux (a union of Belgium, the Netherlands and Luxembourg), Germany, Hungary, the Czech Republic, northern Italy, and northern Spain. ♦



Justin Alwardt – 618-292-3127
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Consigning to



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These three full sisters are all selling, Silveiras Style x DAF Reba U16



C85



C169



C707



W264

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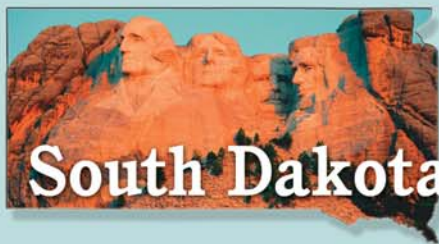
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ASA Science Forum

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tReg

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

www.simmgene.com/tReg

COW SENSE

Listed below are ten questions designed to test your knowledge of the beef industry.
Elite: 9-10 correct; **Superior:** 7-8; **Excellent:** 5-6; **Fair:** 3-4; **Poor:** 1-2.

1. Who is ASA's Director of Science and Education?
2. What color restrictions are imposed by ASA before an animal may be registered?
3. If you sold 600 pound calves for \$1.25 a pound from a herd in which 90% of the cows produced live calves, what would be the average income per cow?
4. What happens to a bull's EPD accuracy as his number of reported progeny increases?
5. What is the term given to a cattle herd that has had no outside breeding stock introduced?
6. What is the terminology for describing the offspring of a straightbred parent of one breed to a straightbred parent of another breed?
7. In what city is the Canadian Simmental Association headquartered?
8. What is the term used to describe the internal dimensions of an animal through the thoracic and abdominal cavity?
9. What specific part of a calf is evaluated to determine ruggedness of bone?
10. Folds of hide (or leather) located in the throat area of a beef animal is known by what term?

Answers:

1. Dr. Jackie Atkins; 2. There are no color restrictions; 3. \$675 - 600 x \$1.25 x 90%; 4. It becomes more accurate; 5. Closed herd; 6. FI; 7. Calgary, AB; 8. Capacity; 9. The cannon bone; 10. Dewlap.

Cason's Pride & Joy

We will be consigning 11 top show heifer prospects and 4 bred females to the Hawkeye Sale



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C815
 March 2015
 Sire:
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 Gravity 103Z



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 2014
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(2805813) Foundation Simmental Bred Female
 SIRE: Gibbs 1084Y Tux & Tails
 DAM: RES Lucy 856 0035 701 (Final Answer)
 CE: 12.3; BW: 0.0; WW: 79.5; YW: 121.0;
 MILK: 23.7; API: 136.8; TI 81.3

The structure and phenotype to be a breed changer with endless mating options.

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 DAM: Haras Miss Princess 101Z
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 MILK: 15.6; API: 119.6; TI: 70.9

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 FBFS Wheelman 649W x SVF-NJC Built Right



VPF Destiny C7 • PB Simmental
 FBF1 Combustible x
 SS Ebonys Reflection



VPF I'm Worth It C21
PB Simmental
 LLSF Pays To Believe ZU194 x
 VPF Miss U77



VPF Gunnin' For You C35
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 SS/PRS Gunslinger 824X x
 VPF Miss Y360



Cason's Garland of Roses • SimAngus™
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SUNDAY 11.1.15

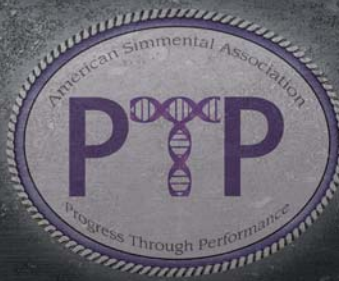
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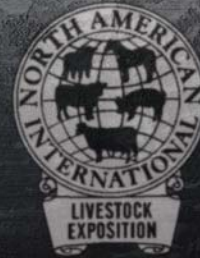
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BA CINDERELLAS PRINCESS

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 Open Heifer



MSF BABY DOLL

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HCC64

HCC 209 x OCC Eureka (Angus)
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STO QUEEN Q FORCE 7232

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 Bred to RBG Mr Top



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 Bred to RBG Mr Top



KB EMMA OF 20023 B27

EXAR Denver 20023 x KB Emma Bis 1203
 Open Heifer

SPOTLIGHT ON SIMGENETICS

2014 and 2015 Sale Averages

Listed here are Simmental cattle sale price averages (US sales only), comparing the entire year of 2014 to 2015 year-to-date. These figures represent only those sales reported by category and published in *the Register*.

	Simmental			
	2014		2015	
	No.	Ave.	No.	Ave.
	116 Sales		80 Sales	
Bulls	6,365	\$4,737	5,924	\$5,989
Bred Cows	870	3,139	117	4,233
Cow/Calf	292	4,073	132	4,548
Bred Heifers	1,543	3,701	640	4,407
Open Females	1,351	3,424	621	3,535
Totals	10,421	\$4,256	7,434	\$5,582

MENU MORSELS

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

Camp Fire Stew

Ingredients

- 1 pound, ground beef
- 1 large onion, chopped
- 1 garlic bulb, chopped
- 3 cans mixed vegetables
- 1 can black-eyed peas
- Salt to taste

Instructions

- Brown ground beef, drain
- Add onion and garlic, cook until onion and garlic look clear
- Add mixed vegetables
- Simmer for three hours
- Serve with crackers, bread or biscuits
- Serves 4 to 6

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



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

Announcing

The Blockbuster Cattleman's Group notes the first sale of a son of Lundy's Do It All bull out of the Josie cow family to Jennie Ehresman who will use the bull on registered Simmental heifers and commercial Angus cows. Also: Embryo transplants have been completed and include these cows: HPF Betsy, Ms Pixie, Dorothy, Red Kappes and Sweet Embrace; using these bulls: Kick N Tail; Lock N Load; Steel Force, Lundys Do It All and Red Domaine.



www.breedingcattlepage.com/vsa/index.htm

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The collection of feed intake is difficult and, for many breeders, far too expensive.

By working together, we can develop the means to leverage DNA in the genetic prediction of intake.

ASA currently has intake records on roughly 3,500 head, collected largely on carcass merit program cattle fed at the University of Illinois. This project came to a close 5 years ago.

Very little intake data has been submitted since the University of Illinois project.

To develop effective DNA predictions, we must ramp up our collection of intake data.

The ASA aims to collect feed intake data coupled with the carcass merit program starting in 2015 and we need your help.

We ALL will benefit from the collection of this data — ASA members, members' customers and the industry.

Your gift to the American Simmental Simbrah Foundation, earmarked for the Feed Intake Project will help make collecting feed intake data a reality for ASA.

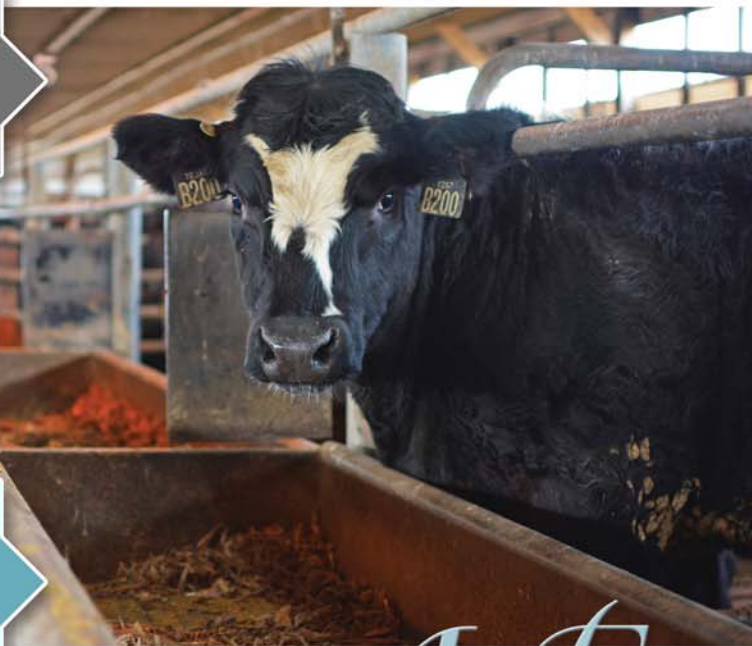
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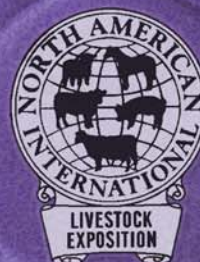
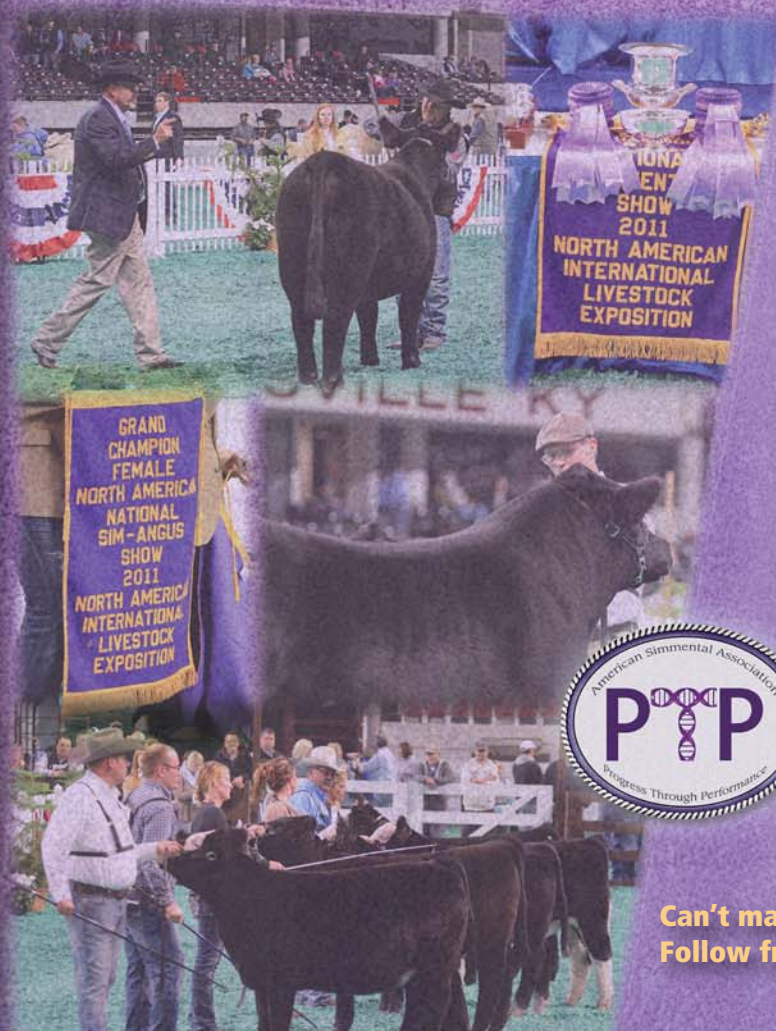
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Who: American Simmental Association members and SimGenetics supporters and enthusiasts

What: National Show celebration and hors d'oeuvres prior to the Simmental sale

When: 2 p.m. – 5 p.m., Monday, November 16

Where: West Wing Barn at the North American International Livestock Expo, Louisville, KY



2015 North American International Livestock Expo Show Schedule

Saturday, November 14

- Junior Purebred Heifer Show, 8 a.m. (Broadbent Arena)
Judge: Brett Barber, Texas

Sunday, November 15

- Junior Percentage Heifer Show, 8 a.m. (Broadbent Arena)
Judge: Mark Hoge, Illinois
- Junior Fullblood Heifer Show, 5 p.m. (Broadbent Arena)
Judge: Cory Wilkins, Mississippi

Monday, November 16

- Fullblood Open Show, 9 a.m. (Broadbent Arena)
Judge: Dr. Paul Walker, Illinois
- Simmental Celebration, 2 p.m. – 5 p.m. (West Wing Barn)
- National Simmental Sale, 5 p.m. (New Market Hall)

Tuesday, November 17

- Herdsman of the Year Voting, 9 a.m. – 1 p.m. (Ringside at Freedom Hall)
- National Percentage Simmental Female and Bull Shows 8 a.m. (Freedom Hall)

Wednesday, November 18

- National Purebred Simmental Female and Bull Shows 8 a.m. (Freedom Hall)
- Herdsman of the Year Award Presentation (During selection of Champion Purebred Heifer)

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SALE RESULTS

Georgia Generations of Value Sale

August 22, 2015, Colbert, GA

No.	Category	Average
52	Total Lots	\$3,674

Auctioneer: Jered Shipman, TX
Sale Manager: DP Sales Management, LLC, KY
Sale Staff: Mike Ryan, Todd Alford and Alex Tolbert

High-Selling Lots:

- \$7,000 – Cow/Calf Pair, “Partisover Dell 0124W,” s. by HPT/SVF In Dew time, Heifer Calf s. by Partisover Upgrade, cons. by Broad River Farm, sold to Britt Angus, GA; and Eddins Farms, MS.
- \$6,800 – Bred Female, “Miss CCF Y208,” s. by HTP/SVF In Dew Time, bred to WCR Mr. Upgrade, cons. by Wasdin Cattle Co., sold to Greg Goff, GA.
- \$6,000 – Bred Female, “Miss CCF Sheza Day Dream W11,” s. by CNS Dream On, bred to FBF1 Ignition, cons. by C&C Farms, sold to Clear Water Simmentals, IN.
- \$5,100 – Bred Female, “HSR Ms. Predominant Z683,” s. by SAV Predominant 4438, bred to TJ Cornhusker, cons. by Woodlawn Simmentals, sold to Sloup Simmentals, NE.
- \$4,500 – Pregnancy out of, “MMCC Eline S7109,” s. by STF Royal Affair, cons. by Burt Jeffords, sold to Rocky Hills Farms, GA.
- \$4,500 – Bred Female, “ASR Ms. Super Baldy Y1132,” s. by ASR New Posse W9115, bred to GW Substance, cons. by Woodlawn Simmentals, sold to Hilltop Simmentals, SD.
- \$4,500 – Bred Female, “Miss CCF Sheza Fireball,” s. by Mr. HOC Broker, bred to SVF/NJC Built Right, cons. by C&C Farms, sold to Jay Anderson, NE.
- \$4,400 – Cow/Calf Pair, “E/T Ms. Avery 309A,” s. by Mr. CCF X206, Heifer Calf s. by SAV Momentum, cons. by Elrod Farms, sold to Mancel Hollis, AL.
- \$4,400 – Open Female, “4CLF Miss Prophet B403,” s. by GAR Prophet, cons. by Cooks Cattle Services, sold to Adam Hoffman, KY.

Comments: Cattle sold into 12 states including: AL, GA, IL, IN, KY, MS, NC, NE, OR, SC, SD and UT. Also selling were six Sim-Influenced Commercial Heifers for a total of \$10,125.



A large crowd filled the facility. ♦



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- Weaning Weight
- Yearling Weight
- Yearling Hip Height
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Nichols Manifest T79 x Nichols Linden S28

AI'd to Nichols Overload Z17



Selling heifer calf at side by
Nichols Quiet Lad T9

Offering . . .

3-n-1 pair sells in honor of Saddle & Sirloin Inductee and past ASA Chairman, Dave Nichols benefiting the American Simmental Association Foundation

We invite you to be a part of this historic event. . .

Monday, November 16, 2016 | NAILE Select Sale

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FOR MORE INFORMATION
Doug & Debbie Parke
Drew & Holli Hatmaker
pleent@aol.com
www.parkelivestock.com

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Sundre, AB T0M 1X0 CANADA

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Circle K Simmental
1581 Co Rd 566
Ozark, AL 36360

Finally Free Farms
622 Co Rd 228
Crane Hill, AL 35053

Stacy Faulkner
698 Jade Rd
Toney, AL 35773

FLORIDA

Southern Cattle Company
4226 Hwy 231
Marianna, FL 32446

ILLINOIS

Spivey Farms
P O Box 733
Rosiclare, IL 62982

INDIANA

Pence Farms
12061 E 600 N
Hope, IN 47246

Wolfe Farms
5674 N State Line Rd
Liberty, IN 47353

Norman Wolter
228 N Co Rd 225 E
Greensburg, IN 47240

Letitia Clauson
811 N 400 E
Rochester, IN 46975

IOWA

Nate Siemons
PO Box 642
Greene, IA 50636

Vajgrt Cattle Co
PO Box 271
Newhall, IA 52315

Tyler Campbell Cattle
1748 Quail Run Rd
Corydon, IA 50060

Kuhlmann Cattle Co
706 130th St
Ottosen, IA 50570

A to Z Livestock
18051 R Ave
Hawkeye, IA 52147

Jim Weber
2913 Q Ave
Parnell, IA 52325

KANSAS

Big Bear Cattle Company
1965 Ave V
Sterling, KS 67579

**Dixson Farmsinc/
Domsch Farms**
21259 Rd 14
Atwood, KS 67730

KENTUCKY

Triple R Ranch
35 Mccowan Parrett Rd
McKee, KY 40402

MICHIGAN

Single Tree
6125 Matthews Rd
Olivet, MI 49076

Double L Farms
2396 N Dickenson Rd
Coleman, MI 48618

MINNESOTA

Joey Schreck Simmentals
380 210th Ave SW
Appleton, MN 56208

Steve Plamann
22213 Lake Hook Rd
Hutchinson, MN 55350

MISSISSIPPI

Integrity Cattle
2801 Horace Lane NW
Wesson, MS 39191

MISSOURI

Mattingly Farm
RR 1 Box 1433
Glen Allen, MO 63751

Josh and Amy Cornelison
1523 Garfield St
Unionville, MO 63565

NEBRASKA

Swanson Cattle Company
10908 724 Rd
Oxford, NE 68967

Meyring Cattle Company
4647 380th Rd
Alliance, NE 69301

NEW HAMPSHIRE

Kourtne Flanders
108 Howard St
Winchester, NH 3470

NORTH CAROLINA

Smith Angus Farm
1957 Cleve Rd
Snow Camp, NC 27349

Clearview Farm
388 Lakey Siding Rd
Robbins, NC 27325

OHIO

Diamond D
76960 Broadhead
Kimbolton, OH 43749

Drafty Acres Simmentals
66345 Wintergreen Rd
Lore City, OH 43755

Ruck Cattle Company
2588 State Route 534
Geneva, OH 44041

Wise Pine Ridge Farm
4763 Seibert Hill Rd SW
New Philadelphia, OH 44663

Fries Farms
1208 Thomas Rd.
Willard, OH 44890

OKLAHOMA

Mike Unruh
6506 West 20th St
Elk City, OK 73644

Clark Farms LLC
Rr 3 Box 5110
Westville, OK 74965

Niblett Cattle Co
12690 CR 3522
Ada, OK 74820

Gwartney Simmental
9389 N. 1910 Rd.
Cheyenne, OK 73628

Six E Cattle Co LLC
PO Box 254
Vinita, OK 74301

Sladek Farms
334776 E Hwy 105
Perkins, OK 74059

OREGON

Sharrie Copeland
53924 E Ferndale Rd
Milton Freewater, OR 97862

Quick Mill Farms
20016 S White Ln
Oregon City, OR 97045

Josh Reeves
94708 Rhody Hill Lane
North Bend, OR 97459

Ayres Angus
1863 Wards Creek Rd
Rogue River, OR 97537

PENNSYLVANIA

Kelly Dietrich
501 Tilden Rd
Hamburg, PA 19526

TENNESSEE

Z Holbrook Cattle
345 Vacation Way
Rutledge, TN 37861

Gunter Farms
1249 Old Grimsley Rd
Grimsley, TN 38565

TEXAS

Hicks Cattle Company
739 CR 2717
Alto, TX 75925

Lewis Farms
268 CR 500
Fairfield, TX 75840

Will Turner
3088 FM 3006
Pleasanton, TX 78064

Heidi Phillips
250 Dove Haven Lane
Weatherford, TX 76085

Smith & Foster
PO Box 330
Giddings, TX 78942

Smith & Barth
PO Box 330
Giddings, TX 78942

VIRGINIA

Ruebush Cattle Company
301 Dam Town Road
Fort Defiance, VA 24437

Harrison Brothers Farm
1437 Old Winchester Rd
Boyce, VA 22620

VERMONT

Ethan Butterfield
2998 Evansville Rd
Brownington, VT 5860

WASHINGTON

Tyson Hughes
64 Pyatt Rd
White Salmon, WA 98672

WISCONSIN

Amy Koenig
4662 Algoma Rd
New Franken, WI 54229

Little Prairie Ranch
S 7680 Hillview Rd
Eau Claire, WI 54701

WYOMING

SS Ranch
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Lagrange, WY 82221 ♦



Buckles & Banners

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6:00 PM | West Point, Iowa



Pays to Believe X GCC Sioux Steel 151W



Innocent Man X SVF Shania Y704



W/C United X GCC Sioux Steel 151W



GSC All In X Troubadour X 734



WS A Step Up X Divas Moco



WS A Step Up x LTS Moco



WLTR Renegade X Stiletto



LLSF Uprising X JF Ebonys Joy 612S



Pays to Believe X SVF Shania Y704



Jades Dreamworks X TWCC Trendsetter
Bred to GSC All In



Westfall Voyager X Drake Heat Wave
Bred to SS/PRS Tail Wind



Top Grade X Haines Cow 6YU
Bred to GSC All In



Uno Mas X Steel Force
Bred to GSC All In



W/C No Remorse X Built Right
Bred to GSC All In



Shock Force X Maid to Honeymoon
Bred to Innocent Man



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Drew & Holli Hatmaker
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Gerdes Show Cattle

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Jeff Thompson
(563) 349-8722

Owen Bros. Cattle Co.
Matt Owen
(417) 830-8180

ASA FEE SCHEDULE

DNA Services

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

Contact ASA For Testing Kit

FALL 2015 THE Enrollment

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

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

*Late-Enrollment

If you miss the June 15 deadline and were enrolled for Fall 2014: All of your dams on the preliminary inventory generated by ASA will be enrolled in Option A at \$16.00 each.

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

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

Re-Enrollment

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

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

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

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

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

American Simmental Association Fees

Membership Initiation Fee:

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

Annual Service Fee (ASF):

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

Registration Fees:

Registration Fees enrolled in THE

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

Transfer Fees:

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

Additional Transactions:

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

Registration Foreign/Foundation Fees:

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

Registration Fees not enrolled in THE:

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



1:00 pm CST

October 17, 2015



Magnitude x Goldmine
Bred to W/C Executive Order



Antoinettes Star X Jet Top 29G
Open & Ready to Flush



Explorer x Mr. Perfectionist
Bred to TLLC One Eyed Jack



LRS Pendelton x TC Broadside
Bred to Upgrade



Upper Class x Partisover Rockaway
Bred to BC Lookout



Exposition x Maxie Lou M112S
Bred to WLE Uno Mas



Freedom x Dream On
Bred to THSR Bombardier



W/C United X Day Dreamin



Upper Class x In Dew Time x
Kandy Kisses



Dream On X Magnetic Lady



Broker X Ebony's Charm



LLSF Uprising x Magnificent Dreams



Steel Force X Sadie



WS Pilgrim X Next Big Thing

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DATE BOOK

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OCTOBER

- 1 Fred Smith Company's Annual Sale — Clayton, NC
- 2 Bar 5 Extravaganza "Frozen Genetics Sale" — Markdale, ON
- 3 Bar 5 Extravaganza Fall Production Sale — Markdale, ON
- 3 Buckeye's Finest Sale — Belle Center, OH
- 4 Midwest Fall Round-Up Sale — Lancaster, WI
- 4 Rhodes Red Angus Fall Female Fiesta Sale, Emporia, KS
- 4 The Harvest at Krieger Farms — Universal, IN
- 9 Tulsa State Futurity — Tulsa, OK
- 9 Wasinger Cattle Company's Online Sale — www.CWcattlesales.com
- 10 Belles of the Bluegrass, Mt. Sterling, KY
- 10 Legends of the Blue Ridge Sale — Atkins, VA
- 10 Mark Yazel Cattle Company's Fall Highlight Sale — Vinita, OK
- 10 New Day Genetics' Fall Sale — Oseloa, MO
- 11 Factory Direct Female Sale — West LaFayette, IN
- 12 Burlap and Barbed Wire Female Sale — Clay Center, KS
- 13 R.A. Brown Ranch Horse Sale — Throckmorton, TX
- 14 R.A. Brown Ranch 41st Annual Bull and Female Sale — Throckmorton, TX
- 16 Anchor D Ranch "Pasture Treasures Female Sale — Rimbey, AB
- 16 MN Beef Expo-White Satin On Ice — Minneapolis, MN
- 17 21st Annual New Direction Sale, Seward, NE (pgs. 37, 60, 67)
- 17 76th IBEP Performance Tested Bull Sale — Springville, IN
- 17 Circle M Farms' 1st Annual Production Sale — Grand Saline, TX
- 17 Fain Angus Sale — Dewy Rose, GA
- 17 MN Beef Expo-All Breeds Sale — Minneapolis, MN
- 17 Route 66 SimGenetics Road to Success Sale — Strafford, MO
- 17 Tennessee Fall Showcase Sale — Lebanon, TN (pgs. 20-21)
- 18 Ladies of the Valley Sale — West Point, NE (pgs. 37, 60, 67, 69)
- 18 Sullivan Farms' Maternal Legends Sale — Dunlap, IA (pg. 48)
- 18-19 SVJ Farm Online Heifer Sale — www.dponlinesales.com (pg. 30)
- 18 The Black Label Event, Volume VI — Grandview TX
- 20 Deal Me In Elite Online Sale — www.sconlinesales.com (pg. 41)
- 20-21 "We Ride Together" Online Heifer Sale — Shirley, IN
- 21 Volk Livestock's Genetic Option Sale — Norfolk, NE (pg. 31)
- 23 Buckles and Banners Sale — West Point, IA (pg. 65)
- 23-25 Simbrah Synergy VIII — Giddings, TX (pg. 2)
- 24 Flying H Genetics Bull Sale — Butler, MO (pg. 11)
- 24 Midwest Made Production Sale — Ames, IA
- 24 Pennsylvania Fall Classic Sale — Waynesburg, PA (pg. 40)
- 24 Simbrah Synergy Sale — Giddings, TX
- 25 Heartland Simmental Performance with Class Sale — Waverly, IA (pg. 53)
- 26 Rust Mountain View Ranch's "Queens of the Pasture" Production Sale — Turtle Lake, ND
- 26 The Female Sale at Eby Ranch — Emporia, KS
- 27 Williams Cattle Co.'s Show Heifer and Donor Prospect Sale — Follett, TX
- 30 21st Annual Hokie Harvest Sale — Blacksburg, VA
- 31 7P Ranch 40th Annual Production Sale — Tyler, TX (pgs. 12-13)
- 31 Drake Cattle Co. Lady Diva Sale — Centerville, IA (pg. 29)
- 31 Michigan Simmental State Sale — St. Louis, MI (pg. 51)
- 31 The Magnolia Classic 2015 — Starkville, MS
- 31 Yon Family Farms' Bull and Female Sale — Ridge Spring, SC

NOVEMBER

- 1 Hawkeye Simmental Sale — Bloomfield, IA (pgs. 48-49)
- 1 Rudow Farms' Female Sale — Pana, IL
- 5 RS&T Simmentals' "Lovely Ladies Online Sale" — www.cwcattlesales.com
- 6 Bull Power Sale — Colbert, GA
- 6 Ludvigson Stock Farms Herdbuilder Bull Sale-Fall Edition — Shepherd, MT
- 7 Irvine Ranch 11th Annual Production Sale — Manhattan, KS
- 7 Land of Lincoln Sale — Altamont, IL (pgs. IFC, 44)
- 7 Pigeon Mountain Simmental's Fall Bull Test Sale — Rome, GA
- 7 Professional Beef Genetics Open House Bull Sale — Montrose, MO
- 7 Rhodes Angus Female Sale — Carlinville, IL
- 7 Western Showcase Sale — Moses Lake, WA (pg. 36)

(Continued on page 70)

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Twisted Steel x Zoom Zoom



Innocent Man x Hard Core



Turning Point x Dream On x Fantasia

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of the

October 18, 2015 2:00 PM
West Point, NE



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Drew & Holli Hatmaker 423.506.8844
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Offering Embryos out of our tremendous
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Bob, 402-720-0469 or 402-478-4350
Jay, 402-720-7596 or 402-478-4565

Opens – November 10th, 2015 • 2:00 PM EST

Closes – November 11th, 2015 • 8:00 PM EST

Join us on the
internet!



DATE BOOK

continued

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DECEMBER 2015						
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NOVEMBER (CONT.)

- 9 Nelson Livestock Outcross Opportunities Mature Cowherd Dispersal — Wibaux, MT (pgs. 16-17)
- 10-11 J&C Simmentals' Online Female Sale — DPOlinesales.com (pgs. 60, 69)
- 12-14 Two Fast Nickels Online Bull Sale — www.cattleinmotion.com
- 14 Deer Creek Farm's Simmental Sale — Lowesville, VA
- 14 Gibbs Farms' 10th Annual Bull and Replacement Female Sale — Ranburne, AL
- 14 JRW LLC's Fall Bull and Female Sale — Seminary, MS
- 14 Moser Ranch 24th Bull Sale — Wheaton, KS
- 14 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE (pg. 33)
- 15 Hudson Pines Farm "Living Legacy XI" — Campbellsburg, KY (pg. BC)
- 15 Ohlde Advantage Focus on the Female Sale — Marysville, KS
- 16 NAILE Select Sale — Louisville, KY (pgs. 43, 65)
- 21 Buckeye Best of Both Worlds Sale — Newark, OH
- 21-24 LMC "Giving THANKS" Donation Online Sale XI — www.cattleinmotion.com
- 21 Missouri Simmental Association's Fall Harvest Sale — Springfield, MO
- 21 Shenandoah's Shining Stars — Quicksburg, VA (pg. 45)
- 21 "Southern Excellence" Bull Sale — Wadley, AL
- 21 Timberland Cattle's SimAngus™ & Black Angus Bull Sale — Vernon, AL (pg. 56)
- 21 Value By Design Female Sale — Anita, IA
- 21 Yardley Cattle Company's Focus on the Female Sale — Beaver, UT (pg. 4)
- 22 North Central Fall Classic — Hubbard, IA
- 22 Red Dirt Divas Female Sale — Marshall, OK (pg. 57)
- 24 J-6 Ranch Female Sale — Grand Island, NE
- 24 Ruby Cattle Co. "Livin The Dream" Production Sale — Murray, IA
- 28 Bridges "Passion for Progress" Bull Sale — Rayle, GA
- 28 Foxy Ladies Bred Heifer Sale — West Point, NE (pg. 60)
- 28 Genetic Perfection Sale — Fremont, NE
- 28 Grass-Lunning Simmentals' Female Sale — Leroy, MN
- 28 Trennepohl Farms' Right By Design Sale — Middletown, IN (pg. 75)
- 29 Cow Time Sale — Wahoo, NE
- 29 Diamond M Female Sale — Hiwatha, KS
- 29 The Chosen Few — Gilmore City, IA (pg. 56)

DECEMBER

- 2 T-Heart Ranch Fall Female Sale — La Garita, CO
- 4-6 Hoosier Beef Congress Junior Show and Sale — Indianapolis, IN
- 4 Meadows Creek "It's All Black and White" Bull Sale — Montgomery, AL
- 5 A December to Remember at Pleasant Hill Farms — Rockfield, KY
- 5 Jewels of the Northland Sale — Clara City, MN
- 5 Montana's Choice Simmental/SimAngus™ Sale — Billings, MT
- 5 Next Step Cattle Co.'s Carcass Merit Bull Sale — Auburn, AL
- 6 Welsh Cattle Company's Female Sale — Macomb, IL
- 9 Double Bar D Farms Female Sale — Grenfell, SK
- 12 Driggers Simmental Farm's Bull Sale — Glennville, GA
- 12 Hartman Cattle Company's 20th Customer Appreciation Sale — Tecumseh, NE
- 12 North Alabama Bull Evaluation Sale — Cullman, AL
- 12 North Dakota Simmental Association's Showcase/Classic Sale — Mandan, ND
- 12 Purdue Golden Girls Cow Sale — West Lafayette, IN
- 12 Sandean Cattle Company's "Buildin' A Brand" Female Sale — Blakesburg, IA
- 13 Paulsen Show Cattle's Divas & Donors "The Elite" Sale — www.paulsencattle.com
- 16 Six-R/AKA Livestock Bred Heifer Sale — www.sconlinesales.com (pg. 41)
- 19 Money Makin' Mommas Sale — Ames, IA
- 19 Pride of the Prairie Sale — Chandlerville, IL (pg. 42)
- 19 South Dakota Source Sale — Worthing, SD
- 28-29 St. Nick's Eggstravaganza Online Embryo Event — EDJEAuctions.com

JANUARY 2016

- 16 SimMagic On Ice — Denver, CO
- 16 University of Florida Bull Test Sale — Greenwood, FL
- 18 National Western "The One-Volume XXIII" Sale — Denver, CO (pg. 39)
- 19 Wild Wild West Simmental Sale — Brighton, CO
- 23 Forster Farms 37th Annual Production Sale — Smithfield, NE ♦



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

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

INDICATIONS FOR USE

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

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

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

DOSAGE AND ADMINISTRATION

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

WARNINGS AND PRECAUTIONS

Withdrawal Periods and Residue Warnings

Animals intended for human consumption must not be slaughtered within 48 days of the last treatment.

This drug product is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established for pre-ruminating calves. Do not use in calves to be processed for veal.

Animal Safety Warnings and Precautions

The product is likely to cause tissue damage at the site of injection, including possible granulomas and necrosis. These reactions have disappeared without treatment. Local tissue reaction may result in trim loss of edible tissue at slaughter.

Observe cattle for injection site reactions. If injection site reactions are suspected, consult your veterinarian. This product is not for intravenous or intramuscular use. Protect product from light. LONGRANGE® (eprinomectin) has been developed specifically for use in cattle only. This product should not be used in other animal species.

When to Treat Cattle with Grubs

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

Environmental Hazards

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

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

TARGET ANIMAL SAFETY

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

STORAGE

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

Made in Canada.

Manufactured for Merial Limited, Duluth, GA, USA.

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1050-2889-02, Rev. 05/2012



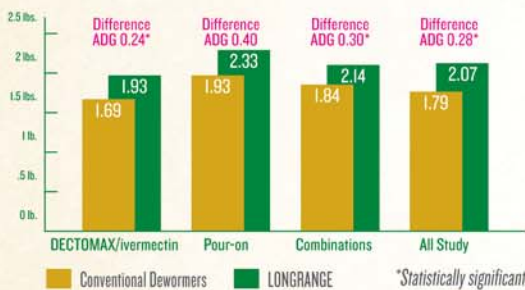
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LONGRANGE averaged 0.28 lbs./day more

Average Daily Gain (ADG)¹



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Comparing more than 15,000 head in nine states, stockers treated for parasites with LONGRANGE gained an average of **28 lbs. more** over DECTOMAX® (doramectin), CYDECTIN® (moxidectin), SAFE-GUARD® (fenbendazole) and ivermectin-treated cattle – even when used in combination over 103 days.¹ And at today's market prices, that adds up to an extra \$56 per head. Not bad for around a \$5 investment.

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

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¹ Data on file at Merial.
² Dependent upon parasite species, as referenced in FOI summary and LONGRANGE product label.
³ LONGRANGE product label.

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

RATES & POLICIES

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WS A Step Up X27
By SS Ebony's Grandmaster
EPDs: CE: 5 \$API: 129 \$TI: 62



Mr. Hoc Broker C623
By Steel Force
EPDs: CE: -1 \$API: 97 \$TI: 57



Long's Shear Envy Y34
By Hooks Shear Force 38K
EPDs: CE: 12 \$API: 138 \$TI: 74



STF Shocking Dream SJ14
By CNS Dream On L186
EPDs: CE: 18 \$API: 148 \$TI: 71



WS Revival B26
By Uprising
EPDs: CE: 7 \$API: 101 \$TI: 59



OBCC King Pin W42Y
By RC Club King
EPDs: CE: 12 \$API: 109 \$TI: 63



CSCX Bandwagon 513A
By TJSC Optimus Prime
EPDs: CE: 4 \$API: 95 \$TI: 61



TLLC One Eyed Jack 15Z
By Long's Shear Pleasure
EPDs: CE: 9 \$API: 126 \$TI: 71



WC No Remorse 763Y
By Yardley High Regard W242
EPDs: CE: 10 \$API: 113 \$TI: 57



W/C Lock Down 206Z
By Lock N Load
EPDs: CE: 16 \$API: 158 \$TI: 84



GCC Whizard 125W
By SVF Steel Force S701
EPDs: CE: 11 \$API: 112 \$TI: 59



Long's Steel Shot X21
By SVF Steel Force S701
EPDs: CE: 8 \$API: 116 \$TI: 57



W/C United 956Y
By TNT Tuition
EPDs: CE: 11 \$API: 143 \$TI: 92



WLTR Renegade 40U ET
By 3C Macho M450 BZ
EPDs: CE: 6 \$API: 120 \$TI: 74



R Plus Reload 2006Z
By R Plus Hard Rock (outcross)
EPDs: CE: 11 \$API: 114 \$TI: 65



KLS Halfblood X217
By SP The Answer 813
EPDs: CE: 17 \$API: 151 \$TI: 74



W/C Loaded Up 1119Y
By Remington Lock N Load 54U
EPDs: CE: 5 \$API: 109 \$TI: 62



WLE Quota U547
By SVF/NJC Built Right N48
EPDs: CE: 13 \$API: 121 \$TI: 66



TJSC 152A "Vindication"
By Flying B Cut Above
EPDs: CE: 5 \$API: 106 \$TI: 62



WS Stepping Stone B44
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EPDs: CE: 6 \$API: 126 \$TI: 69



Silveiras Style 9303
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SP The Answer 813
By SAV Final Answer 0035
EPDs: CE: 22 \$API: 145 \$TI: 69



GLS/JS Sure Shot Y18
By GLS/GF Brigade 31R
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LLSF Pays To Believe ZU194
By CNS Pays To Dream T759
EPDs: CE: 11 \$API: 136 \$TI: 68



K-LER Make It Rain 696S
By Foundation 724N
EPDs: CE: -6 \$API: 69 \$TI: 55



STF Royal Affair Z44M
By Lock N Load
EPDs: CE: 7 \$API: 102 \$TI: 58



LLSF Addiction AY792
By Top Grade
EPDs: CE: 6 \$API: 118 \$TI: 68



Long's Damien A37
By Hooks Shear Force 38K
EPDs: CE: 15 \$API: 161 \$TI: 82



FBF1 Supremacy Y93
By STF Dominance T171
EPDs: CE: 8 \$API: 100 \$TI: 60



GWS/SCF Rendition T310
By Trademark
EPDs: CE: 7 \$API: 111 \$TI: 63



FBF1 Combustible Y34
By Steel Force
EPDs: CE: 8 \$API: 110 \$TI: 57



Wheatland Mr. Bojangles 97X
By Wheatland Bull 680S
EPDs: CE: 7 \$API: 106 \$TI: 65



FBFS Warsaw 068W
By Sure Bet
EPDs: CE: 18 \$API: 143 \$TI: 65



SS/PRS Tail Gater 621Z
By HTP/SVF Duracell T52
EPDs: CE: 11 \$API: 128 \$TI: 71



Westfall Voyager 721P
By Power Surge
EPDs: CE: 14 \$API: 104 \$TI: 56



W/C Catchin A Dream 27X
By Dream Catcher
EPDs: CE: 11 \$API: 136 \$TI: 66



Rubys Wide Open 909W
By The Foreman
EPDs: CE: 6 \$API: 89 \$TI: 68



WAGR Dream Catcher 03R
By Dream On
EPDs: CE: 13 \$API: 148 \$TI: 72



GLS New Direction X184
By Better Than Ever
EPDs: CE: 8 \$API: 114 \$TI: 57



Long's Stand Alone B35
By Built Right
EPDs: CE: 9 \$API: 106 \$TI: 62



Yardley High Regard W242
By Yardley Impressive T371
EPDs: CE: 2 \$API: 78 \$TI: 55



Wheatland High Octane 169Y
By Wheatland Predator
EPDs: CE: 1 \$API: 92 \$TI: 58



AJE/PB Montecito 63W
By Steel Force
EPDs: CE: 5 \$API: 94 \$TI: 63



WLTR Nashville 22A ET
By High Voltage
EPDs: CE: 9 \$API: 129 \$TI: 65



SAS Big Bruzer Y131
By King of the Yukon (outcross)
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