

# the Register

July/August 2016

Serving the Simmental  
and Simbrah Breeds

## Fall Focus 2016

"Teaming Technology with Tradition"

See Insert



## Features

Simmental Startup  
Meeting with Miller

New Coat  
Variant Found

Conference of  
the Americas II



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CCR PHENOM 8008A x HTP SVF IN DEW TIME

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- ✓ One of the most impressive power and performance Simmental bulls to sell in some time
- ✓ High percentage Simmental that delivers a special combination of exceptionally powerful phenotype with industry leading carcass merit
- ✓ His dam is the famous CCR Apple cow who has established herself as one of the most prolific and powerful donor females in the breed
- ✓ Very thick ended and stout made, big topped and deep ribbed on a super sound foundation
- ✓ Homozygous black and homozygous polled by parentage (DNA confirmation pending)

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+9.1	+0.9	+74.7	+117.8	+27	+10.6	+30.6	+68.0		+14.5	+41.4	-.23	+.73	-.010	+1.04	-.46	\$153	\$87
.28	.36	.32	.33	.30	.21	.22	.25		.09	.28	.24	.40	.24	.31	.24		

DNA tested DLF

SUMMER 2016 TOP 35%

## 29SM0475 REVENANT



TNT **REVENANT** C217 ASA 3044009 1/2 SM, 1/2 AN  
CONNEALY IN SURE 8524 x MCM TOP GRADE 018X

### The Stuff of Legends

- ✓ A very rare EPD package, you can count on one hand the number of non-parent SimAngus bull in the breed to offer his combination of CED, Growth, Carcass, API and TI
- ✓ Sure fire calving ease potential with exceptional growth and end product merit suggest he could be one of the most profitable young bulls to sell all spring
- ✓ REVENANT is phenotypically near flawless, he's super sound, smooth patterned and well balanced with a quiet disposition
- ✓ Homozygous black and homozygous polled by parentage (DNA confirmation pending)

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+20.1	-3.7	+55.7	+94.9	+25	+13.2	+32.2	+60.0		+11.4	+21.6	-.15	+1.01	+0.017	+.75	-.29	\$193	\$88
.28	.44	.38	.42	.40	.24	.23	.28		.13	.34	.27	.42	.26	.33	.18		

SUMMER 2016 TOP 35%

## 29SM0474 THE ROCK



GIBBS 4091B **THE ROCK** ASA 2968152 5/8 SM, 3/8 AN  
J BAR J NIGHTRIDE 225Z x S D S GRADUATE 006X

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- ✓ Was the easy, number 1 pick of the Gibbs offering this fall, and possibly the best and most important bull to sell this sale season
- ✓ Offers both great calving ease potential and mating flexibility
- ✓ His +18.6 CE and -4.1 BW EPDs both rank in the best 3% of the breed and he also ranks top 4% for API and top 15% for TI
- ✓ THE ROCK is incredibly sound made bull with a world of rib and capacity, you really like how attractive he is from all angles
- ✓ DNA tested homozygous black and homozygous polled

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+18.6	-4.1	+56.1	+96.9	+25	+11.7	+26.7	+54.8		+11.6	+22.2	-.27	+.57	-.032	+.73	-.75	\$171	\$78
.27	.43	.30	.32	.30	.16	.17	.21		.16	.27	.24	.40	.23	.31	.22		

DNA tested AMF, CAF, D2F, DDF, M1F, NHF, OSF, DLF, Homozygous Black, Homozygous Polled

SUMMER 2016 TOP 35%

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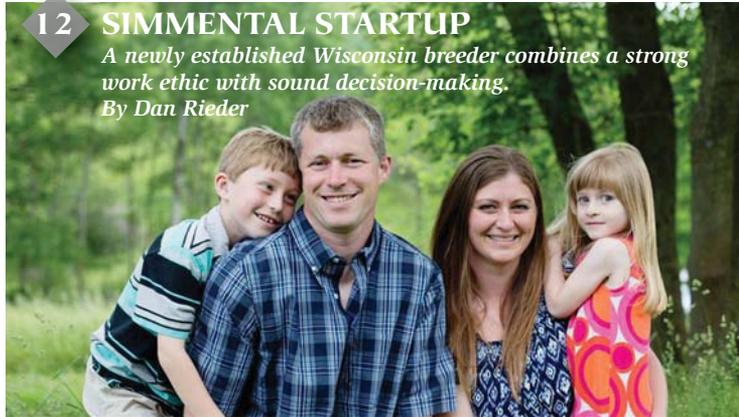


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*About the cover:* A Simmental cow/calf pair from the herd of Ellingson Simmentals, Dahlen, ND.  
Photo by Terry Ellingson.

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# the Register

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# VIEWPOINT

By Trustee Mike Forman, Ellensburg, WA



Our last board meeting was finished the third week of April, 2016. I cannot believe everything the committees deal with at these spring board meetings! The staff and board

members are definitely all here to support you, the membership. It is a great honor and responsibility to serve as an ASA Trustee. I want to thank the staff for all the support they give the board. I also want to thank all who have served on the board in the past.

Due to the leadership and guidance of our staff and board members who have served before us, we now find our breed as one of the leaders in the livestock industry. We didn't get here over night, but by the effort of our membership gathering data by which to measure the progress SimGenetics are making. The value of our cattle is in the data behind them and as time goes on, the feeders and packers will demand more information on the cattle they purchase.

As cattle numbers increase, the pressure of "lower prices" will affect the substandard cattle the most. The majority of commercial cow/calf operations do not own their cattle through feeding and processing, but are paid on the weight of their calves at or soon after weaning. More and more commercial operations are looking for ways to increase the bottom line while holding the input costs but still holding or increasing grade and yield. Crossbreeding with SimGenetics is one of the best opportunities by which to impact bottom line profits and give you better quality retained females. One of our commercial bull buyers with a volume of over 3,000 cows has increased the weaning weights on his Angus-based herd by 75 pounds per calf over the last three years just by using a SimAngus™ bull. He owns his calves through processing and the net return on these Simmental based calves are out pricing the premiums he is getting on his straight bred Angus calves.

The American Simmental Association membership have cattle with the data behind them, and with tools like BOLT to measure them against other breeds, we will be able to produce the best cattle in the industry. We have the cattle and tools at our fingertips. Now we just need to expand our market share. The staff is renewing programs with which to reach out to new SimGenetics owners who are not yet members by using *SimTalk*, the internet and other SimGenetic informational sources to help encourage them to expand their use of SimGenetics. Let's all spread the word about the great breed we raise! ♦

# 2016 FIELD OF DREAMS

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**Harkers Dearly Sierra D124**

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SS Mr Callaway



**Besh Ms Sunshine D904**

PB SM • LLSF Uprising Z925 x  
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**HF Black Eyed Susan 522D**

PB SM • TLLC One Eyed Jack x  
Miss Knockout 74T



**HF Knockout NBT 460C**

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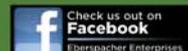
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# MAIL BAG

## Rare Births

Dear Editor:

Please find enclosed a picture of our cow #760. She was born March 29, 2002, and has been in our fall calving herd for many years. About the first of December, she delivered the big healthy calf standing behind her. This is where the story gets interesting.

Around the first of April, she gave birth to the healthy second calf in the picture. She is 1/2 Simmental x 1/2 Charolais. The sire of these calves is a red Balancer that came from Blake Hojer, DeSmet, SD.

According to Dr. Joe Powell, DVM, this has happened before but is very rare. I have raised cattle all of my life and have been cattle farming with Craig Peter for the past 15 years.

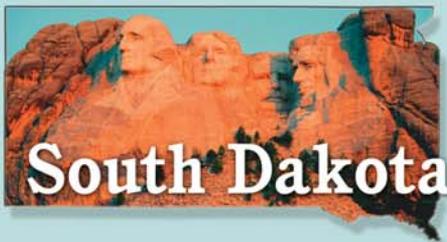
Sincerely,

Randy McCollom and Craig Peter  
Burlington Junction, MO



Cow 760 with her calves.

**Editor's note:** The delivery of two calves born five months apart to the same cow as described above may be a case of superfetation. Superfetation is the simultaneous occurrence of more than one stage of developing offspring in the same animal. In mammals, it manifests as the formation of an embryo from a different estrous cycle while another embryo or fetus is already present in the uterus. Superfetation in mammals can occur only where there are two uteri, or where the estrous cycle continues through pregnancy. ♦



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# LRS Arsenal 121B



**Homozygous Black  
Homozygous Polled**

GW Premium Beef 021TS      Ellingson Legacy M229      ASA#: 2842719  
 Sire: **GW Robust 605Z**      Dam: **LRS Ms. Ollie 122Y**      3/4 SM 1/4 AN  
 GW Miss GPRD 123X      LRS Ms. Electra 539R

Trait	Direct					Maternal				Carcass							\$ Index	
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	14.1	1.3	78.5	122.8	.28	8.6	20.6	59.9	-	14.9	44.8	-.35	.44	-.042	1.19	-.43	154.6	83.8
ACC	.28	.36	.31	.33	.33	.20	.22	.25	-	.16	.28	.25	.41	.26	.33	.24		
%			4	5	10			15		5	10	20			1	20	15	10

EPDs as of 7.13.16

# SimAngus™

- Yearling Scrotal: 39.5
- Arsenal posted a light birth weight of 84 lbs., 205 WT of 859 lbs., a weight per day of age of 4.15. His posted an excellent ultrasound scan, his IMF of 3.37 to Ratio 118, REA of 16.6, Ratio 109. He boasts a marbling EPD of .44 and an REA EPD of 1.19, to rank near the top of the breed.
- Arsenal is a three-dimensional bull, very eye-appealing, and carries himself with pride and style. Very long and deep sided, thick across the top and carries down into his rear quarter with a big hip and deep wide butt-end, his foot and leg structure is excellent.
- Arsenal is a multi-directional sire that can be used on 1/2 bloods to maintain a low percentage SimAngus™, or be used on purebreds to sire purebred calves.
- There is a lot of tomorrow in this bull's future, don't miss out on one of the breed's finest. His EPD profile (backed by 80K DNA) is very balanced and complete, ranking him in the upper percentile in both performance and carcass traits.
- Our Arsenal calves are born easily. They possess eye appeal, length of body, style and character.
- Arsenal is a powerful breeding bull that possesses libido and fertility, servicing over 35 cows as a yearling while maintaining his fleshing ability.

**Semen: \$25/unit** Semen available through owners



**Bill Begger: 406-796-2326**  
**John Begger: 406-795-9914**  
 482 Custer Trail Road  
 Wibaux, MT 59353  
 darbegger@yahoo.com  
 www.beggersdiamondv.com



**Clay and Marianne Lassle**  
 Glendive, Montana 59330  
 406-486-5584  
 lrsbeef@midrivers.com  
 Ryan Thorson 406-694-3722  
 www.lassleranchsimmentals.com

# LRS Unlimited 752A



**Homozygous Black  
Homozygous Polled**

Mr. NLC Upgrade U8676      ES Dakota NK68      ASA#: 2729870  
 Sire: **MCM Top Grade 018X**      Dam: **LRS Ms. Dakota 559R**      PB SM  
 MCM 513R      LRS Ms. NIC Legacy 106L

Trait	Direct					Maternal				Carcass							\$ Index	
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	7.5	1.7	63.8	105.5	.26	10.1	27.6	59.5	-	9.4	35.7	-.49	.20	-.079	1.22	-.26	121.7	69.2
ACC	.52	.71	.63	.57	.57	.33	.32	.40	-	.21	.47	.33	.42	.38	.34	.22		
%				20	3		10	15			20	2		20	2			

EPDs as of 7.13.16

# Simmental

- Unlimited mirrors his brother well, he is just a little smaller framed, is softer made with more rib shape, he is thicker and bigger butted, and his foot and leg structure is excellent.
- This bull is very docile, easy keeping, big butted, and loaded with libido.
- His EPD profile is excellent, he is homozygous black and homozygous polled.
- The Unlimited calves are standouts by mid-summer and are well received by commercial cattlemen.
- We have calved Unlimited for 2 years, his calves are born at an average of 85-95 lbs.
- We are exporting semen to Australia because of his fleshing ability and easy-keeping appearance.
- Unlimited sires calves that are moderate thick-made and solid-colored, very little if any white appears on the underline of his calves.
- BW: 84 lbs. Adj. WW: 743 lbs. Adj. YW: 1,279 lbs.



Unlimited is the full brother embryo sib to LRS Turning Point.

**Semen: \$25/unit** Semen available through owners



**Bill Begger: 406-796-2326**  
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# Simmental

- Top-selling bull out of The Vision XIII Sale.
- Possibly the most sought after bull of the sale season.
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- Boise is very free moving with excellent foot and leg structure.
- Boise produced over 650 units of semen in only two collections, a feat very few bulls accomplish, proving his outstanding fertility.
- Boise has a pedigree that can be used on and compliments many of the most popular pedigrees in the breed.
- We believe Boise will be a must-use bull that commercial cattlemen will put a high value on.

**Semen packages available at 30 units for \$1,000**  
Semen available through owners



Trait	Direct			Maternal				Carcass				\$ Index						
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	10.7	1.3	67.9	106.7	0.24	12.6	23.9	57.8	24.5	11.2	35.4	-.38	.21	-.054	1.08	-.30	140.5	73.6
ACC	.28	.44	.39	.43	.43	.20	.23	.27	.33	.16	.35	.22	.36	.16	.26	.22		
%				20	10	10		15			20				10		15	20

EPDs as of 7.13.2016

**ASA#: 2950871**  
**PB SM**  
Ellingson Legacy M229  
**Sire: Mr. Ishee Catalyst**  
Ishee Ms BLK Sapphire  
SRS J914 Preferred Beef  
**Dam: RBS Miss S63**  
RF RBS N303



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# Simmental Startup



*Luke and Terina with their children, Landon and Tessa.*

## **A young Wisconsin couple sets their sights on establishing a growing beef herd by embellishing a dedicated work ethic with thoughtful decision-making.**

*By Dan Rieder*

**L**uke and Terina Laufenberg of Cashton, Wisconsin (population:1,100), are in the early stages of developing a quality Simmental cowherd. In the process, they're making every effort to avoid suffocating debt over and above their farm mortgage payments.

A few years ago, they borrowed money to purchase the Laufenberg family farm from Luke's parents, Larry and Donna. The farm was founded in 1915 and became a "Century Farm" last year. Luke is the fourth generation to own the farm, which historically, was a dairy operation.

"Right now, we currently have 40 calving females, 10 replacement heifers, 10 feeder calves and 6 bulls of various ages and genetics on the farm," he said. "We're expanding the herd as we can afford it. I won't buy new cattle until I can pay for them. If I get a little money ahead, I pay

cash for a heifer or two. Our immediate goal is 50 head, but we could easily expand to 65-70 head, based on our available forage and winter feed."

They're challenging head-on a recent perception of farming/cattle production that it is "almost impossible" for a young man or a couple to establish a viable operation starting from square one. They're financing that effort from a variety of sources.

After going through the Industrial Electrical Program at Northeast Iowa Community College in 2002, Laufenberg has carved out a career as an electrician and has formed his own company. Then in 2004, he built a combination two-bay carwash and laundromat with eight washer/dryers. "I wanted to invest in something and there was a need for it in the neighboring town of Wilton," he explained.

In 2007, Luke and his dad, built a commercial truck wash at Oakdale, located near Interstate 90/94. "Because those drivers get so sick of fast food, my dad has started a little niche-market cafeteria there,

where the drivers can get home-cooked meals,” he said.

Then, in 2008, he made the decision to start a purebred cowherd. His breed of choice: Beefmasters, a blend of Shorthorn, Hereford and Brahman genetics, originally bred for hot, humid climates. “Well, I quickly learned that there were a lot of problems with that breed in this Wisconsin region,” he lamented. “A major issue was that the calves didn’t seem to have any desire to live.”

In 2013, four years after he and Terina were married, he told her “no one in their right mind would raise these cattle in Wisconsin.” So, he made the hard decision to sell off the Beefmasters and look for another breed. “There’s a definite reason why those Brahman-influenced breeds are largely confined to the hotter, more humid climates.”

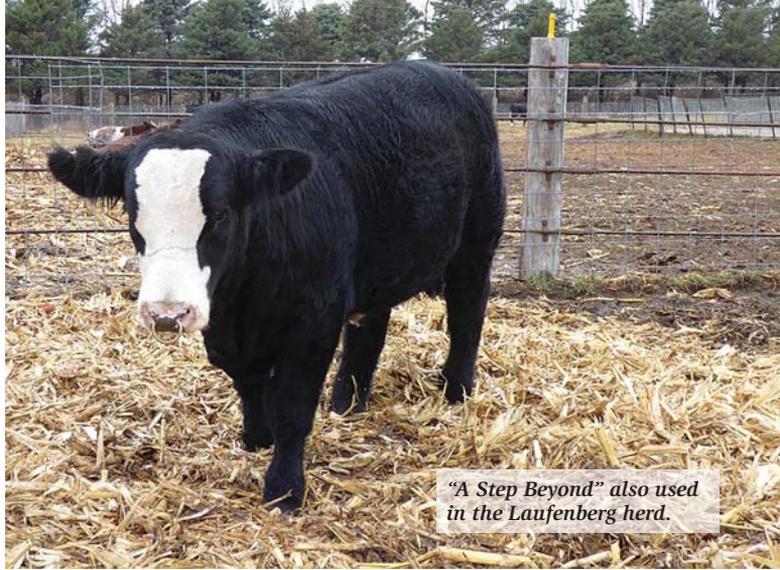
## Switching Breeds

As a youth, he’d become familiar with commercial beef cattle that his dad had run after dispersing his 100-head Holstein dairy herd. “Dad had a little bit of everything, including Simmental, Charolais, Hereford and Angus, so I’d had some exposure to Simmental. We had some early Simmental crossbreds that left an impression on me,” he recalled.

“I knew that I wanted a breed that could handle the cold temperatures and didn’t have to be continuously baby-sat. I wanted a calf that would immediately get up, find the teat and nurse,” he continued. “Several Simmental breeders in this area had done very well with the breed, so I was sure they could thrive in this environment. I was also aware of the fact that Simmental had been developed in the cool, rugged mountain climate of Europe.”

The genetics for Laufenberg’s fledgling Simmental operation have originated from the highly respected breeding program of Sargeant Farms, Forest Lake, Minnesota. “I went up there because I’d developed a good relationship with Josh Trest, their herd manager, and they offered me a rare opportunity to pick 20 bred females out of their replacements. I also knew that while Wisconsin is cold, Minnesota is even colder, so those cattle were well acclimated,” he laughed.

“I have my carwash/laundromat, commercial truck wash and my electrical company. Terina, in addition to being a mom to our two kids: Landon, 6, and Tessa, 4, also holds down a position working for Organic Valley, a local cooperative of farmers



*“A Step Beyond” also used in the Laufenberg herd.*

that produces award winning organic milk, cheese, butter, soy milk, produce, healthy snacks and more, so we really don’t have a lot of extra time. But, what time we do have we spend it focusing on the farm,” he commented. “I check the cattle every evening and that’s my time for winding down.”

Landon will be entering the first grade this fall, while Tessa has spent most days with her grandmother, Donna, and will be starting 4-year-old kindergarten (4K) this fall.

One of Laufenberg’s largest and most satisfying jobs was performing the electrical work on a 2,400-head dairy farm’s new milking parlor. “They installed a Rotary Dairy parlor that can handle up to 80 cows simultaneously and allows two to three people to run the entire operation,” he says. “My company had the task of wiring the structures from the offices to the free-stall barn and flush room. We worked almost every day from October of 2014 to August of 2015 to complete that job.”

*(Continued on page 14)*

*A new Laufenberg SimAngus™ calf.*





“Apollo” a Laufenberg herd bull.

# Simmental Startup

(Continued from page 13)

## Learning On the Job

He’s pleased with the way the American Simmental Association handles registrations. “They let me register my half bloods and they’re not discriminated against in the world of Simmental. With many other breeds, if they’re not purebreds, you’re out of luck,” he remarked. “One lesson I did learn from my experience with the Beefmasters is that ‘if a cow isn’t making you money, get rid of her.’ That was the basic theory of Tom Lasater, the Beefmaster founder and that holds true regardless of your genetics.”

Laufenberg has noticed a dramatic increase in the number of commercial cattlemen who are turning to crossbreeding by using Simmental bulls, including the father of a close friend who is now using them on his 200-head registered Angus herd. “He gained 40 pounds of weaning weight immediately. If you want to make money in the cattle business, that’s the way to do it,” he states.

He’s also experimenting with SimAngus himself. “We have three SimAngus cows and they’re among the best females I have. My best cow has some Red Angus in her and I recently bought a Red Angus bull that I will be breeding to my replacement heifers,” he says.

Four of Laufenberg’s bulls were consigned to the University of Wisconsin-River Falls Bull Test. One was injured and removed from the test, but the remaining three produced outstanding ratios and sold this past April.

“We’ve been in such a growing stage of focusing on top genetics, keeping docile and structurally correct cattle that we couldn’t really let any quality females go. We’re just getting to that point where we can start marketing some seedstock females,” he explained.

Calving is concentrated in April to try and avoid the spring snow and mud and the bulls are turned out around July 4. He’s utilized A.I. on a limited basis in the past, but bred everything natural service during the last year.

Farming includes 220 acres of woods and pasture, 60 acres of corn and 120 acres of alfalfa, producing enough feed to not only sustain the cattle through the winter, but also allowing for an excess to be sold to a local dairy. “This land is great for agriculture and there are a ton of dairy producers here who require extra feed,” he said.

Luke and Terina provide most of their own labor with occasional assistance from Luke’s parents. Over the past couple of years, they’ve created several individual pastures for use in rotational grazing, and have spent countless hours building and fixing fences. “Our fences have to be good because we’re not always around and would hate to get a call from the neighbors that our cattle got out and caused some damage,” he added.

“One thing I’ve learned about farming and cattle is that you can listen to whoever you want and read whatever you want, but at the end of the day, you have to make your own decisions,” he concluded. “Right or wrong, we still have to make our own choices. We think that we have made the right choice with Simmental.” ♦



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# AMERICAN SIMMENTAL-SIMBRAH

F O U N D A T I O N



## Foundation Board Members Amp Up Fundraising

To enhance existing programs as well as expanding additional projects, the Foundation is implementing a new model for fundraising — Member Groups. If you have an interest in these special projects and would like to help raise money, contact the appropriate Foundation Board Member for the group you would like to join!

### Youth Activities National

Youth Activities —  
National Focus — Merit Awards:  
Lori Eberspacher 612-805-8225  
ASA Staff Contact:  
Linda Kesler 406-587-4531

Dollars for scholars. Established in 1981, the Merit Award is designed to provide recognition to junior members who have made “significant contributions to their community, home, family, school and the Simmental or Simbrah breeds of cattle.” As college tuition continues to increase, the Foundation continues to support 16 AJSA members each year by awarding \$20,000 in scholarships, 11 Silver Merit Awards and 5 Gold Merit Awards, to help them continue their collegiate educational endeavors. Each year a breeder has donated a heifer to the Foundation which is auctioned during the One Sale in Denver at the National Stock Show with proceeds supporting the Merit Award program.



### Youth Eastern Region

Youth — Eastern Region Specific:  
Fred Swain 502-599-4560  
ASA Staff Contact:  
Emily Lochner 254-230-8444



Look what we can do together for our Juniors!! The Eastern Regional Classics are working together to see themselves as a unit and not just a group of individual states. An annual fundraising auction is held in conjunction with the NAILE. This funding allows the states to step up more freely and do a Regional Classic with less worry about the financial needs. We have provided \$15,000 to the host states to help support the event.

In the last four years as a result of the generosity of the donors and purchasers about \$50,000 has been raised exclusively for the Eastern Regional Classics. What a benefit to our future and youth!

### Youth Western Region

Youth — Western Region Specific:  
John Walston 518-851-2000  
ASA Staff Contact:  
Emily Lochner 254-230-8444

Largely due to the successful fundraising specifically for the Eastern Regional Classic, the goal is now to expand this concept to the other regions. John Walston has taken the lead to begin this project for the Western Region to help members see themselves as a unit and not just a group of individual states.

The primary goal is to have money available to support the Regional Classics in West. Since all of the Western Region states have smaller members in their state association, it can be a financial hardship to host an event. The establishment of this specific fund is designed to provide a financial base to open the opportunity for any state in the West to host the Regional Classic.



## Research & Development

### Feed Intake Project:

Fred Schuetze 817-894-0563  
Bill McDonald 540-230-6225  
Gordon Jones 270-991-2663

### ASA Staff Contacts:

Jackie Atkins 406-587-4531  
Chip Kemp 573-239-0524

**Feed Intake Project.** The ability to predict differences in feedlot intake of sires' offspring is an important component in the assessment of differences in profitability between sires. The Feed Intake Project will support collecting feed intake data on calves of known sire groups to improve our ability to predict feed intake and thus improve our ability to predict differences in profit. Goal \$30,000/year.



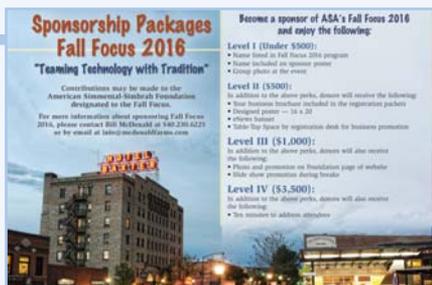
## Education

### Fall Educational Symposium:

Bill McDonald 540-230-6225  
Fred Schuetze 817-894-0563  
Gordon Jones 270-991-2663

### ASA Staff Contacts:

Jackie Atkins 406-587-4531



Each fall the ASA will host an educational session in conjunction with the fall board meeting. The 2015 session was very successful with nearly 150 attendees. The day-long event featured genetically oriented talks from nationally recognized experts in livestock genetics and animal breeding. Seedstock producers, commercial cattlemen, industry personnel, other breed associations and academics participated in the session and following social. Join us in hosting the 2016 Educational Session by donating funds for this event. Goal \$10,000/year.

personnel, other breed associations and academics participated in the session and following social. Join us in hosting the 2016 Educational Session by donating funds for this event. Goal \$10,000/year.

## General Fund

### General Fund:

Fred Schuetze 817-894-0563

### ASA Staff Contacts:

Paulette Cochenour and  
Linda Kesler 406-587-4531

While most contributions and donations that the Foundation receives are earmarked for a specific fund, we do receive donations that have not been specified. Those funds are designated as "general" and can be used by the Foundation Board to begin other projects as provided for in the Mission Statement. This would include any non-specified donations from the auction in Denver.



## Youth National Classic

### Youth — 2016 National Classic —

#### Facility Support:

Linda Kesler 406-587-4531

#### ASA Staff Contact:

Emily Lochner 254-230-8444



Each year your state associations play host to the largest SimGenetics event in the country, one of the most prestigious youth livestock events, the AJSA National Classic. With each year's National Classic bigger than the last, more and more SimGenetic enthusiasts attend the National Classic and purchase SimGenetics; at the same time, state associations are

saddled with a growing financial responsibility in hosting. The American Simmental Association and the American Simmental-Simbrah Foundation are working to lighten the load and ensure many years of AJSA National Classics to come by each contributing \$10,000 for a total of \$20,000 annually to the AJSA National Classic facility cost.

## Walton-Berry Graduate Student Support Grant

### Dr. Robert Walton

Jim Berry 815-777-1107 (evenings)

### ASA Staff Contacts:

Jackie Atkins and Wade Shafer  
406-587-4531

Walton-Berry Graduate Student Support Grant supports graduate education with emphasis on genetic improvement of livestock. The fund originally started by Jim Berry of Wildberry Farms, honors Dr. Bob Walton's lifelong efforts in animal breeding and raising Simmental cattle. Walton-Berry Graduate Student Support Grant supports graduate education in research programs to directly improve applied livestock genetics and help build future experts in animal breeding. There are two awards — one for \$5,000 and a second for \$3,000 for graduate education programs; each recipient will contribute to ASA Publication regarding their research for both *SimTalk* and *the Register*.



# Meeting with Miller



Miller and his wife, Paula, with their children, in-laws and grandchildren on a winter outing.

## **ASA Board Chairman Dale Miller comments on key issues and programs facing the Board of Trustees**

*With Dan Rieder, Editor*

**Rieder:** *Tell us about your operation.*

**Miller:** The Miller family has been involved in farming/ranching in Hill County in northern Montana since the homestead days of the early 1900's. All four of my great-grandparents homesteaded in this county. I was born and raised here along with my three sisters, went to business college in South Dakota and came back home in 1973, to join my dad and uncle in the family operation. We had started in the Simmental business with AI calves born in 1970 and then went to Canada to buy a fullblood Pariesen son in 1973. We have not altered our involvement with Simmental since. In 1979, I took responsibility for the cattle part of our business, with mostly American purebred cows at that point.

I have been very involved in the Montana State Simmental Association over the years and have served in most officer's positions. In 2008, with Dr. Jerry Lipsey's encouragement, I started the group, Bulls of the Big Sky, to market breeding bulls. This group of six to seven breeders have been selling bulls in an annual sale the third Monday of February in Billings since then. I have also been very active in 4-H, school and church activities.

**Rieder:** *What were your thoughts as you assumed this leadership post?*

**Miller:** I am very humble to be in this position and hope I can continue to hold up the standards of leadership that this organization has enjoyed in the past.

**Rieder:** *Are there any major actions you would like to see accomplished?*

**Miller:** Staying on track to complete the projects in place and to improve on services to the membership.

**Rieder:** *How important is it to have a diverse Board of Trustees?*

**Miller:** Diversity is a significant key to an organization of this magnitude. Since board members represent four different regions of the US, we are in tune with the opinions and input from our membership and are able to monitor those needs and concerns which are most pressing.

**Rieder:** *How do you encourage all Trustees, including newly elected ones, to become active participants in the decision-making process?*

**Miller:** By visiting and listening to the new board members, we attempt to come up with a good idea of their major interests, hopefully leading them to the proper committee assignments, thus encouraging hands-on involvement and enhancing a quicker working relationship with the entire board.

**Rieder:** *You have seen ASA's innovative International Genetics Solutions (IGS) take roots. How would you assess the effectiveness and scope of that program?*

**Miller:** This is one of the greatest ideas/projects that the ASA has going. The prospect of getting the commercial cattlemen involved with multi-breed EPDs is such a big boost to our business.

**Rieder:** *What has been the effect of Total Herd Enrollment?*

**Miller:** Total Herd Enrollment is and has been the single most significant factor leading to the collection of volumes of data that provide the selection tools for analyzing and improving our cattle herds.

**Rieder:** *How has ASA's carcass merit program changed the perception of SimGenetics?*

**Miller:** This is another super program which has allowed for huge amounts of data to be collected to help with the selection of the proper genetics for the growth and prosperity of our cattle operations. What a great tool for selecting AI sires.

**Rieder:** *How has ASA's Progress Through Performance (PTP) program contributed to breed improvement?*

**Miller:** This is yet another great tool, which effectively combines the visual aspects of the show ring with performance data together not only for breed improvement but for increasing public insight as well.

**Rieder:** *What benefits do the all-purpose index (\$API) and total index (\$TI) provide?*

**Miller:** This is just another of the great tools provided to members to rate and get the most out of the data being compared.

**Rieder:** *How would you assess ASA's approach to genetic defects?*

**Miller:** With all the DNA testing that is being performed, more of these issues will come to the forefront. The approach that ASA has taken on analysis of these issues has been aggressive through use of the TraitTrac which still seems to be the most effective method of approaching these issues

**Rieder:** *What is the impact of ASA Representatives?*

**Miller:** We have certainly gone through growing pains; we are still confident that this method of Association representation will continue to utilize qualified, respected individuals. We are experiencing very positive results.

**Rieder:** *What is your assessment of ASA's youth program?*

**Miller:** The junior program is growing so rapidly that the Activities and Events Committee recently completed a planning session focused on the future of AJSA. This was a good meeting and will help guide the expansion of the AJSA into the coming years.

**Rieder:** *Comment on the significance of the ASA Foundation.*

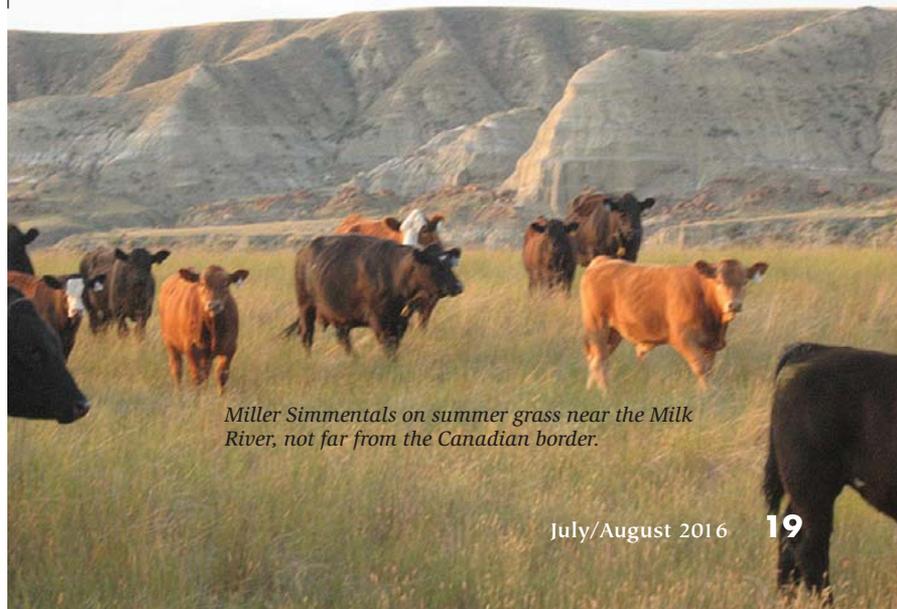
**Miller:** What a wonderful group of generous people who give of their time and talents to help support special projects that need attention over and above general budget items. The Foundation Board is very much needed and appreciated. (Continued on page 22)



*Farming is a huge part of the Miller Farms operation.*



*Wheat flowing from combine to truck.*



*Miller Simmentals on summer grass near the Milk River, not far from the Canadian border.*

# Brand Yourself in Simmental History



The American Simmental Simbrah Foundation is offering an opportunity to be included in the new ASA office building or in the landscaping project. All proceeds will go toward the Foundation in the pillar of your designation: education, science, or youth. In order to receive recognition by the Grand Opening during Fall Focus 2016, please respond no later than August 1.

## History Area Brand

As you walk into the main foyer of the building and turn to your left, you will see the history area of the ASA office looking out at the beautiful Montana scenery. This main attraction is a perfect place to have your ranch or personal name branded into a piece of weathered barn wood from the "old" office building. Each of these special pieces will be displayed attractively in the history area of our new building.

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Receive the largest piece of barn wood with your brand in a prime location of the history area.

### \$1,000:

Your ranch or personal name will be branded into barn wood and will hang in the history area in the new office.



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Conference Room

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Three prime location trees stand at the front doors of the building. A placard will feature the specific person or ranch of your choice. Tree dedications will be sold on a first-come, first-serve basis.

### \$2,500 (22 available):

For memorials or special dedications, trees are always a nice option. Twenty-two trees line the driveway and entrance of the ASA office building and will boast the name of your choice. Tree dedications will be sold on a first-come, first-serve basis, and each will have a placard to honor the specific person or ranch.



3 Prime Location Trees



22 Driveway Trees



If you are interested in any of the opportunities, or for any questions, please contact Emily Lochner at [elochner@simmgene.com](mailto:elochner@simmgene.com).

[www.simmental.org/foundation](http://www.simmental.org/foundation)

# Meeting With Miller

(continued from page 19)

**Rieder:** *How vital are strong state associations?*

**Miller:** State associations are the regional backbone of this organization for all aspects of ASA business.

**Rieder:** *How secure is the Association from a financial standpoint?*

**Miller:** Very good. In fact, our financial statements have never been better. Even with the large expenses of past couple of years, the financial future of ASA is solid. Our investment reserves are still in place and performing well.

**Rieder:** *Discuss the decision to construct a new headquarters building.*

**Miller:** The new building has truly been a blessing for ASA and staff. The original aging building had outlived its usefulness and was in need of major renovation, so moving to cheaper land and building a state-of-the-art office building is a real step forward for our Association. We hope to see many members at Fall Focus 2016, August 19-23, in Bozeman to see our new operation first-hand.

**Rieder:** *During this time where people are relying more and more on the Internet and electronic communication, what do you perceive as the future for ASA's publications?*

**Miller:** This is a tough one to answer, but you're right about the electronic age, and we will no doubt be seeing a dramatic increase in the utilization of electronic communication. I think the staff has already done a good job of heading us down that road with all they do online, whether be it eBlasts, blogs and electronic voting.

**Rieder:** *What are the historic and current strengths of our organization and cattle?*

**Miller:** We have a proven, superior product. Through adherence to its goals and vision statements, ASA will continue to play a prominent role in US beef production. As our membership makes diligent, efficient use of all available tools to improve their genetics and bottom line, SimGenetic-influenced cattle, whether it be Simmental, SimAngus™ or Simbrah will become more useful and appealing to commercial breeders. ♦

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Please consider making a tax-deductible donation at a level comfortable for you!

Complete this form and return it to ASA office staff or email to: foundation@simmental.org.

### 1. Enter Donation Amount:

\$ \_\_\_\_\_

### 2. Select the program you wish to support\*:

Research, Technology & Science — General

- \_\_\_ Feed Intake Project
- \_\_\_ Proceeds of Sale of Animal (all or partial)

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- \_\_\_ Walton-Berry Graduate Support Grant
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- \_\_\_ AJSA Canadian Exchange Program
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- \_\_\_ Merit Awards
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Unspecified — General Fund

Unspecified funds will go towards the programs with the greatest need.

*\*Checking only the general category will apply funds where most needed within the selected category. Selecting a specific program or project will designate funds for that specific use only.*

### 3. Select your payment method:

Check one:

- Cash
- Check (made payable to ASA Foundation)
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### 4. Your Personal Information:

Please complete the following information so we may properly feature your contribution to the Foundation.

Your Name / Company\*:

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*\*Your name will be printed in program and on other event publication materials. If self, please print first and last name.*

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**Thank you for your support.**

# Red Charlie:

## A Newly Discovered Red Coat Color Variant

By Dr. Jackie Atkins, Leoma Wells and Callie Griffin

In the spring of 2015, the American Simmental Association had a report of a red calf confirmed to a tested homozygous black bull. While learning about this case, several sons of Remington Lock N Load, 2503661, appeared to carry a red coat color variant not recognized by the existing coat color test. These bulls all tested homozygous black but sired red calves. The American Simmental Association started researching this further with Dr. Clare Gill from Texas A & M. A similar scenario was originally reported to Dr. Gill in a bull named SV Red Charlie, 1680096. When SV Red Charlie was reported several years ago, there weren't enough samples to draw any conclusions. With additional samples, Dr. Gill discovered a mutation in the main coat color gene, MC1R. This mutation was not detected with the current coat color test, but would result in the equivalent of a red allele.

The new variant, dubbed Red Charlie, causes a loss of function of the MC1R gene — similar to the

existing red allele. The inheritance and functionality of the Red Charlie variant is the same as the existing red coat color allele. Red Charlie is linked only to the black allele; in other words, it will only affect the black allele.

GeneSeek validated the Red Charlie marker and released a publicly available test in June of 2016. At this time, GeneSeek is unable to combine Red Charlie with the existing coat color test. Breeders interested in Red Charlie testing will need to order both coat color and Red Charlie testing. Animals that test homozygous black and carry the Red Charlie allele should be treated like a heterozygous black animal. In ASA's Herdbook database, the main animal page will combine both the coat color and the Red Charlie tests or pedigree risks to indicate if the animal is homozygous or heterozygous black. The TraitTrac page will show the coat color and the Red Charlie results independently.

### Example of an Red Charlie Carrier's Main Page Display

ASA #: 2503661  
Registered  
CANSM - 709087

Fresh Embryo Bull

**REMINGTON LOCK N LOAD54U**  
(Heterozygous Black)  
Polled (Homozygous Polled)

PB SM

PCB GE

Tattoo: RCCI 54U  
Right Ear

TraitTrac  
(Check available results)

### Example of an Red Charlie Carrier's TraitTrac Page Display

TraitTrac  
Information on DNA and Genetic tests

Genetic Traits

Legend

- TF Tested Free
- PF Parentage Free
- DF Documented Free
- AF Assumed Free
- H/C Homozygous Carrier
- TC Tested Carrier
- DC Documented Carrier
- CL Carrier in Lineage
- DL Documented Carrier in Lineage
- PR Population Risk

Defects

Traits

- DL Dilutor
- RC Coat Color - Red Charlie
- CC Coat Color - Red Gene

RC  
(Coat Color - Red Charlie)

CC  
(Coat Color - Red Gene)

Animal	Test	Result
REMINGTON ON TARGET 25	CANSM - 650802	2412812
REMINGTON LOCK N LOAD54U	CANSM - 709087	2503661 TC
BAR15 MISS KINGH178E-SIG	CANSM - 376669	2592288

The screen shots (left) show an example of a Red Charlie Carrier display in the main animal page and in TraitTrac in Herdbook services. Note the main animal page lists the animal as “heterozygous black” under the name. If the “Check Available Results” text is clicked, breeders can view the TraitTrac page for that animal. Here, each test is displayed independently. This animal tested homozygous black (“TF” for the Coat Color red and the wild type alleles) but a carrier for the Coat Color — Red Charlie test (TC). If an animal is a potential carrier of Red Charlie (carrier in the lineage), the main page will not display “homozygous black” until Red Charlie is tested even if the traditional coat color testing is completed.

## Take Home Messages:

- Red Charlie inheritance and function is exactly like the traditional red coat color allele. In other words, a Red Charlie carrier is exactly like an animal with one black allele and one red allele (heterozygous black). If two Red Charlie carriers are mated, 25% of the calves will be truly homozygous black (and appear black), 50% will be heterozygous black (and appear black), and 25% will be homozygous red (and appear red).
- Tested homozygous black animals with a Red Charlie carrier in the lineage are potentially heterozygous black animals.
- Breeders may receive coat color tests that say homozygous black and will need to look at the Red Charlie test/pedigree risk to truly know if the animal is homozygous black.
- Red Charlie will need to be ordered in addition to the coat color test and will have additional costs and reports.

Red Charlie test results are now included in Trait-Trac. Breeders can order testing through the ASA by phone 406-587-4531 or email [DNA@simmgene.com](mailto:DNA@simmgene.com).

Read here for more information about the inheritance of coat color using a Punnett square, and FAQs about Red Charlie.

In order to understand Red Charlie, a new red coat variant, breeders must first understand the inheritance and DNA testing for the main coat color gene. Here is a brief summary:

**Coat Color inheritance:** The main gene that controls the base coat color in cattle is called the extension gene. Historically, it was believed there were three alleles (variations) for this gene in cattle: black (ED), wild type (E+), or red (e). Black coat color is a dominant trait and will mask the presence of other coat color alleles. The wild

type allele is dominant to red. Each animal will have two copies of the extension gene (one from each parent) and it can be any combination of the three alleles.

Since Black is dominant, a black animal could have three different pairings of the coat color alleles. A black animal could be homozygous black (ED/ED) or heterozygous black (ED/E+ or ED/e). An animal that is truly homozygous black should always pass a black gene to the progeny. Therefore, an animal that tests homozygous black should always have black progeny. Heterozygous black animals can pass on the wild type or red allele to the next generation and have wild type or red calves. Conversely, as red is a recessive trait, red animals are typically homozygous for the e allele (e/e) and would always pass the red allele to their calves. Sometimes red animals can carry the wild type allele so the example is a little over simplified.

**DNA testing for coat color:** The DNA marker for the red allele is a mutation in the extension gene that makes the gene unable to make a protein product. Without this protein, an animal will have a red coat. The DNA marker associated with the black allele makes the protein always active and the animal then has a black coat color. Wild type animals have the ability to either have black or red hair and therefore can be affected by other genes for different coat color patterning (tiger striping or darker hair on the extremities).

There are an infinite number of possibilities that could result in the loss of function of the coat color gene, making a new red coat variant. Red Charlie is a prime example.

## Frequently Asked Questions

**1. What is Red Charlie?** Red Charlie is a newly discovered red coat color variant (allele). It works exactly like the existing red coat color allele except it wasn't being detected by the DNA test for Coat Color. Like the red allele, Red Charlie causes a loss of function of the extension gene. Until recently, we did not know about this mutation so existing coat color test was unable to detect the Red Charlie mutation. Therefore, some animals were testing homozygous black but having red progeny.

**2. What does it mean if my animal is a Red Charlie carrier?** Being a Red Charlie carrier is equivalent to being a red carrier. Red Charlie carrier should be viewed just like an animal that tests heterozygous black (carries the red allele).

**3. What are the implications of breeding with a Red Charlie Carrier?** A Red Charlie carrier has a 50% chance of passing the Red Charlie allele to its progeny and a 50% chance of passing the black allele. See the punnett square (left) for a more detailed explanation.

(Continued on page 26)

## Punnett Square showing the progeny outcomes when mating two heterozygous black animals

	Heterozygous Black Sire (ED/e)	
Heterozygous Black Dam (ED/e)	Homozygous Black (ED/ED)	Heterozygous Black (e/ED)
	Heterozygous Black (ED/e)	Homozygous Red (e/e)

*e can represent either the traditional red coat color variant or the Red Charlie variant*

- ¼ of the calves will be homozygous black: These will appear black and always have black calves.
- ½ of the calves will be heterozygous black: These will appear black and half of their calves will inherit the black allele.
- ¼ of the calves will be homozygous red: These will appear red and always pass on the red allele.

# Red Charlie: A Newly Discovered Red Coat Color Variant

(Continued from page 25)

**4. How can I tell if an animal is a potential Red Charlie carrier?** Go to an animal's TraitTrac page to see if there are Red Charlie test results or carriers in the lineage.

**5. How can I order Red Charlie testing?** Tests can be ordered through the usual DNA test procedure — either call the office at 406-587-4531 or email the DNA department at DNA@simm-gene.com

**6. Does this mean all coat color testing done up to now is wrong?** No, animals without Red Charlie carriers in the lineage are likely okay (although this is not a guarantee).

**7. Is Red Charlie the same as Wild Type?** No, Red Charlie has nothing to do with the wild type coat color allele.

**8. Are red or wild type coat color test results affected by Red Charlie?** No, Red Charlie is linked only to the Black coat color allele so will only change black coat color test results.

**9. Will ASA be able to use the sample that was submitted for coat color testing to run Red Charlie?** Yes, the ASA can use any viable DNA sample to test for Red Charlie.

**10. Should I be worried about the validity of all my animals' homozygous black coat color results?** Using TraitTrac will help identify animals that have the possibility of carrying Red Charlie. If an animal has coat color test results already and has a carrier in the lineage for Red Charlie, then there is a possibility that this animal carries Red Charlie as well. If there is no indication of Red Charlie in the TraitTrac system then the odds are low that the animal would carry this allele. However, there may be carriers that the ASA doesn't know about so no known risk in the pedigree is not a guarantee of being free of Red Charlie.

**11. How do we know the Red Charlie coat color variant isn't present in other pedigrees?** It isn't likely to show up in other pedigrees but this is not a certainty.

**12. Will this affect animals that are tested heterozygous?** Animals that tested heterozygous black should be unaffected by Red Charlie. Red Charlie is only linked to the black allele and makes that black allele function like a red allele. So, if an animal tested heterozygous black and appears black, then this animal's black allele must be functional and therefore does not carry the Red Charlie variant.

**13. Can we receive Red Charlie test results off the genomic testing panels (GGPHD or GGPLD)?** At this time, Red Charlie is only available as a stand-alone test. It is likely to be incorporated into future DNA testing panels but is not included on these currently. ♦

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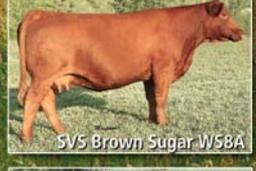
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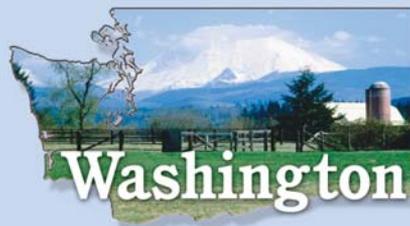
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# CONFERENCE OF AMERICAS

## Western Hemisphere delegations gather in Mexico.

# II

Information provided by ASA Trustee Fred Schuetze, Granbury, Texas

The Second Annual Conference of the Americas was convened April 28 through March 8 in Villahermosa, state of Tabasco located in the tropical southeastern portion of Mexico. A cross-section of more than 250 cattle organization representatives and breeders from Canada to the southern tip of South America were in attendance.

Representing US Simmental, Fleckvieh and Simbrah genetics were: Sally Buxkemper, Ballinger, Texas; Beth Mercer, Lott, Texas; Kenneth and Rhonda Airheart, Mineola, Texas; Billy and Malika Hallak, Athens, Texas; Keith and Shelley Strack, Spring, Texas; Bill, Jane and Diane Travis, Dallas; Dr. Brad Stroud, Weatherford, Texas; Fred Schuetze, Granbury, Texas; Steven Bechtold, (see adjacent sidebar article) Tarleton State student from Frisco, Texas; and Dr. Wade Shafer, ASA's executive vice president.

An enlightening, thought-provoking educational program featured prominent speakers from around the world.

- **Peter Massman** of Simmentaler South Africa joined the group through a video presentation that focused on cattle selection based on physical traits and how to utilize visual inspection to make cattle phenotypically sound to match with genetic evaluation.

- **Bruce Holmquist**, general manager of the Canadian Simmental Association, a former president of the World Simmental/Fleckvieh Federation (WSFF), discussed the history of the Simmental breed in North America. He also presented an update on the progress that has been made since Simmental were imported first to Canada and subsequently to the US in the late 1960s.

- **Shafer** updated the group regarding ASA's innovative International Genetic Solutions (IGS), a collaboration of 12 US and Canadian cattle organizations that have put the needs of the commercial cattle producer to the forefront by creating an unprecedented multi-breed genetic evaluation. With more than 16,000,000 total animals and 340,000 head added annually, IGS is now the largest and most effective beef genetic evaluation system in the world. It is a system that provides beef producers with the most powerful and user-friendly selection tools ever developed.

- **Dr. Thomas Grupp**, CEO of Bayern Genetics (Bavarian Fleckvieh Genetics) talked with the group about the genetic progression of the Fleckvieh breed and its adaptability around the world by combining both milk and meat in a true dual-purpose bovine.

- **Dr. Brad Stroud**, renowned embryologist from Texas, presented his research results in a new product called "Maximate" and its effect on increased conception rates in artificial insemination. Stroud prefaced his talk with the history of A.I. and the continued progress being accomplished.

- **Don Fernando Segismundo Carmine**, President of the Breeders of Bovine Breeders of Chile, a noted Simmental and beef cattle consultant, closed the program with a discussion on progress made through selection in both meat and milk in South America.

- Although he was unable to attend, WSFF President **Josef Kucera**, Czech Republic, sent a taped message of praise and gratitude to the organizing host committee.



Officers and other association dignitaries pose for their official portrait.



**ASA CEO Shafer with Tabasco Governor Jimenez.**

Highlighting the conference was a visit to the Governor's mansion, where state of Tabasco Governor **Arturo Nunez Jimenez**, welcomed the group and thanked the organizers of the conference for working to improve cattle ranching and production in Mexico as well as in Central and South America.

The concluding event was a cattle show at the exposition grounds, featuring Simmental, Simbrah and Brahman cattle followed by a fireworks display in honor of conference participants.

The first Conference of the Americas was held in Bogota, Colombia in 2015, and the third Conference is scheduled for June of 2017 with Costa Rica serving as the host nation.



**CSA General Manager Bruce Holmquist led the Canadian delegation.**



**Conference attendees Kenneth Airheart and Beth Mercer.**



*Cancer survivor and TSU Student Steve Bechtold.*

## Overcoming the Odds

*By Dan Rieder*

Among those attending the Conference of the Americas II was a 20-year-old American student who is taking a semester off from his studies at Tarleton State University (TSU) in Stephenville, Texas, while recovering from surgery.

Steve Bechtold, who was born in Boston, but raised in Frisco, Texas, spent a year at Angelo State University before transferring last fall to TSU. During the fall semester he developed a strain in his groin and thought that because he was doing a lot of walking between classes, wasn't giving it a chance to heal.

"I was home for the Christmas break and found that I couldn't put any weight on it at all, so my parents, David and Linda, took me to the emergency room where an MRI discovered a 6.7 x 3.2 cm bone tumor on my femur," he explained. "They let me go home for Christmas, but that day I fell and broke my hip. After nine days in traction, I received a full hip replacement. My recovery has gone well and there are no signs of the tumor coming back. However, because I'm undergoing physical therapy, I took the spring semester off."

Although he was raised a city kid and had no farm background, Bechtold acquired an interest in beef cattle when he became involved in FFA and 4-H, and served as FFA Chapter president and District vice president. After achieving "first catch" at the Fort Worth Stock Show Calf Scramble and receiving a \$500 certificate and winning another \$500 scholarship for keeping in touch with his sponsor (Wells Fargo of Fort Worth), he applied those funds toward the acquisition of a Simbrah heifer.

"My Ag teacher had a long-time connection to Bill and Jane Travis of Pine Ridge Ranch and I bought that heifer from them. It was also Mr. and Mrs. Travis who suggested that I might want to attend the Conference in Villahermosa, since I was recuperating and hadn't been doing much," he continued.

Bechtold is now the proud owner of three bred Simbrah females, all housed on a ranch near his home. "That rancher has been real good to me; he lets my cattle graze on his land and I work for him in return," he said.

"I was very impressed with the very knowledgeable people that I met at the Conference, both as presenters and as participants. The information I learned will stay with me for many, many years," he said. "I've been told by my teachers and mentors that it is important to make connections and that's one of the things I tried to do at the Conference, knowing that there were people there from all over the world."

Bechtold will resume his studies at TSU this fall where he is enrolled in Animal Science with a pre-vet emphasis. His long-range goal is to attend Texas A&M University Veterinary School after graduation from Tarleton State. "I'm thinking that I'd like to establish my own mixed veterinary clinic treating both large and small animals. After talking to several veterinarians, I've learned that there seems to be more opportunity with small animals," he commented.

"All of the challenges I have been through have only strengthened my determination and made me realize that anything can be achieved if I try hard enough," he concluded. ♦

# Maximizing Quality Is About The Consumer



*"I'm here to tell you that..... Pine Ridge Ranch believes it has bred a beautiful, structurally correct, highly efficient, hot weather cow; with a more valuable carcass than Angus..... and..... tastes much better than "Chicken"*

**Pine Ridge Ranch, LLC**  
**[www.simbrah.com](http://www.simbrah.com)**

Pine Ridge Ranch Graham Feedlot 6-14-2011

Ranch Tag	ASA Number	Carcass Wt., Lbs	Preliminary Yield Grade	Fat Thickness	REA In <sup>2</sup>	% KPH	Final Yield Grade	Maturity	Marbling Score	Marbling Code	Final Quality Grade	Hump Score
282X	2,552,982	774.0	2.9	0.36	13.9	2.5	2.4	A	SM-80	480	Choice-	1.5
232X	2,552,975	875.0	3.0	0.40	14.5	3.5	2.9	A	SM-80	480	Choice-	2.0
263X	2,552,978	890.5	3.6	0.64	15.1	3.6	3.4	A	SM-60	460	Choice-	2.0
219X	2,552,973	825.0	3.0	0.40	15.3	2.5	2.2	A	MODEST-20	520	Choice Avg	1.5
243X	2,552,976	846.5	2.8	0.32	15.6	1.5	1.8	A	MODEST-10	510	Choice Avg	2.0
293X	2,552,985	786.5	3.4	0.56	13.4	3.5	3.3	A	SM-20	420	Choice-	2.0
271X	2,552,980	889.0	3.1	0.44	14.1	2.0	2.9	A	SM-40	440	Choice-	2.0
300X	2,552,988	660.0	2.9	0.36	15.4	2.5	1.5	A	SL-90	390	Select+	1.5
318X	2,552,993	788.0			YG2			A	CHOICE			N/A
299X	2,552,987	781.5	3.0	0.40	15.3	2.0	2.0	A	SM-20	420	Choice-	2.0
312X	2,552,970	881.0	3.2	0.48	16.5	2.0	2.2	A	SM-80	480	Choice-	2.0
205X	2,552,969	866.5	2.9	0.36	15.0	2.0	2.3	A	SM-80	480	Choice-	2.0
218X	2,552,972	899.0	3.0	0.40	15.5	1.5	2.3	A	SM-40	440	Choice-	2.0
244X	2,552,977	770.5	2.8	0.32	14.7	2.5	2.0	A	SM-30	430	Choice-	1.5
266X	2,552,979	795.0	3.4	0.56	13.0	3.0	3.4	A	SM-50	450	Choice-	2.5
213X	2,552,971	796.0	3.2	0.48	16.7	2.5	1.9	A	SM-00	400	Choice-	2.0
301X	2,552,989	764.0	3.0	0.40	14.3	2.0	2.2	A	SM-30	430	Choice-	1.5
290X	2,552,984	775.0	2.9	0.36	14.9	2.0	2.0	A	SM-80	480	Choice-	1.5
281X	2,552,981	811.5	2.8	0.32	17.1	2.5	1.4	A	SL-70	370	Select+	2.0
295X	2,552,986	735.0	3.1	0.44	13.5	2.0	2.5	A	SM-10	410	Choice-	1.5
306X	2,552,990	759.0	3.5	0.60	14.1	2.0	2.8	A	SM-00	400	Choice-	1.5
289X	2,552,983	784.5	3.0	0.40	15.8	2.5	1.9	A	SM-30	430	Choice-	2.0
310X	2,552,991	730.0	2.8	0.32	14.7	2.0	1.8	A	SM-30	430	Choice-	2.5
Average		803.6	3.1	0.4	14.9	2.4	2.3	A	SMALL43	443.2	Choice-	1.9

## Pine Ridge Ranch, LLC

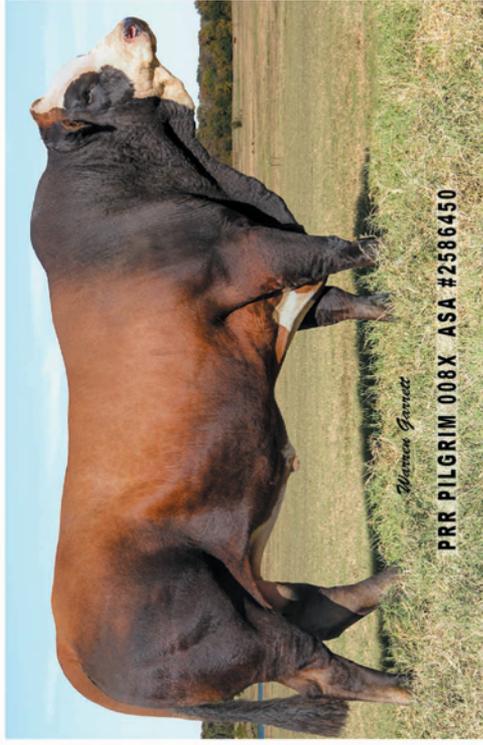
[www.simbrah.com](http://www.simbrah.com)

Pine Ridge Ranch has developed hot weather genetics with a quality carcass.

“All breeds of cattle are capable of marbling and producing tender beef..... We have measured and tested for 35 years..... And bred to the “good” ones to achieve our quality market product.

Packer's data, ultrasound, DNA and EPD's have all been tools relied on to achieve these results.”

TAG Number	ASA Number	LIVE WT	SALE WT	Carcass Wt, Lbs	FAT	REA	KPH	SMAT	LMAT	AMAT	Marbling Score	OG	USDA YG
382	2,658,368	1520	1459	945	0.40	12.9	2.5	150	150	150	640	780	CH 3.0
955Z	2,826,913	1343	1289	835	0.45	14.9	3.5	170	160	165	680	793	PR 3.0
986Z	2,826,922	1528	1467	950	0.80	16.5	3.0	160	150	155	600	767	CH 3.0
959Z	2,826,914	1368	1314	851	0.35	14.4	2.0	150	160	155	480	727	CH 3.0
908Z	2,826,909	1450	1382	902	0.55	16.0	3.0	170	160	165	540	747	CH 3.0
109Z	2,657,412	1500	1440	933	0.60	15.7	3.5	150	150	150	560	753	CH 3.0
24Z	2,658,366	1457	1399	906	0.35	15.5	3.0	150	150	150	500	734	CH 2.0
987Z	2,826,918	1476	1417	918	0.30	15.4	3.0	160	150	155	540	747	CH 2.0
994Z	2,826,921	1454	1377	882	0.35	16.0	2.5	160	160	160	440	713	CH 2.0
986Z	2,826,915	1425	1368	886	0.30	16.4	3.5	160	150	155	560	753	CH 3.0
71Z	2,658,375	1438	1380	894	0.50	17.4	3.0	160	160	160	520	740	CH 2.0
105Z	2,658,379	1488	1426	924	0.40	15.8	3.5	160	160	160	560	753	CH 3.0
981Z	2,826,916	1446	1388	899	0.30	15.3	2.0	160	160	160	520	740	CH 2.0
43Z	2,658,369	1367	1312	850	0.20	15.6	3.5	160	160	160	540	747	CH 2.0
986Z	2,826,917	1425	1368	886	0.30	18.3	3.0	150	140	145	740	813	PR 1.0
990Z	2,826,919	1539	1477	957	0.80	15.8	3.0	160	160	160	680	793	PR 3.0
991Z	2,826,920	1507	1446	937	0.40	16.0	4.0	150	150	150	560	753	SE 2.0
2505	2,830,845	1573	1510	978	0.45	18.7	3.0	170	170	170	580	760	CH 2.0
940Z	2,826,910	1068	1025	664	0.20	11.0	2.0	150	150	150	350	650	CH 2.0
Average		1439	1382	895	0.42	15.8	3.0	158	155	157	557	751	2.4



### UNIVERSITY OF ILLINOIS FEEDER STEERS-2012

ANGUS SIBS	# of Animals	Marbling	Carcass Weight	Back Fat	REA	KPH	Yield Grade
44 CHANGEUP	6	435	759	0.37	12.7	1.9	2.3
44 BASIN RAINMAKER P175	6	452	770	0.44	11.8	2	2.7
CONNEALY COUNTERPART 882	7	359	716	0.34	12.7	1.9	2.3
CONNEALY HEADSPHERE 957L	7	459	772	0.4	12.8	2	2.4
FHC SPECIALIST 7540	8	415	757	0.43	12.8	2	2.6
G A 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
SAIZ 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
WHITSTONE 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



# Most Prolific Donor Cows

Cows listed must have had at least one calf born (ET or natural) since 6/30/2014, and the list is sorted by total number of calves reported.

\$API = All Purpose Index    \$TI = Terminal Index

Animal #	Name	Birth Date	Breed	# of Progeny	API	TI	Owner Name
2106820	SOSF EBONY'S JOY L-123	2001-02-03	PB SM	242	129.8	64.6	WALSH-GROVES-DOUBLE S-JANSSEN
1929545	MISS KANSAS K 11G	1997-01-18	3/4 SM 1/4 AN	229	105.8	63.2	DIAMOND D AND KS ST UNIV BROOKS
2101041	DOUBLE D BLK CHYNA	2000-09-02	PB SM	192	97.1	50.8	SILVERSTONE SIMM & KLEIN KATTLE KOM
1862336	NJC EBONY ANTOINETTE	1995-08-09	PB SM	181	109.6	62.0	JOE CHOWNING
2064375	HHSF BLACK GLITTER	2000-04-28	PB SM	171	104.0	62.8	THOMAS RANCH/POLZIN CATTLE
2016435	JM BF H25	1998-09-04	PB SM	167	91.9	50.9	JESS-A-MARR FARMS & JERED SHIPMAN
2183899	TNT MISS SADIE M68	2002-03-11	PB SM	158	95.4	55.4	RUST MOUNTAIN VIEW RANCH
2146790	TNT MISS HONEY L9	2001-02-21	PB SM	145	98.0	51.8	BICHLER SIMMENTAL - TNT SIMMENTAL
1799587	HSF VANESSA 45D	1994-08-27	PB SM	143	113.9	57.3	HOFMANN SIMMENTAL FARMS
2124044	STF MISS LJ25	2001-01-09	PB SM	139	117.1	58.6	SILVER TOWNE FARMS
2186256	KAPPES SADIE M166	2002-03-21	PB SM	134	103.6	69.1	KAPPES SIMMENTALS
2291327	GCF MISS CALIENTE	2005-01-01	PB SM	133	98.4	51.6	HARKER SIMMENTALS/SILVER TOWNE FARMS
2154953	SVF NJC MAGNETIC LDY M25	2002-02-16	PB SM	125	113.6	67.0	SLOUP SIMMENTALS
2184078	3C MELODY M668 BZ	2002-05-20	PB SM	119	118.8	65.4	WAGER CATTLE CO
2254755	MYERS QUEEN SAZERAC P94	2004-01-26	1/2 SM 1/2 AN	119	79.0	54.5	HUDSON PINES FARM
2304208	MS MISS 306R	2005-01-28	PB SM	119	156.7	78.2	PREMIER BEEF
2289443	LAZY H BURN BABY BURN R34	2005-05-11	PB SM	115	104.0	58.0	ROCKY HILL FARMS/THE FARMERS GROUP
2193941	ZEIS MISS DRIVE N423	2003-03-02	PB SM	112	98.8	54.5	ANDERSON/PIGEON MTN/SELECT CATTLE
2251896	AJE-RCC LIZZY'S PEARL P4	2004-05-02	PB SM	111	117.9	54.1	CRAIG LAND AND LIVESTOCK
2167937	KS DEMMI M978	2002-03-15	PB SM	109	113.7	69.6	ROGER A KENNER
2235201	SS BABY'S BREATH P035	2004-02-12	PB SM	109	126.5	60.8	HILBRANDS CATTLE CO
2259185	AKERS RUBY 2184	2002-02-26	PB AN	108	55.4	48.9	SHOAL CREEK - SLOUP - SNIDER
2217309	RC MISS GRIFFEY 038N	2003-02-15	PB SM	107	101.1	66.1	RIVER CREEK FARMS INC
2321552	TNT MISS R77	2005-03-07	PB SM	106	144.5	75.4	NLC SIM - HRM CTLE CO - TNT SIM
2068055	JF MISS REBA 050K	2000-04-17	PB SM	105	114.0	58.6	SCHMIDT BROTHERS
2071455	TRIPLE C GO GIRL K34G	2000-02-06	PB SM	105	126.0	64.9	PREMIER BEEF
2527626	CCR MS APPLE 9332W	2009-09-21	PB SM	105	125.7	70.6	TOM BROTHERS
2144987	HPF MS MELODY M011	2002-02-01	PB SM	104	107.7	55.2	4TH MERIDIAN FARM INC
1973033	LBR RIGHT DREAM H830	1998-01-24	PB SM	102	128.6	63.1	C&C FARMS
2082460	LF KANDY KISSES	2000-09-05	PB SM	100	130.9	66.2	DILLON & INGRAM
2085228	ELLINGSON MS GANUFF 02K	2000-01-21	PB SM	100	79.7	51.6	ELLINGSON SIMMENTALS
2199080	SVF/NJC EXPECTATION N206	2003-02-06	PB SM	100	140.9	64.9	SUNSET VIEW & HILBRANDS SIMMENTAL
2385520	MISS KNOCKOUT 74T	2007-03-15	PB SM	99	112.7	56.3	SCOTT HOBBS-JONES CATTLE-102 CATTLE CO
2291973	JF EBONY'S JOY 5105R	2005-03-27	PB SM	98	110.5	55.2	CLEAR WATER SIMMENTALS
2357410	KA TCF INDEPENDENCE S30L	2006-07-04	PB SM	97	104.6	56.9	WINDY RIDGE SIMM & GONSIOR SIMM
2235853	RHYTHM 418P	2004-03-09	PB SM	95	102.1	52.2	RUBY CATTLE CO/NELSON FAMILY FARMS
2247919	HSF VICTORIA P30	2004-03-09	PB SM	95	131.0	56.9	HECKSEL'S SIMMENTAL FARM
2123584	TRIPLE C CRAZY QUEEN L98	2001-03-25	PB SM	94	94.4	56.1	ETR SIMM & GRISWOLD CATTLE
2264626	LRS MISS KEEPSAKE 447P	2004-03-14	PB SM	94	102.0	53.0	SPRINGHOUSE CREEK FARM
2227847	HTP SVF DEW THE STROKE	2003-12-04	PB SM	93	118.1	65.3	S COOPER/FOREST BROOK/SEE FARMS
2024905	SAFN GLAMOUR 11J	1999-02-01	PB SM	92	99.3	59.2	SHOAL CREEK SIMMENTAL
2287240	SVF/HS EXPECTING A DREAM	2005-03-03	PB SM	91	144.6	67.4	THOMAS RANCH/POLZIN CATTLE
2234021	SILVERSTONE CHYNA MARIE	2004-01-07	PB SM	89	119.6	58.7	SILVERSTONE LPC
2434417	RP/MP RIGHT TO LOVE 015U	2008-03-08	3/4 SM 1/4 AN	89	123.2	59.1	KIP BONNELL-PAUL RASMUSSEN STONEWALL CTL
2198685	SVF SHEZA FANTASY N906	2003-03-09	PB SM	87	101.8	53.2	C&C FARMS
2295057	DMN DAISY MAE	2005-03-03	5/8 SM 3/8 AN	86	88.2	46.2	HTP SIMMENTALS
2384721	IR MS RETAIL PROD S933	2006-09-29	1/2 SM 1/2 AN	86	126.5	70.6	IRVINE RANCH
2481646	STF ONYX 451W	2009-01-02	PB SM	85	97.2	50.9	SOL & IKES RANCH LLC
2226478	JM MISS DANA N31	2003-10-11	PB SM	84	104.0	53.5	WINDY RIDGE SIMMENTALS
2130542	NLC LG772	2001-03-19	3/8 SM 5/8 AN	83	86.0	64.2	J & C SIMMENTAL ♦

# WE GET VISITORS

On June 10, ASA was the final stop for two busloads of cattle breeders from the state of Georgia who spent five days under the Big Sky of Montana, visiting cattle ranches along with the famed Midland Test Station and ASA. Traveling under the auspices of the Georgia Cattlemen's Association, the party of 73 visitors was treated to pizza at ASA's new headquarters building.

ASA Executive Vice President Wade Shafer and his wife, Kathy, hosted the group and presented a short program on ASA's innovative International Genetic Solutions (IGS). Several breeds, including Simmental, were among the breeds utilized by members of the group, which had been welcomed by seven Montana cattle operations from Ryegate to Dillon and all points in between. ♦



Wade Shafer (far left) poses with visiting Georgia cattlemen and their spouses in front of the ASA headquarters building.



Oct. 1 - Oct. 9  
Harrisburg, PA

Open Simmental, SimAngus™/SimGenetics  
Cattle Show: Fri. Oct. 7

Junior Simmental & SimGenetics  
Cattle Show: Sun., Oct. 9

KILE Beef Show Includes:  
15 Beef Breeds, Beef Exhibitor Scholarship & Benefit  
Auction, Club Calf Show & Sale, Prospect Heifer Show  
& Sale, Junior Steer Show, Fitting Clinics

Entry Deadline: Aug. 31, 2016

## East Coast's Largest Livestock Show

- Major-Level Competition -  
- Family-Friendly -

Cattlemen and women from across the country can be part of the East Coast's largest livestock show, Sept. 30 - Oct. 9, 2016. Held at the Pennsylvania Farm Show Complex & Expo Center in Harrisburg, KILE features major-level competition in a relaxed, fun and family-friendly show environment.

1,300 Beef Cattle | 650 Horses | 1,200 Sheep | 700 Swine | Boer Goat Show  
Draft & Light Horse Shows | Sheep, Swine & Cattle Sales | Exhibitors from 28 States  
& Canada | Judging Contests | Stockman's Trade Show | Scholarship Awards

Keystone International Livestock Exposition  
PA Farm Show Complex & Expo Center  
2300 N. Cameron St., Harrisburg, PA 17110  
[www.keystoneinternational.state.pa.us](http://www.keystoneinternational.state.pa.us) | [kile@pa.gov](http://kile@pa.gov)

# INTERNATIONAL

## Concerns Over Trade Talks

Following an EU Farm Council meeting in Luxembourg, farming organizations have welcomed opposition among farm ministers to a proposed EU trade deal with Latin American bloc Mercosur. Many in the agriculture sector in the EU believe that the current offer from the EU will be damaging for farming, especially beef.

All 20 Ministers warned the EU commission against making an offer on agriculture which includes sensitive agriculture products in the free trade talks with Mercosur, a trade bloc of South American nations.

## Strategic Agreement in India

Merial, the animal health division of Sanofi, and Zoetis India Limited, a subsidiary of Zoetis Inc, have entered into an exclusive marketing distribution agreement for medicines and vaccines for dairy cattle in India. Merial will market and sell Zoetis products, including global/local brands such as Bovial, Lutalyse, Xnel, Dectomax, and vaccines for Rispoval and Spirvoc.

Marketing of products by Merial India began earlier this year. In India, Merial has a diversified local portfolio of over 50 brands for ruminants, poultry, and pets.

## BSE confirmed in France

The French Ministry of Agriculture has confirmed a suspected case of Bovine Spongiform Encephalopathy (BSE). A five-year-old cow died prematurely on a farm in the northeastern region of Ardennes. The isolated case was reported to the European Commission and the World Health Organization (WTO) for Animal Health (OIE).

The Ministry said there was no risk to human health, as slaughterhouses must remove all parts of the cow susceptible to being infected. The BSE confirmation may affect French exports because the country's BSE risk level assigned by the OIE will be challenged.

## US Gains Access to Peru

The US government has reached agreement with Peru to remove barriers for US beef exports to that country that have been in effect since 2003, opening one of the fastest growing markets in Latin America beef and beef products.

Since the US Peru Trade Promotion Agreement (PTPA) was signed in 2009, exports of US beef and beef products have grown substantially but have been hampered due to burdensome certification requirements. This agreement removes those barriers and assures American ranchers of expanded market access. ♦



## Honor or Memorialize a Special Person

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

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

**Name of person to be remembered:**  
\_\_\_\_\_

**Acknowledge memorial gift receipt to:**  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Donor information:**  
Name \_\_\_\_\_  
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# CORPORATE REPORT

## New Blood Pregnancy Test for Heifers

BioTracking, Inc. has introduced a new tool to the industry, the BioPRYNhfr-25 blood pregnancy test. At 25 days post-breeding, the test is an early open detection for heifers. It provides information to make timely heifer reproductive management decisions.

BioPRYN is designed to detect Pregnancy-Specific Protein B (PSPB) in heifers as a result of their accelerated physiological response in initial development of placental tissues. Research in a commercial setting confirms a high accuracy when a heifer is identified as open 25 days post-breeding.

## ABS Global Acquires St. Jacobs

ABS Global, billed as the “world’s leading provider of genetic improvement solutions and reproductive services,” has signed an agreement to acquire St. Jacob’s Animal Breeding Corporation. St. Jacobs is widely known for its leadership in developing elite dairy genetics since its founding in 1958.

St. Jacobs began operation as a technician service in Waterloo County Ontario. ABS and St. Jacobs have enjoyed a mutually beneficial and highly successful partnership for the past 25 years, co-marketing leading sires around the world.

## Snack Leader Expands

Jack Link’s Protein Snacks, based in Minong, WI, has acquired the meat snacks division of Grass Run Farms. Grass Run Farms is a collaboration of family farms in America’s heartland dedicated to producing 100% grass-fed beef snacks and fresh meat products.

Terms of the deal include trademark and distribution rights for the Grass Run Farms beef snacks. These products have been developed in response to customers who are seeking “grass-fed, locally and responsibly raised beef.”

## Hormel Meals for Cancer Patients

Hormel Foods has established “Hormel Vital Cuisine,” a line of packaged ready-to-eat meals, nutrition shakes and whey protein powders designed to support the nutritional needs of cancer patients.

The products feature three high-protein varieties: chicken and dumplings, vegetarian stew, and beef and mushroom gravy. The meal formulations have eliminated non-essential ingredients that are known to affect taste and smell sensitivities. Experts at the Cancer Nutrition Consortium helped develop the line, with input from chefs from the Culinary Institute of America. ♦

# GENOMIC-ENHANCED EPDs—FIND THE BEST FASTER!

The Simmental, SimAngus™, Simbrah and SimAngus HT Genomic Profile is now available from the American Simmental Association (ASA) through its partnership with GeneSeek®.



### Genomic-enhanced EPDs (GE-EPDs) provide:

- **Confidence:** The ASA GeneSeek Genomic Profiler™ (GGP-HD) was developed by a team of scientists using almost 3,000 genotypes and millions of phenotypes.
- **Accuracy:** When paired with ASA’s multi-breed genetic evaluation, test results increase the EPD accuracy on Simmental, SimAngus, Simbrah and SimAngus HT animals.
- **Simplicity:** Along with adding EPD accuracy, a single DNA sample can provide information on parentage, genetic defects, coat color and horned/polled status.
- **Value:** At \$90 for 80K technology and parentage, the ASA profile is one of the best values in the business.



To start using the power of the Simmental, SimAngus, Simbrah and SimAngus HT profile, please contact the American Simmental Association at 406-587-4531.

**FDA Finalizes BSE Rules**

The US Food and Drug Administration has finalized a rule for three previously issued interim final rules designed to further reduce the potential risk of Bovine Spongiform Encephalopathy (BSE) in human food.

This rule finalizes three rules from 2004, 2005, and 2008. It also provides definitions for prohibited cattle materials and prohibits their use in human food, dietary supplements, and cosmetics to address the potential risk of BSE.

**Bull to Cow Ratios**

Research has found that a yearling bull should be placed with about as many cows as his age in months. In the first year, a yearling bull should breed 12 to 13 females, and an 18-month-old should be able to breed 15 to 18 cows. By the time the bull is two years old, he should be able to breed 24 or 25 cows.

In multi-sire pastures, bulls breed in pecking order. Australian data show bulls gain dominant roles as they mature and breed a larger percentage of the cows. Ranchers should refrain from putting younger bulls in the same pasture as mature bulls because bulls that don't develop dominate status tend to breed only a small percentage of the herd in a multi-sire pasture.

**Group Advises on Cattle Antibiotics**

Warning that the world is headed to a future where routine operations are no longer possible and infections no longer tolerable, a coalition of 54 institutional investment groups is calling on fast-food chains to decrease the use of antibiotics in their global poultry and meat supply chain.

The campaign is led by the London-based Farm Animal Investment & Return (FAIRR) initiative and responsible investment charity ShareAction. It's backed by a \$1 trillion coalition of international investors. Around half of all antibiotics produced in the UK are given to livestock, with the figure rising to 80% in the US.

**Group to Study Ogallala Aquifer**

A group of researchers will play an important role within the USDA's National Institute of Food and Agriculture-funded university consortium to address agricultural sustainability on the Ogallala Aquifer. The consortium is led by Colorado State University, KSU, and six other universities as well as USDA's Research Services.

The Ogallala, along with many of the world's aquifers, is declining at a rate many consider unsustainable. The aquifer's region currently accounts for 30% of total crop and animal production in the US and more than 90% of the water pumped from the Ogallala Aquifer is used for irrigated agriculture.

**Protein "Highway" Coming**

A coalition of six US states and three Canadian provinces are joining forces to launch a branding program to establish what is being called "the Protein Highway," delineating a region that is known for developing protein-rich crops.

The designated region includes North and South Dakota, Iowa, Minnesota, Montana and Nebraska along with Alberta, Manitoba and Saskatchewan. The project seeks to encourage researchers in the region to work to develop and promote protein sources. ♦



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**ASA Science Blog**

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

[www.simmental.org/scienceblog](http://www.simmental.org/scienceblog)

### Fall Focus Approaching

The American Simmental Association's third annual Fall Focus is scheduled for August 19-23, in Bozeman. The occasion will feature the Grand Opening of ASA's spanking new headquarters building. Previous such events have been held in Bozeman (2014) and Gettysburg, PA, in 2015. A power-packed lineup of distinguished speakers will address the event's theme "Teaming Technology with Tradition."

Speakers include Patrick Hatfield, Chair of the Montana State University Department of Animal Science; Dorian Garrick, who fills the Jay Lush endowed chair in Animal Science and Breeding at Iowa State University; Bruce Golden, CEO and President of Theta Solutions, LLC; Jared Decker, Assistant Professor, University of Missouri; Mahdi Saatchi, Lead Genomocist, International Genetic Solutions; Wade Shafer, ASA Executive Vice President; Lauren Hyde, Lead Geneticist, International Genetic Solutions; and Jackie Atkins, ASA Director of Science and Education.

Headquarters hotel for the event is the Holiday Inn, 5 E. Baxter Lane in Bozeman (406-587-4561). A block of rooms has been reserved under the Group Code ASA, and the cutoff date for room reservations is August 4.

There is no registration fee for attendance, however, pre-registration is required in order to facilitate planning for meals and refreshments. For additional information, contact ASA's Nancy Chesterfield at 406-587-2778.

### ASA Seeking Carcass Merit Herds

ASA is looking for additional cooperator herds to be used in the Carcass Merit Program. Both spring and fall calving herds are welcome. There are a number of incentives for cooperators, including free semen from top herd sire prospects; option to retain all or some of the females; ASA pays \$60 per A.I. sired carcass, providing ASA receives all carcass data.

Also, all cows in the cooperator herd will be entered in ASA's data base, which provides EPDs for every female in the database; cooperators receive carcass data on all calves harvested through the program; only bulls with high calving ease or low birth weight EPDs are used on heifers.

If interested, contact Jackie Atkins or Jannine Story at [carcdata@simmgene.com](mailto:carcdata@simmgene.com).

### 2016 Year-Letter is "D"

The year-letter animal identification letter for 2016 is "D," and will be followed by E in 2017 and F in 2018. The letter C was the year-letter designated for use during 2015.

Since ASA was founded in 1969, the International year-letter designation program is now in its third complete cycle.

### Office Holiday Schedule

The ASA office will be closed for the following 2016 holidays.

Monday, September 5  
**Labor Day**

Thursday – Friday, November 24-25  
**Thanksgiving**

Friday & Monday, December 23 & 26  
**Christmas Break** ♦



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Each year, bull owners commit thousands of dollars to get unbiased evaluation for the next generation of genetically influential young candidate sires. For SimGenetic users, this information is critical for building significant accuracy for economically important EPDs.



# CONNECTION

Developing leaders through friendship, networking, and communication skills!

By AJSA Trustee Jessica Smith, Picayune, MS



It was the year 2005, at the 25th AJSA National Classic in Sedalia, Missouri, where we were celebrating “25 Simmental Years.” There I was in my puffy, white dress, complete with smocking, lace, and matching socks. Mom had spent what seemed like forever curling my hair and getting me ready for the esteemed awards banquet. All the while, Dad was busy giving me a typical father-daughter pep talk. I remember him

telling me, “Now, Jessica, this was your first year to compete in the contests. You did your best, so let’s hope that you just place in something, okay?”

You see, I had about six years of Novice experience under my belt at that point, and I was more than ready to compete in the “big league.” For years, I watched my older brother, Alan, prepare for the AJSA Classics and place in the distinguished Top 20. So, prior to that National Classic, I spent months studying every edition of *the Register*, brushing up on judging terminology, practicing my public speaking skills, learning my heifer’s pedigree for Sales Talk, and training my heifer for showmanship. I was as ready as a rookie could get.

So as we sat at the banquet, AJSA President Melissa Colgan was calling out “all of the names in no particular order,” for the Public Speaking contest, and I waited patiently as Alan was called to the front, along with many other older AJSA members I idolized. All of a sudden, I heard “Jessica Smith,” and I immediately thought that there must be another Jessica Smith here! However, it was me; I had placed somewhere in the Top 20 for Public Speaking. Completely stunned, I sprinted up to the front, right next to the other 19 Juniors. If you have ever been to an AJSA National Classic awards banquet, then you can fully appreciate the anticipation that grows as you stand in front of the entire audience, anxiously waiting to hear what place you finished.

My heart was beating out of my little chest. “In 20th place . . .,” “In 19th place . . .,” “In 18th place . . .” I stood in shock as name after name was called. I watched as competitors I looked up to received their prizes and headed to the backdrop. And then there were three: one boy from Illinois, another from Indiana, and 9-year-old me. Melissa said, “In third place, we have another ‘I’ state, from Illinois...,” I honestly think I blacked out at this point, “. . . and in second, whoops another ‘I’, from Indiana . . .” HOLY. SIMMENTAL. COW. I had won this deal! “And your first place Junior public speaking champion from the state of Mississippi, Jessica Smith!” I honestly don’t know who was more shocked: me, my family, or the entire audience. How could this little girl compete for the first time and beat veterans six years older than her!?

To this day, that remains one of my fondest AJSA memories and dearest memories, period. No, I cannot recall the topic I spoke on, what prize I received, or how I placed in the other contests that week; but, what I do remember is this: how I felt. I was so proud of myself for being committed to doing my very best and learning the lesson of hard work paying off. My parents had encouraged me, and my hours of preparation had rewarded me. From that point on, I was hooked. Since then, our family’s summer vacations have been spent on the road with the cattle trailer, chasing the next AJSA Eastern Regional or National Classic.

Through my years as an AJSA member, this organization has taught me countless life lessons, both in and out of the show ring. I attribute those lessons I have learned, the knowledge and wisdom I have gained, the skills I have acquired and enhanced, the awesome places I have traveled to, and the amazing people I have met to the AJSA. I wish I could put into words how incredibly blessed I am to have been given such opportunities and how thankful I am to have been affiliated with such an outstanding group of Simmental enthusiasts. My goal as an AJSA trustee was to give back to the Association through dedication and service.

Although my time as an AJSA trustee is over and my years as an

(Continued on page 43)

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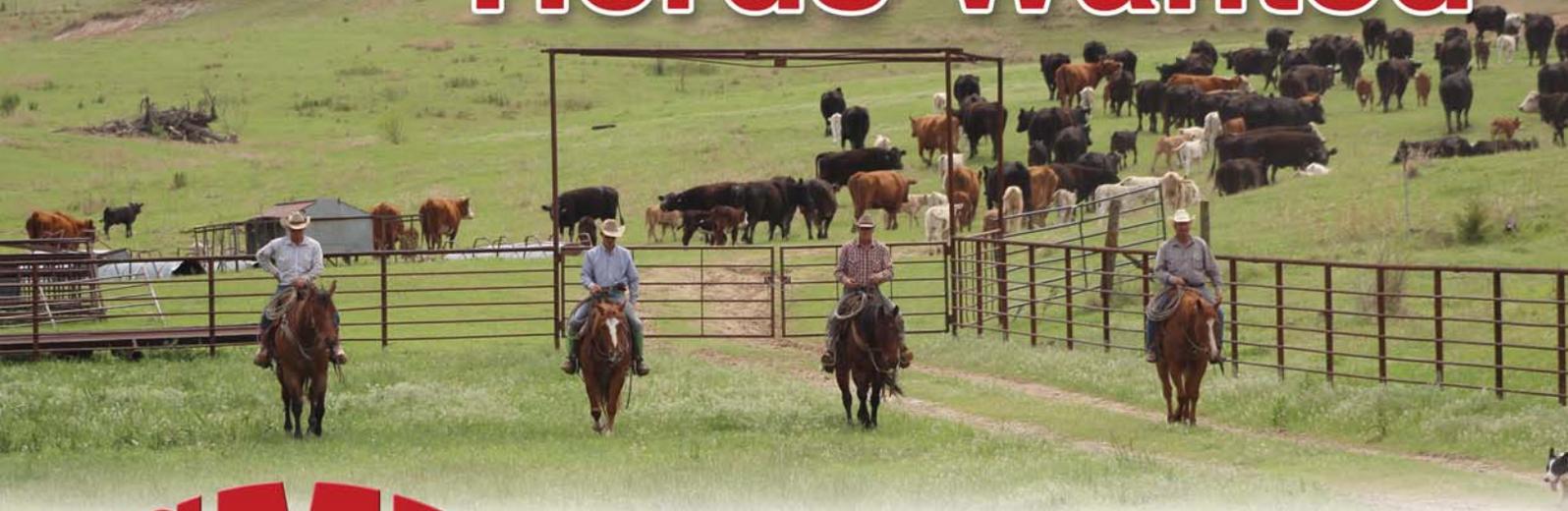
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# Cooperator Herds Wanted



**CMP**  
ASA  
CARCASS MERIT PROGRAM

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

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

Lynda Stuart,  
Stuart Land and Cattle Co.

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

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

## **Incentives for Cooperators**

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

## **How does it work?**

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

## **Qualifications**

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

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

# BEEF BUSINESS

## USDA Funds Veterinary Loan Repayment

The USDA has announced that \$4.4 million is available to help repay veterinary school loans in return for veterinarians serving in areas lacking sufficient resources. The USDA's National Institute of Food and Agriculture (NIFA) is administering the funding.

Recipients are required to commit to three years of veterinary service in a designated shortage location. Loan payment benefits are limited to payments of the principal and interest on government and commercial loans received while attending an American Veterinary Medical Association-accredited college resulting in a Doctor of Veterinary Medicine degree or the equivalent.

## Obesity Guidelines Added

Members of the "Nutrition Coalition" (NC) report that Americans followed the government dietary guidelines at the same time obesity increased. That fact contradicts conventional wisdom, in which doctors and nutritionists have told people they are obese because they are eating the wrong foods and don't exercise.

American waistlines and related health appears to have been the victims of large epidemiological studies and by real-world experience with varying dietary regimens, according to NC conclusions.

## Meat Could Help Older People

New research indicates that high-quality protein can help increase physical function during weight loss in older, obese adults. The research showed that eating more protein from foods like lean beef, as part of a reduced-calorie diet, could help obese older adults with limited ability to exercise, lose weight and increase physical function.

Obesity in older adults contributes to negative health outcomes, leading to a potential loss of independence due to reduced muscle strength and limited ability to perform activities.

## Beef Females Increase in 2015

Producers expanded the nation's cowherd more than expected in 2015, according to the semi-annual Cattle Inventory report released by USDA. There were 30.3 million head January 1—about 1 million more than a year earlier—a 3.5% increase.

Beef replacement heifers are reported at 6.29 million — 3.3% more than the year before. The figures are an indication that the rebuilding of the US cowherd is well underway.

## Cattle Weights Above Last Year

USDA's Agriculture Marketing Service (AMS) reports that actual slaughter and weight data for March showed steer dressed weights at 887 pounds, down eight pounds from the previous week but still 13 pounds above year ago levels.

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- ASA establishes API to be the most effective selection tool available to commercial producers working to improve their genetics and ranch profitability.

For more detailed information on API, visit: [www.simmental.org](http://www.simmental.org)

This most recent eight-pound drop is the largest week-to-week drop since the middle of February. Cattle weights usually decrease seasonally starting in January until they bottom out in May. Based on a simple average of weekly data, monthly average steer dressed weights decline about three percent from January to May.

## Old Cows Taste Good

Older cattle are in demand and gaining momentum as a desirable source of protein. Consumer reviews report that meat from mature animals has a depth of flavor that is not found in younger beef.

Increasingly, restaurants in the US, UK, and Europe offer mature beef and the older the better. US trends indicate consuming mature meat is gaining in popularity, though conventionally aged beef production remains prominent.

## Amtrak Sues Kansas Feed Yard

Amtrak has filed a federal lawsuit against a southwest Kansas feed yard, accusing it of gross negligence in relation to a train derailment that injured 28 passengers. The train derailed along a straight stretch of tracks in flat farmland near Cimarron, about 160 miles west of Wichita.

The plaintiffs allege Cimarron Crossing Feeders failed to notify the railroad or law enforcement after one of the company's trucks slammed into the railroad roadbed and displaced the tracks. The truck was being loaded with grain when it was left unattended, out of gear, and without any brakes applied. It rolled downhill, crossed over US 50 and ran onto the tracks.

## Agricultural Practices Influence Climate

A substantial amount of global non-carbon dioxide greenhouse gas (GHG) emissions are from agriculture and are projected to continue rising in the next two decades. However, by analyzing US data, researchers believe there is significant potential for the sector to provide low-cost opportunities for reduction of such emissions.

Agriculture emissions arise from cropland soil management, rice cultivation, ruminant livestock and manure management, but there is limited data on global agriculture sector emissions relative to the data development on fossil fuel emissions. Studies indicate that there is strong potential for reduction of 13-16% per year.

## Officials Investigating Dead Cattle

Oklahoma authorities are investigating 50 to 60 cattle that were found starved to death or near death, at a feedlot owned by a rancher, who had been hospitalized. The animals were left with water but no feed.

Farmers in the area have said that they would have helped if they had known if the man was ill and the cattle needed feed. Officials would not comment on possible charges because the case is still under investigation.

## Cow-Eating Gator Killed

A 780-pound "monster" gator slain in a Florida hunt and hauled out of the water with a farm tractor was apparently attacking and devouring cattle. The animal was killed in a hunt at Okeechobee near the Florida Everglades. Farm officials estimated the alligator to be 15 feet long.

The gator was discovered in a pond where cattle came to drink. The hunters used a farm machine to pull it from the water after shooting it. A photo of the large animal dangling in the air from the farm equipment was posted to Facebook prompting mixed feelings, but later was removed from the site.

## Vegan Butcher Shop

The first vegan "butcher shop" located in Minneapolis, sells meatless meat, cheese-less cheese, and uses non-GMO heritage wheat and seasoning to imitate the taste of pepperoni, short ribs, sausage, ham, and more.

The store, The Herbivorous Butcher, is a family operation that claims to "spare animals and also help the environment". The store faces the challenge that 75% of vegetarians eventually start eating meat again. ♦



## AJSA CONNECTION

(Continued from page 40)

AJSA member are coming to an end, this is only the beginning. The AJSA helped to mold me into the young adult I am today, and I hope to continue my efforts in molding the AJSA into the best it can be.

To the ASA staff: thank you for all you do in Bozeman to keep our association running smooth.

To the ASA Board of Trustees: thank you for challenging the Junior Board and helping us grow as a team and as individuals.

To my fellow AJSA Trustees: I have thoroughly enjoyed working with every single one of you, and thank you for being my warriors, my best friends, and my family.

To the AJSA parents: thank you for supporting your children and putting them in this organization. It can do so much more for them than most other things they could be involved with. Please remember that it is not always about the show and the contests.

To the AJSA membership: DO NOT BLINK. Your time in the AJSA will soon be completed. Always put in 100% + effort, respect everyone, and make as many memories as you can!

It's been one heck of a ride, folks. God bless. ♦

# DIRECTOR'S DIALOGUE

By Bert Moore, State Association Liaison



701.541.5035  
bmoore@simmgene.com

## Trading Help

I was fortunate to be in the house when the announcement came through that the International Genetics Solutions discussion at the recent Beef Improvement Federation meeting in Kansas would be available for viewing online. At its conclusion I reflected a bit and thought that the cooperative effort between breed associations was perhaps comparable to the “TRADING HELP” that occurred during so many times in my youth. On the farm this was particularly true at haying time. At the time in our area of north central Iowa there were no big round (or big square) balers. All hay was put up in small square or in our case small round (Allis Chalmers) bales. Haying involved a rotation of a few neighbors helping each other as hay (or oat straw) was ready. Each neighbor knew and was concerned when Herb’s or Walt’s or Gene’s or Bill’s (my Dad) hay was ready and needed to get in the barn or be stacked. Some of the first off-farm money I earned was when Gerald asked if I could come help him stack hay because he was not in the “regular” rotation of neighbors who traded help.

The whole “trading help” thing was also in place when we showed cattle. In our county, since the Harms’ showed Herefords, the Strathe’s showed Angus and we showed Shorthorns and there was one show ring, show times for each breed were different. By “trading help” I felt that we learned a lot from each other and, of course, made some great friendships. At larger shows it also allowed me to be in the “help trade” with such legendary firms as Northern Pump Co. Herefords and J. C. Mclean’s Angus. At that time exhibiting at the Iowa State Fair, including both the junior and open shows meant a commitment of 11 days at the fairgrounds in Des Moines. Although there were just two show days for Shorthorn cattle (junior and open) much of the rest of the time was spent “trading help” with other beef breed exhibitors or swine, dairy or sheep exhibitors. We slept in the straw, not the Holiday Inn and yes, there were slack times but there was also much to be learned from associations with breeders and exhibitors of other breeds and other livestock species.

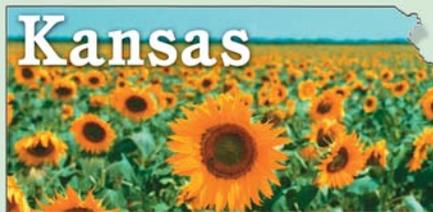
It is particularly pleasing to have seen and continue to see the courage and leadership that the American Simmental Association has shown through their efforts with IGS. Involving other breeds, essentially unsolicited, and to have seen it grow for the mutual good of the beef industry is gratifying. I do think that it is another form of “trading help.”

State Simmental/Simbrah Associations are in the “help trade” business, trading time, ideas and commitment for mutual benefit of all with SimGenetic interests in their local area. I believe that the ASA’s programs for assistance to State Associations would certainly be some of the most broad-based in the industry. Those who take full advantage of them are rewarded.

It has been gratifying to see the expansion of the use of Cost Share and Check-Off funds expand from previous fiscal years. The challenge now is to continue to encourage their use and involve more states in budgeting and planning programs for their most effective use. Those members with the largest number of registrations have much to gain as well as those who have any kind of SimGenetic interest. There have been some states that re-entered in the use of these funds. The Trustees increased Cost-Share funds available to each State Association to \$4,000 and will make available an additional \$1,000 to those associations that used their maximum this fiscal year (2015-16) for use in the 2016-17 fiscal year. The ASA wants to “trade” their financial support to the State Associations for their efforts in the promotion of SimGenetics in their area.

Most quotes are usually attributed to Ben Franklin, Confucius or Yogi Berra but whoever first said it, “It is amazing how much can be accomplished when no one cares who gets credit for it.” ♦





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# STATE SCENE

## News From WSA

The Wisconsin Simmental Association (WSA) held its Annual Banquet/Meeting in conjunction with the WSA Spring Spectacular Sale in March. The event, held in Lancaster, included the seating of the 2016-17 Board of Directors, and the naming of the WSA Family of the Year and Wisconsin Junior Simmental Association Ambassadors.



WSA Board, left to right, front row: Secretary Jenny Zimmerman; Lisa Vetsch; Jeanne Pope. Second row: Mark Zimmerman; Bill Meyer; Scott Kropf; President Craig Kaisand. Back row: Treasurer Perry Wolff; Vice President Nate Moll; Dyllon Vetsch; and Pat Moncilovich. Not picture: Drew Manthe.



The Dean and Barb Johanninger family of Cross Plains was named WSA Family of the Year.



Named to represent the WSA as Junior Ambassadors were Ashley Zimmerman, left; and Emily Pauls.

## Missouri Producers Reject Checkoff Fee

The Missouri Department of Agriculture reports that a vote to create a \$1 state beef checkoff failed by a margin of 75% opposed to just 25% in favor. The Missouri Beef Council proposed the \$1 fee that would have been in addition to the existing \$1 per head federal beef checkoff fee.

Supporters say that the revenue would be used to combat the declining beef prices, and promote beef health benefits, while, opponents say the federal beef checkoff is a failed, outdated program, and the state did not need to start a similar effort.

## Flooding Costs High in Louisiana

Excessive rains that brought historic floods to many parts of Louisiana in March will cost farmers at least \$10 million in lost revenue and damage. The impact includes the costs of replanting flooded fields, potential crop yield losses, and having to relocate livestock.

At least six inches of rain fell between March 7-11, with some areas receiving as much as 20 inches. President Obama has declared parts of the states as disaster areas and eligible for federal assistance. ♦

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 <p><b>Miss CCF Sazerac C14</b> ASA# 3024590 EPD's 10/1/57/87/8/18/46 API 118 TI 62 Sire: FBF1 Combustible MGS: STF Shocking Dream SJ14 Selling ½ interest in this many time champion</p>	 <p><b>LLL Miss Jokerster</b> ASA# 2242081 EPD's 6/1/57/82/7/25/53 API 121 TI 61 Sire: PVF-BF Black Joker MGS: Black Irish Kansas Selling embryos by Conversation</p>
 <p><b>ANDJ/SCE Prima Donna 53C</b> ASA# 3122809 EPD's 10/1/80/130/6/20/60 API 124 TI 78 Sire: W/C United 956Y MGS: Duff 55P Whopper 7129 This top SimAngus™ open heifer sells</p>	 <p><b>SCE Distinctive B370</b> ASA# 2941748 EPD's 9/5/78/120/6/23/61 API 144 TI 89 Sire: Mr. NLC Upgrade U8676 MGS: SAV 8180 Traveler 004 This top SimAngus™ 2 year old bull sells</p>

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**ASA Wins Patent Challenge**

**Editor's Note:** *The following information is provided by ASA Executive Vice President Wade Shafer.*

ASA has succeeded in our effort to overturn US patents 8,660,888 and 8,725,557, which were granted to Leachman Cattle Company of Colorado. The patents conveyed to Leachman the exclusive right to determine animals' economic value based on genetics.

ASA's Board of Trustees stepped up to the plate to protect the right of our members, and that of the entire industry, to continued access to publicly funded technology — a right our industry has benefited from for many decades. In addition to pointing out the resolve of our Trustees, I would like to directly thank Drs. Matt Spangler and Mike MacNeil for their many uncompensated hours of work on our behalf. Further, though too many to list, I would like to acknowledge the countless supporters of our cause throughout the industry — you know who you are and I thank you.

We do not, in any way, wish to disparage Leachman's Reputation Feeder Cattle program. To the contrary, we applaud sincere efforts to differentiate the economic value of cattle based on genetic merit. We simply believe, as does the US patent office, that the right to do so should not be bestowed on a single entity via a patent — and that our industry is in a much better place without the Leachman patents.

**2015 and 2016 Sale Averages**

Listed below are Simmental cattle sale price averages (US sales only), comparing the entire year of 2015 to 2016 year-to-date. These figures represent only those sales reported by category and published in *the Register*.

Simmental					
	2015		2016		
	114 Sales		72 Sales		
	No.	Ave.	No.	Ave.	
Bulls	6,607	\$5,850	5,098	\$5,129	
Bred Cows	508	3,836	252	3,711	
Cow/Calf	302	4,132	20	3,710	
Bred Heifers	1,355	4,040	444	4,627	
Open Females	1,193	3,834	681	2,708	
<b>Totals</b>	<b>9,965</b>	<b>\$5,208</b>	<b>6,495</b>	<b>\$4,782</b>	

Please note that average prices have dropped off by a little over \$400 per head for the current year, reflective of lower prices in the overall cattle market. However, the price for bred heifers is up, perhaps the result of an expanding US cowherd. ♦

**AJSA Member Leads Community Effort**

Grace Baxter, a member of the American Junior Simmental Association and a high school student at Dripping Springs, TX, is a co-founder of Center of the Plate, an innovative effort with a mission of supplying essential animal protein to families in need.

Dripping Springs FFA and 4-H members have donated five market hogs and one Simmental steer to the cause. After processing, more than 300 pounds of pork and beef was distributed. The steer was donated from Baxter's own small herd.

A local merchant, Wilson AC & Appliance donated two freezers and two more at cost for storage of the frozen meat, while the Dripping Springs Presbyterian Church houses the freezers and covers electrical costs.



FFA and 4-H members gather around a freezer full of meat. From the left: Jacob King, Faith Baxter, Hannah Fults, Grace Baxter and Emily Brown



Dripping Springs resident Amanda Hastie (left) takes home a cooler full of protein as Center of the Plate volunteers Hannah Fults and Grace Baxter assist.

**In Memoriam . . .**

**Harlan Ritchie Passes**



Ritchie

Highly respected animal scientist Harlan Ritchie, Ph.D., 80, died April 27. A native of Storm Lake, Iowa, Ritchie earned an Animal Husbandry degree from Iowa State University in 1957, and began his life-long career at Michigan State University as an assistant instructor. He became a full professor of Animal Science at MSU in 1971. His career, which spanned five decades, brought him numerous honors, including ASA's Golden Book Award in 1994. A long-time friend of ASA, he was an advisor to former ASA CEO Jerry Lipsey who studied under Ritchie. He was a frequent presenter at ASA meetings and symposiums and contributed a number of articles for *SimTalk* and *the Register*. In addition, he was among the first Americans to assess European genetics and was involved in the import of Simmental, Limousin and Chianina genetics to North America. He is survived by his second wife, Leah; three sons: Bill (Maureen); Don (Ann Marie); and Chris (Han Won Lee); and three grandchildren. His first wife, Lou Ellyn, preceded him in 1993.

**Senator Burns Dies**



Burns

Conrad Burns, 81, a colorful, tobacco-chewing, former radio announcer, livestock auctioneer, high school football referee and county commissioner, who served three terms in the US Senate between 1989 and 2007, passed away April 28, at his home in Billings, MT. In 1990, the American Simmental Association held its Annual Meeting in Washington, DC, and the Board was urged to invite their Senators/Representatives to attend the Convention banquet. Much to the delight of Montana members Joe Tadevick, Emmet Butcher, Don Burnham, Charlie Emmons and others, Burns was the only member of Congress who showed up. Obviously, the Montana delegation was the envy of the rest of the ASA members in attendance. During his travels around the state, he would stop occasionally at the ASA office to visit with CEOs Earl Peterson and Jerry Lipsey. A native of Missouri, Burns was defeated for a fourth term by current US Senator Jon Tester. ♦

# SALE RESULTS

## Bar CK Cattle Company's 5th Annual Profit Sharing Sale

February 13, 2016 • Culver, OR

No.	Category	Average
80	SimAngus™ Bulls	\$5,410
20	Fall Bred Cows	2,515
20	Fall Bred Heifers	2,492
120	Total Lots	\$4,847

### High-Selling Lots:

- \$16,000** – Bull, s. by Bar CK Tebow 1006X, sold to Tree Top Ranches, Princeton.
- \$9,500** – Bull, s. by Bar CK Tebow 1006X, sold to TW Ranch, Tygh Valley.
- \$9,500** – Bull, s. by GAR Progress, sold to Devin Thompson, Richland.
- \$9,000** – Bull, s. by Bar CK Tebow 1006X, sold to Townsend Ranch, White Sulphur Springs, MT.
- \$9,000** – Bull, s. by GW Bar CK Breakout 667Z, sold to Wapinitia Cattle Company, Maupin.

## Carcass Performance Partners 14th Annual Bull Sale

March 12, 2016 • Lucedale, MS

No.	Category	Average
15	PB SM Bulls	\$3,097
16	SimAngus™ Bulls	3,078
6	SimAngus HT™ Bulls	3,150
37	Total SimInfluenced Bulls	\$3,097

### High-Selling Lots:

- \$4,700** – SimAngus Bull, s. by SAV Bismarck, cons. by Billey Salley, Euphora; sold to Barry Graham, Bayoulabutre, AL.
- \$4,250** – SimAngus Bull, s. by 7L Premium Beef, cons. by Rickey Nicholas, Purvis; sold to Ray Jordan, Richton.
- \$4,100** – SimAngus HT Bull, s. by GW Predestined 701T, cons. by Mark and Debbie Smith, Picayune and Cody Cuevas, Poplarville; sold to Hank Gilbert, Whitehouse, TX.
- \$4,000** – SimAngus HT Bull, s. by WC United, cons. by John Branum, Poplarville; sold to D&C Land, Covington, LA.
- \$4,000** – PB SM Bull, s. by REW Bold Force, cons. by Cody Cuevas, Poplarville; sold to Steven Smith, Moss Point.
- \$4,000** – PM SM Bull, s. by Upgrade, cons. by John Branum, Poplarville; sold to Steven Smith, Moss Point.

**Comments:** Also selling were two Angus Bulls at an average of \$3,200; as well as a number of Registered Cow Calf Pairs at an average of \$2,314 and Registered Bred Females at an average of \$2,205.

## Sunflower Genetics' 20th Annual Production Sale

March 18, 2016 • Maple Hill, KS

No.	Category	Average
21	PB SM Bulls	\$3,562
49	SimAngus™ Bulls	3,640
4	PB SM Heifers	9,100
35	SimAngus Heifers	2,137
109	SimInfluenced Lots	\$3,092

**Auctioneer:** Mike Williams, MO

**Marketing Representatives:** J.W. Brune, Midwest Marketer; Justin Stout, The Stock Exchange; Andrew Sylvester, KS Stockman; Jered Shipman; Jeff Necek; and Doug Parke, DP Sales.

**Representing ASA:** Dr. Michael Dikeman

### High-Selling Lots:

- \$6,000** – SimAngus Bull, s. by Barstow Cash.
- \$5,500** – SimAngus Bull, s. by SPG Upgrade Z230.
- \$5,400** – SimAngus Bull, s. by W/C United 956Y.

**Comments:** Also selling were 24 Angus Bulls at an average of \$3,065 and six Angus Heifers at an average of \$1,967.



The auction block.



Sale offering.



The Gleason Family

## Red Hill Farms' More Than a Bull and Female Sale XI

March 19, 2016 • Lafayette, TN

No.	Category	Average
8	18 Month-Old SimInfluenced Bulls	\$3,844
29	Yearling SimInfluenced Bulls	4,051
37	Total SimInfluenced Bulls	\$3,897

**Auctioneer:** Bart Jones, TN

**Marketing Representatives:** Davis Holder, Johnny Rogers, Marty Ropp, Clint Berry

**Representing ASA:** Chris Davis

### High-Selling Lots:

- \$9,750** – 3/4 Simmental 1/8 Angus 1/8 HP Bull, "Redhill W107 34Z 71C," s. by WS Beef King W107, sold to Mike Tulloch, ON.
- \$7,000** – SimAngus™ Bull, s. by J Bar J Nightride 225Z, sold to Scott Hines and Kevin Watson, KY.
- \$5,250** – PB Simmental Bull, "Redhill W107 14S 214B," s. by WS Beef King W107, sold to David Billingsley, KY.

**Comments:** Also selling were 13 18 month old Red Angus Bulls at an average of \$5,442; 20 Yearling Red Angus Bulls at an average of \$4,700; three Black Angus Bulls at an average of \$5,167; nine Fall Calving Red Angus Cows at an average of \$3,722; and 13 Spring Calving Red Angus Cows at an average of \$2,885.



The Sale was held in one of many tobacco barns at Red Hill Farms blocking the wind and making for a great day of cattle and fellowship.

## Wildberry Farms Sale

March 26, 2016 • Hanover, IL

No.	Average	Category
25		PB Bulls \$3,486
29		SimAngus™ Bulls 3,162
54		Total Bulls \$3,312
20		Registered Females \$2,393
10		Commercial Females 2,790
30		Total Females \$3,030

**Auctioneer:** Robbie Duis, IL

**Marketing Representatives:** Bruce Kiesewetter, *Livestock Plus*; Jared Wareham, Allied Genetic Resources; and John Kirchner.

**Representing ASA:** Dr. Bert Moore

### High-Selling Lots:

- \$5,800** – PB SM Bull, “WBF General C037,” s. by GW-WBF Substance 820Y, sold to Mark and Leslie Hulsebus, Donnellson, IA.
- \$5,200** – PB SM Bull, “WBF Capitalist C096,” s. by WBF Preferred Bet Z039, sold to Loren Truelsen, DeWitt, IA.
- \$5,000** – PB SM Bull, “WBF Full Power C073,” s. by GW-WBF Substance 820Y, sold to Jeff Werner, Stockton.
- \$4,700** – PB SM Bull, “WBF Power Broker C171,” s. by WBF Preferred Bet Z039, sold to Kyle Groenhagen, Oregon.
- \$4,600** – PB SM Bull, “WBF Power House C071,” s. by GW-WBF Substance 820Y, sold to Kyle Groenhagen, Oregon.
- \$4,200** – SimAngus Bull, “WBF Premiere C140,” s. by WBF Preferred Bet Z039, sold to Loren Truelsen, DeWitt, IA.

**Volume Bull Buyers:** Jim Korte, Scales Mound; Bill Wurm, Scales Mound; and Kyle Embry, Hanover.

**Volume Female Buyers:** Jeff Voss, Morrison; and Dean Erke, Leaf River.



The largest crowd ever fills the new bleachers.



Ben Lehman, herdsman, handled numerous mail bids.



Robbie Duis, Jim Berry and Bruce Kiesewetter discuss the results of the sale.

## Southeast Elite Female Sale

April 1, 2016 • Perry, GA

No.	Category	Average
13	SM/SimAngus™ Lots	\$2,950

**Auctioneer/Sale Manager:** Mike Jones, West Point

### High-Selling SimInfluenced Lots:

- \$5,000** – Cow/Calf Pair, Cow s. by Mr. NLC Upgrade U8676, Bull Calf s. by JCCJ Dream Chaser 934W, cons. by Callaway Cattle Company, Hogansville; sold to John Hill Cattle, Marianna, FL.
- \$4,250** – Cow/Calf Pair, Cow s. by B/R New Day 454, Heifer Calf s. by CHCF Top Grade 247Z, cons. by Harrell and Lazenby Farms, Opelika, AL; sold to Keith Spivey, Douglas; and Shady Lane Cattle, Vienna.
- \$3,600** – Cow/Calf Pair, Cow s. by GAR New Design 5050, Heifer calf. By CHCF Top Grade 247Z, cons. by Harrell and Lazenby Farms, Opelika, AL; sold to Boggy Creek Farm, Screven; and Shady Lane Cattle, Vienna.

**Comments:** Also selling were 35 Angus Lots at an average of \$2,890.

## Cattlemen’s Choice Sale

April 9, 2016 • Hartwell, GA

No.	Category	Average
55	Total Lots	\$3,818

**Auctioneer:** Jered Shipman, TX

**Sale Manager:** DP Sales Manager, LLC, KY

**Sale Staff:** Kent Jaecke, Todd Alford

**Sale Consultant:** Dalton Lundy

### High-Selling Lots:

- \$10,000** – Cow/Calf Pair, “Miss CCF Looker A135,” s. by Mr. NLC Upgrade U8676, Bull Calf, s. by Mr. CCF Time to Work, cons. by C&C Farms, sold to Misty Meadow Farms, KY.
- \$8,200** – Cow/Calf Pair, “Miss CCF Sure Bet,” s. by Gambles Hot Rod, Heifer Calf s. by FBF1 SF Ignition, cons. by C & C Farms, sold to Tingle Farms, KY.
- \$6,750** – Open Female, “Miss CCF Sheza Dynasty,” s. by WS Pilgrim, cons. by C&C Farms, sold to Shirley Club Calves, GA.
- \$6,000** – Pregnancy out of, “Dew the Stroke,” s. by Mr. CCF Vision, cons. by C&C Farms, sold to Sloup Simmentals, NE.
- \$6,000** – Open Female, “Miss CCF Sheza Babe U2,” s. by SVF/NJC Built Right, cons. by C&C Farms, sold to Double J Ranch, WI.
- \$6,000** – Bred Female, “Miss CCF Looker B112,” s. by SAV Harvester 0338, bred to Mr. CCF Vision, cons. by C&C Farms, sold to Hudson Pines Farm, NY.
- \$5,750** – Open Female, “Miss CCF Frontier Lady,” s. by Mr. HOC Broker, cons. by C&C Farms, sold to Vary Simmental, IL.
- \$4,100** – Open Female, “JCG Kaylee Girl 1502,” s. by SAV Momentum, cons. by Casey Green, sold to Double R Cattle Co., MO.

(Continued on page 50)

# SALE RESULTS

continued

## Cattlemen's Choice Sale (Continued)



The powerful set of SimGenetics show-cased beautifully on the lush spring grass.



A strong delegation of southern breeders were in attendance



(L-R) Simmental enthusiasts Matt Shirley, Darryl Freeman, Matt Karisch, Rick Wood, Cole Elrod posed post sale.



Doug Parke (R) with longtime Louisiana breeder and friend Donald Bourg.

## New Day Genetics Bull Sale

April 9, 2016 • Osceola, MO

No.	Category	Average
90	Bulls	\$5,261
10	Registered Bred Heifers	2,125
33	Commercial Bred Cows	1,873
30	Commercial Bred Heifers	2,080
163	Total Lots	\$3,797

**Auctioneer:** Clint Hunter, MO

**Sale Manager:** Jared Wareham, MO

**Marketing Representatives:** J.W. Brune, *Midwest Marketer*;  
Anthony Peoples (in for Wes Tieman), *Missouri Beef Cattleman*;  
and Chisolm Kinder, *Oklahoma Cowman*.

**Representing ASA:** Danny Ulmanis



Inside the sale facility.

## Southeast All Black Classic

April 9, 2016 • Greenwood, FL

No.	Category	Average
36	Cow Calf Pairs	\$3,581
6	Bred Cows	2,650
36	Bred Heifers	2,605
1	Embryo Pregnancy Lot	2,900
1	Donor Lot	6,500
80	Total Lots	\$3,138

**Auctioneer/Sale Manager:** Mike Jones, West Point, GA

## High-Selling Lots:

**\$7,500** – Cow/Calf Pair, Cow s. by SAV Net Worth, Heifer Calf s. by SAV Resource, cons. by Richburg Cattle Co., LLC, Auburn, AL; sold to Paul Brumfield, Cusseta, AL.

**\$6,000** – Cow/Calf Pair, Cow s. by Mr. CCF Time To Shine, sold to Tony Lester Farm, Glenwood, AL (\$4,000); Bull Calf s. by LRS Top Ten, sold to Mims Farm, Abbeville, AL (\$2,000); both cons. by Wasdin Cattle Ranch, Norman Park, GA.

**\$5,250** – Cow/Calf Pair, Cow s. by SS Objective, sold to Kevin Dell, DeFuniak Springs (\$2,750); Heifer Calf s. by IR Dundee A732, sold to Timberland Cattle, Inc., Vernon, AL (\$2,500); both consigned by R/K Farm, Elba, AL.

**\$5,000** – Cow/Calf Pair, Cow s. by Mr. CCF Time To Shine, sold to J/W Simmental, Headland, AL (\$2,500); Bull Calf s. by WCR Upgrade B005, sold to Mike Waters, Brundidge, AL (\$2,500); both cons. by Wasdin Cattle Ranch, Norman Park, GA.

**\$5,000** – Bred Cow, s. by Mr. NLC Upgrade U8676, bred to IR Dundee A732, cons. by R/K Farm, Elba, AL; sold to Dearmon Fork Farm, Millry, AL.

## Virginia Simmental Spring SimSensation Sale

April 15, 2016 • Harrisburg, VA

No.	Category	Average
43	Total Lots	\$2,665

**Auctioneer:** Tommy Carper, IN

**Sale Manager:** DP Sales Management, LLC, KY

**Sale Staff:** Smith Reasor, Jeff Marsh and Bret Sayre

## High-Selling Lots:

**\$5,500** – Open Female, “VPI Blackbird C574,” s. by CCR Wide Range, cons. by Virginia Tech Beef Center, sold to Cooper Joines, VA.

**\$5,100** – Open Female, “RT CC Ms. Char,” s. by WLE Uno Mas, cons. by RT Cattle Co., sold to Todd Beck, VA.

**\$4,100** – Bred Female, “Schutte Charm A33,” s. by Solid Rock CC&7 51, bred to Sandeen Justified, sold to Sloup Simmentals, NE.

**\$4,100** – Bull, “LRF RTCC Grand Jury B044,” s. by TNGI Grand Fortune, cons. by RT Cattle Co., sold to Matthew Eaers, VA.

**\$3,300** – Bred Female, “VPI Black Princess B483,” s. by SVF Allegiance, bred to CCR Cowboy Cut, cons. by Virginia Tech Beef Center, sold to Triple R Ranch, KY.

**\$3,300** – Cow/Calf Pair, “SR Ms. BP8H,” s. by SR Mr. YM11, Heifer Calf s. by SAV Final Answer, cons. by Smith Reasor, sold to Fletcher Simmentals, SC.

**\$3,200** – Bull, “SVS Gun Powder CU9A,” s. by Dikeman’s Sure Bet, cons. by Shenandoah Valley Simmentals, sold to Steve Michael, VA.



Longtime consignors Ferrell Jones and Dr. Jeff Broadway visit before the sale.



The VA Beef Expo is always one of the highlights of the Northeast in the Spring.



The VA Juniors auctioned a print donated by avid seedstock supporter artist CJ Brown.



As always, the Simmental sale was very well attended.

## Nelson Livestock Company's Annual Bull Sale

April 16, 2016 • Wibaux, MT

No.	Category	Average
76	SM and SimInfluenced Bulls	\$4,677

**Auctioneer:** Ty Thompson, Billings

**Sale Manager:** Allied Genetic Resources, Normal, IL

**Sale Representatives:** Jeff Thomas, Lee AgriMedia; Barry Ellis, *Western Ag Reporter*; Rowdy Benson, *Tri-State Livestock News*; and John Henry Beardsley, *Superior Livestock*.

**Representing ASA:** Russ Danielson

### High-Selling Lots:

**\$17,000** – PB Yearling Bull, “40C,” s. by CCR Pathway 9354Y, sold to Kenner Simmentals, Leeds, ND.

**\$17,000** – SimAngus™ Yearling Bull, “175C,” s. by GW All Around Z0236, sold to Mike Bielenberg, Ames, IA.

**\$11,000** – PB Yearling Bull, “85C,” s. by NLC Break Free 72W, sold to Kevin and Marlee Braun, Baker.

**\$9,500** – SimAngus Yearling Bull, “95C,” s. by Traxs Rushmore X103, sold to Lehman Farms, Brandon, IA.

**Comments:** Also selling were four Black Angus Bulls at an average of \$3,738.



Tom Nelson providing assistance to prospective buyers.



Jerry Lang purchased two herd bull prospects.



Volume buyer Jimmy Stewart.



Volume buyer Dirk O'Connell.

## Family Traditions Female Sale

April 23, 2016, • Auburn, KY

No.	Category	Average
72	Total Lots	\$3,295

**Auctioneer:** Jered Shipman, TX

**Sale Manager:** DP Sales Management, LLC, KY

**Sale Staff:** Shane Ryan, Jack Hedrick, Marshal Tingle

### High-Selling Lots:

**\$18,000** – Bred Female, “CLRWTR Serena B74B,” s. by TLLC One Eyed Jack, bred to STF Royal Affair, cons. by Clear Water Simmentals, sold to Tim Spivey Farms, IL.

**\$6,750** – Bred Female, “HTP/SVF Dew Right B31,” s. by SVF Steel Force, bred to LRS Elevate, cons. by HTP Simmentals and Sunset View, sold to Langston Ashmore, AR.

**\$6,600** – Bred Female, “SVF/SWC Rev Rose B30,” s. by SVF/NJC Built Right, bred to JF Rancher, cons. by Sunset View Farms, sold to Rocky Hill Farms, GA.

**\$6,500** – Bred Female, “CLRWTR Barbara B411D,” s. by SVF Steel Force, bred to All Around, cons. by Clear Water Simmentals, sold to Bluegrass Genetics, KY.

**\$5,500** – Bred Female, “CLRWTR Lucky Lady B5105Y,” s. by CCR Cowboy Cut, bred to Hook's Broadway, cons. by Clear Water Simmentals, sold to Welsh Simmental, KY.

**\$5,000** – Open Female, “SVF Reddy C17,” s. by SVF Blaze of Glory Z65, cons. by Sunset View Farms, sold to Bobby McGuyer, KY.

**\$5,000** – Open Female, “SVF Jasmine B18,” s. by SVF Blaze of Glory Z65, cons. by Sunset View Farms, sold to Bobby McGuyer, KY.

**\$4,900** – Flush out of, “DMN Daisy Mae,” cons. by HTP Simmentals and Sunset View, sold to Lone Tree Simmentals, IA.

**Comments:** Cattle sold into 17 states.



Southern Kentucky is always picturesque in the spring.



The Family Traditions group assembled one of the best sets of SimGenetics to sell this spring.



Tim Graves, Michelle Canning, and Joey Young visit after the sale.



Bryan Creek, Rondal Dawson, Bill Kaiser, Scott Ridell, and Shane Tallent.

(Continued on page 52)

# SALE RESULTS

continued

## Heartland Simmentals' "Performance with Class" Sale

April 23, 2016 • Waverley, IA

No.	Category	Average
58	Registered Bulls	\$3,785
27	Registered Pairs	3,648
6	Registered Breds	2,867
91	Registered Lots	\$3,672

**Auctioneer:** Phil Schooley, IA

**Sale Manager:** Eberspacher Enterprises (EE), Inc., MN

**Marketing Representatives:** Val Eberspacher (EE); Kelly Schmidt (EE);

Derek Vogt (EE), NE; Marshall Ruble, IA; Tom Rooney,

Lee AgriMedia, IA; Mike Sorenson, *Livestock Plus*, IA;

Greg Miller, WI; and Joel Edge, IA.

**Representing ASA:** Dr. Bert Moore

### High-Selling Lots:

**\$9,000** – PB SM Bull, "HL Viper 435C," s. by HL Viper 938Y, sold to Hart Simmentals, Frederick, SD.

**\$8,250** – PB SM Bull, "HL Integrate B335," s. by GLS Integrate Z3, sold to Precision Beef Solutions, Griswold.

**\$6,800** – PB SM Bull, "HL Rocky 250B," s. by HPF Upgrade Y300, sold to Brad Feckers, Shell Rock.

**\$6,100** – PB SM Bred Female, "HL Ms. Rushmore A57," s. by Traxs Rushmore X103, bred to GNB Shear Power 81X, sold to Darwyn Provost, Kankakee, IL.

**\$6,000** – PB SM Bull, "HL Beef King BT50," s. by WS Beef King W107, sold to 7 Pines Ranch, Allerton.

**\$6,000** – SimAngus™ Cow/Calf Pair, "HL Ms. Kaboom A839," s. by HL Kaboom 455S; Heifer Calf s. by IR Range Boss Y623, sold to A-Z Livestock Hawkeye.

**\$5,900** – SimAngus Bull, "HL Mr. United C107," s. by TRPH Mr. United A01, sold to Joe McCue, Sterling, IL.

**\$5,800** – PB SM Bull, "HL Integrity 8C," s. by GLS Integrate Z3, sold to Brad Feckers, Shell Rock.

**Comments:** Guest Consignors included: Big M Ranch and GNB Cattle Company. Also selling were nine Commercial Pairs at an average of \$2,344; seven Commercial Breds at an average of \$2,193; and four Embryo lots at an average of \$731.25.



Cora Lynch was in charge of a delicious barbecue brisket meal.



Marshall Ruble, Ames, & Mike Sweeney, Runnells; discussed the sale offerings & the upcoming National Classic.



(L-R) Sterling & Bruce Kappes, Aberdeen, SD; & Rich Meinders, Pella; were in attendance.

## Stars and Stripes Sale

May 7, 2016 • Gettysburg, PA

No.	Category	Average
51	Total Lots	\$5,024

**Auctioneer:** Bruce Miller, GA

**Sale Manager:** DP Sales Management, LLC, KY

**Sale Staff:** Shane Ryan and Bobby Grove

### High-Selling Lots:

**\$37,000** – Cow/Calf Pair, "SSC Victoria's Secret 49B," s. by Remington Secret Weapon, Heifer Calf s. by WLE Uno Mas, cons. by Stewart's Simmental Cattle, sold to Andy Mast, OH.

**\$17,250** – Bull, "SSC Shell Shocked 44B," s. by Remington Secret Weapon, cons. by Stewart's Simmental Cattle, sold to KenCo Cattle Co., TN and Fenton Farms, MS.

**\$10,000** – Cow/Calf Pair, "STF Opal 157W," s. by STF Too Red, Heifer Calf s. by Heartbreaker, cons. by Hudson Pines Farm, sold to Haley Farms, OH.

**\$9,500** – Cow/Calf Pair, "CLRWTR Zena Z5105F," s. by Harkers Crusader, Heifer Calf s. by One Eyed Jack, cons. by Stewart's Simmental Cattle, sold to Chad Brummer, KS.

**\$9,250** – Cow/Calf Pair, "SSC Lucky In Love 413B," s. by Mr. NLC Upgrade, Heifer Calf s. by One Eyed Jack, cons. by Stewart's Simmental Cattle, sold to Haley Farms, OH.

**\$9,000** – Cow/Calf Pair, "HPF Love Me Don't U Y514," s. by SVF Steel Force, Bull Calf s. by HPF Lutton, cons. by Hudson Pines Farm, sold to Bob Harrell, NY.

**\$7,750** – Cow/Calf Pair, "Miss CCF Z445," s. by SVF Steel Force, Bull Calf s. by Heartbreaker, cons. by Hudson Pines Farm, sold to Matthew Dearwester, IL.

**\$7,500** – Cow/Calf Pair, "WBSF Catalina 32B," s. by Mr. NLC Upgrade, Heifer Calf s. by KBS Game 11A, cons. by Ward Bishop, sold to Stewart's Simmental Cattle, PA.

**Comments:** Cattle sold into 12 states.



A record crowd was in Gettysburg sale day.



ASA Trustee Cliff Orley with wife Lynn.



The Mast family selected the high-selling lot for their operation.



Kathy and Robby Penley selected several nice lots for their VA program.

## The Spring Turnout

May 21, 2016 • Seward, NE

No.	Category	Average
95	Total Lots	\$3,220

**Auctioneer:** Tracy Harl, NE

**Sale Manager:** DP Sales Management, LLC, KY

**Sale Staff:** Chris Beutler, Randy Rasby and Tommy Carper

### High-Selling Lots:

- \$10,000** – Open Female, “HLTS Dakota Red,” s. by Hooks Shear Force, cons. by Hilltop Simmentals, sold to Crusader Simmentals, NE.
- \$9,500** – Cow/Calf Pair, “SS Empriss,” s. by SAV Bismarck, Heifer Calf s. by Huckleberry, cons. by Sloup Simmentals, sold to Haley Farms, OH.
- \$7,250** – Cow/Calf Pair, “HLTS Sammie,” s. by WS Beef King, Heifer Calf s. by MVS Hot Shot, cons. by Hilltop Simmentals, sold to Bohrsen Marketing Services, AB.
- \$7,000** – Cow/Calf Pair, “Welsh’s Sweet Dew 124X,” s. by HTP SVF In Dew Time, Heifer Calf s. by JF Rancher, cons. by Hilltop Simmentals, sold to Kasl Simmentals, NE.
- \$6,500** – Cow/Calf Pair, “SS Covergirl,” s. by Upgrade, Heifer Calf s. by WLE Uno Mas, cons. by Sloup and Crusader Simmentals, sold to Curtis Jones, TX.
- \$5,750** – Cow/Calf Pair, “HLTS Suzy Q,” s. by TJ Sharper Image,” Heifer Calf s. by W/C Lockdown, cons. by Hilltop Simmentals, sold to BF Black Simmental, NE.
- \$5,250** – Cow/Calf Pair, “Volzs Yvonne,” s. by CNS Dream On, Bull Calf s. by LMF Revenue, cons. by Hilltop Simmentals, sold to Kasl Simmentals, NE.

**Comments:** Cattle sold into 17 states and Canada.



The Spring Turnout group appreciates the team at Long Range for their involvement in the sale!



A strong delegation of Midwestern breeders were on hand sale day.



Joe Cramer and Alley Jo Schneider, KY, made the trip west for the second annual Spring Turnout Sale.



Bill Fulton, BF Black Simmentals, selected another top lot at this year’s sale for his NE operation. ♦

## THE CIRCUIT

### Ohio Beef Expo

**Date:** May 7, 2016  
**Location:** Marysville

**Grand Champion Purebred Simmental**  
S. by Bandwagon, exh. by Olivia Dickson, St. Louisville.

**Reserve Grand Champion Purebred Simmental**  
S. by Hammer, exh. by Cade Liggett, Dennison.

**Grand Champion Percentage Female**  
S. by Bandwagon, exh. by Brooke Hayhurst, Shreve.

**Reserve Grand Champion Percentage Female**  
S. by Broker, exh. by Austin Garner, Hamilton.

**Grand Champion Steer**  
S. by Chopper, exh. by Kinzee Shafer, Eaton.

**Reserve Grand Champion Steer**  
S. by Monopoly, exh. by Delaney Jones, Harrod.



Simmental BEST (Beef Exhibitor Show Total) winners were honored at the 2015-2016 Ohio Cattlemen’s Association’s BEST Banquet on May 7, 2016. Pictured from left are Cade Liggett, Olivia Dickson, Kinzee Shafer, Brooke Hayhurst, Austin Garner, Nick McConnell. Not pictured are Matthew Koverman, Tyson Woodard, and Delaney Jones. ♦

## MENU MORSELS

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

### Sesame Beef

#### Ingredients

- 1 pound boneless sirloin
- 2 Tbs sugar \*
- ¼ Tbs pepper \*
- 1½ green onion \*
- 2 cloves garlic \*
- 1 Tbs sesame seeds
- 1 Tbs vegetable oil
- 3-cups hot cooked rice

#### Directions

1. Cut beef across grain ⅛ inches thick
2. Mix stired items in bowl

3. Stir in beef until well coated
4. Cover and refrigerate 45 minutes
5. Drain beef and reserve liquid
6. Brown sesame seeds in skillet
7. Cook and stir beef with oil until lightly brown
8. Add liquid and bring to high boil
9. Remove meat.
10. Pour liquid over rice
11. Add seeds to beef, toss
12. Place beef on rice to serve

**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. ♦

# NEW MEMBERS

## ALABAMA

**Silver Eagle Farms**  
1609 West College St  
Enterprise, AL 36330

**F & S Cattle**  
PO Box 25  
Sweet Water, AL 36782

**Tony Lester**  
PO Box 135  
Glenwood, AL 36034

**Barkley Thomas**  
405 Timothy Dr  
Columbiana, AL 35051

## ARKANSAS

**Tom Landreth**  
9267 Ridge Rd  
Malvern, AR 72104

**Union Rock Cattle Company**  
PO Box 117  
Rose Bud, AR 72137

## CALIFORNIA

**Megan Elwood**  
PO Box 97  
Bella Vista, CA 96008

## COLORADO

**Blaine & Blake Kawcak**  
PO Box 1051  
Craig, CO 81626

**Schwindt Farms LLC**  
3306 Lupton Ave  
Evans, CO 80620

**Keen Cattle**  
8742 Cr. 36  
Sterling, CO 80751

## GEORGIA

**Big Sandy Creek Farm**  
3368 Hardee Ave  
Atlanta, GA 30341

**McKenzie Farms**  
14334 Alabama Hwy  
Rock Spring, GA 30739

**Thomas Waldrop**  
3099 Starrs Bridge Road  
Canon, GA 30520

## ILLINOIS

**Runnin' Deer Farm**  
3942 E 1470th St  
Cambridge, IL 61238

**Guymon Farms Inc**  
1830 E Co Rd 2100  
Burnside, IL 62330

**Taylor Schwartz Cattle**  
778 80th Ave  
Roseville, IL 61473

**Imel Show Cattle**  
124 E 4th St  
Chadwick, IL 61014

**Kyle Wilson**  
1712 Burnetta Street  
Champaign, IL 61821

## INDIANA

**Colby Rodehan**  
514 Holly St.  
Monon, IN 47959

**Tinsmans Family Farm**  
6877 W 300 S  
Farmland, IN 47340

**Warnock Show Cattle**  
4407N 500E  
Urbana, IN 46990

**B&M Cattle**  
7391 W 900 N  
Carthage, IN 46115

## KANSAS

**William Jones**  
31711 S. Paulen  
Melvern, KS 66510

**Shane J Prill**  
15001 E 21st St  
Wichita, KS 67230

**Jeb Farms LLC**  
4620 E US Highway 56  
Overbrook, KS 66524

## IOWA

**Koehler Farms**  
28569 485th St  
Udell, IA 52593

**James & Ashley Johnson**  
1768 296th Ave.  
Maquoketa, IA 52060

**Dolieslager Show Cattle**  
3190 270th St.  
Doon, IA 51235

**Meyer Farms**  
4741 Raven Ave  
Northwood, IA 50459

**Cory Altena**  
3805 250th St  
George, IA 51237

**Racoon River Simmentals**  
1692 375th St  
Lake City, IA 51449

## KENTUCKY

**Logsdon Farm**  
522 Old Cut Rd E  
Munfordville, KY 42765

## LOUISIANA

**C&R Farms**  
1095 Brushhey Bayou Rd  
Wisner, LA 71378

## MAINE

**Hanson Farm**  
135 Madawaska Rd  
Palmyra, ME 4965

## MICHIGAN

**PB2 Cattle**  
25950 Armada Ridge Rd  
Richmond, MI 48062

## MINNESOTA

**Triple H Ranch**  
42791 Tower Ridge Rd  
Peterson, MN 55962

**Four Z Beef**  
310 Iowa St SE  
Racine, MN 55967

**Small Farms**  
1272 Cty Rd 142 SW  
St Charles, MN 55972

**JD Farms**  
22497 365th Ave  
Green Isle, MN 55338

**4G Cattle**  
6881 700th Ave  
Wheaton, MN 56296

## MISSISSIPPI

**LZ Farms**  
507 SCR 152  
Mount Olive, MS 39119

**Brandon Lee**  
156 Lovell Johnson Rd  
Picayune, MS 39466

## MISSOURI

**Brady Land & Cattle**  
208 Fairway Dr  
Warrensburg, MO 64093

**Raasch Family Cattle**  
15303 Cameron Rd  
Excelsior Springs, MO 64024

**R Brett Wagoner**  
1997 E 415th Rd  
Halfway, MO 65663

**Bob Vandiver Cattle Company**  
500 Deer Ridge Dr  
Richmomod, MO 64085

**Brett Sayre**  
23450 Hardin Rd  
Purdin, MO 64674

**Salyers & Sons Cattle Co**  
401 Mooneyham Road  
Billings, MO 65610

## MONTANA

**Bar 20 Genetics**  
30 Selms Rd  
Roberts, MT 59070

**Battle Creek Land & Cattle**  
1660 10th St W  
Havre, MT 59501

**Gavin Maloney**  
PO Box 1  
Turner, MT 59542

## NEBRASKA

**Jennie J Johnson**  
1340 County Rd E  
Craig, NE 68019

**High Five Cattle Company**  
438 23rd Road  
West Point, NE 68788

**Flying A Show Cattle**  
54853 840th Rd  
Battle Creek, NE 68715

## NORTH CAROLINA

**Brewer Farms**  
3944 North NC Hwy 150  
Lexington, NC 27292

**Hal Lowder**  
4091 Clingman Rd  
Ronda, NC 28670

**Josh Bray**  
2201 East Rd  
Walnut Cove, NC 27052

## OHIO

**Thomas Cunningham**  
12034 Glasgow Rd  
Port Washington, OH 43837

**Shaeley Acres**  
8808 Blacksnake Road  
Utica, OH 43080

**Kackley Cattle**  
8923 Red Rooster Lane  
Byesville, OH 43723

**James Earliwine**  
46050 Ball Park Rd  
Belmont, OH 43718

**Jason Babcock**  
13385 Granny's Knob Rd  
New Concord, OH 43762

## OKLAHOMA

**Eden Show Cattle**  
32145 N 3990 Rd  
Ramona, OK 74061

**Jay Standridge Cattle**  
12280 E Cr 1490  
Lindsay, OK 73052

**Austin Lee**  
712 W Canadian St  
Vinita, OK 74301

**Frye Cattle Co.**  
18895 Valley View Road  
Earlsboro, OK 74840

**OREGON**

**Ardis or Ken Faulkner**  
13737 Sw Powell Butte Hwy  
Powell Butte, OR 97753

**Rocking C Ranch**  
PO Box 1318  
Welches, OR 97067

**PENNSYLVANIA**

**Donald R Rice**  
3 Wieder Rd  
Kempton, PA 19529

**Torock Cattle Co**  
1518 Woodlawn Drive  
Latrobe, PA 15650

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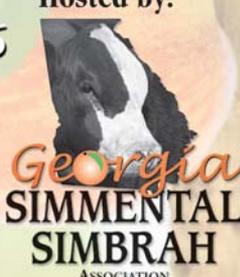
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# ASA FEE SCHEDULE

## DNA Services Contact ASA For Testing Kits

Parental Verification (PV, ET) . . . . .	\$30	Tibial Hemimelia (TH) . . . . .	\$25
GGP-HD (PV, Diluter, AI Sire, Donor Dam) . . . . .	\$90	Pulmonary Hypoplasia W/Anasarca (PHA) . . . . .	\$25
GGP-LD (PV, Diluter) . . . . .	\$50	Osteopetrosis (OS) . . . . .	\$25
Horned/Polled . . . . .	\$50	Coat Color . . . . .	\$20
Arthrogryposis Multiplex (AM) . . . . .	\$25	PMel (Diluter) . . . . .	\$20
Neuropathic Hydrocephalus (NH) . . . . .	\$25	BVD-PI . . . . .	\$5
Contractural Arachnodactyly (CA) . . . . .	\$25	Oculocutaneous Hypopigmentation (OH) . . . . .	\$ 25
Developmental Duplication (DD) . . . . .	\$25		

## FALL 2016 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
<b>Enrollment submitted by member</b>	<b>June 15</b>	<b>\$15</b>	<b>\$0</b>	<b>\$7.50</b>
See Late-Enrollment if after June 15	*Late-Enrollment			

### \*Late-Enrollment

If you miss the June 15 deadline and were enrolled for Fall 2015: 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 — <b>Option A</b> . . . . .	No Charge
Enrolled in <b>Opt B or C</b> <10 months . . . . .	\$30
Enrolled in <b>Opt B or C</b> ≥10 months <15 months . . . . .	\$40
Enrolled in <b>Opt B or C</b> ≥15 months . . . . .	\$50

### Transfer Fees:

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

### Additional Transactions:

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

### Registration Foreign/Foundation Fees:

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

### Registration Fees not enrolled in THE:

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



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www.rhodesangus.com

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Mary Wombles 217-242-3573

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217-734-9234 • hopewellviews@irtc.net

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## DATE BOOK

JULY 2016						
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### JULY

- 29-31 Simmental Breeder's Sweepstakes — Louisville, KY
- 30 Summer Stakes Elite Sale — Louisville, KY

### AUGUST

- 6 Genetic Connection Sale — Cullman, AL
- 20 20th Annual Southern Showcase Female Sale — Armuchee, GA (pg. 46)
- 27 Georgia Generations of Value Sale — Colbert, GA (pg. 55)
- 27-30 LMC GenePLUS Online Sale XIV — [www.lamunecacattle.com](http://www.lamunecacattle.com)

### SEPTEMBER

- 3 NC Fall Harvest Sale — Union Grove, NC (pg. 55)
- 7 Trauernicht Simmental's Open House Sale — Wymore, NE
- 10 Silver Towne Farms' 30th Annual Production Sale — Winchester, IN
- 11 Field of Dreams Production Sale — Hope, IN (pg. 7)
- 15 Houck Rock Creek Ranch Fall Private Treaty Bull Sale — Allen, KS
- 17 Alabama and Mississippi State Association Sale — Lucedale, MS
- 17 Family Matters Sale — Auburn, KY (pg. IFC)
- 17 Heart of Texas Simmental/Simbrah Association's Fall FestSale — Hearne, TX
- 17 Illini Elite Sale — Shelbyville, IL
- 17 Jim Burns and Sons Production Sale — Almond, WI
- 19-21 Alamo City Simbrah Online Sale — [www.texassimmentalsimbrah.com](http://www.texassimmentalsimbrah.com)
- 21 Gonsalves Ranch's Bulls Eye Breeders Angus and SimAngus Bull Sale — Modesto, CA
- 22 Circle Ranch Annual Bull Sale — Lone , CA
- 24 Head of the Class Sale — Louisburg, KS
- 24 Martin Farms Open House at the Farm Sale — Lyles, TN
- 24 Simbrah Synergy IX — Giddings, TX
- 26 Genetic Harvest Sale — Janesville, WI

### OCTOBER

- 1 Bar 5 Stock Farms' Fall Production Sale — Markdale, ON
- 1 Buckeye's Finest — Belle Center, OH (pg. 37)
- 2 Midwest Fall Roundup Sale — Lancaster, WI
- 2 The Harvest at Krieger Farms — Universal, IN (pg. 27)
- 8 Belles of the Bluegrass — Mt. Sterling, KY
- 8 New Day Genetics' Fall Bull and Female Sale — Osceola, MO
- 8 Legends of the Blue Ridge — Atkins, VA
- 9 Factory Direct Sale — West Lafayette, IN
- 10-11 "We Ride Together" Online Heifer Sale — [www.cattle.com](http://www.cattle.com)
- 15 Circle M Farms' 2nd Annual Production Sale — Grand Saline, TX
- 15 Indiana Performance Bull Test Sale — Springville, IN
- 15 New Direction Sale — Seward, NE (pg. 61)
- 15 Tennessee Fall Showcase Sale — Lebanon, TN
- 16 Ladies of the Valley — West Point, NE (pg. 61)
- 16 The Black Label Event — Grandview, TX
- 19 The Genetic Options Event — Battle Creek, NE
- 21 Buckles and Banners Sale — West Point, IA
- 21 MN Beef Expo - White Satin On Ice Sale — Minneapolis, MN
- 22 Flying H Genetics 'Grown On Grass' Bull Sale — Butler, MO
- 22 Pennsylvania Fall Classic Sale — Waynesburg, PA
- 22 Midwest Made Sale — Ames, IA
- 22 MN Beef Expo - All Breeds Sale — Minneapolis, MN
- 23 Tingle Farms' 1st Annual Production Sale — New Castle, KY (pg. 63)
- 28 22nd Annual Hokie Harvest Sale — Blacksburg, VA
- 29 7P Ranch 41st Annual Production Sale — Tyler, TX
- 29 Heartland Simmentals' Performance with Class Sale — Waverly, IA
- 29 Michigan Simmental Association's 3rd Annual Fall Sale — St. Louis, MI
- 29 Yon Family Farms' Fall Bull and Female Sale — Ridge Spring SC

SEPTEMBER 2016						
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# Foundation Honor Roll

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

## NOVEMBER

- 3 RS&T Simmentals, LLC — Online Female Sale
- 5 Drake Cattle Company's Lady Diva Sale — Centerville, IA
- 5 Irvine Ranch 12th Annual Productio Sale — Manhattan, KS
- 5 Land of Lincoln Sale — Altamont, IL
- 5 Pigeon Mountain Simmental's Fall Bulls Test Sale — Armuchee, GA
- 5 Western Showcase Sale — Moses Lake, WA
- 6 Hawkeye Simmental Sale — Bloomfield, IA
- 12 Deer Creek Farm's Production Sale — Roseland, VA
- 12 Gibbs Farms' 11th Annual Bull and Replacement Female Sale — Ranburne, AL
- 12 Moser Ranch 25th Annual Bull Sale — Wheaton, KS
- 12 Trauernicht Simmental's Nebraska Platinum Standard Sale — Beatrice, NE
- 12-14 Two Fast Nickels Online Bull Sale — www.texassimmentalsimbrah.com
- 13 Hudson Pines Farm Living Legacy XII Sale — Campbellsburg, KY (pg. BC)
- 14 NAILE Select Sale — Louisville, KY (pg. 22)
- 19-21 LMC "Giving THANKS" Donation Online Sale — www.lamunecacattle.com
- 19 Missouri State Simmental Association's "Fall Harvest" — Springfield, MO
- 19 "Southern Excellence" Bull Sale — Wadley, AL
- 19 The Buckeye Best of Both World's Female Sale — Newark, OH
- 19 Timberland Cattle Company's Black Angus and SimAngus Bull Sale — Vernon, AL (pg. 15)
- 19 Value By Design Female Sale — Anita, IA
- 20 74-51 Cattle Co.'s Red Dirt Divas Sale — Marshall, OK (pg. 45)
- 20 North Central Simmental Fall Classic — Hubbard, IA
- 25 Ruby Cattle Company's "Livin' The Dream" Production Sale — Murray, IA
- 26 Foxy Ladies Bred Heifer Sale — West Point, NE (pg. 61)
- 26 Grass-Lunning Bountiful Harvest Female Production Sale — LeRoy, MN
- 26 The Event — Tecumseh, NE
- 26 Trennepohl Farms' Right By Design Sale — Middletown, IN
- 27 The Chosen Few at Janssen Farms — Gilmore City, IA (pg. 15)

## DECEMBER

- 3 Jewels of the Northland — Clara City, MN
- 3 Montana's Choice Simmental Sale — Billings, MT
- 3 Next Step Cattle Co.'s 4th Annual Bull Sale — Auburn, AL
- 3 Pleasant Hill Farms' "A December to Remember" — Rockfield, KY
- 3 T-Heart Ranch and L-Cross Ranch High Altitude Female Sale — La Garita, CO
- 5 Dakota Made Production Sale — Salem, SD
- 5 Genetic Perfection Sale — Fremont, NE (pg. 61)
- 10 Driggers Simmental Farm's Bull Sale — Glennville, GA
- 10 Hartman Cattle Company's Customer Appreciation Sale — Tecumseh, NE
- 10 North Alabama Bull Evaluation Sale — Cullman, AL
- 10 North Dakota Simmental Association's Showcase/Classic Sale — Mandan, ND
- 10 Purdue Golden Girls Cow Sale — West Lafayette, IN
- 17 Money Makin' Mommas Sale — Ames, IA
- 17 South Dakota Source Sale — Mitchell, SD
- 28-29 St. Nick's Eggstravaganza Online Embryo Event — www.dponlinesales.com

## JANUARY 2017

- 14 University of Florida Bull Test Sale — Greenwood, FL
- 16 National Western "The One-Volume XXIV" Sale — Denver CO
- 17 Wild, Wild West Simmental Sale — Brighton, CO
- 25 Sioux Empire Farm Show and Sale — Sioux Falls, SD
- 27 Ellingson Simmentals' Annual Production Sale — ND
- 28 Double J Farms' 43rd Annual Private Treaty Simmental Bid Bull Sale — Garretson, SD
- 28 Forster Farms 38th Annual Production Sale — Smithfield, NE
- 28 J&C Simmentals Annual Bull Sale — West Point, NE (pg. 61)
- 29 Triangle J Ranch's Annual Production Sale — Miller, NE (pg. 61) ♦

### Lanting Enterprises LLC

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### Art Farley

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*In Memory of Lois Eberspacher*

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### Miller Simmentals

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# RATES & POLICIES

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**Rebecca Price**

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406-581-8859

jeffthomas138@gmail.com

## Subscriptions

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

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

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

Space Rates	Non-Contract	5X Contract	9X Contract	Four Color
<b>1 page</b>	\$770	\$730	\$700	\$300
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<b>1/2 page</b>	\$440	\$420	\$400	\$150
<b>1/3 page</b>	\$330	\$315	\$300	\$100
<b>1/4 page</b>	\$220	\$210	\$200	\$75
<b>1/8 page</b>	\$150			\$50
<b>3-inch mini</b>	\$100			\$30
<b>2-inch mini</b>	\$85			\$15
<b>2-inch card</b>	\$700/year, 9 insertion			\$135
<b>1-inch card</b>	\$390/year, 9 insertions			\$90
<b>Classified Ads</b>	\$.60/word, \$12.00 minimum, must be prepaid			

### Register Deadlines for Publication:

	Sales Close	Ad Materials	Camera Ready	Mail Date
September '16	August 1	August 8	August 19	Sept 1
October '16	Sept 1	Sept 9	Sept 19	Oct 3
November '16	Oct 3	Oct 10	Oct 20	Nov 1
Dec. '16/Jan. '17	Nov 14	Nov 21	Dec 5	Dec 19
February '17	Dec 30	Jan 6	Jan 18	Jan 31
March '17	Feb 1	Feb 8	Feb 20	March 3
April '17	March 1	March 10	March 17	April 3
May/June '17	April 3	April 10	April 21	May 4

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

A non-refundable fee of \$50.00 will be assessed if a client does not meet deadlines or if the client commits to advertising and cancels after the deadline or if the ad must be dropped to ensure on time publication.

Advertising materials (including photos) must be in *the Register* office by the dates listed above. *the Register*, which mails by periodicals rate, assumes no responsibility for actual receipt date.

### Design Charges

Advertising rates are for camera-ready ads only. Additional design charges will apply to any ad that is designed by ASA Publication, Inc.

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Although every effort will be made to provide proofs on all ads, proofs are guaranteed only if all ad material arrives in *the Register* office prior to deadline.

### Terms

All accounts are due and payable as invoiced. Interest charges of 1.5 percent per month (18 percent APR) will be added to accounts 30 days past due. If an account becomes 60 days delinquent, all ASA Publication, Inc. work may be suspended until full payment is made. After review by the ASA Executive Committee, ASA privileges may be denied to those with accounts over 90 days delinquent.

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*the Register* and its staff assume no responsibility or obligation to verify the accuracy and truthfulness of advertising copy submitted to *the Register*. However, *the Register* reserves the right to reject any advertising copy or photo which *the Register* deems unsuitable for publication for any reason, including copy or photographs which are false or misleading. *the Register* assumes no responsibility for the accuracy and truthfulness of submitted print ready ads. Advertisers shall indemnify and hold harmless *the Register* for any claims concerning advertising content as submitted. Advertising containing pedigrees or statements regarding performance must conform to records kept by the American Simmental Association. Copy deviating from official records may be changed as necessary without advertiser consent.

### Editorial Policy

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

## ASA PUBLICATION, INC

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EPDs: CE: 8 \$API: 111 \$TI: 57



**LLSF Uprising Z925**

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EPDs: CE: 10 \$API: 135 \$TI: 69



**Rubys Wide Open 909W**

By The Foreman  
EPDs: CE: 6 \$API: 98 \$TI: 68



**WAGR Dream Catcher 03R**

By Dream On  
EPDs: CE: 13 \$API: 150 \$TI: 72



**GLS New Direction X184**

By Better Than Ever  
EPDs: CE: 7 \$API: 114 \$TI: 56



**Long's Stand Alone B35**

By Built Right  
EPDs: CE: 8 \$API: 111 \$TI: 60



**Yardley High Regard W242**

By Yardley Impressive T371  
EPDs: CE: 3 \$API: 76 \$TI: 55



**HILB Maverick A43**

By GLS New Direction X148  
EPDs: CE: 5 \$API: 113 \$TI: 57



**AJE/PB Montecito 63W**

By Steel Force  
EPDs: CE: 6 \$API: 92 \$TI: 62



**WLTR Nashville 22A ET**

By High Voltage  
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