

the Register



Half a Century with Simmental

Eichacker Simmentals, Salem, South Dakota, has been a trusted source for SimGenetics for five decades. *Page 14*

Special Announcement

Registration and DNA work must be completed prior to entering the 2024 AJSA Classics.

Inside

Beef Tenderness:

A 30-Year Journey

Results of the 2024 ASA
Board of Trustees Election

AJSA DNA Requirements

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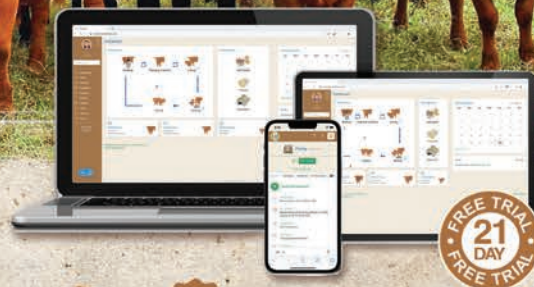
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ARROWHEAD



TJ ARROWHEAD 263G
K C F BENNETT HOMESTEAD x MR NLC UPGRADE U8676
29SM0513 | ASA 3582558



Daughter - TJ 133K



Son - DJF L319



Son - KRJ L330

ANOTHER ARROW FOR YOUR HERD-BUILDING QUIVER

- » A truly thick and massive SimAngus™ sire who is one of the most popular rising stars in the industry
- » Unique cow-making Angus side known for calving ease, fleshing ability, and udder quality
- » Dam and MGD are the famed donors TJ 22X and MS MISS 306R, makers of the herd sires and donors alike
- » Sons have been in high demand combining his thickness and muscle shape while proving his 4-star calving ease with breed-leading indexes
- » DNA tested homozygous black, homozygous polled, ½ SM, ½ AN

TRAIT	CE	BW	WW	YW	ADG	CEM	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	STI
EPD	+20.0	-5.8	+82.0	+125.0	+.27	+11.0	+40.0	+80.7	+12.5	+14.4	+37.0	-.21	+.54	-.049	+.66		+162	+98
ACC	.71	.83	.79	.77	.77	.44	.29	.40	.37	.62	.58	.43	.52	.45	.52			
	%	2	1	25	35	5	1	1		25		25					10	4

EPDs as of 12/26/2023 **TOP 35%**

For the most up-to-date data, visit Bull Search at [ABSbullsearch.ABSglobal.com](https://www.ABSbullsearch.ABSglobal.com) or contact your local ABS Representative.



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ASA Spotlight

Half a Century with Simmental

by Lilly Platts

Eichacker Simmentals, Salem, South Dakota, has been a trusted source for SimGenetics for five decades.



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by ASA Staff

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by the National Cattlemen's Beef Association

How the beef industry has adapted to meet consumer demand for tender, flavorful beef.



24 Results of the 2024 ASA Board of Trustees Election

by ASA Staff

Six new and returning leaders are seated on the ASA Board of Trustees.

POUNDS AND PERFORMANCE



7SM140 DUTTON

4046516 | American Proud x Eagle

New to Select Sires, DUTTON offers a new and fresh pedigree to complement his balanced EPD profile. DUTTON is a power sire that offers a traditional Simmental muscle pattern and added heel depth and foot quality. His young dam, 983G is blazing her own trail as a bonafide donor in the Lassle program with her first seven sons averaging \$16,500!

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay
11.3	.2	93.2	147.2	.34	4.9	27.3	73.7	20.1
Doc	CW	YG	Marb	BF	REA	Shr	API	TI
15.5	55.4	-.4	.45	-.06	1.35	-.47	167.1	98.8

From Trauernicht Simmentals, NE, All Beef LLC, IL; Lassle Ranch Simmentals, MT



7SM113 HIGHLIFE

3568376 | High Road x Big Casino

HIGHLIFE continues to rank at the top of the charts for sales at Select Sires. He is a blaze face sire that offers extra frame and length to boost performance both on British and Continental lines. Highly proven, HIGHLIFE still offers a balanced set of EPDs that highlight his performance advantage.

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay
15.1	.8	89	139.3	.31	7.3	28.4	72.6	18.9
Doc	CW	YG	Marb	BF	REA	Shr	API	TI
7.2	30.5	-.54	.12	-.131	.93	-.36	149.9	88.8

From Schnabel Ranch, SD; Triangle J Ranch, NE and Gibbs Farms, AL



7SM121 COPPERHEAD

3620331 | Bitten x Reload

COPPERHEAD has become a staple and household name among red performance and phenotype breeders! He produces offspring that are powerful from the ground up, with added dimension and eye appeal. COPPERHEAD offspring have been widely accepted and appreciated both in the U.S. and Canada. As an added bonus, he throws a blaze face that makes him even more appealing.

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay
-.8	5.5	112.8	161.8	.31	-2.3	26.5	82.6	14.8
Doc	CW	YG	Marb	BF	REA	Shr	API	TI
13.7	31.4	-.4	.23	-.068	1.01	-.34	124.4	95.2

From High Country Cattle Services, AB, Canada



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Have you visited simmental.org lately?

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simmental.org
makes it easy for you.

Breeders' resources include information on:

- ◆ SimGenetics
- ◆ Simple trait selection
- ◆ Genetic improvement tools
- ◆ Frequently asked questions

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About the Cover

A SimAngus female on winter pasture at Sunflower Genetics, Maple Hill, Kansas. Photo by Grant Company.

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Anchor D Outlook 255D



ASA#: 4035361 • CSA# 1219254 • Full Fleckvieh • Horned

	Direct					Maternal					Carcass						\$ Index	
Trait	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	13.6	2.1	67.7	99.0	.2	6.2	38.4	72.2	15.1	9.7	15.3	-.51	-.03	-.118	.74	-	119.0	70.5
ACC	.17	.19	.17	.17	.17	.12	.13	.15	.11	.16	.15	.12	.12	.10	.16	-		
%	2	10	65	45	20	15	10	30	40	45	60	85	30	80	85	-	3	20

EPD as of 1.16.2024

Virginia Radison 5Z
Sire: Virginia Precision 16C
 Brock Yoda

FGAF Barbossa 707X
Dam: Anchor D Kael 255C
 Anchor D Ruby Red 198A

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- Proven across Canada, Now available in the United States
- BW: 72 lbs.
- Top 2% for calving ease
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- Excellent udders on daughters
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- Mike McCart, Alliance Simmental Farms, Ontario, CA.

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Crossroad Officer 90H



Crossroad Omaha 74H



Outlook daughter – recently sold in Canada for \$70,000



Dam – Anchor D Kael 255C

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OSF CLASSIC 11C

We have our first set of yearling bulls sired by Classic available now, and they are impressive! If you have interest I would advise to call soon, as I do not expect them to be here long.

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the Register

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JS KEEPIN IT 90 39H x K-LER DOLLY'S QUEEN 609D
(W/C EXECUTIVE ORDER 8543B)



GONSIOR KADE K971

1/2 SM 1/2 AN • Herd Bull Prospect
TJ FRANCHISE 451D x W/C MISS WERNING 456B
(TNT TUITION U238)



GONSIOR/BUE KABOOM K455

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W/C BANKROLL 811D x HILB/JASS PRECIOUS LOVE
(BUSHS UNBELIEVABLE423)



GONSIOR JAN J908

3/4 SM 1/4 AN • Bred to THSR Lover Boy
W/C NIGHT WATCH 84E x GONSIOR/RC DELSA D104
(COLEMAN CHARLO 0256)



GONSIOR USA SAMMY K925

3/4 SM 1/4 AN • Bred to OMF Epic
JSUL SOMETHING ABOUT MARY 8421 x W/C MISS
WERNING 456B (TNT TUITION U238)



GONSIOR DOLLY'S LAYLA L38

3/4 SM 1/4 AN • Feb. Show Prospect
JS KEEPIN IT 90 39H x K-LER DOLLY'S QUEEN 609D
(W/C EXECUTIVE ORDER 8543B)



GONSIOR KAMARI K979

3/4 SM 1/4 AN • Sept. Show Prospect
CCR BOULDER 1339A x AS DIAMOND 20C
(W/C WIDE TRACK 694Y)



GONSIOR/WFR DONNA L24

PB SM • Jan. Show Prospect
HOOK'S BEACON 56B x GONSIOR PRECIOUS G14
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by Scott Trennepohl, Eastern Region

I am humbled and honored to serve on the American Simmental Association's Board of Trustees. I wanted to take this opportunity to share my thoughts as I reflect on my first year. The pleasure has been mine these past 12 months to get to know the others that you, the membership, have elected to help guide the direction of your Association. Each trustee brings the same passion and desire to make our breed the best that it can be. While we all have different experiences and personal goals that drive our own operations, we all agree to the concept that Simmental and SimGenetics cattle are positioned very well within the beef industry. I have such a positive outlook for the future of our breed. We have a lot to be excited for as breeders in this influential breed.

The year 2024 marks the smallest cow herd inventory in the last 60 years, which will require beef producers across the country to continue to be strategic in the cattle they produce regardless of their segment in the industry. Making every mating count will be one of the biggest decisions producers will make. The genetics they use will define the future opportunities for their operations. This presents our breed with a tremendous opportunity to provide genetics that will continue to advance the beef industry as a whole. Our breed is not unfamiliar with driving progress for the beef industry in all aspects. It is imperative that we continue to remain relevant and dedicated to improvement. As I look at this

past year, I have seen instances of our Association's determination to keep our breed at the forefront of the industry.

I realize the credit for Simmental success should go to those who have laid the path for all of us. This includes those gentlemen who saw a need to import cattle from Switzerland years ago to help improve the US beef industry and those who founded the American Simmental Association. Numerous others have been unwavering in the pursuit of perfection within our breed. Past and present ASA leadership and staff have and continue to focus on what drives this Association: the betterment of the beef industry. However, the main driving force behind the growth and success of our breed is without a doubt YOU! Your involvement, no matter how large or small, has impacted the rest of us.

As we look at the current state of the beef industry, there is so much competition among every segment. This means it is vital for us as breeders to maintain the reputation of Simmentals, SimAngus, and SimGenetics in the marketplace. It is key for us to be steadfast in our advancements as a breed, but that will require all of us to continue to work together for the benefit of everyone. It has become extremely clear to me that there are many avenues for success in the Simmental breed. From producing genetics that work commercially to raising animals that perform in the show ring and everywhere in between, I have realized there is a place for all producer types to make a living and be sustainable. The one common thread to this is Simmental. The strength of our breed is only as strong as the breeders that make up our association. We are all in this together! ■

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by Lane Giess, ASA Geneticist

As I write this, it is mid-December and the International Genetic Solutions (IGS) science team recently has finished the implementation of updates to the growth and carcass genetic evaluations. These updates were more than a year in the making, because about a year ago, the genetic evaluation started finishing

later and later to the point where it started to overlap with the data processing step for the next week's genetic evaluation. This is not ideal, so an investigation was started to determine how to speed up the evaluation, with the hope we could implement updates before the next spring bull sale season. Much like genetic progress takes time, so too did the research and development for these updates, and a year later a package of updates was developed that not only sped up the genetic evaluation process, but also improved the prediction of animals. This was a monumental effort, because this was done while adding new IGS partners and many hundreds of thousands of new data points to the genetic evaluation.

While many possible fixes were investigated, only a select few were deployed. The goal was not only to speed up the evaluation but ensure that each fix improved prediction. Aside from a package of software updates, one of the changes made was to modify the way we evaluate breed effects. The previous method fit a

breed by year interaction, but when there are no carcass records for a breed in a given year this can cause problems, especially when there were numerous breeds without any carcass data for many years causing the carcass evaluation to spin without reaching a solution for those breed by year effects. A separate update was a change in how external expected progeny differences (EPD) are incorporated into the genetic evaluation for non-IGS foundation breeds. External EPD are a crucial component to proper multi-breed genetic evaluation as the system relies on sire connectivity between breeds to make informative comparisons. External breed genetic evaluations produce publicly available EPD that are representative of all of the known information (pedigree, performance data, and genomics) of a parent animal and can be used as a starting place for estimation within the IGS genetic evaluation if those parents are brought in as foundation parents. A change in how we first adjust those EPD from the external evaluations base to the IGS base was incorporated.

I wanted to describe some of this process, as I think it is important for ASA members to understand some of the intricacies of genetic evaluation research and development. The reason why this is important? Membership input is critical to the success of these updates and modifications to the genetic evaluation. We rely on your experience with the genetics you are using to help us better understand if EPD "makes sense," and this is one of the reasons why the external EPD update was implemented. Membership input helps us find new opportunities to make the genetic evaluation more accurate. Currently, there are three key traits in development, and we will ask membership again in the future to review those EPD releases as well. Thanks in part to the help from membership, there were numerous updates made to the genetic evaluation in 2023. Below is a year in review of genetic evaluation accomplishments that will enhance the ASA genetic evaluation.

- Simmental Australia joins IGS and is moved to the IGS production evaluation *January, 2023*
- Updated the genomic pipeline to perform better with international and domestic DNA sample results *March, 2023*
- Approved a project with Kansas State University to investigate genetic component of male fertility *April, 2023*
- Updated the Docility genetic evaluation to include animals' records not collected on the same day as their weaning or yearling weight *September, 2023*
- Launched updates to the carcass and growth genetic evaluation *December, 2023*
- Released research EPD for Dry Matter Intake (DMI) *December, 2023* ■

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GIBBS 9114G ESSENTIAL x WS MISS SUGAR C4
CE 18.9 BW -3.4 WW 95.1 YW 158.5 MCE 11.0
M 27.9 MWW 75.4 **API 195.5 TI 109.3**



KBHR L086 - Reg# (4225762) - PB SM - Homo Black - Homo Polled
LBRS GENESIS G69 x BAR CK MS X38 106Z
CE 14.7 BW -1.3 WW 81.0 YW 119.9 MCE 9.8
M 24.9 MWW 65.3 **API 196.6 TI 104.2**



KBHR L100 - Reg# (4225776) - 3/4 SM - Homo Black - Homo Polled
REDHILL 672X X004 231A x WS MISS SUGAR C4
CE 15.3 BW 0.4 WW 93.8 YW 151.6 MCE 9.5
M 17.3 MWW 64.1 **API 178.2 TI 101.5**



KBHR L108 - Reg# (4225784) - PB SM - Homo Black - Homo Polled
KBHR HONOR H060 x KBHR DEBUTANTE H113
CE 18.2 BW -2.9 WW 83.8 YW 135.9 MCE 11.3
M 27.9 MWW 69.8 **API 199.7 TI 105.7**



KBHR L157 - Reg# (4225833) - PB SM - Homo Polled
KBHR ALL AMERICAN G104 x WS ELECTRA E88
CE 15.8 BW -1.0 WW 89.4 YW 135.5 MCE 10.3
M 25.8 MWW 70.4 **API 168.7 TI 101.4**

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KBHR L022 - Reg# (4225698)
 3/4 SM - Homo Black - Homo Polled
 REDHILL 672X X004 231A x WS MISS SUGAR C4
 CE 12.8 BW 0.0 WW 101.7 YW 168.5 MCE 7.9
 M 17.3 MWW 68.0 **API 174.2 TI 104.5**



KBHR L046 - Reg# (4225722)
 PB SM - Homo Black - Homo Polled
 LBRS GENESIS G69 x BAR CK MS X38 106Z
 CE 16.9 BW -1.7 WW 78.1 YW 113.6 MCE 11.5
 M 24.9 MWW 63.8 **API 200.0 TI 102.7**



KBHR L105 - Reg# (4225781)
 PB SM - Homo Black - Homo Polled
 KBHR HONOR H060 x BAR CK MS X38 106Z
 CE 16.9 BW -1.3 WW 76.7 YW 118.6 MCE 11.9
 M 25.9 MWW 64.2 **API 185.0 TI 99.2**



KBHR L107 - Reg# (4225783)
 PB SM - Homo Polled
 WS JAM-PACKED 88J x KBHR J011 MS FREYA
 CE 13.6 BW -1.3 WW 86.1 YW 130.3 MCE 8.4
 M 24.7 MWW 67.7 **API 169.6 TI 97.7**



KBHR L166 - Reg# (4225842)
 PB SM - Homo Polled
 KBHR ALL AMERICAN G104 x WS ELECTRA E88
 CE 14.1 BW 0.8 WW 99.1 YW 148.1 MCE 9.3
 M 25.8 MWW 75.2 **API 155.6 TI 100.0**



KBHR L175 - Reg# (4225851)
 PB SM - Homo Black - Homo Polled
 LBRS GENESIS G69 x BAR CK MS X38 106Z
 CE 12.4 BW 0.8 WW 89.1 YW 144.8 MCE 8.6
 M 24.9 MWW 69.4 **API 188.5 TI 105.6**



KBHR L176 - Reg# (4225852)
 PB SM - Homo Polled
 MR SR RED OCTOBER G1761 x KBHR H074 MS ALL ABOARD
 CE 18.7 BW -1.9 WW 88.9 YW 139.3 MCE 10.1
 M 19.9 MWW 64.3 **API 176.9 TI 103.3**



KBHR L187 - Reg# (4225863)
 PB SM - Homo Polled
 KBHR ALL AMERICAN G104 x WS ELECTRA E88
 CE 12.7 BW 2.1 WW 103.4 YW 160.0 MCE 8.3
 M 25.8 MWW 77.4 **API 164.5 TI 106.0**



KBHR L202 - Reg# (4225878)
 1/2 SM - Homo Polled
 BIBER CL STOCKMARKET E119 x KBHR F245
 CE 16.9 BW -2.4 WW 86.7 YW 137.5 MCE 10.8
 M 24.0 MWW 67.3 **API 167.0 TI 103.2**



KBHR L212 - Reg# (4225888)
 PB SM - Hetero Black - Homo Polled
 FIVE STAR JACKSON J10 x WS ELECTRA E88
 CE 19.4 BW -5.2 WW 73.5 YW 109.6 MCE 11.7
 M 28.3 MWW 64.9 **API 190.1 TI 100.7**



KBHR L214 - Reg# (4225890)
 PB SM - Homo Black - Homo Polled
 KBHR HARTLAND H100 x WS MISS SUGAR C4
 CE 16.1 BW -2.6 WW 91.7 YW 139.2 MCE 9.6
 M 28.7 MWW 74.5 **API 173.8 TI 103.5**



KBHR L279 - Reg# (4225955)
 PB SM - Homo Polled
 FIVE STAR JACKSON J10 x KBHR RED VELVET F055
 CE 15.1 BW -0.4 WW 94.8 YW 143.3 MCE 10.4
 M 29.4 MWW 76.7 **API 169.1 TI 106.7**

Half *a* Century *with* Simmental

by Lilly Platts

Eichacker Simmentals, Salem, South Dakota, has been a member of the American Simmental Association for 50 years. Their commitment to the breed began in the 1970s, when Artificial Insemination allowed commercial cow-calf producers to experiment with new breeds. After seeing major improvements in growth they decided to stick with the breed, and have since built a highly respected seedstock operation. Today, Steve and Cathy lead the operation, along with their children, Amanda, Nick, and Adam; Steve's mom, Judy; and his brother, Greg; and sister, Bridgett. The Eichacker family are committed leaders, with Steve having served as a member of the ASA Board, Cathy leading many efforts for the American Simmental-Simbrah Foundation, and serving their local community in a variety of ways.

Steve Eichacker grew up on the family operation, which was mostly farming and dairy prior to the 1970s. He recalls that his grandfather and father first employed the then cutting-edge technology of Artificial Insemination in their dairy cows; his father also ran a small group of commercial cows. "We had a small herd of commercial cows, predominantly Hereford, with a few black Baldies in there. Dad was AI'ing the milk cows, and decided to get some semen and AI the commercial herd of beef cattle as well. This was back in the early 70s. He chose three breeds — he had Charolais semen in the tank, Gelbvieh, and Simmental. After that first calf crop he stayed with AI and it's been full steam ahead ever since," Steve shares.

The first calf crop laid the foundation for the next 50 years, with the Simmental-cross calves standing out. Steve chose to stay on the family place, focusing on building the cow herd and a seedstock business.

Steve has seen the breed through many challenges and changes. Early on, they committed to staying in the middle of the road in trait selection. "Back in the 70s and early 80s the added frame size and a lot of the growth came. As a commercial operator our cows were run as hard as any commercial outfit around, and what we quickly found is big cattle that were a little extreme just didn't work in our environment. Our cows are run out in the corn stalks during the winter and they're expected to run on the pastures all summer without a lot of extra





Opposite: Eichacker Simmentals is located in the southeastern corner of South Dakota.

Right: Steve Eichacker has been committed to the Simmental breed for decades, serving six years as a member of the ASA Board of Trustees. Below right: Cathy, Steve, and Adam at an ASF fundraising event.

feed. Some of the bigger cattle eliminated themselves. So consequently, early on when we sorted replacement heifers we kept the middle third,” Steve shares.

This focus on balance has remained over the years. Steve adds, “The meat and potatoes of it for us was just trying to stay in the middle of the road. As my dad always said, it’s kind of like a pendulum. If you stay in the middle, you catch it coming both ways. If you get out on one end, it takes a long time for that pendulum to come back again. So I think just staying focused, and staying with good, sound, functional, middle-of-the road cattle has kind of been our bread and butter here.”

Catering to the Customer

The Eichacker operation consists of Simmental and SimAngus females, both red and black. Their annual bull sale, held the first Friday in March, attracts customers from across the region and country. Cathy shares, “We have sold to a high percentage of states in the US. We put a map up and we were able to pinpoint every state and where everyone lives, and it was really interesting how we have gone all over the United States. “

The majority of their customers live in the region, which allows the Eichacker family to build long-lasting relationships. Cathy adds, “Typically, our bull buyers are within a close radius of us, which is an awesome thing because we have repeat buyers.”

The combination of Simmental, SimAngus, and red genetics covers a variety of needs. Steve shares verbiage from a recent bull sale ad, “We are your one-stop bull shop because we have bulls that’ll work on heifers, and



we have bulls that’ll work on cows. We have red bulls, and black bulls; you name it, we have it. If we don’t have it, you don’t need it.”

(Continued on page 16)

Half a Century with Simmental

(Continued from page 15)



Balanced females are the foundation of the Eichacker program. Both red and black genetics are offered to fill customer demand.

Adam, Steve and Cathy's youngest son, intends to transition into a major role at the farm. To plan for this, Eichacker Simmentals formed a family partnership with Steve, Cathy, Greg, and Adam as partners, simplifying the process of passing down the business to the next generation. Adam attended school at South Dakota State University, majoring in agricultural science. He has since returned to the family operation, alongside his fiancé, Haley. He values the relationships and trust his parents have built with customers. "Treating your customers the way you would want to be treated is really the name of the game," Adam shares.

Like his parents, Adam knows that balance will take the operation into the future. "We want to chase the big things, like sustainability, soundness. You need females that are practical," he says.

Steve echoes this. "We want sound, functional cattle that work for us; middle-of-the-road cattle. The females are very important. We want cattle that are sound-footed, good-uddered, and with a good disposition."

The Eichacker cow herd is managed like their commercial customers', ensuring that their cattle will thrive in harsh environments, and without babysitting. "They run the cornstalks all winter and we feed them hay out there when the snow gets too deep," Steve shares.

Located in the southeastern corner of the state, McCook county is uniquely suited for running cattle. While much of the area is valuable farmland, that leaves the rolling, grassy hills between for grassland. The Eichacker operation is diversified, including corn, soybeans, and alfalfa.

Serving Simmental

Steve and Cathy have both dedicated significant time to serving the Simmental breed, and their local community. Steve spent six years on the ASA Board of Trustees. Serving in this role is a major time commitment, with

extensive travel and many late nights in meetings; Steve notes that his ability to do so was made possible by the dedication of Greg, family members, and hired men making sure the day-to-day activities were taken care of. He was involved in developing a number of instrumental programs for the breed. Steve shares, "I got to meet a lot of people that I would have never met. I gained a whole new respect for our ASA staff and how they do things; how they tackle different issues that come up. And quite honestly, I learned how cutting-edge the technologies are that we have adopted through ASA and IGS."

Cathy has served on the ASF Board for several years, and is a familiar face behind the scenes at events across the country. One of the ASF pillars, youth, has been especially important to her; the ASF awards \$50,000 in scholarships annually. "These kids go to college and hopefully someday they will come back to their family farms, or they'll work within the Association, or in the beef industry in some way. They can pursue an education and not have to worry about some of the tuition," she shares.

Giving back to the breed, and their community, is extremely important to the Eichacker family. "You just need to get involved. You need to help where you can," Cathy says.

Family and community values will remain at the core of the Eichacker business as Adam transitions into a joint role. Cathy recalls him showing interest in the farm early on. "Since Adam was two years old, he was either in a tractor with me or Steve or he was out there right behind everybody watching. So it was pretty inevitable that he was going to be a part of our operation for the rest of his life," she remembers.

Working together is something the whole family values. "I would say the best part of farming is we're working as a family. We are all partners in this. It's a way of life that we know we are serving our community. We're out there



The Eichacker family: Judy, Becki, Greg, Bridgett, Brady, Steve, Cathy, Nick, Adam, Haley, Dana, Jordan, Andi, Ellie, Taylor, Amanda, Emmitt, and Hunter.

making food for the world, and we're trying to make it better. We're trying to preserve the land, and trying to make our cattle better," Cathy shares.

Steve is excited to see another generation on the family farm, and is especially appreciative of Cathy's efforts. "We're a team. We do everything together. I think one of the things that make this the most rewarding life is just working with the family every day. Working with Cathy is phenomenal," he says.

This mindset also keeps Adam grounded as he looks to the future. "We want to make our cattle better, but life is short. The people you're doing this with are more important than the livestock that you're around. Don't get me wrong, the livestock is important, but I think if you can just have a good head on your shoulders and try to associate with good people, at the end of the day, I don't think you're going to go wrong in this cattle business," he concludes. ■



Eichacker Simmentals has sold bulls into states across the country.

Editor's note: *The Eichacker family was recently featured by the Grant Company in their Stand Strong series. The feature video can be viewed on YouTube by scanning this QR code:*



BEST PRACTICES FOR SEEDSTOCK PRODUCERS

Best Practices to Receive the Most Accurate Genetic Predictions

1 Clearly define breeding objectives

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

2 Use whole herd reporting

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

3 Properly define contemporary groups

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

4 Take data collection and reporting seriously

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

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

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

6 Use index-based selection

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

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



Jackie Atkins, PhD



Matt Spangler, PhD



Bob Weaber, PhD



Wade Shafer, PhD

7 Use genomics

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

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

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

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



Best Practices for Genomic Testing

1 All animals within a contemporary group should be genotyped.

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

2 Both male and female animals should be genotyped.

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

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

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

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

Total Herd Enrollment (THE)

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



Cow Herd DNA Roundup (CHR)

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



Calf Crop Genomics (CCG)

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



Carcass Expansion Project (CXP)

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

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



Beef Tenderness: a 30-Year Journey

by the National Cattlemen's Beef Association

In the early 1990s, the beef industry was facing shrinking demand for their product as it was too tough, too fat, and too inconsistent to stay relevant at the meat counter.¹ At the time, one in four steaks just didn't eat right.² This was a pivotal time for the beef industry, and changes were needed to keep beef on the plate.

Beef's unique eating experience is a key reason consumers purchase beef over other proteins. Eating experience is centered around three key components: tenderness, flavor, and juiciness. These attributes have been well-established as key factors determining overall beef palatability, and extensive research has been conducted around each factor and the interrelationships among factors.³ While each factor is not considered independently, underperformance of a single factor can greatly impact the overall eating satisfaction. Consumers are willing to pay a premium for guaranteed-tender meat products.⁴ Thus, providing a consistent, high-quality eating experience is essential to keep beef on the plates of consumers.

In the early 1990s, the industry rallied around a systematic approach to overcoming challenges and improving beef tenderness for consumers. The National Beef Tenderness Survey (NBTS, or Survey), managed by the NCBA, a contractor to the Beef Checkoff, was initiated in 1990 to quantify beef tenderness and identify areas for improvement. The survey has been conducted six times in the last 30 years to benchmark beef tenderness, verify improvements, and identify opportunities for ongoing research around tenderness. Providing a benchmark for beef tenderness allows the industry to identify where improvements have been made and where tenderness challenges may still exist.

From its inception, the survey was designed to evolve to meet industry needs and provide insights as thinking around tenderness evolved. The initial survey began capturing relevant information, and the evolution in successive surveys has bolstered applicability of the outcomes and helped to provide direction to the industry. Throughout the surveys, retail cuts captured and data collected have shifted to stay relevant to the market and the direction of the industry at the time.

A key component to improving beef tenderness is quantifying the tenderness of the beef available in the marketplace to provide the greatest understanding of tenderness attributes. In measuring beef tenderness, two key methods are utilized. Warner-Bratzler Shear (WBS)

Force, is a *quantitative* measure reflecting the amount of force needed to bite through a steak. Consumer taste panels are a *qualitative* measure of beef tenderness and provide greater insight into the interaction of tenderness as a component of eating experience. The dual-pronged approach of combining WBS Force with consumer taste panels provides the most complete information about beef tenderness.

Tremendous progress has been made since the inception of the survey in beef tenderness. The progress in beef tenderness in the last 30 years of NBTS is highlighted by three key phases: the initial benchmark, making tremendous strides, and maintaining the progress achieved.

Initial Benchmark

The initial survey conducted by Texas A&M University in 1990 quantified and characterized beef tenderness. The findings reconfirmed the tenderness challenges the industry was facing. The undesirable toughness of these cuts was negatively impacting desirability and marketability of beef.⁵ An opportunity to evaluate both pre-harvest and product management to optimize product tenderness was identified as a key initiative because of this initial survey.

Tremendous Strides

Ten years later, the 1999 survey was expanded to include products from the food service sector to fully characterize beef tenderness throughout the industry. The findings indicated progress in beef tenderness with a 20% increase in product tenderness compared to 1990.⁶ In the time since the initial survey, the industry shifted toward practices to promote beef tenderness including longer and more gradual chilling. Product aging and management was identified as an area of improvement for beef tenderness. In 2005/2006, a follow-up survey was conducted and confirmed additional progress in beef tenderness. In the time since the 1999 survey, there was an 18% improvement in tenderness and a 34% improvement compared to the initial 1990 survey.⁷

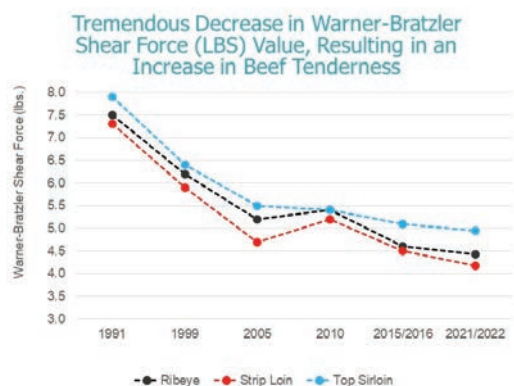
Maintaining Progress

In the three subsequent surveys across a 15-year period⁸⁻¹⁰, the industry has been able to maintain notable progress in beef tenderness. The 2020/2021 survey highlighted the greatest percentage of each cut falling into the very tender category for tenderness.¹⁰

Despite the challenges the beef industry has faced across the last 30 years — including drought, herd liquidation, fluctuating supply, and input costs — the quality of beef and tenderness have seen great improvements. Furthermore, recent surveys indicate the ability of the industry to maintain its tenderness goals. With the dramatic improvement in beef tenderness, the industry has opportunities to focus on other factors important for palatability such as flavor development and increasing product consistency.

To find out more, visit www.beefresearch.org/programs/product-quality.

EATING EXPERIENCE



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Editor's note: This article originally appeared in the National Cattlemen's Beef Association (NCBA) National Cattlemen magazine and is reprinted here with permission.

Simmental's Tenderness Journey

by Lane Giess, ASA Geneticist

The National Cattlemen's Beef Association (NCBA) and the Beef Checkoff highlight the industry-wide efforts to improve tenderness in order to satisfy a growing and more conscious consumer in this article. In many cases, the beef industry relied on the seedstock sector to initiate this change since tenderness is heritable. It's only fitting that the "science breed" was at the forefront of this movement. The American Simmental Association (ASA) responded quickly to the task of improving tenderness and was the first breed organization to develop a Shear Force EPD in 2002, designed to identify parent animals with genetics for more tender beef. Development of the Shear Force EPD was not without challenge, as the ability to collect Warner-Bratzler shear force (WBS) values on sire-identified animals is costly. Historically less than 2% of animals submitted to ASA's database annually will be harvested and carcass data reported to the ASA, and even fewer

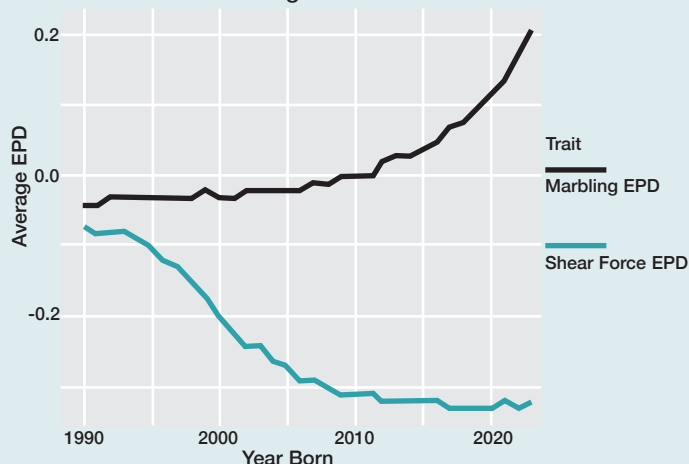
would have WBS phenotypes. As a result, animals distantly removed from relatives with WBS phenotypes would typically have extremely low accuracy for Shear Force EPD. To help improve the prediction of shear force on animals, DNA-based technologies helped identify markers informative to tenderness. The Shear Force EPD was thus improved in 2006 by incorporating DNA information into the evaluation to ensure animals with little connection to shear force phenotypes could still be evaluated for the trait. For those wondering, this also means that the ASA was the first breed association to provide genomically enhanced EPD. The efforts were indeed valuable as the ASA membership was able to make meaningful progress in improving tenderness. Below is the purebred Simmental genetic trend for Shear Force and Marbling EPD.

(Continued on page 22)

Beef Tenderness: a 30-Year Journey

(Continued from page 21)

Genetic Trend for Marbling and Shear Force EPD Since 1990



A reason for such rapid improvement in tenderness is likely attributed to two reasons. The first is shear force, which is a moderately high heritable trait (~ 0.53)*, and responds quickly to selection. The second is a result of the genetic correlation between marbling and shear force (~ -0.27)* and the vast

measures to improve marbling potential. As a result, selecting for improved marbling also results in favorable progress in shear force. It's clear that the ASA membership responded to market demands and has dramatically improved genetics for tenderness, while seeing similar growth in other carcass value traits. This, coupled with the selection pressure for improved marbling potential, has effectively satisfied market demands for tender beef. As described by NCBA, tenderness goals have been met and satisfied, and further efforts should be deployed to maintain tenderness goals, while shifting emphasis to improve other factors. The ASA has followed suit since there is little market incentive to drastically improve tenderness, and as a result, research and development efforts have been shifted to focus on improving other economically important traits and genetic evaluation opportunities. ■

* Shackleford, S. D., M. Koohmaraie, L. V. Cundiff, K. E. Gregory, G. A. Rohrer, and J. W. Savell. 1994. Heritabilities and Phenotypic and Genetic Correlations for Bovine Postrigor Calpastatin Activity, Intramuscular Fat Content, Warner-Bratzler Shear Force, Retail Product Yield, and Growth Rate. *Journal of Animal Science* 72:857-863.

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Tours, Welcome Reception & Opening Ceremonies

TUESDAY JULY 30

Farm Tours – Central Alberta

WEDNESDAY JULY 31

WSFF Board Meeting, Banff Tour

THURSDAY AUG. 1

Farm Tours – Central & North Central Alberta

FRIDAY AUG. 2

Speakers, YCSA events, Simmental Sale

SATURDAY AUG. 3

YCSA show, FCSF Auction

SUNDAY AUG. 4

Strathmore Rodeo, Closing Ceremonies



Results *of the* 2024 ASA Board *of* Trustees Election

Six leaders from across the country have been newly elected, and re-elected, to serve on the ASA Board of Trustees. In the South Central Region, Greg Walthall, Windsor, Missouri, was elected for his first term; Victor Guerra, Linn, Texas, was elected for his second. In the North Central Region, Tim Clark, Turtle Lake, North Dakota, was elected for a second term. In the Eastern Region, Mark Smith, Picayune, Mississippi, was elected for his first term; Chris Ivie, Summertown, Tennessee, was elected for his second. In the Western Region, Chad Cook, Walsh, Colorado, was elected for a second term. Each was sworn in and formally seated during ASA's Annual Meeting, held in January of 2023.



Newly elected/re-elected trustees, L to R: Mark Smith, Chad Cook, Victor Guerra, Greg Walthall, Tim Clark, Chris Ivie, and immediate past chairman Doug Parke.

Tim Clark, Turtle Lake, North Dakota



Clark owns and operates Double T Simmentals alongside his wife, Tam. Clark first became a member of the AJSA in 1978, and has been involved with the breed for 42 years. His family began with the breed by crossing Simmental bulls on Hereford cows, and their program has evolved over the years. Today, Double T runs around 200 SimGenetics females, and bulls and some females are marketed annually through their sale. They offer both black and red Simmental genetics. Most of their bulls go into local herds, and they are focused on making sure they offer a balanced variety of genetics to fit each commercial producer's needs. Clark has served the North Dakota Simmental Association in a variety of capacities over the years, including as a board member, president, on the sales committee, and as an advisor for the junior program. He is also involved in a number of local agricultural organizations. Clark currently works for Hubbard Feeds/Alltech as a regional sales manager.

Chad Cook, Walsh, Colorado



Cook owns and operates Bridle Bit Simmentals alongside his family. Cook purchased his first Simmental heifer at the National Western Stock Show when he was ten, and has been involved with the breed ever since. He graduated from Aims Community College with a degree in production agriculture, and soon went back to the family ranch. The Cook family, member number 4086, has been in the business for generations, and today markets around 70 Simmental and SimAngus black and red bulls each year at their All Terrain Bull Sale. They also market females through the Wild Wild West Simmental Sale held in conjunction with the NWSS each year. Data collection is at the core of the Bridle Bit business, and the operation has received perfect Performance Advocate scores in the past. Cook was involved with the AJSA growing up, has served on the Colorado Simmental Association Board of Directors for nine years, and has served as an advisor for junior activities.

Victor Guerra, Linn, Texas



Guerra owns and operates La Muneca Cattle Company (LMC) alongside his parents and siblings; he currently serves on the ASA Board of Trustees. LMC runs 100 Simmental and Simbrah cows, and markets genetics private treaty throughout the year, in addition to a few consignment sales. Supporting youth is important to the Guerra family, and each year, they sponsor the Simmental-Simbrah Super Bowl held in conjunction with the San Antonio Livestock Show, and hold their own LMC Field Day and Futurity. They also hold an annual LMC and Friends Giving THANKS online sale around Thanksgiving where all the proceeds go to various worthy causes, including youth events. Guerra is an active advocate of Simmental and Simbrah genetics, and participates in a number of promotional activities. He currently serves on the Hidalgo County Farm Bureau Board. Guerra also serves on the Texas FFA Foundation Board of Directors, in addition to a number of other agricultural organizations. Guerra holds a B.S. in Agricultural Development with an emphasis in Beef Cattle Production from Texas A&M University in College Station, TX. Guerra also holds a J.D. from St. Mary's School of Law in San Antonio and owns Victor G. Guerra, PC.

Chris Ivie, Summertown, Tennessee



Ivie owns and operates Ivie and Sons Simmentals alongside his wife, Tammy, and family. Ivie has been involved with the Simmental breed for over 30 years. They run around 70 head of SimGenetics females, and market around 15 bulls each year to local commercial producers. Ivie and Sons also produces hay to feed and market each year. In addition to private-treaty sales, they market their genetics through national and regional events and sales, and the Ivie family exhibits cattle at events across the country. Ivie has served the Tennessee Simmental Association (TSA) as president, and during that time, helped host the 2016 AJSA Eastern Regional Classic. He has also served as a board member of the TSA twice over the past 20 years. He is an active member of the Tennessee Cattlemen's Association, his county association, and is certified as a Tennessee Master Beef Producer. Ivie volunteers throughout his community in a number of ways. In addition to the cattle business, Ivie is the owner of Ivie Automotive Consulting, which is an engineering consulting company.

Mark Smith, Picayune, Mississippi



Smith owns and operates SSS cattle, alongside his wife, Debbie. The Smith family has been in the Simmental business for decades; today, the operation consists of Simmental, Simbrah, and SimAngus HT females. Special focus is placed on utilizing AI, with calving ease, growth, and marbling guiding trait selection. Mississippi allows for almost year-round grazing, and cattle are expected to run efficiently with little supplementation. Smith markets cattle through four auctions annually. He has been a member of the American Simmental-Simbrah Foundation since 2017, helping lead a number of fundraising activities. He has helped coordinate an AJSA Classic and other youth events, in addition to serving as a coach and judge for everything from livestock judging to cattle shows. Smith has served two terms as the president of the Mississippi Simmental Association, and is currently on the board of directors. He is a member of a number of local and national beef cattle organizations, and is also actively involved in his local community. The Smiths are the parents of Dr. Alan Smith (Sara), Jessica Roebuck (Austin), and have three grandchildren.

Greg Walthall, Windsor, Missouri



Walthall operates WW Cattle Company near Windsor, Missouri. He has been associated with the Simmental breed for a total of 50 years in one capacity or another. The WW cow herd consists of 35 head of registered cows, plus a 250-head commercial herd of multiple generations dominated by Simmental breeding. Through utilization of in-vitro fertilization, embryo transfer, and AI, breeding focus is primarily on production and development of low-input, forage-utilizing females. Cattle are marketed through a variety of methods, including consignment sales, online contacts, and private treaty. He was originally drawn to Simmental when he saw the positive impact that the breed had on his family's commercial Angus-based cow herd. Actively involved in the livestock industry, he has served multiple terms on the Missouri Simmental-Simbrah Association Board of Directors. Walthall and his wife, Pearl, who focuses on livestock photography, are the parents of two adult children, Justin Johnson and Cody. ■



\$API: 135
STI: 80

Long's Redwood H8

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



\$API: 108
STI: 66

BTYL Doc Holliday 202G

Loaded Up x JS Black Satin 9B "Boots" donor
ASA# 3565419 • Black • Homo Polled
Doc Holliday is a great new baldy who was
Champion Bull in Denver! Ultra sound and
stout by the Boots donor!



\$API: 174
STI: 103

WS Proclamation E202

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



\$API: 117
STI: 90

KRJ Dakota Outlaw G974

Rubys Turnpike 771E x BRKC Daphne DY37
ASA# 3632499 • Homo Black • Homo Polled
Dakota Outlaw's first calves are "the talk"
of the country when it comes to fresh genes
to use in 2023!



\$API: 120
STI: 73

SJF SMJ Payroll 7245J

W/C Bankroll 811D x Profit
ASA# 3992818 • Red • Polled
Exciting combination of look, power, pedigree!



\$API: 96
STI: 64

Only One 905K

SFI Platinum F5Y x TLLC One Eyed Jack
ASA# 4132878 Black, Polled
Added hair, flexibility, rib & eye appeal!



\$API: 119
STI: 80

LLSF High Profile J903

W/C Executive Order 8543B x
PSCS Alley's Lady 902G ET
ASA# 4062764 • Hetero Black • Homo Polled
Outstanding balance and look! 2023 MO State
Fair Champion!



\$API: 112
STI: 71

SFIS Unstoppable J3

W/C Bankroll 811D x SFIS Crystal Gayle
ASA# 3969316 • Heterozygous Black • Polled
Awesome son of famous donor Crystal Gale that'll
improve depth, profile & structure!



\$API: 150
STI: 86

WHF/JS/CCS Woodford J001

EGL Firesteel 103F x WHF Summer 365C
ASA# 4068398 • Homo Black • Homo Polled
3/4 Simmental. NEW and exciting calving ease
and outcross pedigree with outstanding pheno-
type out of fantastic donor Summer 365C!



\$API: 92
STI: 66

2K

TL Revenant 35 x CSCX Bandwagon 513A
ASA# 4153090 • Black • Polled
\$200,000 exciting outcross to improve all!



\$API: 116
STI: 85

LLSF Vantage Point F398

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



\$API: 123
STI: 74

Felt Perseverance 302F

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



\$API: 186
STI: 108

LCDR Affirmed 212H

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



\$API: 108
STI: 74

WHF/JS/CCS Double Up G365

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



\$API: 115
STI: 73

JBSF Berwick 41F

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



\$API: 172
STI: 105

HL Tommy Boy K65

CLRS Guardian 317G x HL Ms Smooth Criminal E174
ASA# 4167626 • Homo Black • Homo Polled
Blaze Calving ease Guardian son at Echard, IA,
and Heartland.



\$API: 116
STI: 69

Wood Ruthless 151H

Relentless x High Regard x Aubreys BlackBlaze II
ASA# 3878993 • Homo Black • Homo Polled
Exciting outline and build with phenomenal
cow families on both sides!



\$API: 128
STI: 79

ZTGC Just Cuz 52K

W/C Night Watch 84E x ZTGC The Blaze
ASA# 4063644 • Black • Homo Polled
Jared Werning's new & exciting balanced sire
for profile & function!



\$API: 121
STI: 77

GOE Lets Roll 749J

W/C Bankroll 811D x W/C RJ Miss 8543 6105D
ASA# 4141350 • Hetero Black • Homo Polled
Lots of neck extension in a complete package!



\$API: 166
STI: 98

TSN Architect J618

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

COOL Additions!

CATTLE *Visions*

573-641-5270
www.cattlevisions.com



\$API: 114
STI: 73

SJW Exit 44 7111E

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



\$API: 136
STI: 78

Rocking P Private Stock H010

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



\$API: 206
STI: 117

CLRS Guardian 317G

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



\$API: 127
STI: 76

KJK1 38 Special 801J

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



\$API: 102
STI: 66

Ruby/SWC Gentleman's Jack

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



\$API: 128
STI: 79

W/C Bet On Red 481H

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



\$API: 164
STI: 102

CLWTR Clear Advantage H4G

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



\$API: 113
STI: 74

W/C Red Bird 269J

W/C Bankroll 811D x W/C Miss Angel 2870Z
ASA# 3974327 • Red • Homo Polled
Red Bird is the \$90,000 Brandon Bird & Jared Werning owned HOT red sire by Bankroll & National Champion ANGEL!



\$API: 139
STI: 86

W/C Express Lane 29G

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



\$API: 99
STI: 72

SWSN Cash Flow 81E

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



\$API: 129
STI: 94

SAS Infra-Red H804

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



\$API: 201
STI: 116

BAS Money Maker J801

Hook's Eagle 6E x BAS Miss Beacon F801
ASA# 3978845 • Homo Black • Homo Polled
Exciting herdsire at Heartland, IA!
HIGH \$API WITH GREAT BUILD!



\$API: 176
STI: 92

Bar CK Red Empire 9153G

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



\$API: 148
STI: 87

ES Right Time FA110-4

Welsh Dew It Right 067T x ES A110
ASA# 3481590 • Homo Black • Homo Polled
Newly available power, phenotype and marketability sire!



\$API: 173
STI: 100

W/C Sugar Daddy 9002H

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



\$API: 95
STI: 62

ALL/FCF Hot Topic 099H

Profit x FCF Phyllis 53Z
ASA# 3926810 • Hetero Black • Homo Polled
Hot Topic was the 2021 NAILE Grand Champion % Bull! His dam is one of the hottest Angus donors in the world!



\$API: 100
STI: 72

LLSF Draft Pick H383

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



\$API: 109
STI: 71

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

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

DNA Requirements for Animal Registration

Essential DNA Information for 2024 AJSA Regional and National Classics

by ASA Staff

On January 2, 2024, the ASA Board of Trustees passed a rule change pertaining to the 2024 AJSA National and Regional Classics and beyond. Beginning in 2024, animals with registrations pending DNA will not be allowed to enter the Classics. Every animal must have a valid registration number at the time of the AJSA Classics deadlines. This is a change from what was previously accepted, where animals could be entered with pseudo registration numbers (registration numbers in parentheses) if DNA work preventing registration was pending.

DNA testing requirements are the number one holdup for animal registration. From AI sire and donor dam testing requirements to genetic defects, there are a number of scenarios AJSA members should be aware of. Below is a summary of DNA testing requirements.

AI Sires

- All AI sires must have a GGP-100K or equivalent test on file with ASA in order for progeny to be registered.
 - Other breed AI sires must have the equivalent on file with respective breed association and shared with the ASA. Since DNA requirements for AI sires are not consistent within all breed associations, contact ASA's DNA Department if you have questions regarding whether or not the animal's current DNA test satisfies ASA's requirements.
- To check if a bull is approved for AI use, search animal registration number in Herdbook and click on "Expanded Report."

Donor Dams

- All donor dams must have a GGP-100K or equivalent on file with ASA in order for progeny to be registered.
 - Other breed donor dams must have the equivalent on file with respective breed association and shared with the ASA. Since DNA requirements for donor dams are not consistent within all breed associations, contact ASA's DNA Department if you have questions regarding whether or not the animal's current DNA test satisfies ASA's requirements.
- To check if a female is approved for donor use, search animal registration number in Herdbook and click on "Expanded Report."

Embryo Transfer

- All animals resulting from embryo transfer must be parent-verified by DNA test prior to registration if applicant is someone other than the breeder.
 - Parentage testing requires obtaining a kit or paperwork, submitting a sample, and receiving results. See "Testing Process/Timeline" for more information.
 - If an animal does not qualify to recorded parents, additional time will be required for research, re-testing, etc. If parentage is not resolved, the animal will not be eligible for registration.
 - Parent verification requires both parents have DNA on file, and meet requirements for AI sires and Donor Dams (see above).

Genetic Defects

- Animals must be free of genetic defect risk either by test or parentage. For example, if both parents are tested for genetic defects, the animal will be free by pedigree.


Who is responsible for testing?

- The owner of AI sires and donor dams is required to complete testing prior to collection. If you purchase semen, or an embryo, from an animal that is not qualified, the only course of action is to ask the seller to complete the requirement, or for AI sires, obtain a straw of semen for testing. Because of this, it is imperative that the status of animals is checked prior to purchasing semen or embryos.
- For animals resulting from embryo transfer, whoever is applying for registration is required to complete parentage testing, with the exception of cases where the owner of the donor is applying for registration of progeny.
 - If you are purchasing an animal resulting from embryo transfer, do not complete the purchase until the seller has completed any required testing, registration, and transfer requirements. ■

Testing Process/Timeline

- Order a kit or paperwork by contacting the ASA DNA office
 - Kit will be mailed within 1–3 days of request. USPS transit times vary greatly. Expedited shipping is available for a fee, and strongly suggested
- Collect DNA sample and mail to lab
 - Pre-addressed envelope and instructions are included with kit
 - Please account for transit time
 - Expedited/tracked shipping strongly suggested. ASA is not responsible for lost mail.
- Sample processed at lab
 - Average turnaround is 4–5 weeks
- Results returned to ASA
 - Uploaded each business day
- Common delays
 - Parentage issues. If an animal does not qualify to one or both parents, additional time is required for research/member communication, parentage re-checks, and re-upload.
 - Failed samples. Contamination, not collecting enough sample, etc., can cause sample to fail, requiring a new collection kit. ASA provides detailed instructions with collection kits.

When do I have to DNA test an animal?

Animal Type	Parentage	Genetic Conditions
Purchased embryo	Required	Recommended if CL (Carrier in Lineage), DL (Documented Carrier in Lineage), or PR (Population Risk).* 
Embryo from owned or leased donor dam	No Required Testing	
Donor Dam	Required	
AI Sire	Required	
Natural Service Sire	Recommended	
Cows/replacement heifers	No Required Testing	

**If a sire or donor dam is listed as a CL, DL, or PR for genetic conditions then the progeny will be placed on genetic hold, which means a certificate/EPD will not be issued until either the parent(s) have been tested or the individual itself is tested for the conditions marked as a CL, DL, or PR on the parent(s) TraitTrac.*

There are no exceptions to these rules. It is each individual's responsibility to ensure an animal can be registered prior to purchasing, breeding, flushing, etc.



AJSA Classics Rule Change

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ASA's New and Improved Website Is Live

Simmental.org was recently updated to make it quicker and easier for you to find all things ASA related. In addition to the resources you're used to, it also features a breeder's resources section that highlights information on SimGenetics, performance data reporting, simple trait selection, and genetic improvement tools. If you have questions or need assistance finding something, contact our office at 406-587-4531.

DNA Updates

DNA Research Fee Application

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

Testing Timeline

Allow 4–5 weeks. Please communicate any deadlines you may be working with to the ASA DNA staff. Expedited and tracked shipping is always recommended when ordering kits and shipping samples to Neogen.

\$30 DNA Research Fee

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

TSU/Applicator Price Increase

Due to rising costs from the TSU manufacturer AllFlex™, ASA has increased the price of TSU sampling kits to \$22 per box. Each box will still include ten individual tissue sampling units. The cost of TSU applicators has also been increased from \$40 to \$50 each.

Semen Sample Fee

Effective immediately, ASA will be implementing a \$7.20 processing fee for all semen straws and/or semen samples submitted to Neogen for DNA testing.

State Association Check-Off Bonus Program Reminder

December 31 marks the end of the second quarter in ASA's fiscal year. State associations wishing to claim their second quarter check-off dollars can do so at any time by visiting simmental.org and completing the "Promotional Check-off Dollars Request Form" found in the Membership/State Association section. Remember that cost share reimbursement requests can be sent at any time. For the complete cost share program guidelines and reimbursement request directions, visit ASA's website. Contact Callie Cooley at stateassoc@simmgene.com with any questions.

2024 Year-Letter is M

In accordance with the Beef Improvement Federation guidelines, the year-letter animal identification for 2024 is M, and will be followed by N in 2025, and P in 2026. The letter L was the year-letter designated during 2023.

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

Digital Certificates Available

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

DNA Research Programs Continue



The Calf Crop Genomic (CCG) testing project, and Cow Herd DNA Roundup (CHR) continue to accept new submissions. The CCG offers a 50% off GGP-100K genomic test including parentage (\$25 compared to \$50 equivalent test) to participating breeders who test their entire calf crop group.



The CHR program also continues to accept new herds. The project tests females at \$25 per sample for a GGP-100K genomic test. Members must test 90% of their calving-age cows to qualify for the reduced price. When members submit mature cow body weights and body condition scores or hip heights on 90% of their calving-age cows, they will receive a \$5 credit to their account for each reported cow. Cows

must be 18 months of age or older when mature cow measurements are taken to qualify for the \$5 credit. The \$5 credit will only be applied once in an animal's life. For example, if a member received a credit for the phenotypes in 2018 for that cow, they cannot receive another credit for the same cow with a new weight and BCS in 2019.

Additional requirements apply for both programs. Please visit simmental.org, and email researchdna@simmgene.com for full program requirements and more information.

Digital Billing Statements

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

Office Holiday Schedule

Monday, May 27
Memorial Day
Thursday, July 4 & Friday, July 5
Independence Day
Monday, September 2
Labor Day
Thursday, November 28 & Friday, November 29
Thanksgiving
Wednesday, December 25, Thursday, December 26,
& Friday, December 27
Christmas ■



I RECKON 043J

Sire: Reckoning 711F
Dam: B C R Sara G043
DOB: 2/4/21
ASA# 3964455
Purebred Simmental

Semen: \$40/unit – available through
Cattle Visions or contact owners.

CATTLE *Visions*



Steven Russell
Searsboro, IA
641-990-7031

- ◆ Champion Simmental Bull at the American Royal and AJSA National Classic.
- ◆ Reserve Champion PTP show bull of the year.



by Larry H. Maxey,
founder and superintendent, NAILE Fullblood Simmental Shows

Our Pioneers – A Silver Spoon, A Cowboy, and Mount Rushmore

Over the course of this column, my objective has been to profile the people, places and organizations that formed the foundation of the cattle business in North America that we have today. The Pioneer series has

focused primarily on people and their stories. Looking back, I can't recall any of those individuals that I would characterize as "being born with a silver spoon in his or her mouth." The following will profile a subject who does fit this description.

In 1609, Henry Hudson, representing the Dutch East Indies Company, sailed up what became known as the Hudson River and claimed the entire valley for the Netherlands. New Amsterdam, as it was named, became a natural destination point for those emigrating to the New World from their Dutch homeland. The Dutch ancestors for our mystery subject emigrated to the area around 1650. The British came calling in 1664, and with their superior military were able to peacefully take over. They renamed the place New York.

Our subject's ancestors, who arrived around 1650, and their descendants were affiliated with the importation of flat glass from Europe used for windows. Before the British arrived, the family had cultivated a lucrative glass trading business with exclusive rights granted to them for certain import fees. That continued for many generations. The family became wealthy from other ventures to include finance and banking. The family tree from that original family contains many of the most notable, influential, and powerful people this nation has ever known.

Who is this mystery person? Most readers have probably guessed from the Mount Rushmore reference in the title. Yes, it is Theodore Roosevelt Jr. He was born October 27, 1858, and was often referred to as "Teddy" or by his initials, T.R. Figuratively speaking, the "silver spoon" metaphor applies here. He was born into the wealthy Roosevelt Dutch family of progenitor Claes Mortenszen van Roosevelt, the first of this family to immigrate to New Amsterdam. Branches of his family tree contain two US presidents, as well as a multitude of other famous people in American history.

Theodore was a sickly child having severe asthma. Over time, through sheer determination, he overcame his handicap with herculean exercise routines. His aim was to become healthy and robust, and as an adult he was described as highly masculine. Home schooled, he became a lifelong naturalist and at a very young age so proficient in his knowledge of various sciences that he amazed everyone with his abilities. He attended Harvard, and in 1882 wrote his book *The Naval War of 1812* that became a classic. Versatile and acutely curious, he became an accomplished author, conservationist, explorer, historian, naturalist, politician, soldier and sportsman. The "call of the wild" also beckoned.

Fascinated by stories of our rugged West, in the fall of 1883 he made his first visit to the Badlands of the Dakota Territory. His occupation at the time was serving as a New York legislator. His main purpose on this trip was to see the vast wilderness, hunt buffalo and other game, and apply his extensive knowledge

of naturalism. During this time, he became a cowboy. Convinced that there were great prospects in the cattle business, and displaying his boundless enthusiasm to succeed in any venture he chose, he paid Sylvane Ferris and Bill Merrifield \$14,000 to purchase the Maltese Cross Brand located near Medora. He would meet cowboys in the Dakotas that would later become "Rough Riders" he would lead at the battle of San Juan Hill.

And there was growth. He expanded his operations and started other affiliated businesses. Railroads provided opportunities to send beef east. But his good fortunes wouldn't last. The catastrophic winter of 1886–87 saw to that. Described by locals and Native Americans as the most devastating and brutally cold winter in history, an estimated 75–85% of the range cattle perished. Roosevelt's \$80,000 investment was lost. He was essentially impoverished.

The old saying "you can't keep a good man down" comes to mind. Politics ensured that. With his trademark "gusto" he flourished. He would become the 26th US president, win a Nobel Peace Prize in 1906, be awarded a Posthumous Medal of Honor in 2001, and appropriate for this column's title, have his image carved into Mt. Rushmore overlooking his beloved Badlands. Many polls rank him as one of the greatest presidents in American history.

Perhaps Roosevelt's greatest legacy was his conservation achievements. Vast amounts of our country were set aside as National Parks. His interests here were almost religious to him. His inexhaustible conservation mindset was prominent in his selection for Mount Rushmore.

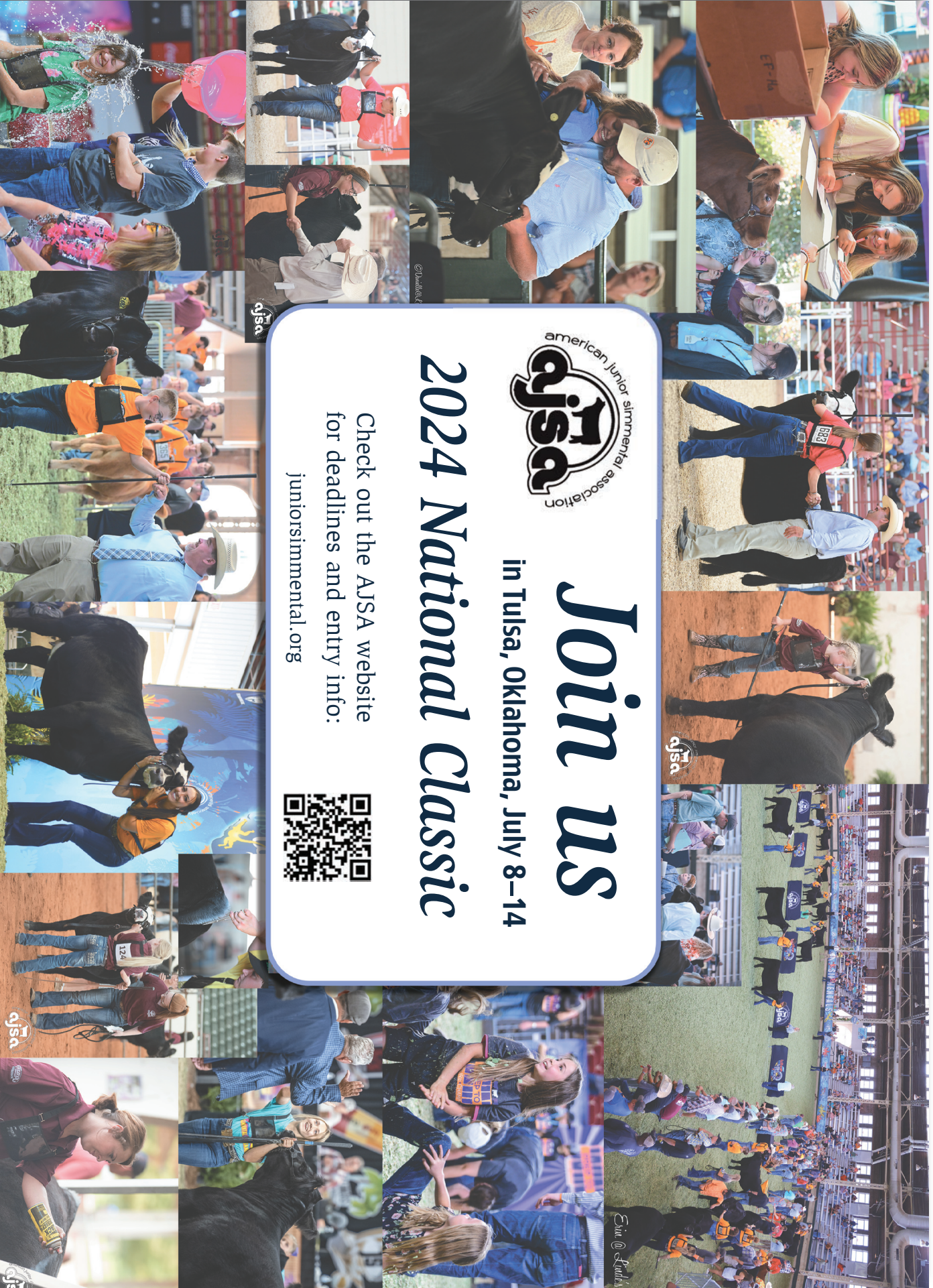
Edmund Morris' Pulitzer Prize winning biography, *The Rise of Theodore Roosevelt*, includes the following quote from Roosevelt: "If it had not been for my years in North Dakota, I never would have become President of the United States."

Countless professions, endeavors, and political camps can rightfully claim Teddy as their Pioneer. I think we can too! ■

Editor's note: This is the thirty-fourth in the series Our Pioneers.

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

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by Emerson Tarr, North Central Region



It is everyone's favorite time of year... Progress Through Performance (PTP) show season. The ASA just finished up at Cattlemen's Congress and the National Western Stock Show in Denver. Both events were a great success for our breed, being very well represented at both shows. Congratulations to all those exhibitors and breeders on a great start to the 2024 show season. The value of PTP-certified shows allows our breed to show the value of "Progress Through Performance," a balance of phenotypic and genotypic excellence, and recognizing those high-achieving cattle on their success through the Ring of Champions and People's Choice Award. Allowing the breeders and members to have a voice in this process keeps our membership involved and aware of winners in our breed. This winter includes PTP shows at the Fort Worth Stock Show and Rodeo (January 22 and January 26) and Dixie National Livestock Show (February 11). ■



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Visit event websites for show schedules.

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www.americanroyal.com

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November 2023

www.livestockexpo.org

*This is the National SimGenetics
Show for 2023–2024*

Cattlemen's Congress

January 2024

www.cattlemenscongress.com

National Western Stock Show

January 2024

www.nationalwestern.com

Fort Worth Stock Show

January 2024

www.fwssr.com

Dixie National Livestock Show

February 2024

www.dixienational.org

The American Simmental Association

is proud to sanction high-quality Purebred Simmental, Percentage Simmental, and Simbrah Progress Through Performance (PTP) shows throughout the country.

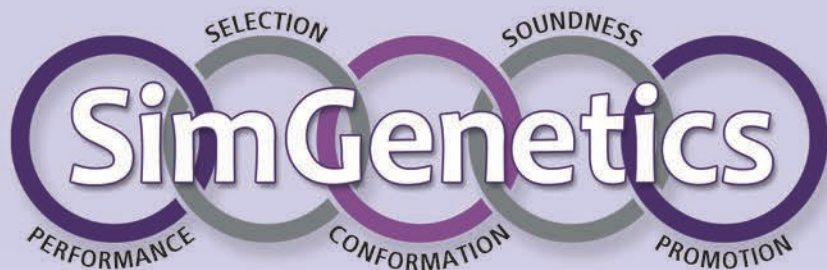
The PTP program is designed to promote multi-level progress within the SimGenetics industry. PTP shows effectively combine the assessment of statistical data, such as EPD and actual measurements, with traditional phenotype evaluation.

PTP Judges

PTP approved judges have been deemed as respectable and knowledgeable cattle evaluators by the ASA Board of Trustees Activities & Events (A&E) Committee. View the PTP approved judges list at: www.simmental.org.



ASA PTP RING OF CHAMPIONS 2023–2024



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2023 North American International Livestock Exposition
2024 Cattlemen's Congress
2024 National Western Stock Show
2024 Fort Worth Stock Show
2024 Dixie National Livestock Show

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

Qualifications

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

Additional information

PTP Coordinator
Chance Ujzdowski
920-740-7536
chanceu@simmgene.com



Veterinarian Reviews Steps for Cattle Producers Before and After Calving

Kansas State University

Kansas State University veterinarian Gregg Hanzlicek said being prepared ahead of calving season is the best way for producers to ensure they will bring home the newborn calves successfully.

“We’re approaching the end of the second trimester and moving into the third trimester, which means the metabolic demands of that cow or heifer are going to increase tremendously,” Hanzlicek said.

A key to having a successful calving and production season is for cows and heifers to be in the appropriate body condition, which according to Hanzlicek is a score of 5–7. He said he has seen many cattle in the 3–4 range in the past few months.

“We’re far enough away from calving that we can add condition to these cows and heifers without [creating] an economic burden,” he said. “It really comes down to having a formulated ration that is balanced for protein and energy.”

For those wanting to add scour vaccines to their prevention program, “it’s time to decide what vaccine they are going to use,” Hanzlicek said. “Look at the label and schedule on the calendar when they need to start vaccinating the cows and heifers.”

Hanzlicek said heifers will require two doses of the scours vaccine, while cows need one. The timing of those vaccines is “very, very important,” he said.

Also, Hanzlicek recommends establishing a clean calving area to help reduce the risk of scours. “There’s two major risk factors for scours,” he said. “One is the lack of colostrum consumption. The other is a contaminated environment that the babies are born into.”

Hanzlicek recommends having a location to move the pairs off the calving area to keep the calving facility less contaminated with the scour organisms.

Getting the calf here safely is another factor to consider. “Most operations are going to have to help at least one animal during the calving season,” Hanzlicek said. The last national survey indicated that one out of every 100 heifers and two out of every 100 adult cows will need assistance.

Being prepared to pull a calf is important. Hanzlicek said producers should have the following items on hand:

- Clean straps or chains
- OB sleeves
- Lube
- Working calf pullers
- Veterinarian’s phone number

Intervening at an appropriate time is important. “If we intervene too early and the cow or heifer is not dilated, we can injure the tissues and hurt the calf,” Hanzlicek said. “If we intervene too late, a lot of times that’s when we end up with stillborn calves.”

According to Hanzlicek, once a cow has reached the second stage of labor, they should give birth within 30 minutes. A heifer should calve within an hour. Second stage labor is when the heifer or cow can be observed experiencing uterine contractions, or the water-bag or calf’s feet are visible.

If assistance from the producer is needed, and they are unable to extract the calf within 15 minutes, then help — either a veterinarian or someone with more experience — should be called.

Following calving, the calf should be up and nursing within two hours, Hanzlicek said. If not, a colostrum replacer can be given to help get the calf started.

“Colostrum-based powders are the best way to go, and I would recommend that every producer have one or two bags of powder replacer on hand during the calving season,” Hanzlicek said.

Cattle on Feed Report Shows Slight Uptick

A recent Cattle on Feed report from USDA’s National Agricultural Statistics Service (NASS) revealed a 3% increase in on-feed numbers compared to the previous year. The rise is attributed to slower marketings in recent months, with daily average marketings averaging 87,000 head from January through June, increasing to 83,000 head from July through November.

In the last quarter of 2023, cattle on feed for over 120 days followed the seasonal pattern of decreasing but remained significantly higher than the previous year, up by 4% in October and 6% in both November and December.

Placements in feedlots were at the higher end of the pre-report range, reaching 98.1% of the previous year’s numbers. Larger cattle-feeding states, including Colorado, Kansas, Nebraska, and Texas, saw mixed placement numbers relative to the previous year, with a net placement decrease of 20,000 head across these states. The total cattle on feed surpassed 12 million head, with 75% of them located in these four states.

Colorado and Nebraska, along with Arizona, were the only states showing inventories below the previous year on December 1. Meanwhile, Kansas and Oklahoma experienced inventory builds of 7% and 16%, respectively.

While this year’s total inventory has followed the five-year average, reaching a peak in December, the pattern may shift in early 2024 if marketings do not increase, according to analysis from the Daily Livestock Report. The shift could resemble the pattern seen in 2022, with higher numbers in the first half of the year followed by lower numbers in the second half. Consequently, fed cattle prices are more likely to peak in the fourth quarter rather than the second quarter of 2024, the report said.

Slaughter and beef production have consistently lagged behind the previous year throughout this year, contributing to the sustained elevation of wholesale beef prices.

Despite the decline in slaughter, the number of cattle placed on feed has not experienced a similar decrease, leading to feedlots transitioning from being down 4.5% year-over-year in April to a +2% on-feed status in December.

Proper Vaccination Increases Calf Welfare and Value

by Paul Vining, Oklahoma State University Extension

In beef calf preconditioning programs, the importance of vaccinations to minimize respiratory illness related to bovine respiratory disease (BRD) cannot be overstated. The Oklahoma Quality Beef Network (OQBN) Vac-45 program mandates that calves receive two vaccinations against respiratory pathogens, with at least one being a modified live viral (MLV) vaccine. MLV vaccines, containing weakened viruses, elicit a more robust immune response compared to killed viral (KV) vaccines, which use inactivated viruses.

Research findings suggest that administering respiratory vaccinations after calves have departed the ranch of origin does not

significantly prevent BRD at the following stages of the beef supply chain. Hence, administering appropriate respiratory vaccines before sale and commingling is crucial for providing immunity during the stocker and feedlot stages of the beef supply chain.

A 2011 study conducted by Oklahoma State University consisted of 337 non-preconditioned, unvaccinated heifers sourced from western Kentucky. These heifers underwent evaluation during a 63-day backgrounding period before entering the feedlot finishing phase. The results revealed that heifers not requiring treatment for BRD, those treated once, twice, and three times, displayed a greater average net value of \$111.12, \$92.51, and \$20.62 above heifers considered chronically ill. These variations in net value primarily stemmed from differences in medical treatment costs and average daily gain (ADG).

Breaking down the medical costs, heifers treated for BRD once, twice, or three times, and those considered chronically ill, exhibited average higher costs of \$9.63, \$23.62, \$35.71, and \$35.34 compared to heifers that did not require BRD treatment. Furthermore, heifers treated for BRD once, twice, or three times, and those chronically ill, demonstrated ADGs that were 0.31 lbs., 0.93 lbs., 1.65 lbs., and 2.16 lbs. less than the ADG of heifers not requiring treatment for BRD.

In summary, proper vaccination against BRD-related pathogens during calthood establishes robust immunity. This not only enhances calf welfare but also improves performance and overall value throughout the beef supply chain.

BRD Treatment Frequency

Variable	Untreated (Healthy)	Once	Twice	Three Times	Chronically Ill
Beginning BW (lbs)	536	529	529	531	540
Purchase Price (\$/heifer)	606	601	599	602	591
ADG (lbs.)	3.11	2.80	2.18	1.46	0.95
Drug Cost (\$/heifer)	0.00	9.63	23.62	35.71	35.34
End BW (lbs)	731	705	665	624	580
End Price (\$/heifer)	705	682	649	612	573

Table 1. Economic and production effects of BRD for heifers during a 63-day backgrounding period.*

*Brooks, K.R., K.C. Raper, C.E. Ward, B.P. Holland, C.R. Krehibiell, and D.L. Step. (2011) Economic effects of bovine respiratory disease on feedlot cattle during backgrounding and finishing phases. *The Professional Animal Scientist*. Vol. 27. Pg. 195–203.

Fraud Alert: Don't Fall Victim to These Common Schemes

by *Cheyenne Kramer*, Bovine Veterinarian

Farmers routinely handle high-dollar transactions — and the nature of the payments, often through unsecure methods, leaves them susceptible to foul play.

Those insecure methods include mailing personal checks and buying parts from an unknown online vendor. However, one of

the biggest fraud trends that Angela Lewis, deposit control manager at Southern Bank in Chillicothe, Missouri, is seeing involves how many operations handle employee payroll.

“We see employees commit fraud, especially through written checks from employers,” Lewis says. “Employees will steal the account number and routing number off the bottom of checks and create fake checks.”

Mail fraud and check washing is another tactic that can quickly drain thousands of dollars from an account. “If you have mailed a check that was paid, but the recipient never received it, you may have been a victim of check washing. In fact, check washing is the number one form of fraud we are seeing with our business customers right now,” Lewis says.

Check washing typically involves a check being stolen from a mailbox and then a scammer “washes” the check in chemicals to remove the ink and/or uses a copier to print fake copies of the check. Other criminals can then purchase the fake checks and deposit them.

To protect your operation from scammers, Lewis shares the following tips:

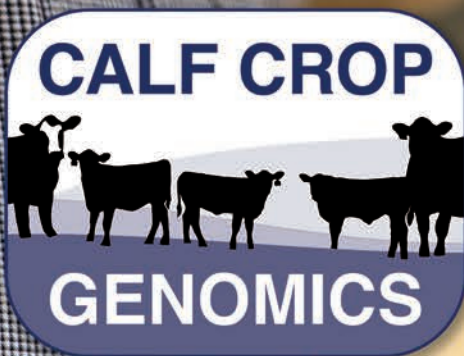
- **Use online banking.** “As a business, you should enroll in and use online banking daily to review copies of all checks issued to ensure they were not altered,” she says. “Also make sure to review the backs of checks to verify the endorsement information matches your intended payee.”
- **Follow up.** If you are going to mail checks, make it a habit to follow up with the people or businesses to make sure they receive it.
- **Switch to online payment options.** Your financial institution likely offers e-checks, ACH automatic drafts, or other online bill pay options.
- **Confirm the goods.** When it comes to making purchases from an unknown source, such as on Facebook Marketplace or Craigslist, Lewis shares that it’s a good idea to meet the seller in person and verify the goods prior to sending the money. “Newer scams we’re seeing involve the use of payment apps, such as Cash App, Paypal, Venmo, and Zelle, and social engineering to convince people to send money for fraudulent goods or services or to send money to fraudulent accounts,” Lewis says. “Once the funds have been sent, they are difficult to recover.”

If you do fall victim to a scam, there are a number of organizations, in addition to your bank, available to help. For example, several states have a division within their department of agriculture dedicated to this type of crime.

According to the Tennessee Department of Agriculture’s public information officer Kim Doddridge, the organization’s agriculture crimes unit is responsible for tracking and investigating crimes in Tennessee related to agriculture, forestry and wildland arson, animal health, and agribusinesses. While many of their cases are related to livestock cruelty, arson, and equipment theft, Doddridge shares they have dealt with reports of cattle purchasing scams, cattle selling scams, and email scams.

In addition, USDA’s Office of the Inspector General has a fraud hotline to report violations of laws and regulations in regard to USDA programs. These can be reported anonymously either online or by phone. ■

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Sample business card pages in the Register

Study Shows Beef, Dairy Could Help Fight Cancer

A new study said that beef and dairy might help the body fight off tumors. Scientists at the University of Chicago published the study in the journal, *Nature*, last week.

The study focused on a nutrient called trans-vaccenic acid (TVA), which is not naturally found in the human body but can be found in foods like beef and dairy.

The scientists said TVA plays a role in enhancing the function of immune cells (CD8 + T cells) and supporting immunity against tumors. The study suggested that TVA, derived from our diet, might be a valuable tool in boosting our body's ability to fight tumors, opening new possibilities for cancer treatment.

The study was funded by grants from the National Institute of Health, UChicago Biological Sciences Division Pilot Project Award, Ludwig Center at the University of Chicago, Sigal Fellowship in Immuno-oncology, The Margaret E. Early Medical Research Trust, AASLD Foundation, and Harborview Foundation Gift Fund.

Missouri Allocates \$25M for Meat Laboratory

The current Missouri state budget allocated \$25 million for the construction of a new meat laboratory, according to a report from MissouriNet.

During a Missouri House budget subcommittee hearing, Director of the Department of Agriculture Chris Chinn said that the one-time funding will cover the planning, construction, and design of the laboratory, which will be located on the University of Missouri's Columbia campus, the report said.

Chinn said that the university is currently in the process of selecting the architectural plans for the facility. The new laboratory aims to support training and research for the food science and animal science programs. Representative Greg Sharpe said the importance of reclaiming the meat industry and sees the laboratory as a significant asset for the state.

The project is expected to break ground in the near future.

Two States Set 2024 Small Processor Grant Programs

Officials in Nebraska and Vermont announced plans to provide financial support to small meat processors through separate programs valued at \$5.1 million and \$1.6 million, respectively.

The Nebraska Department of Agriculture intends to distribute the grants to small meat processors that plan to expand or improve their operations. Applicants must have annual revenues of less than \$2.5 million and employ fewer than 25 people, according to a news release.

The latest grant effort builds on the 2023 Independent Processor Assistance Program that distributed funds to 62 livestock producers and meat processors in Nebraska, the agency noted.

Meanwhile, the Vermont Agency of Agriculture, Food and Markets plans to offer grants of between \$35,000 and \$300,000 to meat processors and produce growers who are considering launching infrastructure improvements, addressing worker and food safety issues, and/or improving climate resilience and sustainability, the agency announced in a news release. Eligible

businesses must be registered within Vermont and can only use the funding for operational improvements.

Two New Florida Bills Aim at Cultivated Meat

Two Florida State lawmakers — State Sen. Jay Collins and State Rep. Danny Alvarez — have submitted legislative proposals (SB 1084 and HB 1071) aimed at strengthening the state's agricultural sector while taking aim at cultivated meat.

The bills would make it unlawful to “manufacture, sell or deliver, hold or offer for sale ‘cultivated meat’ for human consumption.”

“Florida’s agriculture industry is not only the backbone of our economy, [but] it is critical to our food security and the future prosperity of our state and nation,” Alvarez said in a statement. “I’m proud to stand with Florida’s farmers and ranchers with this important legislation that supports and defends their way of life.”

Submitted with support from Florida State Agriculture Commissioner Wilton Simpson, the bills followed soon after a similar bill (HB 435) was put forward by Florida House Republican Ryler Sirois in November of 2023. The cultivated meat language doesn't differ significantly from Sirois' bill, though these bills also include a series of semi-related agricultural protections.

The wide-ranging bills would also ensure criminal penalties for trespassing on commercial agricultural property; prohibit the harvest, transport, processing, or purchase of saw palmetto berries; make 4-H and Future Farmers of America activities excused absences for Florida schools; and ease restrictions around renewing professional and concealed weapon licenses.

The proposed bills come just six months after the USDA's Food Safety and Inspection Service announced that Upside Foods and Good Meat had completed the pre-market regulatory review process for cultivated meat. The companies subsequently began selling their product to restaurants in California and Washington, D.C.

Eight Reasons Why Beef-on-Dairy Makes the Perfect Cross

by Taylor Leach and Maureen Hanson, Bovine Veterinarian

The beef-on-dairy revolution is booming. What started as a trend more than a decade ago has quickly grown into a reliable profit stream for dairy farmers across the country. As milk prices continue to sink lower, more and more dairy producers are turning their attention to creating a healthy beef-cross calf to generate additional income for their farms.

“Even though we’ve gotten to a position where beef-on-dairy is becoming more well-known, the reality is dairymen have been beef producers all along – whether that’s been through cull cows or bull calves,” says Dale Woerner, Professor and Cargill Endowed Professor at Texas Tech University. “However, as beef prices have crept up, the beef-on-dairy segment has seen an explosion.”

Just five years ago there were approximately 25.4 million cattle fed through feedlots that were harvested year-over-year, according to Woerner. Traditionally, about 5.1 million of those animals had been purebred dairy heifers or steers. However, this number has seen a drastic change.

“Since 2018, we’ve seen a major shift with beef-on-dairy crossbreds. We don’t know exactly how many of these animals are coming through as crossbreds, but we’re confident that it’s

over 3.25 to 3.5 million head of beef-on-dairy cross animals that used to be strictly purebred dairy,” Woerner says.

This proportion has grown tremendously within the last few years, and it is estimated that almost 23% of the total number of fed steers and heifers within the US are actually coming from dairies.

So, what’s the reason for this recent spike? As a result of widespread drought across the mid- and southwest, the beef cow herd has shrunk significantly. However, with more and more dairies relying on beef-on-dairy calves to help turn a profit, these operations have helped fill the meat cases.

“The dairy segment of the beef industry has grown in significance the last few years even more so than it had traditionally,” Woerner adds. “It’s created the perfect storm and that’s why you’re seeing the exceptionally high values.”

As more dairy crossbreds make their way into the marketing chain, Woerner and his research team have closely examined the characteristics of these animals and the products they yield, compared to their full-blood dairy and beef cousins. Their findings regarding major performance and carcass data — via retrospective data evaluation, and their own research — include:

Feedlot growth

Close-out data evaluations show that the average daily gain and feed-to-gain ratio of crossbreds is significantly better than Holsteins and similar to conventional beef cattle. Woerner said crossbred finishing times that are about 20% faster than Holsteins promote a positive message about sustainability because they produce the same amount of beef in a shorter timeframe and on less total feed.

Quality grade

The Texas Tech researchers found the percentage of crossbreds that grade Choice or higher is roughly equal to, if not better than, conventional beef animals. They appear to inherit the superior marbling capability of their Holstein ancestors but at a faster finishing pace.

Carcass yield

Crossbreds have a lower dressing percentage than fullblood beef animals, at least partly because they are leaner and thus have lighter carcasses relative to their live weight. They have, on average, an intermediate fat thickness at the 12th rib between that of fullblood beef and dairy animals. Overall, they have higher red meat yield than dairy carcasses, and the best crossbreds are comparable to, or even better than, conventional beef cattle.

Eating quality

A recent study by Woerner’s group showed fullblood Holsteins still take first place in terms of tenderness, followed by crossbreds and then conventional beef. Crossbreds led among the three in terms of superior flavor, with the most “fat-like” and “buttery” flavor ratings. Overall, they were scored the second-most desirable in terms of eating quality behind Holsteins.

Meat color

A major downfall of traditional dairy beef is that it has a darker color and lacks the “cherry-red” appearance of conventional beef, which consumers prefer. The difference is so distinct that most retailers will not market dairy beef and conventional beef in the same meat case. The Texas Tech researchers found that crossbreeding removes the coloring problem, and also results in an additional 12–24 hours of color stability. “This is a

huge change in our industry,” Woerner says. “Rather than segregating Holsteins, we can now sell crossbreds together with conventional cattle.”

Muscle shape

The smaller, narrower, and more angular shape of finished Holstein loins has long been a drawback for dairy beef. The Texas Tech researchers found that crossbred longissimus (loin) muscles are larger and rounder than Holsteins, and that consumers could not distinguish their shape compared to those from conventional beef cattle.

Consistency

Dairy animals produce a consistent supply of offspring year-round, which helps improve market stability. Today’s dairy cattle also are highly consistent genetically, creating potential for excellent offspring consistency with correct sire matings.

Traceability

“Record-keeping on US dairies is superior to most conventional beef operations,” Woerner says. “That information on birthdate, performance data, and sire identification is highly valuable for branded beef programs and international markets.” ■

CORPORATE REPORT / Register

Tyson Foods Shareholders Request Child Labor Audit

Shareholders for Tyson Foods proposed an audit of the company’s child labor practices, according to a filing with the Securities and Exchange Commission.

The shareholders requested Tyson’s board of directors commission an independent third-party audit to assess the “effectiveness of the company’s policies and practices in preventing illegal child labor throughout its value chain.”

The proposal also suggested that a report on the audit should be made available to the public on the company’s website with the omission of proprietary information and pending litigation.

The audit would cover Tyson’s slaughter and processing facilities, third-party contractors and suppliers linked to child labor violations. The proposal also requested “meaningful consultation with workers, suppliers, and other relevant stakeholders to inform appropriate solutions and ensure compliance with federal law.”

The shareholder’s proposal referenced the Department of Labor’s investigation that found third-party cleaning service Packers Sanitation Services Inc. (PSSI) employed seven children to work in Tyson facilities in Arkansas and Tennessee.

The proposal cited Tyson’s longstanding zero-tolerance policy for child labor, but pointed out that the company has not spoken out against several states that have introduced bills to roll back child labor laws.

(Continued on page 46)

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Simmental-influenced cows are an average **74 lb. lighter** at maturity than Angus-sired counterparts.^a

Meanwhile, packers pay **\$20 to \$34 more** for SimAngus™ and Simmental-sired steers than English-sired calves.^b

Finally, raise efficient cows and high-performance calves. The proof is in the data – and the cash.

**STAND STRONG
SIMMENTAL**

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^aUSMARC, Zimmerman, M., et al., "Breed and heterotic effects for mature weight in beef cattle," *J. of Anim. Sci.*, Vol. 99, 2021. Adjusted for sire sampling, Angus was the heaviest at maturity among the 16 breeds evaluated. Solutions are deviations from Angus. YW EPDs were extracted from genetic evaluations conducted in 2019. Estimate of MWT differences at 6 years of age. The study considered 108,857 weight records from 5,156 crossbred cows sired by 787 bulls. ^bEffect of sire breed group on carcass value of feedlot cattle harvested through Tri-County Steer Carcass Futurity Cooperative, Lewis, Iowa, 2002 to 2018. Odde, K. & King, M. (March 2021). Kansas State University. Relationships Among Sire-Breed Group, Calf Sex and Year Group on Carcass Traits. Breeds represented in the English-sired group: Angus, Red Angus, South Devon, Hereford and Shorthorn.

SIMMENTAL

STANDOUTS

OMF **Epic** E27



LEADER FOR
BREED
REGISTRATIONS

ASA 3317371 • All-Around x Commander

Clemson **Elite** 41J



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PERFORMANCE
WITH ELITE
PHENOTYPE

ASA 4068318 • Copacetic x Upgrade

Dikeman's **Konza** 13K



MARBLING,
DOCILITY &
INDEX
IMPROVER

ASA 4053827 • Galileo x Yellowstone

Apex **Proclamation** DG949J



MAXIMIZE
GROWTH IN
MODERATE
PACKAGE

ASA 4075468 • Proclamation x Flint Hills

HILB **Oracle** C033R



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PROGENY WITH
STYLE

ASA 2993610 • Uprising x Goldmine

WCC/RRF **Troubadour** 0130H



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(Continued from page 43)

In March, Arkansas Governor Sarah Sanders signed a law that curtailed child labor protections. Tyson Foods has its headquarters in the state.

The Youth Hiring Act of 2023 does not require children under the age of 16 to obtain permission from the Division of Labor to get a job.

Tyson did not immediately respond to requests for comment, but the filing also showed the board of directors recommendation to reject the proposal, saying a third-party audit would be unnecessary and duplicative because of the enhanced policies put in place following the PSSI scandal.

Tyson Foods Alleged Target of Cyberattack

Tyson Foods was the alleged target of a November 2023 cyberattack, according to public statements by the offending ransomware group.

“It was a primary attack,” the group, named “Snatch,” alleged on the Telegram messaging app, adding it is in communication with Tyson, and has threatened to “expand the attack and get to the main servers of the company.”

The initial hack allegedly occurred mid-November, according to a report from The Cyber Express and additional Telegram messages from Snatch. On December 27, 2023, Snatch published on Telegram the confidential information about nearly a dozen Tyson executives.

“We continue publishing private information about people that influence millions of people,” Snatch’s Telegram message read. “Welcome Tyson Foods top management and their personal history.”

Snatch published the phone numbers, e-mail addresses, home addresses, and passwords of the executives.

In a September 20, 2023 report, the Cybersecurity & Infrastructure Security Agency (CISA) offered a “cybersecurity advisory” about Snatch.

“The Federal Bureau of Investigation (FBI) and the Cybersecurity and Infrastructure Security Agency (CISA) are releasing this joint cybersecurity assessment to disseminate known ransomware Indicators of Compromise (IOCs) and Tactics, Techniques, and Procedures (TTPs) associated with the Snatch ransomware variant identified through FBI investigations as recently as June 1, 2023,” the report read.

CISA continued, “Snatch threat actors conduct ransomware operations involving data exfiltration and double extortion. After data exfiltration often involves direct communications with victims demanding ransom, Snatch threat actors may threaten victims with double extortion, where the victims’ data will be posted on Snatch’s extortion blog if the ransom goes unpaid.” ■

Sponsorship Packages

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ASA **FALL
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August 23–27, 2024 | Amarillo, Texas

Contributions may be made to the
American Simmental-Simbrah Foundation
designated to the Fall Focus.

For more information about sponsoring
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504.230.6225 | mcdonaldfarms.bulls@gmail.com

Become a sponsor of ASA’s Fall Focus 2024 and enjoy the following:

Bronze (Under \$500):

- Name listed in Fall Focus program (must commit by June 25)
- Name included on sponsor poster
- Name on fallfocus.org

Silver (\$500 – \$3,499):

In addition to the above perks, silver donors also receive:

- Banner ad on fallfocus.org
- Designed 20- x 30-inch poster
- eNews recognition.
- Tabletop space by registration desk for business promotion.
- Slideshow promotion during breaks

Gold (\$3,500 and above):

In addition to the above perks, gold donors also receive:

- Ten minutes to address attendees

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NEARLY 2/3 OF THE OFFERING ARE EMBRYO CALVES FROM OUR VERY BEST COWS

120 YEARLING BULLS | 40 AGE ADVANTAGE BULLS | 115 REGISTERED BRED HEIFERS

DVAuction



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ASA: 4280972 • 3/4 SM 1/4 AN
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509L is one of the very best to ever set foot at the W/C!



W/C JOURNEYMAN Z80L
ASA: 4280952 • PB SM
OMF JOURNEYMAN J24 X W/C MISS WERNING 8543-1 CLONE
Selling 16 sons of OMF Journeyman J24!



W/C BEEF KING 6038L
ASA: 4280949 • 3/4 SM
W/C BEEF KING 1025F X W/C MISS WERNING 90G
An incredible red hide herd sire prospect that offers unparalleled quality and eye appeal!



W/C KAISER 6351L
ASA: 4281064 • PB SM
W/C KAISER 240J X W/C MISS WERNING 964G
He sells along side 5 full brothers! The first sons of the \$90,000 W/C Kaiser 240J to sell!



W/C HEAVY HITTER 7023L
ASA: 4281008 • PB SM
RFS HEAVY HITTER H45 X W/C MISS WERNING 7023E
Herd bulls with an elite combination of phenotype and EPD profiles will sell in volume on February 13!



W/C HEAVY HITTER 068L
ASA: 4281048 • 1/2 SM 1/2 AN
RFS HEAVY HITTER H45 X S A V BLACKCAP MAY 4136D
A tremendous SimGentic breeding piece that offers unmatched performance! His dam is the iconic S A V Blackcap May 4136D!



W/C MISS WERNING 224K
ASA: 4121107 • PB SM
WAGR DREAM CATCHER 03R X MISS WERNING 534R
Selling a 3 full sisters and done to the \$8 million producing Miss-Werning KP 8543U!



W/C MISS WERNING 2317K
ASA: 4300833 • PB SM
W/C VIP 005G X W/C MISS WERNING 793E
This eye appealing baldy female is supported by two shots of the legendary 8543U! She sells sale-in calf to MR SR 71 Right Now E1538!



W/C MISS WERNING 238K
ASA: 4121136 • PB SM
W/C BET ON RED 481H X W/C MISS WERNING 42B
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AMERICA'S COW

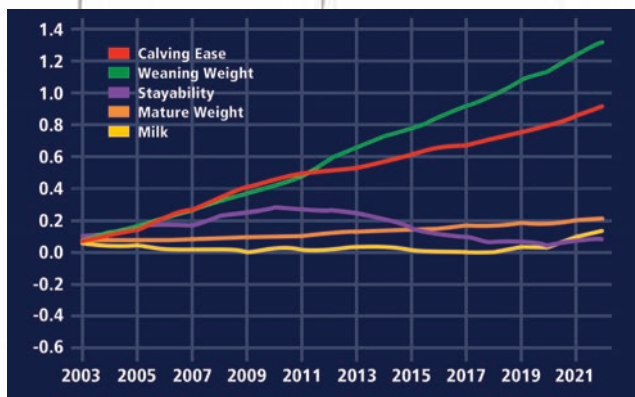
Simmental, SimAngus™, SimAngus HT, and Simbrah.

Meet America's all-purpose cow – gentle and consistent, with calves that give the heterosis boost commercial cattlemen need to stay profitable.

Simmental cows set the bar for fertility, weaning weights and exceptional calving ease suited to a variety of environments. Simmental cows are adaptable, built to last in heat, fescue or high altitudes.

Maternal Trait Genetic Trends

Purebred Simmental in past 20 years



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

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

Source: USDA MARC

\$All Purpose Index (\$API)

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

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

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

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

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

MORE MEANS MORE

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

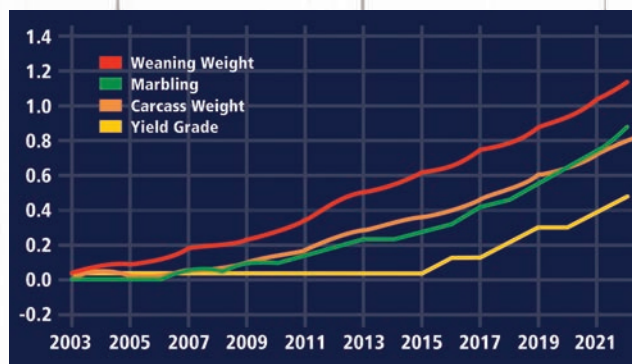
Simmental calves reliably perform in the feedyard – with better growth, better structure and fewer health problems. Simmental cattle add pounds without sacrificing marbling.

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

All to strengthen your bottom line.

Terminal Trait Genetic Trends

Purebred Simmental in past 20 years



\$Terminal Index (\$TI)

predicts profitability when all calves are harvested.

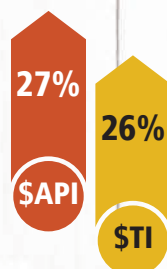
Trait	Simmental rank compared to other Continental breeds
Marbling	First
Carcass Weight	Second
Back Fat	Second
Post Weaning Gain	First

Source: USDA MARC

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

Did You Know?

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



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

Brazilian Packer Eyeing Majority of South American Beef Export Market

Minerva, the Brazil-based meatpacking giant, plans to grow in the coming years. According to recent comments from Chief Executive Fernando Queiroz, Minerva currently controls 40% of South America's beef export market, and by 2029, it plans to increase that share to 50%.

The comments were made at a company event on November 28, and were originally reported in Reuters. Central to Minerva's expansion plan is its acquisition of 11 cattle facilities from Marfrig. Valued at \$1.54 billion, the deal is expected to expand Minerva's cattle capacity by 44% to nearly 43,000 head/day, with annual net revenue increasing to \$10.3 billion.

Additionally, China announced in late September that it will begin purchasing beef from Colombia, where Minerva owns two beef facilities.

Beef Trade Reacts as Expected

by Derrell S. Peel, Oklahoma State University Extension

Declining cattle numbers has led to a year-over-year decrease in beef production and higher wholesale and retail beef prices. Under those market conditions, beef exports are expected to decrease and beef imports should increase — exactly the outcome observed through the latter part of 2023. The US dollar has remained generally strong against most currencies, adding additional headwinds to exports and increasing the import incentives.

The October livestock trade data showed that total beef exports were down 20.5% year-over-year, leading to a year-to-date total that is down 14.9% compared to the January–October period last year. Total beef imports for October were up 17.4% over one year ago, pushing beef imports in 2023 up 7.9%.

South Korea is the largest beef export market in 2023, with total exports down 17.7% for the January to October period compared to last year. Japan is a close second place with total beef exports in 2023 down 21.3% year-over-year. China/Hong Kong is the third-largest market, only slightly behind Japan, with year-to-date beef exports down 18.8%. Taiwan is the other major Asian market for US beef at the number six place, down 5.5% so far in 2023. The Asian markets combined account for 69.2% of year-to-date US beef exports. Mexico is the number-four beef export destination and is the only major market for US beef with higher exports this year. Beef exports to Mexico are up 13.7% year-over-year. This may reflect general recovery in the market for US beef in Mexico, which has been lower since 2020, and may also be partially due to the Mexican Peso being one of the few currencies that has strengthened to the US dollar recently. Canada is the fifth-largest market for US beef with the 2023 total unchanged from last year for the first ten months of 2023. The North American markets (Canada and Mexico) account for 19.0% of total beef exports in 2023.

Canada is the largest source of beef imports, with year-to-date beef imports up 2.5% year-over-year. Mexico is the number-two beef import source, with total imports in 2023 down 10.5% from last year. These two North American sources account for 44.3% of total imports in 2023. Australia is the third-largest beef import origin and is up 52.3% for the first ten months of the year. Australia has been down sharply the last two years due to reduced production in the country but has recovered significantly in 2023. New Zealand is the number-four beef import source and is up 34.2% year-over-year. Australia and New Zealand combined account for 31.4% of total beef imports so far this year. Brazil is the fifth-largest source of beef imports and is down 9.6% from one year ago. Brazil accounts for 12.6% of beef imports and combined with Uruguay and Argentina, makes the South American share of beef imports sum to 19.3% of total beef imports this year.

French National Assembly Joins Cultivated Meat Fight

Members of the French Republican Party have brought forward a bill in the National Assembly aimed at banning the production and commercialization of cultivated meat in the country, calling it “a real threat to livestock farming.”

“The purely utilitarian vision of food is the opposite of the French tradition, which sees food first and foremost as a cultural and social fact,” the text of law no. 1965 reads. “Companies in the sector justify themselves by specifying that their products are intended to replace low-end imported meat, produced in poor environmental and animal welfare conditions. But replacing ‘junk food’ with other ‘junk food’ is not progress.”

Italy passed and enacted its own similar anti-cultivated meat bill last month, and the state of Florida also proposed a bill banning production and sale within its borders. Croatia and Austria are reportedly working on similar bills, according to life science magazine *European Biotechnology*. ■

COW SENSE

Register

Ten questions designed to test your beef industry knowledge:

- Artificially manipulating the estrus cycle to cause a group of females to come into heat at the same time is known by what term?
- What term is given to an organism that lives on a host, benefitting from the host, often causing harm to the host?
- To calculate a frame score, what three pieces of information are needed?
- For what reason might some grains be processed before being fed to cattle?
- Which single factor most affects Yield Grade?
- What would be the adjusted 205-day weaning weight for a calf that weighed 80 pounds at birth and 580 pounds when weaned at 220 days?
- The great-great-grand sire provides what percentage of an animal's genetics?
- Who is the current CEO of the American Simmental Association?
- In what part of the body are beef cattle growth implants typically administered?
- What is the scientific name of “mad cow disease”? ■

Answers:

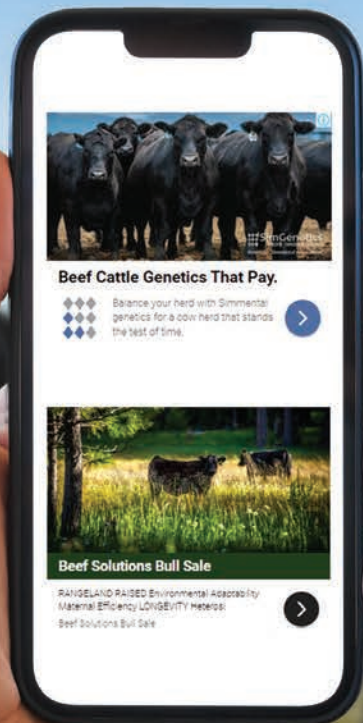
1. Herd synchronization; 2. Parasite; 3. Age, height, and sex; 4. Increased palatability; 5. Fat thickness; 6. 545 lbs.; 7. 6.25% or 1/16; 8. Dr. Wade Shafer; 9. The ear; 10. Bovine spongiform encephalopathy.

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6 ANGUS BULLS
34 BRED HEIFERS & PAIRS
1 PROVEN DONOR

NEW THIS YEAR!
OFFERING 15 FANCY
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KLER NEW ERA L16 | ASA: 4253927

KBHR Revolution H071 will be one of the featured sire groups in this year's sale offering with 13 direct progeny! This baldy herd sire prospect is a must see on sale day!



KLER KARL WAYNE 3035L | ASA: 4228839

3035L is a big spread herd sire prospect sired by KLER Promoter G15 and supported by the time tested SWC Ruby Yeti 143Y cow family! He posted an impressive 889 lb. weaning weight to ratio at 10#!



KLER TRUE BUILT 3011L | ASA: 4228815

3011L is one of the standout performance bulls in this year's offering. He charts top 4% WW, YW; top 10% ADG, REA, top 25% CW; TI He posted an impressive 947 lb. adjusted weaning weight to ratio at 10#!



HL KLER RED EMPIRE 171L | ASA: 4183078

An elite red hided calving ease specialist that is backed by a tremendous half-blood dam sired by PZC TMAS Firestorm 1800 ET!



KLER ANONYMOUS 3005L | ASA: 4228809

A powerhouse son of the \$180,000 W/C Fort Knox 609F that is supported by the legendary EKHC Red Jewel 760 donor dam. 3005L is a sale feature!



KLER SARGENT 3007L | ASA: 4228811

This dark red hided stud ranks among the top 10% of the breed for WW, YW, ADG; top 15% CW; top 25% TI. A performance driven stud!



KLER DIXIE CHICK 2065K | ASA: 4096000

Due to calve 1/17/24 to Five Star Jackson J10



KLER LET'S GO BARBIE 2031K | ASA: 4095972

Due to calve 4/4/24 to KLER Nation 2087K



KLER BEAUTY QUEEN 2085K | ASA: 4096019

Due to calve 3/23/24 to KLER Nation 2087K



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Dr. Michael Dikeman Edits *Encyclopedia of Meat Sciences Third Edition*




Dr. Michael Dikeman, Professor Emeritus of the Department of Animal Sciences and Industry at Kansas State University, served as the editor in chief of the third edition of the *Encyclopedia of Meat Sciences* recently published by UK publisher, Elsevier. The three-volume set is the most up-to-date reference work on topics central to agricultural and food sciences. There are over 250 chapters written by industry-leading experts, offering unparalleled coverage of the science and technology of production of animals, poultry, fish, and other species commonly “farmed” and/or harvested for meat; harvesting; processing; nutritional contributions; and consumer issues. An extensive chapter covers breeds, composites, and heterosis of beef cattle from the US Meat Animal Research Center.

New to this third edition are chapters covering the core scientific advancements of recent years, including gene editing of animals, sustainability, and zoonotic diseases. In addition, the



book introduces a templated chapter approach, thus providing consistency to the entire work and maximizing the clarity and accessibility of its content for the reader. Chapters include a variety of images, charts, graphs, and/or diagrams to enhance the text. ■




3.9.2024

BULLS OF *the Prairie*


1:00 pm at the ranch, Oakley, Kansas

Ranch is 5 miles West of Oakley, KS


Selling **35 Black & Red Simmental/SimAngus Bulls | 20-25 Black & Red Simmental/SimAngus Females**




CLRS Guardian 317G



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Sires include
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Double DOWN

W/C

5014E



ASA# 3336150
 PUREBRED SIMMENTAL
 HOMO POLLED
 HOMO BLACK

sire W/C EXECUTIVE ORDER 8543B **X** W/C MISS WERNING 5014C dam



DOUBLE DOWN daughters



DOUBLE DOWN sons



CE	BW	WW	YW	MCE	Milk	MWW	STAY	DOC	Marb	BF	REA	API	TI
13.8	-0.7	77.1	104.0	4.0	20.3	58.8	12.6	14.3	-0.08	-0.088	1.31	118.8	76.2

PROVEN CALVING EASE sire who will work on heifers and cows of any breed — Simmental, Angus, Clubby and more!

Consistently produces **COMPLETE CATTLE** that are razor-fronted and structurally sound cattle from the ground up!


The **\$105,000 SALE FEATURE** at Werning Cattle Company's 2018 bull sale! A sire with exceptional structure, a whistle front end, and eye appeal all cattlemen can appreciate!

CONVENTIONAL SEMEN- \$40/UNIT
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CATTLE Visions scan



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NORTH AMERICAN

INTERNATIONAL LIVESTOCK EXPOSITION

North American International Livestock Exposition

Junior Show

Dates: November 11–12, 2023
Location: Louisville, KY
Judge: Andy Higgins, TN

Purebred Simmental Females



Division I Champion
 “S&S Plenty Special 3038L,”
 s. by JSUL Something About Mary 8421,
 exh. by Addison Fennig, Coldwater, OH.



Reserve Division I Champion
 “S&S Main Foxy’s Favorite 3203L,”
 s. by JSUL Something About Mary 8421,
 exh. by Delaney Lucey, Glen Easton, WV.



Division II Champion
 “WCCO/WST Q’s Queen B 216L,”
 s. by W/C Relentless 32C,
 exh. by Emma Woodard, Cambridge, OH.

Reserve Division II Champion
 “JSUL Rosie 3103L,”
 s. by JSUL Something About Mary 8421,
 exh. by Makenna Hoppa, Fremont, MI.



Reserve Grand Champion and Division III Champion
 “JSUL Rosie 2637K,”
 s. by JSUL Something About Mary 8421,
 exh. by Zachary Buchanan, Waxahachie, TX.



Reserve Division III Champion
 “JSUL TSSC Red Rosie 2621K,”
 s. by JSUL Something About Mary 8421,
 exh. by Cali Baldwin, Winchester, IN.



Bred and Owned Champion and Division IV Champion
 “Rocking P Built To Love K067,”
 s. by Reckoning 711F,
 exh. by Josie Phillips, Maysville, KY.



Reserve Division IV Champion
 “JWC KC2 Vicki 278K,”
 s. by WLE Copacetic E02,
 exh. by Owen Weisinger, Fort Madison, IA.



Grand Champion and Division V Champion
 “TL Sadie 37K,”
 s. by SO Remedy 7F,
 exh. by Colt Roeder, Aledo, IL.



Reserve Division V Champion
 “Roxi’s Mary 1509K,”
 s. by JSUL Something About Mary 8421,
 exh. by Tyler Miller, Atlanta, IL.

Division VI Champion
 “WHF Summer 005J,”
 s. by SO Remedy 7F, exh. by Sara Sullivan,
 Dunlap, IA.



Reserve Division VI Champion
 “WHF Summer 004J,”
 s. by SO Remedy 7F,
 exh. by AnnLawrence Allen, Versailles, KY.

Percentage Females



Division I Champion
 “JTOF Fergie’s Lucky Lady,”
 s. by JSUL Something About Mary 8421,
 exh. by Colten Anderson, Lake Village, IN.



Reserve Division I Champion
 “S&S Cowan Dua Lipa 758L,”
 s. by Rose MC Encore 0463,
 exh. by Hadley Hendrickson, Farmland, IN.



Division II Champion
 “S&S Main She’s Got It,”
 s. by W/C Relentless 32C,
 exh. by Jessica Stockdale, Dayton, PA.



Reserve Division II Champion
 “JTOF Fancy’s Lorrie,”
 s. by HPF Quantum Leap Z952,
 exh. by Bailey Tomson, Westport, IN.

Division III Champion
 “JSUL Reba 2516K,” s. by THSF Lover Boy
 B33, exh. by Chase Harker, Hope, IN.

Reserve Division III Champion
 “Wallace Lucy 2160K,” s. by SJW Exit 44
 7111E, exh. by Tyler Abney, Watonga, OK.



**Reserve Grand Champion
 and Division IV Champion**
 “B C R Time To Shine 106K,”
 s. by SCC SCH 24 Karat 838,
 exh. by Chloe Clark, Muldrow, OK.



Reserve Division IV Champion
 “STCC Serena’s Crystal 120K,”
 s. by SCC SCH 24 Karat 838,
 exh. by Aribella Beins, Deweyville, UT.



Grand Champion and Division V Champion
 “OAKP RJ Lizzo K56,”
 s. by W/C Bankroll 811D,
 exh. by Sara Sullivan, Dunlap, IA.

Reserve Division V Champion
 “RBS Blown Away K208,” s. by Primetime,
 exh. by Addyson Lehman, West Liberty, IA.

(Continued on page 58)

(Continued from page 57)



**Bred and Owned Champion
and Division VI Champion**

“MBF Rhianna 12J,”
s. by Jass On The Mark 69D,
exh. by Samantha Roberts, Athens, TN.



Reserve Division VI Champion

“TSSC Sparkle 123J,”
s. by W/C Relentless 32C
exh. by Morgan Jackson, Kaufman, TX.

Open Show

Dates: November 14, 2023
Judges: Matt and Hunter Aggen, MN

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, Milk EPD, STAY EPD, Marbling EPD, Backfat EPD, REA EPD, \$API, and \$TI. EPD listed are as of 11/8/2023.

Percentage Show

Females



Grand Champion Cow/Calf Pair

“TMCK Snippet 850J,”
s. by GEFF County O,
Calf, “805L Snip Jr.,”
s. by WHF/JS/CCS Double Up G365,
exh. by Hearthstone Farm, Strausbaugh and
Porter Beck, Edison, OH.
7.1/78/116/1.4/12.2/11.3/.12/-047/.75/102/69
9.2/82/115/3.2/15.3/12/-04/-064/.83/99/69



Reserve Grand Champion Cow/Calf Pair

“TMCK Siren 837J,”
s. by GEFF County O,
Calf, “HF/CBSF Richard,”
s. by Lazy H Contender H1,
exh. by Hearthstone Farm, Strausbaugh and
Colton Beck, Edison, OH.
7/78/116/1.4/12.2/9.9/.12/-047/.75/99/69
8.8/71/106/1.15.7/11.2/.03/-077/.85/98/65

Cow/calf data is listed on two lines with the cow first.



Division I Champion

“Pugh Stertz Sheza Blackbird 50L,”
s. by JSUL Something About Mary 8421,
exh. by Stertzbach Cattle Co., Louisville, OH.
11/75/115/5.8/18.6/10.1/.23/-011/.53/111/72



Reserve Division I Champion

“S&S NXF TSSC Jennifer Anniston,”
s. by Mr HOC Broker,
exh. by Chancee Clark and Tim Schaeffer
Show Cattle, Muldrow, OK.
8.1/68/97/3.7/17.6/10.6/-04/-057/.45/88/60

Division II Champion

“LMAN JBOY Miss Brokers 308L ET,”
s. by SO Remedy 7F,
exh. by Allison Underwood and Boyert Show
Cattle, Ridgeway, OH.
8/76/119/2/18.7/7.9/-20/-081/.82/78/61



Reserve Division II Champion

“S&S Main She's Got It,”
s. by W/C Relentless 32C,
exh. by Jessica Stockdale and Tim Schaeffer
Show Cattle, Dayton, PA.
10.9/67/98/4.7/16/6.6/.40/-065/.64/111/72

Division III Champion

“S&S Foxy Lady 2611K,”
s. by SCC SCH 24 Karat 838,
exh. by John Davis III, Iva, SC.
5.7/77/110/2.2/21.4/11/- .13/- .039/.39/82/61



Reserve Division III Champion

“S&S Something To See 2604L,”
s. by JSUL Something About Mary 8421,
exh. by Jacob Stofer and Tim Schaeffer Show
Cattle, Warsaw, IN.
12.7/68/103/5.8/22.9/7.8/.12/- .047/.64/101/67



Division IV Champion

“B C R Time To Shine 106K,”
s. by SCC SCH 24 Karat 838,
exh. by Chloe Clark, Muldrow, OK.
9.1/77/108/3/20.1/12/.21/- .019/.32/109/72



Reserve Division IV Champion

“STCC Serena’s Crystal 120K,”
s. by SCC SCH 24 Karat 838,
exh. by Trennepohl Farms and Aribella Beins,
Middletown, IN.
5/82/121/.8/21.2/10/.15/- .045/.51/96/71



Grand Champion and Division V Champion

“OAKP RJ Lizzo K56,”
s. by W/C Bankroll 811D,
exh. by Sara Sullivan, Dunlap, IA.
8.8/70/100/3.9/16.6/10/.22/- .033/.75/105/69



**Reserve Grand Champion
and Reserve Division V Champion**

“Black Gold/PAW Ms Princess,”
s. by EC Rebel 156F,
exh. by Preston Hartman, Tecumseh, NE.
6.8/77/112/2.6/16.7/9.8/- .02/- .067/.61/87/64



Division VI Champion

“TSSC Sparkle 123J,”
s. by W/C Relentless 32C,
exh. by Morgan Jackson, Kaufman, TX.
8.7/89/131/1.9/17.9/14/.26/- .052/.59/117/78

Bulls



Division I Champion

“4KSC Upside,”
s. by WHF/JS/CCS Double Up G365,
exh. by Kristopher Kosal, Deckerville, MI.
10.8/78/109/4.7/17.1/11.6/.03/- .067/.62/103/69

Reserve Division I Champion

“FFSC Bonafide 72L,”
s. by W/C Loaded Up 1119Y,
exh. by Collin Fedderke, Napoleon, OH.
12.7/61/92/6.3/19.8/5.5/.08/- .093/.93/94/64

Division II Champion

“Harkers Medicine Man,”
s. by SO Remedy 7F,
exh. by Chase Harker, Hope, IN.
10.9/74/116/4.7/16.5/9.9/.02/- .092/.90/101/68



Reserve Division II Champion

“SVF Electrified L668,”
s. by SVF Freedom F807,
exh. by McKall Creek, Auburn, KY.
12.4/69/108/4.9/21.8/14.8/.11/- .076/.69/116/68

(Continued on page 60)

(Continued from page 59)



Division III Champion

“RP/CMFM Ante Up K084,”
s. by Silveiras Forbes 8088,
exh. by Circle M Farms and Rocking P
Livestock, Maysville, KY.
9.1/74/112/4.3/16.7/7.9/.48/-.020/.54/115/76



Reserve Division III Champion

“B&K/IVS/CTS Countermeasure 34K,”
s. by JSUL Something About Mary 8421,
exh. by Ivie & Sons, B&K Farms, and Gerdes
Show Cattle, Lawrenceburg, TN.
11/77/116/3.5/20.7/13/-.07-.050/.73/101/67



Division IV Champion

“MBF Antisocial,”
s. by THSF Lover Boy B33,
exh. by Samantha Roberts, Athens, TN.
9.9/73/105/4.4/22.9/13.6/.29/-.054/.54/121/75



Division V Champion

“Insurrection,”
s. by W/C Style 69E,
exh. by Diamond J Simmentals, Kaufman, TX.
10.1/63/94/4.4/22/14.3/.32/-.089/.56/120/69

Reserve Division V Champion

“SKR Rip K22,”
s. by Mr HOC Broker,
exh. by Kale Robison, Cushing, OK.
5.4/64/91/.3/16.1/7.4/.09/-.036/.44/83/59



**Grand Champion
and Division VI Champion**

“WHF/JS/CCS Woodford J001,”
s. by EGL Firesteel 103F,
exh. by Wayward Hill Farm and JS Simmentals,
Maxwell, IA.
13.1/85/121/4.4/22.1/20.3/.40/-.049/.64/150/86



**Reserve Grand Champion
and Reserve Division VI Champion**

“RP/CMFM John B J104,”
s. by HPF Quantum Leap Z952,
exh. by Red River Farms, Circle M Farms and
Rocking P Livestock, Grand Saline, TX.
8.3/93/141/2.3/15.3/7.8/.15/-.081/.64/102/78

Groups

Premier Exhibitor and Premier Breeder
Tim Schaeffer Show Cattle, Hagerstown, IN

Purebred Simmental Show

Females



Grand Champion Cow/Calf Pair

“TL Miss Mercy 40H,”
s. by TL Ledger,
Calf, “Logland Mercy 340L,”
s. by R/C SFI Creedence 417J,
exh. by Logland Farms, Roland, OK.
11.6/73/104/6.1/18.1/12.1/-.05/-.084/.71/110/69
10.7/79/117/4.8/20.1/1.9/-.08/-.088/.77/108/71



Reserve Grand Champion Cow/Calf Pair

“AKS Relentless Girl,”
s. by RS/Hill Relentless 348G,
Calf, “Relentless N Magic,”
s. by W/C Rest Easy 752G,
exh. by Orchard Acres, Brandon, WI.
10.6/70/105/4.7/18.1/11/-.13/-.075/.73/103/66
12.1/79/120/5.7/22.9/12.3/.06/-.081/.89/125/79

Cow/calf data is listed on two lines with the cow first.

(Continued on page 62)

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DCR Mr Landslide L043 ASA# 4276278

BD: 2/16/23
 Red • Homo Polled
 Adj. 205 WT: 804 lbs. • WWR: 102
 Adj. 365 WT: 1,436 lbs. • YW Ratio: 106
 Sire: DCR Mr Hard Impact H69 • Dam: DCR Ms Imperial J32

BW	WW	YW	Milk
-7	89	140	24
MWW	\$API	\$TI	
69	161	94	



DCR Mr Lamont L119 ASA# 4276265

BD: 2/15/23
 Red • Homo Polled
 Adj. 205 WT: 797 lbs. • WWR: 101
 Adj. 365 WT: 1,389 lbs. • YW Ratio: 103
 Sire: GW Hilger One 454H • Dam: DCR Ms U302 Red Deputy J160 ET

BW	WW	YW	Milk
1.4	87	133	27
MWW	\$API	\$TI	
70	147	85	



DCR Mr Lieutenant L137 ASA# 4276258

BD: 2/17/23
 Red • Homo Polled
 Adj. 205 WT: 919 lbs. • WWR: 116
 Adj. 365 WT: 1,439 lbs. • YW Ratio: 108
 Sire: KS Vanderbilt G220 • Dam: DCR Miss Radical H115

BW	WW	YW	Milk
3.5	103	156	27
MWW	\$API	\$TI	
78	140	93	



DCR Mr Landrover L128 ASA# 4276264

BD: 2/16/23
 Red • Homo Polled
 Adj. 205 WT: 873 lbs. • WWR: 111
 Adj. 365 WT: 1,482 lbs. • YW Ratio: 111
 Sire: KS Vanderbilt G220 • Dam: DCR Miss All-Aboard H120

BW	WW	YW	Milk
2.2	99	148	26
MWW	\$API	\$TI	
75	131	91	



DCR Mr Lock-Down L307 ASA# 4276221

BD: 3/9/23
 Hetero Black • Homo Polled
 Adj. 205 WT: 815 lbs. • WWR: 103
 Adj. 365 WT: 1,458 lbs. • YW Ratio: 109
 Sire: LBRS Genesis G69 • Dam: DCR Ms Everglad G130

BW	WW	YW	Milk
4.8	110	174	29
MWW	\$API	\$TI	
84	153	102	



DCR Mr Landlord L174 ASA# 4276250

BD: 2/22/23
 Homo Black • Homo Polled
 Adj. 205 WT: 905 lbs. • WWR: 115
 Adj. 365 WT: 1,563 lbs. • YW Ratio: 117
 Sire: BC1 Structure J111 • Dam: DCR Miss Denali H409

BW	WW	YW	Milk
4.7	107	166	30
MWW	\$API	\$TI	
84	151	98	



DCR Mr Landmark ET L076 ASA# 4276273

BD: 2/11/23
 Homo Black • Homo Polled
 Adj. 205 WT: 853 lbs. • WWR: ET
 Adj. 365 WT: 1,481 lbs. • YW Ratio: n/a
 Sire: DCR Mr Exclusive E28 • Dam: DCR Ms Top Grade C238

BW	WW	YW	Milk
3.5	94	147	30
MWW	\$321	\$TI	
77	130	86	



DCR Mr Lineman ET L084 ASA# 4276272

BD: 2/12/23
 Homo Black • Hetero Polled
 Adj. 205 WT: 838 lbs. • WWR: ET
 Adj. 365 WT: 1,530 lbs. • YW Ratio: n/a
 Sire: DCR Mr Exclusive E28 • Dam: DCR Ms Top Grade C238

BW	WW	Y3	Milk
4.4	92	152	32
MWW	\$API	\$TI	
78	122	81	

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(Continued from page 60)



Division I Champion

“RRF Miss Shawnee 018L,”
s. by Rocking P Private Stock H010,
exh. by Red River Farms and Abbie Melton,
Grand Saline, TX.
12.5/65/92/5.9/19.3/14.9/.31/-073/.50/138/76



Reserve Division I Champion

“JSUL Red Rosie 32L,”
s. by JSUL Something About Mary 8421,
exh. by Kylee Richardson, Wagoner, OK.
10.9/78/119/3.9/22.2/12.9/.05/-086/.94/119/75



Division II Champion

“JSUL Rosie 3133L,”
s. by JSUL Something About Mary 8421,
exh. by Eli Walther and Tim Schaeffer Show
Cattle, Centerville, IN.
10.9/8/119/3.9/22.2/12.9/.05/-086/.94/119/75



Reserve Division II Champion

“S&S TSSC She`s A Flirt 3042,”
s. by JSUL Something About Mary 8421,
exh. by Blakely Lemmon, Manchester, MD.
8.7/76/115/3.2/22.3/10.6/-10/-077/.087/100/68



Division III Champion

“WHF Andie 369K,”
s. by JSUL Something About Mary 8421,
exh. by Shelby Greiman, Goodell, IA.
10.5/82/120/4.2/27.2/13.8/-10/-084/.88/112/73



Reserve Division III Champion

“JSUL TSSC Red Rosie 2621K,”
s. by JSUL Something About Mary 8421,
exh. by Cali Baldwin and Tim Schaeffer Show
Cattle, Winchester, IN.
10.9/78/119/3.9/2.2/12.9/.05/-086/.94/119/75



Division IV Champion

“Rocking P Built To Love K067,”
s. by Reckoning 711F,
exh. by Circle M Farms and Rocking P
Livestock, Maysville, KY.
9.7/73/106/4.5/15.9/14.8/.03/-036/.65/120/72



Reserve Division IV Champion

“JWC KC2 Vicki 278K,”
s. by WLE Copacetic E02,
exh. by Owen Weisinger, Fort Madison, IA.
9.7/90/124/4.2/18.3/10.2/.00/-084/1.08/100/75



Grand Champion and Division V Champion

“UDE Hayleigh 5K,”
s. by SO Remedy 7F,
exh. by Brady Edge and Udell Cattle, West
Branch, IA.
10.1/87/137/4.8/18.5/10.9/-17/-112/.96/104/73



**Reserve Grand Champion
and Reserve Division V Champion**
“TL Sadie 37K,”

s. by SO Remedy 7F,
exh. by Colt Roeder, Aledo, IL.
11.4/76/114/4.1/14.7/10.7/.00/-092/.93/111/72

Division VI Champion

“WHF Summer 005J,”
s. by SO Remedy 7F,
exh. by Sara Sullivan, Dunlap, IA.
9.7/92/136/4.4/16/13.9/-019/-103/.80/111/76



Reserve Division VI Champion

“WHF Summer 004J,”
s. by SO Remedy 7F,
exh. by AnnLawrence Allen, Versailles, KY.
9.7/92/136/4.4/16/13.9/-019/-103/.80/111/76

Bulls



Division I Champion

“MLCC/RCKH Synchronicity 31L,”
s. by MLCC Simpatico H71D,
exh. by MadLuke Cattle and Rocking H
Simmentals, Arcadia, IN.
10.2/75/106/3.9/17/12.2/.01/-093/.68/113/72



Reserve Division I Champion

“Bates` Angel`s Lambeau 314L,”
s. by GEFF County O,
exh. by Dalaney Bates, Sebawaing, MI.
5.3/81/119/1.5/14.3/15.5/-02/-089/.99/113/72



Division II Champion

“Story To Tell 329L,”
s. by THSF Lover Boy B33,
exh. by Jami Hoblyn, York, NE.
9.5/87/124/3.5/20.9/12.7/.19/-085/.74/127/83



Reserve Division II Champion

“Leap and Bet But Black Jack,”
s. by W/C Bet On Red 481H,
exh. by Flat River Livestock, Greenville, MI.
11.2/79/115/4.7/20.2/8.7/.11/-080/1.01/115/77



Division III Champion

“MBF Louie V 18K,”
s. by CDI Innovator 325D,
exh. by Samantha Roberts, Athens, TN.
11.2/80/120/6.8/25.5/11.6/.24/-090/.95/130/83



Grand Champion and Division IV Champion

“TJSC Coping With Destiny 9K,”
s. by WLE Copacetic E02,
exh. by Jones Show Cattle, Elmore Cattle
Services, Diamond J Simmentals, and XTB
Cattle Co., Waukomis, OK.
9.8/83/118/3.9/18.1/14.5/-13/-097/.81/109/71

Reserve Division IV Champion

“Mr CCF Saddle Up,”
s. by Mr CCF The Duke,
exh. by C&C Farms, Jefferson, GA.
9.9/78/114/3.5/17.2/9.9/.01/-097/1.00/109/73



**Reserve Grand Champion
and Division V Champion**

“SO Remnant 418J,”
s. by SO Remedy 7F,
exh. by TC Reds and Sunset Oaks, Ringle, WI.
13.4/85/133/4/17.3/10/-16/-080/94/111/76

(Continued on page 64)

(Continued from page 63)



Reserve Division V Champion

“WHF Greater Good J45,”
s. by KCC1 Exclusive 116E,
exh. by Three Aces Cattle Co., Wayward Hill
Farm, Jared Werning Cattle, and Rosebud
Cattle Co., Clinton, TN.
14.6/85/121/5.7/14.5/11/14/-114/1.03/130/84

Groups

Premier Exhibitor

Tim Schaeffer Show Cattle, Hagerstown, IN.

Premier Breeder

Sara Sullivan, Dunlap, IA.



Herdsmen of the Year

Jason Elmore, Waukomis, OK

FSFF Fullblood Simmental Show

Date: November 12 and 14, 2023
Judges: Ryan Haefner, IL
(Challenge Cup);
Hunter and Matt Aggen, MN
(Pinnacle and Fleck Effect)

**The Challenge Cup
Junior Show**



**Bred and Owned Champion
and Junior Champion**

“Logland Dandy Tovie 302L,”
s. by Double Bar D POL Manchester,
exh. by Logan Smith, Roland, OK.



Reserve Junior Champion

“Logland Aquamarine 330L,”
s. by Willow Oaks Juneau,
exh. by Caroline Jones, Whitewright, TX.



Intermediate Champion

“TCBO Chaney,”
s. by Logland Arrow L03E,
exh. by Garrett Jones, Anna, TX.

Reserve Intermediate Champion

“Logland Sonic Ice 267K,”
s. by JB CDN Apache Junction 1831,
exh. by Landon Smith, Roland, OK.



Grand Champion and Senior Champion

“TCBO Augusta,”
s. by Outback Of Double Bar D,
exh. by Payton Klein, Charleston, AR.

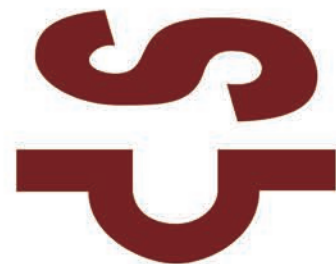


**Reserve Grand Champion
and Reserve Senior Champion**

“Logland Suebold Brandy 21K,”
s. by Logland Bya L37F,
exh. by Cade Tate, Muldrow, OK.

(Continued on page 66)

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EPDs	10.5	89.2	133.0	.27	4.0	84.7	40.9	129.0	80.3
%	10	1	1	2	35	2	1	1	1



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(Continued from page 64)

The Pinnacle XIII

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, Milk EPD, STAY EPD, Marbling EPD, Backfat EPD, REA EPD, \$API, and \$TI. EPD listed are as of 11/8/2023.

Females



Junior Champion

"FTA Queen's Jewel 4L,"
s. by Rugged R Bordeaux 0029H,
exh. by Ferme Terra Agri Inc., Grenville-sur-la-Rouge, QB.
2.4/74/107/-6/38.4/11.8/-18/-150/.91/85/63

Reserve Junior Champion

"Alliance Jasmine's Lady,"
s. by Anchor D Raptor 392C,
exh. by Alliance Simmental Farms, North Gower, ON.
6.4/87/129/4.1/42.2/14.7/-15/-130/.88/104/73

Intermediate Champion

"FGAF Duchess 126K,"
s. Double Bar D Chandler 39D, exh. by Ferme Gagnon Inc., Cheneville, QB.
7.5/67/98/4/38.9/15.4/-26/-136/.84/96/61

Reserve Intermediate Champion

"Logland Ruth Ann 260K,"
s. by JB CDN Apache Junction 1831,
exh. by Cade Austin, Muldrow, OK.
1.7/74/97/.8/41.7/13.5/-12/-156/.70/92/66



Grand Champion and Senior Champion

"FGAF Petra 101J,"
s. by Anchor D Raptor 392C,
exh. by Ferme Gagnon Inc., Cheneville, QB.
9.7/89/128/4.5/38.8/15.5/-13/-141-.76/112/76



Reserve Grand Champion and Reserve Senior Champion

"Logland Zantara 201K,"
s. by Rugged R Cavill,
exh. by Garrett Jones, Anna, TX.
14.9/59/84/9.3/33.1/16.6/-28/-148/.83/109/60



Grand Champion Cow/Calf Pair

"Snowdame Jasmine,"
s. by Sunny Valley Canon 86E,
Calf, "Alliance Jasmine's Lady,"
s. by Anchor D Raptor 392C,
exh. by Alliance Simmental Farms, North Gower, ON.
2.2/80/117/1.5/41.7/12/-14/-124/.95/89/67
6.4/87/129/4.1/42.2/14.7/-15/-130/.88/104/73



Reserve Grand Champion Cow/Calf Pair

"Evans 84J,"
s. by BHR Clark C709E,
Calf, "PBA Jo's Annie L618,"
s. by FSS Maxiumus,
exh. by Haley Ann Lynch, Southwick, MA.
-3.9/57/77/-2.6/43.3/14.9/-18/-125/.77/70/47
8.1/72/96/5/28.7/14/-11/-123/.79/104/67

Bulls



Junior Champion

"Alliance Polled Shamrock,"
s. by Rod Shamrock 10G,
exh. by Alliance Simmental Farms, North Gower, ON.
8.7/73/86/4.9/36.5/18.7/-09/-149/.95/111/66

Reserve Junior Champion

"FGAF Madness 044L,"
s. by Anchor D Raptor 392C,
exh. by Ferme Gagnon Inc., Cheneville, QB.
10.1/80/118/4.6/38.8/14.1/-12/-138/.76/110/72



Supreme Champion, Grand Champion, and Intermediate Champion
 “Alliance Raptor 2722,”

s. by Anchor D Raptor 392C,
 exh. by Alliance Simmental Farms, North Gower, ON.
 4.9/84/127/2.5/40.8/14.8/-01/-141/.86/111/76



Reserve Grand Champion and Reserve Intermediate Champion
 “Alliance Polled Bravo 2422,”

s. by Champs Bravo,
 exh. by Alliance Simmental Farms, North Gower, ON.
 10.4/77/101/4.3/38.4/9.8/-02/-130/.80/105/73

Groups

Premier Exhibitor
 Alliance Simmental Farms, North Gower, ON.

Premier Breeder
 TNT Simmental Farm, Cleveland, GA.

Fleck Effect VIII

Females

*indicates a percentage Simmental entry



Reserve Grand Champion and Junior Champion

“Hi Tech Latifah 108L,”
 s. by Mader The National 43E,
 exh. by Hi Tech Farms, Ingleside, ON.
 8.4/82/127/3.9/21.9/14.4/-09/-088/1.03/112/73

Reserve Junior Champion

“FTA Miss Futuria 16L,”
 s. by Mader Walk The Line 92J,
 exh. by Ferme Terra Agri Inc., Grenville-sur-la-Rouge, QB.
 7.7/86/125/4.6/28.7/12.9/-06/-119/.92/112/77

Intermediate Champion

“TNTS Francesca’s Freedom,”*
 s. by G A R Freedom,
 exh. by Mackenzie Sullens, Dahlonega, GA.
 13.2/78/123/9.1/30.5/11.46/-048/.97/133/84



Grand Champion and Senior Champion

“Hi Tech Karla ET 102K,”
 s. by SVS Captain Morgan 11Z,
 exh. by Hi Tech Farms, Ingleside, ON.
 7.8/84/126/6.3/30.6/11.1/-26/-108/.77/91/67

Reserve Senior Champion

“Brims Mabel K02,”*
 s. by VCC-LCC-Yoda Beefcake,
 exh. by Asa Morris Jr., Marengo, IN.
 8.6/64/88/5.2/27.6/6.2/.04/-100/.77/82/60

Bulls



Grand Champion

“BRMS Rip L123,”*
 s. by Freedoms King Tut,
 exh. by Asa Morris Jr., Marengo, IN.
 5/69/97/1.4/29.5/6.7/-07/-107/.84/73/59

Groups

Premier Exhibitor
 Hi Tech Farms, Ingleside, ON.

Premier Breeder
 Asa Morris Jr., Marengo, IN. ■

Triangle J Ranch's Fall Harvest Sale

November 5, 2023 • Miller, NE

No.	Category	Average
65	Bred Cows and Donors	\$4,670
235	Open Heifers	\$3,822
300	Total Lots	\$4,006

Auctioneer: Tracy Harl, NE
Representing ASA: Dr. Jack Whittier

High-Selling Lots:

- \$27,000 – PB Donor Cow, “TJ 28E,” s. by CCR Cowboy Cut, sold to Bar K Cattle, Tonasket, WA.
- \$22,500 – SimAngus Donor Cow, “TJ 95A,” s. by TJ Sharper Image 809U, sold to Wills Farms, Alliance.
- \$17,000 – PB Donor Cow, “TJ 9E,” s. by TJ Cowboy Up 529B, sold to Harris Cattle Ranch, St. Clairsville, OH.
- \$12,000 – PB Donor Cow, “TJ 59H,” s. by Camp Campbell E737, sold to P\T Livestock, Shoshoni, WY.
- \$9,500 – SimAngus Open Heifer, “TJ 24L,” s. by Mr Beef E141, sold to Matt Beach, Leonardville, MO.



Sale block.

Next Step Cattle Company's 11th Annual Sale

November 18, 2023 • Livingston, AL

No.	Category	Average
66	SM and SimAngus Bulls	\$4,412
11	Open Heifers	\$2,023
1	Herd Pick	\$5,000
78	Total Lots	\$4,083

Auctioneer: Chad Cracker Johnson, FL
Sale Manager: Allied Genetic Resources (AGR), IL
Representing ASA: Dr. Ashby Green



Jimmy and Kathleen Holliman work along with Corey Wilkins (AGR).



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Bichler Simmentals' 19th Annual Production Sale

November 20, 2023 • Linton, ND

No.	Category	Average
58	SM Bulls	\$5,806
45	SM Bred Heifers	\$4,348
1	Pick of the Heifer Calves	\$13,000
1	Donor Cow	\$8,000
7	Embryo Lots	\$1,093
112	Total Lots	\$5,009

Auctioneer: Tracy Harl, Wellington, CO
Sale Representatives: Scott Ressler, ND Stockman's Association; Tony Heins, *Cattle Business Weekly*; and Justin Dikoff, DVAuction.
Representing ASA: Russ Danielson

High-Selling Lots:

- \$25,000 – PB Bull, “BCLR Agent K9161,” s. by CDI Secret Agent 407C, sold to Kenner Simmentals, Leeds.
- \$13,000 – PB Bull, “BCLR Incognito K871,” s. by HHS Incognito 847G, sold to Jared Dalling, Hamer, ID.
- \$13,000 – Pick of the Heifer Calves, sold to Lazy C Diamond Simmental Ranch, Kintyre.
- \$11,000 – PB Bull, “BCLR Manifesto K384,” s. by BCLR Manifesto G352, sold to Kevin Healy, Irene, SD.
- \$10,000 – PB Bull, “BCLR Manifesto K742,” s. by BCLR Manifesto G352, sold to Kenner Simmentals, Leeds.

\$10,000 – PB Bred Heifer, “BCLR Miss Pursuit K250,” s. by ES Pursuit HD55-2, sold to Jared Dalling, Hamer, ID.

\$9,500 – PB Bull, “BCLR Dignified K381,” s. by BCLR Dignified G101, sold to Jared Dalling, Hamer, ID.

\$8,000 – PB Bred Heifer, “BCLR Miss Pursuit K256,” s. by ES Pursuit HD55-2, sold to Jared Dalling, Hamer, ID.



Welcome sign amid sunflowers, hay bales, and corn stubble.



View of the auction block, pre-sale.



Sale hosts, Doug and Maria Bichler.

Great Lakes Beef Connection Sale

November 25, 2023 • Clare, MI

No.	Category	Average
11	SM and SimAngus Bred Cows	\$3,727
110	SM and SimAngus Bred Heifers	\$5,194
121	SM and SimAngus Lots	\$5,061

Auctioneer: Jimmy Lambert, MI

Sale Manager: Allied Genetic Resources, IL

Representing ASA: Dr. Ashby Green



John Miller and Jimmy Lambert welcome buyers.



John Miller was presented this jacket by SimSpecialist, Dr. Ashby Green, in recognition of his long-standing membership and commitment to genetic progress in the breed as a dedicated Performance Advocate reporting eight traits.



Sale hosts, John and Connie Miller, offer warm hospitality the night before the sale.

Jewels of the Northland Sale

December 2, 2023 • Clara City, MN

No.	Category	Average
35	Bred Heifers	\$4,949
17.5	Open Heifers	\$8,750
52.5	Live Lots	\$6,226
12	Genetic Lots	\$2,110

Auctioneer: Jered Shipman, TX

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

Marketing Representatives: Val Eberspacher (EE); Austin Brandt, Midwest Marketer, IA; Andrew Swanson, MN; Mitch Armitage, OK; and Amanda Hilbrands, LiveAuctions.TV, MN.

Representing ASA: Russ Danielson

High Selling Lots:

\$27,000 – 1/2 interest in Open Heifer, “HILB Put A Ring On It L9H,” s. by Harker Unleashed, sold to Latzig Cattle Company, Murdock.

\$18,000 – Open Heifer, “HILB/WWS Miss Dalaya L905G,” s. by Rocking P Private Stock H010, sold to Travis Farms, Onley, IL.

\$16,000 – Open Heifer, “HILB/SS/FFS/DEL Red Carpet L57E,” s. by LLSF Vantage Point F398, sold to Erickson Cattle Company, Willmar.

\$12,000 – Open Heifer, “HILB Electric Slide L36C,” s. by GEF County O, sold to Owen Hardesty, Walkerton, IN.

\$10,000 – Open Heifer, “HILB Strawberry Wine L55E,” s. by JSUL Something About Mary 8421, sold to J&G Farms, Clara City.

\$9,500 – Bred Heifer, “HILB/Jass Lady Love 49K,” s. by HPF Quantum Leap Z952, bred to W/C Executive Order 8543B, sold to Jass Simmentals, Garner, IA.

\$9,500 – Bred Heifer, “BWF Miss Quevega 887K,” s. by HILB Oracle C033R, bred to WHF/JS/CCS/Double Up G365, sold to Jazlynn Hilbrands, Holloway.

\$7,000 – Open Heifer, “JLC/HILB Miss Aquamarine L2J,” s. by WHF/JS/CCS Double Up G365, sold to Lilly Wilkins, Blacksburg, SC.

Comments: Guest partners included: Jass Simmentals, Elm Mound Farms, White Wing Simmentals, Willow Creek Simmentals, Brookwood Farms, Latzig Cattle, and Thesing Riverside Ranch. Mark your calendars for Saturday, April 3, 2024, for our annual Passion for Perfection, Vol. 7 Sale.



Mark Hilbrands, sale host, visits with father/son team Keith and Kyle Hotz.



Steve and Dylan Lunning added females to their breeding program.



Dylan Hackett and Jewels host Amanda Hilbrands visit about sale details.



Trey Jass, Jass Simmental, was a guest breeder.

(Continued on page 70)

(Continued from page 69)

Western Choice Female Sale

December 2, 2023 • Billings, MT

No.	Category	Average
96	Bred Cows	\$2,210
31	Bred Heifers	\$3,436
33	Yearling Heifers	\$2,152
160	Total Lots	\$2,436

Auctioneer: Ty Thompsom, MT

Sale Manager: Marty Ropp and Rocky Forseth, Allied Genetic Resources (AGR), IL

Marketing Representatives: Todd Finke; Devin Murnin, *Western Livestock Journal*; and Jeff Thomas, *The Prairie Star*.

Representing ASA: Andy Roberts

High-Selling Lots:

\$12,500 – Pick of Bred Heifer from Black Summit Cattle Co., “BSUM 290K,” s. by CLRS Homeland 327H, cons. by Black Summit Cattle Co., sold to Deryl Riley, Arapahoe, NE.

\$9,000 – Bred Heifer, “LRS Ms Broadrange 282K,” s. by GIBBS 7382E Broad Range, cons. by Lassle Ranch Simmentals, sold to Eichacker Simmentals, Salem, SD.

\$6,000 – Bred Heifer, “Rymo Genesis Power 953K,” s. by LBRS Genesis G69, cons. by Rymo Cattle Co., sold to Little Bitterroot River Simmentals, Hot Springs.

\$5,500 – Bred Heifer, “LRS Ms Flat Iron,” s. by TJ Flat Iron 259G, cons. by Lassle Ranch Simmentals, sold to Sorenson Ranch, Grenora, ND.

\$5,500 – Bred Heifer, “MFSR Encore 56K,” s. by Hook’s Encore 65E, cons. by Miller Simmentals, sold to Rymo Cattle Co., Bonners Ferry, ID.

Comments: Consignors included: AOK Simmental, Chinook; Black Summit Cattle Co., Powell, WY; Rocky and Anna Forseth, Fairfield; Henry’s Fork Cattle Co., Rexburg, ID; Koch Cattle Co., Big Timber; Lassle Ranch Simmentals, Glendive; Miller Simmental, Gildford; Terry Powlesland, Laurel; and Rymo Cattle Company, Bonners Ferry, ID.



Inside the sale facility.

North Dakota Simmental Association’s 52nd Annual Classic Sale

December 9, 2023 • Mandan, ND

No.	Category	Average
33	Bred Heifers	\$4,758
1	Pick of the Herd – Quandt Bred Heifers	\$8,000
20	Open Heifers	\$3,472
8	Embryo Lots	\$1,744
61	Total Lots	\$4,072

Auctioneer: Tracy Harl, CO

Sale Manager: Jeff Thomas, MT

Sale Representatives: Todd Finke, Special Assignment; Kirby Goetsch, *Farm and Ranch Guide*; and Scott Ressler, ND Stockmen’s Association. Representing ASA: Perry Thomas and Russ Danielson

High-Selling Lots:

\$8,500 – Black PB Bred Heifer, “HSR Ms Falcon K491,” s. by LRS Falcon 442G, sold to Adams Ranch, Sheridan, WY.

\$8,000 – Pick of the Herd Bred Heifers from Quandt Cattle Company, sold to Double J Farms, Sherman, SD.

\$7,500 – Red PB Bred Heifer, “BBS Kamryn K241,” s. by TRAX Red River E84, sold to Ethan Staigle, Center.

\$7,000 – Black PB Bred Heifer, “DCR LFE Ms Riddler K350,” s. by LFE The Riddler 323B, sold to Emery Farms, Frederick SD.

\$6,000 – Red PB Open Heifer, “DSR Red Alure L301,” s. by Rockin H Captivate J75, sold to Nick Bastian, Roosevelt, UT.

\$5,000 – Black PB Open Heifer, “ZF Miss Clover 3041L,” s. by Hooks Beacon 56B, sold to Duck Creek Simmentals, Dickinson.



Taking bids.



Good-sized crowd on hand.



NDSA president Davis Kinn and auctioneer Tracy Harl.

Trauernicht Simmentals’ Platinum Standard Female Sale

December 10, 2023 • Wymore, NE

No.	Category	Average
59	SM, SimInfluenced and Red Angus Bred Heifers	\$4,006
23	Proven Cows	\$2,263
5	Fall Cow/Calf Pairs	\$4,500
2	SM and SimInfluenced Open Females	\$3,250
89	Total Lots	\$3,566

Auctioneer: Tracy Harl, CO

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

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE), NE; Randy Rasby, *Livestock Plus*, NE; Chris Beutler, NE; Corey Wilkins, Allied Genetic Resources, AL; and Mariah Miller, LiveAuctions.TV, IA.

High-Selling SimInfluenced Lots:

\$7,000 – Bred Heifer, “LHT Ms Chief 142K,” s. by TJ Chief 460G, bred to LCDR Progressive 106G, sold to 5N Farms, Sutton.

\$6,000 – Bred Heifer, “LHT Ms Mic Drop 217K” s. by Mr SR Mic Drop G1534, bred to TJ Gold Strike 506J, sold to 5N Farms, Sutton.

\$6,000 – Bred Heifer, “LHT Ms Chief 37K,” s. by TJ Chief 460G, bred to LCDR Progressive 106G, sold to DB Simmental, Arapahoe.

\$6,000 – Bred Heifer, “LHT Ms All Star 68K,” s. by LHT All Star 118G, bred to CLRS Jefferson 951J, sold to Drake Fast, Burlington Junction, MO.

- \$5,500 – Bred Heifer, “LHT Ms Cowboy 289K,” s. by LHT Mr Cowboy Cut 345E, bred to LCDR Progressive 106G, sold to P/T Livestock, Shoshoni, WY.
- \$5,250 – Bred Heifer, “LHT Ms Double Down 48K,” s. by W/C Double Down 5014E, bred to OMF Epic E27, sold to Luke Hunzeker, DeBois.
- \$5,250 – Fall Cow/Calf Pair, “LHT Ms Cowboy 317H,” s by W/C Executive Order 8543B, Heifer calf s. by KJM Husker 814, sold to Brandon Esau, Beatrice.
- \$5,250 – Bred Heifer, “LHT Ms Chief 52K,” s. by TJ Chief 460G, bred to CCR Fire Power 8081J, sold to Ryan Harms, Adams.
- \$5,250 – Bred Heifer, “LHT Ms 251K,” s. by BC1 Mr H002, bred to TJ Gold Strike 506J, sold to Keith Christensen, Hamlin, IA.
- \$5,250 – Bred Heifer, “LHT Ms Rain Fall 56K,” s. by S A V Rainfall 6846, bred to LCDR Progressive 106G, sold to Keith Christensen, Hamlin, IA.

Comments: Guest consignors were Neuman Farms and K&L Simmentals. Save the date for our Annual Bull Sale, Sunday, February 18, 2024.



Kade Christensen joined LHT as their commercial marketing representative.



Mother/daughter team Julie and Laurie Saathoff are long-time customers.



Luke Katz attended the sale with his father, Brent.



Scott and Lauren Hope Trauernicht welcome a large crowd to their sale.

Heartland Performance with Class Female Sale

December 22, 2023 • Waverly, IA

No.	Category	Average
14	Cow/Calf pairs	\$3,225
54	Bred Females	\$3,097
7	Open Females	\$2,621
75	Live Lots	\$3,077

Auctioneer: Phil Schooley, IA

Sale Manager: Eberspacher Enterprises (EE) Inc. MN

Marketing Representatives: Val Eberpsacher (EE): Andrew Swanson, Lee-AgriMedia, MN; Greg Miller, GEM Marketing, WI; Jeremie Ruble, Ruble Cattle Services, IA; Marshall Ruble, Ruble Cattle Services, IA; Jared Ruter, Lee-AgriMedia, IL; Dusty Horton, Humeston Livestock Exchange, IA; Nick Echard, IA; Ken Lynch, IA; and Amanda Hilbrands, LiveAuctions.TV, MN.

Representing ASA: Bert Moore

High-Selling Lots:

\$6,000 – Bred Female, “HL Ms Smooth Criminal J033,” s. by SK Smooth Criminal E174, bred to High Point Eagle J1274, sold to Michael Greiner, Grundy Center.

\$5,750 – Bred Female, “HL Ms Georgia K163,” s. by Mr HOC Broker, bred to BAS Money Maker J801, sold to Cole Alley, Corydon.

\$5,000 – Bred Female, “HL Ms Broken Judge J045,” s. by HL Broken Judge 901G, bred to Bar CK C154 1401J, sold to Echard Farms, Farmersburg.

\$4,900 – Bred Female, “HL Ms Fort Knox J036,” s. by W/C Fort Knox 609F, bred to Bar CK Red Empire 9153G, sold to Lynch Farms Lone Oak Beef, Pemberton, MN.

\$4,800 – Bred Female, “HL Ms Guardian K155,” s. by CLRS Guardian 317G, bred to BAS Money Make J801, sold to Echard Farms, Farmersburg.

\$4,000 – Cow/Calf Pair, “HL Ms JJ J175,” s. by 013G, Bull Calf, “HL Broken Bow L175, s. by Tri T Broken Bow 617 9096, sold to Fogt Farms LLC, Reinbeck.

\$4,000 – Cow/Calf Pair, “HL Ms Judge H110,” s. by SFG The Judge D633, Heifer Calf, “HL Ms Currency L110,” s. by Rubys Currency 128J, sold to Cole Alley, Corydon.

\$3,800 – Bred Female, “HL Ms Guardian KD5,” s. by CLRS Guardian 317G, bred to BAS Money maker J801, sold to Timothy Kolder, Aplington.

\$3,800 – Commercial Cow/Calf Pair, Heifer Calf at side, sold to Fogt Farms LLC, Reinbeck.

Comments: Buyers and bidders attended in person and online from across the country. Save the date for the Heartland Simmentals’ Spring Production Sale, April 27, 2024.



Kirk visits with customers Wesley Wood and granddaughter Meyer.



Earl Moss and Steve Jensen were among the buying crowd.



Nick and Ty Echard were guest breeders on the HL Sale.



Jake Martsching attended the sale with grandfather/auctioneer Phil Schooley. ■

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Nebraska cont.

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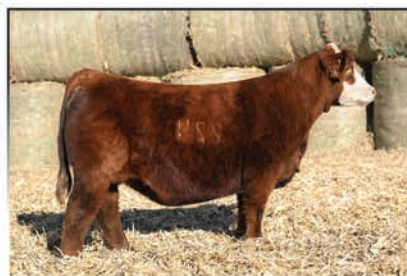
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THE Enrollment

Spring 2024 THE Enrollment – (dams calve January 1–June 30) –
Early enrollment open October 15 through **December 15, 2023**.
Late enrollment available until February 15, 2024.

Fall 2024 THE Enrollment – (dams calve July 1–December 31) –
Early enrollment open April 15 through **June 15, 2024**.
Late enrollment available until August 15, 2024.

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

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

	Option A (TR)	Option B (SR)	Option C	Option D (CM)
Early Enrollment	\$15.00	FREE	\$7.50	\$500/herd
*Late Enrollment	\$16.00	\$1.00	\$8.50	\$500/herd
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Fiscal year runs from July 1 – June 30

Registration Fees:

Registration Fees enrolled in THE

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Enrolled in Opt B or C >15 months	\$50

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ASA#4113850 • HHS MR ENTOURAGE 867B x MCC SUPERMAMA 7009
Homo Black Homo Polled Adj BW: 85 Adj WW: 864 Adj YW: 1442
EPDs/Rank: CE: 16.8 10% BW: -0.1 45% WW: 85.7 20% YW: 141.2 15%
API: 148.9 25% TI: 91.0 15%



HHS 825K • PB SM

ASA#4113848 • SFG COWBOY LOGIC D627 x HHS GEORGIA 802G
Hetero Black Homo Polled Adj BW: 85 Adj WW: 866 Adj YW: 1315
EPDs/Rank: CE: 12.5 35% BW: 1.5 55% WW: 93.6 10% YW: 148.2 5%
API: 146.9 25% TI: 95.7 5%



HHS OAKWOOD 271K • PB AN

AAA#20471998 • POSS DEADWOOD x SRF RRR ISABEL R0448
Adj BW: 81 Adj WW: 658 Adj YW: 1336
EPDs/Rank: CED: +4.70% BW: +9.45% WW: +78.15% YW: +143.10%
CW: +69.15% Marb: +.91 30% RE: +.84 25% Fat: -.008 25%

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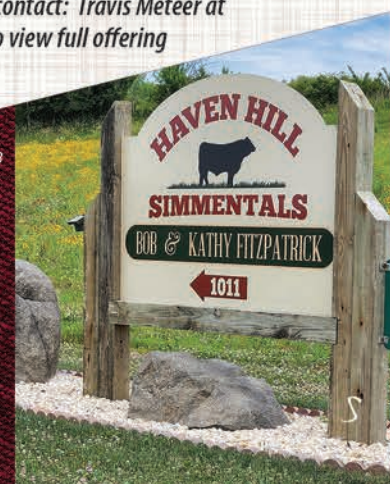


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- 1 Stavick Simmental's Annual Sale – Veblen, ND (pg. 75)
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- 2 Schooley Cattle's Annual Production Sale – Bloomfield, IA
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- 3 Klain Simmental Ranch's 42nd Annual Production Sale – Ruso, ND
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- 2 Powerline Genetics' PAP Tested Bull Sale — Castle Dale, UT
- 2 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA
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- 4 Midland Bull Test — Columbus, MT
- 5 Kansas Bull Test Sale — Green, KS
- 6 Belles and Bulls of the Bluegrass — Lexington, KY
- 6 Big Country Genetics Sale — Cody, WY
- 6 McDonald Farms' Annual "Pick of the Pen" Bull Sale — Blacksburg, VA
- 6 The Gathering at Shoal Creek — Excelsior Springs, MO
- 9 Thomas Ranch's 52nd Annual Bull Sale — Harrold, SD
- 13 Hilbrands Cattle Co.'s Passion 4 Perfection Sale — Clara City, MN
- 13 Lucas Cattle Company's Sale — Cross Timbers, MO
- 20 New Day Genetics' Sale — Salem, MO
- 20 Pigeon Mountain Spring Beef Builder Bull and Female Sale — Rome, GA
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- 20 Red Hill Farms' Maternal Monday Online Sale — www.redhillfarms.net

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- 18-22 AJSA Eastern Regional Classic — Hattiesburg, MS
- 26-29 AJSA Western Regional Classic — Miles City, MT

JULY

- 8-14 AJSA National Classic XLIV — Tulsa, OK

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- 2 WSFF Simmental Sale — Calgary, AB (pg. 23) ■

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1SM00186 KBHR **BOLD RULER** H152

Reg#: 3789539 | WS Proclamation E202 x WS Hot Beef X38

Homozygous Black | Homozygous Polled | Purebred Simmental

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SF	API	TI
18.0	-2.4	82.0	127.5	0.28	12.7	26.7	67.5	18.5	20.2	33.7	-0.26	0.76	-0.064	0.61	-0.36	189.6	103.0
.69	.85	.81	.77	.77	.39	.34	.45	.40	.71	.60	.46	.52	.48	.58	.05		
2%	5%	35%	25%	25%	1%	25%	25%	20%	1%	35%	1%					1%	2%

- › Bold Ruler is a Proclamation son out of the up-and-coming 106Z donor at Keller Broken Heart Ranch. This thick-made, deep-sided powerhouse is very sound and balanced in his design.
- › Bold Ruler offers outstanding EPDs. He's in the top percents for maternal and convenience traits, as well as top percents for both API and TI. Plus, he has the phenotypic quality to be a breed impact sire.



1SM00184 GIBBS 9114G **ESSENTIAL**

Reg#: 3716905 | Gibbs 7382E Broad Range x Hook's Broadway 11B

Homozygous Black | Homozygous Polled | Purebred Simmental

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SF	API	TI
16.6	-1.6	99.3	171.3	0.45	10.8	28.5	77.9	17.2	20.4	69.8	-0.26	0.49	-0.005	1.55	-0.42	178.6	107.0
.68	.86	.82	.81	.81	.38	.23	.35	.39	.76	.61	.48	.59	.54	.59	.03		
5%	10%	3%	1%	1%	2%	15%	2%	30%	1%	1%	10%			1%	10%	2%	1%

- › Essential is a purebred herd sire that rivals all others. He has separated himself from the pack as the #1 spread bull in the entire breed. His first progeny have moved his EPDs to over 16 CED and negative BW while holding 171 YW. Coupled with top rankings for both indexes, he is a true genetic powerhouse.
- › His combination of double-digit calving ease, growth, docility and index values put him in a league of his own.

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3/4 SimAngus™

W/C Fort Knox 609F

By W/C Bankroll 811D
EPD: CE: 11 \$API: 134 \$TI: 85



Full brother to
W/C Bankroll

W/C Pinnacle E80

By W/C Loaded Up 1119Y
EPD: CE: 14 \$API: 118 \$TI: 71



W/C Night Watch 84E

By CCR Anchor 9071B
EPD: CE: 18 \$API: 139 \$TI: 83



Rocking P Private Stock H010

By WLE Copacetic E02
EPD: CE: 13 \$API: 136 \$TI: 78



SSC Shell Shocked 44B

By Remington Secret Weapon 185
EPD: CE: 18 \$API: 138 \$TI: 74



THSF Lover Boy B33

By HTP/SVF Duracell T52
EPD: CE: 12 \$API: 148 \$TI: 91



JC King of the Road 468H

By KBHR High Road E283
EPD: CE: 14 \$API: 174 \$TI: 95



Ruby NFF Up The Ante 9171G

By Ruby's Currency 7134E
EPD: CE: 12 \$API: 120 \$TI: 68



ACLL Fortune 393D

By MR TR Hammer 308A ET
EPD: CE: 10 \$API: 91 \$TI: 67



W/C Double Down 5014E

By W/C Executive Order 8543B
EPD: CE: 15 \$API: 119 \$TI: 75



Only One 905K

By SFI Platinum F5Y
EPD: CE: 9 \$API: 96 \$TI: 64



Mr SR 71 Right Now E1538

By Hook's Bozeman 8B
EPD: CE: 15 \$API: 152 \$TI: 94



HOF New Era 1882J

By CLRS Guardian
EPD: CE: 15 \$API: 195 \$TI: 106



PAL/CLAC Meant To Be 823E

By Mr HOC Broker
EPD: CE: 11 \$API: 109 \$TI: 68



3/4 NAILE and
NWSS Champ

Reckoning 711F

By W/C Relentless 32C
EPD: CE: 8 \$API: 105 \$TI: 63



TJSC King of Diamonds 165E

By LLSF Pays To Believe ZU194
EPD: CE: 13 \$API: 114 \$TI: 69



PBF Red Paint F88

By W/C Executive Order 8543B
EPD: CE: 12 \$API: 122 \$TI: 72



SC Pay the Price C11

By CNS Pays to Dream T759
EPD: CE: 7 \$API: 113 \$TI: 78



JASS On The Mark 69D

By W/C Loaded Up 1119Y
EPD: CE: 11 \$API: 98 \$TI: 67



W/C Relentless 32C

By Yardley Utah Y361
EPD: CE: 10 \$API: 114 \$TI: 74



3/4 SimAngus™

WLE Copacetic E02

By HPF Quantum Leap Z952
EPD: CE: 13 \$API: 108 \$TI: 77



Holtkamp Clac Change Is Coming 7H

By WLE Copacetic E02
EPD: CE: 13 \$API: 105 \$TI: 73



W/C Cyclone 385H

By W/C Bankroll 811D
EPD: CE: 11 \$API: 137 \$TI: 80



3/4 SimAngus™

LLSF Vantage Point F398

By CCR Anchor 9071B
EPD: CE: 13 \$API: 116 \$TI: 85



WS Revival B26

By LLSF Uprising Z925
EPD: CE: 9 \$API: 104 \$TI: 66



LLSF Pays To Believe ZU194

By CNS Pays To Dream T759
EPD: CE: 10 \$API: 119 \$TI: 77



LLSF Dauntless K07

By HPF/HILL Uprising C104
EPD: CE: 13 \$API: 110 \$TI: 65



CLRS Guardian 317G

By Hook's Beacon 56B
EPD: CE: 16 \$API: 206 \$TI: 117



KSU Bald Eagle 53G

By Hook's Eagle 6E
EPD: CE: 16 \$API: 183 \$TI: 102



WLE Black Mamba G203

By WLE Copacetic E02
EPD: CE: 15 \$API: 138 \$TI: 82



Reserve Show
Bull of the Year

I Reckon 043J

By Reckoning 711F
EPD: CE: 11 \$API: 123 \$TI: 74



W/C Express Lane 29G

By Rubys Turnpike 771E
EPD: CE: 11 \$API: 123 \$TI: 74



CLRWTR Clear Advantage H4G

By LLSF Vantage Point F398
EPD: CE: 15 \$API: 164 \$TI: 102



Erixon Bitten 203A

By NCB Cobra 47Y
EPD: CE: 12 \$API: 135 \$TI: 87



LCDR Favor 149F

By LCDR Witness 541C
EPD: CE: 7 \$API: 128 \$TI: 95



LLW Card Merit 03H

By TL Ledger
EPD: CE: 10 \$API: 113 \$TI: 72



TL Ledger 106D

By Profit
EPD: CE: 11 \$API: 114 \$TI: 70



GCC New California 131J

By GEFF County O
EPD: CE: 3 \$API: 91 \$TI: 64



OBCC Kavanaugh F236

By OBCC Unfinished Business
EPD: CE: 13 \$API: 140 \$TI: 82



LLSF Favored One H98

By LCDR Favor
EPD: CE: 7 \$API: 128 \$TI: 95



Wheatland 3-D 1142J

By CKCC LD Dimension 8965
EPD: CE: 7 \$API: 121 \$TI: 75



WHF/JS/CCS Double Up G365

By W/C Double Down
EPD: CE: 11 \$API: 108 \$TI: 74



TJ 50K 485H

By TJ Teardrop
EPD: CE: 11 \$API: 158 \$TI: 88



W/C Style 69E

By Style 9303
EPD: CE: 15 \$API: 131 \$TI: 68



Mr Ishee Triple Trailblazer 018H

By KOCH Big Timber 685D
EPD: CE: 14 \$API: 145 \$TI: 81



HRCC Hondo 035

By W/C Bankroll
EPD: CE: 13 \$API: 115 \$TI: 79



CDI Innovator 325D

By TJ Main Event 503B
EPD: CE: 12 \$API: 135 \$TI: 92

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ES K146 5/8 SM
GW MAJOR MOVE 590E X CDI AUTHORITY 77X
BRED TO KBHR HONOR H060



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PB SM
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G974 X
CCR BOULDER 1339A



ES LE35 3/4 SM
LCDR PROGRESSIVE 106G X
TJ MAIN EVENT 503B



ES LH129-3 3/4 SM
CLRS HOMELAND 327H X
WS PROCLAMATION E202



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TIME B6
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CLRS JERICO 336J




ES K26 PB SM
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