

the Register

February 2015

**Serving the Simmental
and Simbrah Breeds**



Features

Efficiency in Marketing

**Balancing Visual with
Breeding Values**

Six Elected to Board

Family Traditions

February 28, 2015 at 1:00 pm

Sunset View Farm Sale Facility, Auburn, KY

DVAuction
Broadcasting Real-Time Auctions



Packin Heat x Mr Perfectionist



Warsaw x Club King



Packin Heat x Matrix



High Voltage x BC Marathon



Axis x Hart Jackpot



Top Grade x Steel Force



Kickin Tail x Rookie



High Voltage x Bella



United x Sheza Star



Singletary x Vidalia



Duracell x Navigator



Wallbanger x Sheza Star

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EARLY SPRING HEADLINERS

29SM0469 **YELLOWSTONE**



HOOKS **YELLOWSTONE** 97X ASA 2612546 PB SM
HOOKS TAURUS 24T x SRS J914 PREFERRED BEEF

YELLOWSTONE - A Genetic Treasure for Form and Function

- ✓ Homozygous black, homozygous polled
- ✓ One of the most popular sires of 2014 - YELLOWSTONE saw tremendous use both registered and commercially

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+13.5	-0.9	+65.4	+104.7	+10.7	+26.4	+59.1		+10.4	+31.1	-.35	+.38	-.038	+1.04	-.46	\$146	\$77
.55	.71	.66	.61	.27	.28	.37		.25	.48	.30	.39	.33	.29	.34		

SPRING 2015 TOP 35%

29SM0462 **AFTER SHOCK**



CLRS **AFTER SHOCK** 604 A ASA 2735656 PB SM
HOOKS YELLOWSTONE 97Y x HOOKS SHEAR FORCE 38K

Epicenter of Genetic Progress

- ✓ Homozygous black, homozygous polled
- ✓ One of the most sought after herd sire prospects of the 2014 sale season
- ✓ Breed leading calving ease, growth, carcass, and profitability in one package

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+14.0	-0.8	+77.1	+124.5	+11.3	+23.5	+62.1		+11.6	+42.8	-.27	+.35	-.025	+1.05	-.42	\$150	\$82
.28	.44	.39	.43	.18	.20	.26		.13	.35	.25	.39	.23	.30	.22		

(DDF)

SPRING 2015 TOP 35%

29SM0467 **SANTA FE**



CCR **SANTA FE** 9349Z ASA 2720494 3/4 SM, 1/4 AN
S D S GRADUATE 006X x HTP SVF IN DEW TIME

Drive Your Herd To Prosperity

- ✓ Homozygous black, homozygous polled
- ✓ A sale day favorite for his incredible balance of EPDs, phenotype and pedigree
- ✓ Ranks in the top 10% of the breed for Calving Ease, Milk and muscle

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+15.6	-2.7	+64.3	+99.1	+12.8	+33.4	+65.5		+13.6	+24.9	-.25	+.24	+.009	+1.02	-.49	\$151	\$75
.27	.35	.30	.32	.22	.23	.25		.15	.26	.27	.40	.33	.31	.32		

SPRING 2015 TOP 35%

29SM0464 **WOLFPACK**



GW **WOLFPACK** 712A ASA 2708199 5/8 SM, 3/8 AN
GW PREMIUM BEEF 021TS x GW PREDESTINED 701T

Get Ahead of the Pack

- ✓ Homozygous black, homozygous polled
- ✓ Lot 1 and high selling bull of the 2014 Gateway Simmental sale
- ✓ Stacked pedigree for predictable breed leading results, representing generations of breeder focus

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+17.2	-1.6	+65.0	+115.3	+11.1	+23.7	+56.2		+14.4	+37.0	-.22	+.74	-.001	+1.01	-.28	\$170	\$85
.29	.44	.39	.43	.25	.25	.29		.18	.35	.27	.41	.27	.33	.22		

(DDF)

SPRING 2015 TOP 35%

Breed leading genetic profiles, proven pedigrees and dominating phenotype - these sires offer it all. To order contact your local ABS Representative or call **1.800.ABS.STUD**



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the Register ♦ February 2015
Volume 28, Number 5

POWER BULLS



SMITH MCCRARY FIREBALL 710A

ASA 2877680

- Genomic enhanced EPDs rank him in the top 5% of the breed for API and top 10% for TI.
- Homozygous polled.
- Genetically tested non-dilutor.
- Sired by Smith Satisfies and out of McCrary Hi Price, a Dream On daughter out of the great Smith Priceless.
- Owned by Smith Genetics, McCrary Farms, Southwestern Farms, Reavis Farms, 7N Ranch, Johnson Cattle Co., and Monte Christo Ranch.



SMITH DETONATOR 321A

ASA 2877681

- Homozygous polled.
- Genetically tested non-dilutor.
- Genomic enhanced EPDs rank him in the top 35% of the breed for API and top 25% for TI.
- Sired by Smith Satisfies and out of Smith Ciao Bella, an international champion.
- Owned by Smith Genetics, Triple J/Carpenter Ranch Partnership, Southwestern Farms, 7N Ranch and Reavis Farms.

FOR ADDITIONAL INFORMATION ON THESE SIMBRAH BULLS, CONTACT:

Tim Smith
512-587-7896
smithgenetics1@gmail.com



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EFFICIENCY IN MARKETING

A Kansas couple works in tandem to sell their genetics efficiently and economically.
By Dan Rieder

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BALANCING VISUAL APPRAISAL WITH EPD/INDEX VALUES

Three highly respected cattle judges discuss their views on an important issue.
Coordinated by Jackie Atkins and Hannah Wine

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SIX ELECTED TO ASA BOARD

Six individuals, including three newcomers, join the ASA Board of Trustees.
By Dan Rieder

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About the cover: A red SimAngus cow greets a frosty morning after an overnight winter snowfall. Photo submitted by Willie Altenburg, Fort Collins, CO.



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B302. PB Simmental. BW: 71 WW: 692 DJ Salution x Z110 (Yardley High Regard x G41). One of the stoutest most correct PB Simmy bulls you will see all spring.



B442. 1/2 Simmental 1/2 Angus. BW: 89 WW: 716 Yardley Billy Broc x Y217 (Pinion x 1961) You'll find performance and pedigree sell March 14th.



B321. PB Angus. BW: 72 WW: 764 Royal Jet (OCC Jet Stream) x T66 (Bando 5175) You won't find stouter Angus bulls than this anywhere in the country.



B407. 1/2 SM 1/4 AN 1/4 MA. Yardley Chrome x Yardley Fortune. BW: 93 WW: 749. You won't find a stouter bull! They have the look, power and performance!



B329. PB Simmental BW: 78 WW: 690. Yardley Wah Wah x T68 (Pinion) Maternal brother to High Regard. What more could you want!



B459. 3/4 Simmental. BW: 85 WW: 713 STCC Longhaul x X46 (OCC Prototype) Depth, red meat, and substance the whole way through in a performance oriented package. The right kind!

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the Register

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BETTER



WLE/LWSC **REVOLUTION** A409

7SM81
2754651
PB SM
Homo. Black
Homo. Polled

CE:	10
BW:	1.5
WW:	71
YW:	102
Milk:	23
API:	132
TI:	78

Upgrade x Goldmine

Stemming from 770P, the powerful dam of Uno Mas, this Upgrade son is flexible, sound, thick and impressive!
from Wesner Livestock Enterprises, IN



W/C **UNITED** 956Y

237SM1023
2614725
1/2 SM 1/2 AN
Homo. Black
Homo. Polled

CE:	12
BW:	0.2
WW:	93
YW:	157
Milk:	17
API:	146
TI:	93

Tuition x Bismarck

Top 1% for both WW and YW, United is fast becoming the choice among SimAngus™ for quality cattle and added pounds.
from Werning Cattle, Eichacker Simmental & NLC Simmentals, SD and Hook Farms, MN



JF **RANCHER** 222Z

7SM76
2649154
PB SM
Homo. Black
Homo. Polled

CE:	6
BW:	2.4
WW:	80
YW:	110
Milk:	25
API:	105
TI:	73

Chamberlain x 3C Macho

Performance with style -- Rancher gained 11 lbs. for WW EPD and 15 lbs. for YW EPD with his first powerful calf crop.
from Janssen Farms, IA; Pender Bros. and John Hill, FL



GIBBS 110Y HY **DEACON**

7SM73
2657403
1/2 SM 1/2 AN
Homo. Black
Homo. Polled

CE:	12
BW:	-0.4
WW:	73
YW:	108
Milk:	23
API:	139
TI:	78

Regis x Stetson

Here's maternal magic with extra performance -- using him to add growth and volume, leaving behind great females.
from Gibbs Farm, AL; Fred Smith, NC and Wildberry Farms, IL



GIBBS 0601X **RAISIN' GAIN**

7SM69
2602502
PB SM
Homo. Black
Homo. Polled

CE:	12
BW:	2.4
WW:	82
YW:	120
Milk:	15
API:	132
TI:	78

Upgrade x Shannigan

Siring good-looking power cattle with an under control frame size -- plus he provides an extra emphasis on Docility.
from Gibbs Farms, AL and Pender Bros., FL



SDS **IN FORCE** 112Y

7SM71
2593861
5/8 SM 3/8 AN
Homo. Black
Homo. Polled

CE:	16
BW:	-4.7
WW:	53
YW:	71
Milk:	31
API:	165
TI:	80

Shear Force x In Focus

Get proven calving ease from a bull that adds muscle, volume and fleshing ability -- plus ranks high for both API and TI.
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YOUR SUCCESS *Our Passion*

VIEWPOINT

By Trustee Jim Butcher, Lewistown, Montana



I have enjoyed the challenge of being the ASA board chairman this past year. It has been exciting for me to help make important decisions that will impact the future of the American Simmental Association. Business has been very good over the past year at ASA with increasing demand for the services we provide. We, as cattlemen have also gone through one of the most profitable years in history.

As long as you had inventory, 2014 will go down as one to remember. Let's hope that 2015 will even be better.

As we start the New Year, there are many concerns in the world today, but there are also many things to be thankful for. There are many opportunities today in animal agriculture and specifically the Simmental business. Look at where our breed is today versus where we were just a few short years ago. I have been associated with the Simmental breed my entire life, and can say I have never seen more respect and interest in our breed.

The ASA board and staff have been busy this past year working on three specific areas of interest, in particular.

1. Improving the capacity and methodology of the software of the multi-breed genetic evaluation. (Operation Quantum Leap)
2. Improving the scope and impact of the ASA foundation. When it was formed in 1996, it was designed to support the funding of projects relating to youth, research and education.
3. Updating the headquarters building.

Twenty years have passed since the software being used for our genetic evaluation has been improved in a big way. Twenty years is a long time when you consider the improvement in technology that has taken place over that period of time. Today we compute more data, evaluate more traits and do evaluation work for more breeds than our system was built to support. On top of that, genomics is contributing an exponential amount of information to be evaluated. A little over a year ago the ASA board was presented an opportunity to be involved with and help fund a revolutionary new software project using the latest technology

available. We dubbed this project as "Operation Quantum Leap." I applaud the foresight and talents of Drs. Wade Shafer, Bruce Golden and Dorian Garrick for making this commitment for this improvement in genetic evaluation. When this update is completed at the end of 2015, our genetic evaluation will work faster with improved methodology on many of the traits. We will have multi-breed stayability, more accurate maternal calving ease to name a couple. As a membership, I hope we will embrace the improvement and results that will come with a profound change of this kind. I believe we will see some re-ranking of the animals in the database, especially in the hybrids when stayability is a part of the API calculation.

The Foundation board and the staff has taken the initiative to expand the scope of the ASA foundation and focus on providing funds to all three areas of emphasis, research, education and Junior programs. Over the past several years, the foundation dollars have gone almost exclusively to support our ASA Junior programs. Since there are members who are interested in funding research and education as well, it is now possible to earmark your donations for specific projects where ever you choose. Take a look at the new Foundation and consider supporting this great cause.

The current headquarters building was constructed in the early 70's and was not built to last over 40 years without major remodeling. If we brought the building up to code through a large remodel project, the cost would be very significant. The real estate the current headquarters is sitting on is valuable for commercial development. Rather than remodeling our current headquarters on this valuable commercial property, the board voted to purchase a tract of land across the Interstate from our current location as a site for a new headquarters. This made a lot of sense because we could then have a new and improved facility that would accommodate the needs of our staff and Association, while at the same time, making the land where the headquarters currently sits available for sale if the right bid came along. We believe this new facility will be something our membership will be proud of while improving the staff efficiency and morale.

I wish everyone a great year and look forward to visiting with you in the future. ♦

Beyond the Bounds of Print



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



A Denver to Remember — Simmentals on The Hill — By Gabrielle Glenister. Many people dream of judging at the National Western Stock Show. Even fewer get the chance, let alone more than once. Marshall Ruble is doing just that. Having previously evaluated the Texas Longhorns on Humboldt Street, Ruble will be welcomed back as Simmentals . . .

Dr. Fred Swain Giving Juniors a Leg Up — Family, friends and the future are the three key words that describe the focus of Dr. Frederick Swain's life. The driving force behind the American Junior Simmental Association (AJSA) Eastern Regional fundraiser, Dr. Swain has made a significant and positive difference for junior members in . . .



To continue reading these articles go to this link: www.simmgene.com/tReg

No matter what you're looking for... We've got you covered!

BETTIS

TRIPLE C BETTIS S72J
reg#: 2341670 | 014SM03050
SHEAR FORCE X PERFECTOR

The proven choice for superior calving ease!

CE	BW	WW	YW	MCE	MILK	MWW	DOC	YG	MARB	REA	API	TI
18.1	.9	69.8	96.9	14.2	21.7	56.5	13.6	-.43	.04	1.05	139.2	71.1
.91	.93	.92	.91	.89	.89	.90	.76	.48	.59	.55		



CALVING EASE

INTEGRATE

GLS INTEGRATE Z3
reg#: 2659754 | 014SM03076
UPGRADE x BETTER THAN EVER

Integrate is an attractive sire with tremendous potential!

CE	BW	WW	YW	MCE	MILK	MWW	DOC	YG	MARB	REA	API	TI
10.8	-.2	80.4	118.7	7.9	23.6	63.7	11.3	-.46	.20	1.06	147.0	82.6
.49	.69	.60	.53	.28	.29	.37	.30	.30	.40	.31		



PERFORMANCE

SHOCK FORCE

SVF/NJC BUILT RIGHT N48
reg#: 2496698 | 014SM03073
STEEL FORCE x MEYER 734

Shock Force progeny excel in the show ring and in the pasture as well.

CE	BW	WW	YW	MCE	MILK	MWW	DOC	YG	MARB	REA	API	TI
2.4	1.7	55.0	74.8	11.0	19.8	47.3	2.6	-.18	.29	.70	102.7	60.5
.65	.74	.64	.63	.54	.53	.56	.40	.31	.40	.31		



PHENOTYPE

TOP TEN

LRS TOP TEN 104A
reg#: 2729707 | 014SM03082
TEN X x SURE BET

Top Ten ranks at the top of the breed for calving ease, performance, carcass quality and maternal traits.

CE	BW	WW	YW	MCE	MILK	MWW	DOC	YG	MARB	REA	API	TI
14.8	-.9	77.0	135.2	10.0	23.3	61.8	12.7	-.30	.82	1.04	169.2	94.3
.28	.44	.38	.42	.22	.23	.27	.13	.26	.40	.31		

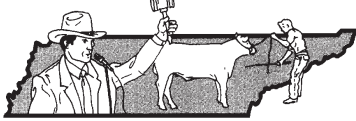


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2015 TENNESSEE BEEF AGRIBITION



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Ward Ag Center Wilson Co Fairgrounds

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Saturday, March 14 • 10:00 am CST

Open Junior Show
Sunday, March 15

Offering you **50 LOTS** of Today's profit-making Simmentals!



3 Aces Shadoe

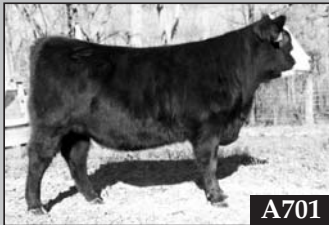
2014 Supreme Champion
Sale heifer and many-time
champion for Justin Teeter.
Many heifers eligible for
the Tennessee Futurity.



Handyman x Blended Whiskey
Bred to Ranch Hand



Past junior show champion selling
genetics.



Tux & Tails x Final Answer



Work Force x Sheza Glory
Bred to Make It Rain



Uno Mas fall show prospect

**Genetic Opportunities out
of these Females sell:**



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Donald Jackson • 615-598-0828

Thanks for Patience

Dear ASA Support Staff:

I want to thank all of you for your time, patience and knowledgeable help that you have given to me. The help that you provide is so important and necessary to my goal as an independent part-time cattleman.

I am always learning and trying to improve and cannot accomplish that without your support.

Enjoy the pizza as a token of my appreciation. Many thanks to all of you.

Ethan Dearmon
Dearmon Fork Farms
Millry, AL

Editor's Note: Mr. Dearmon kindly treated the ASA staff to a pizza lunch in early December.

Incredible Donation

Dear ASA Staff:

Wow! What an incredible donation. Thank you so much for thinking of us. We can't begin to express what amazing gifts like the one you sent the Cancer Support Community (CSC) means to our staff and participants.

We're able to do our work with no cost to our participants or their families due to the generosity of wonderful people like yourselves.

All the best in 2015!
Becky Franks, Executive Director
Cancer Support Community, Montana

Editor's Note: The ASA Staff collectively raised \$3,400 for the CSC in the name of the late Peggy Lipsey who succumbed to cancer on December 2, 2014.



KELLER BROKEN HEART RANCH

Monday, March 9, 2015

1 PM - Kist Livestock Auction - Mandan, ND

Selling:

85 High-Performance Red & Black Simmental and SimAngus™ Bulls **80** Red & Black Simmental and SimAngus™ Heifers



KBHR B003

PB SM - reg.#: 2935610
sire: HOOK'S ZEBULON 59Z

CE	BW	WW	YW	MCE	MM	MWW	API	TI
8.8	3.2	76.3	115.3	10.3	24.6	62.8	121.7	73.6



KBHR B004

1/2 SM 1/2 AR - reg.#: 2935611
sire: HXC CONQUEST 4405P

CE	BW	WW	YW	MCE	MM	MWW	API	TI
13.9	-2	71.5	109.3	8.1	19.2	55	135.1	75.6



KBHR B016

1/2 SM 1/2 AN - reg.#: 2935623
sire: S A V FINAL ANSWER 0035

CE	BW	WW	YW	MCE	MM	MWW	API	TI
15	-0.6	65.3	100	12.7	24.6	57.2	147.4	74.4



KBHR RED REDEMPTION B032

PB SM - reg.#: 2935639
sire: HOOK'S ZIGZAG 104Z

CE	BW	WW	YW	MCE	MM	MWW	API	TI
3.3	5	79.7	117.4	10.1	27.2	67	107.6	73.3



KBHR B083

PB SM - reg.#: 2935689
sire: GW-WBF SUBSTANCE 820Y

CE	BW	WW	YW	MCE	MM	MWW	API	TI
8.6	3.3	73.1	117.7	14.3	27.7	64.3	134.4	76.2



KBHR B109

PB SM - reg.#: 2935716
sire: SYS ALL IN T734

CE	BW	WW	YW	MCE	MM	MWW	API	TI
4.3	4.5	72	114.2	14.4	28.2	64.2	113.4	67.4



KBHR B149

PB SM - reg.#: 2935758
sire: HOOK'S ZIGZAG 104Z

CE	BW	WW	YW	MCE	MM	MWW	API	TI
7.7	4.1	69.7	106.3	9.8	20.5	55.4	110.5	65.8



KBHR B178

PB SM - reg.#: 2935787
sire: CDI JOURNEY 224Y

CE	BW	WW	YW	MCE	MM	MWW	API	TI
9.8	1.3	76.2	119.3	11.7	31.3	69.4	131.8	77.6



KBHR B184

3/4 SM 1/4 AR - reg.#: 2935793
sire: CDI IDITAROD 155Z

CE	BW	WW	YW	MCE	MM	MWW	API	TI
11.6	0.3	75.6	109.1	11.3	29.3	67.1	134.3	76.7

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"Simmental Beef on the Cutting Edge"



A photograph of Kim and Rodney Hofmann standing in a field of harvested corn. They are both wearing brown jackets with the Hofmann Simmental logo. Rodney is wearing a matching cap and glasses. In the background, several brown and black cattle are grazing. The sky is overcast.

Kim and Rodney Hofmann.

A Kansas Simmental operation, approaching its 150th anniversary, relies on innovative and cost-effective marketing techniques.

Efficiency in Marketing

By Dan Rieder

“My great-grandparents homesteaded here in 1867, so this place will turn 150 in just two years,”

says Rodney Hofmann, who ranches with his wife, Kim, eight miles outside of Clay Center, Kansas, on the extreme western edge of the grass-rich Flint Hills. “I am the fourth generation to live on and work this farm.”

The original 160-acre homestead has long served as the farming nucleus, but has been expanded to 700 acres through a series of adjacent land acquisitions over time.

Kim, also a Kansas native, met Rodney through a mutual acquaintance. Raised in a rural setting, her family had maintained a small herd of commercial Polled Herefords.

After high school, she attended Washburn University in Topeka for two years before marrying Rodney and moving to the Hofmann Farm. Rodney’s dad, Warren, also was partial to Polled Herefords in a commercial setting, so they shared a common cattle background.

“When I got involved in the farm in the 1970s, we had grain and hogs, in addition to those Polled Herefords,” Rodney recalled. “In the late 70s, I started dabbling in Simmentals, mostly as a hobby. Eventually, we phased out the hogs and crops, putting our energy and focus on the cattle. We enjoyed working with the cattle a lot more than we did with the hogs.”

He had become aware of Simmental, when neighbors began using bulls on their commercial herds. Then, a high school buddy needed some money to go to college and offered Rodney a good deal on a handful of registered Simmental heifers. “That’s when I joined the Association and started registering cattle. What started as a hobby has now grown into a full-time business,” he exclaimed.

“We’ve added some outside cattle along the way, but mostly we expanded through artificial insemination and embryo transfer. I handle all of our AI work and also implant our own embryos into some of our own cows,” he continued. “We put another 40 to 50 embryos into a couple of local cooperator herds. We compensate those cooperators by buying all those calves, both bulls and heifers, back at weaning for top market price plus a premium.”

Hofmann females are bred 100% by A.I. “We use no natural service . . . if a good cow doesn’t settle, we might hold her over to the next season since we have both a spring and a fall calving herd. We may also put an embryo in an open cow, but otherwise we’ll cull her,” he states.

All embryo flushing, freezing and implanting of embryos in the cooperator herds is performed by Cross Country Genetics, which is headquartered in nearby Westmoreland.

Currently, the Hofmann Simmental herd fluctuates between 150 and 175 head of registered cows, a figure that includes several donors and recipients. “We started out with the spotted animals like everyone else and we fought change for quite a while. However, it just got to the point where we weren’t going to make a living and stay in business if we didn’t raise what our customers wanted. We went to solid colors and then to black, while continuing to place breeding emphasis on calving ease, maternal traits and carcass merit,” Kim chimed in.

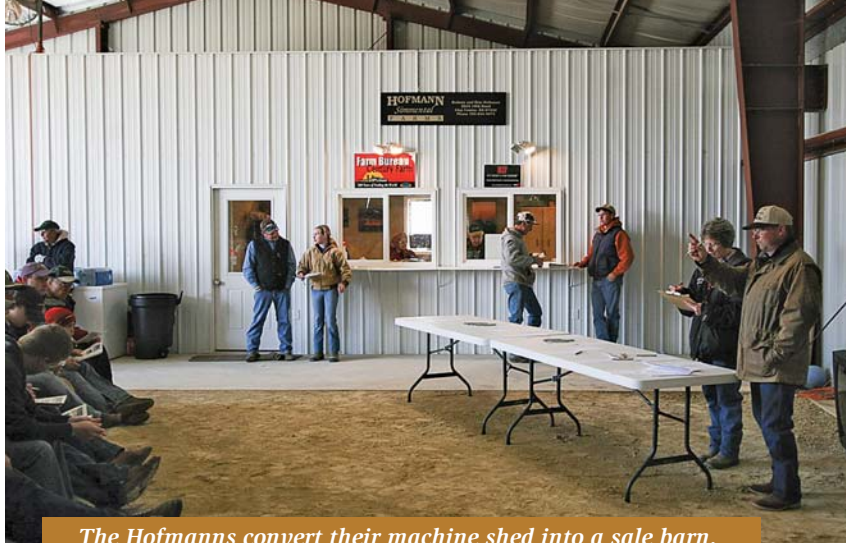
“When we first got into Simmental, it was the up-and-coming breed. Then times got tough for several years, and now it is amazing to see how the breed has bounced back and is so popular,” Rodney says. “We have been pretty heavy in both red and black SimAngus™, but we think we may have gone a little too far, so we’re swinging back a little to the purebred level. I think there may be something of an oversupply of halfbloods and not enough purebreds at this point.”

Unique Innovation

“We’d pretty much gone the full gamut when it comes to selling our genetics,” Rodney said. “We’ve sold at bull tests, through state association sales, as guest consignors and by private treaty. We thought that there just had to be a better way, so we did a lot of brain-storming and went through some trial-and-error to get where we are today.”

Their bull-marketing plan is both unique and cost-effective. With a few minor exceptions, Rodney and Kim, along with their hired man, Garrett Bulk, perform all the needed steps, from photography to advertising to catalogs to sale management. “Garrett started working for us part-time when he was 14, and has been full-time for the last year-and-a-half. He’s a big help, loves the cows and does an outstanding job,” she says. “About the only thing we don’t do ourselves is clipping the sale bulls — we do hire someone to do that.”

Kim, an accomplished professional photographer, has had several photos utilized as *Register* covers. In addition, she teams with another photographer to shoot weddings and occasionally hires out to other cattlemen. In addition to production of all photos used in



The Hofmanns convert their machine shed into a sale barn.

conjunction with their catalogs and ads, she designs and places the ads, and assembles the catalogs. Self-taught for the most part, she credits the late Ancel Armstrong of Manhattan for getting her off to the right start with livestock photography.

She also designed and maintains their website: www.Honestbulls.com “We chose that instead of our last name, because ours is not the normal spelling,” she explained. “We wanted something memorable and easy to find.”

For the past half-dozen years, they’ve sold 40 to 50 bulls through a winter sale that begins the last Saturday in February and runs for a full week, terminating on the first Saturday in March (February 28 through March 7 in 2015). “Boiled down, it’s a full week spread over two weekends. We hold the sale right here on the farm — in a large machine shed that we convert for that week,” he explained.

“On the first day, we offer about one-third of the bulls private treaty. We list a price on those bulls and the first buyer who says he wants them, gets them,” he says. “We sell the remaining two-thirds by silent auction where interested customers can bid against each other for the entire week. Usually, we sell about equal numbers of purebred Simmentals and SimAngus.”

During the week, live bidding is accepted on the Internet, by phone or in person. For the first half of the week, a 5% discount is offered, a move that generates increased bidding. “On the final day, we close them out, starting with the bull that has drawn the highest bid,” he continued.

“At 1:00 pm, we pull the bid sheets and give one last opportunity to raise the bid before declaring the lot ‘sold’. If no one raises the high bid, we declare the bull sold. We know that it is an unusual system, but it

(Continued on page 12)

Efficiency in Marketing

(Continued from page 11)

works. Since we do almost all the work ourselves, we have no commissions or costs associated with sale management, auctioneer or sale barn.”

A majority of their bulls go to local commercial breeders. “These guys have come to the realization that they have too much Angus influence and they need some hybrid vigor. Once they see the benefits of Simmental genetics, they get really excited,” he reported.

Females are sold through more conventional means on Columbus Day. “The female sale is held in conjunction with a couple of other breeders on an every-other-year basis,” Kim said.

“We’re not saying that our methods are for everyone, but it is an efficient, low-cost way that is affordable for us,” Rodney concludes. “It is buyer-friendly and easy for us to do.” ♦

Cows and calves on winter feed.



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45B
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Redemption x Autobahn - Feb. '14
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HSF Majority x WS Beef Maker - Dec. '13
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Saturday, March 14th

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GONSIOR CAST LOOK N STOUT B1
Wheatland Stout 930W x GS/WRS Steelin Looks X40
Purebred SM Fancy Open Show Prospect

**Simmental,
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GONSIOR PERFECT MILE B3
JF Milestone x CNS Perfection S603
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GONSIOR/BSC/2RL EYES ON B794
BC Eagle Eye 110-7 x Gonsior/WRS First Kiss
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GONSIOR BABY BREATH A11
SVF/NJC Built Right N48 x HS/TBSF Breathless
8Y • Bred to Coleman Charlo



LHT MS STEEL FORCE 119A
SVF Steel Force S701 x TK Edella R372
Bred to SS/PRS Gunslinger



GONSIOR/RC BEAUTY B14
LLSF Uprising Z925 x Gonsior Texas Tornado
Purebred SM Fancy Open Show Prospect



GONSIOR LOOKIN FINE B65
BC Lookout 7024 x SVF Steel Force S701
SimAngus™ Herd Bull Prospect



GONSIOR/AB PURESTEEL 38A
SVF Steel Force S701 x OCC Juanada 675N
SimAngus™ Herd Bull Prospect



GONSIOR ROAD GRADER A292
Mr NLC Upgrade U8676 x Gonsior Dream
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Balancing Visual Appraisal and EPD/Index Values

Three prominent judges offer their perspective on this significant issue.



Cody Sankey



Dr. Blake Bloomberg



Dr. Dan Shike

Featuring Cody Sankey, MS,
Blake Bloomberg, PhD,
and Dan Shike, PhD

Coordinated by
Jackie Atkins,
ASA Director of Science
and Education
and Hannah Wine,
Director of Media, Youth
and PTP Operations

How do well-respected livestock judges strike a balance between using EPDs and Index values and visual assessment? Where do these judges see SimGenetics fitting in the beef industry? We asked experienced PTP judges their views on the current status of SimGenetics and how they combine genetic evaluation and visual assessment in the showing.

Cody Sankey, current sales manager for Biozyme and former manager of the Michigan State University Beef Cattle Center and livestock judging team coach. Cody is a fifth generation cattleman, from the Sankey's 6N Ranch in Council Grove, Kansas. This purebred cattle operation is owned and operated by the Sankey family, the second oldest Angus herd in the United States, with over 110 years in the registered Angus business. He has judged in 25 states and Canada including shows like the National Western Stock Show, North American International Livestock Show, Shorthorn, Chianina and Maine Anjou Jr. National Show, Dixie National Stock Show and the Arizona National along with many state fairs.

Dr. Blake Bloomberg, Assistant Professor at Oklahoma State University, co-coach of their Meat Animal Evaluation Team, and Livestock Judging Team Coach. Before accepting his current position at OSU, Blake served as the Livestock Judging Team Coach at Texas A&M. He was named the 2008 and 2009 National Collegiate Coaches Association Coach of the Year. Bloomberg attended Black Hawk East Jr. College and was a member of the 2004-2005 judging team that was defeated only once. He was the High Point Individual at the 2006 National Intercollegiate Livestock Judging Contest and was also a member of the 2006 National Champion Livestock Judging Team for Texas A&M that was undefeated. His background in the cattle business includes several champions in the Simmental, Hereford, Angus and Shorthorn breeds. Bloomberg has judged cattle shows in 40 states

including events at the American Royal, North American International Livestock Exposition, National Western Stock Show, Houston Livestock Show and Rodeo, San Antonio Livestock Show, and several regional and state events.

Dr. Dan Shike, Assistant Professor in Animal Sciences at the University of Illinois and coordinator for the Livestock and Meats judging teams. Shike's family owns and operates Shike Cattle Company in western Illinois. He is actively involved with his father and brother in the management and marketing of the cattle. Shike has judged shows in over 30 states, including shows at the American Royal, Fort Worth Stock Show, Georgia National, Houston Livestock Show, National Junior Angus Show, National Junior Limousin Show, National Junior Shorthorn Show, National Western Stock Show, North American International Livestock Exposition, Oklahoma Youth Expo, San Antonio Stock Show, and Tulsa State Fair as well as internationally at the Sydney Royal in Australia.

Many of our readers have heard your bio read over the loud speaker from ringside. Delve a little deeper into your background in the cattle industry and how you began judging.

Shike: Both of my grandfathers and my father raised cattle so I have been around cattle for as long as I can remember. I showed cattle locally through 4-H and FFA. When my older brother got his drivers license, we started going to more shows and competed in the Chi Junior Nationals the last few years we were showing. I also became interested in livestock judging through 4-H and FFA. I was fortunate enough to be on the Illinois State 4-H livestock judging team when I was a freshman at Black Hawk College — East Campus (BHE). I was also on very competitive teams at BHE and at Kansas State University, where I completed my bachelor's degree in Animal Science. I then came to

(Continued on page 16)



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Balancing Visual Appraisal and EPD/Index Values

(Continued from page 14)

the University of Illinois to work on my master's and PhD degrees. I coached the Illinois State 4-H team and the University of Illinois Livestock Judging team during those years. My coaches (Dr. Alan Miller - Illinois State 4-H, Dan Hoge and Lee Denzer — BHE, and Dr. Scott Schaake — Kansas State University) all helped me find opportunities to judge shows when I finished my collegiate judging experience. The judging opportunities evolved from there.

Bloomberg: I was raised on a diversified livestock operation in west central Illinois. I grew up as a product of the AJSA program, exhibiting Simmentals as well as several other breeds. I began judging livestock in 4-H and continued at both the Junior College and Collegiate level. Judging shows is a privilege and honor for me. The experience I gained in livestock judging competitions gave me the confidence to share my opinions in shows of any size. I owe much of my passion and ability to evaluate cattle to my Dad. Starting at a young age, he taught me the basics of what quality looks like and how visual selection is important to any breeder.

Sankey: As a fifth generation cattleman, I grew up on the Sankey's 6N Ranch in Council Grove, Kansas. We are a purebred cattle operation that is owned and operated by the Sankey family. Our family has the second oldest Angus herd in the United States, with over 110 years in the registered Angus business. Growing up I was an active member of the National Junior Angus Association. I attended Butler County Community College and was on the livestock judging team there and then I transferred to Oklahoma State University where I was a member of the 2001 National Champion Livestock Judging team. After those experiences I was asked to judge a few small shows around the area and it just took off from there. Following graduation from grad school I was hired as the beef cow herd manager at Michigan State University. When I was at MSU I was able to learn the beef industry from industry legends Dr. David Hawkins and Dr. Harlan Ritchie and that is when the door really opened for me to judge many more shows on a larger scale.

When you're evaluating cattle how do you balance EPDs and index values with phenotypic appraisal?

Shike: There is no magical formula for how to balance EPDs with phenotypic appraisal. I am hesitant to put "minimums" or "maximums" on EPDs. Everything is relative. You never know what might be in a class. I have judged classes where every calf had incredible numbers and I

didn't care for any of them visually. I have also judged classes where all of the cattle were impressive to look at, but did not have very good numbers. However, I will say that I believe the industry has made tremendous progress and now more times than not there are cattle with good numbers that look good also.

There are some traits that we don't have EPDs for such as structural correctness. I believe the phenotypic appraisal of structural correctness is essential regardless of the goals of the operation and which EPDs they want to focus on. It doesn't matter how impressive their numbers are if they can't function and won't have any longevity.

Bloomberg: Balance is the key word. With both visual and genetic merit holding value, a proper balance of the two is extremely important to me. When presented with a set of numbers on a class, I scan the data and look for outliers both positive and negative. My attention then turns to physical attributes that don't have EPDs like structural correctness and body volume. A balanced statistical profile in tandem with visual quality is a must for me.

Sankey: I think it is very important to balance visual appraisal with the data while evaluating cattle. As a judge I have to utilize all information given along with what I can see with my eye to make a sound decision. I believe there are traits that you cannot measure with a number and it's important to be able to look at the animals and evaluate traits such as structural soundness and foot size, body volume and fleshing ability. But with today's technology and information the data has more predictability in non-parent animals than it ever has before and it's important to take those EPDs and index values into account. When I am judging I tend to look at the data and make sure there are no outliers in a negative way then I will judge the cattle visually and balance in the EPDs and Indexes as I work through the class.

There are some gorgeous but bad numbered show cattle out there and some that are hard to look at but great on paper — what's your strategy to handle those outliers when they're in your ring?

Shike: See answer above. To steal a quote from my coach, Dr. Scott Schaake, "Livestock judging is an art, not a science." I try to make the best decision for each situation. Unfortunately, this approach is often labeled as "inconsistent" from the crowd. I believe all judges try to be consistent. Unfortunately, the classes presented to them aren't always very consistent. (Continued on page 18)

CREATING PROFITS THROUGH PREGNANCIES

1SM00114 TNT **TUITION** U238 Reg. No. 2470582 (½ Simmental, ½ Angus)



CED	BW	WW	YW	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
8.4	0.9	74.0	118.1	2.9	16.3	53.3		5.9	41.6	-0.15	0.67	-0.018	0.72	0.29	129.5	83.2
.85	.90	.87	.86	.78	.78	.80		.72	.59	.44	.55	.50	.49	.36		10%
		10%	10%						10%		10%					10%

S A V Final Answer 0035 x TNT Hemi N267

- Tuition has been a staple in the SimAngus™ lineup for years and now has surfaced to the top of the PregCheck fertility database.
- Ideal when used on mature cows, he's a consistent producer of high quality cattle that make money.

1SM00126 MCM **TOP GRADE** 018X Reg. No. 2540315 (3/4 Simmental)



CED	BW	WW	YW	MCE	MM	MWW	DOC	CW	YG	MB	BF	REA	SHR	API	TI
10.5	-1.2	57.2	96.5	12.1	38.0	66.6	11.8	26.2	-0.40	0.60	-0.064	0.94	-0.23	149.3	78.9
.78	.92	.89	.86	.43	.44	.54	.80	.60	.46	.59	.53	.53	.38		
		25%		10%	1%	2%			3%	15%	15%	10%		15%	15%

MR NLC Upgrade U8676 x MCM Marbler 307N

EPDs as of 12/31/14

- The complete package – Top Grade combines calving ease with an excellent API Index as well as eye appeal.
- At PregCheck of 105, he is predicted to achieve an additional 5% conception rate than the average sire, when utilized in the same herd.

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1SM00121 MR NLC **UPGRADE** U8676 Reg. No. 2474338 (Simmental)



CED	BW	WW	YW	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
7.8	2.1	82.9	125.3	7.8	24.5	65.9	21.4	11.6	47.2	-0.61	0.50	-0.116	1.46	-0.14	151.9	89.5
.94	.96	.95	.95	.92	.92	.93	.39	.86	.61	.47	.58	.56	.54	.51		
		2%	2%			2%		20%	3%	1%	1%	1%	1%		3%	1%

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Balancing Visual Appraisal and EPD/Index Values

(Continued from page 16)

Bloomberg: When this type of situation arises, as a judge I feel it's important to evaluate the cattle for what they are visually and what they truly offer the breed. I don't necessarily want to dictate a producer's breeding operation solely based on EPDs. But I do feel a significantly high genetic predictor can aid in herd changes when needed. When I get outliers in the ring, it's still important to emphasize traits like soundness and quality. It is these visual measures that numbers cannot predict.

Sankey: Dealing with outliers is always a challenge. I feel each one of those types of animals have a place depending on how the producer makes a living raising cattle. I feel it's my job as a judge in the show ring when given the data is to find the animal that best fits the type of animal that would fit into the way my family and I make a living raising cattle.

In your time in the cattle industry how have you seen SimGenetics change in the show ring?

Shike: There is no question that the demand for SimGenetics has grown significantly. This trend has carried through into the show ring. You see SimGenetics in many of the composite breeds and commercial cattle that are being shown. I believe the cattle are more moderate, easier fleshing, and sounder in general than the Simmental genetics I saw when I was growing up.

Bloomberg: SimGenetics have changed immensely over the past couple decades. I have seen this breed change from large red and white traditional cattle to the softer, easier maintaining Simmentals of today. Our breed has been one of the leaders in both visual appraisal and genetic tabulations. This proven standard of excellence is what has enhanced the quality of our seedstock as well as commercial acceptability.

Sankey: SimGenetics have improved greatly over the past five to ten years. I think they have placed strong focus on improving structure and fleshing ability along with their EPDs and Indexes. They have moved SimGenetics in to a strong position in both the seedstock and commercial cattle business.

What role do you think SimGenetics plays in today's beef industry?

Shike: SimGenetics do and will continue to play a vital role in today's beef industry. The combination of maternal and terminal traits is unmatched by most breeds. I believe there is tremendous versatility in the SimGenetics which allows producers from different regions to utilize the genetics.

Bloomberg: SimGenetics are a valuable part of the industry. That proof is in our breed's bull and female sales. Demand for Simmental cattle is at an all-time high because of our commitment to making cattle sounder and more commercially acceptable for a multitude of traits. Commercial cattlemen demand SimGenetics, which is vital to the continued growth of the breed.

Sankey: I think they play a very important role in today's beef industry. They have positioned themselves as terminal sire breed that can do multiple things for a producer. As we go forward I think you will see SimGenetics being more prevalent in both the seedstock and commercial cattle industry because of the value they bring.

What would you recommend SimGenetic breeders do in order to successfully ensure that their show cattle retain a level of commercial acceptability?

Shike: My recommendation would be to simply not lose sight of the traits that made SimGenetics popular to start with. My observation is that SimGenetic breeders have done a remarkable job of improving their cattle and marketing them to a wide cross-section of clientele.

Bloomberg: Traits like soundness, fleshing ability and performance never go out of style regardless of production intention. Show cattle offer a tremendous marketing tool for our breed. Not every animal needs to be in the top 1% for every EPD. Environment dictates how much or how little of certain traits we need. It is extremely important to keep a balance of traits and not chase extremes as it relates to visual and genetic selection.

Sankey: I think it is important not to lose sight of the life after the show ring. The heifers have to be cows and bulls have to be breeding bulls and sometimes we can focus too much on things in the show ring that really don't matter when the halters come off. To be acceptable to the commercial cattlemen they have to be sound functional cattle that are cost effective to maintain. Those cattle have to calve easy, grow fast and have carcass merit in the end. I think if the Simmental breeders keep in mind functional cattle that are balanced in their data they will be more than acceptable in the years to come. ♦

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Larson XL SimAngus™

37th Annual Production Sale!



XL 484
GW Predestined 701T * Conn. Freightlnr
1/4 Sim, 3/4 Angus 205 Wt: 776



XL 440
Sun King 016 * SVR Catalyst 802S
3/8 Sim, 5/8 R Angus 205 Wt: 630



XL 4X5
Conn. In Sure * LRS Track 24W
1/2 Sim, 1/2 Angus 205 Wt: 845



XL 4X1
Conn. In Sure * Nichols Manifest
3/8 Sim, 5/8 Angus 205 Wt: 845



H4H 407
Ellingson Identity * Sharper Image
1/4 Sim, 3/4 Angus 205 Wt: 785



XL 413
Conn. In Focus * GW Predestined 701T
1/4 Sim, 3/4 Angus 205 Wt: 779



H4H 418
Evenson Chisum * Sitz Upward
PB Angus 205 Wt: 749



XL 474
NLC Upgrade * GAR Predestined
3/4 Sim, 1/4 Angus 205 Wt: 702



H4H 405
MCM Top Grade * Evenson Freedom
3/8 Sim, 5/8 Angus 205 Wt: 645

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Six Elected to Board of Trustees

Two incumbents, a former board member, and three newcomers have been elected to the ASA Board of Trustees. Fred Schuetze, Granbury, Texas, who served from 2000 to 2006 including a term as board chairman, has been returned to the board after an interim period of eight years, while the two incumbents are Jon Willis, Marietta, Oklahoma; and Brian DeFreese, West Point, Indiana.

Newly seated board members are: Barry Wesner, Chalmers, Indiana; Claye Kaelberer, New Salem, North Dakota; and Mike Forman, Ellensburg, Washington.

All six individuals were sworn in and formally seated during ASA's Annual Meeting, January 18, in Denver.

Brian DeFreese, West Point, Indiana



DeFreese is the owner of Shawnee Cattle Company at West Point, Indiana. In addition to his own herd of Simmental, he serves as manager of the Purdue University Beef Unit, which produces commercial females and feedlot steers from a cowherd of 300 SimAngus™ cows and 100 replacement heifers. After attending the University of Indiana for three years, he graduated in 1974 from Purdue, then spent nine years traveling the US and Canada, working for several purebred cattle operations. He farmed and raised cattle for more than 30 years before accepting his present position at Purdue in 2007. Now completing a three-year term on the ASA Board of Trustees, he has been active in the Hoosier Beef Congress, the Indiana State Fair and the Indiana Performance Tested Bull Sale. He's also a member of the Indiana Beef Cattle Association and served as president of the Tippecanoe County Cattleman's Association. DeFreese and his wife, Marla, are the parents of three grown children: J.D., Rob, and Katelyn.

Michael Forman, Ellensburg, Washington



Mike Forman, his wife, Paulette, and his son, Robb, own and operate Trinity Farms near Ellensburg in Central Washington. Their cowherd consists of 500 cows a majority of which are SimAngus™, along with purebred Simmental and Angus. Since 1986, A.I. and embryo transfer have been used extensively, utilizing top sires from both the Simmental and Angus breeds. Forman is a past president of the Washington Simmental Association and previously served as president of the Washington Angus Association. An average of 135 bulls, plus some females are sold through their own production sale, held annually on the first Saturday in March. At one time, the Formans owned three agricultural tractor dealerships, selling Kubota, Hesston and other farm equipment. After divesting the dealerships, they formed a construction company, specializing in public works projects. That business was sold two years ago when Mike retired, allowing him to spend more time on the cattle ranch. Mike and Paulette also have one other son, Randy.

Claye Kaelberer, New Salem, North Dakota



Kaelberer Simmentals, which has been in existence for 38 years, is owned by Claye Kaelberer and his family, and is located near New Salem, North Dakota. The fifth generation to live on the original homesteaded family farm, he purchased his first 200 acres while he was a junior in high school. Their current herd of 170 cows is managed with a focus on the needs of their neighbors' and customers' commercial operations. Making extensive use of AI and embryo transfer, bulls are sold through the Edge of the West Sale in collaboration with other members of the sale group. A former recipient of the prestigious Promoter of the Year Award by the North Dakota Simmental Association (NDSA), Kaelberer is deeply involved in numerous community and state organizations. A former president of the NDSA, Kaelberer has also served as chairman of the North Dakota Bull Test and serves on the North Dakota Showcase Sale Committee. Claye and his wife, Michelle, are the parents of three children: Lindsay John, Brittany Rau and Conner.

Fred Schuetze, Granbury, Texas



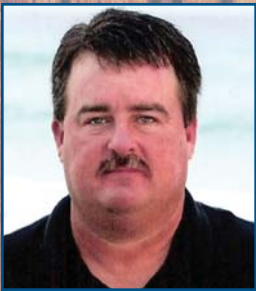
Schuetze was a member of the ASA Board from 2000 to 2006, including one year as Chairman. He has been Director of Livestock Operations for Buzzard Hollow Ranch since 1992, a 6,000-acre enterprise featuring an 800-head cowherd, comprised of Fleckvieh (90%), plus Simbrah (4%), SimAngus™ (4%), and Red Angus (2%). Fleckvieh genetics all trace back to original German and Austrian cattle, although a high percentage of females can be traced back to South African sources. Embryo transfer is used extensively to accelerate BHR's breeding program. Schuetze, who holds a B.S. degree from Southwest Texas State and an M.S. from Texas A&M, worked as a County Agent from 1968 until 1979 when he transitioned to ranch management. He has been an industry leader, serving as president of the Texas Simmental-Simbrah Association, chairman of the Fullblood Fleckvieh Federation, and second vice president of the World Simmental Fleckvieh Federation among many organizations. Schuetze and his wife, Judy, are parents of two adult children, and two grandchildren, Hailee Schuetze and Carter Mason Keel.

Barry D. Wesner, Chalmers, Indiana



Wesner is the owner of Wesner Livestock Enterprises, maintaining a herd of 50 mature cows, including registered Simmental, SimAngus™ and Angus. Heavy use is made of embryo transfer and artificial insemination, utilizing only superior cow families which have proven production records. Over the past 20 years, he has served multiple terms as President of the Indiana Simmental Association, served as co-coordinator for the AJSA Eastern Regional Classic in Indianapolis, and has served as the Simmental breed representative at the Indiana State Fair for the past eight years. A graduate of Purdue University with a degree in Agriculture Education, he worked for the Farm Bureau Cooperative System as a Feed Sales Specialist for 12 years, then became Multi-line Agent for Farm Bureau Insurance, and currently works as the Business Development Manager for Crop-Pro Insurance. He is the father of three adult daughters: Courtney, Carly and Bailey, all of whom have been involved in livestock-related activities.

Jonathan L. Willis, Marietta, Oklahoma



Jon Willis manages Willis Simmentals, a family-owned operation located at Marietta in South Central Oklahoma. The Willis cowherd consists of 330 registered Simmental and SimAngus™ females plus 50 Angus cows, maintained through a breeding program heavily based on embryo transfer and artificial insemination. Willis genetics are merchandised primarily through private treaty sales and bull test consignments. A 1994 graduate of Oklahoma State University with a B.S. in Animal Science and a minor in Business, Willis served as 2009-10 President of the Oklahoma Simmental Association. An ASA incumbent Trustee, he is beef superintendent of the Love County Livestock Show, and a member of his local Volunteer Fire Department. Deeply involved in American and Oklahoma Junior Simmental Associations, he acted as co-coordinator of the 2009 South Central Regional Classic. Willis and his wife, Wilma, are the parents of four children: Chase, Alli, Maddi and Maizi. ♦

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Lot 2



Lot 1



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DIRECTORS' DIALOGUE

By Will Townsend, Director, Commercial and Industry Operations



406-548-5770

wtownsend@simmgene.com

I've only begun my career in the field of "International Beef Genetics". Nonetheless, I've worked hard to investigate the opportunities for US seedstock producers. To this point I've seen opportunities, but none as promising as the opportunities "Down Under." The Australian beef industry is progressive and moving fast. They have the animal breeding wherewithal to recognize and select quality genetics. Before I go on, let me define "quality genetics" as it can vary based on opinions. Quality genetics are those genetics focused solely on maximizing profitability for the commercial industry and achieve genetic improvement through utilization of the most effective, current and accurate selection tools such as the International Cattle Evaluation, EPDs and economic indexes. With Australian breeders being so progressive, the US is offered multiple business opportunities involving import, export and cooperation with Australian beef producers.

Some readers may have read my last report stemming from my trip to Colombia. Not surprisingly, the basic steps to successful international business are not much different. However, in this report, I will cover each step specifically in regards to application to the Australian beef industry and tweak some of them as they apply to the industry.

Step 1: Offer a High-Quality Product and Seek a High Quality Product.

I stress the importance of this step. Without naming specific regions of the world, it is safe to say that most U.S. genetics would be an "improvement" to some parts of the world. However, Australia is so on the ball that only the very best U.S. genetics would contribute to genetic improvement in Australia. Therefore, it would largely be a waste of time to invest marketing dollars there without including the very best genetics.

Often times, breeders who consider international business are looking first and foremost to export and not import to improve their own genetic program. Australia, however, offers an opportunity for U.S. breeders to utilize some of the very best genetics down under to improve their own program. This sort of mutual cooperation should be seriously considered by U.S. breeders due to the progressive animal breeding practices of many of the Australian breeders and the potential for outcrosses.

Step 2: Do Your Homework

The Australian beef industry has much more in common with the U.S. than many other countries do. However, there are still some differences that breeders will have to navigate in order to conduct successful business with Australia.

An example of a difference in beef production is that Australian beef producers are not paid premiums for quality grade. Therefore, the incentive to

produce cattle with sufficient marbling is not as strong as it is in the US. However, many progressive Australian beef producers consider it their responsibility to produce a quality product so they will still place selection pressure on quality grade when making breeding decisions. It is also assumed that the day will come when Australian producers are paid for quality grade due to ongoing efforts to create premiums. With this in mind, it is wise for producers to breed the type of cattle that will position them to achieve the premiums associated with quality grade when those premium are put in place.

It is important to consider all of the "trade hurdles" that exist when doing business with Australia. None of the hurdles are overwhelming but there are other requirements in regards to shipping semen, for example.

Australia's political stability is very inviting for U.S. businesses but it is still important to keep an eye on other factors that may affect business such as the exchange rate.

Step 3: Establish a Networking Plan

There are two approaches to networking in Australia. I call them the "shotgun approach" and the "rifle approach".

A shotgun approach would revolve around positioning yourself in a high traffic area in which you will be around a large number of potential clients. An example of this would be Beef Australia, Australia's National Beef Exposition. This event is one of the largest events in the world and you would be around many people that may be interested in doing business with you. The downside of this sort of approach is you may meet a lot of people and only a small portion may be ideal clients.

The approach I would suggest in Australia is a rifle approach in which you target specific clients that have a high chance of being a successful partner. This sort of approach can be done by utilizing the internet and conducting your own research on potential clients if you have no initial leads. The best way, however, to conduct this approach would be to have someone help you get your foot in the door. For example, through my recent trip to Australia, I made a number of contacts with individuals that could help progressive US breeders (with a quality product) make the potential contacts necessary to begin a successful business relationship. These contacts are available upon request.

No matter where you are, the early stage of a networking plan is all about getting your foot in the door. Joining an international society, attending an international event, traveling with or partnering up with someone who already has international contacts, or utilizing an established contact list are all ways that successful international businesses have initiated their international program.

Step 4: Calculate Your Initial Investment and Your Estimated Return on Investment

Now that you have identified the value of your product, done your homework on the potential, the costs, and the risks (although minimal) of doing business in Australia and you've established a solid networking plan, you should have a good idea of the cost or investment you will have to make to get your program off the ground. After interviewing a number of seedstock producers that have established a successful international program, it seems very common that an international program will not recover its initial investment for three to five years. Some are a little longer and some experience success the first time they enter a foreign industry. However, three to five years would be an adequate amount of time to use when calculating your initial investment and when you begin to see adequate returns on that investment.

Most international marketers that have achieved a certain level of success visiting their region or country of interest anywhere from one to five times a year. Therefore, it is easy to see why it can take so much money to get started and why the risk can be very high. Once you've determined the risk, the investment, and the potential you will be able to see if the program is one you can implement on your own or if you will need investors. If you need investors, you will have already established your business plan, you just need to go out and find them. They will likely be other seedstock producers that have an interest in the international beef business.

Step 5: Build Solid Relationships

Once the money has been rounded up, the networking plan has been established, and the plane tickets have been bought, it is time to go to work. Building relationships with your potential clients is extremely important and your success may depend on it. Often times you may have to know somebody with the desired contacts to gain access to clients or be part of a group or event. Go out and meet the people with whom have access. Don't give a sales pitch but don't be afraid to tell them who you are, what you do, and what you have to offer. More importantly, listen. Ask questions about the potential client's operation so you know where and how you may be able to help them. Become friends with the clients so they know you are trustworthy and enjoyable to do business with. If you're not trustworthy or enjoyable to do business with, get out of the business. At many events and meetings there will be social events that offer ample opportunities to build these friendships. Since you will be in a country that offers many opportunities for fun and recreation, make sure to not get side-tracked by self-pleasing distractions. These social events are for you to socialize and build friendships, but they are not there for you to go crazy. Part of building trust is letting people know that you are enjoyable to be around but you have self-control and are responsible.

The exciting part about conducting this step in Australia is that all of the Australian producers I had an opportunity to meet and get to know were extremely pleasant and fun to be around. It should not be difficult to enjoy spending time with them but remember, they are very good and dedicated at what they do and won't be interested in your product if you don't deliver the same sort of quality in product and service and the same sort of dedication.

Step 6: Conduct Business that will Cause the Client to Come Back

These steps should be repeated until the opportunity finally comes to make a transaction. This is still the "getting the foot in the door" stage. You do not need to give your product away because that could create poor buyers habits and establish unrealistic expectations of future transactions. One U.S. producer that has had a large degree of success in Australia told me you don't want the reputation of selling a "cheap product". However, you want to make sure you offer an amazing value in the initial transaction that will cause the client to come back for more. Offer them an amazing, high-quality product. Follow-up with the client regularly to make sure he or she received the product and that he or she is satisfied with the product. Customer service is as important or more important than the product itself so make sure you follow through.

Step 7: Review Your Program

Review the entire process. Once you've actually invested money, undergone networking efforts, made sales, etc., adjust your calculations and critique your program to make it more efficient and more effective. You may be able to improve your product, cut costs somewhere, partake in more efficient networking efforts, stream-line sales, etc.

Step 8: Improve Your Program

Improve your weakest areas or the areas with the greatest potential for improvement. Make the efforts to improve your program to sustain or grow your success. Focus on the most important areas with the most potential for return and then move to other areas of improvement as time, money and other resources are available.

Summary

One common theme I discovered in all of my visits in Australia is that progressive Australian breeders are willing to use high-quality, profitable genetics no matter where they're from. Not only are they willing to use those genetics but they are in high demand. The problem is availability. Those sort of high-quality options are limited in Australia. This presents a huge challenge but an even greater opportunity to those willing to step up to the plate.

(Continued on page 24)

DIRECTORS' DIALOGUE

(Continued from page 23)



hwine@simmgene.com

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

AJSA

The members of the Board of Trustees of the American Junior Simmental Association (AJSA) are pleased and proud to announce that well-known artist CJ Brown of Illinois has created a painting for them, Sires of the Simmental Breed. The painting features 25 legendary bulls of the Simmental breed that were selected by voting from more than 800 Simmental enthusiasts. A limited number of \$75 prints are available, to order yours email ajsa@simmgene.com. It's the perfect Valentine's Day present for the Simmental lover in your life!



Speaking of Valentine's Day, if you're still on the hunt for the perfect present be sure to check out the AJSA Board of Trustees Lots of Love online sale February 8 & 9 on DVauctions.com. Check out these photos of the featured lots!

Proceeds from the sale of the prints and the online sale will go to support the AJSA's 2015 Summit Conference, focused on leadership development and advocacy. Junior members, parents and advisors from all over the country participate in the event in Bozeman, Montana, August 3-6. During the four-day event, they will hear nationally known speakers, visit farms and ranches, and attend workshops designed to enhance the individual's leadership talents, communication skills, and beef industry knowledge.

Media

I'm excited to announce that Gabby Glenister will be doing some guest writing for us on the TREG blog. Glenister, from Good Hope, Illinois, is a lifelong livestock breeder who grew up on her family's Angus farm in upstate New York. In addition to writing for the American Simmental Association, Gabrielle works for Torrance Herefords of Media, Illinois. Glenister graduated from the State University of New York at Cobleskill in May of 2012 with an Associate of Science Degree in Animal Science: Dairy



Gabby Glenister

Production & Management. In the fall of 2012, she began her educational career at Iowa State University, pursuing a Bachelor of Science Degree in Agriculture & Life Sciences Education: Agricultural Communications, which she completed in August of 2014. Glenister was actively involved with the National Junior Angus Association for eleven years. In 2012, she accomplished one of her goals by working as the Junior Activities Summer Intern at the American Angus Association. Joining the ASA as a contributing writer for TREG, Gabrielle will continue her passion for the agriculture industry by telling the Simmental story. Look for Gabrielle's most recent stories about Dr. Fred Swain and Marshall Ruble on the TREG blog at www.simmental.org/TREG.

(Continued on page 26)

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2015 Annual Production Sale

Monday, March 9, 2015 • 12:00 Noon
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Selling 80 Head • Stout Performance Bulls, Bred Heifers & Open Heifers



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Mr NLC Upgrade x Ellingson Legacy M229
January 3/4 SM Herd Bull Prospect



Rockin H Mr Beefking B754
WS Beef King W107 x CNS Dream On L186
February PB SM Herd Bull Prospect



Rockin H Mr Tuition B234U
TNT Tuition U238 x Sand Ranch Hand
January 3/4 SM Herd Bull Prospect



Rockin H Mr Brilliance B075
SAV Brilliance 8077 x Hook Shear Force
January 1/2 SM 1/2 AN Herd Bull Prospect



Rockin H Ms Broker B61Y
Mr HOC Broker x KCC Saginaw
February 3/4 SM Open Heifer



Rockin H Ms Way Cool B754S
New Trend Way Cool x Triple C Invasion
R47K • February PB SM Open Heifer



Rockin H Ms Dominator B78
Ellingson Dominator W905 x 3C Macho
January PB SM Open Heifer



Crazy Fate A335
SAS Sweet Meat x ESMJ Conservative
MJ936 • Bred to SAV Bismarck 5682
PB SM



Crazy Fate A323
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DIRECTORS' DIALOGUE

(Continued from page 24)

PTP

The PTP program strives to promote multi-level progress within the SimGenetics industry. Aside from our four major PTP shows there are countless PTP shows across the country at state fairs and regional shows. These shows are required to utilize a judge from the list PTP Approved Judges.

Help us grow this list.

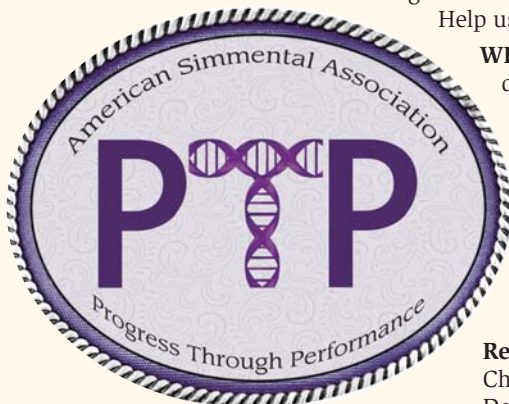
WHO would be a good fit? PTP shows effectively combine the assessment of statistical data, such as EPDs and actual measurements with traditional phenotype evaluation. It's essential that the judge have solid understanding of the data and a sharp and expert phenotypic cattle eye.

HOW does someone get on the list of PTP Approved Judges? There is a simple application process which requires the candidate to complete a basic biographical application form (available on the PTP page of www.simmental.org) as well as two letters of recommendation, one of which must be from an ASA member. Applications are then reviewed by the Activities and Events Committee of the ASA Senior Board of Trustees.

Recent additions to the list:

Chris Cassady, IL
 Dave Allen, TX
 Tyler Dewey, OK

The full list is available at www.simmental.org



jatkins@simmgene.com

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

BEEF magazine recently featured the top 100 seedstock operations in the U.S. (based on selling at least 200 bulls per year). I was pleased to see several SimGenetic Seedstock operations were represented, including: Powerline Genetics (Holbrook, NE), R A Brown Ranch (Throckmorton, TX), Diamond Peak Cattle Co. (Craig, CO), Flying H Genetics (Arapahoe, NE), Krebs Ranch (Gordon, NE), Yon Family Farms (Ridge Spring, SC), Griswold Cattle (Stillwater, OK), Cow Camp Ranch (Lost Springs, KS), Gateway Simmental and Lucky Cross (Lewistown, MT), 3C Christensen Ranch (Wessington, SD), Yardley Cattle Company (Beaver, Utah), Schiefelbein Farms (Kimball, MN), Nichols Farms (Bridgewater, IA), Leachman of Colorado (Fort Collins, CO), Lorenzen Ranch (Pendleton, OR), Tanner Farms (Shuqualak, MS), and Hoffman Ranch (Thedford, NE).

The article provides perspectives from several of the listed seedstock breeders on their successes and emphasizes the importance of collecting data, vertical integration or at least communication between the packer, the feedyard, and the breeder, and maintaining integrity with

commercial customers. Reading this article as we gear up for another season of the CMP brings home the importance of the data collected in this program. The value of knowing offspring performance all the way through and including harvest is vital to the success of your genetics. In 2015, we will add feed intake to a subset of the calves in collaboration with Dr. John Hall at the University of Idaho. We have also kicked off fundraising efforts to purchase a GrowSafe System in order to collect intake data on the majority of the CMP calves. This fundraising is a specific mission called the "Feed Intake Project" through the American Simmental Simbrah Foundation. For more information on this or other fundraising missions, check out the website at www.simmental.org/foundation.

Wes Ishmael finished his column with the following nugget, "... useful, relevant genetics are the price of admission to successful, sustained seedstock production". This may be overly simplified but keep the terms useful and relevant genetics in the forefront when choosing your next bulls and replacement females. It might land you on the next *BEEF* 100 list. ♦

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Angus Sired by:



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6	2.5	69	111	3	18	52	95	67



GCCR Easy Answer Y108

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
16	-2.6	65	98	12	23	55	176	88



TNT Tanker U263

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
2	2.6	82	129	20	26	67	116	73



BBS Top Cut X66

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
-6	5.5	89	143	13	23	67	77	62

EPDs pulled 1.13.15



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1:00 PM

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50 SimAngus™ Heifers

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- Guarantee • Delivery



GAR Prophet

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
20	-2.6	87	150	11	33	77	229	124



S A V Con Air 1086

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
7	-1	75	127	5	30	67	88	70



W H S Limelight 64V

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
14	-1.7	78	139	12	31	70	179	103



Ellingson Identity 9104

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
25	-4.6	62	109	15	34	65	183	88

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MEET THE TEAM

This is the second installment in a series designed to “personalize” ASA’s team of Field Service Representatives so that the membership can become more familiar with individual credentials, and more easily recognize names, faces

and responsibilities. Two individuals, proceeding in alphabetical order, are being featured in future issues of *the Register*. John Grande and Stuart Jensen will be spotlighted in the March issue.



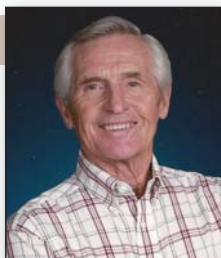
Russ Danielson, Harwood, North Dakota

Danielson retired in 2010 after completing a 44-year career on the staff of North Dakota State University (NDSU). Raised on a diversified livestock and grain farm near Valley Center, he earned a B.S. degree in animal husbandry and a subsequent graduate degree as well from NDSU.

During his tenure at NDSU, he began as manager of the university’s beef unit; taught numerous classes within the Animal Science Department; coached livestock judging teams; served as advisor for thousands of undergraduate students and on numerous graduate committees; and as faculty advisor for campus agricultural clubs and organizations. He was instrumental and deeply involved in the introduction of Simmental genetics to the NDSU breeding herd in cooperation with the North Dakota Simmental Association, a program that continues today.

In demand as a highly respected cattle judge, he was worked shows on State, Regional and National levels in the US and Canada. He has judged at the National Western in Denver, at Houston, Fort Worth and the Canadian Agribition.

He also worked with North Dakota rancher Russ Bueling to develop the BueLingo breed of beef cattle and served as the first secretary/treasurer of the BueLingo Beef Cattle Society. (The BueLingo has a distinct white band around its middle, is often confused with the Dutch Belted breed and has been nicknamed the “Oreo” breed.)



Michael Dikeman, Manhattan, Kansas

A native son of Kansas, Michael Dikeman was born in Fort Scott, graduated from Fort Scott High School, attended Fort Scott Community College, earned his B.S. in Animal Husbandry and his Ph.D. in Meat Science from Kansas State University, and spent 42 years on the KSU Animal Science faculty. His Master’s Degree was from Michigan State University.

While on the KSU faculty, he coached the Meats Judging Team for eight years, taught 13 difference courses, and authored more than 450 scientific journal articles, abstracts, conference proceeding papers and technical bulletin articles.

On a national level, Dikeman served as president of the American Meat Science Association, was on the Executive Committee of the American Society of Animal Science and was president of the Federation of Animal Science. In cooperation with Dr. John Pollak, then of Cornell University, he coordinated the national Carcass Merit Research project that led to EPDs for tenderness.

He served six years on the ASA Board of Trustees between 2002 and 2008 and was instrumental in development of ASA’s ground-breaking Performance



Danielson (right) talking to Simmental breeder Steve Ulmer, Oakes, ND.

Since his retirement, Danielson has spent considerable time renovating the farmstead on his family farm that was originally homesteaded by his grandfather in 1884. Among other pastimes, he is a dedicated fan of his Alma Mater’s three-time national championship football team. Russ and his wife, Helen, who were married in 1966, are the parents of two married daughters and grandparents of four.

Since joining the ASA Field Representative team, he has renewed contact with numerous area Simmental breeders and has done the necessary homework to become current with Association programs and activities. “I am enjoying meeting and working with progressive Simmental breeders and commercial producers,” he says.

Advocate and Total Herd Enrollment programs. He has been deeply involved in the Kansas Simmental Association, serving in numerous positions of leadership. A long time Simmental breeder, he currently maintains a herd of 60 all-black Simmental and SimAngus™ cows. Bulls are marketed primarily through the Gold Bullion group annual bull sale.

“Simmental genetics are making a great contribution to the beef industry,” he says. “The multi-breed genetic evaluation has allowed Simmental x Angus ‘composites’ to be successful and popular, excelling over all other ‘composites.’ But, ASA members must continue to make breeding progress that contributes to SimAngus excellence.”

Dikeman and his wife, Earline, who served nearly 40 years on the faculty of the KSU Chemistry Department, are the parents of two children, Mark, a former president of the American Junior Simmental Association, and Becca, who was the high individual at the 1995 AJSA Classic. Both majored in Animal Science and have careers in agriculture. ♦

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2015 Classic Schedule Listed

The 2015 AJSA schedule of activities has been finalized. Regional events plus the 35th National Classic will be held at five widely located sites. Coordinator Jennifer Kincaid, and members of the Texas Simmental/Simbrah Association, will serve as hosts for the National Classic. The complete schedule:

South Central Regional	June 7-11	Springfield, MO
North Central Regional	June 16-19	Austin, MN
Eastern Regional	June 24-27	West Springfield, MA
Western Regional	June 26-28	Bozeman, MT
National Classic XXXV	July 5-12	College Station, TX
Summit Leadership Conf.	August 3-6	Bozeman, MT

AJSA Deadlines Listed

The following deadlines must be adhered to for AJSA activities scheduled over the next few months. Entries and other paperwork that arrive after the listed deadlines will be declared ineligible — no exceptions! Please mark your calendars accordingly.

Event	Date
National Classic hotel scholarship	April 15
Regional Classic entries and ownership	May 5
Late Regional Classic entries	May 12
National Classic entries & ownership	May 15
Late National Classic entries	May 22
AJSA Trustee applications	June 1
Merit Award applications	June 1
Photography contest entries	June 1
Video contest entries	June 1
Summit registration	June 1

“C” is Year-Letter for 2015

The letter “C” is the year-letter cattle identification designation for 2015, with D to follow in 2016. B was designated for use in 2014, while the letter A was the year-letter designated for use during 2013.

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

ASA Staff Steps Up

The generosity of American Simmental Association employees was on display once again during the recent holiday season, rallying support for two extremely worthwhile charities.

During the week of Thanksgiving, ASA employees collectively donated 150 pounds of food and \$145 in cash for the Bozeman Food Bank. Then, at the staff Christmas party in December, a spirited auction of donated items resulted in \$3,400 for the Bozeman Cancer Support Community in memory of the late Peggy Lipsey.

Office Holiday Schedule

The ASA office will be closed for the following 2015 holidays. In addition to those dates listed below, the office traditionally closes for New Year’s Day.

- Fri – Mon., July 3-6
Independence Day
- Monday, September 7
Labor Day
- Thurs. – Fri., November 26-27
Thanksgiving
- Thurs – Fri., December 24-25
Christmas ♦
- Fri, April 3
Good Friday
- Monday, May 25
Memorial Day

Fri – Mon., July 3-6
Independence Day

Monday, September 7
Labor Day

Thurs. – Fri., November 26-27
Thanksgiving

Thurs – Fri., December 24-25
Christmas ♦

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CONNECTION

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By AJSA Trustee Jericho Chappa, Wilsall, MT

This marked a very exciting year for me. I was able to attend and participate at the National Classic in Louisville and run for the AJSA Board of Trustees. During that week in Louisville, I was able to see the behind the scenes work that goes on at a cattle show and just what the AJSA Board does. I was surprised by the long hours of work doing

things that you don't really realize happen at cattle shows, like folding the exhibitor shirts, organizing the mentor program materials, and setting out the show programs.

As fall rolled around I attended the American Royal and the North American International Exposition. It was great to meet Simmental breeders from around the United States and see the shows. As the string of PTP shows has come to a close, much like many of you, I'm now focused on getting the new calves on the ground and making sure they're healthy and growing. For my family the National Western Stock Show can be very stressful on us since it is in the thick of early calving season.

Calving season is one of my favorite times of year. The skills and life lessons learned calving cows are integral to the AJSA experience. Many of our AJSA members take part in calving on their family farm or ranch. AJSA members Jaden (14), Dawson (13), Jamison (10), and Addison (5) Neshem help their mom and dad, Heather and Kent Neshem with calving on their family ranch, KNH Simmentals in Berthold, North Dakota. At their ranch each of the siblings is able to tell which calves are theirs by their unique tagging system. "We have different colored tags for each of us. I'm blue, Addison is purple, Jaden is green and Dawson's calves have pink tags," explained Jamison.

What is your favorite part of checking cows during calving season? Addison — "I like helping with tagging and weighing the calves." Dawson — "Turning out the newborns and seeing them run as fast as they can." Jaden — "When it's all over!"

If you're not part of the calving process with your cattle, I challenge you to brave the elements, help out with calving season and see what it's all about! ♦

2015 Classic Schedule

Event	Dates	Location
South Central Regional	June 7-11, 2015	Springfield, MO
North Central Regional	June 16-19, 2015	Austin, MN
Eastern Regional	June 24-27, 2015	West Springfield, MA
Western Regional	June 26-28, 2015	Bozeman, MT
National Classic XXXV	July 5-12, 2015	College Station, TX

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Setting Sights High

A Simmental family rolls up its sleeves on behalf of worthy causes.



Mackenzie Forman with the first heifer donated to the Relay for Life. The buyer was Bob Matthiesen, Mansfield, WA.

Mackenzie Forman, daughter of Robb and Debbie Forman, and granddaughter of Mike and Paulette Forman of Trinity Farms, Ellensburg, Washington, participated in her first Relay for Life event in June, 2007 when she was 13-years-old. She was greatly impacted through participation in a luminary ceremony and survivor walk and wanted to participate in a more direct way. The following year at the age of 14, she became a Relay for Life team leader. When Mackenzie started this project, she put together a team of 15 family members and friends. It was her goal to attempt to raise \$1,500 that first year (\$100 per team member). She called her team Friends for a Cure.

"Members of our family have had their lives impacted in all too many ways due to cancer's effects, and Mackenzie wanted to help make a difference," says her proud mother.

"While brainstorming for fund raising project ideas, we wondered what we could do as a family that could make an impact while providing an avenue where a multitude of people could participate," Debbie continued. "In late 2007, the idea was thrown out to offer one of our kids' heifers in the following year's bull sale with all proceeds to be donated to Relay for Life. Since then, through the generous support of so many of our customers, this project has really taken off!"

With the amazing success of that first year of fund raising, Mackenzie raised her sights to a much higher goal — to raise \$50,000 in five years for the American Cancer Society's Relay for Life. Once again, thanks to so many of Trinity Farms' friends and customers, she met that very ambitious milestone as well. "As parents and grandparents, it has been a humbling experience to see what the dreams of a then 14-year-old girl could grow into and we are all very proud of her accomplishments," Debbie said.

Once Mackenzie graduated from high school, she left home to go to

college in California and it was time for Trinity Farms to pick a new project.

"As a family, we picked the Wounded Warrior Project (WWP) and have donated a heifer in each of the past two Generations of Excellence sales in support of this cause and to date, along with the generosity of our customers, we have raised more than \$26,000.00 for this worthy cause. For our 2015 sale, our donation is another MCM Top Grade 018X open heifer," Debbie reported.

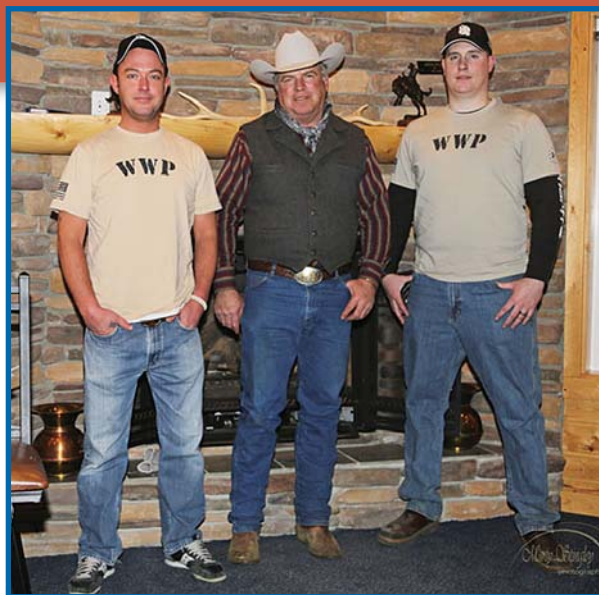


Auctioneer Butch Booker, selling the last relay heifer, that's MacKenzie looking over his shoulder.



Trinity Farms owners Paulette and Mike Forman with members of the 2013 Wounded Warrior team. Team leader Michael Porter is holding the plaque.

Wounded Warrior
Jay Sample and
sale vet Don Peter.



Russ Stingley, Ellensburg, WA, with Jay Sample (left) and Michael Porter of the Wounded Warriors Team, purchased the 2014 donated heifer in support of the organization.



Michael Porter during the sale.



Mackenzie, her sister Chelse and Wounded Warriors.

The following letter, from WWP Manager Michael Porter, was received by Trinity Farms following their 2014 sale.

“Dear Forman Family:

I just wanted to take the time to again say thank you and let you know how humbled and honored we were to be a part of your sale again this year! It is so incredible to see the level of generosity shown by those involved in the cattle industry, especially here locally. We can attribute about 65%, of all the funds we bring in, to your event. I can't thoroughly express my gratitude for your commitment to serving wounded Veterans! I have had friends who I served with who have been helped so much by the WWP. They have told me how much trouble it is to go through government channels to receive assistance, but the WWP has always been an organization that seeks out wounded veterans, rather than waiting for them to come in. In each of my friend's cases, the WWP was there to meet them when they arrived at the military hospital in Germany. They made the initial contact and gave them comfort by letting them know that when they return stateside, the WWP would be there waiting, willing to help. So for me, these are very personal issues and to know that you all and others like you are dedicated to supporting these veterans, is very comforting. So again, thank you so much for allowing us to be a part of the sale and for your continued support of our nation's wounded veterans.” ♦



Paulette giving Michael Porter the check for proceeds from the first year of Trinity Farm's relationship with the WWP.

The AJSA Board of Trustees is proud to announce . . . 2015 National Classic Hotel Scholarship

Scholarship will cover all lodging expenses at the 2015 National Classic for winning contestants and their families. Open to all members of the AJSA.



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SPOTLIGHT ON SIMGENETICS



Connors State Releases 84-Day Report

Connors State College, Warner, OK, has released its 84-day report for those bulls in the fall test. The bulls were sold on December 4 at the bull test station. ASA Trustee Blake Nelson serves as bull test director and Roger Morton is the farm manager. Forty-one Simmental bulls were among the total of 87 animals from seven breed categories in the test.

Breed	No.	ADG	WDA
Simmental	41	4.1	3.3
Angus	21	4.1	3.4
Charolais	7	4.0	3.4
Hereford	7	3.5	3.0
Maine	7	3.0	3.3
Composite	3	3.5	3.2
Red Angus	1	4.2	2.8
Totals	87	3.94	3.30

2013 and 2014 Sale Averages

Listed below are Simmental cattle sale price averages (US sales only), comparing the entire year of 2013 to 2014, year-to-date. These figures represent only those sales reported by category and published in *the Register*.

	Simmental			
	2013 106 Sales		2014 97 Sales	
	No.	Ave.	No.	Ave.
Bulls	4,908	\$4,355	6,004	\$4,720
Bred Cows	807	3,525	650	2,933
Cow/Calf	368	3,248	222	3,900
Bred Heifers	1,587	3,042	980	3,234
Open Females	1,636	3,102	872	3,019
Totals	9,306	\$3,796	8,728	\$4,219



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- Dash, ground black pepper
- Tablespoon, canola oil
- Medium onion, chopped
- Teaspoon, minced fresh garlic
- Cup, beef broth
- Tablespoon, fresh lime juice
- Can, whole tomatoes, undrained

Instructions

- Preheat oven to 350 degrees F
- Sprinkle roast with salt/pepper
- Cook roast in 1 ½ teaspoon hot oil
- 4 minutes on each side
- Saute onion, add to roast
- Add garlic, broth, juice & tomatoes
- Bake, covered for 3 hours ◆



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Affiliated faculty will use behavioral and experimental economics research to improve the design and implementation of USDA programs that support farmers in their efforts to feed the world and provide valuable environmental stewardship of the nation's agricultural lands. The new center is funded by a three-year USDA "seed grant."

Maine Closes Beef Industry Council

The Maine Beef Industry Council (MBIC) has closed and the Cattlemen's Beef Board (CBB) will take over collection and communications with producers in that state in the future.

The MBIC Board of Directors made the decision to close the state beef council due to two reasons: retirement of Executive Director Judy Powell and an increasingly limited checkoff budget. With Maine's decision, the National Beef Checkoff Program has a total of 44 qualified State Beef Councils.

Kentucky Approves Checkoff Increase

During a statewide referendum in November, Kentucky beef cattle producers have voted to assess themselves an additional \$1 per head on cattle marketed in the state. The final tally was 1,816 in favor of the increase and 1,423 against the proposal, which will take effect on April 1 of this year.

The Kentucky State Board of Agriculture had called for the referendum at the request of the Kentucky Cattlemen's Association. State law requires the Kentucky Department of Agriculture oversee and conduct referendums at the direction of the board.

Federal Lands Targeted by Utah

The State of Utah is leading the charge among some Western states that are determined to own and manage the federal lands that lie within their borders. The Beehive state has recently released a report, which states that the state can handle costs and management of those lands. Furthermore the report indicates that the state would receive great benefits in school and road funding, increased access, and healthier forests and rangelands.

In 2012, Utah became the first to pass legislation demanding that the federal government hand over the bulk of the land, which is under federal ownership. Opponents of the plan argue that the costs of managing the increased land mass would bankrupt the state or be sold off to private interests, thus leading to locking out of the public. ♦

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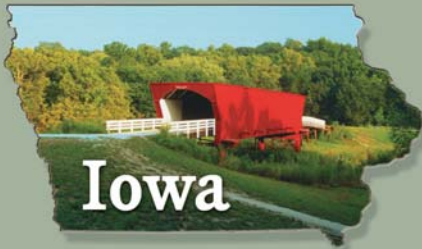
Animal Registration Number:
2779885

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Glennville, GA

Sale Date: 12/13/2014



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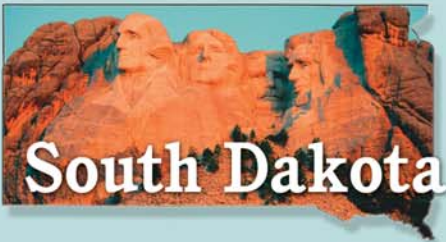
Listed below are ten questions designed to test your knowledge of the beef industry.

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

1. The nitrogen compounds that make up proteins are known by what name?
2. What is the composite breed that is comprised of ½ Brahman, ¼ Shorthorn, and ¼ Hereford?
3. What is the term utilized to describe the taking of measurements of economically important traits in a live animal?
4. What term is used to describe an animal that has too much set to the hock joint as viewed from the side?
5. What is the venereal disease in cattle, which lowers fertility, causes abortion, and is transmitted by the bull during natural service?
6. What is the typical rate of gain for a feedlot steer?
7. Which of the following has the highest cholesterol content: beef, chicken, pork or shrimp?
8. What live condition might cause "dark cutter" carcasses?
9. If a calf receives a ration over and above its maintenance requirements, what would be the expected result?
10. Substances produced from glands with no ducts that act as chemical messengers in the body are known by what term?

Answers:

1. Amino Acids; 2. Beefmaster;
3. Performance Testing; 4. Sickle-hocked;
5. Vibriosis; 6. 2.9 to 3.8 pounds/day;
7. Shrimp; 8. Stress, causing depletion of muscle glycogen; 9. Added growth hormones;



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NEWSMAKERS

Nevada Congressman Targets BLM

US Congressman Mark Amodei (R-Nevada) is asking cattle ranchers in his state who are affected by the Bureau of Land Management's grazing restrictions to share their experiences with his office. BLM has cut some grazing allotments in Nevada due to prolonged drought. In some cases, ranchers' grazing permits were cut from six months to two months.

Amodei says that BLM's methods could merit a congressional oversight hearing. He indicated that he wants a fact-based approach to grazing decisions "rather than knee-jerk reactions to drought conditions."

In Memoriam . . .

- **Voris Carson Blomquist**, Dillon, MT,



widow of pioneer Simmental breeder Emmett Blomquist, died December 15 at the age of 91. The second of five children, she was born in Shelley, ID, and graduated from high school in Hamer.

She married Emmett in 1940 and they ranched and raised Herefords and then Simmental cattle in the Dillon area for the rest of their lives. She is survived by her five children: Keith (Kathy), Rock Springs, WY; Helen (Wayne) Norman, Logan, UT; Bonnie (David) Beck, Kuna, ID; Don (Linda), Dillon; and Kevin (Cheri), Twin Falls, ID. ♦

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BEEF BUSINESS

USDA Soliciting Checkoff Comments

USDA has indicated that it is moving ahead with a plan to create a separate beef Checkoff, in the absence of consensus from the industry as it pertains to how to overhaul the existing program. USDA Secretary Tom Vilsack has indicated that he will continue with this plan until the industry reaches consensus.

Cattlemen's groups are split on the idea, with NCBA the leading opponent, urging the secretary to back off, arguing that USDA's alternate program would give the government too much control. Other beef-related organizations claim that NCBA, the primary contractor for promoting beef through the Checkoff, already has too much control.

Work Progressing on NBAF Facility

Planning and preliminary work continues on the National Bio and Agro-Defense Facility (NBAF) in Manhattan, KS, but it may be another decade before animal-disease research can be conducted at the 580,000 square foot, \$1.25 billion site.

Initial planning began in 2006 when Manhattan was selected as the site, to replace the aging and outdated Plum Island, NY, facility, which had opened in 1954. Through the current year, federal appropriations have been committed in the amount of \$638 million, while the state of Kansas has contributed \$307 million and the city of Manhattan has allocated \$5 million. Another \$300 million in federal funding is pending.

Feedlot Heifers Declining

All indications are that heifer sales directly off the ranch are declining, although the decline is slow and careful. In November's feedlot inventory comparison report, heifers made up about 35%, down about 1% from one year ago.

Many observers believe that increasingly, producers are experiencing a high level of confidence and may be on the verge of beginning retention of more females in their herds, thus initiating an uptick toward rebuilding the nation's cowherd.

Beef Stocks Projected to Decline

As 2015 arrives, beef stocks are projected at 595 million pounds, down 89 million from 2014, according to USDA forecasts. In addition, beef production for the year is projected at 23.736 billion pounds, a decline of 794 million. Beef imports are projected at 2.7 billion pounds, down by 123 million.

Total US beef supplies (production + imports) is projected at 26,931 billion pounds, which is 1 billion less than in 2014. Also, beef exports will be down by 74 million pounds to 2,525 billion in 2015. Beef consumption is also forecast to fall, down 922 million pounds to 52.2 pounds per capita. Last year, per capita consumption was 54.6 pounds per person.

Coalition Advocates Balanced Nutrition

As the US Departments of Health and Human Services and Agriculture finalize developing nutritional policies to be released this year, a coalition of 18 food organizations is calling for a more balanced, practical and achievable dietary guidance.

The coalition, named Back to Balance, was formed in response to public policy efforts that were occurring at the local, state and federal levels to malign and restrict certain foods when both scientific and the nutrition community have stated that such efforts are unlikely to work. A majority (93%) of healthcare professionals say that healthy eating is all about balance and that favorite foods can be enjoyed in moderation with a lifestyle that includes physical activity.

Americans Eating More at Home

American consumers are putting together more and more meals at home, though not necessarily cooked meals, and are eating fewer meals out, according to a new study by the research firm National Purchase Diary (NPD) Group.

The average American ate just 191 (17.4% of all meals) restaurant meals during the most recent year, compared to 215 (19.6% of all meals) meals in the year 2000, when eating out was at its peak. The study found that people are eating more at home, but not cooking more meals, instead relying on snacks as meals.

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Vegetarians Return to Meat

A recent Harris poll of 12,000 adults has found that 84% of vegetarians and Vegans eventually go back to eating meat. The findings directly contradict rumored reports that a ‘vegetarian movement’ is underway in the US and around the world.

Furthermore, the poll found that only 2% of American adults currently classify themselves as vegetarians or vegans, while 10% acknowledge that they formerly practiced some form of that anti-meat status. In addition, more than half of those who returned to meat did so within one year.

Scientists, Farmers Disagree on Climate

A study jointly conducted by Iowa State and Purdue Universities has found that crop producers and scientists hold deeply different views on climate change and its possible causes. A total of 6,795 people from the agricultural sector were surveyed to determine their beliefs.

The study found that 90% of scientists and climatologists said they believed climate change was occurring and more than half attribute the changes primarily to human activity. In contrast, 66% of corn producers said they believe climate change is occurring, but only 8% say that humans are responsible. Agricultural activity accounts for a calculated 10-12% of human-caused greenhouse gas emissions

Rural Employment Weak

While most of the US economy continues to recover from the recession of 2007-09, rural areas of the country have struggled to recover jobs lost during the downturn. Urban employment now has surpassed pre-recession levels, but rural employment remains well below its 2007 peak and continues to fall in many areas.

By contrast, urban employment grew by 5% between 2010 and 2014. At the end of 2014, rural employment was more than 3% below pre-recession levels despite a recent uptick. Most notable areas of rural unemployment can be found in the Deep South, Appalachia and the Mountain West.

“Sustainable” Definition Debated

Several consumer organizations have signed a letter which harshly criticizes the Global Roundtable on Sustainable Beef’s (GRSB) recently approved principals and criteria for beef production.

The criticism included a “lack of measurable performance standards, guidelines and verification methods and failure to address non-therapeutic use of antibiotics in livestock.” The groups said that GRSB did not address “key, inherent environmental problems associated with confinement beef production.”



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THE CUTTING EDGE

Farm Technology Use Increasing

A survey by the American Farm Bureau Federation has found that more farmers are reaping the benefits of the latest agricultural technologies, but may remain somewhat wary of risks involved with big data collection. An overwhelming 77.5% surveyed said they feared that regulators and other government officials would gain access to their private information without their knowledge.

However, farmers say that they are receiving positive results from using precision technologies such as collection of weather data, tracking seed varieties, analyze nutrient applications and map crop yields. As a result, they have been able to reduce costs by 15% and increase crop yields by an average of 13%.

Biotech Food Safety Confirmed

Genetically engineered foods are as safe as their conventional counterparts, according to testimony received during a US House Energy and Commerce Committee hearing in December.

Debate on the subject has typically been fueled by deep emotion and rhetoric, but a key witness, Alison Van Eenennaam, an animal genomics and biotechnology specialist from UC-Davis testified that the consensus of the scientific community is that “there are no unique risks posed by this genetic engineering.”

Antibiotic Task Force Assembled

The Association of Public and Land Grant (APLU) and the Association of American Veterinary Medical Colleges (AAVMC) have formed a Task Force on Antibiotic Resistance in Production Agriculture. Goal of the task force is to help advise the federal government on a research agenda and to help disseminate information on antibiotic use.

Scientists and public have grown increasingly concerned about the evolution of antibiotic resistant bacteria in veterinary and human medicine. Studies have shown that some bacteria have developed defenses against different classes of antibiotic compounds.

EPA Proposes Chemical Bans

The US Environmental Protection Agency (EPA) is seeking public comment on the potential removal of 72 chemicals from a lengthy list of substances approved for use as inert ingredients in pesticide products. The action was prompted by petitions filed by the Center for Environmental Health, Beyond Pesticides, Physicians for Social Responsibility and other groups.

Many of the 72 inert ingredients identified for removal are on a list of 371 inert ingredients identified by the petitioners as “hazardous.” Chemicals such as turpentine oil and nitrous oxide are named as potential candidates for removal. ♦

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CORPORATE REPORT

Tyson Expects Chicken Sales Explosion

Tyson Foods, Inc. is projecting strong consumer demand for chicken in 2015 and beyond, as demand for beef and pork declines, due primarily to elevated prices. The company believes that chicken is well positioned as the most economical of the major protein sources.

A Tyson spokesperson said: "Over the next few years, high beef and pork prices, relatively speaking, are going to continue drive demand toward chicken. The shift bodes well for the chicken business, which is Tyson's biggest source of profits and its highest margin segment. During the fourth quarter of 2014, Tyson's chicken sales rose by 2.3%, while beef sales dropped by 2.6% and pork by 0.3%."

JBS Acquires Tyson's Brazilian Holdings

Brazil's Administrative Council for Economic Defense (CADE) has approved the acquisition by JBS of 100% of the shares representing Brazil Tyson Foods. The Tyson holdings operates in the slaughter of chicken and cattle.

In actual practice, the operation results in the transfer of Brazil Tyson plants located in Campo Mourao and Itaiopolis. In June, JBS and Pilgrim's Pride had announced a definitive agreement to acquire all of the poultry operations of Tyson Foods in Mexico and Brazil for \$575 million. Of that total, \$400 million was in relation to the Mexican acquisition and \$176 million is the value of the Brazilian property.

Merck Announces New Program


Merck Animal Health has established "Creating Connections," a program designed to help producers better understand cattle behavior and use that knowledge to employ strategies that can reduce stress, improve reproduction and foster stronger immune responses.

Because calmer cattle are easier to examine, diagnose, treat and move, the techniques recommended through Creating Connections should help make it more convenient for producers to upgrade and improve their overall herd health. Additional information about the program can be obtained at www.creatingconnections.info.

Bayer Providing 200,000 Meals

Bayer and the Feeding American organization joined forces to make the 2014 holiday season a big brighter for Americans struggling with hunger. Together, they created "#Thankful4Ag" a social initiative that helped to provide 200,000 meals in November and December.


The US, as the world's largest exporter of agricultural products, shipped \$140 billion in goods during 2013. Yet, that same year, one in six people still faced hunger. Feeding America is the nation's largest hunger-relief organization and its network of local food banks serves 46 million people annually. ♦



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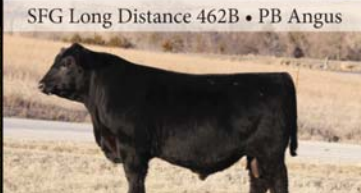
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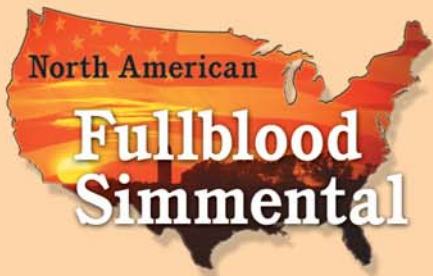
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INTERNATIONAL

One in Nine Malnourished

According to the UN World Food Program, more than 805 million people are malnourished in the world today, meaning that one in every nine individuals do not get enough food to be healthy and active.

According to the UN, hunger and malnutrition are the number one risk to health worldwide — much greater than AIDS, malaria and tuberculosis combined. Overcoming malnutrition in all its forms — caloric undernourishment, micronutrient deficiencies and obesity will require a cooperative combination of interventions that can guarantee availability and access to healthy diets, the report said.

French Plant Closed by Scandal

Food giant Nestle has shuttered a frozen meals plant at its site north of Paris after sales dropped Europe-wide after horse meat was discovered into processed products such as ready-made meals.

The wide-spread scandal was uncovered in January of 2014 when traces of horse meat were found in frozen burger patties sold in a number of Irish and British supermarkets. That discovery sparked concern among many French consumers, who then shied away from purchasing Nestle's frozen food products.

US, Canada Reach Embryo Agreement

Canadian Agriculture Minister Gerry Ritz has announced that Canadian cattle producers will now have better access to high quality bovine genetics, following an agreement with the US. The agreement allows in-vitro fertilized bovine (IVF) embryos to enter Canada from US, opening up new herd development opportunities. Previously, only IVF embryos produced within Canada were accessible to producers.

It is the first time that Canada has worked with another country to permit sales of IVF bovine embryos across its borders. The science-based agreement maintains Canada's strict animal health requirements, according to Ritz.

Global Subsidies Drop

The 21 biggest food-producing countries in the world were supported by an estimated \$486 billion in agricultural subsidies during 2012, but that is a proportionate figure lower than in previous years. Governments spent 19% of the total worldwide value of agriculture products on subsidies, down from 32% in 2001.

Of that total, North American countries provided \$45 billion with the US, which has now done away with direct payments and criticized for an overly-protectionist farm policy, paid out \$30 billion in 2012, compared to Canada and Mexico, which spent about \$7 billion each.

International Demand for US Hay

Over the course of the last decade, annual US hay and forage export value has increased by \$785 million and during 2013, reached an all-time high of \$1.25 billion. Those sales are roughly equally divided between alfalfa (50%) and "other hay" (50%).

Four Asian countries together comprise the overwhelming majority of hay and forage exports. They are China, the United Arab Emirates (UAE), Japan and South Korea. The largest component of growth during the past 10 years has been in sales of alfalfa to China and the UAE. However, sales of other types of hay to Japan have also been a significant contributor to the continued export growth.

Foundation Honor Roll

The following people donated to the ASA Foundation in the last 30 days.

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N A I L L E

2014

North American International Livestock Exposition

Junior Show

Dates: November 15-16, 2014
Location: Louisville, KY
Judges: Brandon Callis, Brenham, TX (Purebred);
 Jake Scott, Gordon, NE (SimAngus™/SimSolutions)

Purebred Simmental Females

Division I Champion

"JPLF/RBS You're the One," s. by Mr. Hoc Broker, exh. by Ben Weis, McIntire, IA.

Reserve Division I Champion

"SFPC Miss Blackstar 326B," s. by BWL Hard Core 6U, exh. by Autumn Scheiderer, Irwin, OH.

Division II Champion

"TJSC So Sweet 501B," s. by Mr. NLC Upgrade U8676, exh. by Madison Martin, Madisonville, TN.

Reserve Division II Champion

"Harker's Stars A Glo," s. by SVF Steel Force S701, exh. by Justin Clark, Princeton, IN.

Division III Champion

"RVF Miss Priss 11X 2A," s. by 3C Macho M450 BZ, exh. by Jordan Carter, Concord, NC.

Reserve Division III Champion

"OBCC Firefly 139A," s. by JF American Pride 0987X, exh. by Tanner Howey, Rockwall, TX.

Division IV Champion

"WAGR Playmate 438A," s. by Mr. Hoc Broker, exh. by Morgan Moore, Alton, IL.

Reserve Division IV Champion

"Loves Them Fat Butt," s. by Flying B Cut Above, exh. by Kagney Collins, Flanagan, IL.



Grand Champion and Division V Champion
 "TJSC Diamond 11A," s. by TJSC Optimus Prime 12W, exh. by Meghan Reed, Lindsey, OH.



Reserve Grand Champion and Reserve Division V Champion

"RSF Britney 3145A," s. by HTP/SVF Duracell T52, exh. by Landon Siek, Blairstown, IA.

Division VI Champion

"KNA Sweet Dream Z301," s. by Remington Secret Weapon 185, exh. by Olivia McGurk, Kingman, IN.

Reserve Division VI Champion

"Lundy's/Silverstone Marie," s. by Puetts/J&C Zoom Zoom, exh. by Gibson Priest, Cartersville, GA.

Grand Champion Bred and Owned

"RP/MP Built to Love A021," s. by Ruby's Wide Open 909W, exh. by Morgan Phillips, Maysville, KY.

SimAngus/SimSolutions Females

Division I Champion

"Miss Berry Girl," s. by Mr. Hoc Broker, exh. by Becca Chamberlin, Winchester, IN.

Reserve Division I Champion

"Womack Precious Miss," s. by Mr. Hoc Broker, exh. by Claire Trennepohl, Middletown, IN.

Division II Champion

"Harrell Barb Rose 313A," s. by Mr. Hoc Broker, exh. by Maddy Udell, Sioux City, IA.

Grand Champion Bred and Owned

and Reserve Division II Champion
 "JPVF Miss Stella 440," s. by Remington Lock N Load 54U, exh. by Emma Vickland, Longmont, CO.

Division III Champion

"ORF Ciara 345," s. by WLE Uno Mas X549, exh. by Parker Reed, Galveston, IN.

Reserve Division III Champion

"RCF Ms. Chopper 319A," s. by ZKCC Chopper 844U, exh. by Taylor Goering, McPherson, KS.



Grand Champion and Division IV Champion

"S&S Selena 330A," s. by GOET 180, exh. by Kennedy Core, Pleasantville, IA.



Reserve Grand Champion and Reserve Division IV Champion

"H Clova Pride A91," s. by SS Ebony's Grandmaster, exh. by Maddy Udell, Sioux City, IA.

Open Show

Dates: November 19-20, 2014
Judge: Barry Wesner, Chalmers, IN;
 Carly Wesner, Cisco, IL (Assistant)

SimAngus/SimSolutions Females

Editor's Note: PTP data for the North American International Livestock Exposition are listed in the following order: Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Maternal Weaning Weight EPD, Yield Grade EPD, Marbling EPD \$API and \$TI.

Grand Champion Cow/Calf Pair

"WFR-Nikki-Z237," s. by SVF/NJC Built Right N48, Calf, "TRA Nikki 444B," s. by Mr. Hoc Broker, exh. by Tyler Adcock, Moweaqua, IL.
 8.4/61/94/3.9/57/-18/.08/98/61
 5.5/65/101/8.2/55/-23/-06/99/61



Division I Champion
 "HILB Caught Lookin B929,"
 s. by B C Lookout 7024, exh. by
 Hilbrands Cattle Co., Clara City, MN.
 13.7/60/86/7.8/49/- .27/.48/138/71



Division III Champion
 "SFPC Diana's Image 923A," s. by TJ Sharper
 Image 809U, exh. by Wyatt Scheiderer,
 Irwin, OH.
 7.4/76/121/10.4/56/.02/.28/115/73



Grand Champion and Division V Champion
 "Sennett Monique 26A," s. by DAJS Shockwave
 612, exh. by Alexis Orstom, Warsaw, IN.
 10.1/58/86/7.1/48/- .22/.36/111/64



Reserve Division I Champion
 "LAH Empress 433B," s. by WS Pilgrim
 H182U, exh. by Horstman Cattle Co.,
 West Lafayette, IN.
 12.1/60/95/10.2/51/- .17/.39/130/69



Reserve Division III Champion
 "Miss CCF Sheza Superstar,"
 s. by HTP/SVF Duracel T52,
 exh. by C&C Farms, Templeton Cattle/
 Thiel Electrofied CC, Jefferson, GA.
 11.5/67/102/7.5/55/- .20/.26/120/67



Reserve Division V Champion
 "Katie 114A," s. by WAGR Driver 706T,
 exh. by Margaret Spencer, Gibbon, NE.
 8.7/62/94/7.9/49/- .23/.47/122/71



Division II Champion
 "Womack Precious Miss," s. by Mr. Hoc Broker,
 exh. by Claire Trennepohl, Middletown, IN.
 8.6/59/99/11.2/52/- .18/.04/101/58



**Reserve Grand Champion
 and Division IV Champion**
 "Miss BHC Voltage A021," s. by SS/PRS
 High Voltage 244X, exh. by Circle M Farms,
 Rockwall, TX.
 9.4/67/92/4.6/51/- .20/.04/100/63



Division I Champion
 "CLRWTR KenCo Supervision,"
 s. by W/C United 956Y, exh. by Clear Water
 and KenCo Cattle Co., Milan, IN.
 12.5/71/112/10/55/- .21/.19/130/72



Reserve Division II Champion
 "HSF Chelsea B432," s. by B C Lookout 7024,
 exh. by Hecksell Simmental Farm, Mayer, MN.
 10.9/60/92/3.8/50/- .21/.46/121/70

(Continued on page 52)



N A I L E

2014

(Continued from page 51)



Reserve Division I Champion
 "GCC CM Stock Broker B005," s. by Mr. Hoc Broker, exh. by Circle M Farms and Griswold Cattle Co., Rockwall, TX.
 9.5/60/96/11/49/- .17/.21/115/63



Division II Champion
 "HILB Olympus B27U," s. by B C Lookout 7024, exh. by Hilbrands Cattle Co, Clara City, MN.
 13.7/60/86/7.8/49/- .27/.48/138/71



Reserve Division II Champion
 "SWEN Distinction B41," s. by W/C United 956Y, exh. by Heartland Simmentals/Swen-son Simmentals/Wishing Well, Nashua, IA.
 12.8/76/117/7.2/59/- .22/.35/136/79



Grand Champion and Division III Champion
 "FHEN Mr. Halftime A127," s. by S A V Brilliance 8077, exh. by Bloomberg Cattle Co, Berwick, IL.
 14.8/59/95/12.5/57/- .14/.48/149/74



Reserve Division III Champion
 "TSSC Curtain Call," s. by FBF1 Combustible, exh. by Tinin Show Cattle, Lawrenceburg, TN.
 7.4/51/83/4.9/48/- .08/.47/108/63



Division IV Champion
 "STCC Jimmy John 028A," s. by STCC Long Haul 033X, exh. by Trennepohl Farms/Top Hat/Prospect/Wishing Well, Middletown, IN.
 10/68/99/4.8/55/- .18/.30/114/70



Reserve Division IV Champion
 "GCC Bugati 195A," s. by ZKCC Chopper 844U, exh. by Elmore Cattle Services, Waukomis, OK.
 3.9/52/64/4.6/38/- .16/.11/83/53



Reserve Grand Champion and Division V Champion
 "TWCC Proud Soul Z119," s. by Flying B Cut Above, exh. by TW Cattle Company, Paris, KY.
 6.7/58/93/6.3/49/- .10/.42/108/65

Reserve Division V Champion
 "White Star Granite," s. by SS/PRS High Voltage 244X, exh. by Krieger Farms, Universal, IN.
 7.5/69/111/7.4/57/- .06/.33/113/71

Groups



Premier Breeder and Exhibitor
 Hudson Pines Farm, Sleepy Hollow, NY.

Purebred Show Females



Division I Champion
 "SVJ She's the Dream B796,"
 s. by SVF Steel Force S701,
 exh. by SVJ Farm, Amity, PA.
 10.1/60/89/11.8/49/-.31/.09/132/63

Reserve Division I Champion
 "TNGL Elsa B790,"
 s. by W/C Wide Track 694Y,
 exh. by Tingle Farms, New Castle, KY.
 10.9/71/102/10.7/57/-.30/.14/126/70



Division II Champion
 "OBCC Legend 119B," s. by FBFS Wheel
 Man 649W, exh. by Circle M Farms,
 KenCo Cattle Co., Rockwall, TX.
 8.7/61/91/8.4/53/-.24/.15/116/65



Reserve Division II Champion
 "TJSC Kansa 823B," s. by Mr. Hoc Broker,
 exh. by Jones Show Cattle, Harrod, OH.
 8.3/63/91/12.4/52/-.30/.04/122/64



Division III Champion
 "SVJ Stylish One Too A14,"
 s. by SVF/NJC Built Right N48,
 exh. by SVJ Farm, Amity, PA.
 11.9/58/87/5.7/51/-.26/.04/115/62



Reserve Division III Champion
 "OBCC Firefly 139A,"
 s. by JF American Pride 0987X,
 exh. by Circle M Farms, Rockwall, TX.
 10.5/67/98/11.4/57/-.34/.14/122/70



Division IV Champion
 "TNGL Hope's Design A589,"
 s. by W/C Wide Track 694Y,
 exh. by Hudson Pines Farms, Sleepy Hollow, NY.
 8/69/101/8.1/60/-.27/.19/123/71



Reserve Division IV Champion
 "Hearthstone Natoma A400," s. by STF Elan
 XE79, exh. by Brooke Hayhurst, Shreve, OH.
 10.7/64/93/10.3/47/-.31/.13/118/67



Grand Champion and Division V Champion
 "HILB Crazy N Love A475S," s. by Mr.
 Hoc Broker, exh. by Trey Jass, Garner, IA.
 7.1/60/89/11.2/55/-.35/-.03/116/61



**Reserve Grand Champion
 and Reserve Division V Champion**
 "TJSC Diamond 11A,"
 s. by TJSC Optimus Prime 12W,
 exh. by Meghan Reed, Lindsey, OH.
 7.6/65/91/8.1/51/-.14/.11/105/63

Division VI Champion
 "TNGL Hopes Influence,"
 s. by Harker's JS Domination,
 exh. by Tingle Farms, New Castle, KY.
 5.8/56/77/5.1/49/-.24/.01/94/55



Reserve Division VI Champion
 "Aubrey's White Chocolate,"
 s. by Remington Secret Weapon 18,
 exh. by Shelby Ison, Atlanta, IN.
 5.6/58/81/5.1/47/-.39/.00/105/59

(Continued on page 54)



N A I L E

2014

(Continued from page 53)

Bulls



Reserve Grand Champion and Division I Champion
 "STCC Jacked Up 4070,"
 s. by TLLC One Eyed Jack,
 exh. by Trennepohl Farms, Middletown, IN.
 8.3/71/101/8.9/61/- .38/.24/119/71



Reserve Division I Champion
 "STCC Jack Around 4031,"
 s. by TLLC One Eyed Jack,
 exh. by Trennepohl Farms, Middletown, IN.
 8.3/71/101/8.9/61/- .38/.24/119/71



Division II Champion
 "GLS Baracuda B20,"
 s. by GLS New Direction X184,
 exh. by Grass-Lunning Simmentals, LeRoy, MN.
 9.8/71/106/6.3/59/- .25/.01/111/69

Reserve Division II Champion
 "TNGL Track On B748,"
 s. by W/C Wide Track 694Y,
 exh. by Tingle Farms, New Castle, KY.
 10.9/71/102/10.7/57/- .30/.14/126/70



Division III Champion
 "ECSS Aboration A351," s. by Houston X01,
 exh. by Elmore Cattle Services, Waukomis, OK.
 4.4/70/97/6.1/51/- .22/.12/92/63

Reserve Division III Champion
 "TNGL High Life A711,"
 s. by SVF Steel Force X701,
 exh. by Tingle Farms, New Castle, KY.
 9.5/61/91/10.4/52/- .27/.15/129/66



Division IV Champion
 "RBS Raining Diamonds," s. by K-Ler Make It
 Rain, exh. by Reck Brothers and Sons, Albia, IA.
 3.7/77/109/8.7/61/- .17/.13/97/67



Grand Champion and Division V Champion
 "HPF Quantum Leap Z952," s. by HTP/SVF
 Duracell T52, exh. by Circle M Farms and
 Rocking P Livestock, Rockwall, TX.
 12.5/66/98/11.3/57/- .22/.17/123/71

Reserve Division V Champion
 "SVF Sledge Hammer Z40," s. by Flying B Cut
 Above, exh. by Sunset View Farms/
 Pleasant Hill Farm, Rockfield, KY.
 8.5/57/85/11.2/48/- .25/.17/122/63

Groups



Premier Breeder and Exhibitor
 Tingle Farms, New Castle, KY.

FSFF Fullblood Simmental Show

Date: November 20, 2014
Judges: Chi Swain, Louisville, KY
 (Challenge Cup-Junior Show)
 Cliff Orley, Lebanon, PA
 (Pinnacle and Fleck Effect)

The Challenge Cup (Junior Show)

Females



Grand Champion and Junior Calf Champion
 "FGAF Shanti 132B," s. by FGAF Epic Meal
 948Z, exh. by Ferme Gagnon, Cheneville, QB.
 4.2/75.3/106.8/6.9/75.7/-/- .1/-/-



Reserve Grand Champion and Reserve Junior Calf Champion
 "FGAF Petra 164B," s. by SU Painter 59P,
 exh. by Ferme Gagnon, Cheneville, QB.
 .9/74.9/102.8/1.4/63.7/-/- .14/-/-

Intermediate Champion and Best Bred and Owned
 "MJ Abigail,"
 s. by MJ Block,
 exh. by Emily Jones, Attica, IN.
 5/66/90/11.2/66/- .18/- .08/73/60

Senior Champion
 "MVF P SA Daniella A9D,"
 s. by Eldandi 907H,
 exh. by Maxey Valley Farm, Morning View, KY.
 1/62/83/3.5/55/- .17/- .3/46/48

Reserve Senior Champion
 "MJ Gwen,"
 s. by Dora Lee's Enclave FF45W,
 exh. by M&J Farms, Attica, IN.
 3.7/71/94/7.2/69/- .16/- .1/78/59

The Fleck Effect Females



Grand Champion and Junior Calf Champion
 "FGAF Ms. Walker 176B," s. by Twin Chief Walker 21W, exh. by Ferme Gagnon, Cheneville, QB.
 .1/60/83/7.7/-/- .1/-/-



Reserve Grand Champion and Reserve Junior Calf Champion
 "Corn Star 013B," s. by Godfrey Corn 62Z, exh. by Cornelius Farms, LLC, Mattawan, MI.
 8.3/61/85/7.6/55/- .16/ .12/94/65

Bulls



Grand Champion and Junior Calf Champion
 "VPFS Briggs 14B," s. by Crossroad Radium 789U, exh. by Vantage Point Farm, Boonsboro, MD.
 16/59/70/14/57/- .36/- .13/96/59



Reserve Grand Champion and Reserve Junior Calf Champion
 "Bring It CO4B," s. by Godfrey Corn 62Z, exh. by Cornelius Farms, LLC, Mattawan, MI.
 6.9/67/95/8.7/60/- .21/ .05/88/66

Intermediate Champion
 "Patrick Corn C32A," s. by Yukon Cornelius C84X, exh. by Cornelius Farms, LLC, Mattawan, MI.
 8.6/59/83/9/56/- .26/- .03/104/59

Groups

Premier Breeder
 Cornelius Farms, LLC, Mattawan, MI.

Premier Exhibitor
 Cornelius Farms, LLC, Mattawan, MI.

The Pinnacle Females



Grand Champion and Junior Calf Champion
 "FGAF Shanti 132B," s. by FGAF Epic Meal 948Z, exh. by Ferme Gagnon, Cheneville, QB.
 4.2/75.3/106.8/6.9/75.7/-/- .1/-/-

Reserve Junior Calf Champion
 "FGAF Petra 164B," s. by SU Painter 59P, exh. by Ferme Gagnon, Cheneville, QB.
 .9/74.9/102.8/1.4/63.7/-/- .14/-/-

Intermediate Champion
 "MJ Abigail," s. by MJ Block, exh. by Emily Jones, Attica, IN.
 5/66/90/11.2/7/- .18/- .08/73/60



Reserve Grand Champion and Senior Champion
 "FGAF Upola 046A," s. by FGAF Barbossa 707X, exh. by Ferme Gagnon, Cheneville, QB.
 8/82.2/123/10.2/72.8/-/- .02/-/-

Reserve Senior Champion
 "MJ Gwen," s. by Dora Lee's Enclave FF45W, exh. by M&J Farms, Attica, IN.
 3.7/71/94/7.2/69/- .16/- .1/78/59

Bulls



Grand Champion and Junior Calf Champion
 "MVF P SA Peoria 849P," s. by Bar 5 SA Piona 04 817N, exh. by Maxey Valley Farm, Morning View, KY.
 3.3/66/85/4.6/63/- .06/- .02/53/54

Reserve Junior Calf Champion
 "VPFS Brantz 12B," s. by Crossroad Radium 789U, exh. by Vantage Point Farm, Boonsboro, MD.
 7.3/64/77/10.4/59/- .31/- .23/68/54

(Continued on page 56)



N A I L L E

2014

(Continued from page 55)



Reserve Grand Champion and Intermediate Champion

"LCF VPF Arden 506A," s. by ICC Game Changer, exh. by Vantage Point Farm, Boonsboro, MD.
2.5/68/88/6/64/- .14/- .21/57/55



Supreme Champion Cow/Calf Pair and Grand Champion Cow/Calf Pair

"MVF P SA Exzanna 449X," s. by Bar 4 P SA Expert 826M, exh. by Maxey Valley Farm, Morning View, KY.
1.2/62/80/-2.1/55/- .12/- .21/49/47

Reserve Grand Champion Cow/Calf Pair

"Freedom First Note," s. by Freedom's Buster, exh. by Maxey Valley Farm, Morning View, KY.
.4/72/105/- .23/69/- .06/- .13/51/57

Groups

Breeder's Herd

Exh. by Maxey Valley Farm, Morning View, KY.

Produce of Dam

Exh. by Ferme Gagnon, Cheneville, QB.

Premier Breeder

Maxey Valley, Morning View, KY.

Premier Exhibitor

Ferme Gagnon, Cheneville, QB.

Breeders from across North America assembled in New Market Hall. ♦

North American Select Simmental Sale

November 19, 2014 • Louisville, KY

No.	Category	Average
61	Total Lots	\$7,399

Auctioneer: Bruce Miller, Bedford, TX

Sale Manager: DP Sales, KY

Sale Staff: Tommy Carper, Shane Ryan, Jack Hedrick, Kent Jaecke

High-Selling Lots:

\$42,000 – Donor out of, "WLE Missy U409," s. by CNS Dream On, cons. by Shawnee Cattle and Horstman Cattle Co., sold to Brandon Bird, TX.

\$25,500 – Open Female, "B3C JLO's Reba B2," s. by TLLC One Eyed Jack, cons. by Blue Chip Cattle Co., sold to Janssen Farms, IA.

\$21,000 – Open Female, "DLS/TSF Baby Breath B408," s. by Yardley High Regard, cons. by Travis Simmentals and Sunny View, sold to Dillon Simmental, MS.

\$20,000 – Bred Female, "TNGL A Gemstone A527," s. by JF Milestone, bred to SVF NJC Built Right, cons. by Tingle Farms, sold to Ferguson Show Cattle, OH.

\$16,000 – 1/2 interest in Bred Female, "Zeis SF Lucky Gal 861A," s. by SS Mr. Callaway, bred to WLE Uno Mas, cons. by Zeis Simmentals, sold to Hadden Simmentals, IA.

\$15,200 – Bred Female, "Ryan Queen Lucy A190," s. by CNS Pays To Dream, bred to WS A Step Up, cons. by Ryan Cattle Co., sold to Dr. Brad Boswell, IA.

\$13,000 – 1/2 interest in Open Female, "HS Burning Secret B120X," s. by Remington Lock N Load, cons. by Hilbrands Simmentals, sold to Felt Farms, NE.

\$10,200 – Open Female, "HSF Mariah B403," s. by LLSF Uprising, cons. by Hecksel Simmentals, sold to Harmony Hill, IN.

Comments: Pre-sale hospitality was sponsored by MultiGen Reproduction Solutions, Cattle Visions, McBurney Livestock and Jame Krieger (American Livestock).

Cattle sold into 17 states and one Canadian Province including: AR, IA, IL, IN, KS, KY, MI, MO, MS, ND, NE, OH, OK, SD, TN, VA and SK.



Chad Joines, VA Tech prepares for the sale.





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SALE RESULTS

Gibbs Farms 9th Annual Bull and Replacement Female Sale

November 8, 2014 • Ranburne, AL

No.	Category	Average
105	SimAngus™ Fall Yearling Bulls	\$5,969
12	¾ SM Fall Yearling Bulls	5,083
36	PB SM Fall Yearling Bulls	5,361
<hr/>		
153	SM and SimAngus Fall Yearling Bulls	\$5,757
1	Pick of the Cow Herd	14,000
5	SimAngus Cow/Calf Pairs with fall calf	5,800
17	SimAngus Bred Cows	4,941
39	SimAngus Bred Heifers	4,749
73	SimAngus Open Yearling Heifers	3,401
2	¾ SM Bred Cows	3,625
7	¾ SM Bred Heifers	4,500
9	¾ SM Open Yearling Heifers	3,722
4	PB SM Cow/Calf Pairs with fall calf	5,063
6	PB SM Bred Heifers	4,250
15	PB SM Open Yearling Heifers	3,387
<hr/>		
178	SM and SimAngus Replacement Females	\$4,097
<hr/>		
331	Total SM and SimAngus Lots	\$4,864

Auctioneers: Mike Jones, GA, and Ron Kreis, OH
Representing ASA: Bill Zimmerman

High-Selling SM and SimAngus Lots:

- \$26,000** – PB SM Bull, “GIBBS 3009A Element,” s. by GW-WBF Substance 820Y, sold to ABS Global, Deforest, WI; and Cow Camp Ranch, Lost Springs, KS.
- \$16,000** – SimAngus Bull, “GIBBS 3393A Statement,” s. by S D S Graduate 006X, sold to Baxley Farms, Georgetown, SC.
- \$14,000** – Pick of the Cow Herd, “GIBBS 9128W Mabelle N341,” sold to Rust Mountain View Ranch, Mercer, ND.
- \$13,500** – SimAngus Bull, “GIBBS 3150A Corner Post,” s. by S D S Alumni 115X, sold to Brook Haven Farm, Calhoun, GA.
- \$11,500** – SimAngus Bull, “GIBBS 3133A Mountaineer,” s. by S D S Alumni 115X, sold to Fred Smith Company, Clayton, NC.
- \$11,000** – SimAngus Bull, “GIBBS 3439A HY Bet 5R03,” s. by Dikeman’s Sure Bet, sold to Ted Shope, Longville, LA.
- \$10,500** – SimAngus Bull, “GIBBS 3152A HY TDE S426,” s. by GIBBS 0689X Crimson Tide, sold to Lovvorn Family Farms, Graham.
- \$10,000** – SimAngus Bull, “GIBBS 3093A HY TDE 3880,” s. by GIBBS 0689X Crimson Tide, sold to Shady Hill Farm, Ridge Spring SC.
- \$10,000** – SimAngus Bull, “GIBBS 3407A DAK,” s. by GW Premier 734Y, sold to D. R. Bozeman, Flora, MS.

Volume Buyers: TW Farms, Pleasant Plain, AR; Valhalla Ranch, Byers, CO; Barrett Farms, Mt. Airy, GA; Triple D Farms, Wallace, NC; and Fred Smith Company, Clayton, NC.

Comments: Also selling were two Angus Cow/Calf Pairs with fall calf at an average of \$5,500 and one Angus Bred Cow for \$5,500.

Friday night after viewing the cattle and touring the farm, approximately 75 customers stayed for the “Producer Co-op Marketing Program” featuring panelists Bill Lipscomb of Autaugaville, representing Producers Feeder Calf Sale; Donny Stephens of Marion Junction, representing Alabama Feeder Cattle Marketing Association; and Jamie Dail of Wallace, North Carolina, representing Coastal Carolina Cattle Alliance. Each panelist told how their marketing co-op group formed, how it had grown over time, and where they were today. At the end, moderator Marty Ropp from Allied Genetic Resources reviewed, summed up the presentation, and began the question and answer part of the program with a question to each panelist.

Sale day was brisk but sunny and record highs were set in almost every individual group of females offered, showing the strong demand for SimAngus and Simmental genetics as our national cattle industry begins to rebuild numbers.

Cattle sold to 113 buyers from 25 states including: AL, AR, CA, CO, FL, GA, IA, IL, KS, KY, LA, MI, MO, MS, NC, ND, NE, OH, OK, SC, TN, TX, VA, WI and WV.

Mark your calendars for the 10th Annual Sale, November 14, 2015.



Inside the sale facility.



Don MacClennan, Valhalla Ranch, CO, purchased 15 bulls and two females.



Lloyd & Connie Baxley, Baxley Farms, buyer of Lot 1, high-selling SimAngus bull & 2nd high-overall.



Auction block (l-r): Wendy Young (Gibbs' daughter), Gordon Hodges, Mike Jones and Chad Gordon (DVAuction.)

JRW Fall Bull and Female Sale

November 15, 2014 • Seminary, MS

No.	Category	Average
42	Bulls	\$4,332
2	Bred Cows	\$3,625
29	Cow/Calf Pairs	\$4,597
19	Embryo Lots	\$447
92	Total Lots	\$3,598

Auctioneer: Jered Shipman, TX
Representing ASA: Dennis Courtright



Kim Berry along with Ember and Chloe wait to load.



Brent and Kendall Long enjoying a nice day for the sale.



Mark Smith and Cody Cuevas look over a pen of young pairs.

MAKE PLANS TO COME

Start making plans now to get there!

Join us for the

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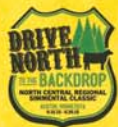
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American Junior Simmental Association

National Classic block

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June 8-11
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Springfield, MO



Massachusetts

Eastern Regional:
June 24-27
Eastern States Expo Center
West Springfield, MA

Montana

Western Regional:
June 26-28
Gallatin County Fairgrounds
Bozeman, MT

SALE RESULTS

continued

Timberland Cattle's Best of the Black Angus and SimAngus™ Fall Bull Sale

November 15, 2014 • Vernon, AL

No.	Category	Average
14	SimAngus Bulls	\$3,914

High-Selling Lots:

- \$4,800** – “TLCI Premium Beef A325,” sold to I.D. McClurkin and Sons, Pike Road.
- \$4,600** – “TLCI Catalyst A316,” sold to I.D. McClurkin and Sons, Pike Road.
- \$4,200** – “TLCI Premium Beef A313,” sold to I.D. McClurkin and Sons, Pike Road.
- \$4,000** – “TLCI Tuition A302,” sold to I.D. McClurkin and Sons, Pike Road.
- \$4,000** – “TLCI Premium Beef A304,” sold to I.D. McClurkin and Sons, Pike Road.
- \$4,000** – “TLCI Catalyst A328,” sold to Doug Nunley, Tishomingo, MS.

Volume Buyers: I.D. McClurkin and Sons, Pike Road; Borders Ranch, Emelle; Billy Joe Ferguson, Vaiden, MS; and Sumter Farm, Emelle.

Comments: Also selling were 41 Angus Bulls at an average of \$3,876.



Gearing up for the start of the sale.



Taking bids.



Viewing the offering.

Hudson Pines Farm — The Living Legacy X

November 16, 2014 • Campbellsburg, KY

No.	Category	Average
76	Lots	\$10,132

Auctioneer: Jim Birdwell, OK
Sale Manager: Cotton & Associates, MI

High-Selling Lots:

- \$50,000** – Open Female, “HPF Sazerac A086,” sold to Campbell Show Calves, PA.
- \$40,000** – 1/2 interest in Open Female, “HPF Crocus A083,” sold to Clear Water Simmentals, IN.
- \$40,000** – Donor, “Right To Love 015U,” sold to Bonnell Show Cattle, Rasmussen and Stonewall Cattle, IN.

\$33,000 – Donor, “HPF Crocus U326,” sold to White Cattle Co., OK.

\$26,000 – Open Female, “HPF/Lazy H Sheza Dandy 206B,” sold to Shoal Creek and RS&T, MO.

\$20,500 – Open Female, “HPF Sazerac 215B,” sold to Ferguson Show Cattle, OH.

\$20,000 – Open Female, “HPF Caliente A378,” sold to Hilltop Simmentals, SD.

\$19,000 – Donor, “HPF Caliente U335,” sold to Hillstown Farms, IL.

\$19,000 – Open Female, “HPF/Borne Delightful B001,” sold to Dodge Stock Farm, IA.

\$19,000 – Open Female, “HPF Celeste B050,” sold to Windy Hill Farm, Canada.



Waiting for the sale to begin.



Full house on sale day.



Members of Ferguson Show Cattle, Chadron, OH.



Jeff and Leah Meinders, Clear Water Simmentals, IN.

Southern Excellence Bull Development Sale

November 21, 2014 • Wadley, AL

No.	Category	Average
22	PB SM Bulls	\$3,305
48	SimAngus™ Bulls	3,469
70	Bulls	\$3,418
38	Females	\$2,385

Auctioneer: Jeff Stansberry, TN
Sale Manager: Ruble Cattle Services, IA
Sale Consultants: Jason Johns, John Mosley, Cody Rasco, Billy Proffitt and Luke Mobley.
Ringmen: Billy Proffitt, Luke Mobley and Jimmy Fetner

High-Selling Lots:

- \$9,000** – PB SM Bull, “CVLS New Standard 337A,” s. by CNS Pays To Dream T759, cons. by Clover Valley Simmentals, Corydon, IN; sold to Powerline Cattle Co., Columbia.
- \$7,500** – SimAngus Bull, “DFF Big Eye A20,” s. by ALC Big Eye cons. by Dearmon Forks Farm, Milly; sold to Nelson Livestock Co. Wibaux, MT & Whelan Farms, Wadley.
- \$5,500** – PB SM Bull, “CVLS Over The Top 027A,” s. by MCM Top Grade 018X cons. by Clover Valley Simmentals, Corydon, IN; sold to Charlie Gerloff, Bland, MO.
- \$5,000** – SimAngus Bull, “RLWF Top Focus A85, s. by MCM Top Grade 018X cons. by Whelan Farms, Wadley; sold to Jeff Oliver, Daviston.
- \$5,000** – SimAngus Bull, “WF Promise Land, s. by TRAX Velocity Y7, cons. by Wells Farms, Selma; sold to Matt Bryan, Blakely, GA.

(Continued on page 62)

FBF1 Combustible Y34

Simmental



CNS Dream On L186
Sire: SVF Steel Force S701
 SVF Sheza Beauty L901

WLE BS Benchmark
Dam: Lazy H Burn Baby Burn R34
 Triple C Burn It Up N34L

Homozygous Black
Homozygous Polled

Trait	Direct			Maternal			Carcass			\$ Index							
	CE	BW	WW	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI	
EPD	5.9	2.6	53.7	82.9	8.7	19.2	46.0	23.4	4.3	23.1	-2.9	.07	-0.40	.80	-0.34	115.3	59.0
ACC	.53	.77	.67	.57	.31	.30	.31	.15	.31	.47	.21	.18	.22	.16	.03		
%																	

Spring 2015 ASA Sire Summary, as of 1.16.15

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info@griswoldcattle.com

ASA#: 2588018
 PB SM



Ignition

Combustible son



Glorious Lady

- Combustible daughter
- Sold for \$25,500 for 1/2 interest in Louisville in 2013.
- Class winner at the NAILE in both 2013 and 2014.
- Reserve Champion Simmental Female at the 2014 Dixie National.
- Grand Champion Purebred Simmental Female at the 2014 WI State Fair.



B27

Combustible x Josie daughter from Grass Lunning Simmentals that sold for \$10,000 in the 2014 NAILE sale.



Ruby's Rhythm 472B

Combustible x In Dew Time daughter from Ruby Cattle Co.



Fiery Lady

Combustible x JF Blackbird Lady 8008U. 3/4 sister to the dam of Ignition. Sold for \$9,250 in the 2014 Sandeen Sale.



GCC Marmalade 131B

Combustible x STCC Sheriff Taylor



Semen: \$50/unit
 Semen available through owners and

- With the unmistakable style of Steel Force and the infamous Burn Baby Burn backing him, Combustible is sure to light this industry on fire.
- Arguably the stoutest Steel Force son in the breed, this majestic baldy is a striking combination of eye-catching elegance and real world functionality.
- His extraordinary structural soundness and ease of movement is made more impressive by his ideal bone mass, foot shape and muscle pattern.
- He possesses tremendous power, capacity and rib shape, as well as an unmatched quiet disposition.
- To top it off, he's both homozygous polled and homozygous black.

SALE RESULTS

continued

Southern Excellence Sale (Continued)

- \$5,000** – SimAngus Bull, “RLWF Graduate Force A135,” s. by S D S Graduate 006X cons. by Whelan Farms, Wadley; sold to Mabel-Ed Farms, Clanton.
- \$5,000** – SimAngus Bull, “RLWF Paramount Upshot A102,” by GW Paramount 718Y, cons. by Whelan Farms, Wadley; sold to Dan Niewoehner, Dixie, GA.
- \$5,000** – SimAngus Bull, “RLWF Top Ultra Dice A325,” by MCM Top Grade 018X cons. by Whelan Farms, Wadley; sold to Chris Langley Farms, Camp Hill.

Comments: Cattle sold into nine states including: AL, FL, GA, IA, MO, MT, OK, TN, & VA.

The Buckeye Best of Both Worlds Sale

November 22, 2014 • Newark, OH

No.	Category	Average
23	Bred Cows	\$2,765
3	Cow/Calf Pairs	4,517
18	Bred Heifers	3,618
9	Open Heifers	3,394
53	Total Lots	\$3,192

Auctioneer: Dave Mullins, IN
Representing ASA: Danny Ulmanis

Shenandoah’s Shining Stars Sale

November 22, 2014 • Quicksburg, VA

No.	Category	Average
74	Total Lots	\$3,844

Auctioneer: Tommy Carper, IN
Sale Manager: DP Sales Management, KY
Sale Staff: Jeff Marsh and Andy Marston
Representing ASA: Bill Zimmerman

High-Selling Lots:

- \$6,500** – Bull, “SVS Seneca AWP7,” s. by SVS Ram Rod, sold to James Rumsey, VA.
- \$6,500** – Bull, “SVS Groovin’ AXMC,” s. by Kappes Trailblazer, sold to Kenneth Anderson, VA.
- \$6,200** – Bull, “SVS Pistol ANFZ,” s. by SRS Right On, sold to Hilltop Simmentals, SD.
- \$6,000** – Bull, “SVS Rock Star AY52,” s. by SAV Final Answer, sold to Dennis Brown, VA.
- \$6,000** – Bull, “SVS Cast Iron ASP2,” s. by SVS Ram Rod, sold to Hilltop Simmentals, SD.
- \$5,800** – Bull, “SVS Democracy AYNC,” s. by SAV Pioneer, sold to Charlie Campbell, VA.
- \$5,750** – Bull, “SVS Lil Giant YPM3,” s. by SVS Gold Finger, sold to Hilltop Simmentals, SD.
- \$5,500** – Cow/Calf Pair, “SVS Blue Skies ZR8B,” s. by SVS Reload, heifer calf s. by Added Value, sold to Circle H Simmental, SD.

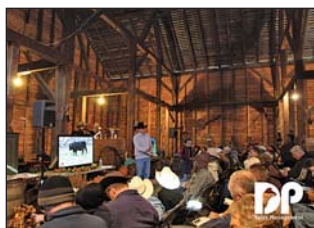
Comments: Cattle sold into 11 states including: AL, IL, MD, MO, NC, NE, PA, SD, TN, VA and WV.



New this year, buyers were treated to lunch served from a gourmet food truck.



Buyers from across the East were ready to view the SimGenetics.



Another standing-room-only crowd packed the historic bank barn in the heart of SVS.



Lisa Zirkle, owner of SVS thanks John Sisk, VA, for his purchase.

2nd Annual Red Dirt Divas Joint Production Sale

November 23, 2014 • Marshall, OK

No.	Category	Average
34	Bulls	\$6,630
31	Bred Cows	\$5,319
26	Bred Heifers	\$3,861
33	Open Heifers	\$4,078
124	Total Lots	\$5,042

Auctioneers: Matt Sims, Eddie Sims
Sale Manager: Matt Sims
Marketing Representatives: Jeff Mafi, *Angus Journal*; Chisolm Kinder, *Oklahoma Cowman*; Doug Paul, *The Stock Exchange*; Mark Sims, *High Plains Journal*; Juston Stelzer, Stelzer Services; Delvin Heldermon, Special Assignment; and DeRon Heldermon, Special Assignment.
Representing ASA: Nathan Smith

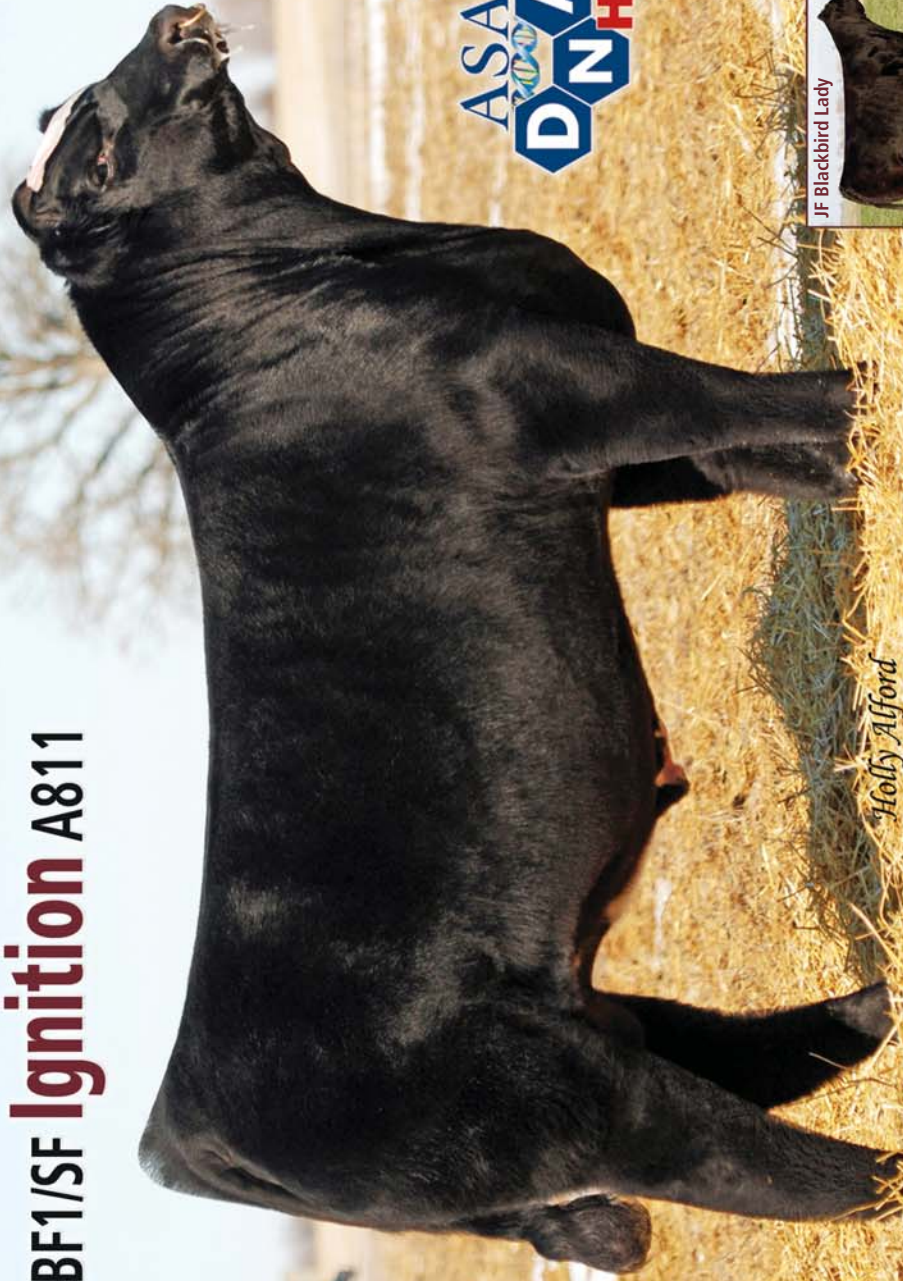
High-Selling Lots:

- \$18,750** – Open Female, “74-51 Lucy 4013,” cons. by 74-51 Cattle Co., sold to Holder Land and Cattle, Pembroke and Bret Pannell, Olustee.
- \$11,250** – Bred Female, “CJ Lutton’s Rose 409,” cons. by Standridge, sold to Mike Holcomb, Woodlands, TX.
- \$10,500** – Bred Female, “PRTY PCC Marigold P14W,” cons. by Standridge, sold to Mike Holcomb, Woodlands, TX.
- \$10,000** – Bull, “New Edition 3300,” cons. by 74-51 Cattle Co., sold to Chuck Roye, McCurtain.
- \$10,000** – Bull, “Lot 108 No Problems 3301,” cons. by 74-51 Cattle Co., sold to Gene Dewitt, Cherokee.
- \$9,500** – Bull, “Steel Force A317,” cons. by 74-51 Cattle Co., sold to Campbell Brothers, Jet.
- \$7,500** – Bred Female, “SSST American Dream 432Z,” cons. by Standridge, sold to Campbell Brothers, Jet.
- \$7,100** – Open Female, “74-51 Lucy B023,” cons. by 74-51 Cattle Co., sold to Dudley Barger, Stigler.

(Continued on page 64)

Simmental

FBF1/SF Ignition A811



JF Blackbird Lady

- Ignition's Granddam
- She is the cornerstone of the Forest Brook Farms breeding program.



Fiery Lady

- 3/4 sister to the dam of Ignition.
- Combustible x JF Blackbird Lady 8008U.
- Sold for \$9,250 in the 2014 Sandeen Sale.



Glorious Lady

- Full sibling to Ignition
- Sold for \$25,500 for 1/2 interest in Louisville in 2013.
- Class winner at the NAILE in both 2013 and 2014.
- Reserve Champion Simmental Female at the 2014 Dixie National.
- Grand Champion Purebred Simmental Female at the 2014 WI State Fair.

Sire: **FBF1 Combustible** HTP SVF In Dew Time
 Lazy H Burn Baby Burn R34 **Dam: FBF1 Gorgeous Lady**
 JF Blackbird Lady 8008U

Tested Homozygous Black
Tested Homozygous Polled
 ASA#: 2749323
 PB SM

Trait	Direct			Maternal			Carcass			\$ Index							
	CE	BW	WW	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI	
EPD	6.6	3.2	60.0	88.2	6.6	16.6	46.6	20.6	7.5	27.1	-.24	.10	-.038	.67	-47	112.5	61.1
ACC	.26	.36	.30	.31	.16	.17	.21	.29	.11	.26	.18	.35	.11	.24	.20		
%																	15

Spring 2015 ASA Sire Summary, as of 1.16.15



Semen: \$40/unit
 Semen available through owners and
 Female sexed semen also available.

Toddy and Holly Alford
 706-207-9454

Partisover Ranch
 Randy and Dan Daniel
 706-788-2533

C&C Farms
 Dwight Cooper
 706-215-1251

Forest Brook Farms LLC
 Jay Juckem
 920-378-3698

Britt Angus
 Stacy and Melanie Britt
 770-318-9809

Owners

See Farms LLC
 Duane See
 920-418-4742

Robert Taylor
 706-215-0038

Chandler Akins
 229-237-2449

- Ignition is one of the most exciting up-and-coming young bulls in the Simmental breed today.
- Ignition is packed with eye appeal and pedigree. Combustible's best son to date.
- His full sister, FBF1 Glorious Lady, sold in Louisville for \$25,500 for 1/2 interest.
- Ignition's grandam, JF Blackbird Lady 8008U, has long been the cornerstone donor of the Forest Brook breeding program. Producing many high-quality and high-selling bulls and females.
- Ignition's dam, Gorgeous Lady's, first three progeny have sold for a combined valuation of over \$100,000.
- Ignition himself was Supreme Champion of the World Beef Expo as a calf. Get in early on these exciting new genetics.

SALE RESULTS

continued

Red Dirt Divas Sale (Continued)



Customers come from near and far on a cloudy day in Oklahoma for a chance at a Red Dirt Diva Female or Bull.

North Central Simmental Fall Classic Sale

November 23, 2014 • Hubbard, IA

No.	Category	Average
41	Bred SM and SimInfluenced Females	\$4,252
36	Open SM and SimInfluenced Females	3,970
77	Total Lots	\$4,120

Auctioneer: Jered Shipman, TX

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); Jered Shipman, TX; Tom Rooney, *AgriMedia*, IA; Dustin Carter, *Livestock Plus*, SD; Greg Miller, NE; Amanda Eberspacher-Hilbrands, *LiveAuctions.TV*, MN.

High-Selling Lots:

- \$15,000** – Open Female, “Jass Bling 01B,” s. by Remington Secret Weapon 185, cons. by Jass Simmental, sold to Diamond M Cattle Company, Hiawatha, KS.
- \$7,400** – Bred Female, “Jass Adrian 79A,” s. by SVF Steel Force S701, bred to WS A Step Up 27X, cons. by Jass Simmentals, sold to Harris Farms, Northwood.
- \$7,250** – Open Female, “OMF Donna B41,” s. by GW Predestined 701T, cons. by Oak Meadow Farms, sold to Gonsavles Ranch, Modesto, CA.
- \$7,250** – Bred Female, “Miss HS Girl On Fire A14,” s. by Hooks Shear Force 38K, bred to Sand Ranch Hand, cons. by Handsaker Simmentals, sold to Snowflake Creek Simmentals, Snowflake, MB.
- \$7,000** – Open Female, “OMF United Lady B31,” s. by W/C United 956Y, cons. by Oak Meadow Farms, sold to Werning Cattle Company, Emery, SD.
- \$6,500** – Open Female, “VPF Joy’s Reflection B1,” s. by Sandeen’s SOS, cons. by Ver Ploeg Farm, sold to Klopfenstein Simmentals, Winfield.
- \$6,300** – Open Female, “FLE Miss Lexie B3,” s. by Head’s Up 20X ET, cons. by Finesse Livestock Enterprises, sold to Brandon Severson, Northwood.
- \$6,100** – Bred Female, “OMF Patience A70,” s. by Welsh’s Dew It Right 067T, bred to ASR Augustus Z2165, cons. by Oak Meadow Farms, sold to Mike Sweeney, Mitchellville.

Comments: The sale was held at Summit Farms Purebred Cattle Facility near Hubbard. The North Central consignors included: Jass Simmentals, Oak Meadow Farms, LaMar Farms, Ver Ploeg Farms, Van Aernam Simmentals, Sterling Cattle Co., Double E Cattle Co., CNN Cattle Co., Finesse Livestock Ent., Muhlenbruch Family Farms, Handsaker Simmental, Diamond K Genetics, RB Genetics and Harris Farms.

Ruby Cattle Co. ‘Livin’ The Dream Production Sale

November 28, 2014 • Murray, IA

No.	Category	Average
37	Bred SM and SimInfluenced Females	\$3,872
36	Open SM and SimInfluenced Females	5,901
73	Total Lots	\$4,873

Auctioneer: Jered Shipman, TX

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); Jered Shipman, TX; Kent Jaecke, OK; Mike Sorenson, *Livestock Plus*, IA; Shane Ryan, Lee *AgriMedia*, IL; Jared Gillespie, IA; Jeremie Ruble, IA; Troy Goretska, IA; Jon Webster, IA; Amanda Eberspacher-Hilbrands, *LiveAuctions.TV*, MN.

Representing ASA: Dr. Bert Moore

High-Selling Lots:

- \$15,500** – Open Female, “Ruby NFF Rhythm B064,” s. by SS Ebonys Grandmaster, cons. by Ruby Cattle Co. & Nelson Family Farms, sold to Jackson Lashmett, IL; Weiss Cattle, IA; & Reck Cattle, IA.
- \$15,000** – Open Female, “Ruby NFF Rhythm 482B,” s. by Monopoly, cons. by Ruby Cattle Co. & Nelson Family Farms, sold to Ferguson Farms, Laurens.
- \$15,000** – Open Female, “Ruby NFF Charm B074,” s. by SS Ebonys Grandmaster, cons. by Ruby Cattle Co. & Nelson Family Farms, sold to Moore Land & Cattle Co., Alton, IL.
- \$13,500** – Open Female, “Ruby HILB Firefly 464B,” s. by LLSF Uprising Z925, cons. by Ruby Cattle Co. & Hilbrands Cattle Co., sold to Cameron Eggersman, Seymour, IN.
- \$8,500** – Open Female, “Ruby WFF Wicked B417,” s. by FBF1 Combustible, cons. by Ruby Cattle Co., sold to Sarah Loomis, Council Grove, KS.
- \$7,250** – Open Female, “Ruby HILB Firefly 466B,” s. by LLSF Uprising Z925, cons. by Ruby Cattle Co. & Hilbrands Cattle Co., sold to Josh Brown, Peterson, MN.
- \$7,100** – Open Female, “Rubys Rhythm 472B,” s. by FBF1 Combustible, cons. by Ruby Cattle Co., sold to Logan Sigmon, Berryville, AR.
- \$6,250** – Open Female, “Ruby NFF Rhythm B434,” s. by AJE/PB Montecito 63W, cons. by Ruby Cattle Co. & Nelson Family Farms, sold to Sara Sweat, McCaskill, AR.
- \$6,000** – Open Female, “Paige B11,” s. by Ruby NFF Excalibur 002X, cons. by Ruppert Cattle Co., sold to Alex Wahley, McCaskill, AR.

Comments: An bright sunny day in southwest Iowa greeted a large crowd. Guest consignors were Nelson Family Farm, RS&T Simmentals, Lukavsky Cattle Co, 102 River Ridge Cattle Co., Hilbrands Cattle Co., Westfork Farms and Ruppert Cattle Co.. The seats were full and online and phone bidding were active throughout the sale.



Chance Ferguson, Ferguson Show Cattle, Laurens, took home a top open heifer for his operation.



Jason Ver Ploeg and boys, Ver Ploeg Farms, Pella, took home a nice open heifer to show.

(Continued on page 66)

2015 Annual Bull Sale

Mertens Cattle Company

March 4, 2015
6:00 PM

Codington Co Extension Building, Watertown, SD

- Selling:**
- 41 Registered Yearling Angus Bulls
 - 5 Registered Yearling Simmental Bulls
 - 19 Open Angus Yearling Heifers
 - 6 Open Yearling Simmental Heifers



Lot 1

PB Angus SAV Populist



Lot 11

PB Angus SAV Angus Valley



Lot 43

PB Simmental Lazy H Upgrade



Lot 44

PB Simmental Lock N Load



Lot 42

1/2 Blood Simmental
DLN Upgrades Legend



Lot 66

3/4 Blood Simmental NLC
Upgrades Legend



Lot 48

PB Angus TC Vance



Lot 54

PB Angus SAV Populist 0470



Lot 62

PB Angus MCC Slamdown

Reference Sires: SAV Populist 0470, SAV Angus Valley, VinMar O'Reilly Factor, Koupal's Identity, Barstow Cash, Stiz Upward, Styles Brilliance, Frontman, MCC Slamdown, TC Vance, DLN Upgrades Legend, Mr NLC Upgrade, Lazy H Upgrade, Lock-n-Load

DVAuction
Broadcasting Real-Time Auctions

**Mertens
Cattle
Company**

Jay, Tara, Tanner & Garrett
Jim & Darlene
Dan & Mark Mikkelson
47705 152nd Street
Millbank, South Dakota
Jay's cell 605-949-4516
jay@mertenscattleco.com

www.mertenscattleco.com

SALE RESULTS

continued

Ruby Cattle Co. Production Sale (Continued)



Roger & Betty Brummett, 102 River Ridge Cattle Co. (consignors to the sale) John Walston, Hudson Pines.



Sale consultant Jon Webster, Runnells, works hard to market cattle.

The Chosen Few At Janssen Farms

November 30, 2014 • Gilmore City, IA

No.	Category	Average
72	Lots	\$5,896

Auctioneer: Jim Birdwell, OK

Sale Manager: DP Sales, KY

Sale Staff: Tom Rooney, Midwest Marketer; Delvin Helderman, Dick Carmichael, Don Guthridge, Jon Janssen, Drew Hatmaker and Shawn McIntosh

High-Selling Lots:

- \$60,000** – Bull, “JF Back in Black,” s. by STF Royal Affair, sold to The Back in Black Group, Consior Simmentals, Dr. Al Van Engen, Pendl Simmentals, H&H Simmentals, New Trend Cattle Co. and Black River Simmentals.
- \$50,000** – Bred Female, “SAV Blackcap May 8194,” s. by SAV 8180 Traveler 004, bred to SAV Cinch, sold to Voss Cattle Company, IA.
- \$20,000** – Open Female, “JF Perfection 418B,” s. by STF Royal Affair, sold to Guthridge Farms, IA; and Pendl Simmentals, IA.
- \$11,000** – Open Female, “JF Ebony’s Joy 427B,” s. by Mr. Hoc Broker, sold to Hudson Pines Farm, Sleepy Hollow, NY.
- \$10,500** – Open Female, “JF Ebony’s Joy 402B,” s. by Mr. Hoc Broker, sold to Baring Cattle Company, TX.
- \$10,000** – Bred Female, “JF Lady 3162,” s. by JF New Trend, bred to RB/HPF Expedition, sold to Brent Hall, IA.
- \$10,000** – Open Female, “JF Ebony’s Joy 4204B,” s. by LLSF Uprising, sold to Triple Rose and Arkacy, ON.
- \$9,500** – Bred Female, “JF Lady 865U,” s. by WSJ Encore, bred to OSU Cowboy Up, sold to Richard Jenkins, VA.



Shawn McIntosh & Don Guthridge work the phones during the 12th Annual JF Sale.



Greg Morrissey and Paul Tharp, OK, with Chris Janssen, the Duo were active buyers at the sale.



Heath Dodge, Ryan Haefner and Duane Dodge visit post sale.



Sale hosts Dave & Anita Janssen.

Cowtime Simmental Influenced Sale

November 30, 2014 • Wahoo, NE

No.	Category	Average
45	Bred SM& SimInfluenced Females	\$4,473
20	Open SM & SimInfluenced Females	\$4,248
44	Bred Blend Females averaged	\$3,894
109	Total SM and SimInfluenced Lots	\$4,198

Auctioneer: CK “Sonny” Booth, OK

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt, (EE); Randy Rasby, NE; Jeff Kapperman, SD; Alan Sears, CO; JW Brune, NE; Matt Denui, SD; Ron Miller, NE; Kelvin Jorgensen, NE; Amanda Eberspacher-Hilbrands, LiveAuctions.TV, MN

High-Selling Lots:

- \$14,500** – Bred Female, “WS Ms. Joy’s Upgrade A67,” s. by Mr. NLC Upgrade U8676, bred to TNGL Grand Fortune Z467, cons. by Walsh Simmentals, sold to Elm Mound Farms, Bangor, WI.
- \$13,000** – Bred Female, “EC Thomas Erica 140,” s. by S A V Final Answer 0035, bred to LRS Turning Point 3117A, cons. by BBB Genetics, LLC, sold to BF Black Simmental, Auburn.
- \$12,000** – Bred Female, “BBB Ms. Wendi 3-67,” s. by Who Made Who, bred to GCC Legacy, cons. by BBB Genetics, LLC, sold to Beau Byington, Leland, IL.
- \$11,000** – Open Female, “KRTC Miss Meyer 430B,” s. by Meyer Ranch 734, cons. by KRT Cattle Co, sold to Alan Bruhn, Mapleton, IA.
- \$9,800** – Bred Female, “BBB Ms. Target A588,” s. by WAGR Target 151Y, bred to Limestone Trifecta, cons. by BBB Genetics, LLC, sold to Brandon Bird, Lubbock, TX.
- \$8,500** – Bred Female, “WS Ms. Chamberlain A68,” s. by R&R Chamberlain X744, bred to WS A Step UP X27, cons. by Walsh Simmental, sold to Greg Morrissey, Cashion, OK.
- \$7,500** – Bred Female, “KRT Miss Smoke 324A,” s. by King Meyer, bred to Carpe Diem, cons. by KRT Cattle Company, sold to Dunk Cattle Company, Wayne.
- \$7,250** – Open Female, “KRT Ms. Whiskey 436B,” s. by Irish Whiskey, cons. by KRT Cattle Company, sold to Adam Goeken, Yankton, SD.
- \$7,250** – Bred Female, “WS Ms. Milestone A59, s. by JF Milestone 999W, bred to W/C Lockdown 206Z, cons. by Walsh Simmentals, sold to Stan Askeland, St. James, MN.

Comments: Also selling were six bred Angus Females at an average of \$6,358. Host firm for Cowtime 2014 is BBB Genetics LLC, guest consignors included: Western Cattle Source, MW Farms, Farrar Cattle Co., TH Cattle, Hellbusch Cattle Co., JCB Cattle, Roberts Simmentals, KRT Cattle Co., Big J Cattle and Walsh Simmentals.

(Continued on page 68)

Cowles' Pleasant Hill Farms MarchMADNESS Bull and Heifer Sale



Thursday, March 5, 2015 • 6:30 PM



535A — Sired by Promotion



370A — Sired by Dream Doctor



375A — Sired by Dream Doctor



408B — Sired by Promotion



415B — Sired by Dream Doctor

United Producers Inc. Livestock Center
(One mile off I-65 at exit 28 in Bowling Green, KY)

Selling:

70 Bulls

- 45 Eighteen-month-old Angus and SimAngus™ Bulls
- 25 Yearling Angus and SimAngus™ Bulls

All Bulls are Registered, Performance Tested, Ultrasound Tested, have passed Breeding Soundness Evaluation and tested free of Brucellosis, Johne's and PI BVD.

90 Commerical Heifers

- 90 Black and Black Baldy High-quality Replacement Yearling Heifers.

All heifers have been vaccinated, de-wormed and reproductive tract scored.



471B — Sired by Conan



110B — Sired by Broker



482B — Sired by Everready



381 — Sired by SAV Resource



382 — Sired by SAV Resource



385 — Sired by SAV Resource



A922 — Sired by Final Product

Sale Bulls Sired by:

Angus Bulls:

SAV Bismark, Hoover Dam, SAV Pioneer, Mytty In Focus, Chisum, Connealy Right Answer, Connealy Final Product

Simmental Bulls:

Upgrade, LF Dream Doctor, Manifest, Driver, Hummer, M2C Alkaline

The following Progressive Breeders are bringing you the sale offerings:

Bulls:

Cowles' Pleasant Hill Farms
Gil Cowles, 270-843-9021

Metzger Cattle Company
Jerod Metzger, 270-779-6260

Estes Cattle Co.
Joe Don Estes, 270-791-4084

Burks Cattle Company
Scott Burks, 270-670-3100

Heifers:

Cooper Cattle
Paul Cooper, 931-624-8659

Estes Brothers
Joe Estes, 270-202-6653

Contact any of the breeders above for a sale book or any additional information. See you March 5, 2015. Sale starts at 6:30 PM. Complimentary dinner served starting at 5:00 PM.

SALE RESULTS

continued

Cowtime Sale (Continued)



Bill Fulton, BF Black Simmentals, Auburn, purchased a top-selling bred female for his herd.



Charles and Colton Buus, B2U Stock, Lennox, SD, were on hand to purchase some Cowtime females.



Ryan Dunklau, Dunk Cattle Co, NE, took home some great bred heifers.



Sale host Chris Beutler, BBB Genetics, Bancroft, welcomes the crowd to the sale.

Jewels of the Northland Sale

December 6, 2014 • Clara City, MN

No.	Category	Average
3	SM & SimInfluenced Herd Bulls	\$3,250
36	SM & SimInfluenced Bred Heifers	3,621
46	SM & SimInfluenced Open Heifers	8,949
2	SM & SimInfluenced Donors	8,000
87	Total SM & Sim-Influenced Lots	\$6,940

Auctioneer: Tracy Harl, NE

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); Dalton Lundy, KY; Doug Parke, KY; Tom Rooney, Lee AgriMedia, IA; Joel Edge, OH; Randy Rasby, NE; Scott Forman, IA; Johnnie Moore, KY; and Brad Fahrmeier, LiveAuctions.TV, MO.

Representing ASA: Colton Buus

High-Selling Lots:

- \$45,000** – Open Female, “HILB Caught Lookin B929,” s. by B C Lookout 7024, cons. by Hilbrands Cattle Company, sold to Circle M Simmentals, Rockwall, TX.
- \$42,000** – Open Female, “HILB/Ruby Butterfly B555,” s. by LLSF Uprising Z925, cons. by Hilbrands Cattle Company and Ruby Cattle Company, sold to Hudson Pines Farm, Sleepy Hollow, NY; and Pine Creek Cattle Company, Rockford, IL.
- \$40,000** – Open Female, “HILB Miss Enchantress B527,” s. by LLSF Uprising Z925, cons. by Hilbrands Cattle Company, sold to Hudson Pines Farm, Sleepy Hollow, NY; and Tingle Farms, New Castle, KY.
- \$28,000** – Open Female, “HILB/SHER Caught Staring 463B,” s. by PVF All Payday 729, cons. by Hilbrands Cattle Company, sold to White Wing Simmental, Huntington, AR.
- \$24,000** – 1/2 interest in Open Female, “HILB Moonlight Crush B43,” s. by GLS New Direction X184, cons. by Hilbrands Cattle Company, sold to Lee Cattle Company, Brush, CO.
- \$20,000** – Open Female, “HS/DSS Blissful Kisses B18U,” s. by R&R Chamberlain X744, cons. by Hilbrands Simmentals, sold to Thomas Willis, Alderson, WV.

\$19,000 – Open Female, “HILB/SHER At 1st Sight 428B,” s. by Dameron First Impression, cons. by Hilbrands Cattle Company, sold to Storm Johnsen, Wessington, SD.

\$16,000 – Open Female, “HILB/BRKC Shooting Star B944,” s. by JF Milestone 999W, cons. by Hilbrands Cattle Company, sold to B&L Cattle Company, Staplehurst, NE.

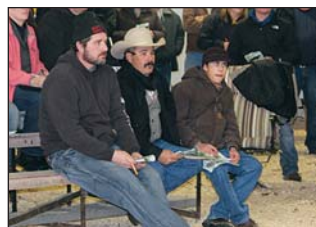
Comments: Also selling were 15 SM and SimInfluenced Embryo Lots at an average of \$2,230. The consignors of the Jewels sale include host firm Hilbrands Cattle Company, Hilbrands Simmental, Hecksel Simmental Farm with guest partners of Elm Mound Farms, Sherwood Cattle Co., Rocky Knoll Cattle Co., Learn Simmentals, Ruby Cattle Co. and Mel Boehland Cattle Co.



Dennis Hanzlik, Niobrara, NE, made the trip the Northland and took home some females.



Karen and Nick Imagliazzo, White Wing Simmentals, Huntington, AR, purchased a top open heifer.



Kirk Lynch, Heartland Simmentals, New Hampton, IA, enjoys the sale with friends, Mike and Riley Gonsalves, Modesto, CA.



The Jim and Stacie Mueller family of Arlington, MN looks over the sale offering.

Montana's Choice Simmental Sale

December 6, 2014 • Billings, MT

No.	Category	Average
20	Bred Heifers	\$4,075
118	Open Heifers	2,109
3	Embryo Lots	475
2	Pick-of-The-Herd Lots	512
143	Total Lots	\$2,327

Auctioneer: Ty Thompson, MT

Sale Manager: Allied Genetic Resources, IL

Marketing Representatives: Jeff Thomas, Andy Rest and Dennis Jenkins

Representing ASA: John Grande

High-Selling Lots:

- \$6,000** – Bred Female, s. by Beef King, bred to ER Big Sky 545B, cons. by Miller Simmental, sold to Bobby Dutch, NE.
- \$6,000** – Open Female, Pick of the Nelson Livestock Company herd, sold to J/C Simmental, Clare, MI.
- \$5,500** – Bred Female, s. by Mr. Beefmaker, bred to Hook's Xpectation, cons. by Miller Simmental, sold to Jeff and Shere Koch, Big Timber.
- \$5,000** – Bred Female, s. by Hook's Xpectation, bred to TRAXS Rushmore X103, sold to Jeff and Shere Koch, Big Timber.
- \$4,250** – Open Female, s. by Beef King, cons. by Miller Simmental, sold to Marc Daniels, Manti, UT.
- \$3,000** – Open Female, s. by Upgrade, cons. by H&H Livestock, sold to Beau Bromenshenk, Billings.

(Continued on page 70)



WALSH SIMMENTAL

Pursuit of Excellence Bull & Female Sale

Saturday, March 7, 2015

Hubbard, Nebraska • 12:00 Noon Sharp!

At the Farm • 1989 Hwy. 35 • Hubbard, NE

**Selling 50 Performance
Herd Bull Prospects &
25 Open Heifers**



WS FIRST STEP B44

WS A Step Up X27 x Mr NLC Upgrade
U8676 • Purebred Simmental



WS EVOLUTION B32

LLSF Uprising Z925 x WS Ms Macho U38
Purebred Simmental



WS UPSALE B24

WS A Step Up X27 x Gonsior/WRS First Kiss
Purebred Simmental



WS LOADED UP B4

Remington Lock N Load x JF American
Pride 0987X • Purebred Simmental



WS LOCK DOWN B33

W/C Lock Down 206Z x Mr NLC Upgrade
U8676 • 3/4 SimAngus™



WS FULL TIME B31

LLSF Uprising Z925 x BM Explorer
Purebred Simmental



WS SHARP IMAGE B25

TJ Sharper Image x R&R Chamberlain
X744 • 3/4 SimAngus™



WS TUNED UP B67

W/C Lock Down 206Z x BWL Hardcore 6W
3/4 SimAngus™

**Everyone Welcome! Selling
our best on March 7th!**

JERRY & LINDA WALSH & FAMILY
1989 Hwy. 35
Hubbard, NE 68741
Phone 402-632-4697
Cell 712-259-4478
JUSTIN WALSH Cell 712-259-0963
JOE WALSH Cell 712-259-0015

Professional Sale Management:
Eberspacher
ENTERPRISES INC.

Sale Managers: Val & Lori Eberspacher
2904 Co Rd 6, Marshall, MN 56258
OFFICE 507-532-6694 • CELL 612-805-7405
Fax 507-532-9457 • sales@ebersale.com
Kelly Schmidt 406-599-2395

**View full sale offering online at www.ebersale.com
or contact sale management for a sale catalog today!**

SALE RESULTS

continued

Montana's Choice Sale (Continued)

\$3,000 – Open Female, cons. by Rockin L4 Ranch, sold to Shannon Welsh, Blandinsville, IL.

Volume Buyers: T Heart Ranch, Center, CO; and Gene Mclain, Meadville, MO.

Comments: This top-offering from Montana Simmental breeders saw good interest on a day that was 60° warmer than sale day last year.



Top females on display on a warm winter day in Billings.

Next Step Cattle Co. 2nd Annual Bull Sale

December 6, 2014 • Auburn, AL

No.	Category	Averages
2	PB SM Bulls	\$6,125
43	SimAngus™ Bulls	4,883
45	SM & SimAngus Bulls	\$4,938

Auctioneer: Tommy Barnes, Montgomery

Representing ASA: Gordon Hodges

High-Selling Lots:

- \$9,000 – 1/2 SM-1/2 AN, “Dixon NS Rick A318,” s. by Mr NLC Rick X0194, sold to Chris Booker Castleberry.
- \$8,250 – 1/2 SM-1/2 AN, “Dixon NS Prem-Beef A322,” s. by GW Premium Beef 021TS sold to Tony Hale, Hollywood.
- \$8,000 – 1/2 SM-1/2 AN, “BFB NS Manifest A18,” s. by Nichols Manifest T79, sold to Larry Upchurch Lineville.
- \$8,000 – 1/2 SM-1/2 AN, “Dixon NS D-Gambler A302,” s. by MF Dual Gambler 57X sold to Michael Cole, Livingston.
- \$7,750 – PB SM, “CHCF Winning Abe 370A NS,” s. by LMF Winning Edge, sold to Rocking W Cattle Co., Hollywood.
- \$7,750 – 1/2 SM-1/2 AN, “WCO NS Prem-Beef A202,” s. by GW Premium Beef 021TS, sold to Chris Booker, Castleberry.
- \$7,500 – 1/2 SM-1/2 AN, “WCO NS Kevin A218,” s. by TNT Kevin X266, sold to Rocking W Cattle Co., Hollywood.
- \$7,500 – 3/4 SM-1/4 AN, “Real Nice,” s. by SRS Right On 22R, sold to Jack Nichols, San Augustine, TX

Volume buyers: Tony Hale, Hollywood; Dudley Williams, Meridian, MS; and T E Moye Newton, GA.

Comments: Also selling were 18 Angus Bulls at an average of \$4,347. Bulls sold into four states including: AL, GA, MS, and TX.

Pleasant Hill Farms “December to Remember” Sale

December 6, 2015 • Rockfield, KY

No.	Category	Average
34	Bred Cows	\$2,975
29	Cow/Calif Pairs	4,393
10	Open Females	3,944
4	Donor Lots	7,625

3	Embryo Lots	250
1	Pregnancy Lot	4,000
1	Flush Lot	3,000
82	Total Lots	\$3,735

Auctioneer: Eddie Burks, KY

Representing ASA: Danny Ulmanis

Dakota Made Production Sale

December 8, 2015 • Salem, SD

No.	Category	Average
82	SM Bred Heifers	\$4,595

Auctioneer: Tracy Harl, NE

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

Representing ASA: Colton Buus

High-Selling Lots:

- \$22,000 – “ES A85,” s. by Remington Lock N Load 54U, bred to Welsh’s Dew It Right 067T, cons. by Eichacker Simmental, sold to 3C Christensen Ranch, Wessington.
- \$11,500 – “ES A39,” s. by GW Step Out 672X, bred to Hook’s Yellowstone 97Y, cons. by Eichacker Simmental, sold to Tyrell Rousey, North Platte, NE.
- \$10,500 – “KGH Miss Regards 365A,” s. by Yardley High Regard W242, bred to MCM Top Grade 018X, cons. by Healy Simmental, sold to Drake Simmentals, Centerville, IA.
- \$10,000 – “Ms. NLC Bismark 3012A,” s. by S A V Bismarck 5682, bred to W/C Lock N Load 8454A, cons. by NLC Simmental Ranch, sold to Felt Farms, Wakefield, NE.
- \$8,750 – “EIR A218,” s. by HXC Conquest 4405P, bred to Bieber Make Mimi 7249, cons. by Eichacker Simmental, sold to Red Genetics, Wagner.
- \$8,500 – “ES A116,” s. by Remington Lock N Load 54U, bred to ES Ridgerider YW3, cons. by Eichacker Simmental, sold to Tyrell Rousey, North Platte, NE.
- \$6,500 – “KGH Miss Epic 364A,” s. by JF Epic 1206Y, bred to S D S Graduate 006X, cons. by Healy Simmental, sold to Mark Family Simmental, Viborg.

Comments: Also selling were six Red Angus bred heifers at an average of \$5,750. Consignors of the sale include: Eichacker Simmental, Healy Simmental and NLC Ranch.



Cam and Tyler Fagerhaug, Wessington Springs, take in the sale.



Dan Lehrman, Lehrman Family Simmentals, Spencer, was an active buyer.



Connor and Claye Kaelberer, Kaelberer Simmentals, New Salem, ND, brought home some Dakota Made females.



Myles Nielsen, Mission Hill, and Cody Sherwood, Sherwood Cattle Co., Magnolia, MN, share some laughs prior to the sale.



OFFERING OUR BEST

At our big sale event!

Saturday, April 4, 2015 • 12:30 PM

Shoal Creek Sale Facility, Excelsior Springs, MO

SELLING 75 ELITE LOTS

Selling April 4th!



HSF/HS Shasha W909

CNS Dream On x AJE-RCC Lizzys Pearl P4

W909 as a calf

Offering one of our lead donors in the prime of her life! During her time at Shoal Creek, she has proven herself as a producer of fancy show prospects, top end bred heifers, and quality herd bulls, just take a look at her past progeny below. With several daughters of W909 working at Shoal Creek, it is time to offer her as one of our best! This proven donor sells bred to Sandeen Upper Class 2386, along with her daughters by Upgrade on April 4th!



Shasha W909 x JF Milestone 999W
Young donor at Shoal Creek.



Daughters by SS/PRS High Voltage 244X
Features in the 2013 The Gathering sale.



Ed & Kathi Rule, *owners*
9402 Cameron Road
Excelsior Springs, MO 64024
816.336.4200 *office*



JR Richburg, *cattle manager*
386.717.1827 *mobile*

Scott Akey, *farm manager*
816.835.5332 *mobile*

Call us for your sale book and watch our website for more lots in the Gathering Sale!

www.SHOALCREEKLANDANDCATTLE.com

Follow us on Facebook



SALE RESULTS

continued

Hartman Cattle Company Customer Appreciation Sale

December 13, 2014 • Tecumseh, NE

No.	Category	Average
87	Open Females	\$14,600

Auctioneer: Steve Dorran, Tinmath, CO

Sale Manager: Bud Sloan, Continental Livestock

Marketing Representatives: Doug Paul, *The Stock Exchange*; Delvin Heldermon and Terry Cotton

Representing ASA: Nathan Smith



Customers enjoy lunch in the comfort of the HCC sale facility prior to the sale.

ND Simmental Association Classic Sale

December 13, 2014 • Mandan, ND

No.	Category	Average
46	Bred Heifers	\$5,483
34	Open Heifers	4,785
5	Embryo/Semen Lots	2,214
85	Total Lots	\$5,012

Auctioneer: Tracy Harl, Loup City, NE

Sale Manager: ND Simmental Assoc. & Thomas Livestock Services; Bozeman, MT

Sale Representatives: Jeff Thomas, *Farm & Ranch Guide*; Kris Peterson, *Cattle Business Weekly*; Scott Ressler, ND Stockman's Association; Steve Koester and Todd Finke, Special assignment.

Representing ASA: Russ Danielson

High-Selling Lots:

- \$13,000** – Bred SimAngus™ Female, “YR Miss Cut Above 701A,” s. by Flying B Cut Above, cons. by Branden Bailey, Towner; sold to Ford Farm, Bruce, SD.
- \$9,500** – Open Purebred Female, “BTS Ms Iron 4105B,” s. by RFS Red Iron T20, consigned by Rocky Knoll Cattle, Highmore, SD; sold to Western Cattle Source; Crawford, NE.
- \$9,000** – Open SimAngus Female, “Rust Miss 446B,” s. by Kuntz Super Duty 4Y, cons. by Rust Mountain View Ranch, Mercer; sold to Jeff Moe, Tioga.
- \$8,500** – Bred Purebred Female, “STAV Ms Club King 324A,” s. by RS Club King 040R, cons. by M/S Stavick Simmental, Veblen SD; sold to Kunkel Simmentals, New Salem.
- \$8,500** – Pick of 2014 born heifer calves cons. by Keller Broken Heart Ranch, Mandan; sold to Erika Kenner; Leeds.
- \$8,250** – Bred SimAngus Female, “KNH Chisum 758A,” s. by S Chisum 6175, cons. by KNH Simmentals, Berthold; sold to VJT Ranch, Oakes.
- \$8,000** – Bred Purebred Female, “Traxs Miss A370,” s. by THSF Freedom 300N, cons. by Traxinger Farm, Houghton, SD; sold to Mark Nesemeier; Leonard.

\$7,500 – Bred Purebred Female, “KS Annabelle A975,” s. by LFE BS Lewis 322U, cons. by Kenner Simmental Ranch; Leeds; sold to Rockin R Cattle Company, Reedsburg, WI.

\$7,500 – Open SimAngus Female, “KNH Brooklyn 405B,” s. by TJ Sharper Image 809U, cons. by KNH Simmental; Berthold; sold to Pearl Valley Simmentals, Ross.

\$7,500 – Open SimAngus Female, “Rust Miss 452B,” s. by W/C United 956Y, cons. by Rust Mountain View, Mercer; sold to Quandt Brothers, Oakes.

Comments: The North Dakota Simmental Association Classic Sale and the North Dakota Red Angus Association Red Select Sale shared the same sale date and sale venue. The Classic Simmental Sale held on Saturday provided the conclusion to the Association's annual meeting and Awards Banquet held on Friday. Thirty-eight consignors representing five States offered 85 lots of embryos, semen, bred and open heifers to prospective buyers. Unseasonably warm temps and sunny skies were in contrast to the severe cold and snow experienced during the 2013 Sale.



View of sale consignments.



Sale site.

Pride of the Prairie Sale

December 13, 2014 • Seymour, IL

No.	Category	Average
20	SM & SimInfluenced Bred Heifers	\$5,683
34	SM & SimInfluenced Open Heifers	4,147
54	Total SM and SimInfluenced Lots	\$4,716

Auctioneer: Dustin Carter, SD

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); Roger Holstrom, NE; Roger Allen, IL; Chris Smith, *AgriMedia*, IL; Dalton Lundy, KY; Jeremie Ruble, IA; Jerry Cassidy, AAA Representative, MO; and Margo Paeltz, LiveAuction.TV, OH.

Representing ASA: Danny Ulmanis

High-Selling Lots:

- \$15,500** – Open Female, “CMB Coalette B962,” s. by LLSF Uprising Z925, cons. by C-Mor Beef Farms, sold to Matt Hamilton, LeRoy.
- \$12,500** – Bred Female, “KA Shebang A81,” s. by Triple C Ultimate Force, bred to TLLC One Eyed Jack, cons. by KA Cattle Company, sold to Gunn Simmentals, TX; Echard Farms, IA; and Beau Peine, MN.
- \$12,100** – Bred Female, “Circle A Kelly 341A,” s. by CWT Burn Notice Y12, bred to W/C United 956Y, cons. by Circle A Simmentals, sold to Will Rincker, Strasburg.
- \$7,750** – Bred Female, “JWA Pearl 330A,” s. by CWT Burn Notice Y12, bred to ALL/FHG First Ascent 117Y, cons. by Adcock Land and Livestock, sold to Ray Jackson, Macon.
- \$7,000** – Bred Female, “FC Wonder Line A263,” s. by FC JP\$ 004S Solution, bred to STF Shocking Dream SJ14, cons. by Fox Creek Cattle Farm, sold to Brock Ruthledge, Champaign.
- \$6,750** – Bred Female, “KA Polkadot A475,” s. by Hooks Shear Force 38K, bred to TLLC One Eyed Jack, cons. by KA Cattle Company, sold to Bill Graber, Livingston, WI.

(Continued on page 74)



EICHACKER SIMMENTALS

BULL SALE, FRIDAY, MARCH 6, 2015

AT THE EICHACKER SIMMENTAL FARM, SALEM, SD

SELLING 125

Simmental, SimAngus™, Red Angus and Black Angus Bulls



Purebred

ES BS55-3 • BD: 2/14/14
Remington Lock N Load x ES Dakota

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
EPDs: 6	3	71	121	12	21	57	104	66



SimAngus™

ES BY57 • BD: 3/14/14
W/C United x OCC Prototype

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
EPDs: 12	1.4	85	137	8	20	63	139	86



5/8 SM

ES BX381-5 • BD: 2/19/14
R & R Chamberlain x BC Lookout

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
EPDs: 7	3.6	76	110	3	27	65	107	74



3/4 SM

ES BT51-2 • BD: 2/10/14
Remington Lock N Load x DCC New Look

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
EPDs: 9	1.3	65	113	7	26	59	107	66



3/4 SM

ES BY5 • BD: 3/14/14
ES Surelock x SS Ebony's Grandmaster

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
EPDs: 2	5.9	77	123	2	18	57	89	70



3/4 SM

ES B234Z • BD: 1/23/14
GLS New Direction x ES Power Up

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
EPDs: 7	.3	65	90	6	21	54	102	63



3/4 SM

ES BZ4 • BD: 3/5/14
ES Ridgerider x Connealy Final Product

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
EPDs: 13	2.2	83	132	11	24	65	131	78



5/8 SM

ES BU56 • BD: 4/10/14
ES Surelock x OCC Paxton

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
EPDs: 3	6.6	87	140	3	18	61	88	74

EICHACKER SIMMENTALS

25446 445th Avenue
Salem, SD 57058

Steve: 605-425-2391 or 605-421-1152

SALE DAY PHONES

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Sale will be Broadcast on DVAuction.com



Marty Ropp • 406-581-7835

www.alliedgeneticresources.com

SALE RESULTS

continued

Pride of the Prairie Sale (Continued)

\$6,750 – Bred Female, “JZ Ms. Zoey 07A,” s. by STF Shocking Dream SJ14, bred to B C Lookout 7024, cons. by Fox Creek Cattle Farm, sold to Adcock Land and Livestock, Moweaqua.

\$6,600 – Bred Female, “KA Red Angel A42B,” s. by THSF Black Pearl, bred to TLLC Cattle Company, cons. by KA Cattle Company, sold to Elmore Cattle Company, Waukomis, OK.

Comments: Also selling were six Simmental embryo lots at an average of \$3,225. Consignors in the Pride group include: C-Mor Beef Farms, Circle A Simmentals, Adcock Land & Livestock, Allen’s 5X Farms, Blackford Show Cattle, Fox Creek Cattle Farm, Charles Myerscough Show Cattle, Robb Simmental, Wright-Way Simmentals, Bauer Simmental, Horner Show Cattle, Cook Family Show Cattle, Travis Farms, Shields Simmentals & KA Cattle CO.



A standing-room-only crowd enjoys the video sale in the warm sale facility.



Sale staff Jerry Cassady, Dustin Carter and Roger Holscher prepare for the sale.



ISA President Tony Drach, Pontiac, addresses the crowd as sale host Art Farley, C-Mor Beef, Seymour, looks on.



Don Boldt, DLB Farms, Ashley, visits with Pride breeder Stan Tarr of Fox Creek Cattle, LeRoy. Boldt purchased a top open heifer.

Value By Design Female Sale

December 13, 2014 • Anita, IA

No.	Category	Average
7	PB Bred Heifers	\$4,593
17	3/4 SM Bred Heifers	4,759
20	5/8 SM Bred Heifers	3,853
28	1/2 SM Bred Heifers	4,454
1	3/8 SM Bred Heifer	4,000
<hr/>		
73	Bred Heifers	\$4,367
3	PB SM Bred Cows	\$2,950
6	3/4 SM Bred Cows	3,200
5	1/2 SM Bred Cows	3,480
<hr/>		
14	Bred Cows	\$3,357

Auctioneer: Jon Schaben, Dunlap

Sale Manager: Allied Genetic Resources, Normal, IL

Marketing Representatives: Randy Rasby, *Livestock Plus*; Joel Edge, *Midwest Marketer*; and Chris Beutler, *Agri Media Group*.

Representing ASA: Dr. Michael Dikeman

High-Selling Lots:

\$11,000 – Bred ¾ SimAngus™ Female, s. by MR NLC Upgrade, bred to Hook’s Yellowstone 97Y, cons. by J-C Simmentals, Clare, MI.

\$9,500 – Bred SimAngus Female, s. by GW Premium Beef 021TS, bred to CCR Spartan 9124A, cons. by J-C Simmentals, Clare, MI.

\$9,000 – Purebred Bred Female, s. by W/C Paleface 756X, bred to CCR Wide Range 9005A, cons. by HRM Simmental, Anita.

\$7,500 – Bred ¾ SimAngus Female, s. by MR NLC Upgrade U8676, bred to CCR Spartan 9124A, cons. by J-C Simmentals, Clare, MI.

\$7,000 – Bred SimAngus Female, s. by GW Predestined 701T, bred to CCR Spartan 9124A consigned by J-C Simmentals, Clare, MI.

\$6,900 – Bred 5/8 SM 3/8 AN Female, s. by GW Premium Beef 019U, bred to CCR Spartan 9124A, cons. by J-C Simmentals, Clare, MI.

\$6,000 – Bred SimAngus Female, s. by Connealy Onward, bred to JC MR National 610Y, consigned by J Bar J Ranch, Clare, MI.

\$6,000 – Bred SimAngus Female, s. by STF Shocking Dream SJ14, bred to S D S Alumni 115X, cons. by Finesse Livestock Enterprises, Geneva.

Comments: Consignors included: HRM Simmental, Wiota, IA; J/C Simmental, Clare, MI; J-J Ranch, Clare, MI; Salinas Farm, Marion, MI; Timber Ridge Cattle, Van Meter, IA; Jonyroc SimAngus, Linville, IA; Green Valley Farm, Bellevue, MI; and Finesse Livestock Enterprises, Geneva, IA.



(Below the auction block-left to right) Brian Harris, Kyle Porter, Stan Pearson, John Miller, Andy Salinas, Mike Henderson, James M, Marty Ropp, Jon Rockhold, Rex Hoppes. (On the block-left to right) Jim Zinser, Lynn Salinas (Andy Jr.’s wife), Doris Salinas, Andy Salinas Sr.

South Dakota Simmental Source Sale

December 20, 2014 • Worthing, SD

No.	Category	Average
23	Bred Females	\$5,152
26	Open Females	4,079
1	Pick of the Herd Lot	16,250
<hr/>		
50	Total Registered Lots	\$4,816

Auctioneer: Chisum Peterson, SD

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); Dustin Carter, Livestock Plus, SD; and Jeff Kapperman, TriState Neighbor, SD;

Representing ASA: Colton Buus and Luke Keller

High-Selling Lots:

\$16,250 – Pick of the R&R Cattle Co. Bred Heifers, cons. by R&R Cattle Company, sold to Windy Creek Cattle Company, Spencer.

\$10,500 – Open Female, “W/C Miss Joy 4203B,” s. by W/C United 956Y, cons. by Werning Cattle Co., sold to High Bred Simmentals, Madison, KS.

\$10,000 – Bred Female, “TSN Miss Prem Beef A067,” s. by GW Premium Beef 021TS, bred to CCR Frontier 0053Z, cons. by TSN Simmentals, sold to Woodlawn Simmentals, Clarksville, GA.

\$8,250 – Open Female, “BRKC Trinket B478,” s. by SVF Steel Force S701, cons. by Rocky Knoll Cattle, sold to High Bred Simmentals, Madison, KS.

\$8,000 – Bred Female, “TSN Miss Answer A158,” s. by TSN Final Answer Y990, bred to CCR Frontier 0053Z, cons. by TSN Simmentals, sold to Rod Strand, Platte.

\$7,500 – Open Female, “Miss Dux Barbie 400B,” s. by BFB1 Combustible, cons. by Duxbury Cattle Company, sold to John Derksen, Huron.

\$7,000 – Bred Female, “JBS Miss Pace 943A,” s. by ASR/GLS Pacesetter U862, bred to Welshs Dew It Right 067T, cons. by Benda Ranch, sold to Rod Strand, Platte.

\$6,500 – Open Female, “HART Miss 004B,” s. by Welsh’s Warsaw 312Z, cons. by Hart Simmentals, sold to Triple H Simmental, Hannaford, ND.

\$6,500 – Bred Female, “KRJ A3108,” s. by R&R Chamberlain X744, bred to GW Premium Beef 021TS, cons. by Double J Farms, sold to R&R Cattle Company, Chamberlain.

Comments: Also selling were eight Embryo Lots at an average of \$3,463, 13 Commercial Heifers at an average of \$3,336, one Steer for \$1,900 and one Donkey for \$950. The events started Friday with the SDSA Annual Banquet and meeting with the Steve and Elaine Reimer Family of R&R Cattle Co. receiving the Producer of the Year award. Guest consignors include: A/H Cattle Co., Benda Ranch, BNC Livestock, Bradley Will Cattle, Crazy Fate Ranch, Dikoff Cattle, Double J Farms, Duxbury Cattle Co., Eichacker Simmentals, Ekstrum Simmentals, Fagerhaug Cattle, Hart Simmental, Hill Top Farm, Home Stake Ranch, JB3 Cattle, Kappes Simmentals, K-Lee-S Simmentals, Lehrman Family Simmentals, LMJ Simmentals, Miller Cattle Co., Pleasant Grove Farms, R&R Cattle Co., Rocky Knoll Cattle, Schorg Simmentals, Stavick Simmental, Thyen SimAngus, TSN Simmental, Volz Farms, Werning Cattle Co., Wolters Family Simmentals, Zimmer Family Simmentals, and Zweep Farms.



Through the SD Simmental Association youth grant program, several youth received sale credit toward their purchase at a SD state sale



A big crowd was on hand sale day to view some of SD finest Simmentals.



The sale arena was full and sale guests enjoyed a complimentary meal. ♦

Stay on top of Total Herd Enrollment



The purpose of the Have You Herd blog is to:

- Provide up-to-date information on Total Herd Enrollment (THE) and DNA services.
- Be able to communicate instantly with members on related topics.

Topics posted so far include:

- Late Enrolled for Spring 2015 — What Happens Now?
- Just in Time for 2015 — Introducing Bundling Pricing in DNA
- GGP-LD: The New DNA Test Option by Dr. Jackie Atkins
- Introducing a Lower Cost DNA Testing Option — (GGP-LD)
- THE — There are 3 Options to Choose From
- DNA — Changes You Need to Know About

How to follow the blog:

Stay up-to-date and receive an email notification for each blog post by visiting www.simmental.org/haveyouherd and selecting the +Follow option at the bottom right of the screen. Enter in your email address and select sign me up.

We’re hoping that the blog will be a great resource for members to access with any questions regarding THE and DNA services. If you have an idea for a blog post, please email to lwells@simmgene.com.

www.simmental.org/haveyouherd

THE CIRCUIT

Dixie Classic Fair

Date: October 10, 2014
Location: Winston-Salem, NC
Judge: Chad Joines, Blacksburg, VA

Open Show Females



Grand Champion and Calf Champion
 "STF Angel BX69," s. by STF Endgerment XY94, exh. by TX Enterprises, Winston-Salem.

Reserve Calf Champion
 "Lonesome Roxanne B425," s. by Laxy H Built Right Y123, exh. by Anna English, Alexander.

Junior Champion
 "Twin Oaks Kate," s. by SVF Star Player T801, exh. by Bandys High School, Catawba.

Reserve Junior Champion
 "Twin Oaks Sweet Thing," s. by Triple C Invasion R47K, exh. by Bandys High School, Catawba.



Reserve Grand Champion and Senior Champion
 "FGF Randa," s. by SVF/SS Y111, exh. by Brooke Harward, Richfield.

Reserve Senior Champion
 "RFF Daisy Dewke Z10," s. by Welsh's Dew It Right 067T, exh. by Phil Rucker, Hamptonville.

Bulls



Grand Champion and Calf Champion
 "TX Cool Hand Luke," s. by Mr. Hoc Broker, exh. by TX Enterprises, Winston-Salem.



Reserve Grand Champion and Reserve Calf Champion
 "CNL Blizzard," s. by WS A Step Up X27, exh. by Clay Nicholson, East Bend.

Groups

Champion Pair of Tarheel Heifers
 Exh. by Anna English, Alexander
Premier Exhibitor
 Bandys High School, Catawba.

Junior Show

Date: October 12, 2014
Judge: Todd Alford, Bowman, GA



Grand Champion Female
 "FGF Randa," s. by SVF/SS Y11, exh. by Brooke Harward, Richfield.



Reserve Grand Champion Female
 "CTF Ms. Ajeah Upgrade A15," s. by Upgrade, exh. by Carlee Taylor, Saltville, VA.

North Carolina State Fair

Date: October 18, 2014
Location: Raleigh
Judge: Kyle Gillooly, Wadley, GA

Junior Show



Grand Champion and Supreme Overall Female
 "RVF Miss Priss 11X 2A," s. by 3C Macho M450 BZ, exh. by Jordan Carter, Concord.

Reserve Grand Champion Female
 "Cox's Dixie Erica," s. by Flying B Cut Above, exh. by Travis Cox, Richlands.

Jimmy Smith Memorial Award Winner
 Taylor Goad, Mount Airy.

Open Show

Date: October 22, 2014
Judge: Doug Satree, Montag, TX

Females



Reserve Grand Champion and Calf Champion
 "HPF Caliente," s. by JF Milestone 999W, exh. by Jordan Carter, Concord.

Reserve Calf Champion
 "Lonesome Roxanne B425," s. by Lazy H Built Right Y123, exh. by Anna English, Alexander.

Junior Champion
 "LLW Miss Lady," s. by CARD Uproar 49Y, exh. by Holly Price, Selma.

Reserve Junior Champion
 "RBSS Chrome A530," s. by JM Real Steel Atom X22, exh. by Ridgewood Simmentals, Boone.



Grand Champion and Senior Champion
 "HPF Phylli Z352," s. by JF Milestone 999W, exh. by Anna English, Alexander.

Reserve Senior Champion
 "FGF Randa," s. by SVF/SS Y111, exh. by Brook Harward, Richfield.



Grand Champion Cow/Calf
 "HS/HSF Time-Out U4955," s. by HTP SVF In Dew Time, exh. by Ridgewood Simmentals, Boone.

Bulls



Reserve Grand Champion and Calf Champion
 "CNL Blizzard 41B 135," s. by WS A Step Up X27, exh. by Clay Nicholson, East Bend.

Reserve Calf Champion
 "TX Cool Hand Luke," s. by Mr. Hoc Broker, exh. by TX Enterprises, Winston-Salem.



Grand Champion and Junior Champion
 "RBSS Heartbreaker A422," s. by GASC/MVS Maximus Prime, exh. by Ridgewood Simmentals, Boone.

(Continued on page 78)

Is Your Goal to Maximize Genetic Profitability?

◆ Crossbreed.

“When it comes to beef cattle breeding, perhaps nothing can have a more positive and consistent impact on profit than a structured crossbreeding program”.



Larry Cundiff

Served 40+ years as USDA Research Geneticist and Director of MARC. Inducted into USDA Hall of Fame.

◆ Select Economically Superior Breeds.

USDA research concludes that a Continental, British cross maximizes profitability. As reported by USDA, Simmental is at or near the top for every economically relevant trait among Continental breeds.

◆ Select Economically Superior Sires.

Leverage the power of the world's largest multibreed genetic evaluation, combining the populations of 12 progressive breed associations across the US and Canada.



International Genetic Solutions



American Simmental Association

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THE CIRCUIT

NC State Fair (Continued)

Groups

Produce-of-Dam

Exh. by Chloe Lawson, Hiddenite.

Junior Get-of-Sire

Exh. by Ridgewood Simmentals, Boone.

Best Five Head

Ridgewood Simmentals, Boone.



Champion Pair of Tarheel Bulls
Exh. by Ridgewood Simmentals, Boone.

Premier Exhibitor
Ridgewood Simmentals, Boone.



Champion Pair of Tarheel Heifers
Exh. by Anna English, Alexander.



The ASA Science Forum has two main purposes:

- To provide information on timely topics and subjects our readers want to better understand.
- To provide a platform for our readers to ask questions, comment, or communicate with one another about the topics posted.

We currently have multiple posts in the following forums:


- **Genetic Evaluation**
Examples: "Varying degrees of dominance", "Where do SimGenetics fit into the US and/or global beef industry?", and "Genomically enhanced EPDs are up and running."
- **Genetic Conditions**
Examples: "What is the ASA policy for DD?", "Changes to TraitTrac", "What does it mean to be a carrier, free, or affected for different genetic defects?", and "Using a defect carrier in your herd."
- **DNA Testing**
Examples: "Which animals should you test with the new GGP-LD DNA test?", "Changes to DNA testing through the ASA", and "What is a SNP?"

How to use the forum:

Visit www.simmental.org/forum. Select "Science Forum" which contains forums on a variety of subjects. Click on any of these forums to pull up a list of individual posts. When you click on a specific post you can read more about the topic, read replies, or post your own reply by clicking the "postreply" button.

We sincerely hope our readers will use this forum to communicate with us and one another about important scientific topics that affect beef cattle production. If you have an idea about a topic you would like to see posted, please send an email to jatkins@simmgene.com.

www.simmental.org/forum




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- Weaning Weight
- Yearling Weight
- Yearling Hip Height
- Ultrasound or Carcass Measurements

Yes!
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Doll Simmental Ranch



Tested Homozygous Polled

DCR Mr. Beardley

CE	BW	WW	YW
9	2.3	75	108
MCE	Milk	MWW	CW
10	18	55	37.0
MB	REA	\$API	\$TI
.17	.78	118	70

B37

ASA# 2916499 • Polled
BD: 2-8-14 • BW: 86 • 205 WT: 852



Tested Homozygous Black/Polled

DCR Mr. Brewster B79

CE	BW	WW	YW
6	2.9	81	130
MCE	Milk	MWW	CW
10	28	69	51.3
MB	REA	\$API	\$TI
.23	1.02	113	77

ASA# 2916372 • Polled
BD: 2-18-14 • BW: 94 • 205 WT: 820
Act. WW: 855 • 365 WT: 1,480
Sire: MCM Top Grade 018X
Dam: DCR Ms. Prowler Z165



Tested Homozygous Polled

DCR Mr. Red Braz B115

CE	BW	WW	YW
6	4	75	112
MCE	Milk	MWW	CW
11	27	65	42.1
MB	REA	\$API	\$TI
.10	.76	115	71

ASA# 2916461 • Polled
BD: 2-25-14 • BW: 95 • 205 WT: 863
Act. WW: 915 • 365 WT: 1,486
Sire: LFE Red Ticket 340Z
Dam: DCR Ms. Make Caesar Y20



Tested Homozygous Black/Polled

DCR Mr. Blackstone

B121

CE	BW	WW	YW
5	3.8	82	121
MCE	Milk	MWW	CW
7	19	60	47.3
MB	REA	\$API	\$TI
.12	1.14	123	75

ASA# 2916398 • Polled
BD: 2-26-14 • BW: 92 • 205 WT: 821



Tested Homozygous Polled/Heterozygous Black

DCR Mr. Blackbentley

CE	BW	WW	YW
7	1.7	79	131
MCE	Milk	MWW	CW
10	28	67	50.9
MB	REA	\$API	\$TI
.33	.92	123	80

B239

ASA# 2916507 • Polled
BD: 3-10-14 • BW: 92 • 205 WT: 843



Tested Homozygous Black/Heterozygous Polled

DCR Mr. Bannister

B295

CE	BW	WW	YW
7	2.7	75	113
MCE	Milk	MWW	CW
9	26	64	40.6
MB	REA	\$API	\$TI
.17	.64	130	74

ASA# 2916455 • Polled
BD: 3-15-14 • BW: 92 • 205 WT: 826



Tested Homozygous Polled

DCR Mr. Booger B369

CE	BW	WW	YW
6	3.2	83	122
MCE	Milk	MWW	CW
9	19	61	46.4
MB	REA	\$API	\$TI
.17	.782	111	74

ASA# 2916509 • Polled
BD: 3-20-14 • BW: 98 • 205 WT: 930
Act. WW: 945 • 365 WT: 1,564
Sire: DCR Mr. Moon Shine X102
Dam: DCR Ms. Rib U275



Tested Homozygous Polled

DCR Mr. Bernardo

B388

CE	BW	WW	YW
9	2.4	72	92
MCE	Milk	MWW	CW
9	20	56	27.1
MB	REA	\$API	\$TI
.27	.82	120	71

ASA# 2916557 • Polled
BD: 3-23-14 • BW: 93 • 205 WT: 862

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Troy Duxbury
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Nicole Peckham
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JUNE 9-12 • JULY 7-10 • SEP. 8-11
OCT. 6-9 • NOV. 10-13**



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Arthrogryposis Multiplex (AM)	\$25	Coat Color	\$20
Neuropathic Hydrocephalus (NH)	\$25	PMel (Diluter)	\$20
Contractural Arachnodactyly (CA)	\$25		

Contact ASA For Testing Kit

Spring 2015 THE Enrollment

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

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

*Late-Enrollment

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

Members will have until February 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 February 1, your preliminary inventory will be accepted as is (including enrolled in Option A, regardless of previous year's option). There is a \$1.00 late-enrollment fee that will not be refunded.

Re-Enrollment

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

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

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

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

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

American Simmental Association Fees

Membership Initiation Fee:

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

Annual Service Fee (ASF):

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

Registration Fees:

Registration Fees enrolled in THE

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

Transfer Fees:

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

Additional Transactions:

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

Registration Foreign/Foundation Fees:

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

Registration Fees not enrolled in THE:

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

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Direct		Maternal		Carcass		3 Index											
Birth	CE	Birth	YW	MMB	MMBW	Stay	DOC	Car	YG	Marb	REA	Stk	APY	TI			
EPD	7.4	22	26.8	136.5	7.9	22.4	57.6	-	9.8	54.9	19	8.27	0.01	52	-41	154.5	34.1
ACC	53	72	43	60	30	31	39	-	51	48	33	42	38	35	82		
%		15	1						1	1			20	10	1		

Feb 2014 ASA Sex Summary as of 9/15/14

SimAngus™

- Off the charts growth and marbling SimAngus™, ranking in the extreme top 1% of the breed for YW, CW, Marb and STI.
- He is solid black, but over half his progeny has been born blaze-face out of solid black cows, the blaze-face coming through from his dam.
- Sired the two high-selling fall yearling heifers in the Gibbs Farms 2013 Sale.
- A Predestined son that has tested free of all known genetic defects.

Semen: \$15/unit **ALLIED** **ORIGEN**
Semen available through owners at: www.alliedgenetics.com www.origen.com

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Home: 256-568-7522 • Cell: 404-335-8663
wendell@gibbsfarms.net

Operations Manager: Doug Gibbs
404-715-2264 • doug@gibbsfarms.net

Genetic & Marketing Manager: Gordon Hodges
336-619-0489 • prof@hodgesusd.net

Sample pages

Kappes Northern Octane A632



ASA#: 2709113
PB SM

Wheatland Predator 922W Duane Lucky Deal L101
Sire: Wheatland High Octane 160Y Dam: Kappes Sadie T635
Wheatland Lady 351N Kappes Sadie M166

Direct		Maternal		Carcass		3 Index											
Birth	CE	Birth	YW	MMB	MMBW	Stk	DOC	Car	YG	Marb	REA	Stk	APY	TI			
EPD	5.2	25	21.6	100.5	10.7	22.8	58.2	17.7	7.8	54.3	14	-17	0.02	50	28	10.3	63.8
ACC	28	37	33	33	30	21	24	32	36	28	23	38	22	29	20		
%		20	15						15	5							

Feb 2014 ASA Sex Summary as of 9/15/14

Simmental

- 27th Annual Production Sale second high-selling animal at \$25,000.
- Proves performance, phenotype and structural correctness.
- Outcross pedigree.
- Sadie T635, dam of Northern Octane, consistently raises sons with the phenotype and power.
- Maternal sister 15th Overall at 2014 National Junior Simmental Show.
- WW: 824 lbs. ■ YW: 1,329 lbs. ■ Yearling Scrotal: 37 cm

Semen: \$30/unit
Semen available through owners and **THE CATTLE CONNECTION** 888-356-4565

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DATE BOOK

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FEBRUARY

- 1 Burke's 24th Annual Production Sale — Genoa, NE
- 1-7 Juncks Simmental's Private Treaty Bull Sale — Sioux City, IA
- 1 Trauernicht Simmental Nebraska Platinum Standard Bull Sale — Beatrice, NE
- 2 35th Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT
- 3 James Creek Simmental's Annual Private Treaty Sale, Volume XII — Heaton, ND
- 4 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT
- 5 Stavick Simmental's 15th "King of the Range" Bull Sale — Aberdeen, SD
- 6 Kunkel Simmentals' Production Sale — New Salem, ND
- 7 33rd Annual Klain Simmental Ranch Annual Production Sale — Turtle Lake, ND
- 7 Black Hills Stock Show and Sale — Rapid City, SD
- 7 Loonan Stock Farms' 40th Anniversary Production Sale — Corning, IA
- 7 Olrichs/Felt Farms Bull Sale — Norfolk, NE (pg. 49)
- 7 Prickly Pear Simmentals Made In Montana Sale — Helena, MT (pg. 47)
- 7 Ruby Cattle Co. Simmental Performance Bull Sale — Lamon, IA
- 7 Springer Simmentals Sale of Value Based Genetics — Decorah, IA
- 7 Turnpike Creek Farms Angus and SimAngus™ Bull and Female Sale — Milan, GA
- 8 Blue River Gang's 33rd Annual Simmental, SimAngus™ & Angus Production Sale — Rising City, NE
- 8 Hartman Cattle Company's Simmental Bull Sale — Tecumseh, NE
- 8 Rydeen Farms 17th Annual "Vision" Sale — Clearbrook, MN
- 8 Wicks Cattle SimAngus and Simmental Sale — Richardton, ND
- 9 Annual Iowa Simmental Sale — Des Moines
- 9 Benda Ranch Simmentals' Annual Bull and Female Sale — Kimball, SD
- 9 Dakota Power Bull Sale — Valley City, ND
- 9 Edge of the West Bull and Female Sale — Mandan, ND
- 10 Bata Brothers/Olafson Brothers 18th Annual Joint Simmental Bull and Female Sale — Rugby, ND
- 10 Werning Cattle Co. 34th Annual Production Sale — Emery, SD
- 11 River Creek Farms 25th Annual Production Sale — Manhattan, KS (pg. 45)
- 11 Traxinger Simmental Annual Bull Sale — Houghton, SD
- 11 Wilkinson Farms/C Diamond Simmentals' 17th Annual Breeding for the Future Sale — Napoleon, ND
- 12 10th Annual Bichler-Johnson "Quality Not Quantity" Production Sale — Linton, ND
- 12 Hart Simmental Beef Builder Bull Sale — Frederick, SD
- 12 Lassle Ranch Simmental's 22nd Annual Production Sale — Glendive, MT
- 13 Anchor D Ranch Simmentals Bull Sale — Rimby, AB
- 13 Hook Farms and Clear Springs Cattle Co. "Bred for Balance" Sale — Tracy, MN
- 13 Mader Ranches' 26th Annual Bull Power and Select Female Sale — Carstairs, AB
- 13 TNT Simmentals' 30th Annual "Genetic Explosion" Sale — Almont, ND
- 13 Watertown Winter Farm Show and Sale — Watertown, SD
- 14 Bar CK Cattle Company's Profit Sharing Sale — Culver, OR
- 14 Berger's SimAngus™ Hybrid Bull Sale — North Platte, NE
- 14 Dixie National Simmental Sale — Jackson, MS
- 14 Ekstrum Simmentals' Annual Bull Sale — Kimball, SD
- 14 Grass-Lunning Bulls-Eye Bonanza Sale — LeRoy, MN
- 14 JRW Farms' 2nd Annual "Spring Round-Up Bull Sale — Seminary, MS
- 14 Kenner Simmentals' 19th Annual Sale — Leeds, ND
- 14-22 Nebraska Cattlemen's Classic Simmental Show and Sale — Kearney, NE
- 14 Rhodes Angus Open House Bull Sale — Carlinville, IL
- 14 Schaff Angus Valley's 112th Production Sale — St. Antony, ND
- 15 Houck Rock Creek Ranch, Spring Private Treaty Bull Sale — Allen, KS
- 15 Kline Simmental Ranch's 3rd Annual Bull Sale — Hurdsville, ND
- 16 Bulls of the Big Sky — Billings, MT (pgs. 21, 47)
- 16 Dakota Power Bull Sale — Valley City, ND
- 17 Quandt Brothers/VJT Ranch Power By Design Sale — Oakes, ND
- 19 Illinois Performance Tested Bull Sale — Springfield, IL
- 19-22 Illinois Beef Expo — Springfield, IL
- 19 Royal Ice Sale at the Nebraska Cattlemen's Classic — Kearney, NE
- 20 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 47)
- 20 Mader Ranches Bull Power Sale — Carstairs, AB
- 20 R&R Cattle Company's Annual Bull and Female Production Sale — Chamberlain, SD
- 21 28th Annual "Genetics with the Holistic Approach" Sale — Aberdeen, SD
- 21 7P Ranch 21st Annual Spring Bull Sale — Tyler, TX
- 21 Dixon Farms, Inc. Open House and Limited Auction — Atwood, KS



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DATE BOOK

continued

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MAY 2015						
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23	24	25	26	27	28	29
30	31					

FEBRUARY (CONT.)

- 21 Double Bar D Farms Simmental Bull Sale — Grenfell, SK)
- 21 Ellingson Simmentals' Annual Production Sale — Rugby, ND (pg. 47)
- 21 Genetic Blend Bull Sale — Joplin, MO
- 21 Illinois Beef Expo Mid-America Simmental Sale — Springfield, IL (pg. BC)
- 21 Sandy Acres Simmental's Bull Sale — Neligh, NE (pg. 49)
- 21 Yon Family Farms Bull and Female Sale — Ridge Spring SC
- 22 Southwest Simmental Group's Spring Production Sale — Dunlap, IA (pg. 90)
- 23 Ludvigson Stock Farms Dakota Bull and Female Sale — Mandan, ND
- 24 Larson's XL Simmental's 37 Annual Production Sale — Mandan, ND (pg. 19)
- 24 Sandhill Red Angus Bull Sale — Sidney, MT
- 25 Chestnut Angus Annual Bull Sale — Pipestone, MN
- 25-26 Lorenzen Ranches Annual Bull and Female Sale — Pendleton, OR (pg. 89)
- 26 Brink Simmentals' Private Treaty Bull Sale — Elkader, IA
- 27 Cow Camp Ranch Spring Bull Sale — Lost Springs, KS (pg. 45)
- 28 42nd Anniversary MN State Simmental Sale — Rochester, MN (pg. 15)
- 28 Advanced Beef Genetics Bull Sale — Van Meter, IA
- 28 Bar 5 Farms' Online Bull Sale — www.bar5.com
- 28 Family Traditions Bull Sale — Auburn, KY (pg. IFC)
- 28 Gold Bullion Group Annual Bull Sale — Wamego, KS
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- 28 Iowa Beef Connection Bull Sale — Knoxville, IA
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- 28 Pigeon Mountain Simmental's Spring Bull Test Sale — LaFayette, GA

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Extended-Release Injectable Parasiticide
5% Sterile Solution
NADA 141-327. Approved by FDA for subcutaneous injection
For the Treatment and Control of Internal and External
Parasites of Cattle on Pasture with Persistent Effectiveness
**CAUTION: Federal law restricts this drug to use by or on the order of a
licensed veterinarian.**
INDICATIONS FOR USE
LONGRANGE, when administered at the recommended dose volume of 1 mL
per 110 lb (50 kg) body weight, is effective in the treatment and control of 20
species and stages of internal and external parasites of cattle:

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

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

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

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

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

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

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

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

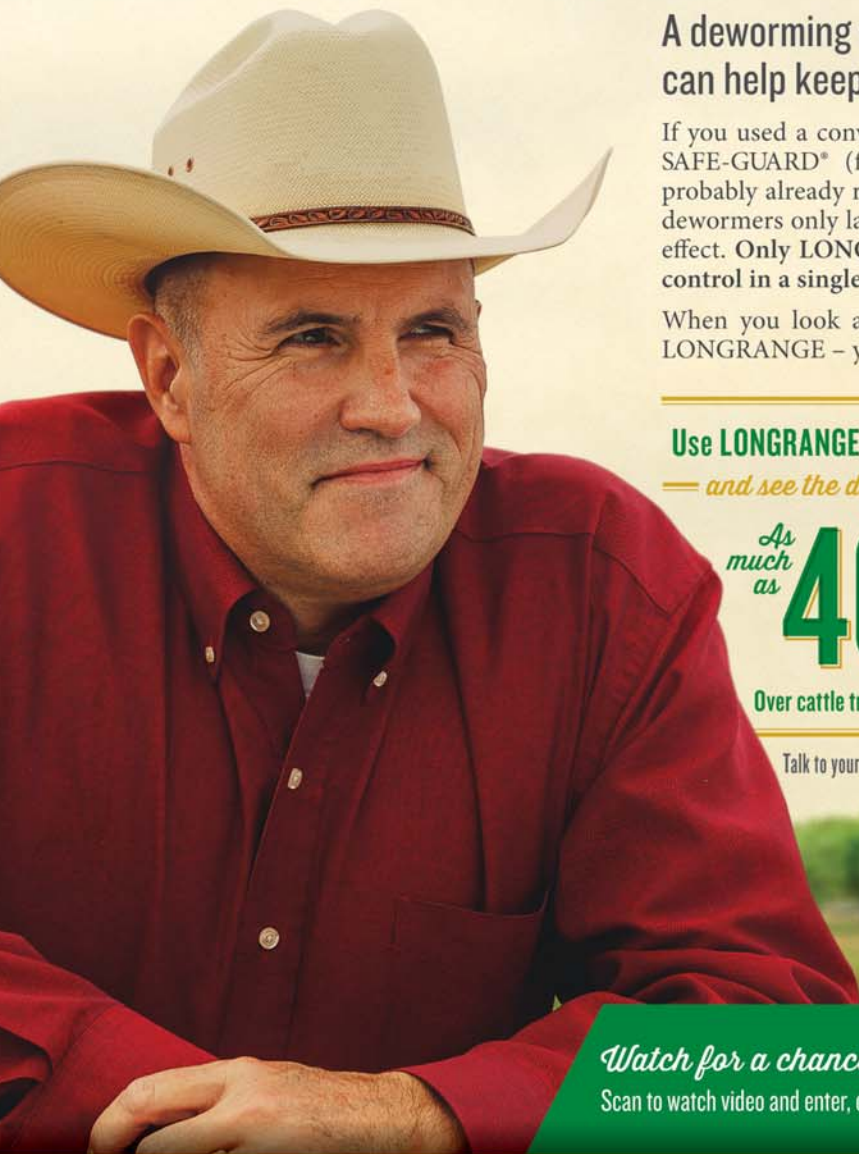
TARGET ANIMAL SAFETY
Clinical studies have demonstrated the wide margin of safety of LONGRANGE® (eprinomectin). Overdosing at 3 to 5 times the recommended dose resulted in a statistically significant reduction in average weight gain when compared to the group tested at label dose. Treatment-related lesions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

STORAGE
Store at 77° F (25° C) with excursions between 59° and 86° F (15° and 30° C). Protect from light.
Made in Canada.
Manufactured for Merial Limited, Duluth, GA, USA.
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1050-2889-02, Rev. 05/2012



THE WEIGHT GAIN IS REAL.

Go ahead, blink.



A deworming with LONGRANGE® (eprinomectin) can help keep parasites from eating into your profits.

If you used a conventional dewormer like CYDECTIN® (moxidectin), SAFE-GUARD® (fenbendazole) or in combination, your cattle are probably already reinfected with parasites. That's because conventional dewormers only last 14 to 42 days and SAFE-GUARD has no persistent effect. Only LONGRANGE delivers up to 100 to 150 days of parasite control in a single treatment.^{1,2}

When you look at the benefits of season-long parasite control with LONGRANGE – you'll see you have a lot to gain.

Use LONGRANGE on your cow/calf operation
— and see the difference for yourself. —

As much as **40 LBS**³

Over cattle treated with CYDECTIN + SAFE-GUARD.

Talk to your veterinarian or visit theLONGRANGElook.com



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

Watch for a chance to win a JOHN DEERE® GATOR™

Scan to watch video and enter, or go to theLONGRANGElook.com/cc55.



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



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

² LONGRANGE product label.

³ Data on file at Merial.

RATES & POLICIES

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

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July/August '15	June 25	July 2	July 10	July 23
September '15	Aug 3	Aug 10	Aug 18	Aug 31
October '15	Sept 2	Sept 10	Sept 18	Oct 1
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FEB 25 □ 100 Females

3:30 PST at Hamley Slickfork
Saloon in Pendleton, Oregon

FEB 26 □ 150 Bulls

12:30 PST at the Ranch in Pendleton
Red Angus • Red & Black SimAngus™



**LORENZEN
MAGIC CROSS 4101**

Lorenzen Black Magic x Lucky Charm
3/4 RA - 1/4 SIM



**LORENZEN
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Prime Beef x Reckton Jules
1/2 RA - 1/2 SIM



**LORENZEN
BLACK KING**

Beef King son
1/2 SIM - 1/2 AN

Black
Hybrid Bulls
average in the
TOP 3% for API
and **TOP 10%**
for TI



**LORENZEN
NIGHTRIDE 4805**

Nightride x Predestined
3/8 SIM - 5/8 AN

Sampling of Lorenzen Ranches Red SimAngus™ Bulls

ID	REG	SIRE	CED	BW	WW	YW	MARB	REA	HB	GM
007	1713065	LORENZEN JOSHUA	6	-1.1	75	110	0.46	0.33	137	51
4935	1685204	PRIME BEEF	4		78	113	0.4	0.55	105	51
4932	1685205	PRIME BEEF	6	-1.1	67	89	0.36	0.75	103	48
ID	REG	SIRE	CED	BW	WW	YW	MARB	REA	API	TI
B637	2929545	HOOKS YUKON BOY	12.1	-0.4	67	97	0.61	0.91	147.6	80.7

LARRY LORENZEN

541.276.6108

SAM LORENZEN

541.215.2687

P.O. Box 1519
Pendleton, OR 97801

Sampling of Lorenzen Ranches Black SimAngus™ Bulls

ID	REG	SIRE	CED	BW	WW	YW	MARB	REA	API	TI
4805	(2871823)	NIGHTRIDE	17.5	-3	61.4	105.4	0.84	0.66	178.3	79.2
4801	(2872963)	MR SELECTIVE	17.4	-3.9	47.7	79.9	0.86	0.83	181.3	88.3
4811	(2871829)	NIGHTRIDE	19.5	-4.3	43.5	72.3	0.78	0.76	198.6	87.3
4830	(2873283)	PARAMOUNT	19.9	-4.7	52.1	92.2	0.79	0.35	183.3	84.3



www.lorenzenranches.com

Southwest Simmental Group Spring Production Sale

SUNDAY, FEBRUARY 22ND
AT 12:30 PM
DUNLAP LIVESTOCK
AUCTION, DUNLAP, IA



FITZ POL Boxcar
Fitzsimmons Simmental



Mr HOC Broker
VanAernam Simmentals



FITZ POL Boxcar
Vogt Simmentals



Broker daughter AI'd to Grandmaster
Golden Acres

This sale will be broadcast live on the internet
DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.



Larry Martin Cattle Sales
(217) 433-0242
Catalog online at:
www.larrymartinlivestock.com
or call to request a hard copy

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TRINITY FARMS

Generations of Excellence Sale

TFS Kodiak 4666B



Lot 37

ASA# 2919831

Hooks Shear Force 38K x TFS Fanfair 04 7504S
Homozygous Black, Homozygous Polled
Maternal brother to TFS Black Bear 3621A,
a \$14,000 highlight from our 2014 sale.

TFS Tribute 4706B



Lot 50

ASA# 2919535

TFS Black Onyx 1442Y x TFS Makaila 0630X
Homozygous Black, Homozygous Polled, sired by the
sire of the record setting sire group in our 2014 sale.

TFS Firefox 4690B



Lot 44

ASA# 2919424

WS Beef Maker R13 x TFS GoldenGlow 4912 5557
1 of 4 full brothers to TFS Redman, the high-selling
\$17,000 bull in our 2013 sale.

TFS Black Ice 4685B



Lot 1

ASA# 2919523

Mr. NLC Upgrade U8676 x TFS 1/4 SM 3/4 AN 0423X
Homozygous Black, Homozygous Polled
#1 BW, #1 CED, #1 SAPI, #2 STI SimAngus™ son
of the entire Upgrade-sired 2014 calf crop in
the ASA data base!

TFS Colorado 4622B



Lot 5

ASA# 2919522

Mr. NLC Upgrade U8676 x
TFS 1/4 SM 3/4 AN 0414X
Homozygous Black, Homozygous Polled
12 of 16 EPDs in the
top 35% or greater.

Call and ask about our
"Bull Chit" program.

Selling:

140 Bulls, 50 Heifers

Angus, SimAngus™, Simmental

The Hottest Brand
in the West

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or LiveAuctions.TV where you can also sign up to bid.

These 5 bulls and 135 just like them sell March 7, 2015
at the ranch in Ellensburg, WA

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TNT SIMMENTALS
30th Annual Genetic Explosion Sale
Friday, February 13, 2015
1:00 P.M. CST at the ranch

Selling 110 Bulls

- Purebred Reds
- Purebred Blacks
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 www.tntsimmentals.com

STANLEY MARTINS FARMS

Yuma ASA# 2827913

A young sire setting a hot pace. His calves come easy and are full of muscle. Yuma is a calf we raised out of Talladega and a Whistler cow. Tested non-diluter.

We have several service-age brothers to Yuma available at this time. Please call now for best selection.

Available at this time several non-diluter, high-quality bulls and a fancy set of black and baldy breds.

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Stanley Martins
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 563-419-2444 (c) • 563-864-7305 (h)

Denver is our WORK ZONE!



EPDs:
CE: 11 \$API: 130 \$TI: 66



Dam: URA Baby Doll



Granddam: Rockin Robin

LLSF Pays To Believe ZU194

ASA#: 2659897 • Pays To Dream x Trademark
Homozygous Black/Heterozygous Polled

Pays To Believe is the spectacular NAILE Champion Bull who was a stall favorite at the NWSS! He offers excellent structure with a great hoof and profile!



EPDs:
CE: 9 \$API: 124 \$TI: 69



Dam: LLSF Eye Candy



Granddam: LLSF Cayenne

LLSF Addiction AY792

ASA#: 2762392 • Top Grade x Steel Force
Smooth Polled, Homozygous test pending.

Addiction is a sleek fronted baldy bull with awesome EPDs out of tremendous cow family!



EPDs:
CE: 7 \$API: 113 \$TI: 61



Ignition's fantastic full sister



Ignition's donor grandam

FBF1/SF Ignition A811

ASA#: 2749323 • Combustible x In Dew Time
Homozygous Black/Homozygous Polled

Ignition packs an unprecedented load of muscle shape and internal dimension together with excellent structure and profile. He was the Supreme Champion Bull over all breeds at the 2013 World Beef Expo!

2015 Spring EPDs pulled 1.12.15



EPDs:
CE: 4 \$API: 123 \$TI: 58



Cinderella — \$92,000



KY Beef Expo Champion
Simmental Female — \$14,000

WS A Step Up X27

ASA#: 2568260

Grandmaster x Macho

Homozygous Black/Heterozygous Polled

The calving ease sensation sweeping the nation.
Frame moderator.



EPDs:
CE: 8 \$API: 110 \$TI: 58



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



New Direction bred at GLS, MN



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

GLS New Direction X184

ASA#: 2536539 • Better Than Ever x Powerline

New Direction is the homozygous polled, Dream On free, outcross pedigree sire that you can use with confidence to make sound, soggy, Sim-Influenced progeny! New Direction sired the "Power Simmy" selection at The One Sale a heifer brought in from Hilbrands Cattle Co. MN.



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



EPDs:
CE: 15 \$API: 160 \$TI: 81

Heterozygous Black
Homozygous Polled

Damien is a fantastic, calving ease prospect who'd we never imagine to own this much eye-appeal studying his pedigree. Genetic outliers with "look" are rare and we're wayyy excited about Damien!

Calving Ease
Outcross

Long's Damien A37

ASA#: 2789551 • Shear Force x GW Lucky Man



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Home of the

Hottest Sires!

2015 Spring EPDs pulled 1.12.15



FB1 Combustible Y34

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
6 2.6 54 83 9 19 46 115 59

ASA# 2588018

The hottest sire in the country!

\$60,000 valuation
Combustible daughter at NAILE sale!



SS/PRS Gunslinger 824X

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
13 1.6 59 76 5 19 48 123 66

ASA# 2571741

Calving ease with outstanding profile!

Featured Gunslinger daughter at Hilbrands.



CARD Uproar 49Y

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
5 3.4 68 99 7 21 55 126 72

ASA# 2623651

First progeny are winners!

Supreme Champion Female World Beef Expo



Ruby's Wide Open 909W

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
6 2.9 68 97 4 13 47 120 70

ASA# 2492312

He sires awesome quality!

Calf Champion for Morgan Phillips at NAILE!



TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
11 -.2 77 109 8 19 58 132 78

ASA# 2668223

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

One Eyed Jack



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



FB1 Supremacy Y93

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
9 3.7 62 87 10 13 44 105 62

ASA# 2588017

Adding amazing body depth and soundness!

This Supremacy daughter was a NAILE Class Champion and World Beef Expo Res. Champion.



Long's Shear Pleasure W6

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
8 2.5 74 108 6 29 66 105 70

ASA# 2496326

Has been a great calving-ease, baldy maker for breeders around the country.

Thought by many to be the best bull in Denver.



W/C No Remorse 763Y

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
9 -.7 51 73 10 23 49 112 59

ASA# 2614801

Calving ease, high profile sire producing high valued progeny!

\$20,000 No Remorse daughter at Huston Cattle Co.'s Sale.



Home of the

Hottest Sires!

2015 Spring EPDs pulled 1.12.15



Mr. Hoc Broker X623

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
-2 4.3 70 108 13 13 48 92 57

ASA# 2531081

Grand Champion at the NAILE, Royal and Denver!



\$190,000 Broker Heifer

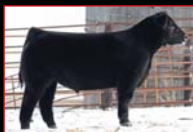


KLS Halfblood X217

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
16 -1.4 63 91 13 25 56 148 72

ASA# 2537824

Awesome Calving Ease and profile!



Halfblood progeny are cool lookin'!



WC Lockdown 206Z

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
16 -1.8 79 140 10 18 57 153 85

ASA# 2658496

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



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



JF American Pride 0987X

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
10 2.2 68 111 10 27 61 128 75

ASA# 2573743

His first progeny verify his individual greatness!



Bull calf champion at NAILE by A.P.



STF Royal Affair Z44M

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
6 2.2 49 84 7 20 44 103 57

ASA# 2639758

The ultimate Dream On outcross!



Awesome Royal Affair son at Janssen Farms.

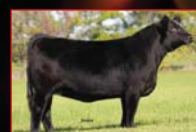


STF Shocking Dream SJ14

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
19 .5 64 89 5 17 49 148 70

ASA# 2335795

Produces the best fronts in the business!



Jordan Simmentals \$15,000+ Shocking Dream daughter



Yardley High Regard W242

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI
1 1.2 63 93 7 24 56 77 57

ASA# 2522822

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



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



High Regard feature for Hara Farms, OH.



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



National Junior Heifer Show Champion Female Exhibited by Vickland.



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Card Uproar 49Y
By Mr. NLC Upgrade
EPDs: CE: 5 \$API: 126 \$TI: 72



SS/PRS Gunslinger 824X
By STF Shocking Dream SJ14
EPDs: CE: 13 \$API: 123 \$TI: 66



WS A Step Up X27
By SS Ebony's Grandmaster
EPDs: CE: 4 \$API: 123 \$TI: 58



Mr. Hoc Broker C623
By Steel Force
EPDs: CE: -2 \$API: 92 \$TI: 57



Long's Shear Envy Y34
By Hooks Shear Force 38K
EPDs: CE: 12 \$API: 140 \$TI: 76



STF Shocking Dream SJ14
By CNS Dream On L186
EPDs: CE: 19 \$API: 148 \$TI: 70



Remington Secret Weapon 185
By Trademark
EPDs: CE: 8 \$API: 105 \$TI: 62



OBCC King Pin W42Y
By RC Club King
EPDs: CE: 10 \$API: 113 \$TI: 65



CSCX Bandwagon 513A
By TJSC Optimus Prime
EPDs: CE: 7 \$API: 105 \$TI: 62



TLLC One Eyed Jack 15Z
By Long's Shear Pleasure
EPDs: CE: 11 \$API: 132 \$TI: 78



WC No Remorse 763Y
By Yardley High Regard W242
EPDs: CE: 9 \$API: 112 \$TI: 59



W/C Lock Down 206Z
By Lock N Load
EPDs: CE: 16 \$API: 153 \$TI: 85



GCC Whizard 125W
By SVF Steel Force S701
EPDs: CE: 7 \$API: 97 \$TI: 57



Long's Steel Shot X21
By SVF Steel Force S701
EPDs: CE: 7 \$API: 118 \$TI: 57



W/C United 956Y
By TNT Tuition
EPDs: CE: 12 \$API: 146 \$TI: 93



WLTR Renegade 40U ET
By 3C Macho M450 BZ
EPDs: CE: 6 \$API: 111 \$TI: 70



R Plus Reload 2006Z
By R Plus Hard Rock (outcross)
EPDs: CE: 10 \$API: 135 \$TI: 78



KLS Halfblood X217
By SP The Answer 813
EPDs: CE: 16 \$API: 148 \$TI: 72



R&R Chamberlain X744
By Mr. NLC Upgrade
EPDs: CE: 3 \$API: 94 \$TI: 80



WLE Quota U547
By SVF/NJC Built Right N48
EPDs: CE: 13 \$API: 119 \$TI: 68



TJSC 152A "Vindication"
By Flying B Cut Above
EPDs: CE: 5 \$API: 102 \$TI: 60



S S Incentive 9J17
By SS Objective T510 OT26
EPDs: CE: 15 \$API: 129 \$TI: 74



Silveiras Style 9303
By Gambles Hot Rod
EPDs: CE: 17 \$API: 138 \$TI: 64



SP The Answer 813
By SAV Final Answer 0035
EPDs: CE: 21 \$API: 148 \$TI: 69



GLS/JS Sure Shot Y18
By GLS/GF Brigade 31R
EPDs: CE: 10 \$API: 131 \$TI: 70



LLSF Pays To Believe ZU194
By CNS Pays To Dream T759
EPDs: CE: 11 \$API: 130 \$TI: 66



K-LER Make It Rain 696S
By Foundation 724N
EPDs: CE: -5 \$API: 62 \$TI: 54



STF Royal Affair Z44M
By Lock N Load
EPDs: CE: 6 \$API: 103 \$TI: 57



LLSF Addiction AY792
By Top Grade
EPDs: CE: 9 \$API: 124 \$TI: 69



Long's Damien A37
By Hooks Shear Force 38K
EPDs: CE: 15 \$API: 160 \$TI: 81



FBF1 Supremacy Y93
By STF Dominance T171
EPDs: CE: 9 \$API: 105 \$TI: 62



GWS/SCF Rendition T310
By Trademark
EPDs: CE: 7 \$API: 112 \$TI: 62



FBF1 Combustible Y34
By Steel Force
EPDs: CE: 6 \$API: 115 \$TI: 59



Wheatland Mr. Bojangles 97X
By Wheatland Bull 680S
EPDs: CE: 7 \$API: 105 \$TI: 62



FBF5 Warsaw 068W
By Sure Bet
EPDs: CE: 16 \$API: 139 \$TI: 62



SS/PRS Tail Gater 621Z
By HTP/SVF Duracell T52
EPDs: CE: 13 \$API: 129 \$TI: 69



Westfall Voyager 721P
By Power Surge
EPDs: CE: 14 \$API: 105 \$TI: 55



W/C Catchin A Dream 27X
By Dream Catcher
EPDs: CE: 11 \$API: 134 \$TI: 66



Rubys Wide Open 909W
By The Foreman
EPDs: CE: 6 \$API: 120 \$TI: 70



WAGR Dream Catcher 03R
By Dream On
EPDs: CE: 13 \$API: 146 \$TI: 71



GLS New Direction X184
By Better Than Ever
EPDs: CE: 8 \$API: 110 \$TI: 58



HTP/SVF Duracell T52
By Dream On
EPDs: CE: 14 \$API: 147 \$TI: 75



Yardley High Regard W242
By Yardley Impressive T371
EPDs: CE: 1 \$API: 77 \$TI: 57



Wheatland High Octane 169Y
By Wheatland Predator
EPDs: CE: 2 \$API: 88 \$TI: 58



AJE/PB Montecito 63W
By Steel Force
EPDs: CE: 5 \$API: 98 \$TI: 66



WLTR Nashville 22A ET
By High Voltage
EPDs: CE: 10 \$API: 130 \$TI: 66



SAS Big Bruzer Y131
By King of the Yukon (outcross)
EPDs: CE: 6 \$API: 103 \$TI: 61



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HPF Miss Knockout B008

Miss Knockout 74T x Next Big Thing

Sells at Illinois Beef Expo, February 21st



HPF/Bram Valentine B062

HPF Valentine Z322 x Shock Force W94C

Sells at Kentucky Beef Expo, March 7th



HPF Miss Lass B481

Miss Power Lass K1 x Milestone 999W

Sells at the Kentucky Beef Expo, March 7th

Online Embryo Event round II

selling embryos out of the following donors and more...

March 9th and 10th

www.dponlinesales.com



HPF Temptation Y348



GLCG Victoria W02



J2 Promising Purple Y07

The Genetic Legacy *March 16th, 2015 • Billings, MT* bull sale

These bulls + 125 others like them sell!



HPF Wide Track A361

Sazerac P94 x Wide Track 694Y



HPF United B017

HPF Desa Rae x United 956Y



HPF Shock Force B052

Cream Soda R56 x Shock Force W94C



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