

the Register

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Farming, Fitness, and Beef Industry Advocacy

Andrea Flemming is a fifth-generation Minnesota cow-calf producer and farmer who uses her online following to advocate for agriculture.

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How Hair Shedding Scores
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- » DNA tested homozygous black, homozygous polled, PB SM

HOOKS GALILEO 210G x LCDR FAVOR 149F

TRAIT	CE	BW	WW	YW	ADG	CEM	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	STI
EPD	+13.2	0.0	+102.2	+165.3	+39	+9.0	+30.7	+81.7	+19.3	+18.6	+62.9	-0.32	+.96	-.053	+1.27	-.34	+201	+118
ACC	.46	.49	.51	.51	.51	.30	.24	.32	.39	.45	.46	.37	.45	.41	.45	.03		
%	30	30	3	1	2	10	10	1	15	2	2		1		4		1	1

EPDs as of 08/19/2025 highlighted from a **MATERNAL PERSPECTIVE** **ALL-PURPOSE PERSPECTIVE**

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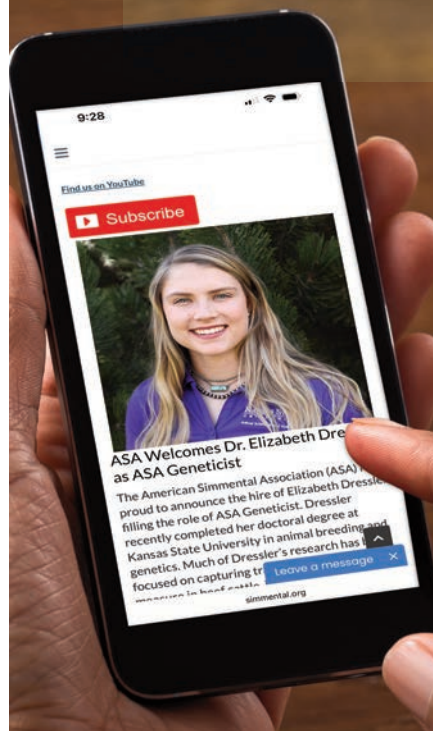
TRAIT	CE	BW	WW	YW	ADG	CEM	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	STI
EPD	+15.2	-1.9	+83.0	+124.7	+.26	+8.0	+34.4	+75.4	+14.5	+16.3	+39.0	+0.13	+.75	+.057	+.44	-.39	+160	+96
ACC	.61	.71	.57	.56	.56	.35	.23	.31	.35	.47	.44	.36	.41	.40	.43	.02		
%	25	25	30	40		35	2	10		10			10				15	10

EPDs as of 08/19/2025 highlighted from a **MATERNAL PERSPECTIVE** **ALL-PURPOSE PERSPECTIVE**

For a full data set, progeny photos, and more, visit Bull Search at ABSBullSearch.ABSglobal.com or contact your local ABS Representative.



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

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The Missouri Simmental Association hosted a full day of education on the state's rich beef cattle industry, kicking off Fall Focus 2025.



20 How Hair Shedding Scores Can Help Select Cattle for Heat Stress

University of Missouri Extension

Hair shedding is an important indicator of animal health, and in warmer climates, has a major economic impact on the beef industry.



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7SM153 **MONEY MAKER**

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CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	API	TI
19.5	-4	122.9	193.9	.44	9.9	30.7	92.1	17.8	17.3	71.7	-.47	.46	-.069	1.71	195.2	124.2
1	2	1	1	1	5	10	1	30	4	1	15	15	60	1	1	1

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7SM140 **DUTTON**

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CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	API	TI
11.8	.3	97.1	149.8	.33	4.9	19.6	68.1	20.6	14.7	57.3	-.43	.39	-.066	1.45	167.4	99
50	35	10	10	10	70	80	25	10	20	3	25	20	60	1	10	10

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CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	API	TI
17.7	-3.9	75.6	111.4	.22	10.5	19.9	57.6	12	11.8	31.7	-.38	.24	-.092	.77	147.4	87.5
3	2	65	65	70	3	75	75	85	50	55	45	40	15	75	30	30

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Ten questions to test your beef industry knowledge:

1. From what wholesale cut of beef does a T-bone steak derive?
2. What term describes a group of calves of the same sex, within 90 days of the same age, which have been managed in the same manner?
3. What is the term that describes superior performance by crossbred progeny over the average performance of their straightbred counterparts?
4. Who is the US Secretary of Agriculture?
5. With regard to pasture, what do the letters AUM stand for?
6. What are two common reasons for a beef cow to not shed her hair in a timely manner?
7. By what name was the Simbrah breed originally called?
8. What is the year-letter designation for 2025?
9. Who was the only person to serve two consecutive terms as ASA Board Chairman?
10. From which two countries did the Fleckvieh strain of Simmental primarily originate? ■

Answers:

1. Short loin; 2. Contemporary group; 3. Hybrid vigor; 4. Brooke Rollins; 5. Annual Unit Month; 6. Parasites or mineral deficiency; 7. Brahmanhood; 8. The letter "N"; 9. Jerry Moore, Canton, Ohio; 10. Germany and Austria.

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A SimGenetics heifer
at Wilkinson Farms,
Montpelier, North Dakota.
Photo by the Grant Company.

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THE TOP 10 SALE - APRIL 15 /// TF TURN-OUT TIME SALE - APRIL 17



by Molly Diefenbach, director of DNA Services

As director of DNA Services for the American Simmental Association, I'm thrilled to share a few updates from our department and highlight the ways ASA continues to add value for members through DNA testing and data contribution to the world's largest multi-breed genetic evaluation. From new team members to successful outreach events, it's been a busy and rewarding summer!

In June, we welcomed Karolina Perkins to the DNA Services team. A recent graduate from the University of Wyoming who now calls Montana home, Karolina will play a key role in supporting members with their DNA orders and questions, and helping us to continue providing accurate and timely results — all while keeping member service a top priority. I also look forward to collaborating with ASA's incoming geneticist, Dr. Elizabeth Dressler, on new research projects and opportunities. There's no doubt that these two new additions to our Association will allow us to expand research efforts that will benefit our members in all facets of the industry, across all corners of the country.

The DNA collection clinic at this summer's National Classic in Madison, Wisconsin, was another success. Now in its second

year, the clinic lays the groundwork for our junior members to build confidence in utilizing DNA technology for future herd management and breed improvement. I had the opportunity to speak on ASA's testing options, explain the ordering process, and how to interpret those results when they come back in a few weeks. It was encouraging to see so many junior members participate in this program by asking questions and engaging in the sample collection in the barns. All those facets of the industry I mentioned earlier? Genomics and parent verification have a strong place in the show world, too!

Back in the office, our department continues to focus on both the efficiency and reliability of DNA testing. ASA member adoption of DNA testing has continued to grow, with sample numbers increasing annually. We've seen a strong adoption of tissue sampling units (TSUs), which make DNA collection simpler, testing turnaround time faster, and failure rate lower. DNA is a foundation that supports so many of ASA's successful programs — from whole herd reporting to ensuring the validity of a show heifer's pedigree. Collaboration across departments (and even foreign breed associations!) is key, and it's exciting to see how DNA strengthens ASA's ability to deliver trustworthy information and cutting-edge tools. Our Calf Crop Genomics (CCG) program continues to gain momentum, with its lower price point in exchange for sampling 90% of a calf crop (male, female, or combined), plus additional rebates for phenotypic data reporting.

As we prepare for the 2025 bull calves to grow up under the new walking sire DNA rule, we encourage our members to take advantage of programs like CCG.

Finally, I want to extend a thank you to all our members for your continued trust in ASA's DNA services. Our team is here to support you, whether you're new to DNA or looking for ways to take your herd to the next level through genomic testing. Our priority is helping our members see the return on investment that both trait and genomic testing will ultimately bring to their programs, so please don't hesitate to reach out with questions to dna@simmgene.com or (406) 587-4531. ■

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Farming, Fitness, *and* Beef Industry Advocacy

by Lilly Platts

Andrea Flemming's videos and content on Instagram and Facebook have gained her over 66,000 and 12,000 followers respectively, and she is frequently called on to speak about agricultural advocacy at industry events. The fifth-generation Minnesota cow-calf producer and farmer didn't set out to become an online influencer, but originally started her account to post workout videos and hold herself accountable. She soon found an audience online, sharing about her daily life in agriculture, and tips and inspiration for physical health. Flemming and her family run a diversified commercial cow-calf operation, utilizing SimGenetics, DNA testing, and technology.

From the Farm to the Screen

Like many young people in rural America, Andrea Flemming grew up dreaming of being a veterinarian. She pursued an animal science degree at South Dakota State University, and applied for veterinary school the spring before graduation. A letter sharing that Flemming hadn't been accepted into vet school turned her future plans upside down. She hadn't considered returning home to the family farm, but started spending more time there during that final spring semester. This time of uncertainty is when she also started sharing about agriculture online. "I convinced my dad to co-sign a loan to buy some bred heifers, so I would go home on the weekends during that spring semester and share on Instagram," Flemming recalled. "I have always been obsessed with cattle, so it was an easy thing to talk about."

Fitness had also been a big part of Flemming's life, and she decided to start sharing about that as well. "I was really into fitness in college, but after I received the denial from vet school I lost that routine. On January 1, 2018, I drew a line in the sand, and I said that if I posted on social media then I wouldn't give up on myself."

Flemming started sharing workout content to keep herself accountable, and also noticed an uptick in interest in her farm-related content. The name "thatfitagvocate" was born from this combination. She kept posting, and noticed that her content was reaching people. "Instagram stories were brand new, and I was getting questions from people who had found my account through the explore page. It became very apparent that the disconnect between ag and the general public was bigger than I knew," Flemming shared.

A job in agricultural sales filled some of her time after college, and she kept posting about her life online. "I realized I could share more of my ag story and advocate for the industry. I did not intend for it to go anywhere, and just figured that if I could share with a few people that would be good," she said.

In September of 2019, Flemming responded to a segment on the Ellen Degeneres Show advocating for not eating meat, posting a letter addressed to the talk show host online. In the post Flemming said, "I'm challenging Ellen to talk to a real livestock producer, in fact she



should visit a few. I'm also challenging you to write a letter, post a video or response, send her an e-mail, tweet at her, whatever you have to do to show her the world we love and live for. Share this or other posts and never stop educating. Do what we gotta do to support the industry we love and live for."

This post went viral, reaching thousands of people across the internet. Flemming has since turned her online presence into a business that perfectly complements her work on the family farm. By documenting daily life, from big moments like pulling a calf to funny stories about cows getting out, she has gained the trust and confidence of followers from around the world.

While agricultural facts are important to know, Flemming found that people are the most responsive to honest storytelling. "I didn't want to share just stats, and I wanted to give people a behind-the-scenes look at what things look like," she explained. "Stories are how you make connections and how you get people to step back and have an honest conversation."



Flemming shares about the triumphs and hardships of calving through her social media channels.

Flemming has also found value in sharing about other aspects of her life. "It's important to know your audience can be multifaceted. I have a group of followers who are producers themselves, and we have a lot of conversations. We learn and we grow from each other. There are new producers who aren't as involved in agriculture as heavily, but they have a positive impact," she said. "Then there is a big group to the side who followed me from one cute reel I shared, or storytelling. For anyone who wants



Andrea Flemming.

While agricultural facts are important to know, Flemming found that people are the most responsive to honest storytelling.

to start doing this it's important to not zone in and put yourself in a box. A lot of the time, I bring people in from other content. Those things that are out of the box are what bring in people who are not involved in agriculture."

The internet can be unforgiving, and agriculture is a common target. Flemming has learned that sometimes not saying anything is the most impactful strategy. "I always focus on the moveable middle," she said. "It's so easy to get heated about it, and there is no point in digging back at someone who comes at you in a nasty way," she explained.

Flemming brings people into her daily life as a farmer and beef producer, and isn't afraid to share the messy, less glamorous side of the business. Long, muddy days working cows, cold days in the calving barn, and the disappointment of losing an animal are a reality that she teaches her audience about. She also emphasizes her family's focus on caring for their livestock. "The number one concern of consumers is animal care," she said. "In the end, if you don't care for your livestock they don't produce for you. Any way we can get that message across is a win. It's really important that each of us in the industry help people understand what we do."

(Continued on page 12)

Farming, Fitness, and Beef Industry Advocacy

(Continued from page 11)

Thousands of people have been reached by Flemming's content, but she still values real interactions the most, emphasizing that having a small number of followers online doesn't decrease a producer's impact. "It's the little things that can create the most connection with producers," she shared. "Be willing to be open, and be willing to answer questions."

Real Life on the Farm

The stories, facts, tips, and information Flemming shares online come directly from her daily life as a farmer and beef producer. Alongside her parents, Sterling and Denise Severtson, her brother, Kris, and husband, Nathan, Flemming runs a fully diversified beef business, raising cattle from birth through finish. Their farming operation produces the feed required to feed out these animals, which are sold as finished fat cattle. The family utilizes summer grass, as well as a confinement facility, which helps with the extreme mud that can plague the area.



Andrea and Nathan Flemming.

The farming and animal care responsibilities are split up among each family member. Flemming explained, "My mom and I are more engaged in calving and animal care. My dad is more mechanically inclined, so he does a lot of feeding. We've leaned into our strengths, and lean on each other as things come up."

Flemming has taken the lead on data collection and submission. Severtson Farms utilizes commercial genomic testing, as well as the Performance Beef software, and tracks data throughout the business. "I really



Flemming enjoys animal husbandry, as well as collecting and analyzing data.



Severtson Farms takes cattle through the entire production process, from birth through feeding.

like data,” Flemming shared. “When you track all of your data you can see where you can improve. In those harder years it’s really important to know what your cost of gain is. If you don’t have the data you have no clue.”

“When you track all of your data you can see where you can improve. In those harder years it’s really important to know what your cost of gain is. If you don’t have the data you have no clue.”

Simmental genetics have become an important tool at Severtson Farms. The family has been utilizing crossbreeding for many years, and switched to SimGenetics bulls around the time that Flemming returned home to the farm. “It’s helped on the maternal side of things, and also on the other side we’ve seen an improvement in frame, growth, and finishing,” she shared.

Flemming shares about crossbreeding, the challenges of raising commercial cattle, and the outcome of their breeding decisions on social media. Flemming is honest about the things that work, and changes they plan to make in the future. “As a commercial producer, heterosis is free money,” she said.

To follow Flemming’s journey in agriculture, and learn more about sharing your story online, search @thatfitagvocate on Instagram, visit www.facebook.com/thatfitagvocate, or follow her blog at thatfitagvocate.com. ■



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3. Incorporate genomic enhanced predictions into selection decisions as early as possible

Showing Off

the Show-Me State, Part 1

by Lilly Platts, photos by ASA intern Chloe Tolar

Missouri is third in the nation for cow-calf production, and a leader in the Simmental breed. The Missouri Simmental Association hosted a full day of education on the state's rich beef cattle industry, kicking off Fall Focus 2025.

The Missouri Simmental Association helped kick off Fall Focus 2025 with a full day showcasing the state's rich beef cattle industry. Early in the morning of Friday, August 22, producers from Missouri and beyond boarded buses for the Trowbridge Livestock Center on the University of Missouri (MU) campus.

Dr. Bryon Wiegand, professor of Animal Science at the University of Missouri, opened the morning session by covering MU's animal science program. The undergraduate enrollment in animal science at MU is expected to be over 500 students in the 2025–2026 academic year, and continues to grow. Many of these students are on the pre-veterinary medicine track. The animal science department is currently constructing a state-of-the-art meat processing and teaching facility, which will further expand their ability to educate future professionals in agriculture.



Dr. Bryon Wiegand, professor of Animal Science at the University of Missouri, discussed MU's highly respected agricultural program.

2025 Annual ASA

FALL FOCUS

Cyndi Young-Puyear, with *Brownsfield Ag News*, provided an overview of Missouri's agricultural production. Missouri ranks third in the nation for cow-calf production, just behind Texas and Oklahoma, with 1.864 million head of beef cows, up 34,000 compared to last year. The state is also home to 60,000 dairy females, and 90,000 head of cattle on feed. "This strong cow presence underscores Missouri's vital role in the beef cattle industry," Young-Puyear shared.

The majority of these cow-calf operations are small, family-run farms with a modest average herd size of 36 cows. The state is losing farm ground and family operations to consolidation, mirroring the nationwide trend. Despite this, Missouri's beef industry is still driven by small family farms. "The base of the industry continues to rely on thousands of family-owned ranches, 88 percent of which are still operated by families," Young-Puyear shared.

Demographically, Missouri also mirrors the nation, with the average age of producers at almost 58. Fewer than ten percent of producers in the state are under the age of 35. While this presents a challenge, Young-Puyear shared that there are some bright spots, including the 46,000 farmers with less than ten years of experience. Women make up one-third of the state's agricultural producers, and there are 16,000 veterans helping grow food.

The Simmental breed has an especially strong presence in the Show-Me State. Missouri's climate is varied, but thanks to an average annual rainfall of 35–50 inches, producers across the state can expect around 200 grazing days per year. Many of the families raising SimGenetics cattle in Missouri have been involved for generations. Young-Puyear shared, "Over the decades, Simmental genetics have become deeply woven into the fabric of Missouri's beef cattle industry."

Fescue is present in many Missouri pastures, presenting challenges for cow-calf producers. The fungal endophyte in toxic tall fescue produces ergot alkaloids, which restrict blood flow. This restricted blood flow leads to poor nutrient delivery to hair follicles, which can cause delayed hair shedding. Missouri summers can be hot and humid, so this delayed shedding, or rough hair coat, can lead to serious heat stress, weight loss, and a lowered productivity. Simmental cattle are known for adaptability to fescue, but still, genetic progress is needed to improve this issue, which costs the beef industry one billion dollars annually.

Dr. Jamie Courter, assistant professor and State Beef Extension Specialist at MU, provided an update on innovations in fescue tolerance research and genetics. Hair shedding is an economically relevant trait that is moderately heritable. Hair shedding scores, when reported to universities and associations, help tie this trait to specific genetics that are either tolerant or resistant to fescue. Courter shared that collecting these scores should be

handled in the same manner as any trait. She also emphasized that hair shedding and hair coast are two entirely different measures. Cattle can have somewhat curly hair, straight hair, thick hair, etc., much like people; what matters isn't the texture of the hair, but how efficiently it sheds each spring.

Age impacts hair shedding, which means that older cows should not be viewed the same as heifers. Selection decisions should be made based on these age groups, either focusing on young animals, or older females. "Younger cows will always on average have higher hair shed scores than their older counterparts," Courter said.

Management is extremely important in hair shedding — nutrition, stress, and parasites can draw energy away from hair shedding. For producers, especially in areas like Missouri, to fully understand their herd's hair shedding status, management needs to be in order. MU maintains a database of 11,000 hair shedding scores, available for public viewing.

Next, Dr. Teagan Schnurbusch, assistant Extension professor and State Extension Specialist in Meat Science at MU, shared about her beef-on-dairy research. In 2018, the industry saw a major uptick in the number of dairy-cross cattle entering the feed yard, and in 2024, there were more beef-on-dairy calves in the feedlot than straight dairy, signifying an overall shift in the industry. Dr. Schnurbusch and her team studied the carcass differences among dairy, beef-on-dairy, and beef cattle.

(Continued on page 18)



Showing Off the Show-Me State, Part 1

(Continued from page 17)



L–R: Victor Guerra, ASA Board chairman; Dr. Jon DeClerck, ASA EVP; Chris Chinn, Missouri director of Agriculture; Mike Kehoe, Missouri governor; and Wayne Vanderwert, Missouri Simmental Association.

The study included SimAngus-sired calves and straight dairy calves that were fed under a uniform protocol, using a Growsafe system to measure feed intake. The cattle were harvested at MU's meat lab, and wet-aged. Using an advanced imaging system, the team analyzed various attributes of each steak, including size, shape, and quality. Steaks were also placed in a simulated meat case to observe differences in color, which often impacts consumer choice on grocery stores shelves. The SimAngus, dairy-cross cattle had a shorter, more compact carcass, and ribeye size was notably bigger than the straight dairy cattle. At the time, these SimAngus, dairy-cross cattle would have earned \$300 more per head than their straight dairy counterparts, which would be even more in today's market. In a second study, the team added 100 percent SimAngus steers and heifers to the study. In the end, the straight beef cattle were notably more fat, demonstrating the differences in how dairy cattle carry fat.

MU is continuing beef-on-dairy research. Graduate student Annika Donlick presented a preview of her upcoming study, which will analyze phenotypic differences of beef and dairy animals. A survey of dairy producers showed that while many animals they are selecting for will enter the feedlot, carcass traits are usually not considered. Calving ease and milk, which are of course important for dairy producers, continue to be the priority, even for animals they know will be terminal. Donlick's research will further explore this, with the goal of better understanding the impact of sire genetic merit on beef-on-dairy calves.

The morning session closed with three guests who are extremely influential in Missouri agriculture. Chris Chinn, Missouri director of Agriculture, spoke about the overall

impact of agriculture in the state. Agriculture is a 93.7 billion dollar industry in Missouri, and ranks in the top ten for many commodities. The state's Boothill region grows a variety of crops, including rice, cotton, peanuts, and melons. The rolling grass hills of the state are home to a variety of livestock operations. Chinn discussed the future of the American Food Group beef plant, which at full capacity, will be able to process 2,400 head of cattle today. Historically, Missouri has not had a strong cattle feeding presence due to the distance required to get fat cattle to a processor, and this new facility aims to change that.

Next, MU president Dr. Mun Choi welcomed the crowd to Missouri. Choi shared about the University's students, programs, and the importance of the School of Agriculture. He also discussed other areas where MU stands out, including in cancer research. "It is my great honor to be here and welcome you," Choi said.

The final guest for the morning was Mike Kehoe, Missouri's governor. Elected in 2024, Kehoe is just getting started in his work for the state, but has emphasized the importance of agriculture from the beginning. A cattle producer himself, Kehoe shared about how the cattle industry has had a positive impact on his own life. "My journey in agriculture has been incredible. Through all my business opportunities... none of that taught me how to make decisions like agriculture did," Kehoe said. "I am very passionate about the agriculture industry."

Please watch for the November *Register*, which will include further coverage of Fall Focus 2025. ■

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How Hair Shedding Scores Can Help Select Cattle *for* Heat Stress

University of Missouri Extension

Hair shedding is an important indicator of animal health, and in warmer climates, has a major economic impact on the beef industry. While hair shedding is most discussed in southern regions of the country, how quickly and efficiently an animal sheds provides important insight for all producers. The following from the University of Missouri explores the basics of hair shedding and scoring.

Selecting for cattle with heat tolerance can improve a producer's profitability. An updated University of Missouri (MU) Extension publication, "Hair Shedding Scores: A Tool To Select Heat Tolerant Cattle," explains how to score for hair shedding and seek lower scores for better heat tolerance.

"Responsible beef breeding requires matching cattle genetics to the production environment," said Dr. Jamie Courter, MU Extension state beef genetics specialist. "This is necessary for profitability, animal well-being and improved environmental impact. Cattle well-suited to their environment are more profitable. Not only are well-adapted cattle more productive, but they also require fewer inputs and interventions."

One of the greatest environmental challenges for beef producers in many parts of the US is heat stress, she said. This is especially true in the Southeast, where humidity intensifies the high temperatures with which cattle must cope to remain comfortable and productive.

"Selecting cattle that appropriately cope with heat stress is a major piece of sustainable beef production," she said. It is estimated that cattle suffering from fescue toxicosis and heat stress alone costs the beef industry more than a billion dollars a year.

The publication, based on research by Dr. Jared Decker, MU associate professor of animal sciences, details the tools available to breed cattle adapted to heat stress.

Two MU Extension publications prepared by Courter provide more detail: In "How To Use the Hair Shedding Guide," producers can learn how best to assess their cattle for this important trait.

"Hair Shedding Scores: More Than Heat Stress" looks at the relationship between hair shedding and the animal's ability to sense and respond to its environment, particularly the length of daylight.

In states like Missouri, where heat, humidity, and fescue can challenge cattle, hair shedding is especially important.





Please follow the QR code to view the "How to Use the Hair Shedding Guide" publication.



Please follow the QR code to view the "Hair Shedding Scores: More Than Heat Stress" publication.

"The animal's ability to sense the day length is having a big impact on shedding," Decker said. "We think there may be something to do with the eye, since that's how mammals sense light."

Research has also discovered genetic associations between hair shedding and functions related to metabolism. It is anticipated that hair shedding scores could be used in conjunction with body condition scores to assess the nutritional stress of the herd, said Courter.

	1 Slick, short summer coat 100% shed
	2 Coat is mostly shed ~75% shed
	3 Coat is halfway shed ~50% shed
	4 Exhibits initial shedding ~25% shed
	5 Full winter coat 0% shed

A visual guide to scoring hair shedding.

"Therefore, hair shedding may also indicate an animal's overall nutritional plane, thus helping to inform management decisions," she said.

Later hair shedding (higher scores) indicates increased nutritional demands; this could be used to identify animals that would benefit from additional supplemental feed heading into spring and summer, Courter said.

This makes the hair shedding tool important to cattle producers all across the United States, she said. ■



In southern states, heat stress can greatly reduce productivity. Animals that don't shed quickly and efficiently are especially prone to added stress. Photo by Hannah Wine.



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www.americanroyal.com

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November 2025

www.livestockexpo.org

Cattlemen's Congress

January 2026

www.cattlemenscongress.com

National Western Stock Show

January 2026

www.nationalwestern.com

Fort Worth Stock Show

January 2026

www.fwssr.com

Dixie National Livestock Show

February 2026

www.dixienational.org

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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.

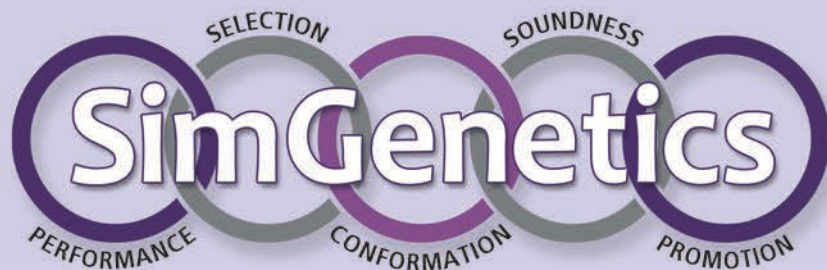
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2025 North American International Livestock Exposition
2026 Cattlemen's Congress
2026 National Western Stock Show
2026 Fort Worth Stock Show
2026 Dixie National Livestock Show

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- ◆ Purebred Simmental Female and Bull of the Year
- ◆ Percentage Simmental Female and Bull of the Year
- ◆ Simbrah Female and Bull of the Year
- ◆ Percentage Simbrah Female and Bull of the Year
- ◆ Fullblood Simmental Female and Bull of the Year

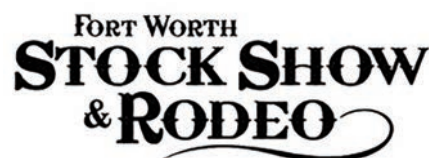
*If fewer than three animals earn points at multiple events, no winners will be recognized.
If fewer than three shows recognize a breed division, that division will be excluded.*

Qualifications

- ◆ Exhibitors must be active members in good standing with the American Simmental Association
- ◆ 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 be genotyped before awards are given

Additional information

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

Our Pioneers – John Clay Jr.

John Clay Jr.'s name first appeared in this column in the April 2025 issue, *The Big Die-Up and Snowy Owl Prophecy*. I wrote: "In the summer of 1886, John Clay was the manager of the Cattle Ranch and

Land Company in Wyoming. Inspecting his rangeland, he found grass was scarce and cattle thin. He said there was no market for young cattle, your aged steers were not fat and cows and calves were miserably poor. He had a sickening sense of foreboding." That sense, often described as a "gut feeling," proved to be accurate beyond belief. The harshest winter ever recorded, 1886–87, saw to that. The loss of livestock proved to be incalculable. John Clay survived to tell of this unimaginable catastrophe. But who was John Clay Jr.?

He was born in Winfield, Scotland, on April 24, 1851, to John and Patricia Clay. His ancestors had been farmers for generations in an area near the border between England and Scotland. Clay was fortunate to receive a high-level and well-rounded education. His father was a respected and prominent businessman. This allowed him to be in the company of many of the most wealthy, influential, and powerful people in Scotland and England. These connections would serve him and his father well throughout their famously successful lives.

In his autobiography, *John Clay, My Life on the Range*, published in 1924, he covers detailed accounts of his life primarily as it pertains to his many roles and endeavors in North America beginning in 1874. For ten years prior, he was engaged in all aspects of the farming business in his native Scotland. But the investment world came calling. The rich and powerful in Scotland had invested heavily in North America. Their investments there far outperformed returns for other business ventures elsewhere in the world. In their view, the investment opportunities in North America were limitless, and they wanted more, especially land ownership and livestock, primarily cattle.

As I studied his autobiography, it occurred to me that his life, as it related to every facet of agriculture, ran parallel with the theme presented in the movie *Forrest Gump*. You may recall that Forrest just happened to be a witness to every major event in history during his lifetime. During his era, Clay, by virtue of his connections to the who's who of finance and business, would use that network to great advantage and would always just happen to be in the right place at the right time. The results would yield one of the most successful careers in the North American livestock business ever to be achieved.

Naturally, John spoke fondly of his native Scotland. Yet, he felt the need to explain the conditions that had existed there for the ordinary person for countless generations. He referred to those as a "caste" system. While not fully operated like the commonly used definition of such a system, it appeared to be a hybrid one nonetheless. To provide my interpretation of his lengthy description of the effects of this "caste" system on man's inner being, one felt deeply that something was missing. There was a hollowness, a yearning that the system could never satisfy. I took that to mean liberty, freedom, and independence. These are notions we sometimes foolishly take for granted. In time, he would find that missing feeling in the New World.

Because of his farming knowledge and background, financial savvy and management skills, he was hired to visit Ontario, Canada, in 1874. His purpose was to assess various holdings by certain investment groups and report on conditions. What he found in Canada was totally opposite of well-managed land and livestock operations as well as management of personnel. He returned to Scotland with his disturbing report with recommendations of what needed to be done. Thus, he was hired to return to Canada and fix the mess. That began his long and successful career in the management of livestock and land that evolved into the financial sector. On numerous occasions, his work took him into the US. By 1882, he was living in Chicago and regularly traveled throughout the vast western expanse of this nation.

The Western cattle boom that began around 1870 saw no end in sight. A financial empire was being built in the West. In a previous column I spoke of this and what led to Cheyenne, Wyoming, becoming the epicenter of this financial empire. John Clay, through his management roles for the rich Scottish investment firms with holdings from Canada to the US Great Plains, and all the way to the Pacific Coast in California, was an integral part of the phenomenal success of this new world order. In Cheyenne, he was front and center and equally so in Chicago. His firm, Clay Robinson and Company, handled large financial transactions for wealthy Scottish clients and was politically well connected. Throughout this time, he accumulated various bank stocks. In 1903, his firm purchased the Stock Growers National Bank and expanded its holdings all over the West.

Clay was as influential and accomplished as any person in American history for the development of the livestock industry he helped build and the industry we have today. His 439-page autobiography is a recommended read for those interested in our industry's development and the countless other individuals who were crucial in that process. Many of those influential people are mentioned in his book. Clay's lifetime achievements were recognized when he was inducted into the prestigious Saddle and Sirloin Club with his portrait on display at the NAILE Museum in Louisville, Kentucky. And I'm not sure if this is a first, but his father, John Clay Sr., is also an inductee. They certainly are verification of that old proverb "the apple doesn't fall far from the tree." Both Clays are perfect examples of true "Pioneers" so appropriate for this series. ■

Editor's note: This is the forty-eighth in the series Our Pioneers.

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

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by Anna Sweat, Arkansas

"To everything there is a season, a time for every purpose under heaven." Ecclesiastes 3:1.

This Bible verse is a continuous reminder for others

as well as myself that everything we encounter is for a greater purpose and for the betterment of ourselves. Currently it is a chapter for new beginnings for many of us as we enter the fall season. Most of us are getting back into the routine of school, some getting ready for calving season, and hopefully most of us are gearing up for the 2025–2026 Progress Through Performance (PTP) show circuit. I think it's important to see the value in our seasons of life. We are able to learn something new about ourselves, possibly overcome challenges, and make new connections throughout this time. We must take this opportunity to step out of our comfort zones to allow for us to have growth.

I am so grateful for my current season of life; I am currently a freshman at Blinn College in Texas, along with being a member of the competitive livestock judging team. This endeavor has expanded my horizons about livestock evaluation, industry leaders, and my studies. As I look ahead to the future of the Simmental breed, both production and show ring, I find that we are able to sustain ourselves with innovation and collaboration. Change is what keeps our industry relevant. During this fall season, I challenge you to take a chance on the new up-and-coming sire, try that new breeding program, or even reach out to a fellow breeder to make a new collaboration. As we make our way throughout the PTP season it is vital that we take the time to connect with familiar faces and reach out to those who are new. This is an exciting time in our year that I always anticipate. If I see you in passing through the barns or in the make-up ring awaiting your class, don't hesitate to reach out. I look forward to seeing everyone this fall. ■



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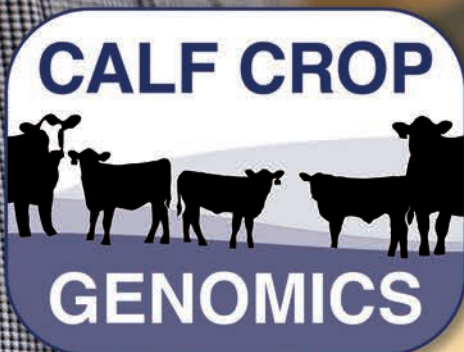
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DNA Testing Requirements for Herdsires

In January, ASA membership voted to require a DNA test (GGP-100K genomic panel) on all herd bulls/natural service sires born on or after January 1, 2025. This new rule mimics the current DNA requirement for AI sires and donor dams.

Although the rule change isn't immediately affecting membership, it is never too early to prepare. By collecting and submitting DNA samples on bull calves born this spring and beyond if they'll go on to sire registered calves, producers can avoid future issues.

DNA Test for Bovine Congestive Heart Failure (BCHF) Risk Now Available

A test estimating a genomic prediction for risk for development of Bovine Congestive Heart Failure (BCHF) is now available as an add-on the GGP100K (\$9.50) or a standalone test (\$19.50). This is not an IGS prediction but molecular breeding value based on the Simplot and Neogen partnership studying heart failure in feedlot cattle. Because this is a molecular breeding value, results will be based solely on the DNA marker information and will not include other pertinent information that goes into EPD like pedigree, breed, and performance records. The test returns a molecular breeding value for risk of progeny developing heart scores correlated to BCHF (lower number is better). The average accuracy of animals tested is 0.32 (standard deviation 0.09). At this time the results will be reported through an email but not uploaded to Herdbook. Please contact Jackie Atkins at jatkins@simmgene.com with any questions.

W/C Double Down 5014E (ASA 3336150) Pedigree Update

The American Simmental Association has completed a pedigree correction for the bull W/C Double Down 5014E (ASA 3336150) following parent-verification DNA testing on his dam, W/C Miss Werning 5014C (ASA 3211676), which resulted in a change to her recorded sire. This adjustment has altered W/C DOUBLE DOWN 5014E's pedigree and breed composition, which in turn affects the breed composition and pedigree of his progeny. All impacted records were automatically updated in the ASA database immediately following his dam's pedigree change. For questions regarding affected animals, please contact the ASA DNA Department at dna@simmgene.com, or 406-587-4531.

Seeking Sire Nominations For CMP

Looking to test your top young sire across different environments? Want to enhance accuracy and gain valuable data on your young sire? The Carcass Merit Program (CMP) is for you!

Since 1997, the CMP has relied on select cooperator herds to test sires; however, ASA recently added a new CMP testing avenue, which will allow for MORE SIREs to be tested annually. CMP collects vital carcass data on calves, which improves carcass trait predictions and DNA marker predictions for all cattle in the IGS genetic evaluation, and supports breeders in evaluating their young sires and advancing their genetic programs. If you're interested in nominating a sire, fill out the nomination form at simmental.org (Programs, ASA Programs, CMP).

Sale Catalog Resources Added to ASA Website

Looking to add some information about EPD and indexes, genomics, the IGS multi-breed genetic evaluation, or the benefits of participating in ASA's programs to your sale catalog? Look no further! ASA has compiled a folder with various resources like logos, camera-ready ads, and answers to frequently asked questions that can be used in sale catalogs or other marketing materials. Visit www.simmental.org and click on "Sale Catalog Resources" under the Marketing tab to view the material.

Hydrops Update: TraitTrac and a Recommended Marketing Statement

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

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

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

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

Price Adjustment Notification: uLD Genomic Panel, Semen Sample Processing, and TSU Fees

Due to increased costs from ASA's contracted laboratory, ASA will be raising the price of the ultra-Low Density (uLD or 9K) genomic panel and the processing fees for semen samples, effective immediately. Due to increased costs from the manufacturer, ASA will be raising the price of TSUs from \$22/box to \$23/box, effective immediately. These price adjustments are essential to cover rising expenses and production costs, and we thank you for your understanding.

If you have any questions, contact the DNA department at dna@simmgene.com. To view the current DNA testing prices visit simmental.org.

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.

2025 Year-Letter is N

In accordance with the Beef Improvement Federation guidelines, the year-letter animal identification for 2025 is N, and will be followed by P in 2026, and R in 2027. The letter M was the year-letter designated during 2024. Per the BIF guidelines, the following letters are not used: I, O, Q, and V.

Office Holiday Schedule

Thursday, November 27 & Friday, November 28

Thanksgiving

Wednesday, December 24, Thursday, December 25 & Friday, December 26

Christmas ■

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Nervous Cattle Markets Struggle with Market Fundamentals

Derrell S. Peel, Oklahoma State University Extension

Feeder cattle prices continue to push to unimaginable highs leaving producers and traders increasingly nervous. Last week, in Oklahoma auctions, 500-pound steers brought \$451.90/cwt. (\$2,260/head) and 800-pound steers were priced at \$352.55/cwt. (\$2,820/head). All feeder steers below 1,050 pounds brought more than \$300/cwt. Those below 600 pounds were priced over \$400/cwt., and all below 400 pounds were priced over \$500/cwt. Feeder cattle prices, especially lightweight calf prices, have moved unseasonably higher this summer.

I sense that there is a growing feeling that this market is a bubble that is about to burst. While I share the anxiety that goes with the current cattle market, it is important to not forget the fundamentals that explain why the market is at this level and what they say about the coming months.

The calculated feeder cattle supply this year is the smallest in available data for both the January and July cattle reports. The tight feeder supply is the result of declining calf crops. Calf crops have declined the past seven years and are down 8.8% from the cyclical peak in 2018. The 2025 US calf crop is the lowest since 1941. The beef cow herd is at a cyclical (maybe) and multi-decade low and is showing little sign of rebuilding. The closure of the Mexican border adds to the ever-tighter feeder cattle supply. The slow decrease in feedlot inventories in the past two years has, to some extent, masked the fact that feeder supplies were continuing to dwindle. I wrote in this newsletter in October 2024 that “The feeder cattle supply is an increasingly hollow ball that will implode at some point.” Current feeder cattle markets are a reflection of that process continuing to evolve.

So, what happens now? Producer psychology appears to be accelerating the process. Auction volumes for feeder cattle in Oklahoma are up 29.2% year-over-year the past four weeks as producers rush to catch the current market. Large numbers of calves that would normally be fall-run calves in two or three months are being sold early — frequently as unweaned calves. For example, the combined auction category for M/L #1 steers had 12.5 percent of calves commented as “unweaned” last week compared to 8.3 percent the same week last year. And this was with a total volume in the category that was up 64.0 percent year-over-year, meaning that the number of unweaned calves in this one category was up 147.5 percent from one year ago. Early feeder cattle sales are no doubt aided by good forage conditions and strong cattle performance this growing season.

Changing the timing of the fall run of calves may briefly mask the actual feeder supply situation in the country for a few weeks. Feedlot placements will likely be larger through the third quarter than otherwise would have been the case. The likelihood is that feeder cattle volumes in the fourth quarter will drop noticeably. Stocker and feedlot buyers should not expect seasonally lower feeder prices this fall.

The lingering question in the background continues to be that of heifer retention. With still no indication of significant heifer retention, the implication is that tight feeder supplies must get tighter yet in order to begin the process that will lead to eventual herd rebuilding. Herd rebuilding is slow to start and appears to be slow-paced at this time. This suggests that cattle prices will move higher and remain elevated for an extended period of time with a peak that is still in the future.

Eight Components of a Strong Preconditioning Program

by Angie Stump Denton, Bovine Veterinarian

Many spring-calving producers are thinking about weaning and marketing this year’s calf crop.

“In preparation for weaning and marketing, many producers do some level of preconditioning to add value and prepare calves for the next stages of life,” says Chris Clark, Iowa State University Extension and outreach beef specialist.

In a recent press release Clark describes preconditioning strategies and explains why it is valuable. He says there is not a solid, consistent definition for preconditioning, and the meaning of the term can differ person to person, regionally, and among various programs.

Clark says this definition summarizes his perspective on the meaning and importance of preconditioning: “Preconditioning is a set of practices and procedures applied to prepare cattle for the next phase of production. Weaning and marketing involve many potential stressors that can negatively affect beef calves: separation from dam, new environment, diet change, and new social dynamics, just to name a few. The idea of preconditioning is to prepare cattle, minimize those stressors, support health and performance, and ultimately, help cattle reach their genetic potential.”

He adds that specific preconditioning practices often include castration, dehorning, vaccination, adaptation to new feeds, and bunk breaking. Although most preconditioning practices are associated with weaning, some of these things can actually be done well ahead of time, even in the neonatal period of a calf’s life.

“Well-preconditioned cattle are the culmination of a holistic management program that starts when calves are born and arguably even while they are in-utero,” he says.

Clark shares these eight components of a strong preconditioning program:

1. *Castration and dehorning procedures should be done as early as possible with appropriate anesthesia and analgesia to minimize pain and distress.*

“Castration and dehorning surgeries should generally be performed within the first two to three months of life,” he says. “Dehorning should be done through genetic selection or through disbudding calves before the horns become well established.”

If these procedures have not yet been done, talk to your veterinarian about the best timing and technique. Open wounds can be a problem in the summer because of fly pressure, so it is worth some thought and discussion about how to best proceed at this time of year.

2. *Vaccination to establish immunity prior to the stress of weaning and marketing.*

Stress associated with weaning and marketing can cause immunosuppression, making animals more susceptible to respiratory disease and other infections. Prewaning vaccines help ensure protective antibodies are on board at weaning, which can help prevent and reduce the severity of disease.

“Work closely with your veterinarian to determine the products and vaccine schedules that make the most sense for your operation,” he says.

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3. *Deworming to reduce internal and external parasite load can help promote animal health and performance.*

Cattle commonly consume infective nematode larvae while grazing, so strategic deworming as they are coming off of pasture into drylot or feedyard settings can make a lot of sense.

4. *Implanting with growth-promoting hormone implants is very much an optional part of a preconditioning program.*

Implants improve performance and feed efficiency and can improve profitability when cattle are retained long enough to take advantage of these improvements. "In a strong cattle market where each pound of gain has great value, implanting may be worth considering," he says. "Keep in mind the new FDA guidance and emphasis on not reimplanting within a phase of production unless the implant product is specifically labeled for reimplantation."

He explains with this recent development, some buyers might prefer cattle that have not been implanted, so it may be worth thinking through the value of enhanced performance versus buyer preferences and demand at market.

5. *Adapt cattle to feed like what will be fed after weaning.*

"Creep feeding consistently increases weaning weight but may or may not be profitable depending on the cost versus value of gain," Clark explains. "In the current market with significant value for every pound of gain, creep feeding may be worth considering."

Even when not obviously profitable, creep feeding or some kind of supplementation can help calves adapt to new feeds and feeding systems. This should support a smoother transition throughout weaning. Postweaning feeding programs should be well-balanced to support health and growth but modest enough to prevent foot and rumen issues and over-conditioning of animals.

"Buyers generally like cattle to be relatively 'green,' meaning they prefer to buy cattle that are not overly fat," he adds.

6. *Weaning is considered by some to be an integral part of the preconditioning process.*

In fact, in some sponsored preconditioning programs, cattle are not truly preconditioned if not weaned for 45 to 60 days. Weaning allows producers to start cattle on feed, adapt them to the next phase of production, and treat any illnesses that might occur.

Consider low-stress weaning strategies such as two-step weaning, fence-line weaning, pasture weaning, etc., and think ahead about what might work for you. Weaned cattle should be past some of the most stressful and high-risk times and ready to enter the next phase of production.

7. *Strive for excellence in the basics of animal husbandry.*

Shelter, shade, bedding, water, feed, and low-stress handling are all components of good animal care, and the most well-preconditioned animals are those that have been well-taken-care-of from conception to marketing.

8. *Daily care and record keeping are key components of preconditioning.*

Create a plan for performing and keeping records of daily care, and develop a record-keeping system for treatment and feed records.

"Plan to check cattle daily throughout the weaning phase to look for signs of illness, develop a working relationship with a veterinarian and establish a treatment plan in case of illness," Clark says.

Review recommended biosecurity protocols and implement as appropriate to protect the health of your calf crop. Prepare records that can be shared with buyers so they understand how cattle have been cared for, what products have been administered and what procedures have been done.

Clark summarizes preconditioning does several things. First, it enhances animal health, well-being, and performance, and increases the odds that cattle will perform to their genetic potential. Additionally, preconditioning minimizes risk.

"In the current record-breaking cattle market, cattle are more valuable than ever, and with great value comes great risk," he says. "Every illness, every mortality, every bout of weight loss and shrink hurts that much more than it would in a weaker market."

Preconditioning can help manage that risk and improve the likelihood of success for producers in all phases of production. Consider preconditioning to optimize cattle health and performance and promote the success of buyers of your cattle.

Early Pregnancy Checking and Culling Open Heifers Improves Efficiency, Bottom Line

University of Missouri Extension

"There are many benefits to early pregnancy checking replacement heifers," says Patrick Davis, University of Missouri (MU) Extension livestock field specialist. The Show-Me-Select (SMS) Replacement Heifer Program, which is considered the "black and gold standard" for replacement heifer development, requires pregnancy checking heifers within 90 days of the beginning of the breeding season.

"Early pregnancy checking allows more accurate determination of days pregnant and calving date of your heifers," says Davis. Once the pregnancy is more than 90 days, the fetus slips over the pelvic rim and days pregnant determination becomes less accurate. By knowing the most accurate calving date, you can be better prepared if issues happen during calving. Also, if the veterinarian is using ultrasound, fetal sex determination is possible between 60 and 90 days pregnant.

Recent analysis of SMS sale data from 2018 to 2024 by Martins and Rocha Jr. showed an average sale premium of \$143 per heifer for fetal sex determination. Therefore, if you are selling heifers, incorporating fetal sex determination into your early pregnancy checking protocol may improve the sale price of your heifers.

"It is important to cull heifers that failed to conceive in their first breeding season to promote optimum cattle operation reproductive efficiency," says Davis. Montana research, shared in an Oklahoma State University communication, showed that heifers that did not conceive during their first breeding season averaged a 55% annual calf crop throughout their lifetime. Also, Moorey and Biase in a 2020 review article, commented, sourcing three

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research papers, that heifer reproductive success in the first calving season is highly linked with lifetime reproductive efficiency. Therefore, cull these open heifers to promote optimum cattle operation reproductive efficiency.

"Cull these open heifers as soon as possible to get optimum salvage value," says Davis. Heifers that enter the breeding season at approximately 14 months should be approximately 18 months at pregnancy check time and can still be marketed to meet the choice grade. If culling is delayed and heifers are marketed later, their value may be reduced due to inability to reach the choice grade. Therefore, check for pregnancy early and market open heifers as soon as possible for optimum salvage value.

"Marketing these open heifers as soon as possible also helps reduce the negative impact on feed resources," says Davis. Feeding unproductive animals is wasteful and hurts your operation's bottom line. Davis suggests culling these open heifers and replacing them with productive females to improve production efficiency and operation bottom line.

Furthermore, if you sell bred replacement heifers, incorporate fetal sexing into your early pregnancy checking protocol to potentially receive premiums for your heifers. For more information on early pregnancy checking replacement heifers and the benefits, contact your local MU Extension livestock field specialist. ■

Millions of Malaria Diagnoses May Actually Be Brucellosis

Texas A&M University

Brucellosis is a serious and often neglected disease endemic to many low- and middle-income countries around the world. The disease spreads to people from major livestock species, as well as through consumption of unpasteurized dairy products. Because it shares many of the same clinical symptoms as malaria — including fever and joint pain — it can be misdiagnosed.

Until recently, scientists have not known how often brucellosis is mistaken for malaria or other febrile illnesses, but new research from the Texas A&M College of Veterinary Medicine and Biomedical Sciences (VMBS) has discovered that as many as seven million people worldwide may receive a misdiagnosis each year — vastly increasing the number of people estimated to have the disease.

If a patient is misdiagnosed with malaria, any treatment they receive will be ineffective because the two diseases have different causes — malaria is caused by parasites spread through mosquitoes while brucellosis is caused by bacteria spread through animals.

This not only means that millions of individuals are suffering without proper treatment but also that most affected countries' doctors, veterinarians, and policymakers lack awareness of the disease's characteristics and prevalence.

(Continued on page 36)

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*Dr. Bob Hough, Western Livestock Journal, "Breed trends in feeder cattle," January 2020.
Kansas State University Superior Livestock Auction data analysis, 35,483 lots of beef calves marketed via 211 video auctions, 2010-2018.

(Continued from page 34)

The VMBS research team, led by associate professor Dr. Angela Arenas, is now focused on providing information about the disease to educate these health professionals and leaders as well as community members in several countries.

A Life-Altering Disease

Brucellosis spreads to people from major livestock species, including cattle, pigs, sheep, and goats, as well as through consumption of unpasteurized dairy products. If the disease is not treated early, it becomes a chronic condition that can lead to neurological issues, cardiovascular issues, and potentially death.

“We call it a neglected disease because it’s underdiagnosed and there’s not enough funding to address it,” Arenas said. “Veterinarians and physicians don’t know about the disease, so they don’t know what to look for or how to diagnose it.”

Brucellosis symptoms can mimic malaria, typhoid, or even food poisoning, leading many people to get misdiagnosed multiple times before finally receiving the correct treatment, if they ever do. “One of the major issues is that malaria is such a prevalent disease in many of these countries; it has hundreds of millions of cases per year,” said Dr. Christopher Laine, an assistant research scientist and epidemiologist in Arenas’ lab. “It’s very easy for brucellosis to get lost in that mix. But if just a small fraction of those diagnosed with malaria actually have brucellosis, you increase the incidence by millions.”

Refining the Numbers

Arenas’ team has visited several countries affected by brucellosis over the years, including Uganda, Tanzania, Kenya, Cameroon, South Africa, and Armenia. The researchers collaborated with Dr. Valen Johnson, a Distinguished Professor in Texas A&M’s Department of Statistics and former dean of the College of Science, to develop statistical models that predict brucellosis incidence based on proven rates in similar countries.

“For example, Kenya had information from before they prioritized the disease — when there was no brucellosis diagnosis — and then after they prioritized it,” Laine said. “Overall, these countries found that 4–11% of their malaria cases were actually brucellosis. We took brucellosis rates from places like that and applied them to places that were very similar.”

When developing their final estimates, the team determined that there was likely a .25–4% increase to the global incidence rate of brucellosis — which would escalate the number of affected individuals by 2.1 million to 7 million people worldwide.

“We wanted to be very conservative in our estimates while still showing physicians out there that they need to start paying attention to brucellosis,” Laine said. “Because, even if they’re only wrong once out of 400 times, that still equals millions of cases overall.”

A Real-World Impact

While the team is continuing its research — including by studying bacteria prevalence in raw milk and testing individuals it suspects to be misdiagnosed — it will also continue its education and outreach missions.

“We’re focused not only on finding the problem but also telling the policymakers and stakeholders what to do next,” Arenas said. “We need to create awareness among them that the brucellosis problem is huge compared to what they were thinking.”

Thanks in part to funding from the United States Department of Defense, National Institutes of Health, and Department of Agriculture, the team works with small-scale farmers, professors, physicians, and public health personnel in affected countries to educate them about the disease’s symptoms and how it spreads. Veterinarians also play a major role in controlling the spread of the disease.

“If we control the disease in animals, we control the disease in humans,” Arenas said.

The team is also providing new training opportunities for the next generation of researchers in affected countries who are hoping to dedicate their careers to fighting brucellosis and similar diseases.

“Right now, our team has three PhD students from Cameroon who got all their degrees in Africa but came here to get trained,” Arenas said. “We’re focused on sustainability and empowering these individuals so that once we leave their countries, they can fight the disease themselves.”

Brucellosis also holds importance for currently unaffected countries like the US because of how quickly it spreads and its potential use as a bioweapon. “If we are not prepared and we don’t have all the international stakeholders aware of and creating countermeasures to prevent, detect, and control the disease, it could have a huge societal impact at the global level,” Arenas said. “It’s very important to control it there so it doesn’t come back here, either naturally or in a nefarious manner.”

The Future of Methane Reduction: Breakthrough Technologies Take the Lead

by Karen Bohnert, Bovine Veterinarian

In a significant leap forward for sustainable agriculture, the groundbreaking Methane Eradication Photochemical System (MEPS) has successfully demonstrated its capability to eliminate dilute methane emissions from dairy barns at a commercial scale. This pioneering field demonstration marks the first real-world validation of a scalable technology that addresses methane emissions from livestock operations.

Methane poses a substantial environmental challenge, with a global warming potential 84 times greater than carbon dioxide over a 20-year period. As livestock are responsible for approximately 30% of global anthropogenic methane emissions, the importance of MEPS in the dairy industry’s journey to net-zero emissions cannot be overstated.

The US dairy industry is actively working to reduce methane emissions through various strategies, including:

- Improved manure management
- Enhanced feed efficiency
- Innovative technologies like anaerobic digesters. These efforts are part of a broader commitment to achieving net-zero greenhouse gas emissions by 2050.

Field Trials in Denmark: A Major Milestone

The large-scale trial was conducted at the Hofmansgave Foundation farm in Denmark. The MEPS unit, housed in a standard 40’ shipping container, efficiently processed air samples from a 250-cow open-sided dairy barn. This trial signifies a significant

transition from laboratory prototypes to a commercially viable solution.

“The system successfully oxidized methane from dairy barn ventilation air across varying concentration levels, proving that MEPS can deliver consistent performance under real agricultural conditions with co-pollutants present. Across the initial tests, up to 90% of inlet air methane was eradicated over a methane concentration range of 4.3 ppm to 44 ppm,” says Matthew S. Johnson, co-founder and chief science officer at Ambient Carbon.

Industry Support and Collaboration

The support of Danone North America played an instrumental role in this field trial, reflecting their commitment to innovation that strengthens farm longevity and the supply chain. Ambient Carbon, in collaboration with Benton Group Dairies, works toward validating MEPS’ performance and supporting sustainable farming practices.

Jessie Copeland, head of regenerative agriculture at Danone North America, expresses satisfaction with the initial results. “The success in Denmark paves the way for further strategic collaborations, reinforcing our shared commitment to enhancing farmer and supply chain resiliency,” he says.

Chris Williams, conservation lead at Benton Dairies, adds: “We are excited to work alongside Ambient Carbon to push the boundaries of sustainable milk production.”

Beyond methane eradication, MEPS also removes ammonia and barn odors, generating fertilizer as a by-product and enhancing resource efficiency through its closed-loop circular technology.

The Path Forward

As emphasized by Dave Kenney, CEO of Ambient Carbon, proving MEPS technology at scale is a crucial step toward delivering a commercial solution by 2026. MEPS is poised to become the only effective and commercially viable solution for methane concentrations below 1,000 ppm — which is typical of dairy barns. Its modular design and non-invasive nature allow flexible deployment across various barn sizes without affecting farm operations.

While the field trial focused on dairy barn emissions, the MEPS system holds promise for other sources of methane emissions, including manure storage, biogas plants and wastewater treatment facilities — potentially expanding its climate impact.

The successful demonstration of MEPS underscores a pivotal moment for agricultural sustainability, potentially transforming the dairy industry and beyond, while reinforcing the importance of innovation in combating climate change. ■

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Tick Riders Join the Fight against New World Screwworm Threat

by Jennifer Shike, Bovine Veterinarian

With the detection of New World screwworm (NWS) in Mexico, the Tick Riders, a dedicated group of mounted patrol inspectors, will have a new job to tackle. The Tick Riders have been patrolling the southern US border for more than 100 years. Their mission has been protecting US cattle from the cattle fever tick, a troublesome parasite that causes severe blood loss, weakness, and can transmit deadly diseases like babesiosis and anaplasmosis.

The Cattle Fever Tick Eradication Program (CFTEP), established in 1906, uses modern tools like chemical treatments, anti-tick vaccines, and injectable medications to manage the threat, USDA Animal and Plant Health Inspection Service (APHIS) explains in a release.

A Line of Defense

Because Mexico continues to report cases of babesiosis, the Permanent Quarantine Zone (PQZ) — stretching from Brownsville to Del Rio, Texas — remains a critical line of defense. Within this zone, Tick Riders monitor for stray livestock crossing the border that may carry these dangerous ticks.

To help prevent NWS, CFTEP has launched a preventive treatment protocol for all cattle and horses apprehended along the PQZ. Under the new protocol, CFTEP staff will apply NWS-

preventative treatments to captured animals. “These treatments are safe for animals and the environment. They do not replace APHIS’ routine inspections for cattle fever ticks,” APHIS explains.

However, to defend the US from mounting threats of NWS, APHIS is employing these additional measures. The NWS fly lays eggs and larvae in open wounds of warm-blooded animals,” says Russ Daly, Extension veterinarian for South Dakota State University. “NWS’s function is similar (but different) to a maggot. Domestic blow flies lay their eggs on dead tissue. The resulting maggots feed on the dead tissue. The difference with NWS is it lays its eggs on living tissue and will feed on living tissue.”

NWS is endemic in parts of the Caribbean and South America and has recently spread as far north as southern Mexico. “As Tick Riders take on this new challenge, they continue to exemplify APHIS’ commitment to protecting US agriculture,” APHIS reports. “Their work helps ensure that farmers, ranchers, and producers can keep feeding, fueling, and clothing America.”

Daly challenges livestock producers to pay attention to unusual situations. If you have an animal that suddenly has a lot of necrotic tissue that fly larvae (maggots) are trying to clean up, Daly says that’s a sign producers need to take seriously.

“NWS does respond to some insecticides that we would use for show pigs or horses during the summer to keep the flies off,” Daly adds. “But in order to get that animal healed up, the larvae have to be flushed out and removed by a veterinarian. These infestations can lead to secondary infections to worry about. And, if the infestation has gone deep enough, there could be severe muscle damage or damage to other organs that are beyond help.”

Treatment products need to be considered, adds Lisa Becton, assistant director of Swine Health Information Center (SHIC). Because of this, wound care is key during NWS infestation. “If you have animals that have sores, it’s very important to treat that wound,” Becton says. “You may or may not be able to use a sealant, whether that’s iodine or antibacterial. Wound care is very important to help get a wound healing fast, even if you also have to use antimicrobials for an animal to help prevent other infection.” ■

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In Memoriam...

Jim Berry

Hanover, Illinois

James Osie Berry, 84, of Hanover, Illinois, passed away peacefully on August 7, 2025. He was born on December 15, 1940, in Fort Wayne, Indiana, the son of Paul and Kathryn (Kirn) Berry. Jim grew up in Barrington, Illinois, and graduated from Culver Military Academy in 1959 and Northwestern University in 1963. Jim began his professional career with Procter and Gamble in Chicago before joining the Chicago Board of Trade in 1966, where he founded Berry Trading Corp.

In 1967, he married the love of his life, Ann Schmid, and together they shared 58 years of marriage, raising three children: Robert (Lara) Berry, Christine (Joe) Lillie, and Elizabeth Berry. Jim was a proud grandfather to seven grandchildren: Andrew Lillie, Kate Lillie, Vija Berry, Matt Berry, Mike Lillie, Charlie Berry, and Paul Berry. He is also survived by his sisters, Mary Loupee and Susan Skarecky. From 1970 to 1999, Jim and Ann raised their family in Crystal Lake, Illinois. A lifelong Chicago Cubs fan, Jim was an innovator long before “side hustle” became a trend, owning and operating a Radio Shack in Crystal Lake, becoming Illinois’s first licensed hot air balloon pilot, and raising buffalo before switching to cattle.

In the late 1970s, Jim began building a cattle operation with just 16 head. Jim started Wildberry Farms, a vision that grew into a nationally respected Simmental breeding program. After retiring from the Board of Trade in 1997, he moved Wildberry Farm to Hanover and Scales Mound, Illinois. His annual March sale attracted buyers from across the country, and he became a leading figure in the industry, earning numerous honors. Jim cared deeply for the land, knowing that its stewardship was key to his success, and was grateful for the loyal employees who shared his dedication. Jim’s devotion extended beyond his work; he was committed to giving back to his community, always leading with humility, generosity, and quiet strength. He never complained, worked tirelessly, and was guided by a heart of gold.

ASA Hires Dr. Elizabeth Dressler as ASA Geneticist



The American Simmental Association (ASA) is proud to announce the hire of Elizabeth Dressler, filling the role of ASA Geneticist. Dressler recently completed her doctoral degree at Kansas State University in animal breeding and genetics. Much of Dressler’s research has been focused on capturing traits that are difficult to measure in beef cattle, including gas fluxes, feed intake, and water intake. She is well-versed in novel trait collection and quantitative genetics, bringing real-world experience in the beef industry to the role.

Dressler grew up on a small cow-calf operation in Berryton, Kansas, just south of Topeka. She received her undergraduate and graduate degrees at KSU, maintaining a 4.0 GPA throughout her studies. In her graduate work, Dressler conducted genetic evaluations, managing phenotype and genotype datasets. By working directly with cooperator herds, Dressler gained valuable experience working one-on-one with beef producers.

Dressler’s research has been presented in a number of formats, from academic journals to industry events — she is skilled in communication, understanding the importance of sharing research and findings with real-world producers. In June of 2025, she received a Baker/Cundiff Award from the Beef Improvement Federation, and also presented her research during the educational breakout sessions.

“Dr. Elizabeth Dressler is exactly the kind of forward-thinking geneticist we want at ASA — accomplished, innovative, and passionate about applying science to advance the cattle industry,” Dr. Jon DeClerck, ASA Executive Vice President, shared. “ASA’s progressive producers have always embraced technology to drive progress, and Elizabeth’s gift for turning complex breeding and genetic principles into practical solutions will help them stay ahead in a rapidly evolving beef industry.”

Dressler and her husband, Chase, reside in Manhattan, Kansas, with their miniature Australian Shepherd, Pepper. When she isn’t evaluating beef cattle genetics and gathering valuable data, Dressler enjoys kayaking, reading, country music concerts, and walks with Pepper.

ASA Welcomes Alexis Avila and Karolina Perkins



Alexis Avila recently joined ASA’s Frontline Customer Service team, assisting with member jobs. She is originally from Eureka, California, and attended UC–Davis, where she received a BS in Animal Science and Management. During her time in college, Avila became deeply involved in the university’s beef operations, and became a live-in resident at the beef barn for two years. Upon graduating in June 2024, she worked for

Harlan Family Ranch, a local row crop farm and hay cubing operation. Outside of work, she enjoys hiking outdoors with her boyfriend and dog, and operating her Western lifestyle photography business.



Karolina Perkins joined ASA’s DNA Department in June of 2025. She is originally from Woodland, California, and moved to Laramie, Wyoming, to attend the University of Wyoming. She received her degree in Animal Science in 2024, and during her studies, was involved in the sheep production program, participating in wool judging. She became interested in DNA technology and the improvement of beef cattle efficiency during her animal breeding classes. Perkins currently lives near Bozeman, where she enjoys hanging out with her dog, Clyde, watching hockey in the winter, and hiking in the summer. ■



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ASA welcomed a number of visitors this summer.



Watty and Beth Watson, Fergus Falls, Minnesota, recently visited Dr. Wade Shafer at the ASA office.



Nate, Bernard, Eleanor, Emily, Augustine, and Benjamin Irvine, of Manhattan, Kansas, recently made a visit to the ASA office.



Shelly and Chad Pulliam at the ASA headquarters in Bozeman, Montana. ■



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Exciting, NEW, 3/4 Bankroll x Broker x Harietta for elite type!



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Bet on Red x WLE Big Deal
ASA# 4256400 • Red • Homo Polled
ATO has foot size, excellent design & body dimension! His dam was a popular champion for Walsh, WI.



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ASA# 4450609 • Homo Black • Homo Polled
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Ultrasound with wild phenotype! Dam was \$225,000 Freking record-seller.



OMF Journeyman J24

Mr SR Mic Drop G1534 x OMF Deka D23
ASA# 3953637 • Homo Black • Homo Polled
Hot outcross producing high sellers!



Only One 905K

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



LLSF Point of Proof M741

WHF Point Proven H45 x HPF Rite 2 Luv 398D
ASA# 4443743 • Hetero Black • Homo Polled
Improving calving ease, build, and eye appeal!



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!



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 phenotype out of fantastic donor Summer 365C!



Revelation 2K

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



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.



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.



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.



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.



JBSF Berwick 41F

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



HL Tommy Boy K65

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



SAS Black Majic L334

SRH Hannibal x Silver Lake Gold Digger
ASA# 4265277 • Hetero Black • Homo Polled
\$55,000 high-seller at Springer Simmentals 2024. Add mass & outcross pedigree.

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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!



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!



WHF Entourage H450

KCC1 Exclusive 116E x
WHF Delilah 45D by TJ Main Event
ASA# 3924201 • Hetero Black • Homo Polled
WHF & Boyert's exciting new herd sire!



SAPI: 110
STI: 71

TJSC Coping with Destiny 9K

WLE Copacetic E02 x TJSC Diamonds Destiny 134C
ASA# 4103854 • Black • Polled
2023–2024 dominante Grand Champion!



SAPI: 145
STI: 87

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.



SAPI: 101
STI: 65

JWC Engage 144M

Mr Hoc Broker x Miss Werning 8543U
ASA# 4389117 • Hetero Black • Hetero Polled
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SAPI: 132
STI: 88

RP/BCR Eminence H005

WLE Copacetic x Rubys Wide Open
ASA# 3701500 • Homo Black • Homo Polled
Power & profile highlight at Buck Creek & RJ's!



SAPI: 131
STI: 72

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!



SAPI: 104
STI: 75

SO Remnant 418J

SO Remedy 7F x STCC Ms Persistent 7161
ASA# 4035943 • Black • Polled
Great Remedy son who was Reserve Champ at NAILE & Cattlemen's Congress!



SAPI: 154
STI: 92

Potter Artisan L358

OMF Journeyman J24 x Hook's Eagle 6E
ASA# 4262152 • Homo Black • Homo Polled
New, exciting spread genetics with ideal build.



SAPI: 151
STI: 95

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!



SAPI: 107
STI: 74

B C R Dialed In L111

RP/BCR Eminence H005 x DWC Becca 35F
ASA# 4323168 • Homo Black • Homo Polled
New, exciting ¾ bull at Beshears!



SAPI: 107
STI: 74

R/C SFI Creedence 417J

SAM x SFI Love Me Later A9X
ASA# 3980387 • Homo Black • Homo Polled
2023 Cattlemen's Congress Grand Champion
Purebred Simmental Bull!



SAPI: 138
STI: 91

W/C Right Now 2302K

Mr SR 71 Right Now E1538 x W/C Miss Werning 899F
ASA# 4122781 • Homo Black • Homo Polled
Werning's calving ease replacement for Right Now!



SAPI: 125
STI: 94

SAS Infra-Red H804

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



SAPI: 98
STI: 66

S B C Buffalo Trace

W/C Relentless x WLE Shez It D056
ASA# 4129329 • Homo polled • Hetero black
JS & Stephens new addition, exciting red gene Relentless son!



SAPI: 170
STI: 92

Bar CK Red Empire 9153G

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



SAPI: 147
STI: 90

ES Right Time FA110-4

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



SAPI: 137
STI: 73

2/F JWC Unassisted 675K

W/C Double Down x W/C RJ Miss 8543 6105D
ASA# 4154132 • Homo Black • Homo Polled
Exciting calving ease 3/4 blood in the top 2% for low BW. \$40,000 second top seller in JWC's 2024 Bull sale.



SAPI: 95
STI: 62

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!



SAPI: 105
STI: 81

RP/CMFM John B J104

HPF Quantum Leap Z952 x RP/BCR Stylish Love F158
ASA# 4109070 • Hetero Black • Homo Polled
Current 2023 Champion PTP % Bull! Champ at Ft. Worth, OKC, Am Royal!



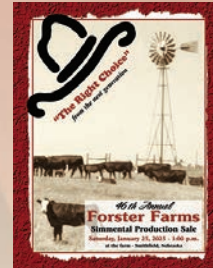
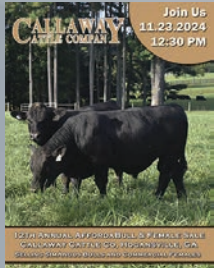
SAPI: 94
STI: 70

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

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A photograph of a cattle drive at sunset. In the foreground, three black and white cattle are walking towards the camera. In the background, four cowboys on horseback are driving the herd through a metal corral. The sky is filled with orange and yellow clouds, and the sun is low on the horizon.

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THE Enrollment

Spring 2026 THE Enrollment – (dams calve January 1–June 30) –
Early enrollment open October 15 through **December 15, 2025**.
Late enrollment available until February 15, 2026.

Fall 2026 THE Enrollment – (dams calve July 1–December 31) –
Early enrollment open April 15 through **June 15, 2026**.
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	Option A (TR)	Option B (SR)	Option C	Option D (CM)
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- 27-28** Simbrah Synergy Sale — Giddings, TX

OCTOBER

- 4** Horstman Cattle Company's Factory Direct Sale — West Lafayette, IN
- 4** Lucas Cattle Company's Fall Bull Sale — Cross Timbers, MO
- 10** Red River Farms' "Ladies of the Lone Star" Production Sale — Rockwall, TX
- 11** Madluke Cattle Company's Crossroads Sale — Arcadia, IN
- 11** New Day Genetics's Fall Bull Sale — Salem, MO
- 11** Trinity Farms' Fall Female Sale — Ellensburg, WA
- 13** Burlap and Barbed Wire Female Sale — Clay Center, KS
- 18** Fred Smith Company Ranch's Extra Effort Sale — Clayton, NC
- 18** The Magnolia Classic — Starkville, MS (pg. 61)
- 18** New Direction Sale — Seward, NE (pg. 51)
- 24-25** Yon Family Farms' Maternal Roots Fall Female and Bull Sale — Ridge Spring, SC
- 25** 7P Ranch's 50th Annual Production Sale — Winona, TX (pg. 5)
- 25** The Clear Choice Female Sale — Milan, IN (pgs. 9, 50)
- 25** PSA's Fall Classic Sale — Waynesburg, PA
- 25** Red Hill Farms' Bull and Females of Fall Sale XI — Lafayette, TN
- 31** 31st Annual Hokie Harvest Sale — Blacksburg, VA

NOVEMBER

- 1** Cason Pride & Joy Elite Female Sale — Russell, IA (pgs. 50, 57)
- 1** Irvine Ranch's Annual Production Sale — Manhattan, KS
- 2** Triangle J Ranch's Female Sale — Miller, NE (pg. 51)
- 5** Prickly Pear Simmental Ranch's Big Female Sale — Helena, MT
- 5** River Creek Farms' Fall Bull and Female Sale — Manhattan, KS
- 7** Table Rock Simmentals' 2nd Annual Production Sale — Ririe, ID
- 8** Gibbs Farms' 20th Annual Bull & Replacement Female Sale — Ranburne, AL
- 8** MSA Fall Harvest Sale — Springfield, MO
- 13** Bickel Brothers' Simmentals' Feeder Calf Sale — Mobridge, SD
- 14-16** Boyle Ranch's Red, White and Beautiful Fleckvieh Female Sale — www.auctions.boylerranchfleckvieh.com (pg. 44)
- 15** Lazy C Diamond Ranch's Annual Sale — Kintyre, ND (BC)
- 15** Next Step Cattle Co.'s Annual Sale — Livingston, AL
- 15** Strickland Cattle's 14th Annual Bull and Female Sale — Glennville, GA
- 17** Bichler Simmentals' 21st Annual Production Sale — Linton, ND
- 22** C&C Farms' Clear Vision Fall Sale — Jefferson, GA
- 22** Great Lakes Beef Connection Bred Female Sale — Clare, MI
- 22** Stanley Martins' Farms Dispersal Sale — Decorah, IA
- 28** Heishman Cattle Company's Black Friday Bull Sale — Mt. Jackson, VA
- 29** Trennepohl Farms' Right by Design Sale — Middletown, IN (pg. 7)

DECEMBER

- 5** Yardley Cattle Co's Focus on the Female Sale — Beaver, UT (pg. 51)
- 6** Jewels of the Northland Sale — Clara City, MN
- 6** Western Choice Simmental Sale — Billings, MT
- 6** T-Heart Ranch and L-Cross Ranch High Altitude Female Sale — La Garita, CO
- 11** University of Tennessee Performance Tested Bull Sale — Lewisburg, TN
- 12** The Midwest Made Elite Female Sale — Prairie City, IA
- 12** NDSA's Classic Sale — Mandan, ND
- 13** North Alabama Bull Evaluation Sale — Cullman, AL
- 13** South Dakota Simmental Association's State Sale — Mitchell, SD
- 14** Trauernicht Simmental's Nebraska Platinum Standard Sale — Beatrice, NE
- 19** Buck Creek Ranch's Grand Event Vol. VI — Yale, OK
- 20** Griswold Cattle Company's Classic Female Sale — Stillwater, OK

JANUARY 2026

- 9 Diamond Bar S Bull Sale — Great Falls, MT (pg. 51)
- 10 Keller Broken Heart Ranch's Fall Female Sale — Mandan, ND
- 11 Bricktown National Simmental Sale — Oklahoma City, OK
- 15 Walking 5 Ranch's Annual Bull Sale — Lavina, MT
- 18 The One and Only Simmental Sale — Denver, CO
- 20 Franzen Simmental's Production Sale — Leigh, NE
- 20 Powerline Genetics' Arapahoe Sale — Arapahoe, NE
- 23 Double J Farms' 52nd Annual Bull and Female Sale — Garretson, SD (pg. 53)
- 23 Ellingson Simmentals' Annual Production Sale — Dahlen, ND
- 24 Cow Camp Ranch's Annual Spring Bull Sale — Lost Springs, KS (pg. 50)
- 24 J&C Simmentals' Annual Bull Sale — Arlington, NE (pg. 51)
- 25 Triangle J Ranch's Bull Sale — Miller, NE (pg. 51)
- 26 APEX Cattle's Annual "Heterosis Headquarters" Bull and Female Sale — Dannebrog, NE

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- 2 46th Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT
- 2 Bell Simmentals' Annual Production Sale — Fordville, ND
- 2 Long Simmentals' 6th Annual Production Sale — Creston, IA
- 3 Koepplin's Black Simmental 38th Annual Bull Sale — Mandan ND
- 4 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT (pg. 51)
- 5 K-LER Cattle Company's Annual Sale — St. Charles, MN (pg. 50)
- 5 Genetic Edge Production Sale — Mandan, ND
- 5 Stavick Simmental's King of the Range Bull Sale — Veblen, SD (pg. 53)
- 6 Kunkel Simmentals' Annual Production Sale — New Salem, ND
- 7 Gibbs Farms' 3rd Annual Spring Sale — Ranburne, AL
- 7 Klain Simmental Ranch's Annual Production Sale — Ruso, ND
- 7 Springer Simmental's Sale of Value Based Genetics — Decorah, IA
- 9 Nelson Livestock Company's Production Sale — Wibaux, MT
- 9 Prickly Pear Simmental Ranch's Bull Sale — Helena, MT (pg. 51)
- 10 Kaelberer Ranch Production Sale — Mandan, ND (pg. 52)
- 10 Werning Cattle Company's 45th Annual Production Sale — Emery, SD
- 11 Jackpot Cattle Co.'s Annual Private Treaty Bull and Heifer Sale — Miller, SD
- 11 River Creek Farms 36th Annual Production Sale — Manhattan, KS (pg. 50)
- 11 Traxinger Simmental's Annual Bull Sale — Houghton, SD
- 12 Bar CK "Profit Sharing" Bull Sale — Culver, OR
- 12 Lassle Ranch Simmentals' 33rd Annual Production Sale — Glendive, MT
- 13 11th Annual Modoc Bull Sale — Alturas, CA
- 13 Bred for Balance Sale — Starbuck, MN
- 13 TNT Simmentals' 41st Annual "Carrying On" the Explosive Difference Sale — Lehr, ND (pg. 52)
- 14 Kenner Simmentals' 30th Annual Production Sale — Leeds, ND
- 14 Rydeen Farms' Annual "Vision" Sale — Clearbook, MN
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- 16 Bulls of the Big Sky — Billings, MT (pg. 51)
- 17 Quandt Brothers' 14th Annual Production Sale — Oakes, ND (pg. 52)
- 18 Hart Simmentals' 51st Annual Production Sale — Frederick, SD
- 19 Illinois Performance Tested (IPT) Bull Sale — Springfield, IL
- 20 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 52)
- 20 Illinois Beef Expo Multi-Breed Sale — Springfield, IL

- 20 R&R Cattle Company's Annual Production Sale — Chamberlain, SD
- 20 Sandy Acres Simmentals' Bull Sale — Creighton, NE (pg. 51)
- 21 Flittie Simmental/Schnabel Ranch Simmentals/Lazy J Bar Ranch's Joint Production Sale — Aberdeen, SD (pg. 53)
- 21 Rhodes Angus Open House Bull Sale — Carlinville, IL
- 25 C Diamond Simmentals' Annual Production Sale — Dawson, ND
- 28-3/7 Hofmann Simmental Farms' "Buy Your Way" Bull Sale — Clay Center, KS

MARCH 2026

- 2 S/M Fleckvieh Cattle's Private Treaty Bull Sale — Garretson, SD
- 4 Klein Ranch's Heart of the Herd Sale — Atwood, KS
- 5 22nd Annual Cattleman's Kind Bull Sale — San Saba, TX
- 5 Hill's Ranch Production Sale — Stanford, MT
- 5 Keller Broken Heart Ranch's Annual Production Sale — Mandan, ND (pg. 52)
- 6 Eichacker Simmentals' Annual Production Sale — Salem, SD (pg. 53)
- 7 Cason's Price and Joy Spring Bull Sale — Russell, IA (pg. 50)
- 7 Gibbs Farms' 3rd Annual Spring Sale — Ranburne, AL
- 7 Powerline Genetics' PAP-Tested Bull Sale — Castle Dale, UT
- 7 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA
- 12 B&B Simmental's Bull and Heifer Auction Sale — Gregory, SD
- 13 Powerline Genetics' March Edition Bull Sale — Arapahoe, NE
- 14 Carcass Performance Partners' Bull Sale — Lucedale, MS
- 14 Gonsior Simmentals' 26th Annual "In the Heartland" Sale — Fullerton, NE
- 20 3C Christensen Ranch and NLC Simmental Ranch 54th Annual Production Sale — Wessington, SD (pg. 53)
- 20 Black Summit Annual Bull Sale — Powell, WY
- 20 Colorado Select Bull Sale — Fort Collins, CO
- 21 Lechleiter Simmentals' Annual Bull Sale — Loma, CO
- 21 Ohio Beef Expo Eastern Spring Classic Sale — Columbus, OH
- 21 Red Hill Farms' More Than a Bull Sale XXI — Lafayette, TN
- 21 TeKrony Brothers Simmental's 14th Annual Bull Sale — Clear Lake, SD
- 23 Bridle Bit Simmentals' All Terrain Bull Sale — Walsh, CO (pg. 50)
- 25 Diamond H Ranch's Annual Production Sale — Victoria, KS (pg. 50)
- 28 Clear Choice Bull Sale — Milan, IN (pg. 50)
- 28 Heishman Cattle Company's Blue Ridge Classic Sale — Mt Jackson, VA
- 28 T-Heart Ranch's High-Altitude Bull Sale — La Garita, CO (pg. 50)

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- 1 Roller Ranch's 3rd Annual Bull Sale — Hewitt, MN (pg. 63)
- 4 McDonald Farms' 23rd Annual "Pick of the Pen" Bull Sale — Blacksburg, VA
- 4 Belles and Bulls of the Bluegrass — Lexington, KY
- 4 The Gathering at Shoal Creek — Excelsior Springs, MO
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- 17 Trennepohl Farms' Turn-Out Time Sale — Middletown, IN (pg. 7)
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- 25 Cow Camp Ranch's Spring Turn-Out Sale — Lost Springs, KS (pg. 50)

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- 2 Stars and Stripes Sale — Hummelstown, PA
- 16 Mississippi/Alabama Simmental State Sale — Cullman, AL

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DOVEA HORST X RV ZANDI 20Z
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HIGH \$API



LCDR Anthem 33K

By HHS Entourage

EPD: CE: 15 \$API: 182 \$TI: 109



KSU Bald Eagle 53G

By Hook's Eagle 6E

EPD: CE: 16 \$API: 193 \$TI: 105



CLRS Guardian 317G

By Hook's Beacon

EPD: CE: 15 \$API: 193 \$TI: 109



Gibbs Culmination 2411K

By LBRS Gene205

EPD: CE: 15 \$API: 205 \$TI: 121



KBHR Revolution H071

By HHS Mr 847D

EPD: CE: 13 \$API: 164 \$TI: 104



KBHR Keynote K229

By CLRS Guardian

EPD: CE: 18 \$API: 236 \$TI: 121



OMF Rest Assured J18

By OMF Epic E27

EPD: CE: 16 \$API: 166 \$TI: 84



TERS Kodiak 206K

By Gibbs Essential

EPD: CE: 18 \$API: 175 \$TI: 91



HLTS/CLRWTR Ahead of Time K1

By ES Right Time FA 110-4

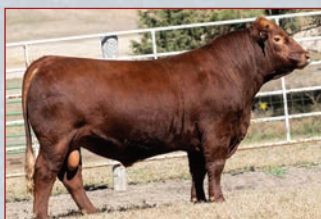
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CLRWTR Clear Advantage H4G

By LLSF Vantage Point F398

EPD: CE: 14 \$API: 151 \$TI: 95



Bar CK Red Empire 9153G

By IR Imperial

EPD: CE: 17 \$API: 170 \$TI: 92



KBHR Charger K102

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EPD: CE: 17 \$API: 197 \$TI: 103

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HA Magnifique 72L

By Hook's Galileo 210G

EPD: CE: 23 \$API: 215 \$TI: 108



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Schooley Krown 28K

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EPD: CE: 13 \$API: 166 \$TI: 105



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EPD: CE: 13 \$API: 114 \$TI: 84



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By Style 9303

EPD: CE: 13 \$API: 133 \$TI: 76



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3/4 SimAngus™

Reckoning 711F

By W/C Relentless 32C

EPD: CE: 6 \$API: 106 \$TI: 66



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By W/C Bankroll 811D

EPD: CE: 10 \$API: 133 \$TI: 86



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LTS Succession 29J

By W/C Relentless 32C

EPD: CE: 13 \$API: 94 \$TI: 64



3/4 SimAngus™

WHF/JS/CSS Woodford J001

By EGL Firesteel

EPD: CE: 14 \$API: 141 \$TI: 81



3/4 SimAngus™

CLRS Jet Black 706J

By Redhill 231A

EPD: CE: 15 \$API: 150 \$TI: 89



3/4 SimAngus™

Harkers Medicine Man 0105L

By SO Remedy

EPD: CE: 6 \$API: 91 \$TI: 73



1/2 SimAngus™

TSN Architect J618

by GAR Home Town

EPD: CE: 15 \$API: 176 \$TI: 101



3/4 SimAngus™

Hook's Galileo 210G

By Bridle Bit Eclipse

EPD: CE: 18 \$API: 208 \$TI: 114

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By Rocking P Private Stock H010
EPD: CE: 19 \$API: 170 \$TI: 89



FRKG Classic 948K
By SO Remedy 7F
EPD: CE: 14 \$API: 121 \$TI: 76



LLSF Dauntless K07
By HPF/HILL Uprising C104
EPD: CE: 11 \$API: 102 \$TI: 64



WINC All Right 213K
By OMF Epic
EPD: CE: 12 \$API: 136 \$TI: 82



SFI High Velocity K7F
By WLE Copacetic E02
EPD: CE: 14 \$API: 116 \$TI: 77



W/C Satisfy 161L
By Mr SR 71 Right Now E538
EPD: CE: 13 \$API: 140 \$TI: 89

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EPD: CE: 9 \$API: 123 \$TI: 75

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EPD: CE: 9 \$API: 122 \$TI: 77



Only One 905K
By SFI Platinum F5Y
EPD: CE: 9 \$API: 95 \$TI: 65



LLW CARD Compass 086K
By LLW CARD True North G71
EPD: CE: 13 \$API: 128 \$TI: 83



TL On the Run 106K
By Second Chance
EPD: CE: 9 \$API: 111 \$TI: 75



Wheatland 3-D 1142J
By CKCC LD Dimension 8965
EPD: CE: 8 \$API: 118 \$TI: 76

PROVEN



THSF Lover Boy B33
By HTP/SVF Duracell T52
EPD: CE: 13 \$API: 141 \$TI: 90



Holtkamp Clac Change Is Coming 7H
By WLE Copacetic E02
EPD: CE: 9 \$API: 100 \$TI: 75



Rocking P Private Stock H010
By WLE Copacetic E02
EPD: CE: 15 \$API: 145 \$TI: 87



SSC Shell Shocked 44B
By Remington Secret Weapon 185
EPD: CE: 17 \$API: 120 \$TI: 72



WLE Black Mamba G203
By WLE Copacetic E02
EPD: CE: 16 \$API: 136 \$TI: 83



WHF/JS/CCS Double Up G365
By W/C Double Down
EPD: CE: 11 \$API: 94 \$TI: 70



LLSF Pays To Believe ZU194
By CNS Pays To Dream T759
EPD: CE: 10 \$API: 126 \$TI: 79



LCDR Patriot 8K
By Mr Entourage
EPD: CE: 12 \$API: 164 \$TI: 101



W/C Night Watch 84E
By CCR Anchor 9071B
EPD: CE: 18 \$API: 149 \$TI: 84



Mr SR 71 Right Now E1538
By Hook's Bozeman 8B
EPD: CE: 15 \$API: 145 \$TI: 93



W/C Cyclone 385H
By W/C Bankroll 811D
EPD: CE: 13 \$API: 141 \$TI: 79

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