

# the Register

## The Impacts of Bovine Respiratory Disease

Bovine Respiratory Disease (BRD) rates continue to rise, but why? What factors contribute, and what can be done to prevent this costly disease?

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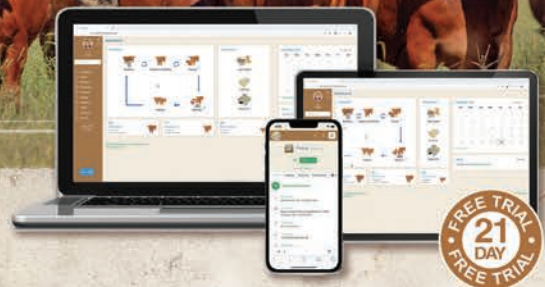
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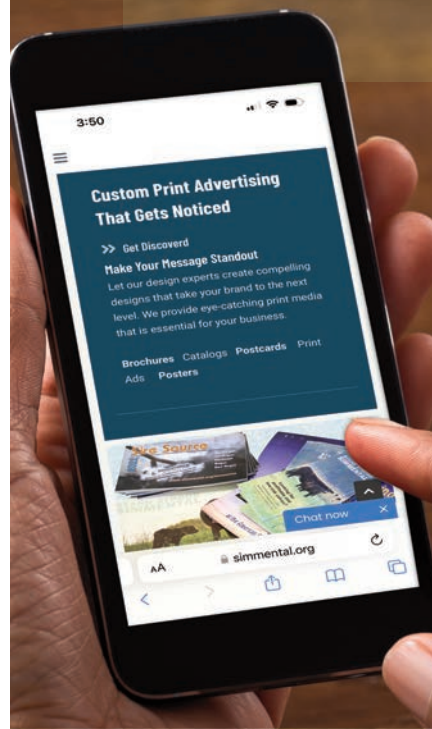
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*A red SimGenetics pair at Bichler Simmentals, Linton, North Dakota. Photo by the Grant Company.*

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by Greg Burden, South Central Region

As I sit down to write this, we have just concluded a very successful Fall Focus in Denver, along with fall board meetings. The election for a board position is in process and the only region going to a vote is the South Central (my region). With that being said, I ask that you do your part and vote; make some phone

calls and decide who best fits the position and will speak up for you, the members. The most important part is that you vote! I will say, and I think everyone knows, it has been a very challenging year for the staff and board to make the best decisions we can with the information we have on all subjects.

The cattle business has been challenging over the last several years, we have seen record high prices for everything, and it is without a doubt the best time to cull the older cows and work on making your herd more youthful and efficient. Our input cost has gone through the roof as well, so we must make those tough decisions to be as lean as we can to be profitable.

As far as the state of the Simmental breed, we could not be in a better place; it's the right kind at the right time. This summer

we had the largest AJSA National Classic ever! There were 580 exhibitors and 960 head of cattle. In the last couple of weeks, a Simmental bull won the Supreme Overall Breed at the Tulsa State Fair. Over the last several years, a Simmental has been supreme or reserve at most, if not all, state fairs across the country. That's something to be excited about! It is a testament to the cattle and breeders, which have continued to strive to be better with each generation. Let's keep it going.

There is some new stuff from the August board meetings to get excited about too. We added the Dixie National as the sixth major Progress Through Performance show and it now goes into the calculation for show animals of the year, when using four of the six best of the year. Mississippi will also host the Eastern Regional Classic next summer in Hattiesburg, which is sure to be a great time with even better hospitality.

The South Central region also has some thrilling things happening soon... the 2024 AJSA National Classic is coming to our region in Tulsa, Oklahoma. Then, 30 days later, Fall Focus will be held in Amarillo, Texas. I hope the A/C is working and the hotel has good food so that we don't have to step outside. The only promise one can make in Texas in August is that it will be HOT! ■



by Luke Bowman, director of SimGenetic Development

## Lean into Learning from the SimSpecialists

ASA is fortunate to have a team of beef industry professionals, with a wide variety of experience, available to represent the Simmental breed. The ASA educational specialists or "SimSpecialists" team covers the US attending sales, presenting at

educational events, and serving as a resource for seedstock and commercial breeders alike.

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Many of the SimSpecialists have storied histories working around the country in all aspects of the beef industry — we have nutritionists and reproductive physiologists, all the way to meat

scientists on the team. Many are professional educators, and all are well-known throughout their state and region for being the experts in beef cattle production; however, the team's expertise doesn't come with just the extension specialists. We have folks that ranch full-time and can understand the day-in and day-outs of our membership and the challenges they face.

The model works because these are experienced professionals with a drive to improve the genetic business for our membership and their customers; the program ties in closely with the Mission Statement of the ASA. They are not wet-behind-the-ears kids that learn while on the go; they have a grip on the seedstock and commercial industries in their given territory and are extremely objective in their counsel and communication.

I challenge ASA members and SimGenetics customers alike to get to know the SimSpecialists who cover their territory. These men and women continue to get to know the populous in their region with each event and see cattle and genetic evaluation very well. They are a great option to learn from when discussing ASA programs and the latest science and technology programs coming out of the Bozeman office. ■



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# The Impacts of Bovine Respiratory Disease

by Lilly Platts

Bovine Respiratory Disease (BRD) has been steadily trending up in feedlots across the US for many years. The sickness and death caused by BRD has a negative effect on both finances and animal welfare. Why does the disease — an infection that eventually leads to pneumonia — keep increasing, and what can be done to prevent it? Elanco hosted an educational webinar on BRD, with presentations by Dr. Brett Terhaar, Beef Cattle Technical Consultant for Elanco, and Dr. John Groves, owner of Livestock Veterinary Service.



All feedlot photos by Hannah Wine

**T**erhaar explained that mortality in feedlots has been steadily increasing for over 20 years, with the only small decreases happening as new antibiotics, like Nuflo and Draxxin, have been introduced over the years. While these drugs have caused the trendline to dip temporarily, overall the numbers have continued to climb.

There are several explanations for this increase, including the speed at which cattle grow thanks to genetic progress. Cattle are hitting higher weights at a younger age, and being pushed through the feeding process at a much faster pace. “A lot of things have changed over the years,” Terhaar said. “The immune system and a lot of other things are very different when we look at the weights of cattle.”

While cattle are tough in many ways, their respiratory systems can be quite fragile. Terhaar explained that a finishing steer has a lung capacity of about 12 liters, compared to the average horse, which has a lung capacity of about 40 liters. Combine this with higher finishing weights, and BRD can quickly overtake a steer or heifer that is close to finishing weight.

For cow-calf producers, being able to recognize the start of BRD in a pen of calves being preconditioned can have major implications down the road. Early identification and treatment can stop the domino effect BRD often has in a group of calves. “It’s important that producers are walking through freshly weaned calves,” he said. “I recommend walking through them twice a day to make sure every animal is walking, coming up to the bunk, getting feed, and looking normal.”

For someone who is purchasing weaned cattle, knowing vaccination and treatment history can be imperative to keeping BRD at a minimum. Sorting calves by the level of infection risk can also isolate sickness. Additionally, Terhaar emphasized that good animal husbandry is key across each sector of the industry. “The way we manage our cattle is really important. Having bedding if the weather is poor, or low-stress handling — that all matters. If cattle are under low stress they’re going to respond better to medications, or vaccines, if and when we have to use them,” Terhaar explained. “Another big key is solid nutrition. We’re not trying to ask calves to do more



than they can on poor feed. They need 12- to 14-percent protein feed.”

Terhaar added that nutrition is especially important when cattle are vaccinated. “They’re having to respond to a lot of things when we vaccinate. We’re asking them to divert energy and protein to deal with the vaccine.”

Research has shown that calves under high stress — immediately after weaning, or being dropped off at a feedlot for example — that are vaccinated during these periods do not respond well. “What really helps is vaccinating or preconditioning calves 30 or more days prior to weaning or moving into a high-stress situation. There are a lot of cattle that are not vaccinated in the United States before they are moved into marketing channels,” Terhaar said.

Additionally, Terhaar suggests having more than one antibiotic product on hand. “You may have treatment that fails and you need to follow up.”

Prompt treatment is also encouraged. “If you see a calf struggling in the morning and it looks like it has very early signs of respiratory disease, it needs to be treated in the morning. Not that night or the next day,” Terhaar urged.

Groves, who operates a private veterinary practice in Missouri, works closely with clients who face the challenges of BRD. He expanded on how BRD spreads, focusing on populations of cattle instead of individual cases. By looking at trends in the entire population, Dr. Groves said, “A small shift in one thing can produce big changes in the whole system.”

Animal husbandry is something Dr. Groves also emphasized, explaining that the increase in vaccinations and antibiotics may have caused the early identification of disease to feel less urgent for producers.

Groves then used a simulation to demonstrate how biosecurity and biocontainment can be utilized in a feedlot setting. Using three categories and colors in his simulation — immunologically naive/no immunity (white), infected (red), and recovered/immune (gold) — Groves showed how the placement of these different categories of calves can affect the prevalence of BRD in a feedlot setting.

While many feeders prefer to pen cattle in the order they arrive, which makes for an easy feeding plan, Groves suggests looking more closely at the BRD risk of cattle arriving (vaccinated vs. not, for example), how many days cattle already in the feedlot have been on feed, and possible fence-line exposure, to determine pen placement. Sometimes the extra effort of moving a pen to ensure that new cattle are placed next to low-risk cattle can greatly reduce the occurrence of BRD.

Groves used Bovine Viral Diarrhea (BVD) to explain that smaller pen sizes may help stop the spread of disease. Around .4% of cattle are carriers of BVD, a virus they will shed throughout their lifetime. The likelihood of a BVD carrier being present in a pen of cattle is of course going to increase as the size of the pen increases. Using another simulation, Groves showed how this very rare disease can still have a major impact if pen size is really large.

Changing the logistics of pen placement and size can be a major burden for a feedlot, but Groves emphasized that making changes can have a large impact on the occurrence of disease.

Information doesn’t always flow freely throughout the modern US beef system, and Groves believes that closing these gaps could have a positive impact overall. “If we

*(Continued on page 12)*





# The Impacts of Bovine Respiratory Disease

(Continued from page 11)

really are honest with ourselves about wanting to make progress, then it will be essential to close those information gaps. But, the cattle industry is very much an open, competitive marketplace.”

Groves expanded, sharing that cow-calf producers may not be aware that calves are either thriving or getting sick in the feedlot. Without this knowledge, there isn't an incentive to either improve preconditioning programs if calves are getting sick, or ask for a higher price if calves are performing at a high level. “We have buyers of our cattle who have better insights on how they perform in a feedlot than we do, but they don't have an incentive to share that information with us,” he explained.

For producers, Groves said there are two good options for closing this gap. “I often have people ask me how to get this information. I call feedyards, and talk to their consulting veterinarians. We want that data,” he explained.

If gathering this information isn't possible, Groves suggests moving into retained ownership. “Share the ownership in the feedlot. I have a lot of clients who do that. If you're a cow-calf producer there is a lot to learn by owning cattle in the feed yard.”

Groves has also evaluated how the larger system has contributed to the continual rise in BRD mortality, which he explores in the article “How Forces of a Complex Adaptive System Affect Ability to Control Bovine Respiratory Disease in Feeder Cattle.” When feeding operations expanded across the Great Plains and High Plains regions in the 1960s and 1970s, facilities were built on a much larger scale than had previously been seen. The proximity to feedstuffs has made these regions a prime location for large-scale feeding operations. Protocols for treating BRD were a major focus during this time, and the first antimicrobial labeled explicitly for the treatment of BRD was released in 1988. In 1996, the first “mass medication,” or metaphylaxis for prevention of the disease was released.

“Despite continued improvement and effectiveness of vaccines and other technologies, BRD persists as the most economically significant disease affecting the cattle industry,” Groves stated.

He continues by explaining how the use of metaphylaxis (prevention/group treatment) allowed feeders to control BRD, and therefore have the financial latitude to expand even more. “The more effective the tactic of metaphylaxis became and the more immediate the feedback, the more it enhanced the operations' ability to acquire and manage cattle and increase the potential to be profitable, thereby fueling growth,” Groves said. “In the language of systems thinking, the operations had entered into a virtuous reinforcing loop in which metaphylaxis mitigated the impact of BRD, which led to operational growth with more feeder calf purchases, which allowed the operation to increase revenues and marketplace competitiveness.”

This system worked, until it didn't. Groves said, “After a significant delay, the efficacy of compounds was reduced,



and BRD rates increased to levels at which they limited the growth and revenue-generating ability of the production model, once again becoming a constraint.”

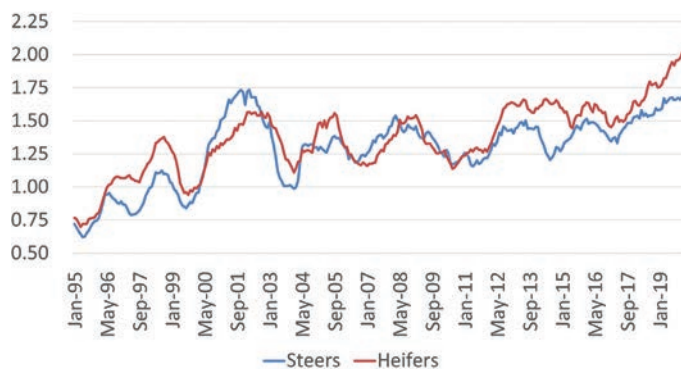
The research and focus on BRD has only increased steadily since this time, and as new treatments have been introduced, the industry has seen what Groves calls “boom times,” where growth is once again possible for a time.

This cyclical system can continue, but Groves posits the question of what is sustainable, and if the industry will reach a tipping point if pressures and practices aren't reevaluated. Antimicrobial resistance in humans is a major concern among consumers. While research has shown that Antimicrobial Resistant Determinants (ARDs) are removed during carcass processing, there is significant pressure from consumers to remove antibiotics altogether. Additionally, large feeding operations are a part of the larger environment, and the movement of resistant microbes beyond the food system is being researched.

Groves suggests getting to the root of BRD, with the goal of reducing the mortality of BRD in a meaningful, long-term way. “Interventions that address causation at a root level are often more difficult to implement and generally take an extended amount of time before an impact can be measured. Depending on the frame of



Percent, 12-mo moving avg.



Feedlot death loss (12-month moving average) as reported from monthly surveys of Kansas feedlots. Death loss has generally trended up over the data period from 1994 to present. Data from Focus on Feedlots Monthly Reports. Kansas State University Animal Sciences and Industry Website.

reference, variables such as genetic resistance to disease, biocontainment efforts that minimize pathogen exposure and pathogen amplification, stress mitigation efforts, immunologic efforts that build disease resistance, husbandry efforts that improve natural behaviors, and nutritional support of homeostasis, as well as countless other variables are associated with addressing fundamental issues in the web of causation.”

For cow-calf producers, this can mean thinking critically about the correlation between heterosis and health, taking vaccination protocols seriously, planning for backgrounding, developing relationships with buyers and feeders, considering retained ownership, and more. ■

To read the full piece  
by Dr. Groves,  
scan this QR code:



## IGS Has a Powerful Tool: What Can the FPC Do For You?

by Chip Kemp, Director, ASA & IGS Commercial and Industry Operations

From the beginning, the IGS Feeder Profit Calculator (FPC) has recognized the impact of BRD on buyers and sellers alike. As a result, every profit prediction provided through the FPC has economic implications factored in. If a producer failed to thoroughly vaccinate their calves for this complex, then the buyer has no choice but to pay less given the obvious mortality and morbidity risk. Hence, choosing to market unvaccinated or under-vaccinated calves drives down the profit prediction in a measured, predictable, and real-world manner. There are ramifications to our decisions. A producer might argue that given the current dynamics of the cattle cycle, he/she could sell unvaccinated or fresh-weaned calves and get along just fine. To some point that is correct. All calves are worth quite a lot in today's business. But, lest we forget, our expenses are also at some all-time highs. Nutrition, vet costs, fuel, taxes, hourly wages, etc. all impact our profit margin on that group you've already invested many months in.

So, do you want to “get along just fine” or do you want to be in position to top that local sale? Are you seeking revenue or are you seeking profit? Buyers are going to be more critical of every dollar spent in this environment. They have no choice. We'd encourage you to be equally curious about every angle to add measurable merit and predictable profit into the product you sell. The FPC is a no-cost service provided for exactly that purpose. Take 20 minutes of your life to minimize your own risk at [internationalgeneticsolutions.com](http://internationalgeneticsolutions.com).





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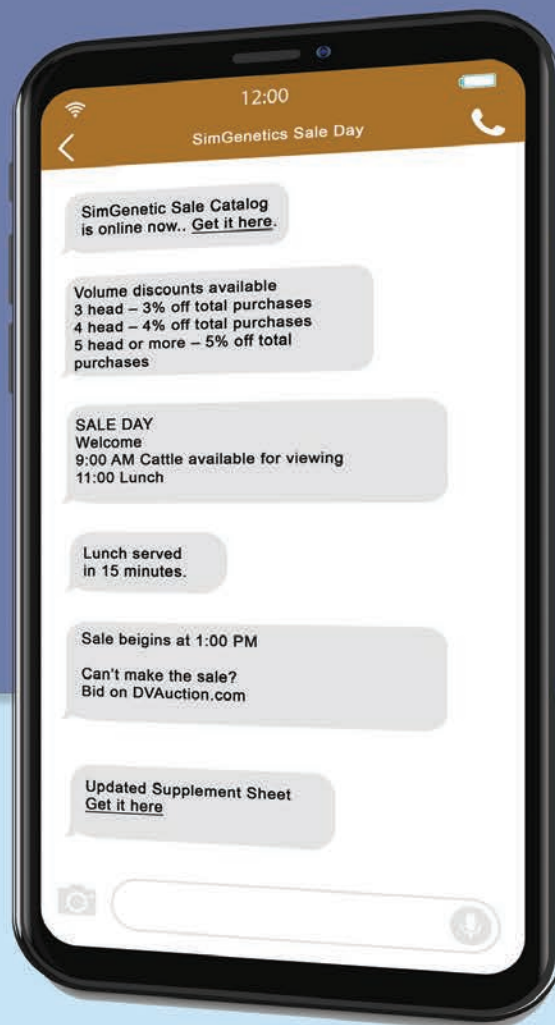
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# The Grand Event

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DECEMBER 15, 2023

An elite offering of Simmental, SimAngus, and Angus show heifer/donor prospects, bred heifers, and proven bred cows!



2023 Tulsa State Fair Reserve  
Supreme Champion Junior Breeding Heifer  
She sold as Lot 11 in the 2022 Grand Event Sale!  
Congratulations Chloe Clark!



2023 Kansas State Fair Reserve  
Supreme Champion Open Breeding Heifer  
She sold as Lot 18 in the 2022 Grand Event Sale!  
Congratulations Olivia Walrod!

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Garrett Cloud: 479-629-2840  
Justin Johnson: 816-200-6516

DECEMBER  
**15**  
2023



# Updates from ASA's SimSpecialists Team

ASA is fortunate to have a team of highly experienced beef industry professionals across the country who work as SimSpecialists. They travel to sales and events, offering their expertise on ASA programs and SimGenetics. Members of this team provided updates on the industry in their region. If you are interested in having one of these individuals at your event, please contact Luke Bowman at [lbowman@simmgene.com](mailto:lbowman@simmgene.com).



*Gary Burns, Pendleton, South Carolina*

Optimism is high among cattle producers in the southeast, as it is across the country, due to increasing prices through the spring and summer and into the fall for all classes of cattle. With bull sales getting into full swing in the coming weeks, hopes are high that elevated prices seen in

the commercial market will carry over to the bull market and the seedstock market in general.

ASA along with IGS has been instrumental in the development and implementation of selection tools in the form of EPD, selection indexes, and genomic data for genetic selection by seedstock breeders. These tools have allowed

Simmental breeders to provide genetic packages the marketplace is demanding. Commercial producers using Simmental genetics have positioned their ranches to take advantage and reap the rewards of the high point in the cattle cycle and survive the low point of the cattle cycle.

It is very exciting for me as a SimSpecialist to be a part of educating commercial producers on how many of the selection tools available to seedstock breeders are now available to commercial producers for animal selection and herd improvement. Sustainability for producers is maximized when seedstock and commercial producers take advantage of the technology available to select the animals that are most suited for the resources and the environment of the ranch but also meet the demands of the consumer.



*Russ Danielson, Valley City, North Dakota*

The positive economic outlook for ranchers and cattle producers in the upper Midwest has generated optimism for the upcoming months. Most areas received adequate moisture throughout the growing season to replenish depleted forage supplies because of a long, harsh 2022–23 winter

feeding season. The prospect of higher feeder calf prices this fall also balances the ongoing increase in input costs.

The bottom line is that ranchers typically reinvest any new profit in superior genetics and livestock equipment.

Area seedstock producers market few breeding cattle during the fall with the majority of sales occurring in February and March. The noticeable trend of commercial cow-calf producers selecting breeding stock that provide documented performance traits to fit specific needs in their herds continues to increase. The strong influence of SimGenetics has and will continue due to the pounds, efficiency, and carcass merit of the resulting calf crop.



*Brian DeFreese, West Lafayette, Indiana*

Sale season has begun in the Eastern region with cattle selling very well so far. Bred heifers seemed to be in good demand. I am excited to see producers rewarded for the fruits of their labor this year. Five-hundred-pound calves are bringing

\$2.85–\$3.20 per pound at the sale barn and fat cattle are bringing an all-time high at \$1.90 per pound.

All cattle are selling well but the SimGenetic steers and heifers are bringing a premium. Feeders are well aware of the increase in average daily gain they see with the steers, and producers know the heifers make good cows.



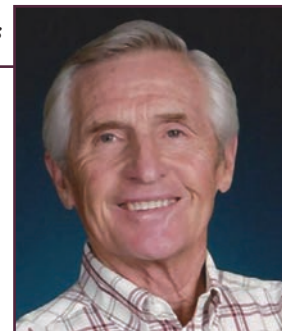
*Dr. Michael Dikeman, Manhattan, Kansas*

I really enjoy serving as an ASA SimSpecialist. I get to attend some outstanding breeders' sales and the market for cattle is record-breaking. The only thing that could be a bit of a negative with bull sales this coming season is that there are significantly fewer cows in some regions because of severe drought that has caused extra culling of cows. That means that there will be a bit less need for bulls.

There is great strength in demand for Simmental genetics in our area (Kansas), largely due to the great progress in IGS genetic evaluation, the implementation of improved genetics by breeders, and the subsequent demand for Simmental genetics by commercial producers. Perhaps the greatest single reason for acceptance of Simmental and SimAngus is that breeders have made great progress in calving ease. That means that commercial buyers rarely

even ask about birth weights and calving ease because there is much less concern among cow-calf producers.

The ASA and Simmental breeders have made rather dramatic progress in improving Simmental genetics. However, there is still much progress that can be made. The breed has long been known for great growth, but other breeds are catching up in growth rate. We need to continue to be very progressive in our genetic evaluation to continue making progress and hopefully take over second place among breeds in popularity and registrations.



*Ashby Green, Gainesville, Florida*

Finally, fall is in the air and we are out from under this summer's heat dome; however, an exciting bull sale season is currently heating up, highlighted by several upcoming sales in the North Carolina/Alabama region.

Well-acclimated Simmental and SimAngus bulls are making a positive contribution to the Southeastern US beef herds. Small and large herds alike benefit from "the only free lunch in the cattle business" with heterosis, along with improved carcass and reproductive traits from progressive seedstock producers.

The outstanding genomic data driven by ASA and IGS programs provide tools for seedstock and commercial producers to create the optimum cattle for sustainable and profitable production today and the foreseeable future. It is truly an exciting time for American beef producers utilizing SimGenetics!



*Dr. Bert Moore, Indianola, Iowa*

Iowa continues to be a leader in registrations and number of breeders in the area of Simmental genetics. This is due to several things, but the underlying fact is that Simmental genetics provide what the beef cattle industry is searching for. This comes on several fronts. The most important one is that they serve the needs of the commercial industry. Even though herds in this area are frequently not large and beef cattle may be secondary enterprises to corn and soybeans in many operations, Simmental genetics still meet their beef industry needs. The ASA's innovation and leadership in genetic evaluation consistently provides the tools to do this. Commercial producers get what they are looking for.

The activities of an active and dynamic state association with strong support from the ASA also does much to stimulate broad interest in Simmental. They are strongly

involved through sponsorship and support in junior activities, shows, and beef industry events. The strong commercial acceptance continues to stimulate the involvement in all these activities. Interest and demand on all fronts benefit each other.

As a SimSpecialist it is a privilege to have close contact with the beef industry from the Association level through the grassroots level of sales and industry events to the farm or ranch. The comment, "I think I will try some Simmental" rarely seems to exist. More frequently it is now, "I'm going to use another SimGenetics bull." In all phases of the industry, Simmental is "where the action is."



*(Continued on page 18)*



# Updates from ASA's SimSpecialists Team

(Continued from page 17)



*Dr. Andy Roberts, Kinsey, Montana*

Commercial cattle producers are receiving high prices for all classes of cattle sales. At times like this, potential to be profitable is high regardless of cattle genetics, management practices, and marketing strategies. However, prices follow a cyclic

pattern. A return to low cattle prices is inevitable. Remember the advice to sell high, buy low. Now is an opportune time to apply stricter culling and selection criteria in efforts to optimize future

potential for profit. Returns on culls are high. However, investment costs for purchased or retained animals will be higher. Strategies that increase lifetime productivity help offset greater investment costs. Consider selling later-bred heifers and cows, which have greater probability of being open in the future, when prices may be lower. Crossbreeding results in substantial improvement in lifetime productivity. SimGenetics provides estimates of the genetic merit of crossbred animals, improving producers' abilities to match animals with production goals and environment.



*Susan Russell, Sugar City, Colorado*

Breeders in the region are currently evaluating weaned calves and developing their top tier for the upcoming spring sale season. Demand for Simmental genetics is expected to be high.

My husband and I ranch in southeast Colorado where our registered herd typically grazes the shortgrass prairie. However, spring and summer rains boosted forage in the semi-arid region and other parts of

Colorado, creating more optimism among ranchers. While moisture was spotty, most producers, whose pastures were blessed with ample grass, are expected to have higher cow herd pregnancy rates, and retain additional females this fall.

Our region was honored to host Fall Focus in August. In addition to the networking, demonstrations, and live cattle displays at the National Western grounds, and the excellent educational panels, some attendees took the opportunity to look at cattle as they traveled to and from the successful 2023 event.



*Ben Spitzer, Justin, Texas*

The drought conditions in Texas are quite severe and a lot of cattle have left the area due to lack of forage. There is opportunity, however, and astute producers are making moves to capitalize on the expected market.

I know of a large herd in north Texas that AI bred over 250 head of Red Angus cows to Simmental and plan to breed an additional 500 this spring, which is just one example of producers seeing the value of SimGenetics.



*Dr. Jack Whittier, Scottsbluff, Nebraska*

Now is certainly an exciting time to be in the seedstock business with the many tools available to improve and describe your cattle. Say nothing to the fact that we are on the cusp of a dramatic increase in heifer retention and herd growth in the commercial segment. That growth will

benefit from the quality genetic merit seedstock producers are building into their cattle today.

Here in Western Nebraska, cow-calf producers are excited with the current prices for weaned calves and yearlings. Feedlot owners seem willing to pay for quality cattle, despite the cost, because they know that a commercial cow herd based on SimGenetics will pay dividends at shipping time.

I believe, for the most part, the beef cattle business has moved beyond the "cannibalism mentality" where one segment strives to profit by undercutting another segment. Rather it seems that all segments recognize that value flows through the whole system when quality is built in from insemination to harvest.



It looks like this is a year that we will talk about for years to come. The opportunity to make money in the cow-calf business, and therefore in the seedstock business, has never been like this before. At sales that I have attended so far, you can tell people are willing to spend money on good cattle. But, they are still sorting them out. Don't think that you can sell inferior genetics just because there's money out there.

We've clearly turned the corner on demand for Simmental-influenced genetics. There is excitement about the breed. For the phenotype-focused breeders, these female sales this fall look outstanding. And the commercial bull sales this fall show an increased interest in adding a shot of SimGenetics in commercial operations. I expect this will carry over into the bull sale season this winter and spring. Fleckvieh breeders are also experiencing tremendous demand for their unique, foundational genetics.

*Bill Zimmerman, Foley, Minnesota*



ASA has created lots of tools to help you as members capitalize on this good market environment. As you work with your buyers, consider how you might help them to use ASA programs to enhance their decision making and profit — and give you access to their data to improve the product you can offer them.

And, think about ways you can use us, the ASA Sim-Specialists. We can help you. There are ways that we can get to your place, work with your customers, be there for your sale or for an open house, or make a presentation at a local cattle producers gathering. There will be opportunities this year to do things that you have only dreamed of in the past. It should be an exciting year for us all. ■

# Reserve Your Space Now

## January *SimTalk* / February *Register*



**Deadline December 1**

### Contact:

**Nancy Chesterfield**  
[nchesterfield@simmgene.com](mailto:nchesterfield@simmgene.com)

**Rebecca Price**  
[rprice@simmgene.com](mailto:rprice@simmgene.com)

or call 406-587-2778



**Deadline December 29**



# 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.**





## 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.





# Simbrah Registry:

## Purebred Simbrah (5/8 SM 3/8 BR\*) Asterisk Program

### Revision *to the* Purebred Simbrah Asterisk Program

This year the American Simmental Association (ASA) has had two situations where Simbrah members were notified of changes to the Simbrah breed classification. One pertained to a rule clarification that necessitated a change in the programming logic and one to the descendants of NF New Reign when its dam was corrected. Both changes resulted in some animal registrations or records that carried the purebred Simbrah classification (5/8 SM 3/8 BR) to now display a percentage Simbrah classification.

**I**n February 2023, the ASA Board made provisions to retain a purebred Simbrah designation for a period of time (see important deadlines below) — referred to as the Purebred Simbrah (5/8 SM 3/8 BR) Asterisk Program (Asterisk Program) — for Simbrah animals changed by the 2022 Programming Logic. An asterisk would follow the designation (5/8 SM 3/8 BR\*) to identify these animals as Purebred Simbrah\* on the registration certificates and online (digital /through HerdBook).

During the August ASA Board of Trustees' meeting, the board passed a resolution to allow the descendants of NF New Reign that were affected by the pedigree correction (dam correction) to participate in the Asterisk Program if qualifications are met.

In addition, the Board passed a resolution to modify the requirements for the Purebred Simbrah Asterisk Program. No DNA — parent verification — requirement is the major change.

This program does not affect the Simbrah percentage classification when using this animal in a breeding program.

You may retain the purebred Simbrah designation (with an asterisk) by meeting the requirements set out below or you may accept the classification from either the 2022 Programming Logic or from the correction of NF New Reign's dam.

At the end of this notification is a flow chart to assist in understanding the options to consider.

### Current Purebred Simbrah Asterisk Program

#### Qualifications:

1. Animal Record/Registration exists in HerdBook. Registration or record was previously designated as a Purebred Simbrah; however, after either the 2022 Programming Logic or NF New Reign's correction it is now a percentage Simbrah *or*
2. Animal Record/Registration yet to be reported and is a descendant of either a registration changed by the 2022 Programming Logic or a NF New Reign descendant that received the asterisk designation.

#### If Qualified for Asterisk Designation:

1. Contact Jannine Story (jstory@simmgene.com) at the ASA office and request the animal registration/record carry the purebred Simbrah asterisk designation (5/8 SM 3/8 BR\*).
2. Submit the request to ASA prior to December 31, 2024.

#### Requirements — the current owner of record understands:

1. The asterisk displays on the registration certificate and online (digital and through Herdbook) as 5/8 SM 3/8 BR\*
2. This program does not affect the Simbrah percentage classification when using this animal in a breeding program.
3. The responsibility is with the current owner of record to inform potential buyers of the breed classification vs. the asterisk designation displayed (5/8 SM 3/8 BR\*) and/or printed.
4. The Purebred Simbrah Asterisk Program ends on December 31, 2027. On December 31, 2027, the registration certificates and online (digital and through HerdBook) will revert to the Simbrah Breed Classification. This is the Simbrah classification you received prior to entering the Simbrah Asterisk Program.





## Notifications

1. It is the responsibility of the seller (current owner of record) to inform an interested buyer and any sales manager of the Purebred Simbrah\* ( $\frac{5}{8}$  SM  $\frac{3}{8}$  BR\*) designation regarding its meaning for potential acceptance/validation at shows and resulting matings.
2. Registration Certificate.
  - a. A short explanation will be printed on the certificate with a link providing more detailed information.
  - b. A notification sheet will be included with paper certificates when mailed to inform current owner of records regarding the Purebred Simbrah\* ( $\frac{5}{8}$  SM  $\frac{3}{8}$  BR\*) designation.
  - c. Online/digital certificates will also carry the explanation.
3. Social Media. Announcements will be posted explaining the transition from the 2013 Programming Logic to the 2022 Programming Logic with a link providing more detailed information.
4. *The Register* will carry announcements periodically throughout 2023 with a link providing more detailed information.
5. Suggested Sale Terms and Conditions will carry an announcement.

## Printing / Displaying the Designation of Purebred Simbrah\* ( $\frac{5}{8}$ SM $\frac{3}{8}$ BR\*)

- ASA will recognize this designation on registration certificates, digital certificates, and HerdBook displays online.
- The Purebred Simbrah\* ( $\frac{5}{8}$  SM  $\frac{3}{8}$  BR\*) designation will not be used in determining its offsprings' classifications.

## Simbrah Registry / Breed Classification – 2022 Programming Logic

- General — To Qualify for the Simbrah Registry:
  - The combination of Simmental and Brahman blood must be  $\frac{5}{8}$  or greater.
  - The other breed or combination of other breeds must be  $\frac{3}{8}$  or less.
  - Minimum of  $\frac{1}{8}$  Simmental required.
  - Minimum of  $\frac{1}{8}$  Brahman required.
- General — Determining Percentages:
  - The Simmental portion uses the Simmental Classification Chart to determine its percentage.
  - The Brahman portion uses the average of its parents rounded to the nearest eighth. Rounding up or down may occur.



- Other Breeds portion uses the average of its parents rounded to the nearest eighth. Rounding will be adjusted to include other breed percentages. If more than one breed is  $\frac{1}{8}$  or less, they will be combined and listed as “mixed.”
- General — Rounding to the Nearest Eighth:
  - Where both Brahman and other breeds need to be rounded – Brahman will round up and other breeds round down.
  - If other breeds do not need rounding; Brahman will round appropriately.
- Purebred Simbrah:  $\frac{5}{8}$  SM  $\frac{3}{8}$  BR
  - Must have  $\frac{1}{16}$  or less of other breeds to qualify.
  - The  $\frac{1}{16}$  or less will not be recognized.
- Percentage Simbrah:
  - Does not meet the Purebred Simbrah qualifications.
  - Does meet the qualifications needed for acceptance in the Simbrah Registry (review above items labeled: General).

## Important Deadlines

**December 31, 2024:** Request for a registration/record to enter the Asterisk Program before December 31, 2024  
*Note: If a record/registration is not entered into the Asterisk Program it will follow the 2022 Programming Logic.*

**December 31, 2027:** The Asterisk Program will retire, and all registrations and records will revert to their Simbrah Classification. ■

## Simbrah Registry: Asterisk Program / PB Simbrah\* (5/8 SM 3/8 BR\*)

### Animal Record/Registration yet to be reported or registered

Descendant of an asterisk animal — prior to 2022 Programming Logic (where the 2013 Programming Logic would classify as a Purebred Simbrah)

or

Record/Registration of a descendant of NF New Reign — where previously it would have received a PB Simbrah classification.

Accept 2022 Programming Logic / Accept the Breed Classification on a descendant of NF New Reign after the correction to its dam.

Animal Record and Certificate uses the 2022 Programming Logic Simbrah Classification / NF New Reign descendants are updated.

Request the registration enter the Asterisk Program (5/8 SM 3/8 BR\*)

Deadline: Submit request prior to **December 31, 2024**

Request the registration enter the Asterisk Program (5/8 SM 3/8 BR\*)

Deadline: Submit request prior to **December 31, 2024**

### Requirements

#### Current Owner of Record Understands:

- The Asterisk designation displays on the registration certificate.
- The breed classification is the updated breed classification from either the 2022 Programming Logic or a descendant of NF New Reign (after its dam correction).
- \*The responsibility to inform potential buyers of the breed classification vs. the Asterisk designation on registration certificates.

### Animal Record/Registration already exists in HerdBook

Animal Record/Registration exists in HerdBook prior to implementing the 2022 Programming Logic where the prior programming logic displayed the PB Simbrah classification

or

Record /Registration is a descendant of NF New Reign, prior to correction of its dam — received a PB Simbrah classification.

Accept 2022 Programming Logic / Accept the Breed Classification on a descendant of NF New Reign after the correction to its dam.

Animal Record and Certificate uses the 2022 Programming Logic Simbrah Classification / NF New Reign descendants are updated.

Certificate displays purebred Simbrah\* (5/8 SM 3/8 BR\*) on the registration certificate and in HerdBook until December 31, 2027; it then reverts to the breed classification and a registration certificate will be reissued.

Certificate date will remain unchanged.

**\*Note: Mating with an animal whose record displays/prints with the Asterisk designation**

The 2022 Programming Logic breed classification will be used to determine the classification of the offspring; the same for descendants of NF New Reign.

*photos by Hannah Wine*





# Sandeen Genetics

## Buildin' A Brand

December 9, 2023 - Blakesburg, IA - High Noon

Offering Registered Simmental & SimAngus™ Bred Heifers, Open Heifers, Genetics, & Service Ready Herd Bulls  
One of our deepest offerings of Maternal Influenced Cattle to Date!



One of this year's many highlights will be the offering of 1/2 Interest in perhaps the most dominant member of our "Donna" tribe! Sandeen Donna 8302 has produced at an historical level with sale features the past few years including \$200,000 Sandeen Donna 1142, \$140,000 Sandeen Donna 0747, & \$81,000 Sandeen Donna 1717.



3/4 Simmental - April 2023  
W/C Bet on Red x GCC Ms Broker D198



3/4 Simmental - March 2023  
Wheatland Dimensional 1147J x Sandeen Blk Missie 0049 (1143Y)

**Sandeen Genetics**

Scott Sandeen 641-777-9153

[www.sandeen genetics.com](http://www.sandeen genetics.com)

Viewing of the cattle available prior to sale weekend!



DWYER  
CATTLE SERVICES

Sale managed by,  
Dwyer Cattle  
Nick 309-337-6404  
Bob 309-337-1404

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





\$API: 136  
STI: 81

### Long's Redwood H8

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



\$API: 104  
STI: 66

### BTYL Doc Holliday 202G

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



\$API: 182  
STI: 104

### WS Proclamation E20Z

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



\$API: 121  
STI: 91

### KRJ Dakota Outlaw G974

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



\$API: 121  
STI: 74

### SJF SMJ Payroll 7245J

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



\$API: 96  
STI: 63

### Only One 905K

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



\$API: 118  
STI: 80

### LLSF High Profile J903

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



\$API: 114  
STI: 70

### SFIS Unstoppable J3

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



\$API: 153  
STI: 86

### WHF/JS/CCS Woodford J001

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



\$API: 93  
STI: 66

### 2K

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



\$API: 122  
STI: 86

### LLSF Vantage Point F398

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



\$API: 120  
STI: 73

### Felt Perseverance 302F

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



\$API: 187  
STI: 106

### LCDR Affirmed 212H

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



\$API: 111  
STI: 73

### WHF/JS/CCS Double Up G365

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



\$API: 117  
STI: 74

### JBSF Berwick 41F

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



\$API: 124  
STI: 75

### PBF Red Paint F88

W/C Executive Order x Built Right  
ASA# 3500551 • Red • Polled  
Hot, red, calving ease bull. 2019 Iowa State  
Fair Division Champion!



\$API: 114  
STI: 68

### Wood Ruthless 151H

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



\$API: 132  
STI: 80

### ZTGC Just Cuz 52K

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



\$API: 124  
STI: 78

### GOE Lets Roll 749J

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



\$API: 165  
STI: 98

### TSN Architect J618

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



# COOL Additions!

**CATTLE** *Visions*

573-641-5270

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



\$API: 115  
STI: 74

### SJW Exit 44 7111E

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



\$API: 139  
STI: 79

### Rocking P Private Stock H010

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



\$API: 208  
STI: 115

### CLRS Guardian 317G

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



\$API: 131  
STI: 77

### KJK1 38 Special 801J

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



\$API: 98  
STI: 65

### Ruby/SWC Gentleman's Jack

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



\$API: 128  
STI: 78

### W/C Bet On Red 481H

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



\$API: 172  
STI: 105

### CLWTR Clear Advantage H4G

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



\$API: 114  
STI: 74

### W/C Red Bird 269J

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



\$API: 142  
STI: 87

### W/C Express Lane 29G

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



\$API: 102  
STI: 72

### SWSN Cash Flow 81E

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



\$API: 136  
STI: 99

### SAS Infra-Red H804

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



\$API: 116  
STI: 77

### SAS Big Casino H214

Drake Poker Face x Erixon Bitten  
ASA# 3803217 • Homo Black • Homo Polled  
Big-bodied, performance-driven baldy!



\$API: 175  
STI: 90

### Bar CK Red Empire 9153G

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



\$API: 137  
STI: 81

### W/C Fort Knox 69H Hardwire

W/C Fort Knox 609F x W/C Relentless 32C  
ASA# 3808092 • Red • Homo Polled  
Sloup's purchase at WC 2021 sale!



\$API: 176  
STI: 100

### W/C Sugar Daddy 9002H

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



\$API: 96  
STI: 61

### ALL/FCF Hot Topic 099H

Profit x FCF Phyllis 532  
ASA# 3926810 • Hetero Black • Homo Polled  
Hot Topic was the 2021 NAILE Grand Champion % Bull! His dam is one of the hottest Angus donors in the world!



\$API: 101  
STI: 68

### LLSF Draft Pick H383

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



\$API: 107  
STI: 71

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

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



# Updates *from the* Fall 2023 Board Meeting

The ASA Board of Trustees held their annual fall meeting during Fall Focus 2023, August 25–27 in Denver, Colorado. Below are updates important to the membership from that meeting.

## Hydrops Update

The American Simmental Association would like to update the membership on the active research involving hydrops cases related to progeny of WS All Aboard B80 (ASA #2852207). The team from University of Nebraska–Lincoln (UNL) has provided an update that is summarized below. For the full UNL update, please visit the web page below.

In brief, the research team has been sequencing samples from known hydrops cases and are currently working to narrow in on the causative variants. As the team has stated previously, based on the reports provided to us and what we know thus far, sons of All Aboard can be used in terminal breeding situations without known risk. Based on current information, healthy calves born from healthy pregnancies from All Aboard female descendants are not likely to carry the Hydrops mutation. As information and testing becomes available to help further assess breeding risks, ASA will continue to keep membership updated.

As for requested samples and reporting from membership, the team is asking that known or suspected active hydrops cases be reported to the team at [babell@simmgene.com](mailto:babell@simmgene.com) or through the form on the genetic conditions page at <https://www.simmental.org/site/index.php/simmental-cattle-breeder-resource/beef-cattle-genomic-improvement>. Fresh samples can be arranged with the team for collection of known hydrops females, their affected calves, and any sons of All Aboard with suspected hydrops-impacted daughters. If you suspect an active case of hydrops, please consult your veterinarian in addition to the Association. For more information on the case, please see the above web page or go to [Simmental.org](http://Simmental.org), click the “Breeder Resources” drop down, select “Simple Trait Selection,” and you will see the option for “Genetic Conditions,” which will show a list of known conditions in which Hydrops has a tab with more information on it.

To report a hydrops case or learn more scan the QR code:



## Dixie National Added to PTP Ring of Champions

ASA has added a sixth Ring of Champions Major Progress Through Performance (PTP) show. Starting with the 2023–2024 Show Season, the Dixie National will become the sixth and final show in the Ring of Champions circuit, taking place in Jackson, Mississippi, on February 8–11, 2024.

“We are thrilled to add a sixth venue to the Major PTP Show season. The size and scope of the Dixie National fits right with our other Major shows, and the great Sim-Genetics breeders of the southeast have another option to showcase their cattle. The Mississippi Simmental-Simbrah Association promises to roll out the red carpet this year, and we are excited to get there!” said Luke Bowman, Director of SimGenetic Development.

## Incentives Increased for Carcass Merit Program (CMP)

The American Simmental Association recently updated its Carcass Merit Program (CMP) to better reflect the value of the data it receives from cooperator herds and to compete with current cattle market prices. For their 2023-born calf crop, CMP cooperators will now be paid \$200 for each calf’s individual carcass data record that matches a CMP sire.

“CMP cooperators are provided semen from nominated sires. By increasing the incentive to the cooperator to provide individual birth, weaning, yearling, and harvest records, ASA can compete in the current marketplace,” said CMP coordinator Susan Russell.

The CMP young sire nomination fee was also increased to \$2,000 per bull.

Sire nominations from ASA members, and cooperator herd applications are now being accepted. Details are available on [simmental.org](http://simmental.org) or by contacting Susan Russell at [cmp@simmgene.com](mailto:cmp@simmgene.com). ■



# COMPLETE DISPERSAL



## Advanced BEEF GENETICS

### People. Performance. Profit.

Founded on these principles, **ADVANCED BEEF GENETICS** is committed to the success of commercial cattle producers and those who value the benefits of SimAngus™ genetics. The partners leverage considerable experience in the commercial bull business, broad agricultural knowledge, and a formidable dedication to customer service.

Take advantage of the many years of strategic breeding in this elite dispersal offering. For decades, we have selected for cattle with striking phenotype and breed-leading EPDs.

### Genetic Value of the Sale Offering:

	AVE \$API	AVE \$TI
2023 Born Bull Calves	<b>169.7</b>	<b>96.3</b>
2023 Replacement Heifers	<b>168.6</b>	<b>95.9</b>
2022 Born Bred Heifers	<b>165.8</b>	<b>93.7</b>

**December 19, 2023**  
12:00 PM CT - Wiota, Iowa  
230 SIMANGUS™ LOTS OFFERED

#### A384 >>

*The influence of this foundation matriarch sells December 19.*



#### 505B >>

*The dispersal features progeny and pregnancies by this great donor.*

## The Genetic Event of the Year.

2023 HEIFER CALVES - SPRING CALVING BRED HEIFERS AND MATURE COWS - FALL PAIRS - FALL CALVING BRED HEIFERS  
RECIPS CARRYING EMBRYOS

*"Years of commitment and genetic improvement for every economically important trait are paying off for the customers of these herds"*

-Marty Ropp,  
Allied Genetic Resources



MIKE HENDERSON    REX HOPPES    STAN PEARSON  
56174 697 Street || Wiota, Iowa 50274  
Mike 515-450-1066    Rex 515-250-4651



Marty Ropp    406-581-7835  
Corey Wilkins    256-590-2487  
Jared Murnin    406-321-1542  
[www.alliedgeneticresources.com](http://www.alliedgeneticresources.com)



# Sire Source: Introduce Your Sires *to the* Industry

by Chip Kemp, Director, ASA and IGS Commercial and Industry Operations



**W**e love progress — especially if it is someone else who gets to do the changing. Responsible progress (much like responsible crossbreeding) is a major pillar of the Simmental mindset. The beef business demands it. You expect it. Your family and future generations deserve it.

Sometimes this means exciting and innovative new programs. Often this means blazing a trail for others in the industry to mimic and follow. And sometimes it means knowing when a particular program has run its course.

However, most frequently it simply means self-assessment and discipline; refining what works and making it better. Thus, we invest in those assets and approaches that we already value to make them even more meaningful for the business at large, for our members, and their clientele.

This is one of those times. The *Sire Source* publication, which has been around for nearly 15 years, has become a meaningful platform for many producers to highlight sire prospects. It isn't a surprise that more and more breeders and commercial producers seek out this publication to help inform their decision-making. Informed and clear decision support tools are the point. That is the approach across all of ASA and ASA Publication, Inc business — to make the best tools possible — and then let folks put them to work in an appropriate manner to benefit their operation and their family.

To that end we have some minor updates coming with the 2024 *Sire Source* we want to make you aware of. Some of you may never even notice these shifts, but many will. And, as we always do, we work from a position of clarity and candor so that you know what is happening, why, and when it will impact you. Our goal is to make *Sire Source* an even more valuable and credible tool going forward. That is a benefit to all.

## Sire Source Is a Valuable Tool

*Sire Source* is designed to assist in the promotion of semen sales of quality Simmental, SimAngus, Simbrah, Fullblood bulls, and bulls of other breeds. This directory is mailed each spring to every ASA member in order to target potential clients at the height of the semen sale season. Thousands more are handed out at trade shows and industry events, and carried by ASA SimSpecialists throughout the year. We also offer the opportunity to promote additional sires in the online version of *Sire Source* anytime during the next year. Promoting your bull in the online version opens huge marketing avenues for you.

*Sire Source* users favor the standard format utilized in displaying listed bulls, which allows potential buyers to compare “apples to apples,” as every animal is presented in exactly the same format with information laid out on each page in identical fashion.

### Here's What You Get:

- Print version in hard copy at no cost to you.
- Access through the online *Sire Source* catalog.
- Discount on a full-page ad in *the Register* or *SimTalk* anytime (one time only) during the online post.

### Online Version of *Sire Source*:

- Easy to promote additional sires during the year.
- Current sires can be updated during the year with new bull photo, new bullet points, new support photos.
- Direct link to your bull in Herdbook.
- Promoting your bull in the online version opens marketing avenues for you.

### Ready to Introduce Your Bulls?

To promote your bull(s) in the online version of *Sire Source* or to learn about listing bulls in the 2024 print edition, contact:

Nancy Chesterfield  
406-587-2778 or nchesterfield@simmgene.com

Rebecca Price  
406-587-2778 or rprice@simmgene.com

Scan this code to see our online  
*Sire Source* catalog:





**The changes boil down to this:**

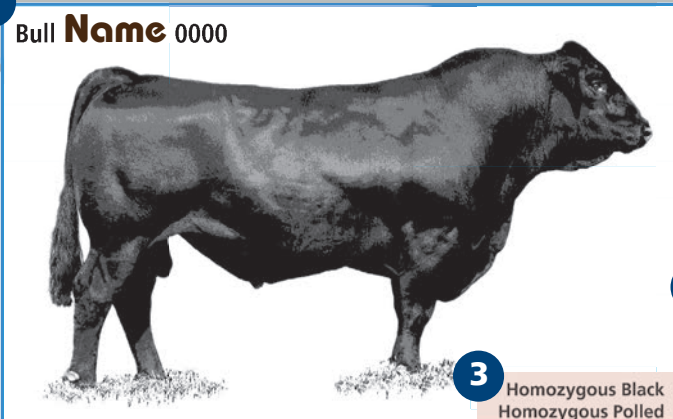
- Anything that may be perceived as a marketing claim will be located on the right-hand side of the ad.

- The left two-thirds of the page will highlight thorough and transparent genetic evaluation results and the visual of the bull.

**Four specific points to note:**

- 1) To be eligible for a listing in *Sire Source*, all sires will be required to meet AI sire approval, which means they have a 100K DNA panel and GE EPD on file.
- 2) The genetic evaluation/awareness chart will be complete, meaning all EPD, accuracies, and percentile rankings will be listed. We will no longer highlight any individual EPD, accuracy, or percentile rank cell.
- 3) No “Black” or “Polled” listed without the qualifier of homozygous or heterozygous on the bull photo. In that case no color and/or polled status will be highlighted on the picture.
- 4) There will be no programmatic or promotional logos highlighted on the bull photo. Those can be highlighted on the right-hand side of the page in the marketing section if the client wishes. ■

**1** Bull **Name** 0000




**3** Homozygous Black  
Homozygous Polled

## Simmental

- Bullet Point
- Bullet Point
- Bullet Point
- Bullet Point

**4**



**Semen: \$00/unit volume pricing available**  
Semen available through owner

**2**

Grand Sire  
Sire: Name  
Grand Dam

Grand Sire  
Dam: Name  
Grand Dam

ASA# 0000000  
PB SM

Trait	Direct				Maternal				Carcass						\$ Index			
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	13.1	-.5	97.5	156.2	.37	7.5	23.6	72.3	16.3	19.3	51.6	-.34	.37	-.040	1.31	-.38	149.9	95.1
ACC	.43	.45	.44	.45	.45	.26	.22	.30	.28	.37	.47	.39	.42	.41	.48	.07		
%	6	5	2	2	3	35	7	10	20	1	5	20	3	59	1	8	20	4

EPD as of 1.4.24

**Owner Name**  
First and Last Name  
Street or Road • City, State  
Cell: 000-000-0000  
Email  
Website

**Owner Name**  
First and Last Name  
Street or Road • City, State  
Cell: 000-000-0000  
Email  
Website



## Hydrops Pregnancies in Simmentals

### Seeking reports of active cases

The Nebraska Bovine Congenital Defects program recently recognized an increased number of reports of hydrops pregnancies in a line of Simmental cows. Hydrops is expressed by females developing markedly enlarged abdomens in late pregnancy due to a dramatic excess of fluid in the fetal membranes. At present, these cases point to a genetic link but the pattern of inheritance and percent of affected offspring is unknown. Reports involve daughters and granddaughters of the bull WS All Aboard B80, ASA #2852207.

For the most up-to-date information, please see the "Further Information" link on Simmental.org. A webinar discussing what is currently known with the University of Nebraska-Lincoln and ASA team is available at simmental.org. Finally, if you have a potential case to report, please use the "Report Case" link at simmental.org to provide us with your contact information, and a team member will get back to you soon.

## Stay Involved with Trustee Elections and Rule & Bylaw Changes

ASA's fiscal year ended on June 30, which means you likely noticed the Annual Membership Fee charged to your Herdbook account. There are two important steps to remain active:

1. Pay your Annual Membership Fee.
2. Register and/or transfer at least one animal record within two years.

Your account must be in active status in order to elect trustees from your region and to vote on Rule and Bylaw amendments. We want your voice to be heard, so make sure your account is active today! If you have any questions, contact ASA's Membership Department at 406-587-4531 or members@simmgene.com.

## ASA's New and Improved Website Is Live

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

## DNA Updates

### DNA Research Fee Application

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

### Testing Timeline

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

### \$30 DNA Research Fee

Sample packages sent to the ASA office (with or without paperwork), instead of the lab, will incur a \$30 research fee.

With the exception of research projects (CHR, CCG, CXP), all samples are to be sent directly to the lab with ASA paperwork.

### TSU/Applicator Price Increase

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

### Semen Sample Fee

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

## State Association Check-Off Bonus Program Reminder

While the July 15 deadline to submit all state association program requests seems far away, it's a good time for state associations to familiarize themselves with the check-off bonus program. Aside from the quarterly check-off money states can receive, state associations are also eligible for additional money in the form of yearly bonus checks if certain activities are completed throughout the year. Examples include hosting a field day with ASA representation and participating in the cost share program. To learn about the check-off bonus program, visit simmental.org and contact Callie Cooley at stateassoc@simmgene.com with any questions.

## Digital Certificates Available

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

## DNA Research Programs Continue



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



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



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

Additional requirements apply for both programs. Please visit [simmental.org](http://simmental.org), and email [researchdna@simmgene.com](mailto:researchdna@simmgene.com) for full program requirements and more information.

## 2023 Year-Letter is L

In accordance with the Beef Improvement Federation guidelines, the year-letter animal identification for 2023 is L, and will be followed by M in 2024, and N in 2025. The letter K was the year-letter designated during 2022.

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

## Digital Billing Statements

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

## Office Holiday Schedule

Thursday, November 23 & Friday, November 24

Thanksgiving

Monday, December 25, & Tuesday, December 26

Christmas ■

# NEBRASKA

## PLATINUM STANDARD

# Female Sale

20  
FANCY  
SHOW  
HEIFERS  
105  
BRED  
FEMALES

SUNDAY, DECEMBER 10 • 12:00 NOON

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**217K**  
Sired by Mr SR Mic Drop  
G1534 – 3/4 SM  
Bred to TJ Gold Strike



**LHT MS LEXUS**  
**207K**  
Sired by Damar Next  
D852 – 3/8 SM  
Bred to CLRS Jefferson



**LHT MS NEBRASKA**  
**36K**  
5/8 SM  
Sired by TJ Nebraska  
258G  
Bred to CCR Fire Power



**LHT MS NEBRASKA**  
**113K**  
1/2 SM – Sired by TJ Nebraska 258G  
Bred to Bridle Bit Resource

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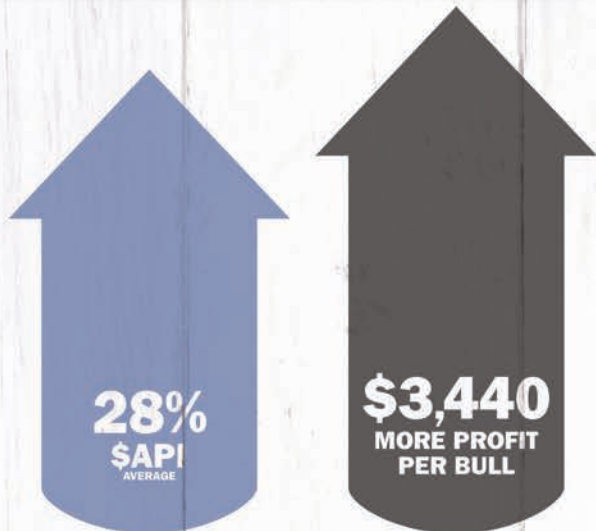
Full offering online at [www.ebersale.com](http://www.ebersale.com)



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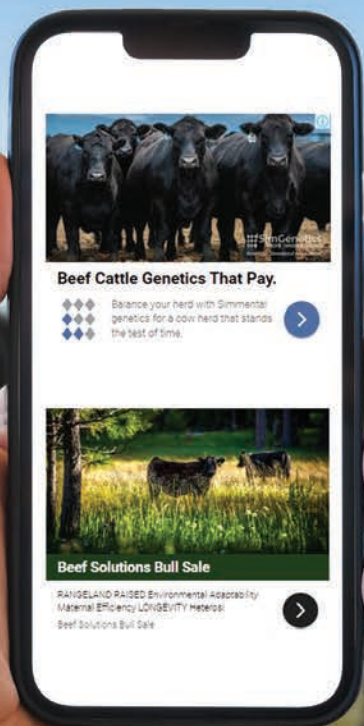


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by Larry H. Maxey,  
founder and superintendent, NAILE Fullblood Simmental Shows  
larryhmaxey@gmail.com

## Our Pioneers — Karl Bornemann

Writing this column continues to be an enlightening experience to say the least. I have concluded that if you are dedicated to learning interesting and thought-provoking stuff, preparing the materials for the stories shared here is the place to be. There is not a better example than the fascinating firsthand account of the life and times of our subject, Karl Bornemann.

You may recall my column for the May/June edition of *the Register* about the famous Chisholm Trail. One of our readers, Phil Bornemann from Oklahoma, sent me an email expressing appreciation for the story and declared that he read it “with much interest.” He revealed that reading the piece brought back memories of his grandfather, Karl, who had actually been a cowpuncher on the trail in the late 1800s. He wanted to share a recorded firsthand account by his grandfather and his recollection of those early years. The document had been handed down in the family as a treasured record of their ancestor. That recorded and documented account dates to 1937. He subsequently sent me a copy.

At the height of the Great Depression, our country was desperate to create jobs for the millions of unemployed workers. One of the many efforts to do this was the establishment of the Works Progress Administration (WPA) by the Roosevelt Administration. There were endless creative programs developed by the WPA including a joint effort with the University of Oklahoma and the Oklahoma Historical Society. The mission was to collect “from living witnesses vital facts and impressions of pioneer life in Oklahoma.” To this end a force of (qualified) field workers numbering from 80 to 100 were maintained throughout the state. At its end, the project had generated 110 volumes of not less than 500 pages each, with about 100 stories per volume from interviews and firsthand accounts. One of those was for Karl Bornemann.

On July 19, 1937, Anna R. Berry conducted a personal interview with Bornemann. Much of the following came from the detailed account of that interview.

At the time, Bornemann was living in El Reno, Oklahoma. He disclosed that he was born on April 12, 1863, in Groszelsback, Germany. When he was ten, he came to the US to live with an uncle in Michigan. His parents remained in Germany. By age 21, he was in Montana working as a cowpuncher. In 1887, he traveled to Hardeman County, Texas, along the Pecos River, where he worked for the O.K. Cattle Company.

In great detail, he described what life was like on the Chisholm Trail. In early May of 1887, he and the other cowpunchers rounded up a herd of 2,500 head of cattle from their bedding grounds. They wore the O.K. brand. They moved the herd past Quanah, Texas, and over the Red River, in Native American Territory, to Monument Hill where they picked up the Chisholm Trail. By then, the herd was “trail broken.”

The cattle were moved slowly, allowing them to graze along the way. The chuck wagon, horses, horse wranglers, and foreman moved out first. Leaders in the herd emerged early in the drive. Every day, those same cows led the herd and were still in

the lead at the end of the day. The chuck wagon was the center of it all. No stoves were used, as fires were made on the ground with either wood or cow chips.

Their destination for this trip was the Iowa Reservation. He recalled the many struggles they encountered. Crossing the flooded South Canadian River was particularly grueling, but they succeeded.

In 1889, Bornemann found himself once again on the Chisholm Trail. This trip was less eventful. From late 1888 to April 1889, he worked for the Bull Foot Ranch near Arkansas City. All the talk was about the opening of the Native American territory in Oklahoma for settlement. He decided to give up the cowboy life and make “the run,” aiming to stake a claim (160 acres) at the “Opening.” Large numbers of people poured into the region with the same idea. He recalled the masses of people with covered wagons, tired and lame horses, and limping dogs following them. In spite of their hardships, they “all seemed happy.”

Bornemann figured his best chance was to make “the run” from El Reno and made preparations. Some two million acres had been set aside for this event with government pre-staked claims all set in advance. Thousands were amassed in wait. Against government orders, many people had illegally ventured ahead and were in hiding to get the best claims. They became known as “sooners.” Bornemann was determined to play by the rules and at noon on April 22, 1889, the cannon at Fort Reno roared. “The run” was on!

Pressing his horse ever faster, he passed over several claims until he found what he was looking for near Banner in Canadian County. With no money, he was forced to use what nature had provided. He built a 12- by 12-foot log cabin and made a fireplace from sticks and mud. He borrowed a sod plow from a neighbor and planted corn and turnips. Neighbors helped neighbors. He was now a homesteader. Disasters and hardships were constant, but he and many others survived.

Karl married in 1902, reared six children, and helped build a community. He sold his claim in 1925, got discouraged, and bought the adjoining farm. That land, according to his grandson, Phil, remains in the Bornemann family to this day, and is recognized as a Centennial farm in Oklahoma.

I am grateful to our reader and Simmental breeder, Phil Bornemann, for sharing this wonderful story, and a rare firsthand account of a most deserving “pioneer.” ■

*Editor's note: This is the thirty-second 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](mailto:larryhmaxey@gmail.com) • [editor@simmgene.com](mailto:editor@simmgene.com)



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by Mia Bayer, Director, Youth Programs and Foundation Manager

The American Simmental-Simbrah Foundation (ASF) Board has been fortunate over the years to have an outstanding group of board members and volunteers who make it their mission to raise funds to ensure the continued success of the Foundation programs. There are many events and fundraising activities that go on

throughout the year. One event that is the highlight of the summer is the Breeders Cup Golf Tournament. The golf tournament raises money for the Merit Scholarship Program and Summit Leadership Program.

This tournament began back in 2016 in Des Moines, Iowa. Spearheading this popular event from the very beginning were Nate and Carrie Horman of Roland, Iowa. Over the years Nate and Carrie have been the driving force behind the success of this event, which is held every summer during the AJSA National Classic. The most recent Breeders Cup golf event was held in Des Moines, Iowa, during the week of the show. Over 25 teams participated in the event and over \$14,000 was raised for the Foundation. This event continues to gain in popularity and gives Simmental enthusiasts a chance to socialize and show off their golf skills while having fun with friends, all for a great cause.

If golf isn't your thing, Nate and Carrie came up with another idea to raise Foundation funds while having some fun! Again benefitting the Merit Program and AJSA leadership

workshops, the inaugural National Classic Cook-off was held this summer in conjunction with the 2023 National Classic. The grills were fired up and the teams came together to cook up some fantastic meats, side dishes, and desserts. Teams paid an entry fee to participate and spectators could sample the goodies and donate to the entry they liked the best. After the end of a busy grilling day the winning teams and the ASF both benefited with over \$4,000 raised.

Events like the golf tournament and cook-off take countless hours of planning. There is endless event coordination and the nonstop seeking of donors to make the events successful. Over the years Nate and Carrie Horman have gone above and beyond to make these events possible, all while helping grow the Foundation. The ASF Board knows the effort it takes to pull off these successful events, and this summer the very first American Simmental-Simbrah Foundation Supporter of the Year award was presented during the 2023 AJSA National Classic. This year the ASF Board was thrilled to award it to Nate and Carrie Horman for their dedication to the youth of the Simmental breed and their continuous support of the Foundation.

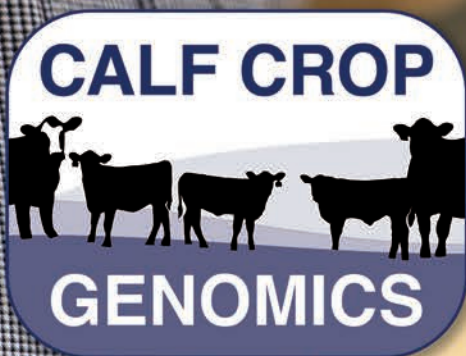
Members of the ASF Board were excited to surprise Nate and Carrie with a presentation of their award during the National Classic. The Board looks forward to awarding more Supporter of the Year awards in the future. If you are interested in getting involved with Foundation activities and fundraising please contact me, Mia Bayer, at [mbayer@simmgene.com](mailto:mbayer@simmgene.com) or 715-573-0139. ■



Competitors lined up at the 2023 Breeder's Cup Golf Tournament.



**The decision you make  
today will influence  
the next 20 years.**



**Make it a  
good one.**





# Progress Through Performance Shows

## Mark Your Calendars for 2023–2024 Major PTP Open Shows

*Visit event websites for show schedules.*

### American Royal

October 2023

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

### North American International Livestock Exposition

November 2023

[www.livestockexpo.org](http://www.livestockexpo.org)

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

### Cattlemen's Congress

January 2024

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

### National Western Stock Show

January 2024

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

### Fort Worth Stock Show

January 2024

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

### Dixie National Livestock Show

February 2024

[www.dixienational.org](http://www.dixienational.org)

### The American Simmental Association

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

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

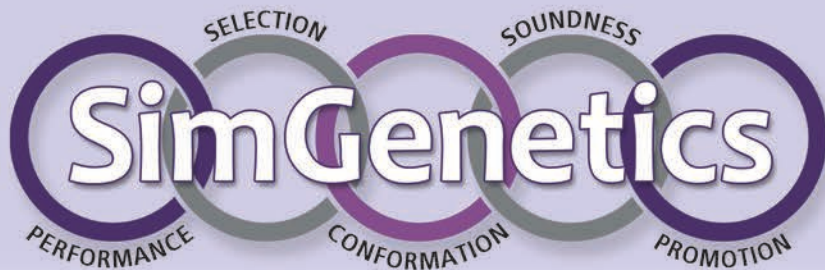
### PTP Judges

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





# ASA PTP RING OF CHAMPIONS 2023–2024



**Only the Major PTP Shows involved in the National Show rotation are eligible for ASA PTP RING OF CHAMPIONS 2023–2024.**

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

## Award Divisions

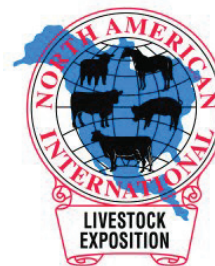
- ◆ Purebred Simmental Female of the Year
- ◆ Purebred Simmental Bull of the Year
- ◆ Percentage Simmental Female of the Year
- ◆ Percentage Simmental Bull of the Year
- ◆ People's Choice Female of the Year
- ◆ People's Choice Bull of the Year

## Qualifications

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

## Additional information

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





## Developing leaders through friendship, networking, and communication skills!



by Walker Housley, Eastern Region

If you have ever been to an AJSA event, you have probably heard about someone winning or trying to win “the bell.” However, many outsiders are unaware of what the bell is and what significance



it holds. Ever since the early establishment of the American Junior Simmental Association, there has been a traditional Swiss cow bell awarded to each high-point individual at the National Classic. Because of the Simmental breed’s rich history in Switzerland, founders thought it was only fitting to honor our legacy with the token. Since, it has been a coveted piece of history that many juniors strive to win every year.

It’s no easy task to win the bell, though. Due to its royalty, only few get the opportunity to put their name in the history books. For participants to win the bell they must compete in a series of rigorous educational contests, showmanship, and the cattle show. The AJSA prides itself on being one of the few breed associations that requires participants to compete in educational contests in order to show. It’s not just about buckles and banners, but rather the betterment of the youth of the agriculture industry.

Exhibitors compete in sales talk, public speaking, livestock judging, the cattleman’s quiz, the genetic evaluation quiz, and showmanship throughout the week of the National Classic. Points are calculated on a base score of 20 and the exhibitor with the most points at the

end of the week gets to ring the bell and stamp their name in the AJSA Hall of Fame.

Ever since my first AJSA event, I was determined that one day I wanted to be able to put my own bell on the shelf. So, I devoted summer after summer to crafting my skills in each of the educational contests in hopes of accomplishing my goal. I finally reached the mountaintop in St. Paul, Minnesota, at the 2018 National Classic where I got to ring my first bell. Since, I have gotten the opportunity to ring another. The thrill will never get old.

Winning the bell didn’t just check a box on my bucket list, though. It has allowed me to make connections and meet people I would never have encountered otherwise. It has forever had an impact on my life as a Simmental breeder, livestock exhibitor, and agriculturist. That’s why I encourage every junior member to strive to win the title. It’s not only a Swiss cow bell, but rather the fulfillment of a legacy. ■



[www.juniorsimmental.org](http://www.juniorsimmental.org)



### 2023–2024 American Junior Simmental Association Board of Trustees

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# If Beef Is Your Business

**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.**

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**ASA**  
**CARCASS MERIT PROGRAM**

 **SimGenetics**  
PROFIT THROUGH SCIENCE

**American Simmental Association**

To learn more about the CMP visit [www.simmental.org](http://www.simmental.org), then click Carcass Merit Program under the Commercial tab.

Questions, contact [cmp@simmgene.com](mailto:cmp@simmgene.com) for more information regarding this program.

## **Participants receive:**

- ◆ \$200 for each AI-sired calf with carcass information
- ◆ Free semen on top young herdsires
- ◆ 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.*



# GENETICS THAT PAY



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American Simmental Association

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CARCASS**

Success on the ranch is measured in dollars.

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Simmental influence also pays at auction. SimAngus-sired steer calves sold through Superior Livestock Auction earn more at sale time than all other calves.<sup>b</sup>

It's no wonder the percentage of **SimAngus** calves marketed through the industry's largest video auction has grown **eightfold** since 2010.

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<sup>a</sup> Effect of sire breed group on carcass value of feedlot cattle harvested through Tri-County Steer Carcass Futurity Cooperative, Lewis, Iowa, 2002 to 2018. Odde, K. & King, M. (March 2021). Kansas State University. Relationships Among Sire-Breed Group, Calf Sex and Year Group on Carcass Traits. Breeds represented in the English-sired group: Angus, Red Angus, South Devon, Hereford and Shorthorn.

<sup>b</sup> Effect of sire breed on sale price of beef steer calves sold through Superior Livestock Auction, summer 2020. Odde, K. & King, M. (December 2020). Kansas State University analysis of 394,900 head of beef calves. Estimating the Value of SimAngus-Sired Calves: Superior Livestock Auction – Summer Sales, 2020. For lots of 50 head or more.





The American Simmental Association encourages all members to participate in our whole-herd reporting system, called Total Herd Enrollment (THE).

## How to Update Your Inventory

Start with your Preliminary Inventory by accessing it online

(see reverse for instructions or use paper packet received in mail/email)

See Enrollment Template below

- 1 **Confirm that ALL spring-calving cows are listed on the form.** This should include any cow enrolled in the previous year, first-time heifers, purchased cows, and cows in associated junior accounts that run with your herd.
- 2 **Enroll or Remove each dam.** Enter an enrollment or removal code in the Primary Code column.

Is the dam still active in your herd?

Has the dam been removed?

THE Enrollment Codes	
0	Cow Bred to Calve During the Season
1	Heifer Bred to Calve During the Season
2	Not Exposed – Moved to Next Season
3	Exposed and Failed to Conceive – Moved to Next Season
4	Exposed and Failed to Conceive – Moved to Next Year
5	Donor Cow
6	Recipient Cow
44	Not Exposed – Moved to Next Year

THE Removal Codes	
60	Exposed and Failed to Conceive
61	Aborted
62	Age
63	Appearance
64	Calf Loss at Calving
65	Calf Loss Post-Calving
66	Color
67	Died – Calving
68	Died – Other
69	Died – Sickness/Disease
70	Disposition
71	Herd Reduction
72	Hoof Condition
73	Horned
74	Injury
75	Production/Performance
76	Prolapse
77	Sickness/Disease
78	Sold, Breeding Purposes, Paper Not Transferred
79	Sold, Breeding Purposes, Paper Transferred
80	Structural Soundness
81	Udder Quality
82	Genetic Defect Status

### Optional Columns

- Additional Code is only to be used if a removal code is already in the Primary Code column.
- Remarks are for member use only. Enrollment will not be adjusted from this column.
- If you enter “H” in the Bill Code column, you will be billed half now and half later in the year.
- If you need to add a commercial dam, enter her tattoo (AnmTatt), date of birth (BirthDt), and breed codes (BrdCds).

- 3 **A/B/C/D/N** — Enter an enrollment option: A, B, C, or D for each cow. If a cow is being removed, enter “N.”

### Enrollment Template

AnmReg Nbr	AnmTatt	Primary Code	AddtnlCode	A/B/C/D/N	Season	Animal Name	BirthDt	BrdCds	EnrYear	BillCode	Remarks
1		2		3							

Send Your 2024 Spring Inventory to ASA by December 15, 2023

- **Online** – using Data Entry section of Herdbook Services – [www.simmental.org](http://www.simmental.org)
- **Email** – [THE@simmgene.com](mailto:THE@simmgene.com) • **Mail** – One Genetics Way, Bozeman, MT 59718



## Total Herd Enrollment Payment Options

	Option A (TR) Total Registration	Option B (SR) Selective Registration	Option C (LR) Limited Registration	Option D (CM) Commercial
<b>Enrollment Fees:</b>	\$15.00	\$0.00	\$7.50	\$390/herd
<b>Registration Fees:</b>	\$0.00	\$30/\$40/\$50 <sup>a</sup>	\$30/\$40/\$50 <sup>a</sup>	\$42/\$52/\$62 <sup>a</sup>
<b>Choosing the best options:</b>		<sup>a</sup> Depending on age of calf	<sup>a</sup> Depending on age of calf	<sup>a</sup> Depending on age of calf
If you register > 45% of your calf crop.	✓			
If you register < 45% of your calf crop and don't use EPD for selection decisions.		✓		
If you register < 20% and use EPD for selection decisions.			✓	
If you have a commercial herd.				✓
<b>Benefits of enrolling:</b>				
EPD to make informative selective decisions.	✓	Reg. Animals Only	✓	Females Only
Herd participates in genetic evaluation.	✓	✓	✓	✓
Reproductive record on every cow enrolled.	✓	✓	✓	✓
Commercial cows or cows of other breeds are eligible.	✓	✓	✓	✓
<b>Requirements when enrolled:</b>				
Every registered SM/SI dam must be enrolled.	✓	✓	✓	
Each dam enrolled must have calf or productivity reported/year.	✓	✓	✓	✓
Deadlines to be met for enrollment and calf data.	✓	✓	✓	✓



## Instructions for Online Enrollment

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



1. Go to [www.simmental.org](http://www.simmental.org) and select **Herdbook**
2. **Log In** by entering
  - 6-digit member number (*zero filled example: 000317*)
  - Password
3. Under **Data Entry** select **Online**
4. Select the **Inventory** tab
  - Click **Spring**
  - Make sure year shows **2024**
5. Select **Update Cow Inventory Online**
- OR-
- Select file type, then **Download** to load your preliminary inventory into an Excel spreadsheet
6. See front for Inventory instructions and codes for both methods of entry
7. To upload completed Excel spreadsheet:
  - Save file to desktop and log in to Herdbook.
    - Under **Data Entry** select **Upload**
    - Enter a **Job Title** such as “(Year/Season) THE Upload”
    - Under **Type** select **Animal Enrollment**
    - Click **Browse** – attach saved THE file
    - Click **Upload File**
8. Review **Errors** and/or **Warnings**
  - **Errors**  
(*indicated by red triangle at left side of line*)
    - Select the **Errors** tab – errors will be listed and **MUST** be resolved before submitting
    - Herds in Option D must email job number to THE@simmgene.com for final processing
  - **Warnings**  
(*indicated by a purple triangle at left side of line*)
    - Select the Warnings tab – review each warning listed, correct if needed
    - Job may be submitted without resolving all warnings
9. Select **Submit Data**
  - If **Edit Job** button shows, select button, resolve the error(s) and submit again
  - Select **Proceed to Billing** for billing summary (*After December 15, 2023, all options will have a balance due reflecting the \$1.00 non-refundable late fee per animal*)
  - Select **Add Payment**. Enter credit card information. Select **Confirm**
  - Select **FINAL SUBMIT** (*Enrollment will not be completed without this step*)
  - The **Invoice Status** will change to **Complete**. Print and store for your records
10. To save job and return later, click **Save and Exit**. The job will remain in an incomplete status under your account. **Please note that billing is based on the submission date, not the date it was started. Job must be submitted prior to December 15, 2023, to avoid late fees.**

*Job must be submitted prior to  
**December 15, 2023,** to avoid late fees.*



that have been approved in non-feed forms already have appropriately defined durations of use.

“FDA’s objective in issuing this guidance is to provide specific recommendations to animal drug sponsors on how to revise the product use conditions (e.g., dosage regimen, instructions for use) of affected products, as necessary, to better target when and for how long a drug may be used to effectively treat, control, or prevent the disease(s) for which the product is indicated,” the draft guidance states.

While compliance with the guidance is voluntary, the FDA says the revisions are “intended to provide for the continued effective use of these products while minimizing the extent of antimicrobial drug exposure, thereby supporting efforts to mitigate the development of antimicrobial resistance.”

## Startling Reality: Rate of Suicide Among Farmers Is 3.5 Times Higher than the General Population

by Tyne Morgan, Bovine Veterinarian

Did you know that the rate of suicide among farmers is 3.5 times higher than the general population? It’s a startling statistic and a sign of the daily stress that comes with farming.

September was National Suicide Prevention Month. According to the Centers for Disease Control (CDC), between 2000 and 2002 suicide rates climbed 46% in rural areas. By comparison, the rate in metro areas climbed 27.3%.

Stephanie Weatherly, chief clinical officer for Psychiatric Medical Care, says not only is the rate of suicide higher in rural communities, but it’s especially high for elderly citizens.

“Forty-five percent of farmers’ and ranchers’ suicides in the last 15 years were committed by people aged 65 and older, so it just really hits home the risk that we have for the elders in our communities. Not only do they have the higher risk because of their profession, they also have a higher risk with their age,” says Weatherly. “So those compounded together can be a really high risk for people in your communities.”

Psychiatric Medical Care is a company that provides mental health services specifically to rural communities, serving 130 rural hospitals today. Weatherly says while services are improving, the stigma surrounding mental health still exists today.

“I think some of the biggest misconceptions are that people think when other people stop working or if someone is thinking of harming themselves, those are the only signs to watch for. And we know that’s not true. A lot of times the community around this person is surprised when the person’s life has ended. So, we have to be looking at subtle clues,” she adds.

### Know the Signs

What are some of those subtle clues? According to Psychiatric Medical Care, professors at Colorado State University and the University of Wisconsin created a checklist and guide to help identify stress and depression in farm and ranch families.

The signs of stress and depression include:

- **Change in Routines:** The rancher or ranch family stops attending church, drops out of 4-H, home makers or other groups, or no longer stops in at the local coffee shop or feed mill.

- **Care of Livestock Declines:** Cattle may not be cared for in the usual way; they may lose condition, appear gaunt or show signs of neglect or physical abuse.
- **Increase in Illness:** Farmers or farm family members may experience more upper respiratory illnesses (colds, flu) or other chronic conditions (aches, pains, persistent cough).
- **Increase in Farm or Ranch Accidents:** The risk of farm accidents increases due to fatigue or loss of ability to concentrate.
- **Appearance of Farmstead Declines:** The farm family no longer takes pride in the way farm buildings and grounds appear, or they no longer have time to do the maintenance work.

### See Something, Say Something

Weatherly says if you notice any of these, say something, because having those conversations can help. “We know that 80% of people who suffer from depression can go into total remission. So, in other words, if you’re struggling with depression, you can get better. You just need to get the help that you need,” says Weatherly.

Help is also available with the Suicide and Crisis Lifeline. If you suspect someone is at risk of suicide, you can call or text 988.

## Animal Antibiotics Use Declining

The use of antimicrobials in animals is down 13% from 2020 levels — a significant shift in efforts to preserve the efficacy of such antibiotics in both humans and animals, according to newly released research from the World Organization for Animal Health (WOAH).

The misuse of and overuse of antibiotics may cause antimicrobial resistance in animal, human, or plant populations, which poses a threat to other species, WOAH noted in its seventh annual report on global use of antibiotics intended for animals. Researchers previously reported that less than 20% of antimicrobials used in animals in 2019 were of “highest priority and critical importance for human health,” adding that an estimated four million human deaths were linked to antimicrobial resistance during that same year. WOAH also recently fully digitized its global database into an online platform that provides open access to global and regional data on the use of antibiotics in an interactive way. The updated ANIMUSE system also provides easier reporting, error checks, and data visualization tools. ■



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## Feedlot Inventories Slowly Diminish

by Derrell S. Peel, Oklahoma State University Extension

A recent USDA-NASS Cattle on Feed report pegs the September 1 feedlot inventories at 11.094 million head, down 2.2% year-over-year. The September feedlot total was up slightly from the August summer low, which was the lowest monthly on-feed total since September of 2019. Feedlot inventories have been lower year-over-year for the past twelve months.

(steer plus heifer) slaughter and account for an average of 86.6% of monthly federally inspected steer and heifer slaughter. Marketings from small feedlots, with less than 1,000 head capacity, make up the difference. Yearling slaughter for the first eight months of the year is down 3.2% year-over-year. The year-over-year decrease in yearling slaughter consists of a 4.9% year-to-date decrease in steer slaughter and a 1.1% year-to-date decrease in heifer slaughter.

Heifer retention is expected to increase sharply at some point in the coming months, which will drop the number of heifers in feedlots and decrease heifer slaughter. The July quarterly data showed that heifers currently make up 39.9% of feedlot inventories. When heifer retention begins in earnest, this percent will drop to about 32%. This suggests that average feedlot inventories will likely drop another 1.0–1.2 million head at least in the next 8–18 months. Feedlot inventories will likely decline to a level close to the 2014 low in Figure 1 and stay relatively low for many months.

**Figure 1. Cattle on Feed**  
Monthly Total and 12-Month Moving Average, 1000 Head

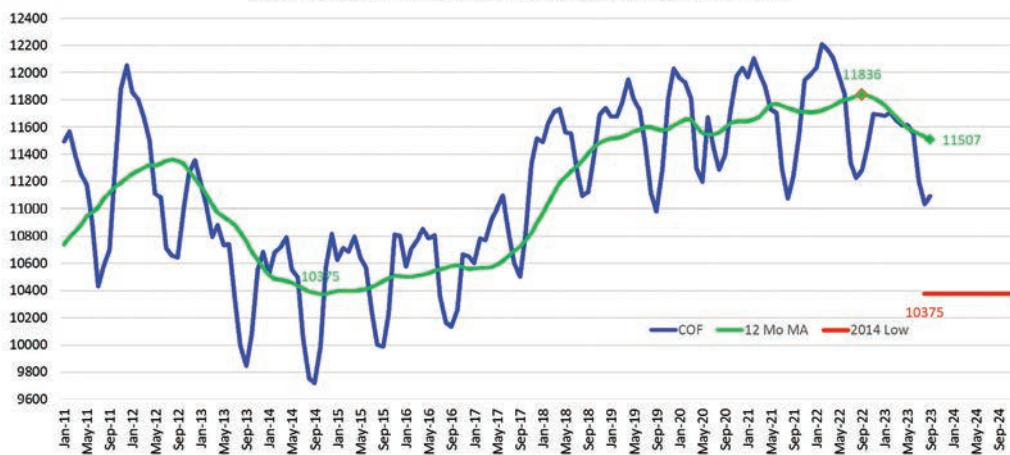


Figure 1 shows monthly feedlot totals and a 12-month moving average, which provides a good measure of the underlying trend for the past year. The 12-month moving average peaked in September 2022 at 11,836 million head. The September 2023 12-month moving average is 11,507 million head, down 2.8% from the peak. Figure 1 also shows the 2014 cyclical low of 10,375 million head, a likely target for feedlot inventories in the coming months. Following the drought a decade ago, the 12-month moving average dropped below 11 million head in April 2013 and remained below that level for 58 months through January 2018. This was the period of rapid herd expansion in the last cattle cycle and a similar situation is likely going forward, beginning in 2024.

Monthly feedlot placements in August were down 5.1% year-over-year; the lowest August placements since 2019. Placements have decreased year-over-year for ten of the last twelve months, with total placements down 897,000 head in the last year. A 12-month moving average of placements shows that the peak annual average monthly placements occurred in December 2019, consistent with the cyclical peak in the calf crop in 2018. However, pandemic delays from 2020 into 2021 and drought enhanced placements in 2021 and 2022 have kept feedlot placements high until the last few months. The current 12-month moving average of placements for August just dropped to the lowest level since May of 2017. Average placements are expected to continue declining for the foreseeable future.

Feedlot marketings in August were down 6% year-over-year. Total marketings for the year to date are down 3.4%. Feedlot marketings are, of course, highly correlated with slaughter. Monthly feedlot marketings are 90% correlated with yearling

## FDA Unveils Draft Guidance on Antibiotic Duration of Use in the Feed of Food Animals

University of Minnesota

The US Food and Drug Administration (FDA) announced it has published draft guidance for defining appropriate duration of use for antibiotics used in the feed of food-producing animals.

The guidance aims to address an issue that critics say the FDA has neglected in its efforts to promote more judicious use of medically important antibiotics in livestock and poultry. Roughly one-third of medically important antibiotics approved for use in food-producing animals have no duration limit, meaning farmers can use those antibiotics in animal feed for extended periods of time to prevent disease — a practice critics say compensates for poor living conditions that promote disease in herds and flocks.

Advocates for more robust antibiotic stewardship in US meat production say the overuse of medically important antibiotics on US farms promotes antibiotic resistance and threatens the effectiveness of antibiotics that are critical for human and veterinary medicine. Some groups have called for the FDA to limit the duration of use for medically important antibiotics to 21 days. In a five-year action plan released in 2018, the FDA’s Center for Veterinary Medicine said that establishing appropriate duration limits would be one of its priorities.

### Minimizing antibiotic exposure

The agency says the scope of the draft guidance is limited to drugs that are approved for use in animal feed, since antibiotics



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<sup>a</sup>USMARC, Zimmerman, M., et al., "Breed and heterotic effects for mature weight in beef cattle," *J. of Anim. Sci.*, Vol. 99, 2021. <sup>b</sup>Adjusted for sire sampling, Angus was the heaviest at maturity among the 16 breeds evaluated. Solutions are deviations from Angus. YW EPDs were extracted from genetic evaluations conducted in 2019. <sup>c</sup>Estimate of MWT differences at 6 years of age. <sup>d</sup>The study considered 108,857 weight records from 5,156 crossbred cows sired by 787 bulls.



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pages in the Register



## Cargill Opens New European Protein Innovation Hub

Part of a €50 million investment into Cargill's pre-existing Saint-Cyr en Val facility, the hub features a state-of-the-art development kitchen, a food-safe pilot plant to test new products and concepts, and a customer experience center with restaurant-style demonstration kitchens.

"This is our first innovation hub in Europe dedicated to protein and forms part of a network of protein innovation centers that Cargill operates around the world, including Thailand and the USA," a Cargill spokesperson said. "In addition to chicken, the site will also be an important incubator for alternative plant-based proteins."

The addition of the new hub comes as the Saint-Cyr en Val plant celebrates 30 years as a leading food service provider. The facility will see almost 70% of the production facilities renovated by 2025, which is expected to increase output capacity by 10%.

## McDonald's, Wendy's Dodge False Advertising Lawsuit

McDonald's and Wendy's successfully fended off a lawsuit alleging the companies falsified burger sizes in advertisements, according to court records.

US District Judge Hector Gonzalez in Brooklyn, New York, ruled on Saturday that there was no evidence to substantiate claims that the fast-food giants served burgers smaller than advertised.

The plaintiff, Justin Chimienti, contended that the ads depicted undercooked beef patties, as meat tends to shrink by 25% when cooked. However, the judge stated that efforts to present appetizing visuals were standard marketing practices, and the companies weren't obligated to sell burgers exactly as advertised.

The ruling follows a similar lawsuit against Burger King, in which a judge said the company must face trial based on pictures on the in-store menu. There is also an ongoing case involving Taco Bell in a Miami federal court.

## Beyond Meat to Launch New Steak Product Marketing Campaign

Beleaguered alt-meat company Beyond Meat is aiming to reverse its recent fortunes with a new consumer marketing campaign.

Centered around its new Beyond Steak product, the "This Changes Everything" campaign argues that plant-based steak can be used as a beef substitute in tacos, nachos, cheesesteak sandwiches, and other prominent foods. The company's Beyond Burger and Beyond Sausage products will also be spotlighted.

The TV spot stars actor and producer Rizwan Manji (most recently from "Schitt's Creek"), and includes a voiceover by actor and comedian Chris Parnell. The campaign will also include radio, social media, and billboard advertising.

Akerho Oghoghohomeh, senior vice president of brand marketing at Beyond Meat, said in a release the campaign will "emphasize our products' key nutritional benefits, including Beyond Steak's heart-healthy credentials, while still communicating their great taste."

## COW SENSE

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### Ten questions designed to test your beef industry knowledge:

1. What is the pigmented structure that controls the amount of light that enters the eye?
2. Identify the name of the tubes that carry sperm-containing fluids to the urethra.
3. Pelvic measurements are expressed in what units?
4. Name the magazine that preceded *the Register* as ASA's official publication.
5. *Bos taurus* refers to cattle from what origins?
6. Which would you expect to reach puberty first, a crossbred heifer or a straightbred heifer?
7. The Italian breeds of Chianina, Romagnola, Piedmontese, and Marchigiana cattle all share one phenotypic trait. What is it?
8. How are bones involved in the formation of blood?
9. Define post-legged.
10. An estimate of the percentage of salable meat in a carcass is known by what term? ■

### Answers:

1. The iris; 2. Vas deferens; 3. Square centimeters; 4. *Simmental Shield*; 5. *Europeana*; 6. *Crossbred*; 7. They are gray in color; 8. Bone marrow produces red corpuscles; 9. An animal with extremely straight hind legs; 10. *Cutability*.

## Sustainable Beef Plant Moves Toward 2025 Opening

An independent beef processing plant in North Platte, Nebraska, is expected to begin operations in 2025, creating 800 jobs following its groundbreaking one year ago, according to the project's backers.

Sustainable Beef LLC involves a coalition of Nebraska cattle ranchers in response to what the producers contended were increasingly limited processing options in recent years in the wake of industry consolidation. Construction on the 500,000-square-foot facility is currently scheduled to be completed in the summer of 2025 and will begin processing 1,500 head per day, according to media reports quoting a Sustainable Beef executive and US Senator Deb Fischer (R-Nebraska).

Funding for the \$325-million project partially involved a \$20-million investment from the state of Nebraska through the American Rescue Plan Act, in addition to an unspecified contribution from Walmart, which will become a customer when the plant opens. The project already is contributing to the local economy, as 80% of the construction contractors are coming from Nebraska, on top of the jobs that will be created when the facility opens.

"We really are using a co-op model where as producers we're doing something together we can't do by ourselves and we will share profits back to our producers," Sustainable Beef CEO David Briggs told Nebraska TV/ABC. ■



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## New Lidocaine-Infused Band Reduces Castration Pain, Discomfort

by Rhonda Brooks, Bovine Veterinarian

The use of heavy, elastic bands for castration is a practice long employed in the production and management of beef and dairy calves, and lambs.

Now, an innovative tool called Lidoband is available to help veterinarians, livestock producers, and managers in the United States and Canada address the need for castration while significantly reducing any associated pain and discomfort in the process.

Lidoband, from Solvet, is a novel, lidocaine-impregnated latex band approved for use in calves under 250 pounds and in lambs under 50 pounds.

The new, one-step tool is helping revolutionize what is a standard castration practice in the livestock industry, says Steve Schram, a pharmaceuticals marketing executive and spokesman for the company.

“This is a groundbreaking tool that’s helping veterinarians and producers address an unmet need, both current and future animal welfare requirements, while keeping calves and lambs safe and healthy in the process,” Schram says.

### Long-Term Pain Relief

Castration, a common practice in the livestock industry, is a necessary management practice to control reproduction, manage animal temperament and behavior, improve meat quality, and ensure proper herd management.

In the process, Lidoband provides a local, soothing anesthesia to the application area, according to Lionel Gibbs, Solvet chief executive officer.

“Each band is infused with 80 milligrams of lidocaine and stops the pain and discomfort associated with banding,” Gibbs says. “It’s a slow-release product that doesn’t go systemic; it stays in the local tissue and works for up to 42 days.”

The length of pain relief provided to the animal is critical. The banded castration process in beef and dairy calves, for example, commonly requires three to six weeks before the testes are sloughed off. In the United States alone, an estimated 15 million bovine castration procedures are performed each year.

“Along with reducing pain, a benefit of using Lidoband is the area around the scrotum stays very clean. There’s no flaky, scabby problem, and that’s a valuable byproduct of using it,” Gibbs adds.

### Animal Well-Being Benefits

Schram notes that Lidoband is revolutionary in addressing the longtime unmet need to reduce the pain associated with castration by banding, as the only pain-relief options available until now were to use an oral or injectable product.

“Addressing and eliminating pain are the right things to do, and this is a tool veterinarians can use to educate producers who were unaware or knew little about the pain associated with the practice of banding,” he says.

Lidoband is available for purchase over-the-counter through traditional distribution channels, including various farm supply stores.

Schram says there is little to no need to come into contact with the product during application, as each band is individually packaged in a foil-sealed blister and can be used with most commercial elastrator applicators (not included).

“But as a standard precaution the company recommends using latex gloves during administration,” he adds.

Looking ahead, Gibbs says Solvet is finalizing the development of a new version of Lidoband that will be suited for use with larger animals in the livestock industry.

## Driverless Trucks Program Expanded

Tyson Foods is in the process of expanding its driverless trucks program in Arkansas. The food giant has teamed up with an autonomous middle-mile logistics specialist in a multi-year collaboration to use autonomous refrigerated box trucks to Tyson’s Northwest Arkansas routes. These trucks will operate 18 hours a day, transporting Tyson, Jimmy Dean, BallPark, and other products to local distribution and storage facilities. Tyson said the initiative addresses the nationwide truck driver shortage by integrating commercial-grade autonomous technology into Tyson’s supply chain. The autonomous trucks will follow predefined short-haul routes, ensuring efficient product movement while allowing Tyson to reallocate drivers to other roles. The partnership involves multiple trucks, with potential expansion to other Tyson locations. The trucks feature a temperature-controlled cargo space and custom-designed sensor system for safety. A safety driver will be present in the cab initially. The company expects the move to improve regional distribution and will reduce costs.

## MSU Extension Training Workers in Meat Cutting

Michigan State University (MSU) Extension is lauding its animal agriculture training programs for creating a more vibrant employee base in the state.

MSU Extension’s Institute of Agriculture and Agribusiness connected with more than 850,000 members of the community in 2022, according to Jeannine Schwehofer, associate director of agriculture and agribusiness programming for MSU Extension.

Extension programs last year covered areas such as dairy robotics, meat processing, and first responder training, with educators working with industry to determine needs for 2024, she told Brownfield Ag News.

“We need not only employees in meat cutting for the industry, but we’re getting an interest from people who are wanting to learn how to do it for their own use and do home studying as well as those who are direct marketing,” Schwehofer said.

## JBS Breaks Ground on Cultivated Protein Research Facility

JBS recently announced it began construction on a cultivated protein research and development center in Brazil.

The company, which has invested \$22 million in the project and intends to invest \$40 million more, says The JBS Biotech Innovation Centre will be the “largest research facility focused on food biotechnology in Brazil.”

Located in Florianópolis, Santa Catarina, the R&D center will include labs, a pilot plant, and, eventually, a commercial-sized plant. Expected to open in late 2024, it will be staffed by a team of 25 post-doctoral researchers as well as support staff.



“The JBS Biotech Innovation Centre reinforces our commitment to the cultivated protein sector, consolidates our position as one of the main players in this very promising market, and reinforces our commitment to offering innovative, high-quality products to our consumers,” Jerson Nascimento Jr., JBS global supply and innovation director, said in a statement.

Focused initially on the cultivated beef program, the staff is focused on creating a production process that is “efficient, scalable and economically competitive.”

This isn’t the company’s first foray into cultivated meat. JBS holds a 51% stake in Biotech Foods, a Spanish cultured meat production company, which currently operates a pilot plant in San Sebastián and is expected to open its JBS-funded commercial plant in mid-2024.

## NAMI Helps Meat Processors Measure GHG Emissions

The North American Meat Institute (NAMI) and the United Nations Global Compact Network USA released a new guidance tool to help meat companies of all sizes in measuring greenhouse gas (GHG) emissions, as they work to reduce their environmental footprint.

The tool advances NAMI’s goal of having 100% of its members set science-based GHG reduction targets in line with the Paris Climate Agreement. As of June 2023, 12 members had

done so, but they reported an overall lack of supporting technical resources.

Enter the new guidance tool, developed through NAMI member participation in the UN Global Compact Network USA’s Climate Ambition Accelerator program. The six-month program is designed to equip companies with the knowledge and skills to move toward achieving net-zero emissions by 2050.

The tool uses real-life data methodologies and structural details (with data randomized and company details anonymized) to provide a concrete example that takes readers from defining a company’s operational and organizational boundaries through understanding and measuring its direct, indirect, and value chain emissions (scope 1, 2, and 3).

Directly citing GHG Protocol and other relevant international standards, the tool defines key terms, details data collection and science-based calculation methodologies, provides alternative calculation methods, and shares other resources that might be of assistance to companies conducting GHG inventories.

NAMI President and CEO Julie Anna Potts said in a news release the GHG inventory tool is a major step toward meeting the organization’s sustainability targets.

“Sustaining meat for generations to come requires not only clear vision but also a concrete commitment to developing practical resources, like the GHG inventory tool, that help companies of all sizes implement best practices sector-wide,” she said. ■





## USDA Pledges \$225 Million in Protein Development Assistance

USDA's Foreign Agricultural Service has pledged up to \$225 million in new Food for Progress cooperative agreements with developing countries, the agency said in a website post.

The awards will range from \$15 million to \$40 million each, with a duration of five years. Among those programs under consideration for funding that are aimed at improved meat and poultry production are a program applying Climate Smart Agriculture principles to the livestock sector in Bangladesh and strengthening food security through increased domestic production and commercialization of poultry in Lesotho.

Past Food for Progress programs that are still active, related to meat and poultry production, include:

- Technical assistance to livestock farmers in El Salvador
- Assistance to increase productivity and expand trade in the cacao and dual-purpose livestock value chains in Nicaragua
- Helping to improve the value added in production of beef and achieving meat equivalencies with APHIS and FSIS import requirements in the Dominican Republic.
- Increasing agricultural productivity in the dairy and beef sectors in the country of Georgia

## USDA to Invest \$1.4B in Ag Exports

The USDA plans to invest \$1.4 billion in enhancing agricultural exports, utilizing the Commodity Credit Corporation, according to a *National Hog Farmer* report.

This initiative, named the Regional Agricultural Promotion Program (RAPP), mirrors the structure of the Trump administration's Agricultural Trade Promotion program, though specific details are yet to be finalized.

Amid discussions regarding the upcoming farm bill, agricultural groups emphasized the need to amplify funding for the Market Access Program (MAP) and the Foreign Market Development Program (FMD). These programs have seen stagnant funding for over 15 years, with MAP allocated \$200 million and FMD \$34.5 million annually.

Advocates are urging for a doubling of funding to compensate for inflation's impact over the past decade and a half. However, securing additional funding sources for these expanded programs has proven challenging, prompting Senate Agriculture Chair Debbie Stabenow (D-Michigan) and Ranking Member John Boozman (R-Arkansas), to seek USDA assistance.

## China Set to Open Market to Colombian Beef

Brazilian meatpacking giant Minerva SA said recently the Colombian government told the company that China has approved a protocol to open its market to Colombian beef exports.

Minerva has two plants in Colombia, one in Bucaramanga and another in Ciénaga de Oro. Once approved, those facilities can export beef to China, "maximizing the exposure and our arbitration capacity for the Chinese market," the company said.

The two Colombian facilities would join eight other Minerva plants already approved in Argentina (1), Brazil (3), and Uruguay (4) that process a collective 12,000 head of cattle per day.

Home to 1.4 billion people, China imported more than three million metric tons of beef in 2022.

## Country of Origin Labeling Conversation Resurfaces

A hot-button topic for years, a dispute over "Product of the USA" on meat is coming full circle in Washington, D.C.

Taking form in proposals to revamp regulation as well as the law, the issue has been playing out on various fronts, including on Capitol Hill and in the courtroom.

"The notion of origin labeling is one that has a long history, and associated government efforts/programs have varied over time and administrations," Kansas State University professor Glynn Tonsor says. "I am 42 years old, and have experienced multiple 'waves' to this discussion."

The current tide has the Biden administration helping to revive a debate that some prefer to view as having been settled more than seven years ago, when Congress exempted beef and pork from Country of Origin Labeling (COOL).

Yet the issue has been percolating all along, with consumers and cattle ranchers going to court and petitioning the US Department of Agriculture to toughen the rules for putting "Product of USA" on meat labels.

As things stand, beef and pork can be presented as a product of the US, even if only repackaged here. That's the result of the looser "Product of USA" standard in play since Congress exempted both forms of protein from COOL, the mandatory law enacted in 2002.

Lawmakers created the loophole after a successful challenge by Canada and Mexico to the World Trade Organization. The WTO found the US law to be "burdensome and discriminatory," and gave Canada and Mexico the go-ahead to impose more than \$1 billion in retaliatory tariffs.

Still, the issue has remained a battlefield, with the USDA now proposing to allow only farm products "born, raised, slaughtered, and processed" in the US to claim "Product of USA" on what would be a voluntary label. ■



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L to R: Blake Bloomberg, Ty Drach, Claire Dorsey, Emerson Tarr, and Jill Harker.

## Juniors Receive Jim Bloomberg Memorial Scholarships

At the AJSA National Classic, held June 7–13 in Des Moines, Iowa, three juniors received Jim Bloomberg Memorial Scholarships worth \$1,000 each. Recipients were Ty Drach, Claire Dorsey, and Emerson Tarr.

## South African Simmental Breeders Visit Colorado

by Susan Russell, SimSpecialist

Jan and Vanessa van Biljon of Doornhoek, Lichtenburg, South Africa, enjoyed viewing Simmental cattle, discussing the breed, and comparing husbandry practices and grazing conditions while in the United States in late September. The couple took in Colorado's fall colors while visiting van Biljon's sister and two Simmental ranches: Reflected R Ranch and Altenburg Super Baldy Ranch.

Van Biljon is on the national Simmentaler Council in his native country, and a prominent, longtime breeder. He compared notes of his trustee and breeder experiences with ASA former trustees Willie Altenburg, as well as my husband Curt and myself.

His stud, called Vooruitzicht Simmentalers, is located about three hours west of Johannesburg in northeast South Africa. The couple came to the United States in a window of time between their September 21 production sale and an upcoming show. They and Erich Shulenburg offered 30 bulls and 40 females in their 17th annual "3 Van Die Bestes Simmentaler veiling" (Three of the Best Simmentalers auction). Like others in the region, they sell bulls at about 30 months of age. Deep-sided, thick-made, heavy-muscled animals with red hides and often white-blazed heads and eye pigment are featured on their videos and in the show ring, which they use as a marketing venue.

The couple said that Simmentalers are popular in the region, with the breed having been in South Africa since the early 1900s, and even longer (since 1893) in the neighboring country of Namibia. Van Biljon marveled at how recently — only 55 years ago — the breed came to the US. He was pleased to hear of the breed's demand in the United States' feedlot and commercial cattle sectors, and he reported that desire for Simmentalers has skyrocketed in Botswana as well as in Namibia and South Africa. ■



Above: Jan van Biljon (left) of South Africa joins Susan and Curt Russell after he looked over their Reflected R Ranch replacement heifers and bull prospects on September 30. Below: Jan van Biljon (right) watches as Curt Russell prepares to take a TSU sample of a newborn embryo bull calf.





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## ASA welcomed a number of visitors this autumn.

*Left: Students at Feather River College, Quincy, California, made a stop at the ASA headquarters.*

*Below: The ASA Headquarters was a stop on the recent Select Sires Beef Tour. Select Sires employees from across the country visited the office, partaking in a social hour, IGS presentation by Dr. Jackie Atkins, and tour by Luke Bowman.*





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- Annual Meeting and Banquet Friday night
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- All are welcome - Please RSVP 559-696-4941

## CATTLE JUDGING CONTEST

- Youth Judging Contest
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- Contest begins at 9:00 AM on Saturday morning

## SALE SATURDAY

- Breds and Opens
- Registered and Commercials
- Choice Lots with unparalleled opportunity

# SATURDAY - DECEMBER 2, 2023

Billings Livestock Commission at 1:00 PM MT

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Franklin Grove, IL 61031

**Samuel Christ**  
19229 County Highway 11  
Pittsfield, IL 62363

**LCTE**  
5976 E 3500 N Rd  
Bourbonnais, IL 60914

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1144 W Old 101 Rd  
Liberty, IN 47353

**Brett & Alicia Bays**  
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Anderson, IN 46011

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# SALE RESULTS

## North Carolina Fall Harvest

September 2, 2023 • Union Grove, NC

No.	Category	Average
87	Total Lots	\$3,016

**Auctioneer:** Tommy Carper, IN

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

### High-Selling Lots:

**\$5,400** – Cow/Calf Pair, “SFS Anne G41,” s. by JBS Big Casino, Heifer Calf s. by SFA EG80 Enhance, cons. by Shuffler Farm Simmentals, sold to Hal Lowder, NC.

**\$5,000** – Bred Female, “SR Ms J45,” s. by Chimney Top Treasurer E34, bred to G A R Ashland, cons. by Smith Reasor, sold to Glenn Wheeler, VA.

**\$4,750** – Bred Female, “CRJ Melia J127,” s. by TJ Frosty 318E, bred to Mr SR Mic Drop G1534, cons. by Chad Joines, sold to Cedar Ridge Simmental, SC.

**\$4,500** – Open Female, “SFS Lena J33,” s. by GIBBS 7382E Broad Range, cons. by TJ Gold, sold to Cedar Ridge Simmental, SC.

**\$4,250** – Bred Female, “CRJ Melia J131,” s. by WLE Copacetic E02, bred to THSF Lover Boy, cons. by Chad Joines, sold to Pleasant Hill Farms, KY.

**\$4,000** – Bull, “CSFM Pay the Price 21K2,” s. by SC Pay the Price C11, cons. by Cedar Springs Farm, sold to Michael Price, NC.

**\$4,000** – Bull, “Lonesome Kolt 251L,” s. by WHF/JS/CCS Double Up G365, cons. by Lonesome Valley, sold to Kenny Kivett, NC.

**\$4,000** – Open Female, “SR Ms J23,” s. by DB Iconic G95, cons. by Smith Reasor, sold to Cedar Ridge Simmental, SC. ■





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# COW BASE

# Female Sale

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### Genomic Tests:

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GGP-uLD .....	\$33

*\*Add-on tests available*

	Stand Alone ↓	Add-on ↓
SNP Parental Verification .....	\$18	Free
STR Parental Verification .....	\$33	\$15
Coat Color .....	\$22	\$9
Red Charlie .....	\$26	\$16
Horned/Polled .....	\$33	\$22
PMel (Diluter) .....	\$22	\$2
Oculocutaneous Hypopigmentation (OH) ..	\$25	\$16
BVD PI .....	\$5	
Semen Sample Processing Fee .....	\$7.20	

### Genetic Conditions Panel ..... \$25

*(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 \$25.)*

*\*\*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 - \$20.00 (box of 10) • Allflex Applicator - \$40.00 • Blood Cards - \$1.00 ea. (processing fee)  
Hair Cards - \$5.00 ea. (processing fee) • Sample Pull Fee – \$2.00 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 ASF)</i>	
Junior First Time Membership Fee* .....	\$40
Prefix Registration .....	\$10

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

### Annual Service Fee (ASF)\*:

Adult Membership .....	\$110
Junior Membership .....	\$40

*Fiscal year runs from July 1 – June 30*

### Registration Fees:

#### Registration Fees enrolled in THE

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

### Transfer Fees:

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

### Additional Transactions:

Priority Processing <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



# ANNUAL PRODUCTION SALE

## NOVEMBER 21, 2023 • AT THE RANCH

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## NOVEMBER

- 2-4 Boyle Ranch's Red, White and Beautiful Fleckvieh Female Online Sale – [www.auctions.boylerranchfleckvieh.com](http://www.auctions.boylerranchfleckvieh.com)
- 4 27th Annual Southern Showcase – Rome, GA
- 4 Cason's Pride & Joy Simmentals' Maternally Inspired Female Sale – Russell, IA
- 4 Irvine Ranch's 19th Annual Production Sale – Manhattan, KS
- 4 Missouri Simmental Fall Harvest Sale – Springfield, MO
- 4 Pollington Bred For Success Sale – St. Johns, MI
- 5 Triangle J Ranch's Female Sale – Miller, NE (pg. 63)
- 6 OSA's Fall Fiesta Online Sale – [www.dponlinesales.com](http://www.dponlinesales.com)
- 11 BF Black Simmentals' "Top of the Crop" Online Sale – [www.dponlinesales.com](http://www.dponlinesales.com)
- 11 Gibbs Farms' 18th Annual Bull and Replacement Female Sale – Ranburne, AL
- 18 Callaway Cattle Company's AffordaBULL Sale – Hogansville, GA
- 18 Next Step Cattle Company – Livingston, AL
- 18 Stanley Martins Farms' Fleckvieh Female Sale – Decorah, IA (pg. 7)
- 18 Strickland Cattle's Bull and Female Sale – Glennville, GA
- 18 Yardley Cattle Company's Focus on the Female Sale – Beaver, UT
- 20 Bichler Simmentals' Production Sale – Linton, ND
- 21 Elliott Livestock and Wild Rose Cattle Company's Annual Production Sale – Clifford, ND (pg. 71)
- 24 Divas and Donors – The Exclusive – Dixon, IL
- 25 Great Lakes Beef Connection Bred Female Sale – Claire, MI
- 25 Janssen Angus Female Sale – Earlham, IA
- 25 Nolan and Bagby Performance Cattle's Breeding For the Future Bull and Female Sale – Rockfield, KY
- 25 Stavick Simmental's Queen of the Prairie Female Sale – Veblen, SD
- 25 Trennepohl Farms' Right By Design Sale – Middletown, IN (pg. 9)
- 26 Diamond M Cattle Company's Female Sale – Hiawatha, KS (pg. 69)

## DECEMBER

- 2 Jewels of the Northland – Clara City, MN (pg. BC)
- 2 T-Heart Ranch and L-Cross Ranch High Altitude Female Sale – La Garita, CO
- 2 Western Choice Simmental Sale – Billings, MT (pg. 61)
- 2 Wilson SimAngus Dispersal Sale – Billings, MT
- 3 Schaake Farms Legends of the Flint Hills Sale – Westmoreland, KS
- 8 JS Simmentals' Midwest Made Elite Female Sale – Prairie City, IA
- 9 NDSA Classic Sale – Mandan, ND (pg. 61)
- 9 North Alabama Bull Evaluation Sale – Cullman, AL
- 9 Sandeen Genetics Buildin' A Brand Sale – Blakesburg, IA (pg. 25)
- 9 Tylertown Simmental's Sale – Cedar Hill, TN
- 10 Trauernicht Simmentals' LHT Female Sale – Wymore, NE (pg. 33)
- 15 Buck Creek Ranch's Grand Event – Yale, OK (pg. 15)
- 16 South Dakota Source Sale – Mitchell, SD
- 19 Advanced Beef Genetics' Complete Dispersal – Wiota, IA (pg. 29)
- 22 Bata Brothers Complete Herd Dispersal (Online) – Adams, ND
- 28 St. Nick's Eggstravaganza Online Sale – [www.dponlinesales.com](http://www.dponlinesales.com)

## JANUARY 2024

- 12 Diamond Bar S Bull Sale – Great Falls, MT (pg. 63)
- 14 The One and Only Simmental Sale – Denver, CO
- 16 Powerline Genetics' Arapahoe Sale – Arapahoe, NE
- 20 Cow Camp Ranch's Annual Spring Sale – Lost Springs, KS (pg. 62)
- 23 Franzen Simmentals' Production Sale – Lehigh, NE
- 26 Double J Farms' 50th Annual Bull and Female Sale – Garretson, SD (pg. 65)
- 26 Ellingson Simmentals' Annual Production Sale – Dahlen, ND (pgs. 64, 77)
- 27 J&C Simmentals' Annual Bull Sale – Arlington, NE (pg. 63)
- 28 Triangle J Ranch's Bull Sale – Miller, NE (pg. 63)
- 29 APEX Cattle's Annual Heterosis Headquarters Bull, Bred Heifer, and Fall Pair Sale – Dannebrog, NE



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## FEBRUARY 2024

- 1 Stavick Simmental's Annual Sale – Veblen, ND (pg. 65)
- 2 Kunkel Simmentals' Annual Production Sale – New Salem, ND
- 3 Klain Simmental Ranch's 42nd Annual Production Sale – Ruso, ND
- 3 Springer Simmentals Sale of Value-Based Genetics – Decorah, IA
- 3 Prickly Pear Simmental Ranch's Bull Sale – Helena, MT (pg. 63)
- 5 44th Annual Gateway "Breeding Value" Bull Sale – Glendive, MT
- 5 Long's Simmentals' 4th Annual Production Sale – Creston, IA
- 6 Koepplin's Black Simmental's 36th Annual Bull Sale – Mandan, ND
- 6 Little Bitterroot Ranch's Annual Production Sale – Ramsay, MT
- 7 Begger's Diamond V Big Sky Genetic Source Bull Sale – Wibaux, MT (pg. 63)
- 8 Houck Rock Creek Ranch's Private Treaty Spring Bull Sale – Allen, KS
- 8 Lassle Ranch Simmentals 31st Annual Production Sale – Glendive, MT
- 9 Bata Brothers/Bell Family Annual Joint Simmental Bull and Female Sale – Rugby, ND (pg. 64)
- 9 Bred For Balance Sale – Starbuck, MN
- 9 TNT Simmental's 39th Annual "Carrying On" the Explosive Difference Sale – Lehr, ND (pg. 64)
- 10 CK and Wager Cattle's 7th Annual Production Sale – Highmore, SD
- 10 Dixie National Simmental Sale – Jackson, MS
- 10 Kenner Simmentals' 28th Annual Production Sale – Leeds, ND
- 10 Rydeen Farms' 26th Annual "Vision" Sale – Clearbrook, MN
- 12 Dakota Power Bull and Female Sale – Hannaford, ND
- 12 Nelson Livestock Company Production Sale – Wibaux, MT
- 13 Edge of the West Bull and Female Sale – Mandan, ND (pg. 64)
- 14 Jackpot Cattle Company's Private Treaty Bull and Heifer Sale – Miller, SD
- 14 River Creek Farms' 34th Annual Production Sale – Manhattan, KS (pg. 62)
- 14 Traxinger Simmental's Annual Bull Sale – Houghton, SD
- 16 Dakota Xpress' Annual Bull and Female Sale – Mandan, ND (pg. 64)
- 16 R&R Cattle Company's Annual Production Sale – Chamberlain, SD
- 16 Sandy Acres Simmental's Bull Sale – Creighton, NE (pg. 63)
- 17 7P Ranch's 30th Annual Spring Bull and Female Sale – Winona, TX
- 17 Flittie Simmental/Schnabel Ranch Simmentals/Lazy J Bar Ranch's Joint Production Sale – Aberdeen, SD (pg. 65)
- 17 K-LER Cattle's Annual Production Sale – St. Charles, MN (pg. 63)
- 17 Rhodes Angus Open House and Bid Off Bull and Female Sale – Carlinville, IL
- 17 Yon Family Farms' Spring Bull and Female Sale – Ridge Spring, SC
- 18 Trauernicht Simmentals' LHT Bull Sale – Wymore, NE
- 19 Bulls of the Big Sky – Billings, MT (pg. 63)
- 20 Quandt Brothers Cattle Company 12th Annual Bull Sale – Oakes, ND (pg. 64)
- 21 Hart Simmentals' Power Bull Sale – Frederick, SD
- 22 Haven Hill Simmentals' Bull Sale – Milan, IL
- 22 Illinois Performance Tested Bull Sale – Springfield, IL
- 23 Multi-Breed Simmental Sale – Springfield, IL
- 24 Cattle Connect at Franzen Simmentals – Leigh, NE
- 24 Emmons Ranch Sale – Olive, MT
- 24-3/2 Hofmann Simmental Farms' "Buy Your Way Bull Sale" – Clay Center, KS
- 28 C Diamond Simmentals' Annual Production Sale – Dawson, ND

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## MARCH 2024

- 1 Eichacker Simmentals' Annual Bull Sale – Salem, SD (pg. 65)
- 2 Cason's Pride & Joy Bull Sale – Russell, IA (pg. 62)
- 2 Powerline Genetics' PAP Tested Bull Sale – Castle Dale, UT
- 2 Trinity Farms' Generations of Excellence Sale – Ellensburg, WA
- 4 Hill's Ranch Production Sale – Stanford, MT
- 4 Rincker Simmentals' Sweet 16 Bull and Female Sale – www.sconlinesales.com
- 4 S/M Fleckvieh Cattle's Private Treaty Bid-Off – Garretson, SD
- 5 Doll Simmental Ranch 44th Annual Production Sale – Mandan, ND
- 6 Klein Ranch's Heart of the Herd Sale – Atwood, KS
- 7 Cattleman's Kind Bull Sale – San Saba, TX
- 7 Keller Broken Heart Ranch Annual Production Sale – Mandan, ND (pg. 64)
- 9 24th Annual Gonsior Simmentals' In the Heartland Sale – Fullerton, NE
- 9 Carcass Performance Partners Bull and Female Sale – Lucedale, MS
- 9 TN Beef Agribition – Lebanon, TN
- 9 Yardley Cattle Company's 51st Annual Bull Sale – Beaver, UT
- 12 Powerline Genetics' March Edition Bull Sale – Arapahoe, NE
- 13 RA Brown Ranch's Spring Bull Sale – Throckmorton, TX
- 14 B&B Simmental Cattle's Annual Sale – Gregory, SD
- 14 Brink Simmentals' Sale – Elkader, IA
- 15 3C Christensen Ranch and NLC Simmental Ranch's Annual Production Sale – Wessington, SD (pg. 65)
- 15 Black Summit Bull Sale – Powell, WY
- 15 Eastern Spring Classic Simmental Sale – Columbus, OH
- 16 Colorado Select Bull Sale – Fort Collins, CO
- 16 Lechleiter 36th Annual Bull Sale – Loma, CO
- 16 Red Hill Farms' More Than A Bull Sale XIX – Lafayette, TN
- 18 Bridle Bit Simmentals All Terrain Bull Sale – Walsh, CO (pg. 62)
- 23 Clear Choice Bull Sale – Milan, IN (pg. 62)
- 23 T Heart Ranch High Altitude Bull Sale – La Garita, CO (pg. 62)
- 24 Western Cattle Source's Bull Sale – Crawford, NE
- 27 Diamond H Ranch's Annual Production Sale – La Crosse, KS (pg. 62)

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## APRIL 2024

- 1 Henry's Fork Cattle Company's Private Treaty Bulls for Sale – Rexburg, ID
- 4 Midland Bull Test – Columbus, MT
- 5 Kansas Bull Test Sale – Green, KS
- 6 Belles and Bulls of the Bluegrass – Lexington, KY
- 6 Big Country Genetics Sale – Cody, WY
- 6 McDonald Farms' Annual "Pick of the Pen" Bull Sale – Blacksburg, VA
- 6 The Gathering at Shoal Creek – Excelsior Springs, MO
- 20 Pigeon Mountain Spring Beef Builder Bull and Female Sale – Rome, GA
- 20 RS&T Simmentals' Performance and Pounds Bull Sale – Maryville, MO
- 26 Putting the Puzzle Together Annual Production Sale – Napoleon, ND
- 27 Clear Choice Customer Sale – Milan, IN (pg. 62)
- 27 Cow Camp Ranch's Spring Turn-Out Sale – Lost Springs, KS (pg. 62) ■



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*the Register* is an 8 1/8 x 10 7/8 inch glossy, full-color publication that provides a direct and consistent line of communication to the ASA membership.

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**CLRS Guardian 317G** ASA# 3563436  
 CE BW WW YW ADG MCE MM MWW MB REA \$API \$TI  
 14 -2.8 102 154 .32 10 27 78 .82 1.30 207 116  
 Adj. WW: 735 lbs..



**HCC Whitewater 9010** ASA# 4034285  
 CE BW WW YW ADG MCE MM MWW MB REA \$API \$TI  
 19 -3 90 153 .39 13 20 64 1.17 1.29 173 102  
 Adj. WW: 714 lbs.



**KBHR Honor H060** ASA# 3789447  
 CE BW WW YW ADG MCE MM MWW MB REA \$API \$TI  
 17 -2.1 81 125 .28 11 31 71 .73 1.20 191 101  
 Adj. WW: 819 lbs.



**R Plus Yuma 9087G** ASA# 3979132  
 CE BW WW YW ADG MCE MM MWW MB REA \$API \$TI  
 7 3.4 88 135 .29 .1 21 65 -.12 .75 111 75  
 Adj. WW: 880 lbs.



**Ellingson Guardian J141** ASA# 3940047  
 CE BW WW YW ADG MCE MM MWW MB REA \$API \$TI  
 17 -2.5 100 152 .32 9 24 74 .73 1.16 189 112  
 Adj. WW: 790 lbs.

For catalogs and information:



**Terry Ellingson & Family**

Phone: 701-384-6225  
 Cell: 701-741-3045

5065 125th Ave. NE • Dahlen, ND 58224  
 email: tellings@polarcomm.com

**Guest Consignor:**

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 and scrotal measurements)  
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 CE BW WW YW ADG MCE MM MWW MB REA \$API \$TI  
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 CE BW WW YW ADG MCE MM MWW MB REA \$API \$TI  
 15 .6 98 152 .34 10 23 71 .47 .88 159 100  
 Adj. WW: 612 lbs.



**WS Proclamation E202** ASA# 3254156  
 CE BW WW YW ADG MCE MM MWW MB REA \$API \$TI  
 13 .4 100 149 .30 8 29 79 .57 .76 176 104  
 Adj. WW: 768 lbs.



**HHS Georgia 802G** ASA# 3627373  
 CE BW WW YW ADG MCE MM MWW MB REA \$API \$TI  
 16 -1.3 83 123 .25 11 20 61 .52 .76 175 94  
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W/C Bankroll

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By W/C Loaded Up 1119Y  
EPD: CE: 14 \$API: 119 \$TI: 71



**W/C Night Watch 84E**

By CCR Anchor 9071B  
EPD: CE: 18 \$API: 145 \$TI: 83



NEW

**Rocking P Private Stock H010**

By WLE Copacetic E02  
EPD: CE: 13 \$API: 139 \$TI: 79



**SSC Shell Shocked 44B**

By Remington Secret Weapon 185  
EPD: CE: 18 \$API: 137 \$TI: 73



**THSF Lover Boy B33**

By HTP/SVF Duracell T52  
EPD: CE: 13 \$API: 149 \$TI: 91



NEW

**JC King of the Road 468H**

By KBHR High Road E283  
EPD: CE: 14 \$API: 180 \$TI: 96



NEW

**Ruby NFF Up The Ante 9171G**

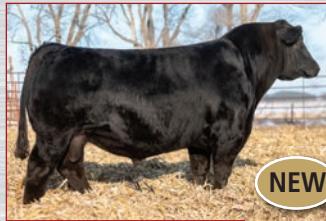
By Ruby's Currency 7134E  
EPD: CE: 11 \$API: 119 \$TI: 68



NEW

**ACLL Fortune 393D**

By MR TR Hammer 308A ET  
EPD: CE: 9 \$API: 119 \$TI: 68



NEW

**W/C Double Down 5014E**

By W/C Executive Order 8543B  
EPD: CE: 14 \$API: 119 \$TI: 74



NEW

**Next Level 4014J**

By Dakota Outlaw G974  
EPD: CE: 10 \$API: 115 \$TI: 78



NEW

**Mr SR 71 Right Now E1538**

By Hook's Bozeman 8B  
EPD: CE: 15 \$API: 156 \$TI: 96



NEW

**HOF New Era 1882J**

By CLRS Guardian  
EPD: CE: 15 \$API: 196 \$TI: 106



**PAL/CLAC Meant To Be 823E**

By Mr HOC Broker  
EPD: CE: 11 \$API: 111 \$TI: 68



3/4 NAILE and  
NWSS Champ

**Reckoning 711F**

By W/C Relentless 32C  
EPD: CE: 9 \$API: 111 \$TI: 63



NEW

**TJSC King of Diamonds 165E**

By LLSF Pays To Believe ZU194  
EPD: CE: 13 \$API: 114 \$TI: 70



NEW

**PBF Red Paint F88**

By W/C Executive Order 8543B  
EPD: CE: 12 \$API: 124 \$TI: 75



NEW

**SC Pay the Price C11**

By CNS Pays to Dream T759  
EPD: CE: 7 \$API: 114 \$TI: 79



NEW

**JASS On The Mark 69D**

By W/C Loaded Up 1119Y  
EPD: CE: 11 \$API: 102 \$TI: 68



**W/C Relentless 32C**

By Yardley Utah Y361  
EPD: CE: 10 \$API: 118 \$TI: 74



NEW

3/4 SimAngus™

**WLE Copacetic E02**

By HPF Quantum Leap Z952  
EPD: CE: 14 \$API: 109 \$TI: 80



NEW

**Holtkamp Clac Change Is Coming 7H**

By WLE Copacetic E02  
EPD: CE: 14 \$API: 108 \$TI: 75



NEW

**W/C Cyclone 385H**

By W/C Bankroll 811D  
EPD: CE: 12 \$API: 138 \$TI: 82



NEW

3/4 SimAngus™

**LLSF Vantage Point F398**

By CCR Anchor 9071B  
EPD: CE: 14 \$API: 122 \$TI: 86





**WS Revival B26**

By LLSF Uprising Z925  
EPD: CE: 9 \$API: 103 \$TI: 68



**LLSF Pays To Believe ZU194**

By CNS Pays To Dream T759  
EPD: CE: 9 \$API: 121 \$TI: 78



**LLSF DAUNTLESS K07**

By HPF/HILL Uprising C104  
EPD: CE: 13 \$API: 111 \$TI: 67



**CLRS Guardian 317G**

By Hook's Beacon 56B  
EPD: CCE: 16 \$API: 208 \$TI: 115



**KSU Bald Eagle 53G**

By Hook's Eagle 6E  
EPD: CE: 15 \$API: 186 \$TI: 102



**WLE Black Mamba G203**

By WLE Copacetic E02  
EPD: CE: 14 \$API: 136 \$TI: 84



**FELT Perseverance 302F**

By W/C Executive Order 8543B  
EPD: CE: 16 \$API: 120 \$TI: 73



**W/C Express Lane 29G**

By Rubys Turnpike 771E  
EPD: CE: 14 \$API: 142 \$TI: 87



**CLRWTR Clear Advantage H4G**

By LLSF Vantage Point F398  
EPD: CE: 16 \$API: 172 \$TI: 105



**Erixon Bitten 203A**

By NCB Cobra 47Y  
EPD: CE: 12 \$API: 148 \$TI: 87



**LCDR Favor 149F**

By LCDR Witness 541C  
EPD: CE: 7 \$API: 130 \$TI: 96



**LLW Card Merit 03H**

By TL Ledger  
EPD: CE: 9 \$API: 112 \$TI: 72



**TL Ledger 106D**

By Profit  
EPD: CE: 10 \$API: 116 \$TI: 70



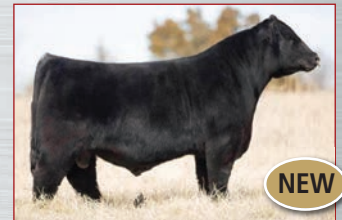
**GCC New California 131J**

By GEFF County O  
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**OBCC Kavanaugh F236**

By OBCC Unfinished Business  
EPD: CE: 13 \$API: 141 \$TI: 81



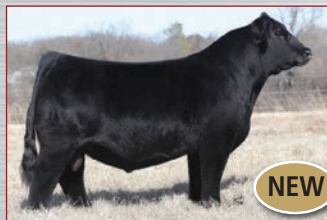
**LLSF Favored One H98**

By LCDR Favor  
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**Wheatland 3-D 1142J**

By CKCC LD Dimension 8965  
EPD: CE: 8 \$API: 121 \$TI: 75



**WHF/JS/CCS Double Up G365**

By W/C Double Down  
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**TJ 50K 485H**

By TJ Teardrop  
EPD: CE: 11 \$API: 159 \$TI: 86



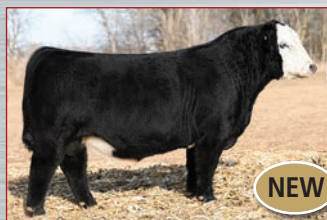
**W/C Style 69E**

By Style 9303  
EPD: CE: 17 \$API: 135 \$TI: 68



**Mr Ishee Triple Trailblazer 018H**

By KOCH Big Timber 685D  
EPD: CE: 14 \$API: 144 \$TI: 80



**HRCC Hondo 035**

By W/C Bankroll  
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HILBRANDS CATTLE CO. SALE FACILITY

*Saturday, December 2, 2023*

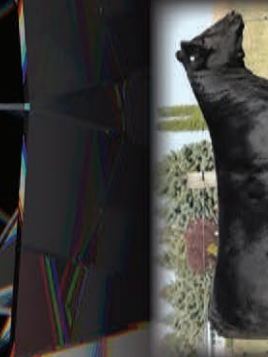
12:00 NOON • CLARA CITY, MINNESOTA



**HILB/SS/FFS/DEL RED CARPET L57E**  
HILB Miss Versace X LLFS Vantage Point  
PB SM • February Show Heifer Prospect



**HILB PUT A RING ON IT L9H**  
HILB Fairy Tale X Harkers Unleashed  
3/4 SM • February Show Heifer Prospect



**BWF MISS QUEVEGA 887K**  
HILB Good to Stare X HILB Oracle  
3/4 SM 1/4 AN  
Bred to WHF/JS/CCS Double Up



**HILB ELECTRIC SLIDE L36C**  
HILB Electric Lowe X GEFf County O  
PB SM • March Show Heifer Prospect  
**SHE & HER MOTHER BOTH SELL!**



**HILB STRAWBERRY WINE L55E**  
HILB Dela Vu X JSUL Something About Mary  
PB SM • April Show Heifer Prospect

**GUEST PARTNERS:**  
Jass Simmentals, Elm Mound Farms,  
Thesing Riverside Ranch, Willow  
Creek Cattle, Brookwood Farms &  
Latzig Cattle

*Eberspacher*  
ENTERPRISES INC.

Sale Managers 507-532-6694  
Val's Cell 612-805-7405  
Catalog online at [www.ebersale.com](http://www.ebersale.com)



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