

the Register

www.simmental.org

2024 Golden Book Winners Recognized

Two longtime breeders are recognized with the Association's highest honor.

Page 24



Cow Camp Ranch, Lost Springs, KS



Dr. Henry "Doc" Allen,
Wayward Hills Farms, Versailles, KY

Inside

ASA Fall Focus 2024

2024 Golden Book and
Lifetime Promoter Awards

Genetic Overhaul

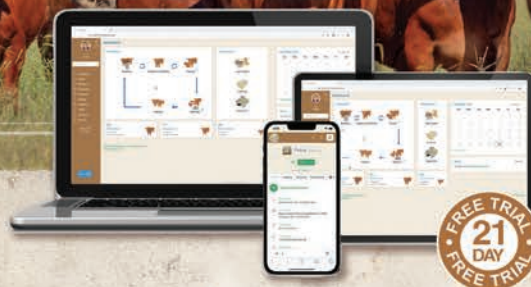
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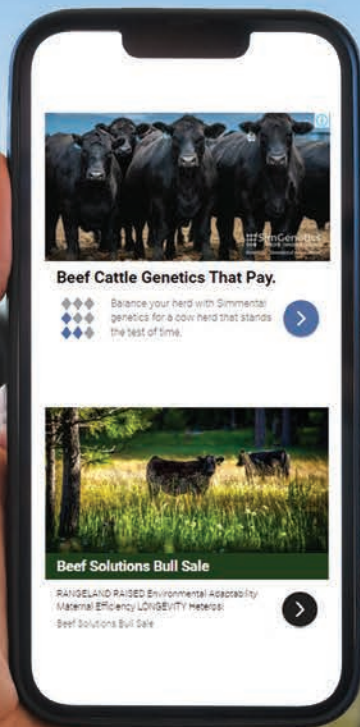
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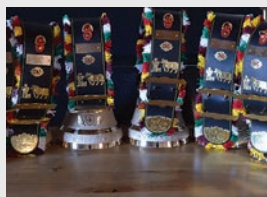
11

ASA Spotlight

Fall Focus 2024

by ASA Staff

Fall Focus 2024 comes to Amarillo, Texas, August 23–27. Tours, talks, and panel discussions on emergent beef industry topics — combined with socials and the opportunity to visit with ASA Board members — make this a must-attend event.



24 2024 Golden Book Awards

by Lilly Platts

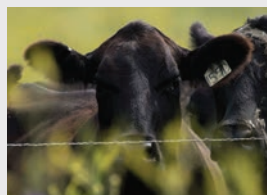
This year, two longtime Simmental breeders are awarded the Association's highest honor.



30 2024 Lifetime Promoter Award

by Lilly Platts

Pam Haley of Ohio is recognized this year for her significant contributions promoting the Simmental breed.



32 Genetic Overhaul

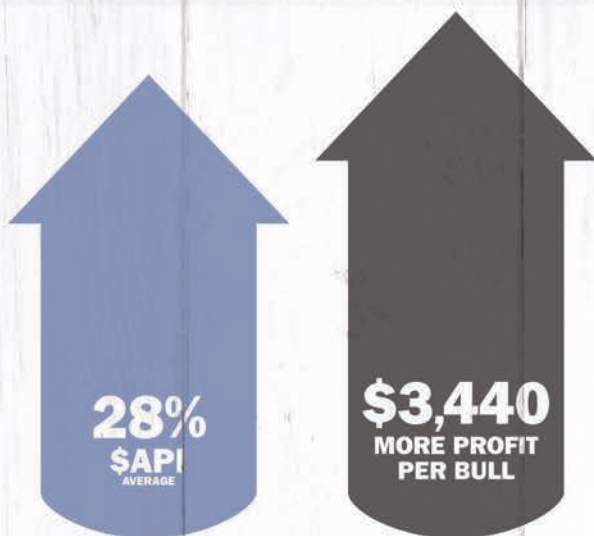
by Dr. Troy Rowan, University of Tennessee

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

CONTENTS

the Register ♦ July/August 2024 ♦ Volume 37, Number 9

Register

ASA Voices

- 8 Trustee Viewpoint
- 8 From the Headquarters
- 36 AJSA Connection

Data & DNA

- 34 Most Prolific Donor Cows
- 60 ASA Fee Schedule

ASA & State Updates

- 31 We Get Visitors
- 38 Fleckvieh Forum
- 40 Bulletins
- 41 State Scene
- 47 New Members

Industry Insight

- 41 Newsmakers
- 42 Beef Business
- 46 Cutting Edge
- 48 International
- 48 Corporate Report

Sales & Shows

- 50 Sale Results
- 62 Date Book

Cattle Trivia

- 63 Cow Sense

The Fine Print

- 64 Rates & Policies
- 66 Advertiser Index

The Brunner family's Cow Camp Ranch, and Dr. Henry Allen are the 2024 recipients of the Golden Book Award.

Pictured to the left: Tracy, Tanner, Kent, Noah, Nolan, Mark, and Bryant Brunner.

Pictured to the right: Dr. Henry Allen (left) with his wife, LouAnn, son, Chris, daughter-in-law, Sara, and granddaughters, AnnLawrence and Addison.



About the Cover

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



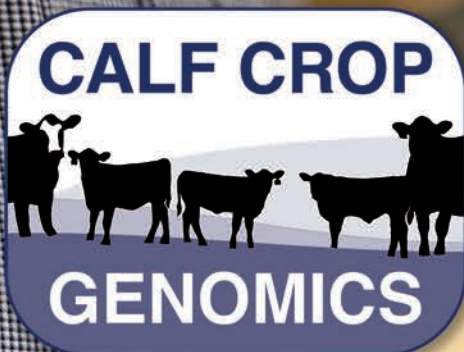
Periodicals Postage paid at Bozeman, MT, and at additional mailing offices.

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

POSTMASTER: Send address changes to the Register,
One Genetics Way, Bozeman, Montana 59718.

Printed in USA

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One Genetics Way, Bozeman, Montana 59718 USA

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Canada Publications Agreement Number: 1875183

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American Simmental Association

One Genetics Way, Bozeman, Montana 59718 USA

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North Central Region

Loren Trauernicht (2025)

901 E Pine Rd

Wymore, NE 68466 • 402.230.0812

mtrauernicht@diodecom.net

Matt Aggen (2026)

27133 146th St

Harmony, MN 55939 • 701.866.3544

mattaggen@hotmail.com

Troy Marple (2026)

9450 Michaels Rd

Westmoreland, KS 66549 • 785.250.0522

troy.j.marple@gmail.com

Tim Clark (2027)

1999 18th St NW

Turtle Lake, ND 58575 • 701.799.7752

Tim.Clark@hubbardfeeds.com

Eastern Region

Doug Parke (2024)

153 Bourbon Hills Dr

Paris, KY 40361 • 859.421.6100

office@dpsalesllc.com

Brandi Karisch (2026)

648 Polly Bell Rd

Starkville, MS 39759 • 225.717.3324

mbkcattle@gmail.com

Scott Trennepohl (2026)

6591 W 625 N

Middletown, IN 47356 • 765.620.1700

sttrennepohl@yahoo.com

Chris Ivie (2027)

PO Box 264

Summertown, TN 38483 • 931.215.0316

iviejc@usit.net

Mark Smith (2027)

304 Moeller Rd

Picayune, MS 39466 • 601.798.3399

smith5785@bellsouth.net

Western Region

Maureen Mai (2025)

427 Peaceful Way

Bonnors Ferry, ID 83805 • 208.660.2726

rymocattle@gmail.com

Ryan Thorson (2025)

1725 Road 261

Glendive, MT 59330 • 406.694.3722

ryanthorson7@gmail.com

Quin LaFollette (2026)

1476 Hwy 14A

Powell, WY 82435 • 307.899.3553

Quin@Blacksummitcattle.com

Chad Cook (2027)

PO Box 174

Walsh, CO 81090 • 719.529.0564

bridlebitsimm@gmail.com

South Central Region

Joseph Hensgens (2025)

136 Deer Park Ln

Rayne, LA 70578 • 985.992.9119

joeHensgens@yahoo.com

Greg Burden (2026)

890 VZ CR 2205

Canton, TX 75103 • 405.780.0372

greg.gbcsattle@gmail.com

Victor Guerra (2027)

PO Box 92

Linn, TX 78563 • 956.607.5515

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1051 NE 500 Rd

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Mark Your Calendar

August 23–27, 2024 Amarillo, Texas

August 23

Tours showcasing the Texas Panhandle's beef cattle industry

August 24

Educational Symposium featuring the industry's leading experts and Recognition Dinner

August 25–27

Board and committee meetings

Amarillo is the hub of one of the premier cattle feeding regions in the United States. Join fellow producers for Fall Focus 2024 and visit the area that markets over 25% of all US fed cattle annually.

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for more information.



by Chad Cook, Western Region

I sincerely hope that everyone involved in the Simmental breed has had an exceptional spring and that summer looks promising. After receiving the email saying it was my turn to write a Viewpoint for *the Register*, I thought it would be fitting to highlight some history of the American Simmental Association and Dr.

Wade Shafer's recent retirement announcement.

When I look at the history of our Association, it has been filled with many ups and downs. The foresight of the founding board members was brilliant. They were so far ahead of their time, and their commitment to performance data collection would be the

beginning of the Simmental story. They established many policies that were against the norm, including integrating computers to manage large amounts of data from performance testing, recognizing genetic diversity, embracing crossbreeding, and a willingness to include modern scientific genetics, among others. I would highly recommend reading *Simmental's American Journey* by Dr. Bob Hough, as it gives a detailed history of the Simmental breed in the United States.

Great strides were made through the 1970s and early 1980s. The frame explosion of the 80s took hold of the breed by trendsetters, with many university judging team coaches contributing. By the late 1980s, our breed had hit rock bottom. We were no longer an integral part of the beef industry. I remember sending half of our yearling bulls to slaughter because we just couldn't

(Continued)

FROM THE HEADQUARTERS

Register



by Dr. Jackie Atkins, director, Science and IGS Operations

It's almost show time for Fall Focus!

We are so excited about this year's Fall Focus in Amarillo, Texas. Talk about a center of beef cattle industry happenings. The faculty at West Texas A&M are rolling out a warm welcome to our group on Friday for a tour of their feedlot and meat lab,

an ultrasound demonstration, a beef sensory panel, and the Panhandle-Plains Historical Museum. Friday will end with a social and fun minor league baseball game back in Amarillo. Saturday is packed full of vital topics concerning the end product (beef), genetic evaluation, Ogallala aquifer, and labor shortages in production agriculture. Sunday through Tuesday, the committees and board meetings are open for all to join and participate in.

In coming up with the agenda, there is always so much more than we can pack in a day. This year's event is meant to set some foundational status reports for vital components of the beef industry but not just stopping there. With big weighty problems, it's easy to slip into fearful thinking without addressing what can be done about it. We actively sought out not only those who can provide the current status but also people who are innovating to find solutions.

Last year, we wove in a concept during Fall Focus of walking around the cylinder — trying to appreciate someone else's perspective that is different from yours as simply different. Not wrong. And when you hear something so different, getting curious instead of more dug-in on your own perspective.

This year's theme for me has been integrity. I recently came across a definition of integrity from James Dethmer. He describes integrity not as right or wrong or with the associated judgment that sometimes accompanies the term integrity. Instead, Dethmer defines integrity as being "energetically whole" and living

fully/authentically. The term integrity has shared roots with integer, meaning whole.

Dethmer suggests that our integrity is made up of four components: feeling your feelings, radical responsibility, candor, and doing what you say you will do. This resonated so much with me and feels much more thorough than most definitions of integrity. Feeling your feelings means knowing what you are feeling. Being aware of your feelings is preventative medicine for having your feelings drive poor behavior. We all have feelings — pretending we don't doesn't make them go away, but rather suppresses them until they have nothing to do but come out often in an unhealthy or unproductive way. Radical responsibility is something I feel many people in agriculture do well already. But even so, it can be hard at times not to fall into victim-type thinking. Taking care of your life and yourself is firmly on your shoulders, as is what you allow into your life. Candor — to have honest hard conversations — can be painful. Yet, just like your feelings, avoiding the hard conversations often means they eventually happen in a more painful, less healthy manner. And finally doing what you say you will do doesn't take much explanation but it doesn't mean it's easy (why is saying "No" so hard sometimes?). Commit to what you can commit to. Let go of the rest.

I think often with big abstract problems affecting all of us in the beef industry, it's hard to know what can be done to improve it. It's also hard to feel a sense of responsibility to even be the one who does anything about it. We all have busy lives jam-packed with things that are clearly our responsibility, so maybe figuring out how to solve something like production agriculture labor issues isn't something we can add to our to-do list. But then, whose job is it to figure out?

I hope you can join us for a candid and connected Fall Focus in Amarillo! ■

get them sold. As former ASA Trustee Tom Hook said in *Simmental's American Journey*, "We are winning a race we shouldn't have been running."

In 1991 with the breed at a crossroad, the Board voted to conduct a breed-wide Focus 2000 Conference. An ad hoc committee was formed consisting of Steve Reimer, Gordon Hodges, Willie Altenburg, Tom Risinger, Dr. Bruce Cunningham, and ASA staff member, Tom White. The University of Missouri and Dr. Jerry

Lipsey hosted the Focus 2000 in December of 1992 where the Simmental story began to shift. As a young member, I remember attending, and meeting Dr. Lipsey, and was very impressed with his passion and honesty. As breeders, we heard criticism that many did not want to hear. Panelists were quoted saying, "The cattle were too big when they reached Choice; too late maturing; and too large in mature size. Additionally, they had calving problems, were hard-doing, lacked vigor and were marred by color issues (spots, rat tails, diluters)." The lessons learned at Focus 2000 were acted upon with the hiring of Dr. Lipsey as Executive Vice President in 1996. His hard work and dedication made our breed relevant to the beef industry again. I would like to ask him someday how many feedyards, packing plants, sale barns, and commercial cow-calf operations he personally spoke to on behalf of our breed.

This moves us to 2024. After a long tenure of carrying on and adding to what Dr. Lipsey started, Dr. Wade Shafer has announced his retirement. Some of the accomplishments that Dr. Shafer has managed in his time as Executive Vice President include International Genetic Solutions, Total Herd Enrollment, the Cow Herd DNA Roundup, Calf Crop Genomics, and the building of the new headquarters, just to name a few.

As an Executive Committee member, I understand the great importance of hiring the Association's next Executive Vice President. We will do our best to find the next Dr. Lipsey and Dr. Shafer. Our breed is in a great place, and I hope that ten or 20 years down the road, the membership will say that the 2024 ASA Board of Trustees got it right! ■

American Simmental-Simbrah Foundation Cash Cow Fundraiser



Fall Focus • Amarillo, Texas • August 23-27, 2024



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Registration

The American Simmental Association is delighted to announce that registration for Fall Focus is free of charge (including meals). However, it is essential for planning purposes that all attendees register in advance. Those planning to attend may register at any time by visiting www.fallfocus.org.

Upon completing registration, the hotel reservation link will be emailed to you with the group rate available until July 23.



General Schedule

Friday, August 23

7:45 am – 3:30 pm

West Texas A&M University tours; Canyon, TX

Lunch will be provided during the tour. Tour attendees should arrive back to the hotel around 4:00 PM.

6:00 pm

Simmental Appreciation Night at Sod Poodles game; Hodgetown Stadium

Dinner will be provided. The game starts at 7:05 PM.



Saturday, August 24

7:00 am – 8:00 am

Simbrah committee meeting; Embassy Suites

8:00 am – 5:00 pm

Educational Symposium; Embassy Suites

Lunch will be provided.

6:00 pm

Recognition Dinner and Celebration; Embassy Suites

Sunday, August 25

8:00 am – 9:45 am

Town hall meeting; Embassy Suites

All are invited to join and participate in the discussion.

9:45 am – 3:30 pm

Committee meetings; Embassy Suites

Lunch will be provided. All are invited to stay and attend the committee meetings.

3:30 pm – 5:00 pm

Board meeting begins; Embassy Suites

All are invited to stay and attend the board meeting.

Monday, August 26

8:00 am – 12:00 pm

Board tour (Board of Trustees and staff only); off-site

2:00 pm – 5:30 pm

Board meeting continues; Embassy Suites

All are invited to stay and attend the board meeting. Lunch and dinner will NOT be provided.

Tuesday, August 27

7:00 am – 9:00 am Board meeting concludes; Embassy Suites

Be sure to keep reading for detailed schedules of each day!

Friday Schedule

August 23, 2024

Texas Agriculture Field Day

West Texas A&M (WTAMU) University Tours

7:45 am

Transportation departs for WTAMU from Embassy Suites by Hilton Amarillo

8:45 am

WTAMU Research Feedlot tour; Drs. John Richeson and Kendall Samuelson

10:00 am

Ultrasound demonstration; Dr. Tommy Perkins

11:00 am

Fat cattle trends panel discussion; Brandon Ford and Drs. John Richeson and Kendall Samuelson

12:00 pm

Lunch (provided)

1:00 pm

Choice of two WTAMU tours

- ♦ Panhandle-Plains Historical Museum (\$9 admission fee NOT included); self-guided
- ♦ WTAMU Meat Laboratory tour; Dr. Ty Lawrence and team

2:30 pm

Beef sensory panel; Dr. Ty Lawrence

3:30 pm

Transportation departs for Embassy Suites by Hilton from WTAMU



Sod Poodles Game and Dinner

6:00 pm

Dinner and socializing; Hodgetown Stadium
Hodgetown Stadium is a five-minute walk from the Embassy Suites.

7:05 pm

Amarillo Sod Poodles vs. Corpus Christi Hooks;
Hodgetown Stadium

Tour and Event Previews:

WTAMU Research Feedlot Tour

Tour and learn about the WT Research Feedlot with Drs. Richeson and Samuelson. The Research Feedlot is designed to be a scale model of the larger commercial feedlots in the Panhandle region and markets between 1,200 and 1,400 fed cattle annually from various research projects involving animal health, nutrition, and management.

Ultrasound Demonstration

Watch Dr. Tommy Perkins as he showcases the latest and greatest hardware and software systems utilized for body composition estimation in the beef industry. As an added bonus, the newest handheld wireless unit will be demonstrated during the presentation!

WTAMU Meat Laboratory Tour

Join Dr. Ty Lawrence on a tour of the WTAMU Meat Laboratory. The Meat Laboratory, which is part of the Caviness Meat Science and Innovation Center, consists of 4,550 square feet and houses a harvest floor, a hot carcass cooler, an aging cooler, a fabrication floor, a test kitchen, a smokehouse, and a retail sales area.

**Attendees must choose between the WTAMU Meat Laboratory tour and the Panhandle-Plains Historical Museum tour.*

Panhandle-Plains Historical Museum Tour

Explore Texas's largest history museum on a self-guided tour. From dinosaurs to conquistadors, visitors will get the opportunity to learn about Texas's rich history by viewing the exhibits of their choice. Participants in this tour will be responsible for paying their own museum admission fee (\$9). To learn more, visit www.panhandleplains.org.

**Attendees must choose between the WTAMU Meat Laboratory tour and the Panhandle-Plains Historical Museum tour.*

Beef Sensory Panel

Before departing the WTAMU campus, put your taste buds to the test as you evaluate the juiciness, tenderness, and flavor of various beef cuts while participating in a beef sensory panel with Dr. Ty Lawrence.

Sod Poodles Baseball Game

After a day of insightful experiences at West Texas A&M University, join fellow Fall Focus goers for a night at the ballpark as Simmentals and Sod Poodles come together! The Sod Poodles are Amarillo's own championship minor league baseball team. A designated area of the stadium will be reserved exclusively for Fall Focus attendees, and dinner will be provided.

2024 Annual ASA

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Educational Symposium

Saturday, August 24

Embassy Suites by Hilton Hotel

Welcome and Opening Comments

8:00 am ASA Board Chairman, Chris Ivie

Session I

End Product Awareness

8:30 am Yield Grade Challenges and Tallow Values; Ty Lawrence, PhD, West Texas A&M University

9:00 am Beef x Dairy Opportunities and Challenges; Dale Woerner, PhD, Texas Tech University

9:30 am Value Proposition for Beef: Knowing what the Consumer Wants in their Protein Selection; Bryon Wiegand, PhD, University of Missouri

10:00 am Break

10:20 am End Product Awareness panel discussion with Drs. Lawrence, Woerner, and Wiegand; moderated by Chip Kemp

Session II

Focus on the International Genetic Solutions (IGS) Multi-breed Genetic Evaluation

11:15 am IGS science team panel discussion with Wade Shafer, PhD; Jackie Atkins, PhD; Ryan Boldt; and Lane Giess; moderated by Chip Kemp

12:00 pm Lunch

Session III

Ogallala Aquifer and Water Concerns

1:30 pm State of the Ogallala Aquifer; Amy Bush, RMBJ Geo, Inc.

2:00 pm Extending the Life of the Aquifer; Janet Guthrie, North Plains Groundwater Conservation District

2:30 pm Ogallala Aquifer Q&A with Amy Bush and Janet Guthrie; moderated by Jackie Atkins

3:00 pm Break

Session IV

Workforce in Production Agriculture

3:30 pm State of Labor from Perspective of Texas Cattle Feeders; Ben Weinheimer, Texas Cattle Feeders Association

4:00 pm Connecting Candidate Employees to Employers More Effectively; Marty Ropp, New Acres/Allied Genetic Resources

4:30 pm Workforce Q&A with Ben Weinheimer and Marty Ropp; moderated by Jackie Atkins

5:00 pm Wrap-up

Meet Your Speakers

Jackie Atkins, PhD

Director of Science and IGS Operations



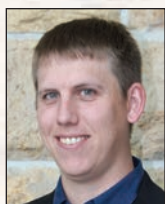
Jackie Atkins grew up in Mandan, North Dakota, and became involved with cattle breeding at an early age. Her parents owned a veterinary clinic with a heavy emphasis on beef cattle, and also had their own commercial cow-calf operation. Her father was an early adopter of AI and estrus synchronization, and Atkins spent much of her youth heat detecting, breeding, riding, and fencing, which sparked her interest in cattle and reproduction. She completed her

BS in Veterinary Biotechnology at Montana State University, and PhD and Masters in reproductive physiology at the University of Missouri. After graduation, she worked for Dr. Chuck Gue, Belgrade, Montana, as an embryologist for two years. This work involved significant travel, and upon having her first child, Atkins decided to transition.

A call from Dr. Jerry Lipsey led her to begin working on science projects for ASA in 2013. She now serves as ASA's Director of Science and Education. Atkins has been involved in many programs and events, including the Carcass Merit Program, Cow Herd DNA Roundup, and Fall Focus. Atkins is the mother of three girls, Hazel, Ada, and Greta. She spends much of her free time helping with homework, at her girls' events, gardening, and running.

Ryan Boldt

Lead Geneticist, International Genetic Solutions



Ryan Boldt is a native of northern Colorado, where he grew up on a small family farm. Boldt attended Texas Tech University, earning a BS in animal science. After graduation Boldt attended Colorado State University (CSU), where he earned a MS and is currently finishing a PhD. While he was attending CSU his research focused on genetic relationships between fertility and other commonly recorded phenotypes, as well as Bovine Respiratory Disease.

Boldt has previously been employed as the Director of Breed Improvement for the Red Angus Association of America. Today, he works as Lead Geneticist for International Genetic Solutions.

Amy Bush

Hydrologist, RMBJ Geo, Inc.



Amy D. Bush, PG, is a hydrologist with RMBJ Geo, Inc., with over 20 years of experience working with and for groundwater conservation districts and landowners in a variety of roles. She has a BS in hydrology and water resources engineering from Tarleton State University. Her professional passions are data management, GIS analysis, and coffee. After spending most of her life in the Texas Panhandle, she currently resides in Abilene. If she is not behind her

steering wheel or computer screen, you can find her chasing her kids or dogs, unless she has convinced them to chase each other so she can plan the next camping trip. Life is too short to be bored!

Brandon Ford

Associate Director of Cattle Procurement, Tyson Foods



Brandon Ford grew up on a small family farm outside of Ulysses in southwest Kansas. He graduated from Ulysses High School in 2002. Ford went on to judge livestock at Hutchinson Community College, and then transferred to Kansas State University where he graduated in 2006 with a bachelor's in animal science and industry. He started working for Tyson in September of 2015 as a senior cattle buyer in southwest Kansas. Today, he is the Associate

Director of Cattle Procurement for Kansas, Colorado, Oklahoma, New Mexico, and Texas.

Lane Giess

Geneticist & Director, American Simmental Association

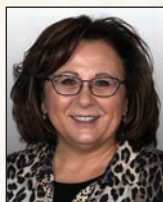


Lane Giess is a native of central Minnesota, where his family owns and operates a seedstock operation. Giess attended Kansas State University, earning a BS and MS in animal science. While working on his MS, Giess was involved in the Red Angus Association of America and ASA joint-funded prototype evaluation and scoring system development for feet and leg traits in beef cattle. This project led to the development of Beef Improvement Federation guidelines for

proper collection of feet and leg scores. Giess currently resides in Fort Collins, Colorado, where he is pursuing a PhD in animal breeding and genetics at Colorado State University. Giess is a director and serves as the lead geneticist for the American Simmental Association, and focuses on developing member education and research programs for the collection of rare and meaningful data for ASA membership.

Janet Guthrie

General Manager, North Plains Groundwater Conservation District



In 2023, Janet Guthrie was named the general manager of the North Plains Groundwater Conservation District, which extends over 7,335 square miles in the northern Texas Panhandle and encompasses all of Dallam, Hansford, Lipscomb, Ochiltree, and Sherman counties, as well as parts of Hartley, Hutchinson, and Moore counties. She brought with her over 22 years of groundwater management experience as the general manager of the Hemphill County Underground Water Conservation District. She currently serves as the treasurer of the Panhandle Regional Water Planning Group, and the Texas Alliance of Groundwater Districts. Guthrie grew up in a farm and ranching community in the Texas Panhandle, and now owns and operates a cow-calf operation in Texas and Oklahoma with her husband, Lynn.

Meet Your Speakers

Chris Ivie

Chairman, ASA Board of Trustees



Ivie owns and operates Ivie and Sons Simmentals alongside his wife, Tammy, and family near Lawrenceburg, Tennessee. 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.

Chip Kemp

Director, ASA & IGS Commercial and Industry Operations



Chip Kemp works to highlight credible and cost-effective profit prediction tools to serious producers and various industry partners alike. Data-driven seedstock producers and their customers benefit from the most powerful genetic evaluation on the planet, and the novel approaches stemming from that evaluation. Kemp regularly underscores the value of ASA's suite of commercial programs and the IGS Feeder Profit Calculator. Prior to joining ASA, Kemp was a faculty member of animal science at the University of Missouri where he received the College of Agriculture's Distinguished Faculty and Outstanding Advisor awards and the University's Outstanding Educator award. He is a previous recipient of the Missouri Department of Agriculture's Livestock Leadership Award. He resides in the heart of fescue country in central Missouri.

Ty Lawrence, PhD

Professor, West Texas A&M University



Ty E. Lawrence is a professor of animal science at West Texas A&M University (WTAMU). He was reared on a cow-calf operation near Dalhart, Texas, before pursuing formal education at WTAMU (BS, MS) and Kansas State University (PhD). Lawrence spent two years with Smithfield in the position of research manager for pork harvest and processing facilities on the eastern seaboard before entering his academic career. In his current position at WTAMU, he has taught over 2,500 undergraduate and graduate students in 14 different animal, food, and meat science courses. He has advised five PhD and 37 MS students. In addition, Dr. Lawrence is the director of the WTAMU Beef Carcass Research Center, which annually evaluates 200,000+ cattle for a variety of research projects. His research activities focus on improving the yield, quality, and safety of red meat products and have resulted in the publication of more than 115 peer-reviewed scientific journal manuscripts.

Dr. Lawrence has received the AMSA Distinguished Achievement Award and the Distinguished Extension-Industry Award, was a recipient of the inaugural 40 under 40 awards in Agriculture from the Vance Publishing Group, and holds the Caviness Davis Distinguished Chair in Meat Science.

Tommy Perkins, PhD

Associate Professor, West Texas A&M University



Tommy Perkins, PhD, is a graduate of West Texas A&M University, where he was recognized as a Graduate of Distinction by the Department of Agriculture in 2014. He earned his doctoral degree in animal breeding from Texas Tech University in 1992. He served as a professor at Missouri State University and Texas State University for nearly 20 years, where his professional career is most noted for excellence in the field of beef cattle ultrasound.

Perkins has previously served on the Beef Improvement Federation (BIF) Board of Directors, and also currently serves as chairman of the BIF End Product Committee. Additionally, Perkins has served on the board of directors for the Texas Beef Council, Beef Promotion and Research Council of Texas, the National Pedigreed Livestock Council, and the United States Livestock Genetics Export Council. He completed a two-year term as president of the Beef Breeds Council after serving as their director for ten years.

He currently serves as Associate Professor and is holder of the Dean Hawkins Endowed Distinguished Chair for Cow Calf Management at West Texas A&M University in Canyon, Texas.

John Richeson, PhD

Professor, West Texas A&M University



Dr. John Richeson is the Paul Engler Professor of Beef Cattle Feedlot Management and faculty supervisor of the Research Feedlot at West Texas A&M University. Richeson teaches both undergraduate and graduate courses, is an advisory board member for several cattle industry organizations, and currently serves as executive committee member for the Plains Nutrition Council and as Chairman of the Board of Directors for the Professional Animal Auditor Certification Organization (PAACO). He received his BS, MS, and PhD in Animal Science from Oklahoma State University (2000), Texas Tech University (2004), and University of Arkansas (2011), respectively. Between academic pursuits, he was employed by a major cattle feeding company in Colorado after earning his BS, and the University of Arkansas Division of Agriculture Cooperative Extension Service after completing his MS degree. Research interests include evaluating management, nutritional, and immunological manipulations to improve the welfare, health and growth of beef and dairy cattle. Additional research efforts have focused on evaluation of biomarker and behavior assessment technology to assist in the prediction and early detection of bovine respiratory disease. Delayed vaccination and targeted metaphylaxis are important concepts within the beef production system that Dr. Richeson and his colleagues and students' research have facilitated. John has advised or co-advised 35 MS and PhD graduate students and is especially fond of the relationships built with students and collaborators since becoming an Assistant Professor in 2011. John has published over 100 referred abstracts, 71 peer-reviewed journal articles, and six review manuscripts and book chapters.

Marty Ropp

Managing Partner, Allied Genetic Resources LLC;
Founder and Executive Director, New Acres



Marty is founder and executive officer of Allied Genetic Resources, All Beef LLC, and Allied Feeding Partners LLC. Allied is one of the largest coordinated seedstock service businesses in the US with owners marketing more than 10,000 bulls annually. All Beef LLC and Allied Feeding Partners LLC were added to the Allied family in 2017 to aid in achieving Allied's original mission. Originally from Normal, Illinois — the current home office of Allied — Ropp grew up in the swine seedstock business. He left Illinois in 1982 to pursue his BS

degree from Kansas State University, which was followed by an MS degree from University of Missouri. Ropp also held a faculty position as an adjunct instructor at the University of Missouri in the late 1980s and early 1990s. During his five-year tenure there he also coached the livestock and meat animal evaluation teams.

Ropp then held positions as a Regional Livestock Specialist for the University of Missouri and Michigan State University before accepting a position with the American Simmental Association (ASA) in 1998. For 12 years he served as the director of Commercial Programs and Field Services for ASA. Ropp is also a past president of the Beef Improvement Federation and served on its board of directors for six years.

Most recently, Ropp has added a new effort as founder and executive director of New Acres, a not-for-profit start-up designed to address the agricultural labor issues that plague US agricultural production businesses and communities.

Kendall Samuelson, PhD

Associate Professor, West Texas A&M University



Kendall Samuelson is a native of Northern California. She received her BS in animal science with a minor in agricultural business in 2010 from California State University–Chico, an MS in animal science in 2013 at Angelo State University, and a PhD in animal science with a minor in biochemistry in 2016 from New Mexico State University where she studied feedlot management, nutrient metabolism, and was actively involved in research at the Clayton Livestock

Research Center. Samuelson began her career as a postdoctoral research associate in 2016 at the Texas A&M AgriLife Beef Research Feedlot in Bushland, Texas, and was hired at West Texas A&M University in the Fall of 2017. In her current role as Associate Professor of Feedlot Nutrition and Management, Samuelson teaches courses in feedlot management, feeds and feeding, ruminant nutrition, digestive physiology, and research techniques. Samuelson also has an active research program that focuses on developing applied solutions for feedlot cattle producers to address topics such as receiving cattle nutrition, recommendations for starch and fiber concentrations in finishing cattle diets, metabolic health, and nutritional and management strategies to reduce liver abscess prevalence.

Samuelson is a member of the American Registry of Professional Animal Scientists professional relations committee, a facilitator for the Plains Nutrition Council Feedlot Nutritionist Boot Camp, an active member of the American Society of Animal Science, and serves as a reviewer for several scientific journals. She currently resides in Canyon, Texas, with her husband, Patrick, and their two daughters, Sloane and Remy.

Wade Shafer, PhD

Executive Vice President, American Simmental Association



Shafer grew up on his parents' Shoestring Ranch located near Detroit Lakes, Minnesota, the oldest child and only boy in a family that included his four sisters. Shoestring Ranch began a half-century affiliation with the Simmental breed in 1972.

He studied at nearby North Dakota State University, receiving a Bachelor's degree in Animal Science; then enrolled at Colorado State University where he earned a Masters and PhD in Animal Breeding and Genetics, while concentrating on quantitative genetics and bio-economics simulation modeling. Returning home to manage the ranch, he expanded what had been a hobby farm to 500 head and added cooperators representing around 500 head. During that period, up to 200 bulls were marketed annually. The herd was dispersed in 2001.

A lifelong fascination and understanding of science led him to accept a position with the ASA under Dr. Lipsey. When Lipsey retired in 2013, Shafer was the obvious choice to move into the EVP position. Shafer has reinforced and enhanced a continued emphasis on beef cattle science, which has been the lifeblood of the organization since its inception. Under his watch, International Genetics Solutions (IGS) has grown beyond expectations to include over 20 beef cattle organizations from four countries, and is now the largest genetic evaluation of beef cattle in the world. Significantly, Shafer also directed the creation and integration of ASA's economic indexes and oversaw changing of the field staff model. Shafer and his wife, Kathy, have four children, and four grandchildren.

Ben Weinheimer

President & CEO, Texas Cattle Feeders Association



Ben Weinheimer is president and CEO of the Texas Cattle Feeders Association (TCFA), headquartered in Amarillo, Texas. He was named to that position in 2022, and has been on staff since 1995, serving previously as vice president from 2006–2021 and as regulatory manager from 1995–2005. As president & CEO, Weinheimer is responsible for day-to-day operations of the TCFA, including supervising implementation of policy at the state and federal

legislative and regulatory levels, as well as programs and services offered to members in Texas, Oklahoma, and New Mexico.

Weinheimer is active in several industry-related and civic organizations and currently serves as Chairman of the Panhandle Regional Water Planning Group, member of the Llano Estacado Regional Water Planning Group, past chairman of the US Roundtable for Sustainable Beef, past president of the Texas Agricultural Lifetime Leadership Alumni Association, past president of the Texas Section of the American Society of Agricultural Engineers, member of the National Cattlemen's Beef Association, member of the Texas Association of Community Colleges Business Advisory Council, and member of the Texas A&M University–Veterinarian, Education, Research and Outreach Advisory Council.

Weinheimer grew up on a diversified crop and livestock operation in the Texas Panhandle. He is an honors graduate of Texas A&M University with a degree in agricultural engineering, and is a licensed professional engineer in Texas, New Mexico, and Oklahoma. He and his wife, Jennifer, reside in Amarillo, Texas. They are proud parents of a daughter and two sons, and grandparents of four grandchildren.

Bryon Wiegand, PhD

Professor, University of Missouri



Dr. Bryon Wiegand is a native of Cairo, Missouri, and is currently Professor of Animal Science at the University of Missouri (MU). He has taught animal products, beef production, and physiology and biochemistry of muscle classes. Wiegand's research focuses on fat quality of food animals as well as pre- and post-natal influencers of growth and body composition. He has served as a technical advisor to the Missouri Association of Meat Processors, supervises the MU Collegiate Meats Judging Team, and oversees operation of the Mizzou Meat Market (a full-line meat processing plant under USDA inspection). In 2015, he assumed the role of State Meats Extension Specialist. Wiegand has been recognized by his peers with multiple national teaching awards, most notably two career teaching honors, the American Society of Animal Science Distinguished Teacher Award, and the American Meat Science Association Distinguished Teacher Award. He was named a Kemper Teaching Fellow at the MU in 2014. Wiegand was appointed as Associate Division Director in Animal Science in 2019 where he was responsible for coordinating research farms and auxiliary units as well as animal science outreach to stakeholders in Missouri and beyond. In 2021, he was appointed Director of the Division of Animal Science.

Dale Woerner, PhD

Cargill Endowed Professor, Texas Tech University

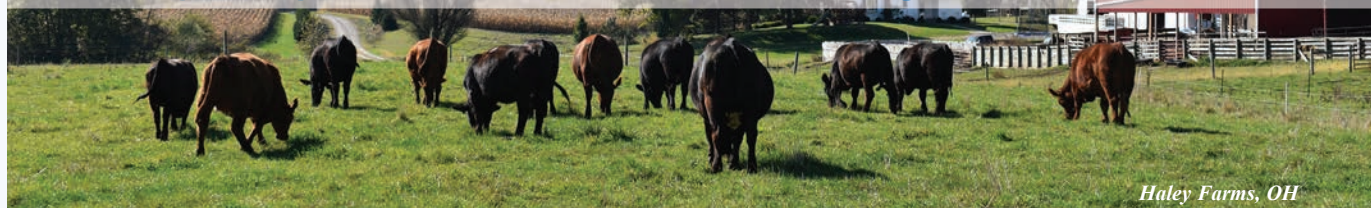


Dr. Dale R. Woerner serves as the Cargill Endowed Professor in Sustainable Meat Science in the Department of Animal and Food Sciences at Texas Tech University. Dr. Woerner earned his BS and MS degrees in animal science from Texas Tech University in 2003 and 2005, respectively, and earned his PhD in animal science and meat science from Colorado State University in 2009. He served on the faculty at Colorado State University for nine years, joining the faculty at Texas Tech University in his current position in 2018. He has conducted more than 15 million dollars in industry-funded research and has published more than 300 scholarly works, including peer-reviewed manuscripts and technical reports in the area of meat science.

Join Us

Saturday, August 24,
at 6:00 PM, to honor the

**Golden Book Award recipients, Lifetime Promoter,
outgoing chairman, and retiring ASA Trustees.**



Golden Book Awards

Cow Camp Ranch, Lost Springs, KS

The Brunner family's Cow Camp Ranch has been a leader for the Simmental breed and larger beef industry for over 50 years. Located on the western edge of the Flint Hills near Lost Springs, Kansas, brothers Kent, Tracy, and Mark have built a comprehensive beef cattle business encompassing the cow-calf and feed-lot sectors. Today the operation also includes their sons, Nolan, Bryant, and Tanner.



Dr. Henry "Doc" Allen, Wayward Hills Farms, Versailles, KY

Dr. Henry Allen purchased his first Simmental animal in 1974, claiming membership number 004561 early in the American Simmental Association's history. A veterinarian by trade, Allen has been practicing for over 50 years. His practice serves central Kentucky, specializing in cattle. He established Wayward Hill Farm, a seedstock operation that has now been in the SimGenetics business for five decades. Today, sons Paul and Chris are continuing to build the family operation.



Lifetime Promoter Award

Pam Haley, West Salem, OH

Many organizations and breeders have benefited from Pam Haley's willingness to serve and lead. She has promoted the Simmental breed in a number of ways, including as the secretary/treasurer of the Ohio Simmental Association. Alongside her husband, Mike, Haley raises and markets SimGenetics bulls. Their children, Charlie and Sammi, are getting their start in the American Junior Simmental Association. Haley supports youth in the breed through fundraising, organizing events, and more.

Outgoing Chairman

Doug Parke, Paris, KY

Retiring Trustees

Brandon Callis, Minco, OK

Barry Wesner, Chalmers, IN

Open ASA Board Meeting

Sunday, August 25 – Tuesday, August 27

Embassy Suites by Hilton Hotel

Mission Statement

The success of the American Simmental Association is dependent on our members' cattle making a significant genetic contribution to the beef industry. By utilizing the most advanced science, the highest priority is to maintain services and products which bring value to ASA members' customers.

Core Policies

Science

Commitment to science and development of the most effective selection tools. Advance ASA in the industry.

Membership

Development, registration, and promotion of SimGenetics.

Youth

Support junior programs. Guide the junior membership and their programs to learn life skills, science and use of technology, and financial responsibilities. Involve the Foundation.

Collaboration

Commitment to partnerships with industry leaders and universities to advance research and science. Advancing selection tools, DNA-enhanced EPD, and monitoring genetic defects.

Education

For advancement and profit of our members and their customers.

Promotion

Promotion and marketing to enhance our members' market share. Ensure that SimGenetics continues to appeal to the commercial industry.

Data Growth

Offer the most advanced genetic evaluation services with the largest database regardless of breed.

Financial Stability

ASA will maintain sufficient financial reserves to ensure leadership in the beef industry, funds for continued research and development, and a thriving breed association.

Services

Offer programs relating to all beef production segments. Be leaders. Step outside traditional practices and offer opportunities for our members to grow in the industry.



Join Trustees and staff in open discussion relating to ASA programs via the town hall meeting, committee meetings, and board meeting. All are welcome and encouraged to attend.

Sunday, August 25

- ♦ Town hall meeting
- ♦ Committee meetings
 - ♦ Activities & Events
(Held after the town hall meeting, prior to lunch)
 - ♦ Breed Improvement
(Held after the town hall meeting, prior to lunch)
 - ♦ Growth & Development (Held after lunch)
 - ♦ Policies & Procedures (Held after lunch)
- ♦ Board meeting
 - ♦ Approval of agenda and minutes
 - ♦ Chairman's report
 - ♦ EVP's report

- ♦ Financial report
- ♦ Foundation report
- ♦ Stats and measures presentation

Monday, August 26

- ♦ Committee reports and presentation of directives and resolutions
- ♦ Bull session

Tuesday, August 27

- ♦ Voting on directives and resolutions
- ♦ Meeting adjourns

2024–2025 ASA Board of Trustees



Back row left to right: Wade Shafer, EVP, Brandi Karisch, Troy Marple, Loren Trauernicht, Matt Aggen, Victor Guerra, Ryan Thorson, Mark Smith, Scott Trennepohl, Greg Burden, Greg Walthall, and Maureen Mai
 Front row left to right: Chad Cook, Chris Ivie, Doug Parke, Tim Clark, Quin LaFollette, and Joseph Hensgens

Standing Committees

Executive

Chris Ivie, Chairman
Victor Guerra, Vice-Chairman
Scott Trennepohl, Treasurer
Chad Cook
Ryan Thorson
Wade Shafer, PhD (EVP)
Staff: Linda Kesler

Activities & Events

Review and recommend to the Board any new Association activities and events or changes to existing programs. An Association program is defined as any event that is sponsored in whole or in part by the Association in terms of financial support, staff time and effort, or the use of the Association name. It shall include, but not be limited to, such items as sales, contests, programs, and membership in other organizations.

Greg Burden, Chairman
Matt Aggen
Victor Guerra
Chris Ivie
Brandi Karisch
Quin LaFollette
Doug Parke
Scott Trennepohl
Greg Walthall
Staff: Luke Bowman

Assets & Finance

This committee shall monitor the investment program of the Association on a periodic basis, review the income and expense reports monthly, prepare and submit to the Board of Trustees for approval an annual operating budget, and review proposed capital expenditures for approval or recommendation to the Board.

Scott Trennepohl, Treasurer/Chairman
Greg Burden
Chad Cook
Chris Ivie
Troy Marple
Staff: Linda Kesler

Breed Improvement

All activities that would have a bearing on the improvement of the breed will be the responsibility of this committee. Performance guidelines, research, genetic monitoring, DNA analysis, and regulations for new technology are examples.

Ryan Thorson, Chairman
Tim Clark
Chad Cook
Joseph Hensgens
Chris Ivie
Maureen Mai
Troy Marple
Mark Smith
Loren Trauernicht
Staff: Jackie Atkins, PhD

Foundation Board

Randy Moody, Chairman
Scott Cowger
Cathy Eichacker
Carrie Horman
Brandi Karisch
Bob Mullion
Aaron Owen
Tonya Phillips
Kelly Schmidt
Mark Smith
Jennifer Tarr
Adrianne Trennepohl
Staff: Mia Bayer, Linda Kesler, Wade Shafer, PhD

Growth & Development

Review and recommend to the Board of Trustees new programs or activities that will foster and promote the continued growth and development of the breed and the Association. Functions such as promotion, public relations, member relations, advertising, and the role of the Association within the beef industry will be addressed by this committee.

Chad Cook, Chairman
Matt Aggen
Tim Clark
Joseph Hensgens
Chris Ivie
Brandi Karisch
Maureen Mai
Ryan Thorson
Loren Trauernicht
Staff: Chip Kemp

Policies & Procedures

This committee shall be responsible for the aspects of Association life that require an interpretation of policy or procedural questions or the formulation of proposals that will have a bearing on the membership of this Association.

Scott Trennepohl, Chairman
Greg Burden
Victor Guerra
Chris Ivie
Quin LaFollette
Troy Marple
Doug Parke
Mark Smith
Greg Walthall
Staff: Sheldon Ross

Simbrah

The objectives of this committee are to review policy, rules, regulations, activities, promotional methods, and materials that pertain to the Simbrah breed, and make recommendations to the ASA Board of Trustees.

Victor Guerra, Chairman
Greg Burden
Joseph Hensgens
Chris Ivie
Brandi Karisch
Doug Parke
Mark Smith
Greg Walthall
Staff: Luke Bowman

Trustee Nominating

The vice chairman shall serve as chairman. One trustee from each of the four regions will be appointed to complete the committee. A minimum of two (2) persons for each vacancy on the Board will be presented for consideration as Board nominees. The Board shall then select a nominee whose name shall be placed on the nominating ballot.

Victor Guerra, Chairman
Matt Aggen
Chris Ivie
Maureen Mai
Mark Smith
Greg Walthall
Staff: Luke Bowman

ASA Publication Board

Victor Guerra, Chairman
Chad Cook, Vice-Chairman
Chris Ivie
Scott Trennepohl
Ryan Thorson
Staff: Chip Kemp, Business Manager

Guidelines for Committee meetings

- ♦ Moderated by Committee Chair
- ♦ Meetings will follow Robert's Rules of Order
- ♦ Review of previous meeting's minutes
- ♦ For each agenda item
 - ❖ Review of reference material
 - ❖ Committee discussion on agenda item
 - ❖ Staff presentation(s), if any, relating to the agenda item
- ❖ Attendees: Open the floor for general discussion on agenda item
- ❖ Close floor
- ❖ Resolution or Directive Needed — Move and second by committee members only. Vote by committee members only
- ❖ Please use microphones when speaking

Hotel Information

The conference headquarters are located at the Embassy Suites by Hilton Amarillo. A block of rooms has been reserved at a discounted rate until July 23. To make your hotel reservation, follow the link provided in the confirmation email received upon registering for Fall Focus.

Travel Information

The Rick Husband Amarillo International Airport is conveniently located about 12 minutes from the conference headquarters. **The hotel does not offer shuttle service to and from the airport, so please plan accordingly.**

For further information about visiting the Amarillo area visit www.visitamarillo.com. You'll find attractions from art to history, recreation, shopping, and more. Bring the family and extend your trip to visit some of these great local attractions including:

- ♦ Palo Duro Canyon
- ♦ American Quarter Horse Association Hall of Fame and Museum
- ♦ The Big Texan Steak Ranch
- ♦ Historic Route 66 and Cadillac Ranch



Questions about Fall Focus?

Contact Nancy Chesterfield at 406-587-2778 or visit fallfocus.org.

Sponsorship Opportunities

Become a sponsor of ASA's Fall Focus 2025 and enjoy the following:

Bronze (Under \$500)

- ♦ Name listed in Fall Focus program
- ♦ Name included on sponsor poster
- ♦ Name on fallfocus.org



Silver (\$500–\$3,499)

In addition to the bronze 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 bronze and silver perks, gold donors also receive:

- ♦ Ten minutes to address attendees

Simple Marketing, Effective Results Business Card Ads

Grab the opportunity

- Build your brand's voice.
- Reach a bigger audience.
- Get more traffic, visibility, and sales for your business.
- Keep your name in front of customers.

Bonus

- Your business card ad will be displayed alphabetically by state, making it easy for customers to find you.
- Sale dates listed on business card ads will automatically be included in Datebook.
- Business name included in the Ad Index each issue.

For more information contact:

Nancy at nchesterfield@simmgene.com

Rebecca at rprice@simmgene.com

Call 406-587-2778



Sample business card ad
pages in the Register

2024 Golden Book Awards

by Lilly Platts

The World Simmental-Fleckvieh Federation (WSFF) Golden Book Award recognizes individuals and organizations that have made significant contributions to the development of the Simmental/Simbrah breeds. The ASA Board, which nominates and approves Golden Book Awards, authorizes up to three awards annually. Recipients of the award receive a plaque from the WSFF and a framed citation signed by the ASA Chairman of the Board. Two longtime Simmental breeders have received the Association's highest honor.

Cow Camp Ranch, Lost Springs, Kansas



(L to R) Tracy, Tanner, Kent, Noah, Nolan, Mark, and Bryant Brunner.

The Brunner family's Cow Camp Ranch has been a leader in the Simmental breed and larger beef industry for over 50 years. Located on the western edge of the Flint Hills near Lost Springs, Kansas, brothers Kent, Tracy, and Mark have built a comprehensive beef cattle business, encompassing the cow-calf and feedlot sectors. Today the operation also includes their sons, Nolan, Bryant, and Tanner. Cow Camp Ranch was an early adopter of Simmental Genetics, with membership number 003790.

The cow herd consists of 800 registered Simmental, SimAngus, and Angus cows that are run year-round on the native Kansas grassland. Around 300 embryos are transferred every year, with the balance of the cow herd and replacement heifers bred by AI.

Cow Camp Ranch markets about 250 bulls each year, with the majority being sold through an annual spring bull sale. A select group of females is also marketed. The Brunner family also owns and operates a 9,000-head

commercial feedyard, where around 18,000 head are fed to finish each year.

The Brunner family has long championed the benefits of crossbreeding, and maintained a commitment to data collection and science. Through their seedstock program, Cow Camp Ranch markets bulls to seedstock and commercial producers across the country, and their CCR prefix is seen in many influential pedigrees. They have participated in many ASA programs, leading the way in data collection and utilization.

Customer service has also remained a top priority, and Cow Camp Ranch assists their customers through a feedlot buyback program. The feedlot business, and collaboration with bull customers, allows the Brunner family to capture valuable carcass data.

In 2021, Cow Camp Ranch was honored as the Beef Improvement Federation Seedstock Producer of the Year. The Brunner family is also committed to leadership,

serving many roles over the years at the local, regional, and national levels. They have been steadfast supporters of youth through the Kansas Junior Simmental Association, and American Junior Simmental Association.

The multi-generation family business has maintained a commitment to moving the beef industry forward using tried and true management practices and forward-thinking tools rooted in science.



Kent and his wife, Jean, with Greg Henderson (L) and past BIF President Joe Mushrush (R) receiving the 2021 BIF Seedstock Producer Award.

Dr. Henry Allen, Versailles, Kentucky



Wayward Hill Farms exhibited the Grand Champion SimGenetics bull at the 2023 North American International Livestock Exposition.

Dr. Henry Allen first learned about the Simmental breed while working for Dr. Don Applegate, who was the president of the ASA Board of Trustees in 1979. Allen was drawn to the growth and performance of Simmental cattle, and purchased three heifers in 1974, claiming membership number 004561. Allen owned several sires that were important to the breed early in its history, including Achilles Superstar and Changing Times. He established Wayward Hill Farm, a seedstock operation that has now been in the SimGenetics business for five decades.

Allen's in-laws, Paul and Patsy Saunders, were very influential, encouraging him to move his genetics toward solid-colored, smaller-framed cattle. The purchase of bulls like ER Big Sky in 1993 helped make this transition possible.

A veterinarian by trade, Allen has been practicing for over 50 years, specializing in cattle. At 76 years old, Allen

hasn't slowed down and currently does the veterinary work at two stockyards.

Allen's sons, Paul and Chris, came up in the American Junior Simmental Association (AJSA), both serving as president of the AJSA Board of Trustees. They each had many successes in the show ring, including exhibiting champion females at several AJSA National Classics.

Paul and Chris continue to be active in the family operation. Paul owns and operates Circle S cattle, a feeder and backgrounding operation. Chris focuses on Wayward Hill Farm, which runs 150 head of registered females. Bulls and females are marketed through the Belles of the Bluegrass sale, as well as several consignment events. Through heavy use of embryo transfer and artificial insemination, Wayward Hill Farm continues

(Continued on page 26)

2024 Golden Book Awards

(Continued from page 25)



Allen (left) with his wife, LouAnn, son, Chris, daughter-in-law, Sara, and granddaughters, AnnLawrence and Addison.

to move their genetics forward, and meet the needs of their customers.

The Allen family has seen many successes in the show ring, including the 2017 NAILE Champion Female, the 2013 National Western Stock Show (NWSS) Champion Female, the 2018 NWSS Champion Percentage Bull, the 2023 North American International Livestock Exposition Champion Simmental Bull, and the 2024 Cattlemen's Congress Reserve Champion Bull, among many other awards.

Allen credits his wife, LouAnn, with much of the family's success, from taking their sons to shows across the country to doing the bookkeeping for the veterinary business.

Simmental cattle have changed tremendously since Allen became involved, but his passion has remained. His Wayward Hill Farm has been important to the breed's history, and will continue to contribute to the industry.

Golden Book Award Recipients 1982 to Present

Jerry Moore, '82, Canton, OH
Dr. Horst Leipold, '82, Manhattan, KS
Dr. Harry Furgeson, '82, Anaconda, MT
Don Vaniman, '85, Bozeman, MT
Dr. Ray Woodward, '86, Miles City, MT
Lou Chesnut, '86, Spokane, WA
Jess Kilgore, '87, Three Forks, MT
Arnold Brothers, '87, McIntosh, SD
Rob Brown, '88, Throckmorton, TX
Bob Dickinson, '88, Gorham, KS
Tom Abell, '89, Wharton, TX
Ron Baker, '89, Hermiston, OR
Albert West, III, '90, San Antonio, TX
Miles Davies, '92, Deer Trail, CO
Henry Fields, '92, Claude, TX
Dr. Earl Peterson, '92, Littleton, CO
Colville Jackson, '92, Gloster, MS
Ancel Armstrong, '93, Manhattan, KS
Javier Villarreal, '94, Acuna Coah, Mexico
Dr. Harlan Ritchie, '94, East Lansing, MI
Bud Wentz, '94, Olmito, TX
Kay Thayer, '95, Bozeman, MT
Walt Browarny, '95, Calgary, AB
Steve McGuire, '96, Bozeman, MT
H.W. Fausset, '96, Worland, WY
Hugh Karsteter, '97, Cushing, OK
Nina Lundgren, '97, Eltopia, WA
Don Burnham, '99, Helena, MT
Dr. Bob Schalles, '99, Manhattan, KS
Tom Risinger, '99, Crockett, TX
Bill Spiry, '00, Britton, SD
Bob Christensen, '00, Malvern, IA
Kay Klompfen, '01, Bozeman, MT

Robert Haralson, '01, Adkins, AR
Dr. John Pollak, '02, Ithaca, NY
Dr. Dick Quaas, '02, Ithaca, NY
Dr. Jerry Lipsey, '03, Bozeman, MT
Marty Ropp, '03, Bozeman, MT
Jim Taylor, '03, Wallace, KS
Dr. Joe & Mary Prud'homme, '04, Tyler, TX
Dr. Bob Walton, '05, DeForest, WI
Sam Smith, '05, Prague, OK
Emmons Ranch, '05, Olive, MT
Hudson Pines Farms, '06, Sleepy Hollow, NY
Dan Rieder, '06, Bozeman, MT
Silver Towne Farms, '07, Winchester, IN
Gateway Simmental, '07, Lewistown, MT
Dr. Larry Cundiff, '07, Clay Center, NE
Reese Richman, '08, Tooele, UT
Clifford "Bud" Sloan, '08, Hamilton, MO
Sally Buxkemper, '09, Ballinger, TX
Nichols Farms, '09, Bridgewater, IA
Triple C Farms, '09, Maple Plain, MN
Linda Kesler, '10, Bozeman, MT
Stuart Land & Cattle, '10, Rosedale, VA
Powder Creek Simmentals, '10, Molena, GA
Tom Clark, '11, Wytheville, VA
Harrell Watts, '11, Sardis, AL
Frank Bell, '12, Burlington, NC
John Christensen, '12, Wessington, SD
Bob Finch, '12, Ames, IA
Willie Altenburg, '13, Fort Collins, CO
Tommy Brown, '13, Clanton, AL
Roger Kenner, '13, Leeds, ND
Dr. Michael Dikeman, '14, Manhattan, KS
Val & Lori Eberspacher, '14, Marshall, MN

Golden Book Award Recipients 1982 to Present (continued)

Hounshell Farms, '14, Wytheville, VA
Verlouis Forster, '15, Smithfield, NE
Jennie Rucker, '15, Hamptonville, NC
Dr. Mike Tess, '15, Bozeman, MT
Bill Couch, '16, Owensville, IN
Billy Moss, '16, McCormick, SC
Pine Ridge Ranch, '17, Dallas & Athens, TX
Dr. Calvin Drake, '17, Manhattan, KS
Jim Berry, '17, Scales Mound, IL
Reflected R Ranch, '18, Sugar City, CO
Swain Select Simmental, '18, Louisville, KY
J.W. Brune, '19, Overbrook, KS
Doug Parke, '20, Paris, KY
Bob Volk, '20, Arlington, NE
Gordon Hodges, '21, Hamptonville, NC
Steve Reimer, '21, Chamberlain, SD
Fred Schuetze, '21, Granbury, TX
Tom Hook, '21, Tracy, MN
Kevin Thompson, '21, Almont, ND
Parke & Nina Vehslage, '21, Brownstown, IN
Scott Riddle, '22, Hubbard, TX
Wade Shafer, PhD, '22, Bozeman, MT
Gib Yardley, '22, Beaver, UT

Hart Simmentals, '23, Frederick, SD
Neil Martin, '23, Lyles, TN
Cynthia Conner, '23, Bozeman, MT
Jim Largess, '23, Bozeman, MT ■

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- eNews recognition.
- Tabletop space by registration desk for business promotion.
- Slideshow promotion during breaks

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BEST PRACTICES FOR SEEDSTOCK PRODUCERS

Best Practices to Receive the Most Accurate Genetic Predictions

1 Clearly define breeding objectives

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

2 Use whole herd reporting

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

3 Properly define contemporary groups

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

4 Take data collection and reporting seriously

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

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

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

6 Use index-based selection

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

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



Jackie Atkins, PhD



Matt Spangler, PhD



Bob Weaver, PhD



Wade Shafer, PhD

7 Use genomics

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

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

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

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

 **IGS** Multi-breed
Genetic Evaluation

Best Practices for Genomic Testing

1 All animals within a contemporary group should be genotyped.

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

2 Both male and female animals should be genotyped.

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

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

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

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

Total Herd Enrollment (THE)

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



Cow Herd DNA Roundup (CHR)

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



Calf Crop Genomics (CCG)

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



Carcass Expansion Project (CXP)

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

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



2024 Lifetime Promoter Award

by Lilly Platts

Pam Haley, of West Salem, Ohio, has dedicated countless hours to leadership in the Simmental breed. Her family's Haley Farms produces SimGenetics seedstock, and her children, Charlie and Sammi, are getting their start in the American Junior Simmental Association.



Pam Haley has always stepped up to the plate when asked to serve beef industry and agricultural organizations, and her efforts have helped numerous breeders and groups.

Haley grew up in Ohio on a family farm, first becoming involved with the Simmental breed through 4-H steer projects. She attended Ohio State University, obtaining a BS in agricultural business and economics. She met her husband, Mike, during college. Following graduation, the couple moved to West Salem to help Mike's father with the farm, and Haley brought along her group of Simmental cows. They focused on growing their cow herd, and now run around 80 females.

The Haleys have a longstanding partnership with Nebraska's Sloup Simmentals. The family decided to purchase farm ground in Iowa, and to add something interesting to their trips through miles of corn fields, Haley started researching and visiting SimGenetics breeders along their route. This led to a stop at Sloup Simmentals in Seward, Nebraska. After purchasing a female, they developed a relationship with the longtime SimGenetics breeder. This eventually led to a partnership, with Haley Farms selling a group of cattle at each annual Sloup Simmentals sale. They have now been partnering with Sloup Simmentals for 12 years.

Many local and regional organizations have benefited from Haley's willingness to serve and lead. She was first asked to be a part of the Ohio Farm Bureau board, and has since taken on many other roles. She currently serves as the Ohio Simmental Association (OSA) secretary/treasurer, where she has utilized many ASA programs, including State Association Cost Share dollars. She has been on the Ohio Cattlemen's Association board of directors since 2013, and is involved in the Ohio Beef Expo; Haley has been the Simmental breed representative, Breeds Chairman, and Expo co-chairman for the event. In 2022, she was recognized by the Ohio Beef Expo with their Friends of the Beef Expo award. She also serves as the co-chair of the Easter Spring Classic Simmental Sale.

Haley's nine-year-old twins, Charlie and Sammi, are getting started in youth events, and will be exhibiting their first SimGenetics steers this year. The family frequently spends weekends at shows, participating in the cattle shows, educational contests, and cheering on friends.

Strong state associations are vital to the success of the American Simmental Association, and Haley has been instrumental in keeping the OSA strong. Through her dedicated leadership, Haley has had a positive impact on many individuals and organizations.



Above: Haley Farms. Left: Mike, Pam, Charlie, and Sammi Haley.

Started in 2019, the Lifetime Promoter Award recognizes those who make significant contributions to the Simmental breed. Recipients of this distinguished award are selected based on major contributions to the promotion and advancement of SimGenetics and the American Simmental Association.

Previous Award Recipients

- 2019 Ron Miller, Plattsmouth, Nebraska
- 2020 Carlos and Sister Guerra, La Muñeca Cattle Company, Linn, Texas
- 2021 Larry Martin, Clinton, Illinois
- 2021 Keith "Sundance" Ruff, Pleasant Hill, Illinois
- 2022 Kansas State University
Department of Animal Science and Industry
- 2023 Pearl Walthall, Windsor, Missouri ■

WE GET VISITORS

Register

Several Simmental breeders and friends recently stopped by the ASA Headquarters.



Above, L–R: John Cavney, Janet Gerardot, Amy Robinson, Bill McDonald, Celeste Crisman, and Preston Coker made a visit to the ASA Headquarters.

Right: Debbie and Mark Smith, Picayune, Mississippi, stopped in Bozeman and visited the ASA Headquarters. ■



Genetic OVERHAUL

by Dr. Troy Rowan, University of Tennessee



The current market presents several opportunities to do a genetic overhaul of your herd, allowing us to build back for what will inevitably be a more challenging few years ahead in the business.

With recurrent droughts in the western US, the nation's cow herd inventory is at an all-time low. Consistently high prices from feeder calves to cull cows and record-high input prices have made many operations reconsider their place in the business. If you're reading this, you've likely decided to stay in the business. That's a good thing!

Culling Considerations

At the time of writing, cull cow prices are hovering around \$130/cwt, and that trend does not look like it will change much over the next few months. Knowing that we can recoup substantial value while replacing them with a newer model makes letting go of marginal cows a little easier. A more thorough cull during periods of high prices also presents an opportunity to understock, allowing our land and natural resources to recover a bit.

"Which cow(s) should we cull?" is a question that deserves thorough consideration. Some culling decisions are easy. Open cows at pregnancy check are easy to load on the trailer, as are those with structural soundness, disposition, or udder issues. Once we make these easy decisions, identifying the next tier of animals that we should move on from can be a bit less clear.

Without production records, culling underperforming cows is a difficult task. Recording weaning weights is the easiest way to understand how a cow performs across seasons. As a rule of thumb, we would like a mature cow

to wean off a calf that's at least half her body weight. Cows that severely underperform on this basis should be candidates for letting go, as should those older cows where we see a drop-off in productivity occurring. Being able to reach back through historical performance information also tells us where we should focus our efforts on genetic improvement.

Set the Stage for a Genetic Overhaul

High prices are great, but it is essential that we keep sight of the costs that our herd incurs, especially those related to heifer development and cow maintenance. Input costs have remained high, and it is hard to imagine that they will change anytime soon. Protecting our herds from softer prices in future years will be necessary. Whether we've downsized or held our numbers constant, this inflection point in the markets also allows us to overhaul our herd genetically.

The most significant driver of cow-calf profitability is cow longevity. It takes six or more years for a cow to recoup costs associated with development and maintenance. Animals that fail to reach this age without missing a calf struggle to ever become profitable. As we build back our herd during the current period, we must consider the future, with cow longevity on our minds. The breeding decisions we make now will have a multi-generational impact, transcending these market fluctuations, particularly in the females we choose to retain.

The Best Cow Starts with the Right Bull

As we make bull purchasing decisions, we must remember two primary tools. The first is selecting bulls with genetic potential to make these productive and long-lived daughters. Many breeds have direct predictions in the form of EPD for longevity (i.e., Stayability, Functional Cow Longevity, Sustained Cow Fertility). These tools are especially useful because bulls will never express these phenotypes themselves, and by the time we know how daughters function in the latter part of their productive lives, the bull will be long gone. The more cows we have that exist past their payback periods, the fewer heifers we will have to develop, and the more calves we have to market at the end of the year.

The ideal way to use these tools is when they are integrated into an economic selection index. These indexes weight traits by their relative economic importance based on long-term industry trends. These indexes allow us to emphasize multiple traits when making a decision by appropriately weighting them based on profit potential. This allows us to make directional progress on multiple traits that affect profitability. As markets fluctuate and input costs continue to climb, making sure that our breeding objectives take into account holistic profitability is absolutely essential.

Don't Forget about Crossbreeding

Crossbreeding is the most overlooked tool for building a cow herd that will stand the test of time. Crossbred cows, on average, will have an extra calf in their productive lives compared with straightbred females. This, coupled with the additional performance generated by direct and maternal heterosis, makes heterosis a profit-booster regardless of the industry's economic situation. As we think about rebuilding a base cow herd with an eye toward lifetime productivity, consider the benefits of purchasing first-generation crossbred females (F1). This allows us to immediately reap the benefits of heterosis and sets our herd up for long-term success. Even if purchasing crossbred heifers is not possible, making crossbreeding a priority in the next bull purchase can help put our operation on a path toward profitability.

Do it All with a Plan

As we stand in this transition period in the beef industry, we must take it as an opportunity to lay the groundwork for long-term sustainability. There is sometimes a tendency to be reactive to industry trends. The best thing that any operation can do is lay out a set of breeding objectives that guides our long-term genetic decision-making. When we understand the type of animals that make us money, we can adjust our culling, bull-buying, and crossbreeding strategies accordingly. The best breeding objectives



consider traits that help an operation generate revenue (weaned calf weight, carcass weight, etc.) and those that are major cost drivers (fertility, longevity, maintenance costs). Breeding goals should also help identify areas where our herds need further improvement, as well as consistent priorities that should drive all aspects of genetic decision-making.

All of these things, when guided by a complete vision that is profit-motivated, will help our operation weather the storms that the beef industry throws at it, while being prepared to take advantage of favorable markets as they arrive. ■

Editor's note: This article was originally published by Cattlemen's News.



Dr. Troy Rowan is an assistant professor and state Extension specialist at the University of Tennessee Institute of Agriculture Genomics Center for the Advancement of Agriculture. His research uses genomic and computational approaches to understand the biology that underlies a wide range of complex traits in beef cattle. He is particularly interested in local adaptation, heterosis, novel phenotype creation, and genomic approaches to increasing beef cattle sustainability.

Most Prolific Donor Cows

This list is sorted by total number of calves reported, and includes the top 50 females.

Reg. #	Name	Birth Date	Breed	# of ET Progeny	\$API	\$TI	Owner
2446017	Miss Werning KP 8543U	2/17/2008	PB SM	245	121.4	70.3	Rust Mountain View/Jared Werning
2529932	TJ MS 38W	1/26/2009	PB SM	231	151.8	74.3	5G Farms and Deep South Genetics
2575604	TJ 22X	3/16/2010	PB SM	201	142.1	84.5	Rosebud Cattle Company
2410956	EKHCC Red Jewel 760	4/25/2007	PB SM	193	100.5	64.8	Jaron & Kevin Van Beek
2974794	WS Miss Sugar C4	1/16/2015	PB SM	176	175.5	102.8	Lucas Cattle Company
2481646	STF Onyx 451W	1/2/2009	PB SM	142	97.6	54.1	Loomis Simmentals/Back Home Farm
2387869	SS Magnificent Dreams	1/8/2007	PB SM	132	133.1	67.6	Kasl Simmentals
2437282	HS Stop And Stare U118L	2/13/2008	PB SM	124	105.7	73	Polizin, Brooke
2399540	TJ 8T	1/10/2007	1/2 SM 1/2 AN	121	156.5	86.4	Lazy C Diamond Ranch
2584182	HF Serena	2/8/2011	PB SM	119	112.8	76.3	Osborn Cattle & Trennepohl Farms
2637396	WHF/PRS/HPF Alley 247Y	9/7/2011	PB SM	116	117.4	69	Loomis Simmentals/Back Home Farm
2773815	TJ 95A	1/11/2013	1/2 SM 1/2 AN	104	145.8	85.5	Heath Wills
2385520	Miss Knockout 74T	3/15/2007	PB SM	100	94	59.5	Scott Hobbs-Jones Cattle-102 Cattle Co
2632981	IR MS Geneva X200	3/9/2010	1/2 SM 1/2 AN	96	160.1	90.6	Rural Route 5 Farm
2291327	GCF Miss Caliente	1/1/2005	PB SM	96	90.5	50.7	Ervin, Dr. Josh
2434417	RP/MP Right To Love 015U	3/8/2008	3/4 SM 1/4 AN	92	103.1	73.4	Ruda, Chad S
2527626	CCR Ms Apple 9332W	9/21/2009	PB SM	91	111.2	72.6	Bichler Simmentals
2184078	3C Melody M668 BZ	5/20/2002	PB SM	88	129.9	72.5	Wagner Cattle Co
2289443	Lazy H Burn Baby Burn R34	5/11/2005	PB SM	87	99	64.9	Rocky Hill Farms
3171605	JSUL Right Tamale 3365	2/21/2013	1/2 SS 3/16 AN 5/32 MA 3/32 CA 1/16 MX	85	92.6	64.7	Boyert Show Cattle
2860142	WHF Andie 365A	10/5/2013	PB SM	83	103.2	70.9	Beshears Simm & Wayward Hills Fm
2427972	Miss CCF Sheza Babe U2	1/3/2008	PB SM	83	94.9	54.1	Double J Ranch
2752773	ES A110	2/10/2013	3/4 SM 1/4 AN	83	123.5	84.2	Eichacker Simmentals
1862336	NJC Ebony Antoinette	8/9/1995	PB SM	77	122.3	69.5	Chowning, Joe
2630061	SSF Blk Louise Y534	9/21/2011	PB SM	75	157.2	93.8	Lucas Cattle Company
2660685	KS Miss Sequoia Y770	4/11/2011	3/4 SM 1/4 AR	73	113.4	70.3	CTN Simmentals
2304803	Miss Werning 534R	3/26/2005	PB SM	72	81.3	55.8	Werning, Dale
2773141	TRPH Ms Catalyst A384	3/2/2013	1/2 SM 1/2 AN	72	169.4	93.8	Schwarte, Kirk
2538616	HS Sweet Gem X141N	3/4/2010	PB SM	69	127.7	73.9	Full Circle Farm
3288205	TJ 28E	1/16/2017	PB SM	68	157	82.7	Triangle J Ranch
2853887	CLRS Beauty Queen 420 B	2/17/2014	3/4 SM 1/4 AN	68	159.3	84.4	Schooley Cattle Company
2476049	JM Steel My Heart	12/13/2008	PB SM	67	85.5	58	Carmer Scheider/Bill Sloup/Fenton
2720588	TJ 21Z	1/19/2012	1/2 SM 1/2 AN	67	155.7	80.4	Cedar Springs Farm
3254157	WS Electra E88	2/22/2017	PB SM	66	191.8	99.7	Keller Broken Heart Ranch/Rydeen Farms
2643777	W/C Miss Angel 2870Z	4/10/2012	PB SM	65	126.5	72.3	Werning, Jared
2387878	SVF NJC Jewel S306	9/17/2006	PB SM	64	134.2	69.5	New Beginnings Cattle Co
2543756	Double J Miss X011	2/18/2010	PB SM	64	107.1	80.3	Kenner, Erika Jo
2374428	Kenco Miley Cottontail	10/13/2006	PB SM	64	114.1	72	Berrett G Billingsley
2711735	Haras Hairietta Clone H4W	1/23/2009	1/2 AN 5/16 MA 1/8 CA 1/16 CS	63	120.2	73.9	Hara Farms
2653245	KNH Play On 458Z	3/6/2012	3/4 SM 1/4 AN	63	118.2	74.6	Quandt Bros/Magill Farms
2871472	Bridle Bit Miss B452	2/12/2014	3/4 SM 1/4 AN	63	136	82.4	Bridle Bit Simmentals
2735681	CLRS All Xcellence 316 A	2/28/2013	3/4 SM 1/4 AN	62	140.3	79.6	Clear Springs Cattle Co
3111381	Harrell Angel 5870C	2/18/2015	PB SM	61	103.7	70.2	Rust Mountain View Ranch
2682358	Bar CK Ms X38 106Z	1/6/2012	3/4 SM 1/4 AN	61	179.9	85.7	Kellers Broken Heart Ranch
2724321	IR Ms Geneva Y239	9/21/2011	1/2 SM 1/2 AN	61	157.1	90	Irvine Ranch
3164825	ASR Ms Desi D6238	2/3/2016	PB SM	61	165.1	85.5	P/T Livestock
2587614	SWC Ruby Yetti 143Y	3/18/2011	PB SM	60	115.4	72.5	Shipwreck Cattle - Ruby Cattle Co
3270188	HPF Victoria B396E	1/27/2017	PB SM	59	98.4	69.9	Jared Werning/King Cattle
2584931	HPF/Borne Knockout Y030	1/17/2011	PB SM	59	95.1	66.3	Shoal Creek Simmental
2290840	SVF NJC Ebony's Charm R29	3/4/2005	PB SM	58	108.6	70.3	Welsh Simmentals

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Luke Bowman

Director of
SimGenetic Development
American Simmental Association
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by Matt Koverman, Eastern Region

As the summer heat continues, so does the jam-packed and fun-filled summer show season. At the time I write this, June looks to be a busy month, with another year

I wanted to take the chance to reflect on my experiences, and I challenge other juniors to do the same. Reflect on experiences you had and the people you have met, but also the personal growth you have had while being involved with the AJSA, whether that time has been long or short. As I think back and reflect, the overarching theme I have is gratitude. I am grateful for the opportunity to be involved in this organization and for the chance to represent the fantastic membership of the AJSA. Further, I am grateful for the relationships and friends I have made not only with the membership and fellow trustees, but also the staff in Bozeman and beyond who help make our breed great and strive in helping our juniors succeed.

In closing, I encourage junior and adult members alike to take the chance to reflect but also cherish the opportunities, experiences, and relationships that have been gained and will continue to be gained in this great organization and industry. ■

of Regional Classics taking place prior to the culmination of the summer at the AJSA National Classic in Tulsa. After a record-breaking year in Des Moines last year I am excited for what is in store for this year's National Classic. However, for me, this National Classic will be bittersweet. Of course, I look forward to seeing friends and breeders from across the country, and the prospect of meeting new members and families that are making their first trek to the National Classic excites me for the future. On the other hand, this National Classic will mark the end of my four years on the AJSA Board of Trustees and serves as a reminder that "time flies when you're having fun."



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2023-2024 American Junior Simmental Association Board of Trustees

Eastern Region

Chase Harker
Hope, IN
812-371-9591
chaseharker1902@gmail.com

Walker Housley
Dayton, TN
423-599-8346
walkerhousley@gmail.com

Matthew Koverman
Minford, OH
740-988-0203
koverman.18@osu.edu

Garrett Walther
Centerville, IN
765-238-8584
gwalther55@gmail.com

North Central Region

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Holloway, MN
320-297-1611
jmhilbrands@gmail.com

Emerson Tarr
LeRoy, IL
309-205-0860
eleetarr2021@gmail.com

Anna Webel
Farmington, IL
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anna.g.webel@gmail.com

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Carthage, MO
417-793-7824
kcloud2002@gmail.com

Hallie Hackett
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903-748-0345
halliehack10101@gmail.com

Anna Sweat
McCaskill, AR
479-970-6904
anna.sweat.06@gmail.com

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Bella Beins
Deweyville, UT
435-452-2391
bella.beins@gmail.com

Blake Fabrizio
Carr, CO
970-556-9115
bwfabrizius@gmail.com

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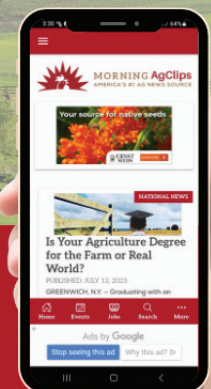
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by Larry H. Maxey,
founder and superintendent, NAILE Fullblood Simmental Shows

Our Pioneers – Innovations “From Stone Tools to Satellites”

You may have noted that the past few issues of Our Pioneer series have focused on tools primarily used within the livestock industry. It is a given that without them the practice of raising and caring for our livestock would be untenable. In terms of human existence, it has taken our species over three million years to get us to where we are today. Incorporating sophisticated technologies into everyday life would certainly have been unimaginable to our prehistoric ancestors.

Archaeology, while not an exact science, tells us a lot about past life on Earth. As I write this piece and provide estimated dates archaeologists have affixed to various events, I realize that tomorrow the prospects for further discoveries can readily render what is presented here as outdated. Nevertheless, we will base this on the most current observations and findings.

It was reported in 2010 that an international team of scientists, led by Dr. Zeresenay Alemseged from the California Academy of Sciences, discovered evidence that our human ancestors were using stone tools nearly one million years earlier than had been previously documented. The team “Dikika Research Project,” working in the Afar Depression region of Ethiopia, found fossilized bones bearing cut marks from stone tool use. Those bones date to roughly 3.4 million years ago. Moving that needle back one million years was an earth-shattering scientific discovery. Alemseged stated “these developments had a huge impact on the study of humanity. It also led to toolmaking, a critical step in our evolutionary path that eventually enabled such advanced technologies as airplanes, MRI machines, and iPhones.”

It is unknown whether the above-referenced stone tools were made, or were merely pieces of stone found naturally. However, archaeologists have determined that 2.6 million years ago, during the early Stone Age, one of our earliest ancestors was sharpening stone cores. Known as the Oldowan tools, they were found in Gona, Ethiopia. This marks the first known mode in the framework of tool technologies per Grahame Clark, a British archaeologist.

Advancement in tool technology was an astonishingly slow process. Another million years would pass before more advanced tools would emerge. The stone handaxe known as Acheulean tools were also of African origin. As the migration out of Africa by our prehistoric ancestors proceeded unabated, so did the spread of the tools they created. Those Acheulean tools have been found at sites in southern Africa, northern Europe, and the Indian subcontinent. The Stone Age eventually gave way to the Bronze Age, and by 4000 BC to 2000 BC, metalworking came of age.

Around 10,000 BCE, a transition took place for mankind. There was a move away from a nomadic lifestyle to somewhat settled agriculture. Planting seeds and tending to their growth required tilling the soil. Crude methods were used with various materials resembling rudimentary plows that were attached to beasts of burden. This was intense labor, yet highly more efficient than digging by hand. Later, ancient Egyptians mastered

the use of canals to irrigate crops while windmills emerged in Persia, China, and Europe. Windmills allowed for mechanized grain milling and irrigation.

It is important to put into context the slow rate of progress we humans made in over three million years. Then, essentially at “warp speed” it seems, extraordinary leaps in technology occurred almost overnight.

For a few thousand years prior to 1760, the pace of innovation was sporadic, at best. Then came the Industrial Revolution. Mankind’s relentless quest for improvement was spawned. In virtually every segment of society, breakthroughs in science created new technologies at an ever-increasing pace. Agriculture was a big recipient, and our livestock industry was not left out.

The biggest factor in our leap forward was the Industrial Revolution. It proved that man’s ingenuity was only limited by his imagination. The steam engine, Cyrus McCormick’s mechanical reaper, and John Deere’s steel plow were bedrock innovations from which our modern mechanized agriculture sprang. Tractors replaced the horse and were complemented by massive planting and harvesting equipment that produced productivity improvements on a scale unimaginable only a few years prior. It is estimated that 90% of the US population engaged in agriculture in the mid-1800s. By the year 2000 that number had decreased to 2%. Advancement in technology was the driving force. However, the output from that 2% contributed \$1.53 trillion to the US gross domestic product in 2023, a 5.6% share. Our livestock industry was a major contributor.

From stone tools to satellites, mankind’s ceaseless and limitless interest in innovation is a marvel of wonder. Today, not only agriculture, but the entire world is more dependent than ever upon those orbiting satellites and the services they provide. GPS has become ingrained in our everyday life. Farmers and ranchers are a growing customer. While GPS precision-guided farm machinery creates endless opportunities, so too does the concept of GPS-controlled virtual fencing systems for our livestock now available. Our old Pioneer friend, barbed wire, may one day be displaced by ever-changing technologies that are literally... out of this world! ■

Editor’s note: This is the thirty-eighth in the series Our Pioneers.

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

larryhmaxey@gmail.com • editor@simmgene.com

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Hydrops Update: TraitTrac and a Recommended Marketing Statement

ASA has been investigating a developing genetic condition that causes Hydrops pregnancies in a certain line of Simmental genetics. Here are some updates in relation to this research and ASA's actions/suggestions:

Hydrops has been added to Herdbook's TraitTrac with WS All Aboard B80 listed as a documented carrier. At this time there are no genetic holds placed on his descendants as there is not a DNA test available yet. Once there is a test, then Hydrops will follow the same policy as other genetic conditions.

Female progeny who are descendants of or are directly sired by WS All Aboard B80 (ASA# 2852207) are at risk for carrying a genetic abnormality called Hydrops. Daughters may develop a serious condition during late gestation that results in excess fluid in the fetal membrane, which typically causes the loss of the calf and occasionally the dam. There is no current test at this time to identify animals carrying this mutation. Research is ongoing regarding the transmission of the abnormality, and to develop a genetic test. Helping our producers navigate this issue is of the utmost importance to us. Therefore, given that there is neither a full understanding of this condition nor a test, careful consideration should be given regarding the question of whether to breed WS All Aboard B80 descendant females until more information is available to breeders.

For questions regarding established WS All Aboard B80 genetics, Hydrops symptoms, reporting an active case, or additional information, please visit the Hydrops Information Center at www.simmmental.org or reach out to Jackie Atkins at jatkins@simmgene.com.

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 to \$90 each.

Semen Sample Fee

There is a \$7.20 processing fee for all semen straws and/or semen samples submitted to Neogen for DNA testing.

New Fiscal Year Underway for State Association Programs

It's a new fiscal year at ASA. A new fiscal year means a blank slate for state associations and this is a good time to plan how to take advantage of ASA's state association programs. Remember that each state association is allocated \$4,000 on a 60-40 split for most qualifying advertising items. States can also claim check-off dollars on a quarterly basis. Check-off dollar amounts are based on total cattle registration numbers per state and are paid at \$0.25 per registration. September 30 marks the end of quarter 1. In order to claim those dollars, a state association officer must visit simmmental.org and complete the "Promotional Check-off Dollars Request Form" found in the Membership/State Association section. 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 now offers members the option to download official digital certificates for registered animals. 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 at simmmental@simmgene.com with questions.

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.

Office Holiday Schedule

Monday, September 2

Labor Day

Thursday, November 28 & Friday, November 29

Thanksgiving

Wednesday, December 25, Thursday, December 26,
& Friday, December 27

Christmas ■

Colorado Simmental Association Announces New Simmental Division at NWSS

The Colorado Simmental Association has announced it will host a new Simmental bull show at the 2025 National Western (NWSS) pen show. This new CSA sanctioned event, called Phenotype and Genotype (P&G), will be held after the standard Purebred and Percentage Simmental pen shows at the NWSS. The P&G will provide an educational opportunity to highlight the value of EPD and selection indexes as a part of the seedstock selection process. Animals entered in the P&G will be evaluated by a separate division judge and associate judge under a system that combines assessment of the bulls' genotypes (EPD and indexes) and phenotypes equally weighted at 50 percent. More information can be found at coloradosimmental.com. ■

NEWSMAKERS

Register

ASA's Executive Vice President Dr. Wade Shafer Announces Retirement

The American Simmental Association Board of Trustees Chairman, Chris Ivie, reports that the Executive Vice President, Dr. Wade Shafer, announced his retirement at the conclusion of the April board meeting, effective June 30, 2025.



along with his humility and constant openness to collaborations with other like-minded individuals and organizations, has directly benefited the business at large and personally impacted the lives and futures of innumerable farm and ranch families.

Dr. Shafer's leadership and vision have been key to positioning the American Simmental Association and International Genetic Solutions at the forefront of the beef industry. His unwavering commitment to sound and credible science as the lynchpin for commercial success is widely known. This mindset permeates the Simmental business, its breeders, and its staff, and is widely credited for the Simmental resurgence in recent decades. Dr. Shafer's stewardship of this approach,

Dr. Shafer often states that "data is our lifeblood." His institution of policies and approaches have helped establish the largest data pool and the only large-scale, multi-breed genetic evaluation in the global beef business: International Genetic Solutions. A collaborative IGS is crucial to sound science, but even more, is vital to allowing independent beef producers access to the genetic tools needed to ensure success for them and their families. The team that Dr. Shafer has assembled embraces his call to make sound, thoughtful business decisions while using that business to aid the industry at every turn. This commitment well into the future will be Dr. Shafer's Simmental legacy.

The Executive Committee serves as the search and hiring committee for the Executive Vice President position. Watch for additional details at www.simmental.org.

Registration Now Open for Fall Focus 2024

Beef industry professionals and enthusiasts will be traveling to Amarillo, Texas, August 23-27 for ASA's annual Fall Focus educational symposium and Board of Trustees meeting. The event will feature a variety of educational opportunities, and is free to attend. Head to page 11 for the full program, and visit fall-focus.org to register. ■

Quantifying the Value of Good Management

by Mark Z. Johnson, Oklahoma State University Extension

In comparison to the purebred seedstock, stocker, or finishing segments of beef production, the commercial cow-calf sector shouldn't require as much day-to-day management and labor input. Well-managed cow-calf operations can concentrate these inputs into short time frames, focused on critical control points of production. The critical control points focus on improving herd health, reducing parasites, pregnancy checks to make sure the cost of cow maintenance is rewarded in the form of a weaned calf, and management to improve the value of calves produced.

The April 16, 2024, Oklahoma Market Report showed that 520-pound steers sold at an average value of \$315/cwt, translating to a per-head value of \$1,638 — a price which should result in a good profit margin beyond the annual maintenance cost of the cow that produced the calf. Historically low current US cow herd inventories and limited evidence of heifer retention indicate the robust markets we currently enjoy should be sustained for at least the next couple of years. In such times, it can be easy to overlook the critical control points that result in improving the value of calves.

Control What You Can and Manage the Manageable

The value of good management has never been higher. Consider the following:

- The cow that breeds one heat cycle earlier and calves 21 days earlier will yield a calf approximately 40 pounds heavier the day you wean. At current prices, that is an extra \$125 per cow.
- Castrated steers bring \$5–10/cwt more than bulls. The bigger the bull calves get, the larger the discount. The earlier in life bull calves can be castrated, the less stressful it is to the calf. Testosterone production in intact bulls is very low until puberty. Weaning weights of intact bulls are not heavier compared to steers.
- Dehorned or naturally polled calves sell at a \$5–10/cwt premium over calves with horns.
- Growth implants can increase gains by 10–20%. At the cost of approximately \$2 per implant, the result is an extra 18 pounds of added pay weight; this equates to over \$55 of additional value per head. Weaning weights of growth-implanted steers are often heavier than intact bull calves.
- Preconditioning typically bundles the best management practices of castration, dehorning, deworming, and bunk training with a nutritional program to accommodate a 45-day on-ranch weaning period. Two rounds of vaccinations (respiratory and blackleg) should be done, which can be documented as a marketing tool. One such program is the Oklahoma Quality Beef Network (OQBN) which provides producers the opportunity to certify calves and participate in special sales. The premiums for OQBN calves averaged approximately \$13/cwt over the value of non-preconditioned calves from 2011–2022. The most optimum time for castration, dehorning, and the first round of vaccinations in order to meet the specifications for preconditioned calves is two to four months of age.

Less than Half of Veterinary Professionals Say their Profession is Appreciated

The World Veterinary Association's theme for World Veterinary Day this year (April 27, 2024) highlighted that veterinarians are essential health workers. Without veterinarians, food safety cannot be guaranteed, animals suffer needlessly, and humans face a higher risk of exposure to dangerous infectious diseases.

Yet access to veterinary care should not be taken for granted, as many veterinarians are currently considering leaving their chosen career, most often due to reasons associated with work-life balance and their mental health.

Boehringer Ingelheim has released findings from a survey of 1,056 companion animal, livestock, and equine veterinarians in the United States, Japan, United Kingdom, France, Brazil, and Germany, to explore if veterinarians feel valued and understood by animal owners. A main finding of the study is that only 49% of veterinarians feel that the veterinary profession in general is appreciated.

"Understanding the reasons why veterinarians feel their profession is underappreciated, raising awareness of often-unseen and complex aspects of veterinary work, and most importantly, showing veterinary professionals that we recognize their essential work, is an important first step," remarks Fabio Paganini, member of the Global Animal Health Executive Committee at Boehringer Ingelheim.

"As a veterinarian myself, I know that there is so much to love about this job. Together, we can showcase the relentless dedication, the genuine compassion, and the scientific know-how it takes to work as a veterinarian. It truly is a vocation to aspire to."

Perceived levels of appreciation for the veterinary profession were relatively consistent across key types of veterinary teams — with only 48% of pet-focused (cats and dogs), 55% of livestock, and 42% of equine veterinary professionals reporting that their profession was appreciated. This is despite 75% of survey respondents reporting feeling personally appreciated by their client base.

"We should not stand quietly as our colleagues leave the ring due to stress and burnout," remarked Dr. Ellen Van Nierop, President at World Small Animal Veterinary Association. "Veterinarians are exceptional professionals, who play an essential role in directly maintaining and improving the health and well-being of animals and indirectly, of the whole society. It is imperative that we shine a light on the often-unseen care and effort veterinarians put into forging a healthy and happy society."

Digging deeper: what underpins appreciation levels?

Veterinary professionals believe their personal clients appreciate their "level of expertise" (reported by 66% of veterinarians surveyed), the "ability to deal with ethical dilemmas (including euthanasia)" (61% of veterinarians), and the fact "they provide a large variety of care" (57% of veterinarians).

However, the survey also revealed that clients don't always have full awareness of how far veterinarians push themselves to provide care. Of all participants, 49% felt they were underappreciated by clients when it came to understanding the "resilience to stress and emotional exhaustion" required from the job, with 48% reporting an underappreciation of the fact they "work despite feeling physically exhausted" and the way they "trade off their work-life-balance to help animals."

What needs to be done?

All survey respondents were asked to state a key aspect of their profession that they wish people knew more about. The most common responses from pet-focused participants were “our compassion and dedication to animal welfare (i.e., not money)” and “our commitment to being a veterinarian and the difficulties of the role.” Similarly, the most common response from both livestock and equine veterinary professionals was the “importance, competence, and value of the profession.”

Boehringer Ingelheim, together with the World Small Animal Vet Association (WSAVA) and the World Association for Buiatrics, plus other leading organizations, are united to help veterinarians — starting with showcasing veterinary professionals’ compassion and dedication to animal welfare, while shedding light on the often-unseen complex and difficult aspects of care.

“By celebrating the essential behind-the-scenes work veterinarians do, we can help them feel seen and appreciated so that they hopefully retain their passion for animal care for as long as possible,” shared Professor Arcangelo Gentile, President of the World Association for Buiatrics. “World Veterinary Day 2024 (April 27) serves as the perfect opportunity to raise awareness of what really happens behind the clinic, farm, and stable doors. Countless young people are dreaming of becoming a veterinarian. We want them to understand the beautiful, complex, raw, fascinating, and touching reality behind the dream. And we want them to know how rich a life lived as a veterinarian can be.”

Crabgrass: A Weed Can Be a Forage

by Mike Trammell, *Oklahoma State University*

Crabgrass is an annual, warm-season grass that is fast-growing, easy to establish, and capable of natural and prolific reseeding, all of which allows it to excel as a “weed.”

Despite its bad reputation, crabgrass was originally used in Europe as fodder before being introduced into the United States, likely around the mid-1800s, as a forage for grazing livestock. During the past 30 years or so, there has been an enormous change in the perception of crabgrass with forage and livestock producers. It is now considered a legitimate forage crop.

In 1988, the Noble Research Institute was the first to publicly release a crabgrass cultivar, which was named Red River. During its history, Red River crabgrass became the main commercial cultivar, promoting the use of crabgrass as an important warm-season annual grass for forage and livestock operations. This initially occurred in the southern Great Plains but now has spread throughout the southern United States. Since then, a handful of new forage crabgrass cultivars have been developed and released.

These improved crabgrass varieties are not weeds but high-producing, high-quality forages that are broadly adapted. The nutritive value of crabgrass is often superior to other warm-season forage options during summer for both haying and grazing. Forage crabgrass has high crude protein (8–14%) and high digestibility, which promotes average daily gains of livestock that can easily reach two pounds per head per day. It is also an excellent choice in many double-cropping systems, especially with winter annual forages like wheat, to extend the grazing period.

Crabgrass is widely adapted and can be used in both till and no-till forage production systems and is often managed in many

livestock grazing operations as a reseeding crop, thereby reducing the cost of seed and other annual costs. In addition, crabgrass can also be used as a component in warm-season annual and perennial forage systems. It is particularly productive in dryland situations, but it also performs well under irrigation and across a range of soil pH levels (5 to 7.5). It can be used for silage or hay production and is an excellent choice for conservation purposes. It covers critical areas quickly due to its rapid growth and establishment.

Crabgrass seed is light and fluffy, which can interfere with its ability to flow through a seed drill. Crabgrass seeds are rough in texture, resulting in individual seeds sticking together to form large clumps. The clumps not only cause problems when drilling but with the broadcasting of seed as well. To overcome these issues, crabgrass seed is sometimes mixed with a carrier, such as a fertilizer, to aid in seed flow through the machine when planting. Planting coated seed is also an option. Coated seed can also improve establishment results by adding bulk and weight to the seed, allowing it to be easily drilled or broadcast.

For best results, plant crabgrass mid-spring to early summer for the best forage production. Since yield is dependent on rainfall, avoid planting after midsummer. Seeding rates should range from four to six pounds of pure live seed (PLS) per acre and planting depth should be one quarter inch deep. Crabgrass’ excellent ability to reseed makes re-establishment each year easy, which can potentially reduce costs; however, it is recommended to add low rates of additional seed annually to the production system. Adequate fertility must be provided for improved forages to be successful, and crabgrass is no exception. Always soil test and apply nitrogen, phosphorus and potassium accordingly.

Crabgrass works well when planted following small grains such as cereal rye or wheat. The small grains provide forage for late fall into spring and the crabgrass fills in during the summer and early fall to provide high-quality forage. Light tillage is recommended when the cereal forage is done being grazed or harvested in the spring. This improves seed germination and promotes better volunteer crabgrass stands for the summer.

In the summer, begin grazing crabgrass stands when plants are four to six inches tall, which typically occurs 30–40 days after seedling emergence. For hay production, cut crabgrass pastures in the boot to heading stage (normally 18 to 24 inches high), which will allow for at least two harvests per year. Regrowth is supported by remaining leaves and not by stored root and crown reserves, so avoid cutting crabgrass pastures lower than three inches.

Crabgrass has been building momentum in the last couple of years, and I suspect that it is due to those producers willing enough to try something “off the wall.” After all, this weed has great potential to extend the grazing season and provide nutrient-dense forage to grazing livestock. ■



BALANCE THE SCALES

BREED EFFECTS FOR COW MATURE WEIGHT (MWT) ^{abc}	
Angus	0
Charolais	-20 lb.
Hereford	-39 lb.
Simmental	-74 lb.

Big cows come with big feed bills.

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

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

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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. ^bAdjusted 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. ^cEstimate of MWT differences at 6 years of age. ^dThe study considered 108,857 weight records from 5,156 crossbred cows sired by 787 bulls.

Iowa Passes Meat-labeling Legislation with Steep Fines

Iowa became the latest state to pass meat-labeling legislation mandating distinctions between animal and alternative protein packaging.

Senate File 2391 spells out stringent labeling requirements for products sold in the state. No term traditionally used to describe part of a whole animal, or products traditionally processed from whole animals, may be used to describe a lab-grown or plant-based protein product.

The lexicon includes food vernaculars such as wing, bacon, burger, cutlet, hot dog, jerky, and sausage.

Iowa Governor Kim Reynolds said in a statement, “This is about transparency. It’s about the common-sense idea that a product labeled chicken, beef, or pork, should actually come from an animal.”

State regulators will enforce the labeling guidelines at retailers and production facilities. The legislation spells out fines for violators of \$500 per day, but also specifies that the Iowa government cannot suspend/revoke food processing licenses for misbranding.

Best of Both Worlds: Estrus Detection Aids and Timed Cattle Breeding

Using artificial insemination (AI) with a cattle herd doesn’t require as much time or labor as you might think. With the advent of timed breeding protocols and quality visual estrus detection aids, AI has become more effective and efficient.

“You’re listening to the cows just a little bit, but you still have that scheduling of it and utilizing your AI tech,” says Adrienne Lulay, independent beef sales representative for All West Beef/Select Sires.

Lulay joined the Kansas State University’s Beef Cattle Institute Cattle Chat podcast with their team of veterinarians to discuss AI and offer some tips on getting the most from cattle breeding programs.

Both Lulay and Bob Larson, DVM, professor at Kansas State University, agree that implementing estrus detection with visual breeding indicator aids can help improve the results of AI breeding.

Looking back

In the past few decades, AI breeding protocols have come a long way. Larson notes the move from daily estrus detection to timed AI as being a significant shift.

“Really, one of the big constraints to utilizing artificial insemination in beef cattle was the need to estrus-detect twice a day every day and then follow that up with insemination twice a day,” says Larson.

Only a handful of cows or heifers were bred daily, and often the beef producer had to be their own AI specialist.

“That’s a lot of skills to train someone to do, and then they only do it once a year,” adds Larson.

The advent of timed AI protocols became a game-changer in allowing professionals, like AI technicians or veterinarians, to breed many females effectively and quickly. But, timed AI wasn’t a cure-all.

“It didn’t perfectly get all the heifers or cows to ovulate when you wanted them to,” says Larson. “Now, over the last few years, we’ve added back some estrus detection.”

Estrus detection support

If you are using timed AI, you can pair it with visual estrus detection aids, like breeding indicator patches, to enhance your breeding program. Then, you can breed the first cows or heifers exhibiting strong estrus intensity and hold off on breeding a second group until more are in estrus.

“We get the best of both worlds — the estrus detection and timed insemination,” says Larson.

Lulay estimates that adding an estrus detection aid to a timed AI breeding provides a 10% increase in conception rates.

“There’s definitely very obvious heat detection aids now that are available,” says Lulay. “Something like an ESTROTECT patch or even just chalking their back so you know they actually went into heat. You can check just a couple times a day, and you can peel off those cows that were in heat.”

There can also be some cost savings when an estrus detection aid is part of the breeding program by reducing the drugs required.

“You can skip your GnRH (gonadotropin-releasing hormone) shot at that timed AI because so few of them actually need it because you saw they came into heat,” says Lulay.

Extra insurance

Using estrus detection aids can be a way to alert you that something went wrong in the protocol.

An example Lulay shares is a breeding project where the cows weren’t exhibiting any estrus with breeding indicator patches after the producer implemented the breeding protocol.

“None of the cows were coming into heat, and there were no activated patches,” says Lulay. “It turns out they had flip-flopped their hormone injections. The patches tipped us off that something wasn’t right.”

Having someone who can accurately determine the signs of estrus intensity with the assistance of estrus detection aids should also be considered.

“A well-trained person who can read the cows with the assistance of estrus detection aids is usually pretty good at getting the right timing for insemination,” says Larson.

Ceres Tag Names Animal Health Express, Inc., as Exclusive Supplier in US and Mexico

Animal Health Express, based in Tucson, Arizona, has been designated as the exclusive supplier of Ceres tags in the United States and Mexico. The Ceres Ranch tag offers comprehensive cattle monitoring through direct-to-satellite capability without the need for network setup or infrastructure. With direct to satellite communication, the Ceres Ranch tag offers the industry’s most innovative means to collect herd data in large/remote or small pasture settings.

Ceres Tag is the world’s first animal monitoring information platform with direct to satellite capability through a proprietary smart ear tag. Ceres Tag uses data collection and on-tag analytics to provide animal-specific location data in addition to movement and animal health monitoring.

The Ceres Ranch tag distinguishes itself by being able to provide a daily feed intake on pasture through information on various activities including walking, grazing, ruminating, resting, drinking, and more with precise measurements. This data can be analyzed at both individual and herd level, enabling producers to identify long-term behavioral trends and enhance decision-making. Additionally, the Ceres Tag is the only cattle tag solution that requires no additional infrastructure, no maintenance, no subscription, and no battery replacements.

Oregon Names 14 Meat Processors to Receive \$8.6 Million in Grants

The Oregon Department of Agriculture is awarding a combined \$8.6 million in grants for 14 meat processing firms across the state to support expanded and upgraded industry capacity and boost the value of Oregon-raised livestock.

Most of the grants are nearly \$700,000 each. Lisa Charpillouz Hanson, director of the Oregon Department of Agriculture, called the grant program a “major investment” in the industry.

“Our beef industry is a significant contributor to the national livestock supply chain, but much of the economic opportunity is lost because the processing is out of the state,” she said. “The grant program is a strategic move to address limitations in the processing sector. Its aim is to retain value, create jobs, and improve the availability of services for our ranchers and local communities.”

The department received 43 grant applications seeking \$27 million in support of a claimed \$82.6 million in projects for a range of livestock species.

State ag officials estimate that the expanded production value and volume of projects supported by the grants will result in an additional 3.5 million pounds annually of Oregon-sourced meat.

All 14 grantees will be subject to either USDA inspection or the Oregon State Meat Inspection Program, which was authorized in 2020 and began operating in 2022.

Genetics to Improve Profit Potential

by Mark Z. Johnson, Oklahoma State University Extension Beef Cattle Breeding Specialist

Commercial cow-calf operations should take advantage of both additive and non-additive genetic effects. This can be accomplished in two phases: 1) determining which breeds to incorporate into a well-designed crossbreeding system in order to gain hybrid vigor and breed complementarity; and, 2) selecting sires within those breeds based on strong additive genetic values (in the form of EPD) for the traits of primary economic importance in your production and marketing system.

The results of a well-designed crossbreeding system are primarily realized through the advantages of the crossbred cow.

As compared to purebred cows:

- Crossbred cows see an additional one to two years of longevity in production.
- Produce more calves and average 600 more pounds of cumulative weaning weight over their lifetime in production

Crossbred calves, as compared to purebred calves:

- Have a higher calving rate and greater survival rate to weaning
- Higher weaning weights, higher ADG, and higher yearling weights

The magnitude of these advantages will vary based on the breeds involved. *Bos taurus* crossed to *Bos indicus* will respond with higher levels of heterosis for reproduction, growth, and carcass traits than *Bos taurus* to *Bos taurus* crosses. The USDA Meat Animal Research Center’s Germplasm Evaluation Program serves as a long-standing resource for current additive genetic differences among beef breeds as well as the non-additive genetic response observed when making specific breed crosses.

Crossbreeding for the sake of crossbreeding is not suggested. Selecting the right breeds based on additive genetic strengths and complementarity is critical. A well-designed crossbreeding system will require an additional level of management and considerations. Determine if sires will be used as terminal or rotational. If replacement heifers are to be purchased from outside sources or produced from within should be part of the planning process. ■

NEW MEMBERS

Register

ARIZONA

Jason Kasper
4121 E Sandy Hollow Lane
Cottonwood, AZ 86326

CONNECTICUT

Blackstone Farm
162 Old Hwy
Lebanon, CT 06249

FLORIDA

Liberty Ranch
4250 Forbes Trail
Venice, FL 34292

Larry Moss
52590 E 65 Road
Miami, FL 74354

INDIANA

Patrick Cattle Company
13647 N State Road 13
North Manchester, IN 46962

Bailey Farrer
69891 Juniper Rd
Bremen, IN 46506

Patricia Buck
9816 E 250 North
Lafayette, IN 47905

IOWA

Jill Johnson
13569 Old Cass Rd
Anamosa, IA 52205

Jordan Rasmus
4702 Middle Rd
Cherokee, IA 51012

Baxter Knapp
1917 Lewis Ave
Fontanelle, IA 50846

Mark Sullivan
1570 Ripley Lane
Woodbine, IA 51579

KANSAS

McKoon Ranch
37796 W 319th
Paola, KS 66071

C-C Ranch
1007 Prairie Rd
Yates Center, KS 66783

Timothy Roeser
1006 Pine Street
Wamego, KS 66547

(Continued on page 49)

Beef Trade Update

by Derrell S. Peel, Oklahoma State University Extension

US beef trade continues to evolve in the face of a unique domestic cattle market situation. Beef exports in February were down 1.3% year-over-year with the two-month total thus far in 2024 down 2.6%. This follows a 2023 year-over-year decrease of 14.3% from record 2022 beef exports. Beef exports in the first two months of the year are down year-over-year from most of the top markets; including number one Japan, down 13.5%; number two South Korea, down 5.5%; and number three China/Hong Kong, down 2.6%. Additionally, Canada, the number five market, is down 2% thus far in 2024, along with number six Taiwan, down 7.5% year-over-year. Mexico, which had been the number three market as recently as 2019, is currently the number four market but recovering. Beef exports to Mexico are up 20.7% in January–February, following a 12.2% year-over-year increase in 2023.

Beef imports in February were up 23.8% year-over-year and are up 31.9% in the first two months of the year. This follows a 9.9% year-over-year increase in beef imports in 2023. Beef imports this year are led by Brazil, who jumps out strongly to fill the “other country” quota early in the year, with shipments moderating after two or three months in the face of the over-quota tariff. Imports from Brazil are up 41.8% year-over-year thus far in 2024. Imports from Australia are up sharply so far this year, with a year-over-year increase of 111.3%, still narrowly the number three country as a beef import source. Canada is the number two import source, slightly ahead of Australia and up 9% year-over-year. New Zealand is the number four beef import source and is up 48.6% thus far in 2024. Mexico is the fifth largest source of beef imports, down 16.9% in January–February after decreasing 12.4% year-over-year in 2023. Uruguay is the number six beef import source and is up 90.9% year-over-year thus far in 2024.

Beef exports continue to face headwinds as beef production decreases and beef prices increase in the US market. A generally strong US dollar adds additional headwinds, making US beef imports more expensive to international customers. At the same time, decreasing domestic beef supplies in the US, coupled with higher prices, attracts additional beef imports, with the strong dollar adding additional incentive for beef imports. As is typical, beef imports are heavily dominated by imports of lean processing beef to supplement decreasing supplies of non-fed beef in the US. Decreasing lean beef supplies, coupled with strong ground beef demand in the US, is pushing 90% lean prices (and ground beef prices) to record levels. Fed beef (steer and heifer) production is declining, but the large percentage of yield grade 4 and 5 in feedlot cattle means that the supply of fatty (50% lean) trimmings is high relative to lean beef supplies and stimulating strong demand for domestic and imported lean processing beef to increase ground beef production.

Canada's Premium Brands Reports Strong Growth in US Market

Premium Brands Holdings Corp. achieved “solid progress” on its core US strategies in sandwiches, protein, and baked goods, the British Columbia-based food conglomerate said in its first-quarter earnings report.

For the three months ended March 30, the US initiatives saw total sales of \$580.8 million, an organic volume growth rate of 9.7%.

Overall, revenue for the first quarter of 2024 was C\$1.46 billion, up C\$31.3 million, or 2.2%, from the same period a year ago. Premium Brands' first-quarter adjusted earnings before interest, taxes, depreciation, and amortization (EBITDA) was a record \$121 million, up \$10.3 million, or 9.3%, from the year-ago quarter.

“Over the last three years, we have made significant capital investments in building the capacity needed to support our US growth initiatives in protein, sandwiches, and artisan baked goods,” said Premium Brands CEO and President George Paleologou. “With many of these projects now coming online, we are starting to see their potential as shown in our record sales and adjusted EBITDA for the quarter, despite facing a challenging macroeconomic backdrop in Canada.”

Paleologou said US growth initiatives drove the first-quarter performance, and those initiatives are expected to “continue building momentum based on the broad range of new customer and product listing opportunities in the works.”

Premium Brands incurred C\$10.8 million in plant start-up and restructuring costs during the first quarter on projects to expand capacity or raise operating efficiency.

Those projects, among others, included: the start-up of a new capacity for cooked protein capacity in Versailles, Ohio; improvements and expansion of a cooked-protein facility in Scranton, Pennsylvania; reconfiguration of a meat snack facility in Kent, Washington, and start-up of new capacity following a 107,000-square-foot expansion and reconfiguration of a meat snack and processed meats facility in Ferndale, Washington.

The report said the company's performance in the Canadian market was impacted in part by reduced beef jerky sales, attributable to higher beef commodity costs and consumer price sensitivity. ■

CORPORATE REPORT Register

JBS Says Scenario for US Beef Business is More Challenging in 2024

JBS Beef North America is facing a more challenging scenario this year, compared to 2023, due to reduced cattle availability that continues to pressure margins, according to company's executives in a conference call in May.

US domestic demand for beef has been impacted by inflation and higher prices amid an even lower cattle availability this year, resulting in a shift in consumption toward lower-cost proteins, such as chicken and pork.

JBS expects an improvement in demand for US beef in the second quarter compared to the first quarter of this year, in line with the seasonal trend of increased consumption during the summer.

“We're seeing a second quarter which will have a normal seasonality this year,” JBS USA chief executive officer (CEO) Wesley Batista Filho said in a conference call. “As spring and summer begin, there may be greater margins, but without a doubt, it will be a more challenging second quarter this year than last year.”

(Continued on page 49)

(Continued from page 48)

JBS Beef North America reported a 1% increase in net revenue in Brazilian currency to BRL 27.6 billion, with a negative adjusted earnings before interest, taxes, depreciation, and amortization (EBITDA) of BRL48.6 billion, and a negative EBITDA margin of -0.2%. In USGAAP and US dollars, net revenue increased 6% to \$5.6 billion, and adjusted EBITDA was \$11.4 million with a margin of 0.2%.

Batista said the company will continue to work on improving industrial and commercial processes at US Beef North America, which should help increase the unit's margin by two percentage points in the future, regardless of market conditions.

JBS's executives reiterated their optimism about the prospects for all the other business units this year, particularly the pork and chicken divisions, Seara and JBS USA Pork, which are expected to show improved results in the second quarter.

China Blocks Beef Exports from JBS Greeley Facility

The government of China blocked beef exports from the JBS USA facility in Greeley, Colorado, in May, according to the Food Safety and Inspection Service (FSIS).

Reports have pointed to alleged traces of the feed additive ractopamine as the cause of the block. Meat from ractopamine-fed animals is considered safe in the United States, but it is a banned/restricted substance in China and 160 other countries.

In a statement, JBS said it is "working diligently with US and Chinese authorities to resolve the situation as soon as possible," and FSIS confirmed it is conducting its own investigation into the matter.

FSIS elaborated, in a statement to Reuters, "China customs detected ractopamine in a batch of frozen beef omasum products exported to China from these establishments, and destroyed this batch of products in accordance with their regulations."

Additionally, China blocked meat products from Cool Port Oakland, a cold storage facility in the California city.

Beyond Meat Setbacks Continue

Following yet another negative quarter, the bad news has continued for Beyond Meat. According to a Bloomberg report, two high-profile foodservice clients have scaled back their offerings from the alt-meat company. Carl's Jr., which began selling the Beyond Burger at more than 1,000 locations, removed the item from most of its menus in late April. Additionally, Del Taco (which also partnered with Beyond in 2019) has removed Beyond products from nearly 600 locations.

Del Taco cited "low sales," to Bloomberg, as its reason for pulling the Beyond items; when the food items launched in 2019, Del Taco described them as "the future of tacos." Similarly, CKE Restaurants (parent company of Carl's Jr.) called the Beyond Burger an "industry game changer" in 2019.

Del Taco stated it is still exploring other plant-based items with Beyond. ■

NEW MEMBERS

Register

(Continued from page 47)

MINNESOTA

Liberty Cattle Company LLC
13498 CR 28
Mabel, MN 55954

River Valley Simmentals
PO Box 536
Henderson, MN 56044

Haugen Farms
17044 370th St
Bagley, MN 56621

Zehnder Waage Partnership
982 397th Ave NW
Stanchfield, MN 55080

Calgaros Inc
20381 County Road 560
Goodland, MN 55742

Augustus Guyer
80299 Elm Creek Rd
Madelia, MN 56062

NEBRASKA

Phelps Ranch Inc
42148 Rd 788
Callaway, NE 68825

Lana Andersonhelps
42148 Road 788
Callaway, NE 68825

NEW JERSEY

Jeff Davis
414 Pemberton Rd
Southampton, NJ 08088

OHIO

Ziegler Family Livestock
11693 E County Road 32
Bellevue, OH 44811

OKLAHOMA

Micah Cato
11372 E 163rd St S
Webbers Falls, OK 74470

Atkinson Farms
17053 Hwy 177
Stratford, OK 74872

Jirll Buck
18478 Cattle Dr
Madill, OK 73446

Kadee Holder
20389 N Airport Rd
Stigler, OK 74462

Colby Gilpen
9420 SW Burk Rd
Faxon, OK 73540

4F Ranch
4688 W 103rd St S
Oktaha, OK 74450

Morrissey & Tharp Cattle
1714 Cedar Trail Dr
Cashion, OK 73016

Sidney D Griffiths
PO Box 1142
Anadarko, OK 73005

Marshall Biswell
6524 E Forrest Hills Rd
Guthrie, OK 73044

Boden Farms
PO Box 14
Oakwood, OK 73658

Korben Gaskins
1505 South Kings Highway
Cushing, OK 74023

SOUTH DAKOTA

Joseph Wieseler
19820 363rd Ave
Saint Lawrence, SD 57373

TEXAS

Rockin V Ranch
2206 Keller Bay Ct
Friendswood, TX 77546

Ronnie Vincent
PO Box 2497
Onalaska, TX 77360

Bar 80
13040 County Road 190
Alvin, TX 77511

Morgan Jackson
1461 CR 121
Kaufman, TX 75142

Rafter V Cattle
11959 CR 232
Centerville, TX 75833 ■

River Creek Farms' 34th Annual Bull Sale

February 14, 2024 • Manhattan, KS

No.	Category	Average
75	Age-Advantaged Fall Bulls	\$11,193
54	Yearling Bulls	\$8,639
129	Total Lots	\$10,124

Auctioneer: Jered Shipman, TX

Sale Consultant: Jeremie Ruble, Ruble Cattle Services, IA

Representing ASA: Michael Dikeman

High-Selling Lots:

\$40,000 – 1/2 SimAngus, s. by Roseda Powerball, sold to Terry Bowen, Prattville, AL.

\$29,000 – 1/2 SimAngus, s. by Roseda Powerball, sold to Flint Drake, Dubuque, IA.

\$19,000 – 1/2 SimAngus, s. by TJ Chief, sold to Billy Wolf, Whitesboro, TX.

\$19,000 – 1/2 SimAngus, s. by Roseda Powerball, sold to Toby Herbel, Salina.

\$16,000 – 1/4 SimAngus, s. by GAR Hometown, sold to R&R Cattle and Equipment LLC, Lincoln.

\$15,000 – 3/4 SimAngus, s. by KBHR Revolution, sold to Kline Simmental, Hurdsville, ND.

\$15,000 – 1/4 SimAngus, s. by to GAR Hometown, sold to R&R Cattle and Equipment LLC, Lincoln.

\$15,000 – 1/4 SimAngus, s. by Roseda Powerball, sold to Flint Drake, Dubuque, IA.

Volume Buyers: R&R Cattle and Equipment LLC, Lincoln; Zane and Barb Leininger, LaJunta, CO; Adam Hahn, Randolph, WI; Mike Wagnon, Quinton, OK; Nicholas Blanchet, Harper; Bryan Beason, Skidmore, MO; Alex Selensky, Center, ND; and Chris Worl, Geneseo.



The auction block.



Capacity crowd on hand.



Taking bids.

Illinois Performance Tested Bull Sale

February 22, 2024 • Springfield, IL

No.	Category	Average
19	SM Bulls	\$4,874

Auctioneer: Cody Lowderman, IL

Sale Manager: Travis Meteer, IL

Representing ASA: Brian DeFreese

Comments: Also selling were 23 Angus Bulls at an average of \$5,059; and one Hereford Bull for \$4,600.

Black Summit Cattle's Annual Bull Sale

March 15, 2024 • Powell, WY

No.	Category	Average
59	SimAngus Bulls	\$7,114

Auctioneer: Kyle Shobe, MT

Sale Manager: Allied Genetic Resources (AGR), IL

Marketing Representatives: Marty Ropp (AGR); Jared Murnin (AGR); Corey Wilkins (AGR); Rocky Forseth (AGR); Bo Beevis, *Wyoming Livestock Roundup*; Alan Sears, *Western Ag Reporter*; and Devin Murnin, *Western Livestock Journal*.

Representing ASA: Andy Roberts

High-Selling Lots:

\$56,000 – Black 5/8 SM 3/8 AN, "BSUM Applied Science," s. by Gibbs Fast Track 0634H, sold to All Beef, GENEX and Wade Small, Normal, IL.

\$20,000 – Black 5/8 SM 3/8 AN, "BSUM 385L," s. by CCR Commander 4404H, sold to Carsten's Simmental, Hotchkiss, CO.

\$16,000 – Black 5/8 SM 3/8 AN, "BSUM 325L," s. by Gibbs Fast Track 0634H, sold to Walk 5 Ranch LLP, Broadview, MT.

\$14,500 – Black 5/8 SM 3/8 AN, "BSUM 313L," s. by CLRS Homeland 327H, sold to TTT Ranch, Kaycee.

\$10,000 – Black 5/8 SM 11/32 AN 1/32 DS, "BSUM 335L," s. by Gibbs Fast Track 0634H, sold to Brad Bolek Ranch, Hay Springs, NE.



Good-sized crowd on hand.

Belles and Bulls of the Bluegrass

April 6, 2024 • Lexington, KY

No.	Category	Average
53	Bulls	\$6,908
12	Cow/Calf Pairs	\$6,500
8	Bred Females	\$4,906
8	Open Females	\$8,844
1	Donor	\$90,000
82	Lots	\$7,855

High-Selling Lots:

- \$90,000** – 1/2 interest in Donor, “WHF Delilah 45D,” s. by TJ Main Event 503B, sold to Beshears Simmentals, Winchester, IN; and Jared Werning Cattle, Ethan, SD.
- \$22,000** – Bull, “WHF Point Proven K382, s. by WHF Point Proven H45, sold to Hart Simmentals, Frederick, SD.
- \$20,000** – Bull, “WHF Lover Boy K452,” s. by THSF Lover Boy B33, sold to Stanfield Farms, Manchester, OH; CW Cattle Co., Wayne, NE; and West Pont Cattle, New Bavaria, OH.
- \$20,000** – Bull, “Swain Progressive C303L,” s. by LCDR Progressive 106G, sold to K-LER Cattle, St. Charles, MN.
- \$19,500** – Open Female, “WHF/Tylertown/J/F Delilah 453L,” s. by THSF Lover Boy B33, sold to John Justice, Ashland City, TN.
- \$15,500** – Bull, “WHF Double Up L344,” s. by WHF/JS/CCS Double Up G365, sold to Hilltop Simmentals, Worthington, SD.
- \$13,500** – Bull, “WHF Innovator K38,” s. by CDI Innovator 325D, sold to Haley Reed, Hustonville.
- \$11,750** – Bull, “WHF Point Proven K65,” s. by WHF Point Proven H45, sold to Trennepohl Farms, Middletown, IN.

The 13th Annual Gathering at Shoal Creek

April 6, 2024 • Excelsior Springs, MO

No.	Category	Average
12	Herd Bull Prospects	\$3,730
11	Fall Bred Females	\$4,018
6	Spring Calving Females	\$4,500
8	Fall Open Females	\$5,044
37	Lots	\$4,231

Auctioneer: Chisum Peterson, SD

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

Marketing Representatives: Val Eberspacher (EE); Austin Brandt, Lee Agri-Media, IA; Mike Sorensen, *American Cattlemen*, IA; Buddy Robertson, OK; Tom Rooney, Special Assignment, IA; and Amanda Hilbrands, LiveAuctions.TV, MN.

Representing ASA: Dr. Michael Dikeman

High-Selling SimInfluenced Lots:

- \$6,500** – Proven SM Donor Cow, “SC Daisy Duke C1,” s. by LLSF Pays To Believe ZU194, sold to Joshua Siegel, California.
- \$6,000** – Open SM Heifer, “SC Lexi L111,” s. by Gateway Follow Me F163, sold to Gabby Lynch, Lineville, IA.
- \$5,250** – Cow/Calf SM Pair, “SC Excellent Lady K1,” s. by CLRS Guardian 317G, Heifer Calf s. by SC Follow Me K8, sold to Gorham Farms, Rayville.
- \$4,750** – Bred SM Female, “SA/SC Jewel’s Angel K120,” s. by Ruby NFF Up the Ante 9171G, bred to Mr SR 71 Right Now E1538, sold to Tim Swigart, Garden City.
- \$4,700** – Bred SM Female, “SC Loveless K126,” s. by W/C Fort Knox 609F, bred to CDI/NF Honor Guard 257H, sold to Devin Fisher, Taneyville.
- \$4,700** – Bred SM Female, “Sc Pay Day J141,” s. by SC Pay Off D110, bred to SC Follow Me K8, sold to Austin Hall, Norborne.
- \$4,500** – Open SM Heifer, “SC Lilah L105,” s. by LLSF Vantage Point F398, sold to Cooper Swigart, Garden City.
- \$4,000** – Open SM Heifer, “SC Lady In Red L108,” s. by Five Star Jackson J10, sold to RS&T Simmentals, Kansas City.



David Vest addressed the crowd with sale details.



Michael Dikeman was the SimSpecialist for the sale.



Bill Graebe and Scott Cowger, RS&T Simmentals, added a couple females to the operation.



Simmental breeders Todd Kanoy and Don Fischer visit about the breed.

Hilbrands 7th Annual Passion for Perfection Sale

April 13, 2024 • Clara City, MN

No.	Category	Average
48½	SM and SimInfluenced Cow/Calf Pairs	\$6,338

Auctioneer: Jered Shipman, TX

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

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

Representing ASA: Russ Danielson

High-Selling Lots:

- \$10,500** – Percentage SM, “HILB Brooklynn K21Y,” s. by Harkers Unleashed, Bull Calf s. by W/C Executive Order 8543B, sold to S&G Hilbrands, Clara City.
- \$10,000** – PB SM, “HILB/JASS Persevering Love 52K,” s. by Felt Perseverance 302F, Heifer Calf s. by OMF Epic E27, sold to Weller Farms, Garrett, IN.
- \$10,000** – PB SM, “HILB/JASS Epic Love 17K,” s. by OMF Epic E27, Heifer Calf s. by W/C Executive Order 8543B, sold to Elm-Mount Farms, Bangor, WI.
- \$10,000** – Percentage SM, “HILB Miss Sarya,” s. by HILB/SHER Data Breach, Heifer Calf s. by Bar CK Gold Rush 0282H, sold to Rincker Brothers, Strasburg, IL.
- \$10,000** – PB SM, “HILB Barcelona K6S,” s. by WHF/CCS Double Up G365, Heifer Calf s. by Bar CK Gold Rush, 0282H, sold to Steve Fischer, Clarksburg, MO.
- \$9,500** – Percentage SM, “HILB Believe Right Now J955,” s. by Mr SR 71 Right Now E1538, Heifer Calf s. by W/C Need4Speed 1016H, sold to White Wing Simmentals, Huntington, AR.
- \$8,500** – 3/4 SM, “HILB Strawberry Bliss K2107,” s. by W/C Bank On It 273H, Heifer Calf s. by THSF Loverboy B33, sold to Ed Bergler, Dakota.

(Continued on page 52)

(Continued from page 51)

Comments: Don't forget to mark your calendars for the Jewels of the Northland Sale, December 7, 2024.



John & Rita Volz are repeat customers.



Mark Hilbrands welcomes the crowd with an opening prayer.



Darin Johnson increased his herd with a couple select purchases.



Hilbrands Cattle Co and Jass Simmental donated embryos to the MN and IA Junior Simmental Associations to assist with travel expenses to the National Classic. A total of \$2,800 was raised with buyers of the embryos John and Rita Volz; and James and Jamie Woodruff.

RS&T Simmentals' Performance and Pounds Bull and Female Sale

April 20, 2024 • Maryville, MO

No.	Category	Average
18	Bulls	\$4,203
18	SM and SimInfluenced Cow/Calf Pairs	\$3,417
11	Fall Bred Females	\$3,627
2	Fall Open Heifers	\$3,850
49	Total Lots	\$3,770

Auctioneer: Dustin Carter, SD

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

Marking Representatives: Val Eberspacher (EE); Austin Brandt, Midwest Marketer, IA; Chris Beutler, NE; Buddy Robertson, OK; Cody Davis, KS; Jeremie Ruble, IA; Chris Sweat, AR; and Amanda Hilbrands, LiveAuctions.TV, MN.

High-Selling Lots:

\$7,800 – 3/4 SM Cow/Calf Pair, "SC Donna F10," s. by W/C Executive Order 8543B, Heifer Calf s. by Rubys Cash Flow 197J, sold to Eddie Rogers, Fortuna.

\$7,250 – PB SM Bull, "RS&T Manifesto 311L," s. by WS Proclamation E202, sold to Anna Sweat, McCaskill, AR.

\$6,250 – PB SM Bull, "RS&T Edict 307L," s. by WS Proclamation E202, sold to Shaun Gebauer, Otis, CO.

\$5,900 – PB SM Cow/Calf Pair, "Drake Spring Hope," s. by W/C Relentless 32C, Heifer Calf s. by Rubys Cash Flow 197J, sold to Matthews Simmental, Fair Grove.

\$5,500 – 3/4 SM Bred Female, "RS&T/Sophs Proclamation K212," s. by WS Proclamation E202, bred to RS&T Hot Sauce K200, sold to Shoal Creek Simmental, Excelsior Springs.

\$5,200 – PB SM Bred Female, "RS&T Red Freckles 200K," s. by KBHR Sriracha H127, bred to WS All-Around Z35, sold to Deacon Hermreck, Richmond, KS.

\$4,750 – PB SM Cow/Calf Pair, "RS&T Quantum Lady G010," s. by HPF Quantum Leap Z952, Bull Calf s. by Rubys Turnpike 956G, sold to Eddie Rogers, Fortuna.

\$4,750 – PB SM Bull, "RS&T Lead The Way L618," s. by LBRS Genesis G69, sold to Shaun Gebauer, Otis, CO.



Eddie Rogers selected a couple top females to add to his program.



Bill Graebe, partner in the RS&T firm, welcomed the crowd.



Fellow Missouri Simmental breeder Roger Brummett attended the sale.



John Cowger Senior partner in the RS&T program.

Crosshair Simmental, Huber EY Red Angus, and Kuhn's Red Angus Sale

April 26, 2024 • Napoleon, ND

No.	Category	Average
28	Yearling SM Bulls	\$7,277

Auctioneer: Seth Weishaar, SD

Sales Representatives: Rachael Oliver, Red Angus Association; Kirby Goettsch, Farm and Ranch Guide; Scott Ressler, ND Stockmen's Association; Tony Heins, Cattle Business Weekly; and Jeff Thomas, The Prairie Star.

Representing ASA: Perry Thomas

High-Selling SimInfluenced Lots:

\$21,500 – PB SM Bull, "Crosshair 73L," s. by TNT Assurance J455, sold to Waage-Zehnder Partnership, Green Bush, MN.

\$13,000 – PB SM Bull, "Crosshair 203L," s. by TNT Assurance J455, sold to Kenner Simmentals, Leeds.

\$12,000 – PB SM Bull, "Crosshair 154L," s. by TNT Assurance J455, sold to Terry Harpole, Dawson.

\$10,000 – PB SM Bull, "Crosshair 177L," s. by TNT Assurance J455, sold to Bryan Stroh, Tappen.

Comments: Also selling were 47 Yearling Red Angus Bulls at an average of \$4,793; and 114 SM and RA Open Replacement Heifers at an average of \$2,489.



Sale host, Ben Kleppe, Crosshair Simmentals, and Seth Weishaar.

Heartland Simmentals' Performance with Class Sale

April 27, 2024 • Waverly, IA

No.	Category	Average
69	Bulls	\$5,300
49	Bred Females and Pairs	\$4,000
118	Registered Lots	\$5,134

Auctioneer: Phil Schooley, IA

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

Marketing Representatives: Val Eberpacher (EE); Austin Sorenson, American Cattlemen, IA; Austin Brandt, Lee-Agri Media, IA; Greg Miller, GEM Marketing, WI; Jeremie Ruble, Ruble Cattle Services, IA; Marshall Ruble, Ruble Cattle Services, IA; Jared Ruter, Lee-Agri-Media, IL; Dusty Horton, Humeston Livestock Exchange, IA; Nich Echard, IA; and Mariah Miller, LiveAuctions.TV, IA.

Representing ASA: Bert Moore

High-Selling SimInfluenced Lots:

\$12,000 – PB SM Bull, “HL Kong L27,” s. by HL Kong H72, sold to Allan and Diana Goodrich, Fredericksburg.

\$11,000 – PB SM Bull, “HL Kong L28,” s. by THSR Kong F848, sold to Kaelberer Ranch, New Salem, ND.

\$10,250 – 3/4 SM Bull, “HL Kong I28,” s. by CLRS Guardian 317G, sold to James Hammel, Dorchester.

\$9,250 – 3/4 SM Bull, “HL Revolution L38,” s. by KBHR Revolution H071, sold to Roger Hammel, Dorchester.

\$8,750 – PB SM Bull, “EKRD Mr Mic Drop L92,” s. by Mr SR Mic Drop G1534, sold to Prickly Pear Simmental Ranch, Helena, MT.

\$8,500 – 3/4 SM Bull, “LLO Lawman L14,” s. by KRJ Dakota Outlaw G974, sold to Ricketts Farms, Seaton, IL.

\$7,500 – PB SM Bull, “EKRD Mr Mic Drop L6H,” s. by Mr SR Mic Drop G1534, sold to Scott Batterson, Drakesville.

\$7,500 – PB SM Bull, “HL Judge K021,” s. by SFG The Judge D633, sold to TC Simmentals, Meservey.

Comments: Guest consignors included: Echard Farms, DeNio Cattle, Lone Oak Beef, and Moss Farms. Also selling were 13 Commercial Bred Females and Pairs at an average of \$3,140.



Brandon and Lori Hardman were first-time Heartland customers.



Mel and Vickie Peck added four bulls to their bull battery.



Mike Lynch was a guest breeder.



Nick Echard family had a major role in the success of the sale.

Stars and Stripes Sale

May 4, 2024 • Hummelstown, PA

No.	Category	Average
70	Total Lots	\$4,122

Auctioneer: Cody Lowderman, IL

Sale Manager: Haefner Marketing LLC, IL

High-Selling Lots:

\$8,500 – Cow/Calf Pair, “SSC Cool and Redy 915J,” s. by Remington Secret Weapon 185, Heifer calf s. by DMCC/Wood Fully Loaded 39D, cons. by OEF Simmentals, sold to Jeff Simmentals, OH.

\$8,250 – Cow/Calf Pair, “GRSM Secret Diamond 415H,” s. by SSC Mr Weapon 55D, Heifer Calf s. by W/C Bet On Red, cons. by Green Ridge Simmentals, sold to Lyons Cattle, OK.

\$7,500 – Open Female, “ERV Sam’s Cinderella L340,” s. by JSUL Something About Mary 8421, cons. by ERV Cattle, sold to Mast Simmentals, TN.

\$6,500 – Cow/Calf Pair, “CLO Jessica 74FJ,” s. by JASS On the Mark 69D, Heifer Calf s. by CLRWTR Clear Advantage, cons. by CLO Simmentals, sold to Lazenby Cattle, TN.

\$6,500 – Cow/Calf Pair, “HPF Sazerac 238B,” s. by RGRS SRG Two Step 20Z ET, Heifer Calf s. by WLE Uno Mas X549, cons. by OEF Simmentals, sold to Haley Farms, OH.

\$6,250 – Cow/Calf Pair, “Simme Valley Janga F74J,” s. by W/C Loaded Up 1119Y, Heifer Calf s. by LLSF Redstone J89, cons. by Simme Valley, sold to Tim Hess, NY.

\$6,000 – Cow/Calf Pair, “Simme Valley Kissie 81K,” s. by FELT Last Call 304F, Heifer Calf s. by KBHR Sniper, cons. by Simme Valley, sold to Diamond G Farm, WV.

\$6,000 – Open Female, “CLO Lila 6L,” s. by SO Remedy 7F, cons. by CLO Simmentals, sold to Premier Farm, NY.

Comments: Buyers were active in the seats and on CCI.live with cattle selling into 19 different states.



Good-sized crowd on hand. ■

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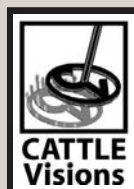
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- Commercial producers sample promising young bulls for free.
- Reward-based program for commercial producer involvement.

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American Simmental Association

To learn more about the CMP visit www.simmental.org, then click Carcass Merit Program under the Commercial tab.

Questions, contact cmp@simmgene.com for more information regarding this program.

The American Simmental Association Carcass Merit Program (CMP) is the beef industry's most demanding and informative young sire test. The program is a hallmark of ASA breed improvement for economically relevant carcass traits. Commercial producers play an integral part in this project.

Participants receive:

- ◆ \$200 for each AI-sired calf with carcass information
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- ◆ Free ASA Genetic Evaluation on your cow herd
- ◆ Free genotyping on terminal progeny
- ◆ Keep any or all replacement females

Become a Carcass Merit Program test herd today

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

DNA Services (Contact ASA For Testing Kits)

Genomic Tests:

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

**Add-on tests available*

	Stand Alone ↓	Add-on ↓
SNP Parental Verification	\$20	Free
STR Parental Verification	\$40	\$18
Coat Color	\$22	\$9
Red Charlie	\$26	\$19
Horned/Polled	\$38	\$22
PMel (Diluter)	\$22	\$3
Oculocutaneous Hypopigmentation (OH) ..	\$29	\$16
BVD PI	\$6	
Semen Sample Processing Fee	\$7.20	

Genetic Conditions Panel \$29

(Must run with GGP-100K)

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

(Individual defect tests can be ordered for \$29.)

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

****Prices are subject to change*

DNA Collector Fees: AllFlex TSU - \$22.00 (box of 10) • AllFlex Applicator - \$90.00 • Blood Cards - \$1.00 ea. (processing fee)
Hair Cards - \$5.00 ea. (processing fee) • Sample Pull Fee - \$3.00 ea.

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.

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

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

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

American Simmental Association Fees

First Time Membership Fee:

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

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

Annual Membership Fee (AMF)*:

Adult Membership	\$110
Junior Membership	\$40

Fiscal year runs from July 1 – June 30

Registration Fees:

Registration Fees enrolled in THE

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

Transfer Fees:

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

Additional Transactions:

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

Registration Foreign/Foundation Fees:

Register Foundation Cow	\$5
Register Foundation Bull	\$25

Registration Fees not enrolled in THE:

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

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DATE BOOK

Register

JULY

8-14 AJSA National Classic XLIV — Tulsa, OK

AUGUST

2 WSFF Simmental Sale — Calgary, AB

SEPTEMBER

- 7** 50th Annual NCSA Fall Harvest Sale — Union Grove, NC
- 15** Illini Elite Simmental Sale — Shelbyville, IL
- 26** Circle Ranch Beef Solutions Bull Sale — Ione, CA
- 28** The Seedstock Connection Sale — Nolensville, TN
- 28** Kentucky Simmental Fall Sale — Lexington, KY
- 28-29** Simbrah Synergy Sale — Giddings, TX

OCTOBER

- 4** Mississippi State Elite Heifer and Bull Sale — Jackson, MS
- 5** Horstman Cattle Company's Factory Direct Sale — West Lafayette, IN
- 12** Little Creek Cattle's Magnolia Classic — Starkville, MS
- 12** Madluke Cattle Company's Sale — Arcadia, IN
- 12** The Black Label Sale — Grandview, TX
- 12** Trinity Farms' Fall Female Sale — Ellensburg, WA
- 19** Fred Smith Company's Extra Effort Sale — Clayton, NC
- 19** MN Beef Expo All Breeds Sale — Minneapolis, MN
- 19** New Direction Sale — Seward, NE (pg. 55)
- 25** 30th Annual Hokie Harvest Sale — Blacksburg, VA
- 26** 7P Ranch's 49th Annual Production Sale — Winona, TX
- 26** Clear Choice Female Sale — Milan, IN (pg. 54)
- 26** PSA's Fall Classic Sale — Waynesburg, PA
- 26** Red Hill Farms' Bulls and Females of Fall Sale X — Lafayette, TN

NOVEMBER

- 2** 28th Annual Southern Showcase Sale — Rome, GA
- 2** Cason's Pride & Joy Elite Female Sale — Russell, IA
- 2** Irvine Ranch's 20th Annual Production Sale — Manhattan, KS
- 2** Missouri Simmental Association's "Fall Harvest" Sale — Springfield, MO
- 3** Triangle J Ranch's Female Sale — Miller, NE (pg. 55)
- 6** Prickly Pear Simmental Ranch's Female Sale — Helena, MT
- 9** Gibbs Farms' 19th Annual Bull & Replacement Female Sale — Ranburne, AL
- 16** Next Step Cattle Co.'s Annual Sale — Livingston, AL
- 18** Bichler Simmentals' 20th Annual Production Sale — Linton, ND
- 22** The Event Vol. X — Pleasant Dale, NE
- 23** Yardley Cattle Company's Focus on the Female Sale — Beaver, UT
- 30** Trennepohl Farms' Right By Design Sale — Middletown, IN

DECEMBER

- 7** Hoosier Beef Congress Sale — Indianapolis, IN
- 7** Jewels of the Northland Sale — Clara City, MN
- 7** T-Heart Ranch and L-Cross Ranch High Altitude Female Sale — La Garita, CO
- 7** Western Choice Simmental Sale — Billings, MT
- 14** NDSA's Classic Sale — Mandan, ND
- 14** North Alabama Bull Evaluation Sale — Cullman, AL
- 15** Trauernicht Simmentals' Nebraska Platinum Standard Sale — Beatrice, NE
- 20** The Grand Event Vol. 5 at Buck Creek Ranch — Yale, OK

JANUARY 2025

- 10** Diamond Bar S's Annual Bull Sale — Great Falls, MT (pg. 55)
- 18** Cow Camp Ranch's Annual Spring Bull Sale — Lost Springs, KS (pg. 54)

- 21 Cattle Connect at Franzen Simmentals — Leigh, NE
- 24 Double J Farms' 51st Annual Bull and Female Sale — Garretson, SD (pg. 57)
- 24 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pg. 56)
- 25 J&C Simmentals' Annual Bull Sale — Arlington, NE (pg. 55)
- 26 Triangle J Ranch's Bull Sale — Miller, NE (pg. 55)

FEBRUARY 2025

- 1 43rd Annual Klain Simmental Production Sale — Ruso, ND
- 1 Springer Simmental's Sale of Value Based Genetics — Decorah, IA
- 3 44th Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT
- 4 Koepplin's Black Simmental's 37th Annual Bull Sale — Mandan, ND
- 5 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT
- 6 Stavick Simmental's Annual Sale — Veblen, SD (pg. 57)
- 7 Kunkel Simmentals' Annual Production Sale — New Salem, ND
- 8 Dixie National Simmental Sale — Jackson, MS
- 8 Kenner Simmentals' 29th Annual Production Sale — Leeds, ND
- 10 Dakota Power Bull and Female Sale — Hannaford, ND
- 10 Nelson Livestock Company's Annual Sale — Wibaux, MT
- 10 Prickly Pear Simmental Ranch's Bull Sale — Helena, MT (pg. 55)
- 11 Edge of the West Production Sale — Mandan, ND (pg. 56)
- 12 Jackpot Cattle Co.'s Annual Private Treaty Bull and Heifer Sale — Miller, SD
- 12 Traxinger Simmental's Annual Bull Sale — Houghton, SD
- 13 Lassle Ranch Simmentals' 32nd Annual Bull Sale — Glendive, MT
- 14 Bred For Balance — Starbuck, MN
- 14 TNT Simmentals' 40th Annual "Carrying On" the Explosive Difference Sale — Lehr, ND (pg. 56)
- 15 Flittie Simmental/Schnabel Ranch Simmentals/Lazy J Bar Ranch's Joint Production Sale — Aberdeen, SD (pg. 57)
- 15 Rhodes Angus Open House Bull Sale — Carlinville, IL
- 16 K-LER Cattle's Annual Production Sale — Saint Charles, MN (pg. 55)
- 16 Trauernicht Simmentals' Nebraska Platinum Standard Bull Sale — Beatrice, NE
- 17 Bulls of the Big Sky — Billings, MT (pg. 55)
- 18 Quandt Brothers' 13th Annual Production Sale — Oakes, ND (pg. 56)
- 19 Hart Simmentals' 50th Annual Power Bull Sale — Frederick, SD
- 20 Illinois Performance Tested Bull Sale — Springfield, IL
- 21 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 56)
- 21 Multi-Breed Simmental Sale — Springfield, IL
- 21 R & R Cattle Company's Annual Production Sale — Chamberlain, SD
- 21 Sandy Acres Simmental's Bull Sale — Creighton, NE (pg. 55)
- 22-3/1 Hofmann Simmental Farms' "Buy Your Way" Bull Sale — Clay Center, KS
- 26 C Diamond Simmentals' Annual Production Sale — Dawson, ND

MARCH 2025

- 1 Gibbs Farms' Spring Sale — Ranburne, AL
- 2 Illini Elite Spring Bull and Female Sale — Shelbyville, IL
- 3 S/M Fleckvieh Cattle's Private Treaty Bull Sale — Garretson, SD
- 4 Doll Simmental Ranch's 45th Annual Production Sale — Mandan, ND
- 5 Klein Ranch's Heart of the Herd Sale — Atwood, KS
- 6 21st Annual Cattleman's Kind Bull Sale — San Saba, TX

- 6 Keller Broken Heart Ranch Annual Production Sale — Mandan, ND
- 7 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 57)
- 8 Carcass Performance Partners Bull and Female Sale — Lucedale, MS
- 8 Yardley Cattle Company's Annual Bull Sale — Beaver, UT
- 15 CO Select Bull Sale — Fort Collins, CO
- 15 OSA's Eastern Spring Classic Sale — Columbus, OH
- 15 Red Hill Farms' "More Than a Bull XX" Bull Sale — Lafayette, TN
- 17 Bridle Bit Simmentals All Terrain Bull Sale — Walsh, CO (pg. 54)
- 21 3C Christensen Ranch and NLC Simmental Ranch 54th Annual Production Sale — Wessington, SD (pg. 57)
- 21 Black Summit Break Out Bull Sale — Powell, WY
- 22 Lechleiter 35th Annual Bull Sale — Loma, CO
- 22 T Heart Ranch High Altitude Bull Sale — La Garita, CO (pg. 54)
- 26 Diamond H Ranch's Annual Production Sale — Victoria, KS (pg. 54)

APRIL 2025

- 1 Henry's Fork Cattle Company's Private Treaty Bulls for Sale — Rexburg, ID
- 5 Big Country Genetics Bull Sale — Cody, WY
- 5 McDonald Farms' Annual "Pick of the Pen" Bull Sale — Blacksburg, VA
- 5 Belles and Bulls of the Bluegrass — Lexington, KY
- 5 The Gathering at Shoal Creek — Excelsior Springs, MO
- 19 RS&T Simmentals' Performance and Pounds Bull Sale — Butler, MO
- 25 Crosshair Simmental's Production Sale — Napoleon, ND
- 26 Cow Camp Ranch's Spring Turn-Out Sale — Lost Springs, KS (pg. 54) ■

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Register

Ten questions designed to test your beef industry knowledge:

1. What would be the expected impact of hybrid vigor in crossbreeding with greatly dissimilar breeds, such as Brahman and Jersey?
2. What is the common term to describe inflammation of the uterus?
3. Which organ carries food from the mouth to the rumen?
4. What widely accepted test is used to measure beef tenderness?
5. What is a group of calves managed the same way, fed the same way, and relative in age called?
6. Animals that eat plants exclusively are known by what collective term?
7. Name the six basic nutrients.
8. What are the three highest-quality US beef grades?
9. If a heterozygous polled bull is mated to a heterozygous polled cow, what percentage of their calves will be horned?
10. What condition is caused by a mineral deposit blockage of the urinary tract? ■

Answers:

1. It would be increased.
2. Metritis.
3. Esophagus.
4. Warner/Brazier.
5. Contemporary group.
6. Herbivorous.
7. Water, proteins, fats, minerals, carbohydrates, and vitamins.
8. Prime, Choice, Select.
9. 25%.
10. Urinary calculi or water belly.

Serving as American Simmental Association's (ASA) official publication, *the Register* is mailed nine times annually, has a circulation of 5,500+, and is focused primarily on ASA's paid membership.

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Nancy Chesterfield

406-587-2778

nchesterfield@simmgene.com



Rebecca Price

406-587-2778

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October '24	August 16	August 21	August 29	Oct 9
November '24	Sept 27	Oct 2	Oct 11	Nov 18
2025 Calendar	Oct 29	Nov 1	Nov 8	Dec 19
Dec '24/Jan '25	Oct 29	Nov 1	Nov 8	Dec 19
February '25	Dec 17	Dec 20	Jan 3	Feb 10
March '25	Jan 29	Feb 3	Feb 12	March 19
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May/June '25	March 28	April 3	April 11	May 19

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Lane Giess

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3C Christensen Ranch	57	Dakota Xpress	56	Lassle Ranch Simmentals	55	Schnabel Ranch Simmentals	57
ABS® Global, Inc.	57	Diamond Bar S	55	Little Bitterroot River Simmental	55	Secondino Krieger, Jame	58
All Purpose Index (SAPI)	3	Diamond H Ranch	54	Little Creek Cattle	56	Shipman, Jered, Auctioneer	58
All Purpose More Profit.	3	Dickinson Simmental and Angus Ranch	54	Livestock Services	58	Shoal Creek Land & Cattle, LLC	55
American Live Stock Inc.	58	Digital Promotion is Crucial to Your Business	1	Loomis Simmentals.	54	SimGenetics Profit Through Science	1, 3, 7, 10, 35, 44, 58, 59, 61, 65
American Simmental Association . . IFC, 1, 3, 4, 5, 7, 10, 27, 28, 29, 35, 44, 45, 58, 59, 61, 65, 67		Dixon Farms, Inc.	54	Lucas Cattle Company	55, 62	Simmentals of Texas	56
American Simmental-Simbrah Foundation (ASF)	9, 27	Double J Farms	57	Martin Farms	57	<i>SimTalk</i>	7
ASA Performance Advocate	55	Eblast Ads	39	Miller Simmentals	55	Sloup Simmentals	55
ASA Publication, Inc.	7, 23, 39	Eichacker Simmentals	57	Minnesota Simmental Breeders.	55	South Dakota Simmental Breeders	57
Balance The Scales	45	Ekstrum Simmentals	57	Missing Rail Simmentals	57	Springer Simmental	54
Begger's Diamond V	55	Ellingson Simmentals	56	Missouri Simmental Breeders	55	Stanley Martins Farms	6
Benda Simmentals	57	Fall Focus	7, 9, 27	Montana Simmental Breeders	55	Stavick Simmental	57
Bessler Inc, James F	58	Ferguson Show Cattle	56	Monte Christo Ranch & Investments	57	Steaks Alive	55
Best Practices for Seedstock Producers	28, 29	Filegonia Cattle Company	57	Morning Ag Clips.	37	T-Heart Ranch	54
Bridle Bit Simmentals	54	Flittie Simmental	57	Morrison, Myra Neal.	56	Tennessee Simmental Breeders.	57
Brink Fleckvieh	56	Forster Farms	55	Nebraska Simmental Breeders.	55, 56	Texas Simmental & Simbrah Breeders	57
Brush Country Bulls	57	Haley Farms	57	NLC Simmental Ranch	57	<i>the Register</i>	7
Bulls of the Big Sky	55	Harker Simmentals	54	North American Fullblood Breeders	56	There Are No Magic Beans.	61
Business Cards	23	Harl, Tracy Auction Company	58	North Carolina Simmental Breeders	56	TNT Simmental Ranch	56
C Diamond Simmentals	56	Hart Simmentals	57	North Dakota Simmental Breeders	56	Total Herd Enrollment (THE).	29, 54, 55, 56, 57, 67
Cable Ranch	57	Hofmann Simmental Farms	54	Oak Meadow Farms	55	Traxinger Simmental.	57
Calf Crop Genomics (CCG).	5, 29, 67	If Beef Is Your Business.	59	Ohio Simmental Breeders	56, 57	Trennepohl Farms.	54
California Breeders	54	IGS Multi-breed Genetic Evaluation	28, 29	Oklahoma Simmental Breeders.	57	Triangle J Ranch	55
Carcass Expansion Project (CXP)	29	Illinois Simmental Breeders	54	ORlgen	58	Tru-Test	2
Carcass Merit Program (CMP)	55, 58, 59	Indiana Simmental Breeders	54	Powerline Genetics	55	VJT Ranch	56
Cash Cow Fundraiser	9	Innovation AgMarketing, LLC	BC	Prickly Pear Simmental Ranch	55	Volk Livestock	56
Cason's Pride & Joy Simmentals	54	Iowa Simmental Breeders	54	Quandt Brothers (QBVJT).	56	Werning Cattle Company	57
Cattle Max Software.	IFC	J & C Simmentals.	55	R&R Cattle Company.	57	Western Cattle Source	56
Cattle Visions	58, 68, IBC	Jacobs, Roger, Auctioneer	58	Red River Farms	54	Wildberry Farms	54
CattleScales.com	2	Jensen Simmentals	54, 56	Reserve Your Space.	7	Wilkinson Farms Simmentals.	56
Check Us Out Online.	4	K-LER Cattle.	55	Rincker Simmental	54	Williams Land & Cattle Auction Co.	58
Clear Water Simmentals	54	Kaelberer Simmentals	56	River Creek Farms.	54	Willis Simmentals	57
Colorado Simmental Breeders.	54	Kansas Simmental Breeders.	54	Roller Ranch	67	Yeah, We're Hot, But We Can Take It.	35
Cow Camp Ranch	54	Keller Broken Heart Ranch	56	Rust Mountain View Ranch.	56	You Are What You Eat, I'm Fescue.	65
Cow Herd DNA Roundup (CHR)	29	Kenner Simmentals.	56	Sales Call	54	Your Data. His Future.. . . .	10
		Kulp Genetics	56	Sandy Acres Simmental	55		

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



LTS Succession 29J

By W/C Relentless 32C
EPD: CE: 13 \$API: 97 \$TI: 64



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



HA Magnifique 72L

By Hook's Galileo 210G
EPD: CE: 22 \$API: 212 \$TI: 108



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



LLW CARD Compass 086K

By LLW Card True North G71
EPD: CE: 13 \$API: 127 \$TI: 83



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



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



KBHR Revolution H071

By HHS Mr 847D
EPD: CE: 13 \$API: 175 \$TI: 108



SC Pay the Price C11

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



HLTS/CLRWTR Ahead of Time K1

By ES Right Time FA 110-4
EPD: CE: 17 \$API: 172 \$TI: 95



W/C Relentless 32C

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



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



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



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



Schooley Krown 28K

By KBHR Revolution H071
EPD: CE: 13 \$API: 172 \$TI: 108



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



W/C Satisfy 161L

By Mr SR 71 Right Now E538
EPD: CE: 13 \$API: 140 \$TI: 89



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



Second Chance 601H

By VCL Foresight
EPD: CE: 8 \$API: 102 \$TI: 74



CDI Innovator 325D

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

EPD as of 11/14/23

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