

the Register

www.simmental.org



Simmental at South Dakota State

South Dakota State University has a long history with the Simmental breed, and is a leader in both education and research in the beef industry.

Page 10

Inside

**Getting a Clearer Picture
with the Help of Genomics**

NCBA Recap

**Larry Maxey Receives PTP
Lifetime Achievement Award**

DOWNLOAD YOUR RECORDS FROM ASA & START YOUR FREE CATTLEMAX® TRIAL TODAY!

Top-rated Customer Service

16 DEDICATED EXPERTS

100% USA-BASED

280+ YEARS RANCHING EXPERIENCE

\$0 COST FOR CUSTOMER SUPPORT

with the Industry's

#1 CATTLE SOFTWARE



Every member of the CattleMax Customer Service Team is a working cattle rancher, who uses CattleMax every day. They speak your language and can guide you through anything. So not only do you get to speak with a real person, you get to speak with a real U.S.-based rancher.

 **CattleMax®**

cattlemax.com/simmental · 1-800-641-2343

Works Seamlessly with the American Simmental Association - Register Cattle - Import EPD Updates - Import Herd Inventory



When Only the
BEST WILL DO

For the most up-to-date data, visit Bull Search at ABSbullsearch.ABSglobal.com or contact your local ABS Representative.

ARROWHEAD

TJ ARROWHEAD 263G

29SM0513 | ASA 3582558



+160 \$API

K C F BENNETT HOMESTEAD x MR NLC UPGRADE U8676

**PRECISION
CUTTING-EDGE GENETICS**

- » Massive, powerful, and complete SimAngus™ sire who is one of the most popular rising stars in the industry
- » Unique cow-making Angus side known for calving ease, fleshing ability, and udder quality
- » +20.2 CED, -5.8 BW, +82.2 WW, +121.0 YW, +14.9 DOC, +11.0 CEM, +.53 MB, +98 \$TI

BEDROCK

CCR BEDROCK 5171J

29SM0522 | ASA 4028738



+173 \$API

TEHAMA PATRIARCH F028 x OCR COWBOY CUT 5048Z

SOLID FOUNDATION TO BUILD ON

- » Balanced trait goodness with reasonable calving ease, accelerated growth, and an abundance of added marbling and quality
- » Powerful, mid-framed bull that is densely made with added length and capacity
- » +14.1 CED, -1.0 BW, +87.8 WW, +145.7 YW, +15.6 STAY, +.87 MB, +102 \$TI

WAR PAINT

TJ WAR PAINT 759J

29SM0509 | ASA 3910125



+147 \$API

TJ CHIEF 460G x CCR COWBOY CUT 5048Z

FLASHY PHENOTYPE—EVEN BETTER PERFORMANCE

- » 2022 Triangle J high seller and an absolute standout white-faced bull with superior balance, presence, and kind
- » His first progeny will make a mark; they check all the boxes
- » +8.9 CED, +89.0 WW, +128.5 YW, +20.3 STAY, +16.2 DOC, +.46 MB, +90 \$TI

EPDs as of 2/27/2024



KNOW EXACTLY WHAT YOUR CATTLE WEIGH

with rugged, dependable, Tru-Test Scales from CattleScales.com

- Easy to use
- Water & dust resistant
- Track rate of gain
- Ensure accurate treatment dosages
- Make informed decisions

Accurate weights give you confidence & peace of mind in managing your herd - no guess-work needed

WE'RE HERE TO HELP!

We use the scales we sell to manage our herds

Tru-Test.
DATAMARS



Cattle Scales
.com

1-800-722-5395
www.CattleScales.com



10

ASA Spotlight

Simmental at South Dakota State

by Lilly Platts

South Dakota State University has a long history with the Simmental breed, and is a leader in both education and research in the beef industry.



16 Getting a Clearer Picture with the Help of Genomics

by Dr. Troy Rowan, University of Tennessee

A look at what genomics can tell us about an animal's actual genetic merit and reduce risk on your ranch.



20 NCBA Recap

by Chip Kemp

A recap of ASA's presence at the 2024 NCBA Convention in Orlando, Florida.



22 Larry Maxey Receives PTP Lifetime Achievement Award

by Lilly Platts

Maxey was recognized during the 2023 NAILE for his years of work promoting Fullblood and Fleckvieh Simmental cattle.

PROTECT YOUR RANCH WITH

7SM140

Dutton

4046516 | American Proud x Hook's Eagle



DUTTON's Dam

DUTTON is the sire the breed has been waiting for! He offers extra muscle mass, performance and foot quality - all the traits breeders have been asking for! His dam is a rising star in the breed and is blazing her own trail as a proven donor cow that continues to produce sale-featured progeny. Study DUTTON closely; his phenotype, pedigree and EPDs make him an easy-to-use sire!

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	BF	REA	Shr	API	TI
10.5	.2	93.3	147.9	.34	4.6	27.3	73.9	19.8	15.7	54.1	-.42	.46	-.062	1.39	-.47	166.6	99.3
.42	.47	.48	.49	.49	.23	.17	.26	.33	.47	.42	.33	.38	.36	.39	.04	-	-
65	30	10	5	10	75	20	10	10	10	2	40	15	70	1	-	10	4

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



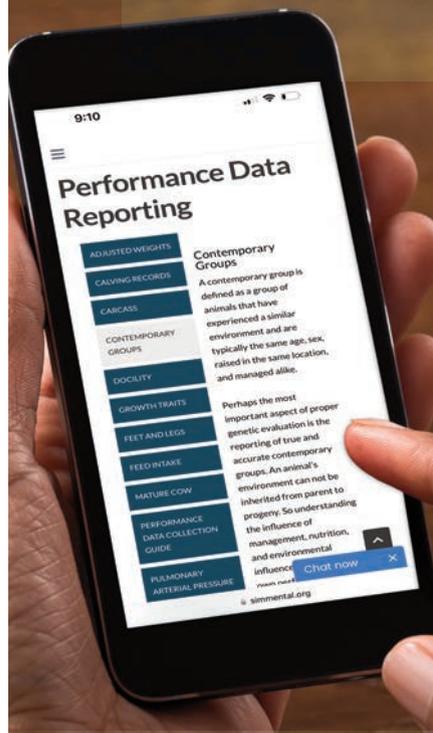
YOUR SUCCESS *Our Passion.*

Phone: (614) 873-4638 ♦ www.selectsiresbeef.com

®Your Success Our Passion. and the Select Sires logo are registered trademarks of Select Sires Inc., Plain City, Ohio. EPDs as of 3/1/24.



**CHECK US
OUT ONLINE**



www.simmental.org

Have you visited simmental.org lately?

The entire website has a new look highlighting cattle sales, industry events, ASA's programs, marketing opportunities, and breeders' resources.

simmental.org makes it easy for you.

Breeders' resources include information on:

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

CONTENTS

Register

the Register ♦ April 2024 ♦ Volume 37, Number 7

ASA Voices

- 8 Trustee Viewpoint
- 32 AJSA Connection

Data & DNA

- 86 ASA Fee Schedule

ASA & State Updates

- 24 Bulletins
- 26 Fleckvieh Forum
- 76 New Members

Industry Insight

- 36 Beef Business
- 38 Corporate Report
- 40 Cutting Edge
- 44 International

Sales & Shows

- 46 Fort Worth Stock Show
- 50 Dixie National
- 58 Sale Results
- 85 Show Circuit
- 88 Date Book

Cattle Trivia

- 78 Cow Sense

The Fine Print

- 90 Rates & Policies
- 92 Advertiser Index



A SimAngus calf at SRF Simmentals in Berthold, North Dakota. Photo by Kelly Finke.

About the Cover

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



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

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

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

Printed in USA

Cow Camp Ranch

Five Generations of raising seedstock and feeding cattle.

Turn Out Sale



LOT 1 - 314L

CE	WW	YW	STAY	CW	MARB	REA	API	TI
12	92	133	22	41	0.59	1.07	174	98

ASA 4193775 - PB SM - KBHR GUNSMOKE J131 son



LOT 3 - 309L

CE	WW	YW	STAY	CW	MARB	REA	API	TI
13	109	168	18	44	0.47	1.02	168	107

ASA 4193782 - PB SM - HOOK'S GALILEO 210G son



LOT 9 - 335L

CE	WW	YW	STAY	CW	MARB	REA	API	TI
11	88	135	18	34	0.45	0.63	145	89

ASA 4193758 - 1/2 SM 1/2 AN - TJ WAR PAINT 759J son



LOT 75 - 2552K

CE	WW	YW	STAY	CW	MARB	REA	API	TI
11	85	129	27	34	-0.25	0.71	178	95

ASA 4193486 - PB SM - TJ 50K 485H daughter
Sells bred to GAR Contender.



LOT 108 - 2821K

CE	WW	YW	STAY	CW	MARB	REA	API	TI
18	74	115	17	30	-0.22	0.73	148	84

ASA 4193076 - 5/8 SM 3/8 AN - TJ FROSTY 318E daughter
Sells bred to IR Boomer.



LOT 152 - 2678K

CE	WW	YW	STAY	CW	MARB	REA	API	TI
10	80	124	18	24	-0.34	0.75	142	84

ASA 4192910 - PB SM - CCR PROCLAMATION 5106G daughter
Sells bred to CCR Cochine.

Cow Camp Ranch TURN OUT SALE

1:00 PM CT *April 27* 2024
Lost Springs, KS

75 Age-Advantaged
Simmental and SimAngus™ Bulls Sell

75 Registered Simmental and SimAngus™ Fall Bred Heifers

The Cow Camp advantage

- 57 years raising registered stock
- Largest selection of age advantaged SimAngus™ bulls in the United States
- Leader in the business for carcass data collection
- Customer buyback program and custom feeding options at Cow Camp feedlot
- All bulls sell with genomic enhanced EPDs and RightChoice scores

COW CAMP RANCH
LOST SPRINGS, KS
bullsale@cowcampbeef.com
www.CowCampBeef.com
Kent Brunner 785-466-6475
Mark Brunner 785-258-0173
Nolan Brunner 785-466-1129
Tracy Brunner/Feed Yard 785-965-2228



ALLIED
GENETIC RESOURCES
Marty Ropp 406-581-7835
Corey Wilkins 256-590-2487
Jared Murnin 406-321-1542
www.alliedgeneticresources.com

If you want volume and muscle, we got it!
Our bull sales have been brisk and we thank our progressive beef producers.



If you need bulls please call ASAP!

STANLEY MARTINS FARMS

141 Hwy 18 • Postville, IA 52162
 563-419-2444 (c) • 563-864-7305 (h)
 stanmartins1234@gmail.com
 www.stanleymartinsfarms.com

- We sell bulls every month of the year.
- 90% of our bulls sell from \$4,000-6,000.
- We export.

the Register

published by

ASA Publication, Inc.

One Genetics Way, Bozeman, Montana 59718 USA
 406-587-2778 • fax: 406-587-9301
 www.simmental.org • email: register@simmgene.com
 Canada Publications Agreement Number: 1875183

ASA Publication, Inc., Board of Trustees

Victor Guerra, Chairman • Chad Cook, Vice Chairman
 Scott Trennepohl • Chris Ivie • Ryan Thorson
 Wade Shafer, PhD, Executive Secretary-Treasurer

CEO

Wade Shafer, PhD

Business Manager

Chip Kemp

Managing Editor

Lilly Platts

Advertising/Editorial Coordinator

Rebecca Price

Sales Manager

Nancy Chesterfield

Media/Website Administrator

Kathy Shafer

Design/Production

Joel Coleman

Gretchen Jensen

Jenna Wacker

American Simmental Association

One Genetics Way, Bozeman, Montana 59718 USA
 406-587-4531 • fax: 406-587-9301
 www.simmental.org • email: simmental@simmgene.com

ASA Board of Trustees

Executive Committee

Chris Ivie, Chairman • Victor Guerra, Vice Chairman • Scott Trennepohl, Treasurer
 Chad Cook • Ryan Thorson • Wade Shafer, PhD, Executive Vice President

North Central Region

Loren Trauernicht (2025)
 901 E Pine Rd
 Wymore, NE 68466 • 402.230.0812
 mtrauernicht@diodecom.net

Matt Aggen (2026)
 27133 146th St
 Harmony, MN 55939 • 701.866.3544
 mattaggen@hotmail.com

Troy Marple (2026)
 9450 Michaels Rd
 Westmoreland, KS 66549 • 785.250.0522
 troy.j.marple@gmail.com

Tim Clark (2027)
 1999 18th St NW
 Turtle Lake, ND 58575 • 701.799.7752
 Tim.Clark@hubbardfeeds.com

Eastern Region

Doug Parke (2024)
 153 Bourbon Hills Dr
 Paris, KY 40361 • 859.421.6100
 office@dpsalesllc.com

Brandi Karisch (2026)
 648 Polly Bell Rd
 Starkville, MS 39759 • 225.717.3324
 mbkcattle@gmail.com

Scott Trennepohl (2026)
 6591 W 625 N
 Middletown, IN 47356 • 765.620.1700
 sttrennepohl@yahoo.com

Chris Ivie (2027)
 PO Box 264
 Summertown, TN 38483 • 931.215.0316
 iviejc@usit.net

Mark Smith (2027)
 304 Moeller Rd
 Picayune, MS 39466 • 601.798.3399
 smith5785@bellsouth.net

Western Region

Maureen Mai (2025)
 427 Peaceful Way
 Bonners Ferry, ID 83805 • 208.660.2726
 rymocattle@gmail.com

Ryan Thorson (2025)
 1725 Road 261
 Glendive, MT 59330 • 406.694.3722
 ryanthorson7@gmail.com

Quin LaFollette (2026)
 1476 Hwy 14A
 Powell, WY 82435 • 307.899.3553
 Quin@Blacksummitcattle.com

Chad Cook (2027)
 PO Box 174
 Walsh, CO 81090 • 719.529.0564
 bridlebitsimm@gmail.com

South Central Region

Joseph Hensgens (2025)
 136 Deer Park Ln
 Rayne, LA 70578 • 985.992.9119
 joehensgens@yahoo.com

Greg Burden (2026)
 890 VZ CR 2205
 Canton, TX 75103 • 405.780.0372
 greg.gbcattle@gmail.com

Victor Guerra (2027)
 PO Box 92
 Linn, TX 78563 • 956.607.5515
 vgg03@aol.com

Greg Walthall (2027)
 1051 NE 500 Rd
 Windsor, MO 65360 • 660.525.9921
 gregwalthall@gmail.com

Shootin the Moon



The **SIMMENTAL BREED** came to North America and **CHANGED** the **BEEF INDUSTRY**.
 Be a part of the future with **SHOOTIN THE MOON!**
\$60/STRAW

SAS SHOOTIN THE MOON J221

SIRE: SRH PATRIOT 19F // MGS: ERIXON BITTEN 203A
 PB SM // ASA# 3952112 // HETERO BLK // HOMO POLLED
 BW 94 // ADJ WW 846 // ADJ YW 1450
 IMF 4.38 (128) // REA 17.48 (123) // SC 41 CM

CE	BW	WW	YW	MM	MB	REA	\$API	\$TI
8	4.2	91	132	21	.11	1.08	129	83

*EPD as of 3/13/2024

JENKINS
 CATTLE COMPANY

Gary Jenkins
 Moultrie, GA
 229-891-8629

ANGUS • SIMANGUS • SIMMENTAL

Springer
Simmental

Jeff: (641) 330-6654
 sprinsim@iowatelecom.net
 www.SpringerSimmental.com



by Mark Smith, Eastern Region

I am the lone rookie trustee serving my first term on the ASA Board of Trustees. Since I started on January first, we have had several meetings and I am all ears — big ears like a Simbrah bull — trying to learn the ins and outs of conducting ASA business. I am honored and humbled to serve as trustee for the Eastern Region.

It's the best of times, and the worst of times!

The Best of Times: The drought is over, and much-needed rain and snow in most places have allowed the drought of 2023 to be a distant memory. God has blessed us with much-needed rain in the south, and reports of lots of snow to our friends to the north, with promises of a wet spring and replenishment of ponds, rivers, and water tanks. As I write this, warmer mild temperatures, sunshine, and green grass is peeking out through the brown of winter, and spring is awakening just around the corner.

Cattle prices for feeders are the highest I've seen in my lifetime at \$4 per cwt., for feeders at our local sale barn in south Mississippi. Prices for SimGenetics bulls are as high as I have witnessed in my lifetime. Demand for SimGenetics is at an all-time high — in some places there isn't enough to go around to meet the demand! Many new customers are getting on board with SimGenetics or buying bulls to change their breed composition,

trying to capitalize on demand for SimGenetics. Would you want to be breeding and marketing any other breed without the influence of Simmental? SimAngus? Simbrah? We are the envy of the industry because of the demand for quality SimGenetics.

ASA is poised for continued growth. For 15 years the ASA has operated financially in the black. Thanks to Wade and the staff, along with the previous boards, we enjoy this strong position. The Progress Through Performance (PTP) has expanded to include six Major shows. We just completed the Dixie National, and plans are underway to make it bigger and better in 2025. This allows the hoofprint of the ASA to touch more members and customers, and to expand our marketing to bring in new buyers, and acceptance of Simmental. I invite each of you to Hattiesburg, Mississippi, to attend the Eastern Regional Classic June 18–23, 2024. We are planning on having a great time, good food, and hospitality, with SIMMIES STEAMING SOUTH!

Let's continue supporting our youth through the Foundation Merit Scholarships. When times are good, support should be plentiful. Educational contests and programs are what made the AJSA Classic the best — it's not just another cow show — it's a youth development program to develop tomorrow's leaders.

The Worst of Times: All the best prices, demand, and optimism can bring some complacency! Usually when times are good not many improvements are made. People change when times are tough or during adversity. Our opportunities have never been greater; we must take advantage and stay on the right path to higher market share, expand our markets, grow the Foundation, and reach more customers.

Becoming lax with the castrating knife, relaxing standards to make a quick profit, not reporting genetic defects or abnormalities, and selling below-average sires are all decisions that could make this the worst of times. If you watch calves sell one at a time as I do each week, a sorry calf is \$2 per cwt. less than the good growth top-tier steers! So a low quality bull is costing the producer a fortune in the best of times.

Cow herd expansion seems to be far out in the distant future. Cow herd numbers continue to decline with cow slaughter, no heifer retention, and it continues to compound the problems. I know most reading this to this point is wondering who I am talking about. I know most of you reading this support ASA programs and services as passionately as I do, but each of you know someone who may not. So, I am lobbying you to help inform the folks in your sphere of influence just how good the SimGenetics customers have it right now. Let's continue to support the practices and standards put forth by the leaders and founders of ASA who got us here. We need to reaffirm our commitment to research and development, and sample young sires in an AI program to identify the next great sires.

There is never a right time to do the wrong things; we must keep doing what is right. We have more opportunities than ever, and if we don't take advantage of them it will become the worst of times. But, if we seize every opportunity, we reap the rewards of the best of times! Please join me, other SimGenetic enthusiasts, and passionate breeders, as we press forward the growth curve of ASA. ■

Prove It.

You know your calves are worth it.

Give buyers facts so they know it too.

IGS International Genetic Solutions

Feeder Profit CALCULATOR™

IGS@internationalgeneticsolutions.com

5th Annual Spring Fever Sale

Hosted by Classic Farms

Saturday April 27th

1:00

Jackson's Mill, WV
Simmental and
SimGenetics

Selling :

35 Cow/Calf Pairs

12 Bred Females

22 Open Heifers

8 Herd Sire Prospects

10 Genetic Packages

Scan the code to visit
our website for more
information



Embryos by:



CLAC Black Satin 151J

Chris Brown, Classic Farms
304-290-8383
John Spiker, Auctioneer
304-884-7915



STCC Bases Loaded
'Lola'



HFSC Foxy Lady



JSUL Red Rosie 2304K

Consultants:

Dalton Lundy 502-727-6898
Larry Martin 217-433-0242
Greg Miller 608-778-8785

Pregnancies by:



HF Serena



CLRWTR Serena



Juicy



Rudows Persphone



Sells with Redstone Heifer Calf



Sells with Epic Bull Calf

Simmental *at* South Dakota State

by Lilly Platts

South Dakota State University has a long history with the Simmental breed, and is a leader in both education and research in the beef industry. Two SDSU alumni, Kevin Vander Wal and Dr. Cody Wright, lead the program, which includes a unique seedstock merchandising class in conjunction with their annual bull sale. The recent addition of a state-of-the-art Insentec feed and water intake system in their newly built research facility has expanded SDSU's research capabilities.

The SDSU beef cattle program added Simmental genetics to their program in the 1980s, primarily with females from Arnold Brothers in McIntosh, South Dakota. Feed efficiency research conducted by Dr. Chris Dinkle focused on Simmental females, and Dr. Dick Pruitt was an early advocate for SimAngus genetics. Today, the SDSU Cow-Calf Education and Research Facility calves around 150 SimAngus and Angus females, collecting data on each animal starting at birth. SDSU is consistently designated as a Performance Advocate by ASA for going above and beyond in data collection and reporting. This has been a priority at SDSU from the beginning, and coupled with their research and educational efforts, the program brings value to students, scientists, and the industry.

Kevin Vander Wal grew up just seven miles west of the university, graduating from SDSU with a bachelor's degree in animal science in 1988. By the following year he was the assistant manager of the SDSU beef unit, soon transitioning to the role of manager in 1990. Over the course of his 35-year career at the university, he has seen the beef program expand and improve. "The Beef Unit at that time was the second registered cow-calf facility, built in the

early '50s and was right on campus. It had very little resemblance to our current state-of-the-art facility," Vander Wal shares.

Early on, the program focused on reproductive and grazing research, which was the most feasible with limited facilities. This research was still impactful, with the SDSU herd serving an important role for establishing industry-standard synchronization protocols. Pruitt was instrumental in developing Body Condition Scoring protocol that is still standard for the industry today.

Early in Vander Wal's career at SDSU, Simmental and Angus genetics became the focus. "The Simmental at the time were more of a terminal cross, and since that time we've gone predominantly SimAngus hybrids. What we're seeing from the cow side is there is way more maternal value than what they're given credit for," he shares.

The first bull sale was held in 1993, marketing a group of bulls raised at SDSU through a limited auction. The sale has since become a reliable source for commercial producers in the area, with many standout bulls going into seedstock programs. Only the best of each calf crop make it to sale day. Vander Wal says, "The sale is still

Simmental has been a part of the SDSU program since the 1980s. The cow-calf herd is utilized for research, as well as raising seedstock.



pretty small. As the herd has grown we've kept the sale small and we feel that we're only offering the very best."

The bulls marketed through SDSU are backed by years of careful, complete data reporting. "We've always been really performance-driven, keeping track of the numbers and everything the best we can," Vander Wal explains.

The bull sale also provides students with the unique opportunity to learn firsthand about the inner workings of producing a bull sale, under the guidance of both Vander Wal and Dr. Cody Wright.

Wright grew up south of Sioux Falls, and was an undergraduate at SDSU. He later attended North Carolina State University to study beef cattle nutrition, and soon returned to his alma mater to start his career. "I was fortunate enough to come back home and get a position," Wright shares. "I started as an Extension beef specialist, primarily working Extension with a little research up until around 2007. In 2011 I made a wholesale change to primarily teach and do a little bit of research, and that's where I've been able to work with Kevin at the cow-calf unit."

The seedstock merchandising class, taught by Wright, was developed to give students firsthand experience in selling seedstock, down to the details of creating a catalog and writing footnotes. The class ranges in size from ten to 20 students majoring in agriculture. One of Wright's favorite assignments is the sale advertisement design. Each student is given a general overview of what should be included, and the class votes on their favorite design. "Each student gets to put together an ad. Kevin goes out and picks out an Angus and SimAngus bull, and gives that photo to the student along with a handful of EPD. Then we turn them loose and tell them to show us their creativity. The whole class votes on their favorite," Wright explains.

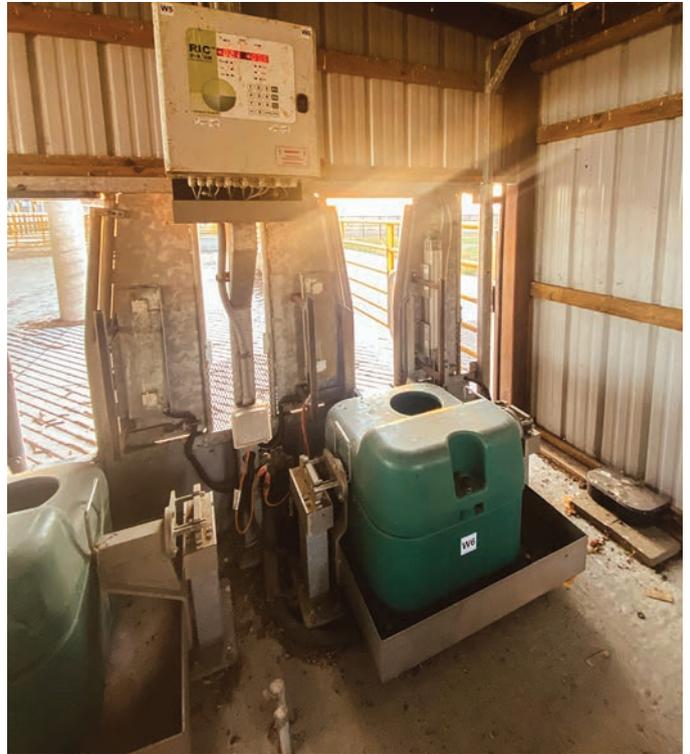
The winning advertisement is sent out to publications for print. The students also work through the catalog design, writing footnotes for each bull. Two weeks prior to the sale, students video the sale bulls and edit each down to a 30-second clip to be shared on YouTube.

The sale is held as a limited auction, with students completing various tasks from giving out bidder numbers to tracking the sale and answering buyer questions. "It's a fun experience, and it's a low-stress situation for the students," Wright says.

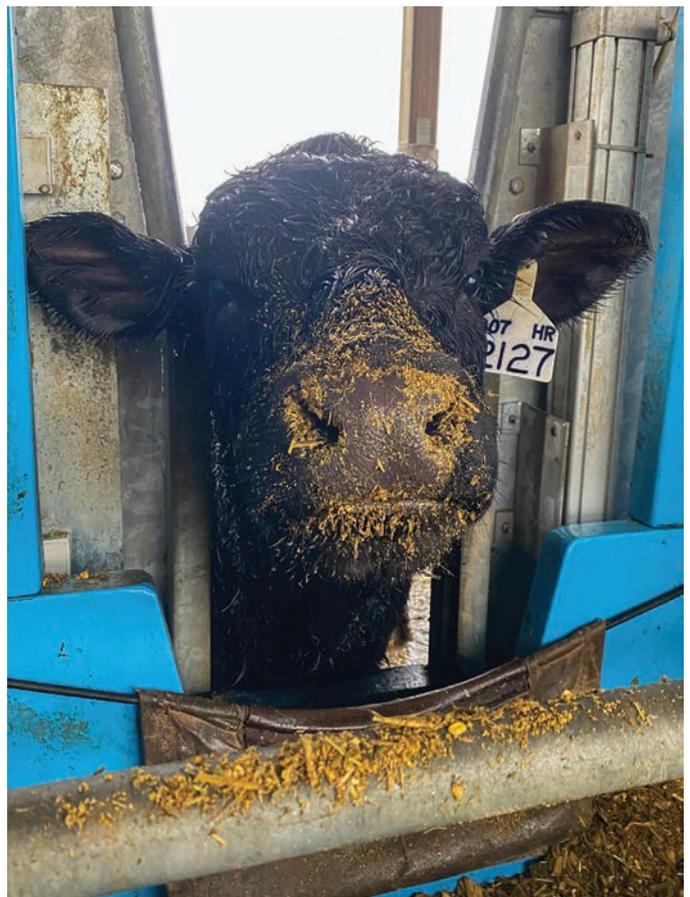
From creating the advertisement and sale catalog to answering buyer questions, the students are challenged to be creative and experience each element of the seedstock marketing process. "They get a little taste of what a manager does behind the scenes," Vander Wal shares. "The catalog and videos and the marketing component can be eye-opening for many of them. They go to a sale, and might not realize how much time is involved behind the scenes, and that's pretty eye-opening for them to see what it takes to put on a really nice sale."

Data collection and research have always been a focus at SDSU, and the recent addition of a new research facility

(Continued on page 14)



The SDSU facility includes a state-of-the-art Insentec feed intake system.



BEST PRACTICES FOR SEEDSTOCK PRODUCERS

Best Practices to Receive the Most Accurate Genetic Predictions

1 Clearly define breeding objectives

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

2 Use whole herd reporting

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

3 Properly define contemporary groups

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

4 Take data collection and reporting seriously

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

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

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

6 Use index-based selection

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

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



Jackie Atkins, PhD



Matt Spangler, PhD



Bob Weaver, PhD



Wade Shafer, PhD

7 Use genomics

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

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

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

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



Best Practices for Genomic Testing

1 All animals within a contemporary group should be genotyped.

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

2 Both male and female animals should be genotyped.

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

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

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

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

Total Herd Enrollment (THE)

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



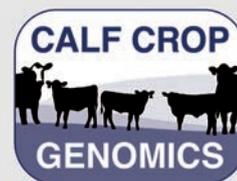
Cow Herd DNA Roundup (CHR)

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



Calf Crop Genomics (CCG)

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



Carcass Expansion Project (CXP)

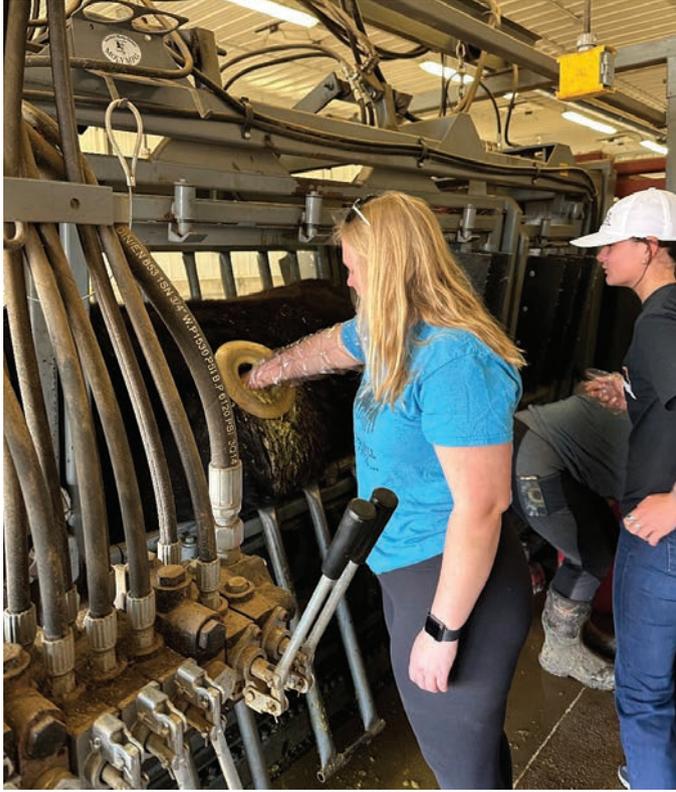
Despite the importance of carcass traits to our industry, few producers devote resources to collecting and recording actual carcass data. While the Carcass Merit Program (CMP) is a valuable progeny test, it is limited in the number of records produced. We cannot depend on the CMP alone to bring in carcass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

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



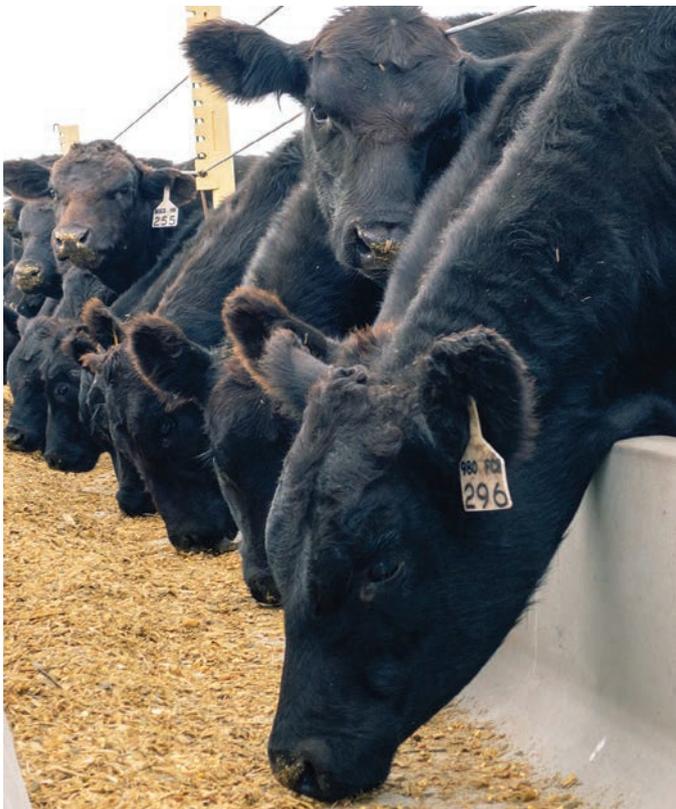
Simmental at South Dakota State

(Continued from page 11)



Above: The SDSU Beef Unit is utilized for everything from research to giving students hands-on experience.

Below: The select group of bulls sold at SDSU go into commercial and seedstock herds in the region.



has bolstered the university's ability to conduct experiments and collect rare data. The construction of the new facility was a grassroots effort, funded by businesses and producers.

The community's willingness to help fund the new facility was touching for both Wright and Vander Wal. "When they were out generating donations to build the new facility, the success they had and people's willingness to pony up—it was remarkable to see that, and the interest from families and major corporations," Vander Wal shares.

The new facility includes four pens, each with 12 Insentec feeders. Wright explains, "With the feed efficiency system we can apply multiple feed treatments within a pen, and track feed intake, how long it takes them to eat, when they ate, and what they ate."

Feed and water intake data is extremely valuable, and the pens are booked into 2025 for experiments and research projects.

The research facility is also an important educational resource, with students leaving the classroom to observe things like carcass ultrasound, data collection, and pregnancy testing. "We try to make things as hands-on as we can," Wright says.

Cattle are also utilized for the livestock production class, evaluation courses, judging teams, youth judging camps, 4-H, and FFA.

Both Vander Wal and Wright value the balance of science and research, and beef cattle production at SDSU. "We do science, and we do good science. We help form some incredibly well-prepared veterinarians, but we also have that real emphasis on production," Wright shares. "We're a beef state, and I think students like that."

"Students looking at SDSU are going to get a top-notch education, and I honestly believe we can provide as good of an education in livestock production and beef cattle as anyone can," he adds.

Getting to work with students every day is something Wright loves. "For me it's the students. I enjoy spending time with them, learning from them, and getting to know them. I'm now getting to see students who are the kids of people I was in school with. Seeing how they grow and mature, and seeing them become leaders in the industry is the best," he shares.

Vander Wal has been recognized for his influence on students, and has also come to greatly value these relationships. He recalls one student in particular sharing his gratitude for Vander Wal's influence. "It hit me that I can make a difference for all of these students who come through, and especially the ones who work here. You really get to have a good relationship with them," he says. "I get to mentor kids and offer encouragement, and I relish that more than I ever thought possible." ■

**KYS
THE**

Calving Ease SPECIALIST

WHF/JS/CCS DOUBLE UP x W/C NIGHT WATCH 84E

ASA 4287192 **377L**

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	API	TI
13.9	-0.5	76.2	102.9	0.17	6.4	20.2	58.3	11.2	13.8	13.9	-0.42	0.03	-0.063	0.88	120.8	77.4



\$20/STRAW

- **EXCITING, NEW CALVING EASE SIRE**
that is clean fronted & structurally correct!
- **HIS PEDIGREE SPEAKS FOR ITSELF!**
Double Up, Night Watch, Blaze of Glory

BW	205	YW	SC
78	648	1,080	34

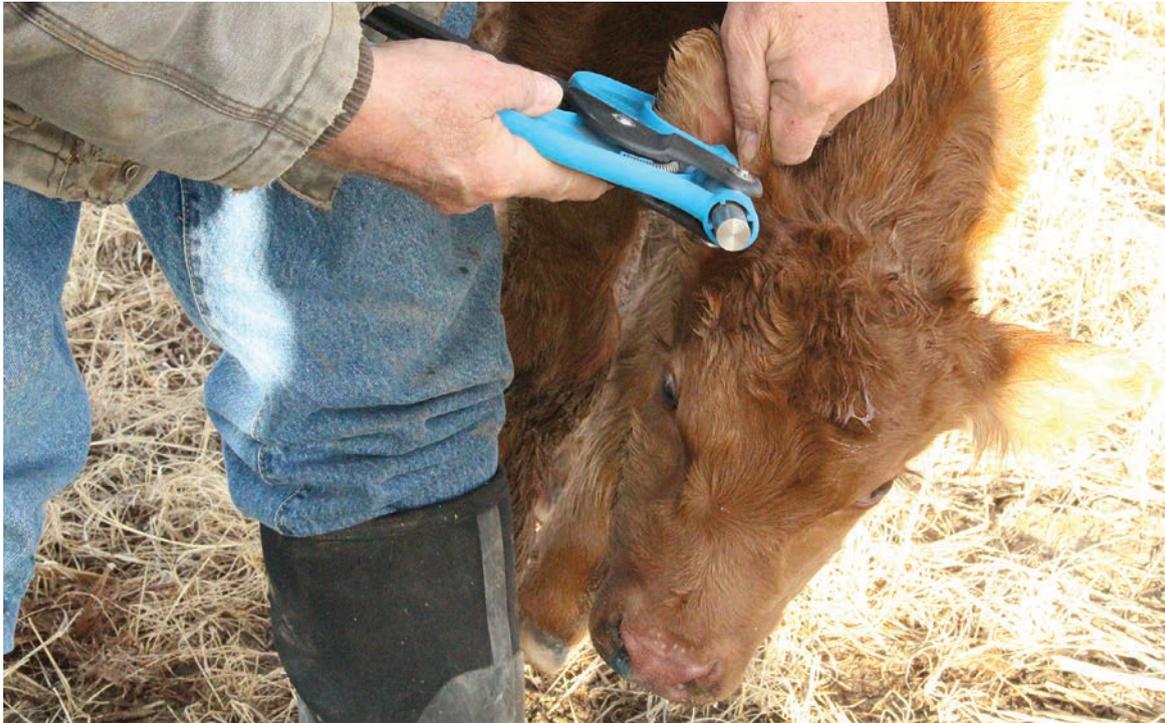
KEY SIMMENTALS

KODA YOST • 308.883.2022

Getting *a* Clearer Picture *with the* Help of Genomics

by Dr. Troy Rowan, University of Tennessee

As genomic testing continues to be utilized more on both commercial and seedstock operations, let's look at what genomics can tell us about an animal's actual genetic merit and reduce risk on your ranch.



TSU sampling technology allows producers to take DNA samples on newborn calves, which can be submitted for genomic testing. Photo by Susan Russell.

Genomics has become one of the most powerful tools in the cattle industry over the last decade, but the technology is often misunderstood. Genomics is a major part of nearly all seedstock genetic evaluations (i.e., EPD calculations), but is beginning to see more use in commercial settings. My goal here is to help dispel some myths and confusion around the use of genomics.

Genomic tests are not the same thing as “gene tests.”

Much of the industry's first exposure to genomics was in the form of single-gene tests for carcass traits. These tests were designed to identify an animal's genotype for a handful of large-effect DNA variants involved in marbling and tenderness. These single-gene tests were generated to identify mutations believed to have an outsized effect on traits of interest. These associations were highly dependent on the population of animals being tested, and many failed to be validated by follow-up analysis.

Contemporary genomic tests are very different in design compared to these early single-gene versions. Current tests are less interested in genotyping known mutations that affect specific traits. Instead, they aim to characterize the landscape of an animal's three billion-plus DNA bases. Genomic tests take advantage of the fact that DNA is inherited in large chunks called haplotypes. As such, a single marker is sufficient to characterize the likely state of large areas of the genome. Current tests use between 30,000 and 100,000 evenly spaced markers in categorizing the entirety of the cattle genome rather than a handful of places.

In genetic evaluations, genomics increase EPD accuracy.

EPD are our best statistical guesses of an animal's actual genetic merit. The ultimate goal of EPD calculations is to help identify which DNA, good or bad, an animal inherited from each of its parents. The random

sampling of genetics that an animal receives from each parent can lead to considerable differences in genetic merit between siblings. EPD use information on relatives and progeny to understand whether an animal received good or bad samples of parental genes. As the information supporting an EPD increases (i.e., progeny records, pedigree relative progeny records), our confidence that the prediction represents the animal's actual genetic merit also increases.

We usually choose from bulls with low or no progeny information. This is true of commercial herds purchasing young bulls and seedstock operations that use the newest generation's genetics to drive progress. Historically, this lack of progeny information in EPD meant low accuracy in young animals. With the addition of genomics, we can directly identify which genetics an animal inherited from its parents rather than relying on progeny information to resolve these differences. The result is EPD that are more accurate for unproven animals. Depending on the trait, accuracy increases from a genomic test can be the same that ten to 30 calves would generate.

EPD with genomics are always better than EPD without genomics.

It is essential to remember that genomically enhanced GE-EPD appear and can be interpreted exactly as non-genomic EPD. A genomic test does not change the traits that receive predictions. It only increases the accuracy of the reported predictions. This helps us increase the confidence that a prediction represents the bull's actual genetics that it can deliver to our herd. Bulls sold without genomics tests are inherently riskier than bulls with GE-EPD because their EPD and indexes are less informative about their actual genetic potential.

EPD can experience substantial change with the addition of genomics. These changes are not statistical noise, but a better representation of the random sampling of parent genetics than an animal received. This means that whether or not the genomic test increased or decreased the value for a trait, the GE-EPD is a better representation of the animal's actual genetics than the non-enhanced EPD. An increase, decrease, or no change in the EPD itself may accompany this increase in accuracy. For every animal whose GE-EPD moves in a positive direction, we'd expect to see another shift the other way.

Using genomics without phenotype collection is counterproductive.

There is a misconception that using genomics relieves us of the need to collect phenotypes. Nothing could be further from the truth! All EPD, conventional or genomically enhanced, rely on the continued collection of phenotypes in the population. Our genetic prediction

models must be trained on new data from new animals, or their quality will quickly erode. Even GE-EPD receive a boost in accuracy when an animal's actual phenotype is added to the evaluation.

Commercial genomic tests are not the same as GE-EPD.

One of the hottest topics in recent years has been the increased use of genomic tests in commercial operations. This has been driven largely by the decrease in the cost of genotyping. Commercial tests, while helpful in selecting heifers and marketing feeder calves, differ from how genomics are used to calculate GE-EPD. Notably, no pedigree or phenotypic information is used to augment these genetic predictions. While the genotype alone is sufficient to generate a reliable prediction, they are significantly less accurate than true GE-EPD from a National Cattle Evaluation. Further, the quality of these predictions relies on the tested animal's breed(s) being adequately represented in the test's training population.

Genomics help reduce risk.

The bull buying process is one of the most important and riskiest things a beef herd does. Genomics are a tool to help reduce some of this risk when purchasing or using young bulls. Integrating genomics allows us to use EPD with greater confidence that they represent an animal's genetics. As tests have declined in cost, there are very few excuses for purchasing bulls without GE-EPD. ■

Editor's note: This article originally appeared in the March issue of Progressive Cattle.



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



SAPI: 135
STI: 80

Long's Redwood H8

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



SAPI: 91
STI: 70

RJ Trust Fund 212K

W/C Bankroll 811D x Hara's Kim Kardashian 1C
ASA# 4147173 • Black • Polled
Exciting, NEW, 3/4 Bankroll x Broker x Harietta
for elite type!



SAPI: 174
STI: 103

WS Proclamation E20Z

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



SAPI: 117
STI: 90

KRJ Dakota Outlaw G974

Rubys Turnpike 771E x BRKC Daphne DY37
ASA# 3632499 • Homo Black • Homo Polled
Dakota Outlaw's first calves are "the talk"
of the country when it comes to fresh genes
to use in 2024!



SAPI: 120
STI: 73

SJF SMJ Payroll 7245J

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



SAPI: 96
STI: 64

Only One 905K

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



SAPI: 119
STI: 80

LLSF High Profile J903

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



SAPI: 112
STI: 71

SFIS Unstoppable J3

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



SAPI: 150
STI: 86

WHF/JS/CCS Woodford J001

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



SAPI: 92
STI: 66

Revelation 2K

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



SAPI: 116
STI: 85

LLSF Vantage Point F398

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



SAPI: 123
STI: 74

Felt Perseverance 302F

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



SAPI: 186
STI: 108

LCDR Affirmed 212H

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



SAPI: 108
STI: 74

WHF/JS/CCS Double Up G365

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



SAPI: 115
STI: 73

JBSF Berwick 41F

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



SAPI: 172
STI: 105

HL Tommy Boy K65

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



SAPI: 116
STI: 69

Wood Ruthless 151H

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



SAPI: 128
STI: 79

ZTGC Just Cuz 52K

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



SAPI: 121
STI: 77

GOE Lets Roll 749J

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



SAPI: 166
STI: 98

TSN Architect J618

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

COOL Additions!

CATTLE *Visions*

573-641-5270
www.cattlevisions.com



\$API: 114
STI: 73

SJW Exit 44 7111E

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



\$API: 136
STI: 78

Rocking P Private Stock H010

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



\$API: 206
STI: 117

CLRS Guardian 317G

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



\$API: 127
STI: 76

KJK1 38 Special 801J

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



\$API: 111
STI: 76

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!



\$API: 128
STI: 79

W/C Bet On Red 481H

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



\$API: 164
STI: 102

CLWTR Clear Advantage H4G

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



\$API: 113
STI: 74

W/C Red Bird 269J

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



\$API: 139
STI: 86

W/C Express Lane 29G

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



\$API: 99
STI: 72

SWSN Cash Flow 81E

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



\$API: 129
STI: 94

SAS Infra-Red H804

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



\$API: 201
STI: 116

BAS Money Maker J801

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



\$API: 176
STI: 92

Bar CK Red Empire 9153G

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



\$API: 148
STI: 87

ES Right Time FA110-4

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



\$API: 130
STI: 78

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 herdsire!



\$API: 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!



\$API: 106
STI: 80

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!



\$API: 109
STI: 71

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

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

ASA Represented at 2024 NCBA Convention

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

ASA and IGS were a part of the 2024 National Cattlemen's Beef Association Convention (NCBA), held in Orlando, Florida, January 31–February 2.

We have more ways to communicate than ever. Yet, it is harder than ever to reach someone.

Seems odd and illogical. However, it is true. Advertisers have known this for quite some time. Hence the rise of the alluring soundbite or “clickbait” phrases to draw you in. When we had fewer vehicles or channels of information, most chose to tune into those handful of platforms. Now that anyone can customize how, what, and when (if at all) they receive information, it is a constant challenge to credibly inform and even harder for each of us to know who is an honest voice, a well-intentioned actor, a credible individual.

The Handshake. The handshake is a time-tested way to determine if you put trust in the other. The chance to look someone in the eye and to build a relationship on mutual respect and the best interest of the other. It is basic humanity — something that seems sorely lacking.

This is the reason your ASA team, along with a wide swath of our International Genetic Solutions partners, continue to make the annual trek to the National Cattlemen's Beef Association (NCBA) Convention, which was recently held in Orlando, Florida. We must put the handshake into action! Numerous one-on-one conversations, interviews, meetings, and experiences allow us to bear fruit on your behalf. Several of your staff members were

on hand in Orlando to do just that. Three intense days of listening, learning, sharing, educating, and working for the good of the beef business at large is daunting. And at the same time, a very enjoyable experience. We know many of you can't be on hand, at least not every year. So we are, keeping our ear to the ground for future business pressures and opportunities to aid you in doing what is most important: giving your family a better chance at success in your portion of the beef business.

Admittedly, most would tell you there is less tradeshow traffic than just a few years ago. Also, the cold hard fact is that trade show presence for a breed association does little, if anything at all, to “move more bulls.” And, no surprise, these endeavors have gotten quite expensive. But the opportunity to stay engaged with industry leaders, policy makers, and various current and potential collaborators still warrants our investment.

This is my personal invite. Let's meet up in San Antonio, Texas, at next year's NCBA convention February 4–6. You can enjoy the RiverWalk. You can benefit from heady conversations. You can ponder for a moment the analogies between the enduring symbol of the Alamo and the courageous journey of the modern Simmental business.

We can make our presence felt — with a handshake. ■



CANADIAN SIMMENTAL *hosts the* **WORLD** **JULY 29 TO AUGUST 4**



Taking Place In
Beautiful Alberta, Canada
Touring Central Alberta
including events in
Calgary, Olds, Banff & Strathmore

TENTATIVE SCHEDULE

MONDAY JULY 29

Tours, Welcome Reception & Opening Ceremonies

TUESDAY JULY 30

Farm Tours – Central Alberta

WEDNESDAY JULY 31

WSFF Board Meeting, Banff Tour

THURSDAY AUG. 1

Farm Tours – Central & North Central Alberta

FRIDAY AUG. 2

Speakers, YCSA events, Simmental Sale

SATURDAY AUG. 3

YCSA show, FCSF Auction

SUNDAY AUG. 4

Strathmore Rodeo, Closing Ceremonies



Larry Maxey Receives PTP Lifetime Achievement Award

by Lilly Platts

Larry Maxey has been leading the charge to preserve and promote Fullblood and Fleckvieh genetics for over 50 years. The Kentucky cattleman worked tirelessly to bring these genetics back to shows like the North American International Livestock Exposition (NAILE), and has been instrumental in promoting the breed across the US and Canada. Maxey was awarded the Progress Through Performance (PTP) Lifetime Achievement Award at the NAILE in November of 2023, recognizing his passion and dedication for promoting the cattle he loves.



Maxey first became involved with the Simmental breed in the 1970s. His job led him to the office of a Purina executive, who advised the young cattleman to look into the Simmental breed, which had just landed in North America. He also pointed him in the direction of a large ranch that was using Simmental genetics. Maxey visited this ranch and saw a group of half-blood Simmental females with three-quarter-blood calves at their side. Observing the performance of these cattle he knew he wanted to dive into the Simmental business himself. “I had a desire to do something different, and I wanted something with performance. I couldn’t believe the difference between the crossbred calves and straightbred calves. I knew we were raising these cattle for pounds, and could see there was something to this,” Maxey recalls.



Maxey has been an avid promoter of Fullblood and Fleckvieh genetics for decades.

He started Maxey Valley Farms in northern Kentucky, which is still in operation today, sourcing Fullblood and Fleckvieh genetics from various breeders, and even South Africa by way of Canada.

Simmental genetics changed rapidly from the red and white cattle that came from Europe, and the majority of breeders across the US and Canada tailored their genetics away from these traditional cattle. Maxey attended a NAILE show in the 90s, and saw that Simmental cattle blended into the rest of the barn. “It was startling to me that there was no breed identity — our cattle looked the same — and everyone had bred the traditional out of them,” Maxey shares.

At a Fullblood Simmental Fleckvieh Federation (FSFF) meeting in Canada Maxey shared his concern for the breed. The meeting format was changed last-minute to a forum, and he was asked to get up and speak in front of a full room of people. Maxey wasn’t prepared, but did have something meaningful to share. “I just said what was in my mind and heart about how the breed had lost its identity. I recounted my experience with the NAILE, and shared about my experiences getting started as a young man,” Maxey recalls. “I probably had the last traditional-looking Simmental in the NAILE barn over ten years ago, and I said I was going to make a commitment that if there was one traditional Simmental in the barn it would be mine.”

The room responded that other efforts to promote these cattle had fallen short. Maxey responded by saying, “We as breeders have to understand that we can’t expect people to knock down our gates to come see these cattle, we have to take the cattle to them.”

One major issue was that the traditional cattle were shown alongside the modern black and polled cattle, making it difficult for judges to sort each class. Essentially, Fullblood/Fleckvieh and modern Simmental had become two different breed types. Maxey wasn’t dissuaded. “I had to set out a plan to create a separate Herdbook to get our Fullbloods a registry,” he says.

During this time, Maxey kept his promise to get Fullblood/Fleckvieh cattle back in the NAILE barn. “That first year we did have cattle down there. I had convinced Ron Nolan with Bar 5 Simmentals in Canada to come down, and by the next year we had 18 Fullbloods there that we had to show with the purebreds,” he shares.



The NAILE, one of the premier cattle shows in the world, now features a Fullblood/Fleckvieh show thanks to Maxey’s hard work.

Maxey knew that to grow the breed’s presence and encourage others to attend, he was still going to have to get a separate show. With the encouragement of ASA leadership, Maxey wrote a letter to the Board of Trustees requesting that Fullblood/Fleckvieh cattle have their own designation in the Herdbook. His request was approved, and he moved on to the next hurdle — getting the NAILE to approve a separate show.

Maxey wrote a letter to NAILE leadership and was met with a lot of hesitation; having a separate show would require a minimum of 50 head. “I started traveling all over the country, and up to Canada, recruiting people,” Maxey remembers. “I made a commitment to have 50 head, and we’ve had the separate show ever since.”

Maintaining entry numbers and encouraging breeders to attend the NAILE has required constant work, but Maxey’s efforts have paid off, with other shows adding a Fullblood/Fleckvieh category to their entry forms.

Recently, the category was added to the AJSA Classics, and other PTP shows like the Dixie National and Cattlemen’s Congress.

The 2023 NAILE was especially memorable, with the Fullblood/Fleckvieh show moving from a secondary building to Freedom Hall. With 113 entries, the show kicked off a full day of Simmental classes. “We finally got to Freedom Hall, which was my goal from the beginning,” Larry says. “We’re not a secondary breed — we’re a primary breed of cattle.”

Maxey is an avid writer and historian, sharing stories in his Fleckvieh Forum column of *the Register* every month. This project started to share both the past and present story of Fullblood/Fleckvieh cattle, and has since expanded into other industry history. He continues to travel extensively, balancing his involvement with the breed and his own farm. Maxey wants to see his efforts spread to shows across the country. “I would encourage all venues to look seriously at approving a separate show. There are juniors and young people who will come,” he says.

He was surprised and honored to receive the PTP Lifetime Achievement award. “It’s something that has a lot of meaning and value. I was so honored to receive it, and I never dreamed I would be the recipient of it.” ■



Maxey with Anne-Marie Rasch of Freedom Run Farm.

AJSA Classics Rule Change

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

Hydrops Pregnancy Research Update

The American Simmental Association would like to update the membership on the active and ongoing research involving Hydrops cases related to progeny of WS All Aboard B80. In November, the ASA Board of Trustees approved a secondary research project in addition to the current and active testing of reported Hydrops cases and related animals.

As was previously reported, the ASA and UNL team are continuing to field reports of these Hydrops cases and obtain samples as available. However, due to a lack of conclusive results up to this point, an additional project has been taken on to expedite the information we can collect and provide on these particular cases of Hydrops. In December, it was arranged for embryos out of females known to have had reported cases of Hydrops to be placed into recipient cows. We are happy to report that 15 pregnancies have been confirmed from this embryo transfer. This will allow the research team at UNL to observe the full pregnancies as well as hopefully collect the needed data and samples to help producers make more informed decisions moving forward.

ASA will continue to keep the members informed on further developments of any of the research in this case. We recognize the importance and the impact that this is having on membership, which has helped motivate the decision to take on this secondary research. Helping our producers navigate this situation is of the utmost importance, so if you or someone you know have any questions or need to report a potential Hydrops case, please contact the team at babell@simmgene.com.

DNA Updates

DNA Research Fee Application

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

Testing Timeline

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

\$30 DNA Research Fee

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

TSU/Applicator Price Increase

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

Semen Sample Fee

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

Third Quarter Check-Off Dollars Available

March 31 marks the end of the third quarter in ASA's fiscal year. State associations wishing to claim their third quarter check-off dollars can do so at any time by visiting simmental.org and completing the "Promotional Check-off Dollars Request Form" found in the Membership/State Association section. Remember that ASA's fiscal year ends on June 30. State associations have until July 15 to submit final cost share and check-off dollar requests. Contact Callie Cooley at stateassoc@simmgene.com with any questions.

Digital Certificates Available

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

DNA Research Programs Continue



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



The CHR program also continues to accept new herds. The project tests females at \$25 per sample for a GGP-100K genomic test. Members must test 90% of their calving-age cows to qualify for the reduced price. When members submit mature cow body weights and

body condition scores or hip heights on 90% of their calving-age cows, they will receive a \$5 credit to their account for each reported cow. Cows must be 18 months of age or older when mature cow measurements are taken to qualify for the \$5 credit. The \$5 credit will only be applied once in an animal's life. For example, if a member received a credit for the phenotypes in 2018 for that cow, they cannot receive another credit for the same cow with a new weight and BCS in 2019.

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

2024 Year-Letter is M

In accordance with the Beef Improvement Federation guidelines, the year-letter animal identification for 2024 is M, and will be followed by N in 2025, and P in 2026. The letter L was the year-letter designated during 2023. Per the BIF guidelines, the following letters are not used: I, O, Q, and V.

Office Holiday Schedule

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

2024 Annual ASA

FALL
FOCUS

FOCUS ON YOU. FOCUS ON SUCCESS.
FOCUS ON PROFIT.

Co-hosted by

American Simmental Association

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

Hotel Headquarters

Embassy Suites by Hilton Amarillo Downtown

Visit fallfocus.org
for more information.

Mark Your Calendar

August 23–27, 2024

Amarillo, Texas

August 23
Tours showcasing the Texas Panhandle's beef cattle industry

August 24
Educational Symposium featuring the industry's leading experts and Recognition Dinner

August 25–27
Board and committee meetings



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

Our Pioneers – Barbed Wire

I suppose our readers are growing accustomed to curious selections for the topics covered here. There have been many “firsts” and that will continue with this profile featuring an inanimate object as a pioneer. Yes, it

is the indispensable and essential wonder product — barbed wire. Those of us in the livestock business don’t give much thought about it since it has always been there for us. But, its history tells a much different story.

In the March 2024 column, “The Cow” was our featured pioneer. A lot of history was covered in an attempt to explain how the cow came to the American continents for the first time in 1493. While they had been in Africa, Europe, and Southwest Asia for 10,000 years, their introduction to the two continents was a long and arduous process, and a totally new species had been intentionally introduced for the first time in history.

Cattle numbers grew exponentially over incomprehensibly vast areas. Of the many challenges for successfully managing these dispersed herds was containment. For over 350 years, that challenge was virtually impossible to overcome. This gave rise to the cowboy way of life. I have provided numerous accounts in this series of the struggles the cowboys faced. Cattle roamed freely over some of the most inhospitable terrain in existence. Unbowed and unbroken, these hardy people displayed the finest example of the “can do” attitude of the American spirit. Our industry was thus founded on their relentless efforts.

After the Civil War, settlement came to the Great Plains. The free roaming of livestock became a contentious issue between the ranchers and settlers. The railroads arrived and had the same concerns as the settlers. Those wanting to keep the cattle contained were eager to find a cost-effective way to do so. Essentially, any materials for fencing that may be available were impractical and uneconomical given such large areas that needed to be fenced. Many recognized this dilemma. Several forms of fencing were experimented with and most of the inventors recognized the need to incorporate metal in some form. But, metal was also scarce. Fortunately, in the eastern US, steel manufacturing was rapidly growing.

The first patent for “barbed wire” was issued in 1867 to Lucian B. Smith of Kent, Ohio, who is recognized as the inventor. In May 1873, Henry B. Rose had patented a “wooden strip with metallic points” that was displayed at a fair in DeKalb, Illinois, that same year. Several people who saw this novel idea advertised to “keep cows from breaching the fence” were curious. One of the onlookers was Joseph Glidden of DeKalb. Joined by others attempting to improve the design, they focused on making a fence from metal. Many ideas were pursued and a strong effort was underway to make the best wire fencing of the time.

On November 24, 1874, Glidden was granted a patent for his wire design. It was named “The Winner.” He partnered with Isaac L. Ellwood, a hardware dealer. They formed the Barb Fence Company of DeKalb, which became quite successful. That success

attracted the attention of Charles Washburn with Washburn and Moen Manufacturing Company. The company was well known for the production of plain wire in the eastern US. Glidden sold his stake to Washburn and the company was renamed the I.L. Ellwood & Company of DeKalb. More success followed, and barbed wire grew in popularity beyond the wildest of expectations.

History tells us of the painful experience of the introduction of barbed wire to the open plains. Ranchers accustomed to free roaming herds grazing unlimited expanses did not welcome the encroachment by settlers, and often resisted violently. The Fence Cutting Wars followed. In 1884, Texas passed a law making fence cutting a felony. The tide pushing the popularity and usage of barbed wire could not be turned. It is estimated that between 1873 and 1899, as many as 150 companies were manufacturing it. Consolidation took place in the industry and American Steel became the most prominent producer.

Historians have credited the invention of barbed wire as an event that tamed the West. It gradually contributed to the decline of the large numbers of cowboys needed to maintain the cattle on the open range. That work was turned over to that inanimate object, barbed wire. I think it is clear that our industry and its ability to cost-effectively control and manage the cattle herds would look much different today without the introduction and use of this marvelous tool, something we give little thought to. Now we know that was not always the case; knowing its history and development is valuable.

In closing, a couple of old adages come to mind consistent with our subject. One is “good fences make for good neighbors!” Second is “put ‘em where you want ‘em and keep ‘em where you put ‘em!” That “inanimate object” serves both purposes well. ■

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

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

larryhmaxey@gmail.com • editor@simmgene.com

THURSDAY, JULY 11, 2024

8:00 AM Shotgun Start

LOCATION:

Hard Rock Hotel & Casino Tulsa Golf Course
777 W Cherokee St, Catoosa, OK 74015



SPONSORSHIPS AVAILABLE

TOURNAMENT:

- 4-Person Best Shot
- \$100/player or \$400/team includes cart and lunch



Held in conjunction with the 2024 AJSA National Classic. All proceeds are earmarked to support youth through Merit Scholarships and The Summit Leadership Conference.

REGISTRATION OPENS APRIL 15, 2024 - REGISTER ONLINE AT www.juniorsimmental.org

***Sponsorship opportunities available*

Junior exhibitors welcome to join in on the fun!

Contact for Additional Tournament Information: Carrie Horman: 319.551.7626 or Nate Horman: 515.291.7478

AJSA Regional & National Classic



DNA Testing Reminder

To enter an animal for an AJSA Regional or National Classic, it must be registered with ASA.

ET Calves from Purchased Embryos

If you purchased embryos from another breeder, DNA parent verification must be completed in order for that calf to be registered, even if the animal was born on your property.

Donor Dams and AI Sires

All donor dams and AI sires must be GGP-100K tested and approved for donor or AI sire use, regardless of ownership. Double check that any donor or AI sires used are approved through the "Expanded Report" online (found below an individual's pedigree in Herdbook).

Purchased Calves

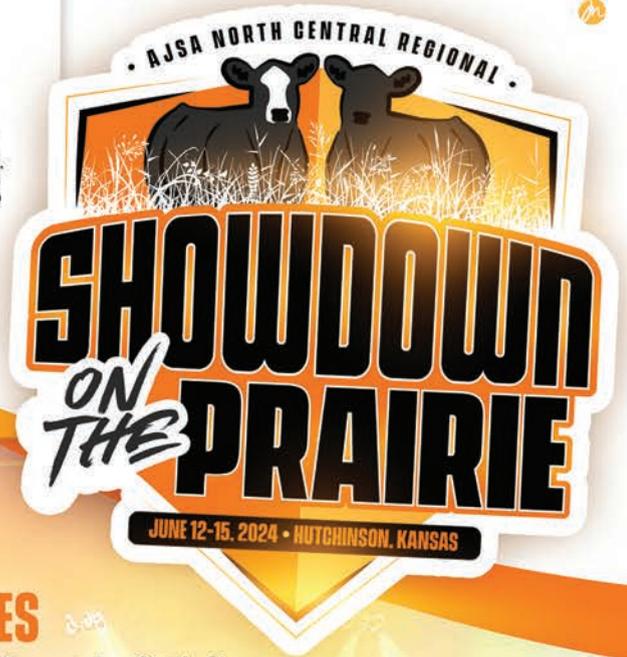
If you plan to purchase or have already purchased an animal that you want to show at an AJSA Classic this summer, ask the seller these questions:

- Has DNA parent verification been completed on the purchased ET calf?
Is the animal fully registered with ASA?
- Was a donor dam and/or AI sire used? If so, have they been DNA tested and approved for use?

Start the DNA process ASAP

To order a DNA kit or paperwork, or if you have questions about the testing process, contact DNA Services. DNA should be submitted to the lab for testing as soon as possible.

DNA Services
dna@simmgene.com
406-587-4531



Facebook: 2024 AJSA North Central Regional
Remind: Text @ajsa24nc to 81010

TENTATIVE SCHEDULE

WEDNESDAY

JUNE 12TH

9:00 am	NCR Barns Open
1:00 pm - 3:00 pm	Contestant Check In
3:30 pm	Steer Weigh In
5:00 pm	Cattlemen's Quiz
6:30 pm	Opening Ceremonies
7:30 pm	Fun Activity

THURSDAY

JUNE 13TH

8:30 am	Genetics Quiz
10:00 am	Public Speaking
11:30 am - 1:30 pm	Lunch
2:00 pm	Sales Talk

FRIDAY

JUNE 14TH

9:00 am - 12:00 pm	Livestock Judging
11:30 am - 1:30 pm	Lunch
2:30 pm	Showmanship

SATURDAY

JUNE 15TH

7:00 am - 8:00 am	Light Breakfast
8:00 am	Cattle Show
5:00 pm	Awards and Banquet

JUDGES

Kyndal Reitzenstein - Cattle Show
Jason & Jill Beltz - Showmanship

HOTEL INFORMATION

Baymont Inn & Suites
1315 East 11th Avenue
620-888-4507
Cutoff Date: 6/1/2024

Hampton Inn & Suites
1410 12 E 11th
620-669-5800
Cutoff Date: 5/11/2024

Comfort Inn & Suites
1601 Super Plaza
620-259-8787
Cutoff Date: 5/1/2024

Holiday Inn Express
911 Porter Street
620-259-8656
Cutoff Date: 5/20/2024

* ASK FOR NORTH CENTRAL JUNIOR SIMMENTAL SHOW BLOCK! *

CAMPING

Purple Lot - 10 spaces to be auctioned off on SCG 3/24/2024.
Tan Lot - 30 spaces. electrical only. \$20/night. Contact us to reserve.
RV Park - Full hook up. \$30/night. Pay station on site.

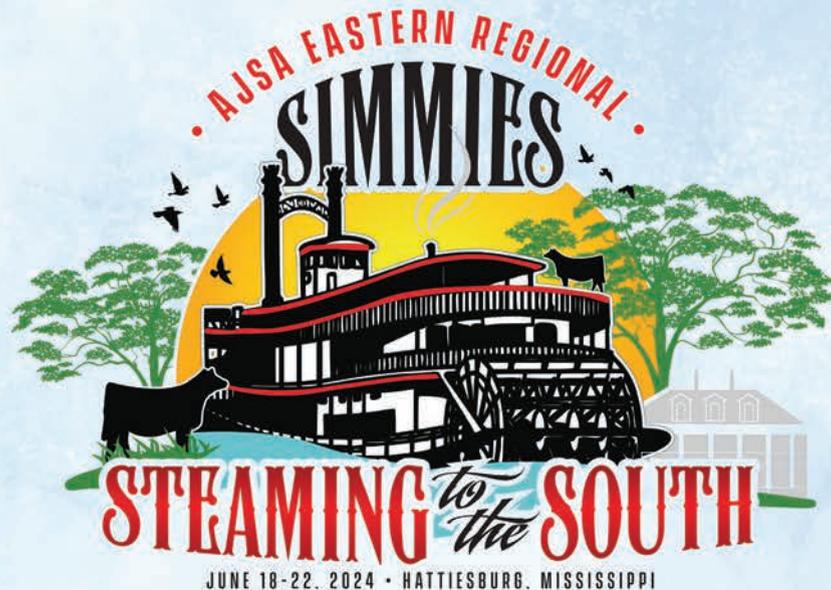
EVENT CONTACTS

Troy Marple KJSA Advisor
785-250-0522 • kansassimmental@yahoo.com

Sarah Goss KJSA Advisor
785-472-8914

Mia Bayer
ASA Director of Youth Programs and Foundation Manager
715-573-0139 • mbayer@simmgene.com

KANSAS STATE FAIRGROUNDS
2000 N Poplar St. Hutchinson, Kansas



JUNE 18-22, 2024 • HATTIESBURG, MISSISSIPPI

TENTATIVE SCHEDULE

TUESDAY, JUNE 18

Barns open for setup only | All cattle remain at tie-outs

WEDNESDAY, JUNE 19

- 8:30 am Cattle and Contestant Check-In
- 11:30 am Cattlemen's Quiz
- 1:30 pm Calvin Drake Genetic Evaluation Quiz
- 3:30 pm Sales Talk
- 6:30 pm Opening Ceremonies

THURSDAY, JUNE 20

- 8:30 am Judging Contest
- 10:30 am Novice Session
- 1:30 pm Public Speaking
- 4:00 pm Cooperative Energy Educational Session
- 6:30 pm Eastern Regional Scholarship Interviews

FRIDAY, JUNE 21

- 8:30 am Showmanship
- 10:30 am Novice Session
- 1:00 pm Bred & Owned Show

SATURDAY, JUNE 22

- 8:00 am Owned Show
- To Follow Awards Ceremony

Daily hospitality and meals. Details coming.

JUDGES

Eric Gerdes, Cattle Show
Hope Hogan and Faith Onstot, Showmanship

SPECIAL ANNOUNCEMENT

The 2024 AJSA Eastern Regional Classic will include an **Intermediate Division**.

HOTEL & CAMPING INFO

Doubletree by Hilton Hattiesburg \$134/night
10 Gateway Drive | Hattiesburg, MS 39402
Phone: 601.296.0302 | SRP Code: RCS
Book Online: rb.gy/i51ku2

Scan QR To Book



Forrest County Multi-Purpose Center RV Park \$120/week
Sites filled on a first come, first served basis
Contact Clayton Buse: 601.270.2692

CONTACTS / SOCIALS

Helen and Clayton Buse, Event Coordinators
601.582.4593, Helen | 601.270.2692, Clayton | busefamily3@gmail.com

Mia Bayer, ASA Director of Youth Programs and Foundation Manager
715.573.0139 | mbayer@simmgene.com

Facebook: 2024 AJSA Eastern Regional
Remind: Text @ajsa24east to 81010



VENUE

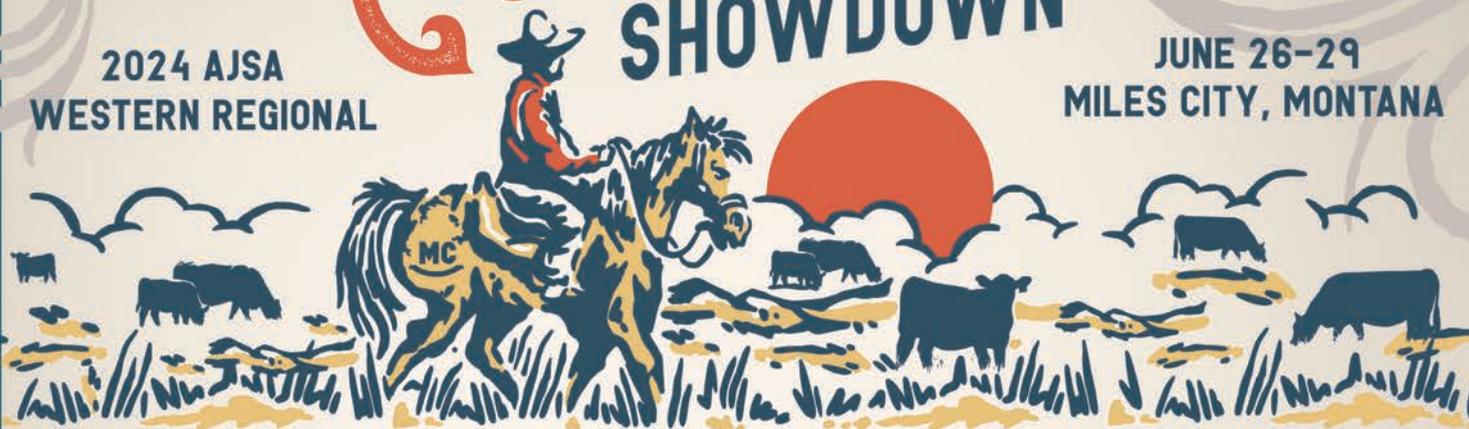
Forrest County Multi-Purpose Center
962 Sullivan Drive | Hattiesburg, MS 39401



COWTOWN SHOWDOWN

2024 AJSA
WESTERN REGIONAL

JUNE 26-29
MILES CITY, MONTANA



TENTATIVE SCHEDULE

WEDNESDAY, JUNE 26TH

11 am Tie-Outs and Barn Open for Arrival
Stalling assigned by state

THURSDAY, JUNE 27TH

8-9 am. Contestant and Cattle Check-In
10 am Opening Ceremony
11 am Calvin Drake Genetic Evaluation Quiz
12 pm Lunch
1:30 pm Cattlemen's Quiz
3:30 pm Sales Talk
6:30 pm Dinner and Family Fun Night

FRIDAY, JUNE 28TH

8:30 am Judging Contest
12 pm Public Speaking
12-2 pm Lunch
4:30 pm Showmanship *Judges TBA*
7 pm. Dinner *Begins at 7 pm or after Showmanship*

SATURDAY, JUNE 29TH

9 am Cattle Show *Judges TBA*
After Show . . Awards Banquet

ENTRY FEES AND DEADLINES

Contestant Fee • \$60 *Includes show shirt and all meals*

Cattle Fee • \$45/Entry *Includes bedding in barns*

Entry Deadline • May 6th • 4:30 pm MDT

Late Entries • May 13th • 4:30 pm MDT

Fees double after May 6th

HOTELS AND CAMPING

Miles City Hotel & Suites 406-234-1000

1720 S Haynes Ave

King or Double Queen Deluxe Rooms available - \$169

Miles City Hotel 406-234-3141

1615 S Haynes Ave

Standard King or Double Queen Rooms available - \$139

KOA Camping 406-232-3991

1 Palmer Street

CONTACTS

Ryan and Sarah Thorson, Coordinators

Sarah: 406-694-3760

Ryan: 406-694-3722

sarah_thorson@hotmail.com

**Mia Bayer, ASA Director of Youth Programs
and Foundation Manager**

715.573.0139

mbayer@simmgene.com



Remind Sign-Up

Text @ajsa24west to 81010

Developing leaders through friendship, networking, and communication skills!



by Jonna McCollough, Western Region

Picture this. You buy an expensive heifer from a breeder that you've been wanting to purchase from for years. You get up early to feed in the morning, work her in your free time, and feed her in the evening just to do it all again the next day. It's finally time to take your new heifer to a show and everything is going as planned. She ate all of her breakfast and then some, drank more than a bucket of water, and she's fit to a T. Ready to go, and then you sit third in class... no sight of division.

The tear-down and drive home is much less exciting, while the feeling of defeat has rested on your shoulders and you begin to question and ask God "Why? For what? When's it my turn?"

Trusting in God's path and believing He has a purpose will eventually turn the disappointment into motivation. You've started to become more consistent on feeding times, you rinse for

longer, and work hair with more purpose. Every night before feeding, you make it a point to work showmanship for ten minutes. Hoping and praying that you're outworking the competition, and success is at the end of the tunnel. Meanwhile, you've built mental toughness and grit — without even knowing it — through the motivation you gained from defeat.

Losing isn't the goal for a junior in the livestock industry. However, it's losing that makes winning so much more special. Finding resilience in the failures of life and turning an unfortunate outcome into motivation builds more endurance and incentive to conquer another obstacle. More character and skills are built off hard work, dedication, and valuing the hard work you put in to reach your goal than winning.

The AJSA has taught me that once success has come across the path, you will not only celebrate the win, but cherish the losses that got you there. Learning to lose gracefully will assist you to learn to win humbly.

Much like what Miley Cyrus said, "Life's a climb, but the views are great." ■



The AJSA Hotwire is now online!

Visit juniorsimmental.org to stay up-to-date on all things AJSA and learn what your AJSA Board of Trustees has been up to.



www.juniorsimmental.org



2023–2024 American Junior Simmental Association Board of Trustees

Eastern Region

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

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

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

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

North Central Region

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

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

Anna Webel
Farmington, IL
217-840-2470
anna.g.webel@gmail.com

South Central Region

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

Hallie Hackett
Texarkana, TX
903-748-0345
halliehack10101@gmail.com

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

Western Region

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

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

Jonna McCollough
Fort Benton, MT
406-868-0253
mccolloughjonna1@gmail.com

Summer Schedule and Deadlines



April 3

Regional and National Classic entries open through your Herdbook account

April 20

Hotel scholarship deadline. Scholarship will cover lodging expenses for one room at 2024 AJSA National Classic. Application available at www.juniorsimmental.org.

May 6

Regional Classics EARLY entry deadline — 4:30 pm MDT (registration fees double after 4:30 pm MDT)

May 13

Regional Classics FINAL entry deadline — 4:30 pm MDT. No Regional Classic entries will be accepted after 4:30 pm MDT on this date.

May 15

National Classic EARLY entry deadline — 4:30 pm MDT (registration fees double after 4:30 pm MDT)

May 22

National Classic FINAL entry deadline — 4:30 pm MDT. No National Classic entries will be accepted after 4:30 pm MDT on this date.

June 1

Photography Contest, AJSA Trustee, and ASF Merit Awards application deadline. Applications can be found at www.juniorsimmental.org.

- Mail 8 x 10 inch photos, mounted on 10 x 13 inch black foam core board, to:
ASA Publication, Inc., One Genetics Way,
Bozeman, MT 59718, ATTN: AJSA Photo Contest.
- Four category options: Simmental Cattle, People, Landscape, General Agriculture.
- Best of Show winning entry gets their photo on the cover of the September *Register*.

June 12–15

North Central Regional Classic, Hutchinson, KS



June 18–22

Eastern Regional Classic, Hattiesburg, MS



June 26–29

Western Regional Classic, Miles City, MT



July 8–14

AJSA National Classic XLIV, Tulsa, OK



September 15

2024 Steer Profitability Competition Registration opens. Entry forms available at www.juniorsimmental.org



October 15

2024 Steer Profitability Competition Registration closes.

Check out the 2024 AJSA rules at www.juniorsimmental.org





JUNIOR PUBLIC SPEAKING

2024 AJSA REGIONAL AND NATIONAL CLASSICS

TOPIC ONE

What is the best piece of beef industry related advice you have received recently?

TOPIC TWO

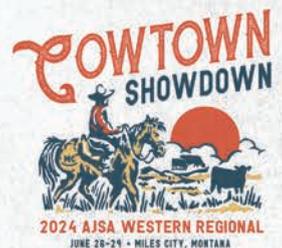
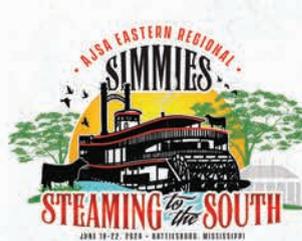
Discuss the current status of the United States cattle inventory.

TOPIC THREE

What makes a good donor cow?

CONTEST RULES

- > At all AJSA Classics, Junior Public Speaking is a prepared speaking contest.
- > Speeches should be three to seven minutes long.
- > Contestants are allowed to use two 3x5 notecards while speaking. All notes must be handwritten.
- > Following the speech, contestants should be prepared for questions from the judges. This Q&A session will be part of the contest score.
- > Complete contest information available at juniorsimmental.org.



SIMMENTAL

ajsa national classic XLIV

**TULSA, OKLAHOMA
JULY 8-14, 2024**

2024 AJSA NATIONAL CLASSIC | TULSA, OKLAHOMA

DATES & BASIC SCHEDULE

JULY 8-14, 2024

- July 8 Arrival & Move In
- July 9 Check-In & Contest
- July 10 Contests
- July 11 Contests
- July 12 Cattle Show
- July 13 Cattle Show
- July 14 Showmanship & Awards

*Complete schedule to follow
Subject to change*

PRIMARY HOTEL

DoubleTree by Hilton Tulsa
6110 S Yale Avenue
Tulsa, OK 74136-9104
918-495-1000

Booking Link: rb.gy/uqc9gk



Scan To Book

ENTRY INFO

Entries open APRIL 1
Standard entries due May 15
Late entries due May 22

*Updated AJSA Classic Rules will be posted
to the AJSA website by March 15.*



Managing and Developing Young Beef Bulls

by Rick Rasby, University of Nebraska Extension

There are as many ways to feed and develop young beef bulls as there are seedstock producers. There are many and varied reasons that bulls are managed and fed the way they are. Whether bulls are developed on the ranch, in a commercial facility, or at a central bull test, they are usually fed to gain 2.8 to 4.0 pounds daily from weaning to one year of age.

One of the most common complaints from beef producers is the run-down condition of young bulls after their first breeding season. Most young bulls will lose condition and weight during their first breeding season. However, minimizing the loss of body weight and condition will extend the bull's usefulness and productivity — especially during their initial breeding season.

Developing young beef bulls to be “just right”

Can bulls be over-conditioned and/or under-conditioned before the first breeding season? The answer is probably yes. One might think over-conditioned young bulls are better than under-conditioned bulls because if they are over-conditioned and they are expected to lose condition during the breeding season, at least they will still be in good condition at the end of the breeding season. Over-conditioned bulls entering the breeding season may be less active during the breeding season, especially if the breeding season occurs during the heat of summer. The same could be said for under-conditioned bulls in that their activity may be limited.

It is like the porridge being too hot, too cold, or just right. The idea is to develop and manage young bulls so that they are just right for the breeding season. In other words, they are in their working clothes and toned up ready to perform their duty. In most cases, feeding and managing bulls to be in body condition score 6 (1 = emaciated; 9 = obese) at the start of their first breeding season is adequate. Body condition score 6 equates to body fat of about 20% to 23%. This body condition is the same as the target body condition of heifers at their first calving.

Managing average daily gain in beef bulls

As average daily gain increases, the amount of feeds high in energy (usually feeds high in starch) in the diet increases. As bulls are fed to a higher ADG, the likelihood of increasing body fat also increases. As bulls are pushed to higher ADG, care must be taken to control digestive upsets that can impact the liver in the form of liver abscesses, feet in the form of founder, and rumen integrity. Not managing the feeding program to eliminate digestive upsets has the potential to reduce the longevity of young bulls.

We have used distillers grains and corn gluten feed in our bull development diets. Distillers grains and corn gluten feed have been used as both a protein and energy source. In the process of producing ethanol and fructose (corn syrup), the starch in corn is removed. The remaining byproduct is greater in protein, energy, and phosphorus compared to corn. Removing some starch in the diet and replacing it with essentially a high-fiber energy source reduces the incidence of digestive upsets. In addition, if some corn byproducts are used, it is likely that phosphorus can be removed from the supplement. In most cases calcium will be needed in the supplement. In growing bull diets, it would be critical that the calcium to phosphorus ratio not be below 1.6:1. As always, feeds that are used in the diet need to be priced competitively into the diet.

Caring for bulls after breeding season

Care of young bulls after the breeding season is important. Bulls should weigh 75–80% of their mature weight at the start of the second breeding season. If mature weight of the young bulls is estimated to be 2,000 pounds, and at the beginning of their first breeding season they are 1,300 pounds (65% of mature weight), and they lose 200 pounds during the first breeding season, then to be 75% to 80% of their mature weight by the start of the next breeding season, it calculates that they need to gain 400 to 500 pounds.

Between the end of their first breeding season and the start of their second breeding season, these young bulls need to gain about 2 lbs./day. Native grass quality is peaking and starting on the decline in July and August, and bulls will gain about 1.5 lbs./day without supplementation. Young bulls will need some supplemental energy and protein before the second breeding season. Consider trying to get bulls back to their working clothes and target weight well ahead of the start of the second breeding season. For a spring breeding season, consider feeding these bulls some protein and energy beginning about Christmas time. Starting this early allows you to put weight back on gradually with smaller amounts of a high-energy feed. This doesn't have to be accomplished in a dry lot and could be fed on pasture or when the bulls are grazing corn stalk residue.

This development strategy doesn't require that young bulls be pampered in an artificial environment. It does suggest to at least give them a chance to be productive and remain in the herd as long as you want them there by providing adequate, but not excessive feed. The bull battery is an expensive investment; manage the young ones so that you get a reasonable return on that investment.

Employers Pivot Focus to Retention Strategies

by Bonnie Johnson, Bovine Veterinarian

In recent years, agricultural employers consistently emphasized talent acquisition, but there has been a noticeable shift toward prioritizing retention as the primary focus in 2024. Agriculture and food employers express that employee retention is their top human resource concern currently, according to the AgCareers.com HR Review. This survey offers an annual HR trend analysis specific to the agriculture and food industry.

Retention also emerged as a priority when we inquired about employers' recruitment focus for the upcoming year. In the coming year, the primary goal for agriculture and food employers is to retain the existing talent within their organizations. The most substantial growth in recruitment focuses for 2024 is internal hiring.

Companies reported that regular pay increases were the primary tactic for retaining staff. Notably, flexible schedules, remote or hybrid work options, and retention bonuses were top retention strategies that experienced a sizable increase. Many of the strategies employers have utilized to attract and hire employees in recent years continue to be some of the most effective methods for retaining them.

Factors that contribute to employee motivation in their roles are also likely to influence employee retention. The top two strategies for keeping employees motivated and challenged were bonuses and training and development. A bonus can serve to

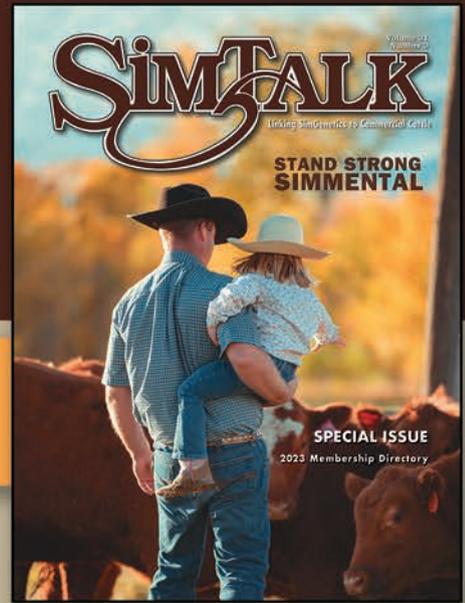
(Continued on page 38)

2024 MEMBERSHIP DIRECTORY

Act by April 20 for a discounted rate of \$65.

Reserve ad space by April 29.

Call Nancy or Rebecca 406-587-2778



PREMIUM LISTINGS

ISHIEE
Bred
SIMMENTALS

ASA# 067567
Tim Ishee
4337 Sharon Road
Laurel, MS 39443-8442
601-580-6972
Email:
timishee@comcast.net
Website:
www.isheesimmentals.com



Consider joining the Allied team in 2023

ALLIED
GENETIC RESOURCES

ASA# 275489
Marty Ropp • 406-581-7835
Clint Berry • 417-844-1009
Corey Wilkins • 256-590-2487
Tom Hook • 507-829-5283
Jared Murnin • 406-321-1542
Julie Murnin • 325-370-3103
Leoma Wells • 559-696-4941
Rocky Forseth • 406-590-7984

Emails:
mroppagr@gmail.com
clintberry75@gmail.com
coreyagr@gmail.com
jmurninagr@gmail.com
juliemurnin@cattledesign.com
cattiedatagenie@gmail.com
rockyforseth89@gmail.com

Website:

NELSON
LIVESTOCK COMPANY
Simmental • Sim-Angus • Angus

ASA# 006207
5831 Hwy 7
Wibaux, Montana 59353
406-588-3371

Website:
www.nelsonlivestockco.com

Email:
nlcsim@midrivers.com

Sale Date:
Annual Bull Sale
February 12, 2024




T-HEART RANCH
True High Altitude Cattle

ASA# 271162 and 304208
Shane and Beth Temple
41150 County Road G
Del Norte, CO 81132
719-850-3082 (Shane)
719-850-3083 (Beth)

Emails:
shane@t-hearttranch.com

Website:
www.t-hearttranch.com

Sale Date:




GIBBS FARMS
www.gibbsfarms.net

ASA# 067563
Wendell & Nan Gibbs
2118 County Road 23
Ranburne, AL 36273
Doug Gibbs - 404-717-2264
Bradley Gibbs - 404-904-2914
Corey Wilkins - 256-590-2487

Email:
Doug - gibbsfarms8@bellsouth.net
Bradley - gibbsfarms6@gmail.com
Corey -
corey@alliedgeneticresources.com

Website:
www.gibbsfarms.net

Sale Date:
Saturday, November 11, 2023
GIBBS FARMS... the industry source for SimAngus™ and Simmental!

RESERVE
YOUR
SPACE
NOW!

BECOME A
PREMIUM
ADVERTISER

(Continued from page 36)

reinforce and incentivize excellent performance, while training and development are essential to achieve results, providing employees with the tools they need to be successful.

Flexibility in the workplace continues to be a key theme for employee retention as well. Flexibility will differ among organizations and may hold different meanings for each employee. Hybrid work arrangements were the most common tactic, allowing employees to spend time in an office and at home. Flexibility in schedules can also reward employees, enabling them to adjust their schedules while meeting the organization's needs. Regardless of the type of flexibility, it is crucial to listen to the needs of employees, as this can enhance retention and productivity efforts.

Salary increases were also a key finding from this year's HR Review. In the last several years, companies have experienced market pressures to increase wages at higher-than-normal rates. While employers must remain aligned with market trends to remain competitive, the prevalence of higher increases waned compared to last year. In the US, the predominant salary increase was over 5%. In 2024, the predominant range reported will be 3.6% to 4%.

Salary Surveys, like the AgCareers.com Compensation Benchmark Review, can arm agricultural organizations with accurate pay data by ensuring employees are compensated accurately for their job duties and responsibilities. Demonstrating to employees that your organization has dedicated time and resources to reviewing company data can boost employee morale and motivation.

Bull Evaluation and Selection

by Connor Biehler, University of Nebraska Extension

Spring sale season in the Great Plains is in full swing. This is when seedstock producers get to showcase their program's progeny, and buyers can acquire bull power for the upcoming breeding season. The primary purpose of buying bulls is to improve herd genetics through an outside seedstock producer's breeding program. Since nearly all herd improvements over time are a deliberate effort through purchased bulls or modern technologies such as artificial insemination, genetics are instilled in a herd through new bulls. Proper selection of bulls is a paramount decision for cow-calf operators.

Finding the correct bull is the quickest way to improve a commercial herd. The process of purchasing a new bull should begin prior to pulling a trailer to a local sale and picking through the catalog while eating the provided meal. It requires a systematic approach to identify genetic priorities that will enhance genetic progress within the herd. Following are factors that should be considered when selecting the next sire.

Begin with the end in mind by establishing specific production goals, and select sires that complement the needs of your cow herd and work toward meeting your personal marketing goals. Do your homework to evaluate Expected Progeny Differences (EPD) performance pedigrees and data.

Never purchase a bull without a breeding soundness exam (BSE) or knowing the terms and conditions of purchasing a sire (e.g., Seller retains part interest in bull).

Sires that increase fertility, number of calves born alive, and add growth while improving the maternal strength of cows should be considered a sound investment.

Do NOT home in on one specific trait or EPD. Remain cognizant of a wide variety of production traits to be successful in

marketing weaned calves or retaining through finishing. Traits such as milk, carcass, birth, weaning, and yearling weight should be prioritized to a specific marketing program, but it is important to remember that adding too much of one trait can negatively affect other traits. A couple of examples of this would be pushing terminal traits and decreasing fertility and structural soundness, or focusing on breeding low birth weight calves that then lack growth through maturity and their terminal end point.

My grandfather always said, "Quality remains long after the price is forgotten," and this should be a consideration when purchasing bulls. An inexpensive bull that does not excel in specific traits of importance and is purchased with the sole purpose of getting cows bred likely will not make your herd more profitable. However, overspending on a bull that will not return profit is just as counterproductive. Therefore, it is important to find a middle ground on purchasing bulls that will return profit while meeting your needs as a sire. ■

CORPORATE REPORT / Register

Cargill to Pay \$155K USDA Penalty for Faulty Yield Grades

USDA's Agricultural Marketing Service (AMS) reached a settlement with Cargill Meat Solutions that includes a \$155,000 civil penalty for the Wichita, Kansas-based packer's violations of the Packers and Stockyards Act (PSA).

An AMS probe prompted by Cargill self-reporting incorrect grading camera installation showed Cargill applied inaccurate yield grades to carcasses it bought on a carcass grade and weight basis from August 2021 to March 2022, resulting in underpayment of more than \$12.5 million to cattle sellers.

Cargill compensated all sellers for any underpayment in May 2022, using corrected yield grades, AMS officials noted.

The consent decision states Cargill must cease and desist from failing to meet applicable camera grading installation standards at its cattle processing plants and from compensating sellers based on inaccurate grading.

The PSA is a fair-trade practice and payment protection law that promotes fair and competitive marketing environments for the livestock, meat, and poultry industries.

(Continued on page 40)

MR SR MIC DROP G1534 X OMF DEKA D23

OMF JOURNEYMAN J24

ASA 3953637



JARED WERNING CATTLE

OAK MEADOW FARMS

WERNING CATTLE

FRONTIER FARMS

KING CATTLE CO.

ERIC HANDY

O
W
N
E
D
B
Y

the first **34** sons to sell at auction
averaged **\$11,427**

TO ORDER SEMEN CONTACT

MATT AGGEN 701.866.3544 • STEVE HICKS 325.215.1485

(Continued from page 38)

JBS SA Delays US Stock Listing for Second Time

JBS SA, the Brazilian parent company of Greeley, Colorado-based JBS USA, is delaying its listing on the New York Stock Exchange for the second time.

According to a report from Bloomberg, the latest delay will likely push JBS' listing into the second half of this year. JBS previously announced a delay in November 2023.

Guilherme Cavalcanti, JBS' chief financial officer, stated the processor filed a new registration statement with the Securities and Exchange Commission (SEC) after its next earnings release on March 26, per Bloomberg's report. Similar to the November delay, the goal is to allow American depository receipts holders adequate time to vote on the transaction.

Since JBS SA announced its plans last year for a US stock listing, various organizations and politicians have voiced their opposition. Last summer and fall, environmental groups such as Rainforest Action Network, Greenpeace, and Oxfam filed complaints with the SEC and investors, urging them to not support the listing. And at the start of 2024, a bipartisan group of senators wrote an open letter to the SEC raising concerns.

Ruiz Foods Opens Third On-site Healthcare Facility

Ruiz Foods opened its third on-site health center at its facility in Dinuba, California, the company said in a release. Ruiz opened similar sites at its locations in Florence, South Carolina, and Denison, Texas, in late 2023.

Operated by CareATC, the Ruiz Foods Health Center will offer primary care, lab tests, chronic health services, and generic prescriptions to insured team members and their covered family members at no extra cost.

The facilities are staffed by a physician, nurse practitioner, and two medical assistants, the company said. The center aims to enhance employee health and reduce healthcare expenses.

President and CEO Kimberli Carroll emphasized the significance of on-site healthcare in improving employee well-being.

In a statement, Adam Peck, Executive Director of the Workforce Investment Board of Tulare County, praised Ruiz Foods' commitment to providing quality healthcare, underscoring the company's dedication to its team members and their families. ■

CUTTING EDGE

Register

BVDV-Resistant Calf Created through Gene Editing

by Maureen Hanson, Bovine Veterinarian

The application of gene editing in cattle has blazed another frontier: bovine viral diarrhea (BVDV) resistance.

Previous gene-editing research has produced polled calves that do not require dehorning, and calves with lighter-colored hair coats that are more tolerant of heat stress. Now, USDA researchers, in cooperation with the University of Nebraska, have completed an extensive study that produced a calf proven to have reduced susceptibility to BVDV.

The BVD virus remains one of the most challenging cattle diseases in the world. It affects animal health in many ways because it can impair the gastrointestinal tract, respiratory system, and reproductive functions. It also can be a silent scourge, because persistently infected (PI) animals can quietly spread it with herd mates while appearing perfectly healthy themselves.

BVDV is also a crafty virus. Vaccines against it have been available for decades, but its "extensive antigenic diversity in circulating field strains of BVDV poses a challenge in making these vaccines broadly protective," according to USDA researchers.

In this project, the researchers used CRISPR/Cas9 gene editing technology to replace six amino acids in the CD46 gene. The bovine CD46 gene is the site within the cell to which the BVD virus cleaves and gains entry to infect and replicate in a new host animal.

Cloned embryos from Gir cattle were used in the experiment. (Gir is a Zebu breed and one of the most prominent cattle breeds in India). The edited cells were transferred to some of the embryos, while the other half were left unedited and served as

"wild-type" controls. Eight of each type of embryo were implanted into recipient cows.

Of the pregnancies that resulted, one edited and one non-edited fetus were harvested at 100 days to evaluate the BVDV resistance of cells from several body systems. Ultimately, one full-term pregnancy resulted from an edited embryo, and the calf was delivered by cesarean section at 285 days of gestation.

Because no live births resulted from the non-editing embryos, the edited calf was partnered shortly after birth with a newborn Holstein calf from a commercial dairy herd.

Both calves were evaluated for cell-level BVDV susceptibility via tissue and blood samples. The pair of calves also were directly exposed to BVDV from a live PI calf that was housed in the same room with them for seven days when the study pair was ten months old.

Among the study's results:

- Cells from the kidney, lung, small intestine, esophagus, liver, and heart cells from the edited fetus showed significantly lower susceptibility to BVDV in a laboratory setting, compared to the unedited fetus.
- The live tissue samples showed that the edited calf had a significant reduction in BVDV susceptibility in the three cell types tested — skin fibroblasts, lymphocytes, and monocytes — compared to the unedited control calf.
- When exposed to the BVD virus via the live PI calf, both study calves ran a fever, but the edited calf did not exhibit the additional symptoms displayed by the control calf, which included cough, rhinitis, and redness and chafing around the nostrils. BVDV viremia was detected in the blood of both animals, but lasted 28 days in the control calf

(Continued on page 42)

LLSF

DAUNTLESS

K07

REG#
4128302

DOB
4.28.22

BREED
PB SIMMENTAL

HOMOZYGOUS POLLED



TJSC ONYX 44B
DAM OF K07

HPF/HILL UPRISING C104 X TJSC ONYX 44B

CONVENTIONAL SEMEN

\$100/UNIT

SEXED FEMALE SEMEN

\$250/UNIT

CONTACT OWNERS FOR INFORMATION

UG UNLIMITED GENETICS

Ryan Andersen
25367 190th Street
Bloomfield IA 52537
641.226.1884

Lee Simmental Farms

Jerry & Barb Lee
1495 County Rd 274
Columbia MO 65202
573.881.5629

CATTLE Visions

573.641.5270

(Continued from page 40)

and only 3 days in the edited calf, which also displayed a significantly lower level of total infection load.

- At age 20 months, the edited calf was healthy and thriving, and displayed no “off-target” (unintended) gene edits as a result of the on-target edit.

Overall, the study showed that the gene editing measure did not make the calf entirely immune to BVDV, but did significantly improve the calf’s ability to withstand the viral challenge. The commercial application of such technology is yet to evolve, as this is the very first “proof of concept” study evaluating the practice of gene editing to build BVDV resistance.

The researchers pointed out that the ability to aid cattle in resisting BVDV has potentially far-reaching implications. Animal health and welfare could be improved and production losses minimized. In addition, the procedure could reduce the use of antibiotics in food animal production because BVDV often leads to secondary infections that require antibiotic therapy.

The study also is the first to prove the ability of gene editing to reduce the impact of a viral disease in general. As more work is done, the procedure could potentially be replicated to minimize other viral diseases as well.

R-CALF Asks EPA to Keep Exemption for GHG Reporting

Ranchers Cattlemen Action Legal Fund United Stockgrowers of America (R-CALF USA) submitted comments to the Environmental Protection Agency (EPA) urging it to exempt “family farms” from reporting greenhouse gas emissions under the 1986 Emergency Planning and Community Right-to-Know Act (EPCRA).

R-CALF’s comments followed a notice EPA issued in November stating the agency was reconsidering an exemption for all farms that was finalized in a rule in 2019.

R-CALF requested that the EPA use the Department of Agriculture’s definition of a “family farm” for farmer/feeder-sized feedlots and mid-sized feedlots.

In a news release issued last week, R-CALF USA said it argued that imposing reporting burdens on grazing operations would accelerate the decline of family-scale operations, leading to centralization of supply chains and larger-scale animal confinement operations, further taxing the environment and food security.

They also called for a redefinition of small, medium, and large confinement cattle operations, suggesting that medium-sized feedlots meeting USDA’s family farm criteria be exempted from reporting requirements.

R-CALF proposed categorizing feedlots with capacities between 1,000 to 49,999 head as medium-sized, with exemptions for those meeting USDA’s family farm definition.

Senators Urge Colleagues to “Stand Up to Big Ag,” Support PSA

Senators Jon Tester (D-Montana) and Chuck Grassley (R-Iowa) have issued a letter to their Senate colleagues calling for renewed support of meat industry regulations.

Targeting “big ag consolidation... efforts to weaken the Packers and Stockyards Act in the upcoming FY 2024 Agriculture

Appropriations bill,” the letter urges the Senate to “hold multinational food manufacturers accountable.”

Tester and Grassley further allege that large processors “have a concerning pattern of running roughshod over our nation’s antitrust laws,” and that “Many of these companies have reported record profits over the last few years while farmers and ranchers are struggling to make ends meet and consumers are paying sky-high prices for proteins.” The letter also states that recent price fixing settlements are “just a drop in the bucket compared to the massive profits they are reaping.”

The senators conclude with the allegation that large processors have been “ratcheting up spending on lobbying against any new pro-American producer or pro-consumer actions by USDA,” which are set to take action this year. “Congress must reject the latest push by these special interests,” they wrote.

In recent months, numerous organizations have voiced similar sentiments around the PSA’s upcoming revisions. In December, more than 60 agricultural organizations asked the Biden White House to assist in finalizing new rules, and last month, organizations sent a letter to President Biden expressing apprehension about the USDA’s pace in implementing the rules.

For their part, Tester and Grassley have introduced a bill to create an “Office of the Special Investigator for Competition Matters” to target and prevent anti-competitive practices in the meat industry.

Less Antimicrobials for Livestock, Less Resistance in Humans

A study conducted by three European agencies found that reducing the use of antimicrobial drugs in food-producing animals in European countries led to a measurable drop in antimicrobial resistance among humans in those countries, according to an article in the *European Food Safety Authority (EFSA) Journal*.

In addition to the EFSA, the European Centre for Disease Prevention and Control, and the European Medicines Agency participated in the study.

Using data from EU-wide surveillance networks for 2019–2021, the analysis determined that between 2014 and 2021, the use of antimicrobial drugs in livestock dropped by 44%, while remaining relatively stable in human health treatment.

“Positive associations between consumption of certain antimicrobials and resistance to those substances in bacteria from both humans and food-producing animals were observed,” according to the article’s abstract, although “the relative strength of these associations differed markedly between antimicrobial class, microorganism, and sector.”

The abstract also said, “Overall, the findings suggest that measures implemented to reduce [antimicrobial use] in food-producing animals and in humans have been effective in many countries. Nevertheless, these measures need to be reinforced so that reductions in [the drugs’ use] are retained and further continued, where necessary. This also highlights the importance of measures that promote human and animal health, such as vaccination and better hygiene, thereby reducing the need for use of antimicrobials.” ■

Final Standings

2023-24

PTP RING OF CHAMPIONS

UDE Hayleigh 5K



1 UDE Hayleigh 5K
Sire: SO Remedy 7F
Dam: KDP Miss Hoya Hayleigh

Brady Edge and Udell Cattle
Breeder: Udell Cattle / Black Gold Simmentals
Points: 48

TJSC Coping With Destiny 9K



2 Rocking P Built To Love K067
Sire: Reckoning 711F
Dam: RP/MP Built To Love A021

Circle M Farms and Rocking P Livestock
Breeder: Josie Phillips
Points: 36

3 Everharts Brandy
Sire: SO Remedy 7F
Dam: Everharts Foxy

Morgan Jackson
Breeder: Everhart Family Simmentals
Points: 30

B C R Time To Shine 106K



1 TJSC Coping With Destiny 9K
Sire: WLE Copacetic E02
Dam: TJSC Diamonds Destiny 134C

Jones, Elmore, Diamond J, XTB and Minnaert
Breeder: Jones Show Cattle / Rodgers / Grimm
Points: 51

2 OBCC/GSC Remedy C13K
Sire: SO Remedy 7F
Dam: CMFM Zenyatia 410C

Owen Bros, Gerdes, XTB Cattle Co and Elmore
Breeder: Owen Bros Cattle Company
Points: 34

3 SO Remnant 418J
Sire: SO Remedy 7F
Dam: STCC Ms Persistent 7161

TC Reds and Sunset Oaks Simmentals
Breeder: Walker Housley
Points: 28

RP/CMFM John B J104



1 B C R Time To Shine 106K
Sire: SCC SCH 24 Karat 838
Dam: CMFM Time To Shine 99D

Chloe Clark
Breeder: Buck Creek Ranch
Points: 48

2 S&S NXF TSSC Jennifer Anniston
Sire: Mr HOC Broker
Dam: JSZC TSSC Larissa 49G ET

Chancee Clark and Tim Schaeffer Show Cattle
Breeder: Tim Schaeffer and Bailey Tomson
Points: 38

3 RBS Blown Away K208
Sire: Primetime
Dam: RBS Blown Away

Addyson Lehman and Sara Sullivan
Breeder: Reck Bros & Sons Simmentals
Points: 33

1 RP/CMFM John B J104
Sire: HPF Quantum Leap Z952
Dam: RP/BCR Stylish Love F158

Red River, Circle M and Rocking P
Breeder: Josie Phillips
Points: 62

2 RP/CMFM Ante Up K084
Sire: Silveiras Forbes 8088
Dam: Rocking P Blackcap G085

Circle M Farms and Rocking P Livestock
Breeder: Josie Phillips
Points: 42

T3 WHF/JS/CCS Woodford J001
Sire: EGL Firesteel 103F
Dam: WHF Summer 365C

JS Simmentals and Wayward Hill Farm
Breeder: Chesney Steenhoek
Points: 39

T3 OBCC Sam K1AF
Sire: JSUL Something About Mary 8421
Dam: OBCC Sandy C1AF

Owen Bros, Diamond J, XTB and Elmore
Breeder: Owen Bros Cattle Company
Points: 39

Ontario Governments Invest \$13 Million in Meat Processors' Upgrades

Canada and Ontario governments are allocating more than \$13 million through the Sustainable Canadian Agricultural Partnership (Sustainable CAP) to aid independent meat processors and abattoirs in Ontario, according to a news release.

The investment aims to bolster productivity, efficiency, and food safety standards within the province's meat processing industry.

This funding supplements previous investments exceeding \$14 million since 2020 under the Meat Processors Capacity Improvement Initiative, funded through the Canadian Agricultural Partnership (CAP). Sustainable CAP, a five-year, \$3.5-billion investment, aims to bolster competitiveness, innovation, and resilience in the agriculture sector, with a significant portion dedicated to federal-provincial partnerships.

The funding, a collaboration under Sustainable CAP, will support 151 projects focused on enhancing meat handling and processing equipment, technologies, and practices, the release said. The money will go toward investments in Penokean Hills Farms, Sikorski Sausages, and Townsend Butchers for equipment upgrades to boost production capacity.

Clear Skies for Beef Exports to Korea

Exports of US beef to South Korea have been healthy, even record-setting, for the last few years, and recent research by the US Meat Export Federation promises more good news to come.

Regular research into Korean consumers' confidence in the beef that is imported from the US recorded a record high in December of just over 70%, USMEF reported, compared with 39.1% in 2013 and just 5.3% in early 2010.

At the same time, 69.6% of respondents said they intended to buy US beef in the future, up 1.6 percentage points from the previous survey conducted in the first half of 2023.

Drilling down in USMEF's research results of nearly 1,000 Korean consumers:

- 18.8% of Korean consumers said they believed in the safety of US beef after having tried it themselves, while 13.4% said they had trust in the Korean government's imports and 12.9% said they trusted the US government's stamp of approval.
- 29.3% of respondents said it was "not likely" that they would buy US beef, a drop of one percentage point from earlier in the year.

Of the nearly 70% who said they intended to buy US beef, 67.5% said it was because the price was "reasonable," 7.8% cited "good taste," and 4.9% cited "safety."

Korea last year was the number one export market for US beef as measured both by volume and dollar value. Over time, Korea has reliably been among the top three export markets for US beef, the others being Japan and China/Hong Kong, according to USMEF data.

The US was the largest supplier of beef to Korea in 2023, as has been the case since 2017: US beef accounted for 50.5% of Korea's imports, followed by Australia with 40.7% share.

USMEF's vice president for the Asia Pacific, Jihae Yang, credited support from the Beef Checkoff Program and USDA for the success of US beef in the market, along with beef producers who

worked to regain the market after the US's first case of bovine spongiform encephalopathy in 2003 led Korea and other countries to shut their doors to the product.

NAMI Strengthens Ties with Canadian, Mexican Meat Groups

The North American Meat Institute, the Canadian Meat Council (CMC), and Consejo Mexicano de la Carne (COMECARNE) have signed a memorandum of understanding formalizing their ongoing work to improve trade, to reduce regulatory barriers and to enhance the exchange of information within North America.

The organizations also finalized a joint statement of coordination that emphasizes their collective commitment to addressing foreign animal diseases, sustainability, and non-tariff trade barriers, they said in a news release.

The agreements arose out of a trilateral meeting held at COMECARNE's Annual Convention in Playa del Carmen, Mexico. The documents were sent to government officials handling agriculture and trade in Canada, Mexico, and the US.

All three organizations committed to further coordination with their governments in three key areas:

Foreign Animal Disease, specifically African Swine Fever (ASF): by committing to sharing information about industry mitigation and traceability efforts, participating in joint ASF preparedness exercises, and working closely with respective governments to promote continuity of live swine and pork and pork products trade, in line with international standards, if an ASF outbreak occurs in North America.

Sustainability (social, economic, and environmental): by committing to cooperate to advance voluntary, evidenced-based, trade-facilitating agricultural sustainability programs, including industry-wide frameworks like the Protein PACT and Canadian Roundtable for Sustainable Beef's National Beef Sustainability Assessment and Strategy. And seeking to identify areas for greater collaboration and alignment among meat industry sustainability initiatives across North America and agricultural sustainability regulations and policies adopted and championed by the governments of Canada, Mexico, and the United States, both domestically and in global fora.

Technical or other barriers to trade: by promoting streamlined regulatory processes that deliver products to customers and consumers in the fastest, freshest, and safest possible state. This includes exchanging information about and devising coordinated responses to potentially trade-restrictive regulations and laws. Enhanced industry coordination to promote trade and business continuity will be matched with efforts to streamline trade, reduce existing and emerging hindrances, and dissuade governmental retaliation that will only undermine the industry's integration.

The three groups plan to meet this summer to reevaluate priorities and discuss progress on existing joint efforts. ■

CULMINATION



**THE NEXT
GENERATION
GENESIS SON**

built for the south and fescue country CAROLINE

SEMEN AVAILABLE THROUGH CULMINATION OWNERS, ALLIED GENETIC RESOURCES AND CATTLE VISIONS.
SEMEN \$40

GIBBS CULMINATION

ASA 4120425 BD 09-12-2022 PUREBRED SIMMENTAL

LBRS Genesis 669 x Gibbs 90476 Louise Y534

CE	BW	WW	YW	ADG	MILK	MWW	STAY	DOC	CW	MARB	RE	SAPI	STI
10	2.2	108	176	0.43	31	85	18	14	64	0.87	0.99	185	115



backed by one of the highest maternal cow families in the breed

CULMINATION OWNERS

GIBBS FARMS

Bradley Gibbs 404-904-2914
gibbsfarms6@gmail.com

TERRA SOL BEEF

Jared Royer 573-489-2900

LUDWIG SIMMENTALS

Doug 573-268-9609
Randy 573-243-5427

RLE SIMMENTAL

Roger Eakins 573-576-2965
Eakinsr48@gmail.com

FORT WORTH STOCK SHOW & RODEO

Fort Worth Stock Show

Open Show

Date: January 26, 2024
Location: Fort Worth, TX
Judges: Shane Bedwell, MO;
 and Tanner Dowling, MO

Editor's Note: PTP data for the Open Show is listed in the following order: Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Milk EPD, Stayability EPD, Marbling EPD, Backfat EPD, Ribeye EPD, \$API, and \$TI. EPD as of 1/24/24.

Percentage Females



Grand Champion and Calf Champion
 "S&S NXF TSSC Jennifer Anniston,"
 s. by Mr HOC Broker,
 exh. by Chancee Clark and Tim Schaeffer
 Show Cattle, Muldrow, OK.
 8/68/99/3.7/17.5/10.9/.00/-.050/.57/91/62



Reserve Grand Champion and Reserve Calf Champion
 "Pugh Stertz Sheza Blackbird 50L,"
 s. by JSUL Something About Mary 8421,
 exh. by Circle M Farms and Rocking P
 Livestock, Maysville, KY.
 11.5/76/119/6.2/19/9.9/.23/-.012/.51/113/75



Intermediate Champion
 "Wallace Mignonne 2145K,"
 s. by SJW Exit 44 7111E,
 exh. by Circle M Farms and Rocking P
 Livestock, Maysville, KY.
 12.1/66/104/5.9/21.2/11.7/.15/-.028/.63/114/70

Reserve Intermediate Champion
 "GCC Shego K2104,"
 s. by JSUL Something About Mary 8421,
 exh. by Griswold Cattle, Stillwater, OK.
 13.5/59/84/5.9/15.5/7.8/.03/-.060/.66/95/62



Junior Champion
 "B C R Time To Shine 106K,"
 s. by SCC SCH 24 Karat 838,
 exh. by Chloe Clark, Muldrow, OK.
 9.6/75/10/4.3/23.9/11.5/.23/-.021/.57/110/73



Reserve Junior Champion
 "TSSC Good And Plenty 2503K,"
 s. by Conley No Limit,
 exh. by Levi Buchanan, Waxahachie, TX.
 5.3/79/114/3.7/17.4/10.7/-.05/-.043/.33/88/66

Percentage Bulls

*indicates a Percentage Simbrah entry.



Calf Champion
 "JSJW Powerball,"*
 s. by W/C Bankroll 811D,
 exh. by Williams Cattle, Dayton, TX.
 10.2/70/100/5.2/20.1/5.9/-.07/-.095/1.03/82/63



Reserve Grand Champion and Intermediate Champion
 "RP/CMFM Ante Up K084,"
 s. by Silveiras Forbes 8088,
 exh. by Circle M Farms and Rocking P
 Livestock, Maysville, KY.
 9.4/76/115/2.5/18.8/7.7/.50/-.019/.52/117/79

Reserve Intermediate Champion
 "OBCC Sam K1AF,"
 s. by JSUL Something About Mary 8421,
 exh. by Owen Bros Cattle Co., Diamond J
 Simmentals, XTB Cattle Company, and Elmore
 Cattle Services, Waukomis, OK.
 15.5/72/111/6.9/18.9/11.3/.18/-.031/.64/120/74

Junior Champion
 "Insurrection,"
 s. by W/C Style 69E,
 exh. by Diamond J Simmentals, Kaufman, TX.
 10.8/65/99/4.8/22.9/14/.34/-.084/.63/121/72



Grand Champion and Senior Champion
 "RP/CMFM John B J104,"
 s. by HPF Quantum Leap Z952,
 exh. by Red River Farms, Circle M Farms,
 and Rocking P Livestock, Grand Saline, TX.
 8.8/93/142/2.9/14.9/8.3/.16/-074/.77/104/79



Intermediate Champion
 "RP/CMFM Wild Flower K080,"
 s. by HPF Quantum Leap Z952,
 exh. by Circle M Farms and Rocking P
 Livestock, Maysville, KY.
 10.8/76/116/3.4/19.1/9.3/.17/-094/.96/118/78



Reserve Junior Champion
 "Rocking P Built To Love K067,"
 s. by Reckoning 711F,
 exh. by Circle M Farms and Rocking P
 Livestock, Maysville, KY.
 9.3/75/110/4.2/16.8/14/.07/-028/.60/120/75

Purebred Females



Reserve Grand Champion and Calf Champion
 "CCS/JS/LFTZ Summer L378,"
 s. by W/C Relentless 32C,
 exh. by Brody Wenell, Sioux City, IA.
 7.9/80/108/3.4/17/11.4/.01/-076/.93/107/73

Reserve Calf Champion
 "GCC 4/B Voodoo Kitty 24L,"
 s. by SO Remedy 7F,
 exh. by Griswold Cattle, Stillwater, OK.
 12.6/79/123/5/17.5/6.9/-01/-070/.94/107/75



Reserve Intermediate Champion
 "FBFS Kay 520K,"
 s. by SO Remedy 7F,
 exh. by Aaren Rexrode, Lockney, TX.
 14.2/81/129/4.5/15.5/8.8/.02/-085/.87/119/79



Reserve Grand Champion and Calf Champion
 "Norr Exit 313 407L,"
 s. by WHF/JS/CCS Double Up G365,
 exh. by Claire Norris and Bar O Cattle Co.,
 Eudora, KS.
 13.2/81/114/5.7/17.6/11.4/.09/-050/.94/122/79

Reserve Calf Champion
 "LSSC Red Bone 055L,"
 s. by W/C Bet On Red 481H,
 exh. by Paisley Seamans, Colmesneil, TX.
 12.5/77/117/6.3/23.4/12.8/.15/-065/1.01/128/79



Grand Champion and Junior Champion
 "Dwyer 4/B Ms Honey Bee 234K,"
 s. by W/C Relentless 32C,
 exh. by Griswold Cattle, Stillwater, OK.
 10.8/74/101/4.6/20.4/6.5/.13/-067/.93/106/74

(Continued on page 48)

FORT WORTH STOCK SHOW & RODEO

(Continued from page 47)



Intermediate Champion

“K14 Big Bear,”

s. by Jass On the Mark 69D,
exh. by Syphrett Cattle, Buffalo, TX.

11.7/73/106/3/17.3/10.8/-15/-081/85/102/67



Grand Champion and Junior Champion

“OBCC/GSC Remedy C13K,”

s. by SO Remedy 7F,
exh. by Owen Bros Cattle Co., Gerdes Show Cattle, XTB Cattle Company, and Elmore Cattle Services, Waukomis, OK.

12.2/74/115/5.3/18.4/10.1/01/-078/85/112/73

Groups

Premier Exhibitor

Circle M Farms and Rocking P Livestock,
Maysville, KY.

Premier Breeder

Rocking P Livestock, Maysville, KY.

Simbrah Females



Grand Champion

“F WAR Athena,”

s. by Hagan Hush Money 647G,
exh. by Gauge Gillespie, Waxahachie, TX.

8.4/67/99/4/16.4/7.1/-19/-115/6/73/57



Reserve Grand Champion

“Smith McCrary Hypnotiq 212J,”

s. by Smith Steppin` Up Your Game,
exh. by Hallie Hackett, Texarkana, TX.

14.1/62/82/7.7/15.6/8.8/-08/+107/64/105/66

Simbrah Bulls



Grand Champion

“Catch 22 3JP,”

s. by 3JP Who Dat,
exh. by Pool Farms, Henderson, TX.

7.8/68/98/4.1/22.4/15.2/-17/-117/99/91/60



Reserve Grand Champion

“Mister King 3JP,”

s. by 3JP Who Dat,
exh. by Pool Farms, Henderson, TX.

5.9/67/93/2/21.4/10.9/-05/-100/82/95/64



KBHR Charger K102
ASA# 4104220
CMP Class of 2024

If Beef Is Your Business

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



American Simmental Association

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

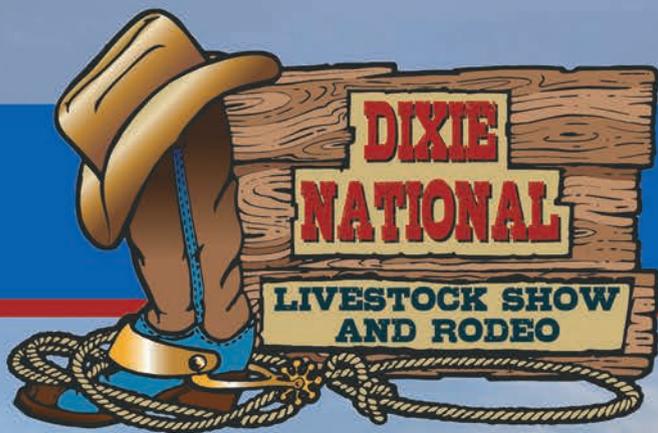
Questions, contact cmp@simmgene.com for more information regarding this program.

Participants receive:

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

Become a Carcass Merit Program test herd today

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



Dixie National Livestock Show

Date: February 11, 2024
Location: Jackson, MS
Lead Judge: Craig Sand, OK
Associate Judge: Harlan Yochem, OK

Editor's Note: PTP data for the Open Show is listed in the following order: Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Milk EPD, Stayability EPD, Marbling EPD, Backfat EPD, Ribeye EPD, \$API, and \$TI. EPD as of 2/9/24.

Fullblood Show

Bulls



Grand Champion
 "Red Oak Xplosive 210K,"
 s. by Little Creek Xpress 840X,
 exh. by Red Oak Farm, Greenville, AL.
 11.1/73/105/7/32.8/17.8/-.04/-.102/.85/121/71



Reserve Grand Champion
 "OEM Agee L128,"
 s. by Sandhills Bama,
 exh. by 4M Farm, Seminary, MS.
 7/67/88/2.3/29.8/10.6/-.16/-.116/.81/88/62

Females



Grand Champion Cow/Calf Pair
 "TNT Sweet Pea,"
 s. by TNT's Paul,
 Calf, "TNTS Seth,"
 s. by TNTS Starsky,
 exh. by TNT Simmental Farm, Cleveland, GA.
 9.8/54/74/6.1/30.1/11.3/-.03/-.110/.68/101/61
 9.3/54/75/5.6/30.6/12.1/-.02/-.112/.66/101/60

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



Spring Calf Champion
 "Little Creek Lainey 110L,"
 s. by APLX Coach 37J,
 exh. by Little Creek Cattle, Starkville, MS.
 9.3/68/97/5.3/31.5/13.8/-.09/-.107/.86/107/67



Reserve Spring Calf Champion
 "Logland Aquamarine 330L,"
 s. by Willow Oaks Juneau,
 exh. by Caroline Jones, Whitewright, TX.
 3.6/73/9/1.9/33.4/12.6/-.05/-.114/.86/93/66

Junior Calf Champion

"TNTS Paulette,"
 s. by TNT's Paul,
 exh. by TNT Simmental Farm, Cleveland, GA.
 7.9/59/81/4.3/32.5/10.5/-.03/-.106/.80/96/62

Reserve Junior Calf Champion

"TNTS Royalty,"
 s. by KFFC Hack's Vindicator H12,
 exh. by TNT Simmental Farm, Cleveland, GA.
 5.4/60/81/2.2/30.9/12.7/.02/-.120/.67/95/60



Reserve Grand Champion and Senior Calf Champion

"Logland Ruth Ann 260K,"
 s. by JB CDN Apache Junction 1831,
 exh. by Top Cat Farms, Muldrow, OK.
 1.9/72/94/1/36.9/12.6/-.12/-.147/.63/90/66



Reserve Senior Calf Champion
 "Little Creek Kallie 503K,"
 s. by Little Creek Xpress 840X,
 exh. by Little Creek Cattle, Starkville, MS.
 8.1/73/102/5/33/13/-.28/-.111/1.11/92/64

Intermediate Champion

"CLNC Aunt Bee 14K,"
 s. by BHR Conyers C731,
 exh. by Bentley Dixon, Liberty, MS.
 4/69/94/2.7/32.4/13.6/-.26/-.127/.68/85/59

Reserve Intermediate Champion

"TNTS April,"
 s. by GEO/TNT'S New Start,
 exh. by TNT Simmental Farm, Cleveland, GA.
 5.8/67/89/1.9/31.2/9.2/-.12/-.126/.90/86/62



Grand Champion and Junior Champion
 “Logland Zantara 201K,”
 s. by Rugged R Cavill,
 exh. by Garrett Jones, Anna, TX.
 14.8/61/84/7.4/28.8/16.1/-28/-137/.83/109/62



Reserve Junior Champion
 “TCBO Augusta,”
 s. by Outback Of Double Bar D,
 exh. by TCBO Farms, Charleston, AR.
 3.9/67/93/4/25.3/10.8/-23/-138/.88/81/59

Percentage Simbrah Show

Bulls



Grand Champion Bull
 “MBK Domino 150K,”
 s. by BGB/MBK Mr Van Winkle J01,
 exh. by MBK Cattle, Starkville, MS.
 7.8/66/93/4.2/20/7.2/.00/-082/.77/83/62

Females



Grand Champion and Spring Calf Champion
 “Hagan Cleo 032L,”
 s. by Hagan Hush Money 647G,
 exh. by Annede Peoples, Rockwall, TX.
 10.1/70/101/5.4/15.5/12.7/-08/-096/.60/107/67



Reserve Spring Calf Champion
 “Clantons Reba,”
 s. by FFS OFS High Point H317,
 exh. by Clanton Livestock, Meadville, MS.
 10.8/53/72/6.3/22.5/11.8/-06/-088/.51/91/55



Junior Calf Champion
 “ASC1 Dallas 18L,”
 s. by RHF/SA Hans Solo,
 exh. by H4 Ranch, Sumner, TX.
 7.2/60/84/4.4/22.3/12.6/.03/-082/.48/93/59

Reserve Junior Calf Champion
 “SK/RBS Dolly 01L,”
 s. by Circle E Perfected,
 exh. by Sarah Barham, Ovett, MS.
 8.8/62/88/5.4/22.9/11.3/-08/-107/.77/88/59

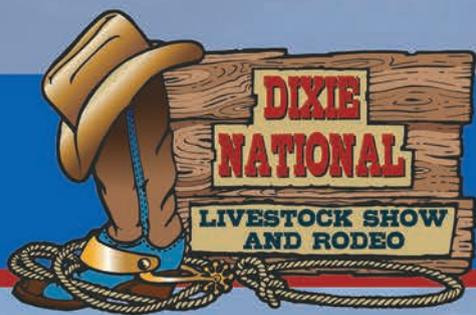


Senior Calf Champion
 “Outta Sight,”
 s. by RHF/SA Glacier Bay,
 exh. by Clanton Livestock, Meadville, MS.
 8/61/88/5.8/20.8/11.3/-01/-088/.37/90/59



Reserve Grand Champion and Junior Champion
 “Dolly,”
 s. by Hagan Hush Money 647G,
 exh. by Keith Johnson, Moss Point, MS.
 9.8/78/112/4.6/18.9/11.1/-13/-104/.82/104/71

(Continued on page 52)



Continued

(Continued from page 51)

Simbrah Show

Bulls



Grand Champion

“ASC2 Asterisk 03L,”
s. by RHF/SA Glacier Bay,
exh. by Allen Show Cattle, Blossom, TX.
6.5/64/93/3.8/21.3/15.8/.28/-.078/.61/114/67

Reserve Grand Champion

“Mamas Man 46K,”
s. by TK/FCC The Muffin Man,
exh. by Abby Tolar, Columbia, MS.
8.2/73/113/4.7/22.4/12.9/-.06/-.115/.69/93/63

Females



Grand Champion and Spring Calf Champion

“Hagan Penny 55L,”
s. by Hagan Hush Money 647L,
exh. by Karter Peoples, Rockwall, TX.
8.7/63/93/4.6/15.2/12.5/-.14/-.111/.69/89/58



Reserve Spring Calf Champion

“JLCS Cardi B L621,”
s. by V-F JLCS Mr Bird Man H166,
exh. by J&L Cattle Services, Rayne, LA.
9.9/69/99/5.1/17.2/6.9/-.21/-.098/.70/86/63

Reserve Grand Champion and Junior Calf Champion

“RHF/SA Latte,”
s. by RHF/SA Glacier Bay,
exh. by Anna Sweat, McCaskill, AR.
9/53/78/5.8/22.4/13/00/-.099/.50/95/57

Reserve Junior Calf Champion

“Glitter 40L,”
s. by TK/FCC The Muffin Man,
exh. by Abby Tolar, Columbia, MS.
8.5/67/103/5/22.2/10.3/-.21/-.094/.67/78/56



Senior Calf Champion

“LMC JSSC Wonder Woman 245K,”
s. by JSSC Utah 803F,
exh. by Lee’s Cattle Company, Ellisville, MS.
8.8/76/111/3.9/10.5/8.5/-.25/-.107/.66/73/58

Reserve Senior Calf Champion

“LMC Eve’s Muneca 5K/137,”
s. by LMC RFI Smith Uno,
exh. by Cayden Souza, Summerfield, FL.
8.6/68/97/4.4/12.8/8.4/-.11/-.119/.68/81/59

Intermediate Champion

“RHF/SA Kaleidoscope,”
s. by Kimbo 114 D,
exh. by Karlee Carnes, Saucier, MS.
5.7/58/82/3.5/22/8.3/06/-.097/.52/83/58



Junior Champion

“Peach Honey K2,”
s. by HMO PRR Waylon Z4,
exh. by Clanton Livestock, Meadville, MS.
9.3/59/86/4.4/1/8/-.17/-.119/.51/73/52



Reserve Junior Champion

“Peach Nova K7,”
s. by HMO PRR Waylon Z4,
exh. by Lee’s Cattle Company, Ellisville, MS.
9.7/60/85/4.6/11/6.3/-.10/-.121/.58/75/54

Simmental Show

Percentage Bulls



Spring Calf Champion

“3B Double the Excitement L138,”
s. by WHF/JS/CCS Double Up G365,
exh. by Buse Family Farm, Ellisville, MS.
11.9/76/108/5.8/21.1/13.1/07/-.049/.83/110/71

Reserve Spring Calf Champion

“Kemmes Jelly Roll L15,”
s. by OMF Epic E27,
exh. by Deken Kemme, Mason, IL.
7.2/81/119/4.2/20.7/13.3/.05/-058/.68/103/71

Junior Calf Champion

“Martin 391L,”
s. by JSUL Something About Mary 8421,
exh. by Trennepohl Farms and Hoblyn Farms,
York, NE.
11.4/73/108/5/18/11.5/.25/-045/.78/114/73



Grand Champion and Senior Calf Champion

“RP/CMFM Ante Up K084,”
s. by Silveiras Forbes 8088,
exh. by Circle M Farms and Rocking P
Livestock, Maysville, KY.
9.4/76/115/2.5/18.6/7.8/.49/-019/.42/116/79



**Reserve Grand Champion
and Reserve Senior Calf Champion**

“OBCC Sam K1AF,”
s. by JSUL Something About Mary 8421,
exh. by Owen Bros Cattle Co., Diamond J
Simmentals, XTB Cattle Company, and Elmore
Cattle Services, Bois D’Arc, MO.
9.4/76/115/2.5/18.6/7.8/.49/-019/.42/116/79

Junior Champion

“STCC Blackbear 048K,”
s. by PVF Blacklist 7077,
exh. by Trennepohl Farms and Sleepy Hollow
Farms, Clarington, OH.
6.8/81/113/.5/17/11.7/.09/-044/.80/97/69



Reserve Junior Champion

“ADF Kamikaze,”
s. by JSUL Something About Mary 8421,
exh. by Adamdale Farms, Columbia, MS.
14.1/70/107/5.8/19.5/13.12/-037/.71/115/70

Percentage Females



Spring Calf Champion

“Pugh Stertz Sheza Blackbird 50L,”
s. by JSUL Something About Mary 8421,
exh. by Circle M Farms and Rocking P
Livestock, Maysville, KY.
11.6/76/117/6.2/19.1/9.9/.23/-013/.54/112/74

Reserve Spring Calf Champion

“S&S NXF TSSC Jennifer Anniston,”
s. by Mr HOC Broker,
exh. by Chancee Clark, Muldrow, OK.
8/68/98/3.7/17.6/11/-01/-050/.63/91/62



Junior Calf Champion

“GCLD Proven Queen L030,”
s. by RP/BCR Eminence H005,
exh. by Roanee Harper, Prattsville, AR.
10.2/79/128/5.9/25.1/11.1/.23/-033/.66/116/77

Reserve Junior Calf Champion

“JSUL Dat Red Head 3490L,”
s. by Next Level,
exh. by Brooks Saucier, Hattiesburg, MS.
11.5/77/116/5.7/21.1/8/.18/-063/.80/105/74



**Reserve Grand Champion
and Senior Calf Champion**

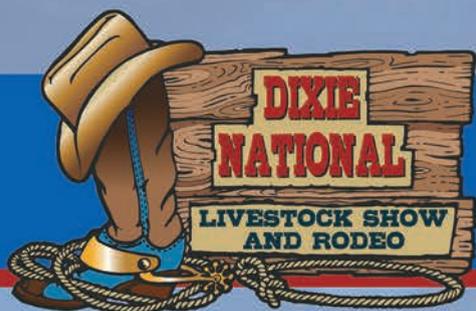
“3Aces Spice K922,”
s. by Redwood,
exh. by 3Aces Cattle Company, Clinton, TN.
9.7/70/102/4.9/20.5/14.8/.1/-062/.47/108/67



Reserve Senior Calf Champion

“3BCC SWC Kali 613K,”
s. by KCC1 Countertime 872H,
exh. by Kayl Tassin, Sandy Hook, MS.
14.2/83/123/6.2/16.7/13.5/.35/-042/.69/132/83

(Continued on page 54)



Continued

(Continued from page 53)



Grand Champion and Intermediate Champion
 "B C R Time To Shine 106K,"
 s. by SCC SCH 24 Karat 838,
 exh. by Chloe Clark, Muldrow, OK.
 9.5/75/106/4.2/24.1/11.8/.24/-.021/.61/111/73

Reserve Intermediate Champion
 "STCC Serena's Crystal 120K,"
 s. by SCC SCH Karat 838,
 exh. by Trennepohl Farms and Aribella Beins,
 Middletown, IN.
 5.4/80/117/1.6/25.3/10.1/.14/-.046/.83/97/72



Junior Champion
 "JASS/SHER Beautiful Crazy 50K,"
 s. by SHER The Wood 83F,
 exh. by Brace Saucier, Hattiesburg, MS.
 12.5/67/96/4.5/18.8/11.4/.17/-.039/.22/110/68



Reserve Junior Champion
 "HLVW Bankroll Lady 1045,"
 s. by W/C Bankroll 811D,
 exh. by Raleigh Mears, Cleveland, AL.
 11.8/74/111/7.5/20.9/8.4/.20/-.029/.98/108/74



Senior Champion
 "TNT Lady Liberty,"
 s. by G A R Freedom,
 exh. by TNT Simmental Farms, Cleveland, GA.
 12.7/79/123/8.6/25.9/10.9/.49/-.041/.73/133/85

Purebred Bulls



Spring Calf Champion
 "MLCC/RCKH Synchronicity 31L,"
 s. by MLCC Simpatico H71D,
 exh. by MadLuke Cattle Co. and Rocking H
 Simmentals, Arcadia, IN.
 10/74/107/4/16.6/12.3/.03/-.086/.71/114/73



Reserve Spring Calf Champion
 "Stetson,"
 s. by C&H Big Time,
 exh. by Lainey Cochran, Moss Point, MS.
 9.4/79/123/3.9/21.4/13.5/-.08-.089/.99/113/74

Junior Calf Champion
 "KCL Bankroll 103L,"
 s. by W/C Bankroll 811D,
 exh. by Cooper Plyer, Hope, AR.
 9.9/72/97/5.7/20.1/9.3/-.11/-.082/.99/98/68



Reserve Junior Calf Champion
 "Mr John B,"
 s. by HILB Oracle C033R,
 exh. by Pacey Baucum, Laurel, MS.
 8.8/73/103/1/17/12.3/.08/-.110/.93/115/73



Reserve Grand Champion and Senior Calf Champion
 "3Aces Revelation K209,"
 s. by EC Rebel 156F,
 exh. by 3Aces Cattle Company, Clinton, TN.
 8.1/8/131/3.9/17.1/12.7/.00/-.087/.97/114/78



Grand Champion and Junior Champion
 "OBCC/GSC Remedy C13K,"
 s. by SO Remedy 7F,
 exh. by Owen Bros Cattle Co., Gerdes Show
 Cattle, XTB Cattle Company, and Elmore Cattle
 Services, Bois D'Arc, MO.
 12.2/74/113/5.3/20/10.1/-.01/-.079/.84/111/72

Reserve Junior Champion
 "OEM Philo Beddoe,"
 s. by SCC Shell Shocked 44B,
 exh. by 4M Farm, Seminary, MS.
 12.7/68/96/6/21.5/11.8/.03/-.073/.83/114/70

Senior Champion

“3Aces/Mday Madison,”
s. by Profit,
exh. by Sand Family Genetics, Alachua, FL.
6.3/79/110/2.5/17.3/12.1/-01/-085/.68/103/70

Purebred Females



**Reserve Grand Champion
and Spring Calf Champion**

“Everharts Brandy,”
s. by SO Remedy 7F,
exh. by Morgan Jackson, Kaufman, TX.
10/67/101/4/16.8/11.4/-13/-086/.82/101/64



Reserve Spring Calf Champion

“TJSC JKCC Knockout 144L,”
s. by JBSF Berwick 41F,
exh. by David Smith, Boulder, CO.
10.5/73/108/4.1/19.8/9.8/.14/-073/.75/114/74



Junior Calf Champion

“JASS Wheel This Way 33L,”
s. by Rocking P Private Stock H010,
exh. by Brace Saucier, Hattiesburg, MS.
15.1/69/105/7.7/18.2/16.7/.10/-070/.73/137/76



Reserve Junior Calf Champion

“STCC RJ Serena’s Stock 033L,”
s. by Rocking P Private Stock H010,
exh. by Trennepohl Farms and Brynne Bishop,
Middletown, IN.
10.4/77/114/5.1/19.2/12.4/.19/-084/.79/125/79



Senior Calf Champion

“XTB Red Panda K413,”
s. by ETR GCC Real Time G380,
exh. by Elmore Cattle Services, XTB Cattle
Company, and Megan Brown, Greenville, TX.
8.2/81/114/4.6/17.4/10.6/.01/-079/.83/106/74



Reserve Senior Calf Champion

“B Bar Kallie K314,”
s. by Reckoning 711F,
exh. by Riley Purvis, Hermanville, MS.
9.1/77/108/2.2/18.6/12.6/.16/-054/.81/120/77



**Grand Champion
and Intermediate Champion**

“Rocking P Built To Love K067,”
s. by Reckoning 711F,
exh. by Circle M Farms and Rocking P
Livestock, Maysville, KY.
9.3/76/111/4.2/17.1/14/.07/-029/.63/121/75



Reserve Intermediate Champion

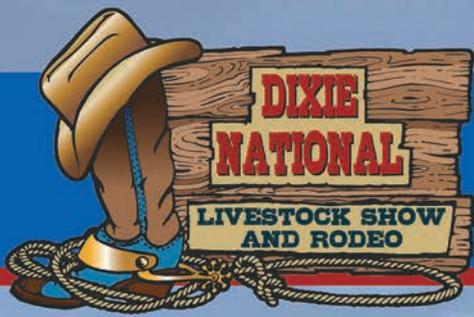
“Loaded Mary,”
s. by JSUL Something About Mary 8421,
exh. by Miguel Velasquez and Garland FFA,
Garland, TX.
12.1/74/109/4.8/18.2/11.6/-01/-076/.90/112/71



Junior Champion

“Miss Kitty 155K,”
s. by SO Remedy 7F,
exh. by Morgan Jackson, Kaufman, TX.
10.2/82/128/3.3/15.2/7.3/-01/-102/.98/105/76

(Continued on page 56)



Continued

(Continued from page 55)



Reserve Junior Champion
 “TJSC SIXR So Sweet 322K,”
 s. by HPF Quantum Leap Z952,
 exh. by Sand Family Genetics, Alachua, FL.
 11/72/102/3.2/13.7/5.7/.10/-082/.90/105/73

Groups

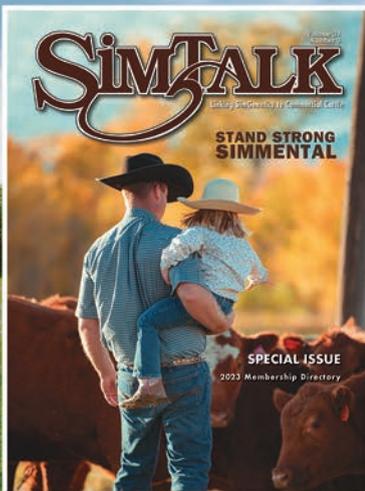


Premier Exhibitor
 Trennepohl Farms, Middletown, IN.

Premier Breeder
 Sara Sullivan, Dunlap, IA. ■

Reserve Your Space Now

SimTalk Membership Directory • July/August Register



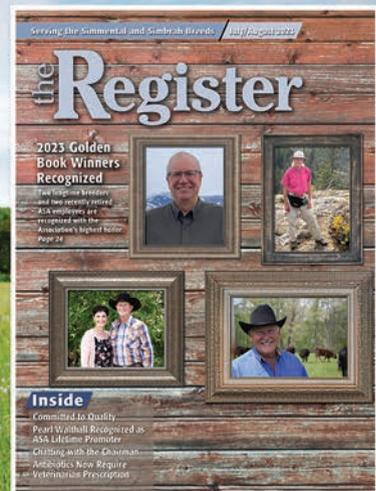
Deadline April 29

Contact:

Nancy Chesterfield
 nchesterfield@simmgene.com

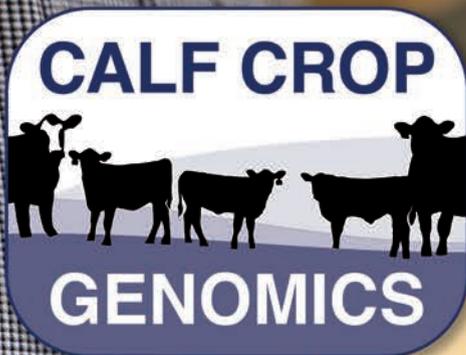
Rebecca Price
 rprice@simmgene.com

or call 406-587-2778



Deadline May 29

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



**Make it a
good one.**

Double J Farms' 50th Anniversary Production Sale

January 26, 2024 • Garretson, SD

No.	Category	Average
61	SM Bulls	\$7,746
12	Bred Heifers	\$5,167
3	Embryo Packages	\$1,800

Auctioneer: Justin Dikoff, SD

Marketing Representatives: Kelly Schmidt, *Cattle Business Weekly*; Andrew Swanson, *Tri-State Neighbor*; Lindsey Wolles, Special Assignment; and Joseph Kvinge, Consultant.

Representing ASA: Bill Zimmerman

High-Selling SimInfluenced Lots:

- \$13,500** – Black, 3/4 SimAngus Bull, “KRJ L373,” s. by KBHR Hartland H100, sold to Gilliland Livestock, CA.
- \$13,500** – Black, PB SM Bull, “DJF L359,” s. by RFS Heydey H48, sold to Tracy Burgod, SD.
- \$13,000** – Red, PB SM Bull, “KRJ L374,” s. by TRAX Red River E84, sold to Landon Arnold, SD.
- \$12,500** – Black, PB SM Bull, “KRJ L3197,” s. by RFS Heydey H48, sold to Joel Schneiderman, SD.
- \$12,500** – Black, PB SM Bull, “DJF L3103,” s. by KRJ Grad 8 Bold J153, sold to Zach Friske, SD.
- \$12,500** – Black, 5/8 SimAngus Bull, “KRJ L303,” s. by TJ Arrowhead 263G, sold to 5G Farms, MO.
- \$12,500** – Red, 1/2 SimAngus Bull, “KRJ L3170,” s. by Rocking H Captivate J75, sold to Landon Arnold, SD.
- \$12,000** – Black, 3/4 SimAngus Bull, “KRJ L382,” s. by RFS Heydey H48, sold to Gilliland Livestock, CA.
- \$12,000** – Black, PB SM Bull, “DJF L378,” s. by RFS Heydey H48, sold to Steve and Julie Stoddard, MT.

Comments: Also selling were two Angus Bulls at an average of \$4,125. Cattle sold into ten states including CA, CO, IA, MN, MO, MT, ND, NE, SD, and TX.



Kipp and Jana Julson welcome the crowd and introduce their family.



A packed house for the 50th Anniversary Sale.



New bidders along with returning customers were in attendance.



L-R: Sale hosts Kipp Julson and Bob Julson along with Landon Arnold, Arnold Brothers, SD. Arnold Brothers is one of the earliest Simmental breeders in SD.

Ruby Cattle Company Sale

February 2, 2024 • Murray, IA

No.	Category	Average
89	Bulls	\$5,817
38	Bred Heifers	\$4,882
1	Open Heifer Choice Lot	\$21,000
128	Total Live Lots	\$5,658

Auctioneer: Jered Shipman, TX

Sale Manager: Innovation AgMarketing, LLC, KS

High-Selling Lots:

- \$45,000** – Bull, “Rubys Homestead 309L,” s. by KBHR Homestead H016, sold to Werning Cattle Company, Emery, SD.
 - \$23,000** – Bred Female, “Rubys Yeti 261K,” s. by KBHR Siracha H127, sold to Shoal Creek Land and Cattle, Excelsior Springs, MO.
 - \$21,000** – Bred Female, “Rubys Linda L362,” s. by KBHR Homestead H016, sold to Smith Farms, Denton, TX.
 - \$20,000** – 1/2 Embryo interest in, “Rubys Precious 2167K,” s. by KBHR Homestead H016, sold to Werning Cattle Company, Emery, SD.
 - \$17,000** – Bull, “Ruby NFF Iconic 320L,” s. by DB Iconic G95, sold to Joe and Kris Knowles, Melrose.
 - \$15,000** – Bull, “Rubys Genesis 2K24,” s by LBRS Genesis G69, sold to Jade Wagner, Hampton.
 - \$13,000** – Bull, “Rubys Cash Flow K271,” s. by Mr NLC Cash Flow 7125E, sold to Heartland Simmentals, New Hampton.
 - \$13,000** – Bull, “Rubys Sriracha 326L,” s. by KBHR Sriracha H127, sold to Yardley Cattle Company, Beaver, UT.
 - \$10,500** – Bull, “Rubys Genesis 2K62,” s. by LBRS Genesis G69, sold to Eberhardt Family, Sperry.
- Comments:** Also selling were 100 units of KBHR Homestead H016 at \$110/unit.



Nate Ruby welcomes the crowd.

Schooley Cattle Co's Annual Production Sale

February 2, 2024 • Bloomfield, IA

No.	Category	Average
87	Bulls	\$7,030
43	Bred Females	\$4,020
130	Total Lots	\$6,034

Auctioneer: Cody Lowderman, IL

Marketing Representatives: Tom Rooney, Austin Brandt, *Midwest Marketer*, Schooley Cattle Co., and Jeremie Ruble.

Representing ASA: Bert Moore

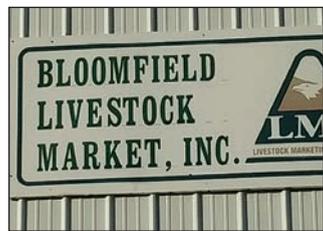
High-Selling Lots:

- \$55,000** – Bull, Schooley Limitless 344L ET,” s. by Hooks Galileo 210G, sold to English Oaks Ranch, GA.
- \$20,000** – Bull, “Schooley Leviticus 1023L,” s. by KBHR Revolution H071, sold to Williams Brothers, MO.

- \$17,500** – Bull, “Schooley Lorenzo 811L ET,” s. by KBHR Revolution H071, sold to Fritz Engle, IA.
- \$17,000** – Bull, “Schooley Longshot 302L ET,” s. by Hooks Galileo 210G, sold to Teter Ranch and Bergman Land and Cattle, KS.
- \$13,500** – Bull, “Schooley Legend 69L,” s. by KBHR Revolution H071, sold to Brad Duff, MO.
- \$13,000** – Bull, “Schooley Lazarus 430L ET,” s. by Schooley Judgement 68J, sold to Clear Springs Cattle, MN.
- \$13,000** – Bull, “Schooley Lightning 921L,” s. by Hooks Galileo 210G, sold to MG Operations, IA.
- \$12,500** – Bull, “Schooley Lazyboy 427L,” s. by KBHR Revolution H071, sold to Prairie View Farms, MO.
- \$12,500** – Bull, Schooley Loyd 139L,” s. by Schooley Haggard A411H, sold to ABS Global, WI.

Volume Bull Buyers: Hatfield Cattle Co., MO; Mark Groth, IA; Mike Gray Family, MO; Roberts Family, MO; River Valley Ranch, IA and McGolderick Family, MO.

Volume Female Buyers: Ananias Hershberger, MI; Ashley Bergthold, MO; Corie Erickson, IA; Jacob Messing, MI; Zach Hunt, OK, and Cross Roads Cattle, TN.



Bloomfield Livestock Market.



Full house on sale day.

\$3,250 – Black, PB Open Heifer, “Miss GD L338,” s. by GQ High Mark H23, sold to Rocking R Simmental Mauston, WI.

\$3,000 – Black, PB Open Heifer, “Miss GD L306,” s. by GQ High Mark H23, s. by Rockin R Simmental, Mauston, WI.



The auction block.



Looking over the offering.



Visiting prior to the sale.

G&D / Martin Simmental Production Sale

February 3, 2024 • Calvin, ND

No.	Category	Average
36	SM Yearling Bulls	\$5,388
20	SM Bred Heifers	\$3,893
15	SM Open Heifers	\$2,226
71	Total Lots	\$4,299

Auctioneer: Jay Elfeldt, NE

Sale Representatives: Jeff Thomas and Todd Finke

Representing ASA: Perry Thomas

High-Selling Lots:

- \$11,000** – Black, PB Bull, “Mr GD L332,” s. by MRL Battle Cry 2G, sold to Lynn Bullinger, Dickinson.
- \$9,000** – Black, 1/2 Blood Bull, “Mr GD L311,” s. by SITZ Steller 726D, sold to Trevor Sorenson, Williston.
- \$9,000** – Black, PB Bull, “Martin L331,” s. by Mr SR 71 Right Now E1538, sold to Hanson Simmentals, Ryder.
- \$8,500** – Red, 1/2 Blood Bull, “Mr GD L317,” s. by WFL Merlin 018A, sold to Quandt Simmental, Oakes.
- \$7,500** – Black, 1/2 Blood Bred Heifer, “Martin K214,” s. by SAV Rain Fall 68446, sold to Quandt Simmental, Oakes.
- \$7,500** – Black, PB Bred Heifer, “Miss GD K202,” s. by Mr SR Hollywood H1743, sold to Kunkel Simmental, New Salem.
- \$4,750** – Red, PB Bred Heifer, “Miss GD K227,” s. by KWA Can-Am 123H, sold to Casey Helgoe, Cavalier.
- \$3,250** – Black, PB Open Heifer, “Martin L347,” s. by Mr SR Mic Drop G1534, sold to Amanda Clarke, Alsen.

Kline Simmental Ranch's 12th Annual Production Sale

February 4, 2024 • Hurdsfield, ND

No.	Category	Average
46	SM Yearling Bulls	\$5,434
23	SM Register Open Heifers	\$2,445
82	Commercial Bred Heifers	\$2,636
151	Total Lots	\$3,459

Auctioneer: Mike Ostrem, Rugby

Sale Representatives: Ian Hall, Hall Cattle Services; and Dustin Carter, *Cattle Business Weekly*.

Representing ASA: Perry Thomas

High-Selling Lots:

- \$14,000** – Black, PB Bull, “KLSR Walk The Line L5,” s. by Mader Walk the Line 92J, sold to Reimche Land and Cattle, Martin.
- \$11,500** – Red, PB Bull, “KLSR Stride L76,” s. by Crossroad Stride H149, sold to Cody Gentzkow, Lamoure.
- \$9,000** – Black, 3/4 Blood Bull, “KLSR Iron Man L47,” s. by KLSR Iron Man J40, sold to Dalton Streichen, Goodrich.
- \$8,750** – Red, 3/4 Blood Bull, “KLSR Fireball L53,” s. by TT Fireball 280B, sold to Jesse Nelson, Goodridge, MN.
- \$5,250** – Red, PB Open Female, “KLSR Walk The Line L7,” s. by Mader Walk the Line 92J, sold to Chris Geir, Leeds.

(Continued on page 60)

(Continued from page 59)



The auction block.



Inside the sale facility.



Taking bids.

Long's Simmentals' 4th Annual Production Sale

February 4, 2024 • Creston, IA

No.	Category	Average
40	Bulls	\$5,536
13	Bred Heifers	\$8,438
2	Open Heifers	\$37,900
55	Total Live Lots	\$7,399

Auctioneer: Jered Shipman, TX

Sale Manager: Innovation AgMarketing, LLC, KS

High-Selling Lots:

- \$70,000** – Female, “Long’s Sam L910,” s. by JSUL Something About Mary 8421, sold to Lindskov’s LT Ranch, Isabel, SD.
- \$35,000** – 1/2 Embryo interest in, “Long’s Epic K49,” s. by OMF Epic E27, sold to TSC Livestock, Bagley.
- \$20,000** – Bull, “Long’s Countertime L670,” s. by KCC1 Countertime 872H, sold to Moore Land and Cattle, Jerseyville, IL.
- \$9,000** – Bull, “Long’s Eagle L56,” s. by Hook’s Eagle 6E, sold to RS&T Simmentals, Savannah, MO.
- \$8,250** – Bull, “Long’s Atomic Cowboy L31,” s. by TSB Atomic Cowboy H031, sold to Jeff Bauer, Bagley.
- \$8,250** – Female, “Long’s Blacklist K88,” s. by Long’s Blacklist, sold to Moore Land and Cattle, Jerseyville, IL.

Comments: Also selling were 18 Embryo Lots at an average of \$1,933/embryo.



A packed house of Simmental enthusiasts.



Rob Long welcomes everyone to the sale.

44th Annual Gateway Simmental and Lucky Cross “Breeding Value” Sale

February 5, 2024 • Lewistown, MT

No.	Category	Average
210	PB SM and Lucky Cross Bulls	\$6,934

Auctioneer: Ty Thompson, MT

Sale Manger: Allied Genetic Resources (AGR), IL

Marketing Representatives: Allied Genetic Resources (AGR), IL; Dan Diechmann, Diechmann Livestock; John Goggins, *Western Ag Reporter*; Devin Murnin, *Western Livestock Journal*; and Jeff Thomas, *The Prairie Star*.

Representing ASA: Andy Roberts

High-Selling Lots:

- \$24,000** – Black 5/8 SM 3/8 AN, “GW 552L,” s. by GW High Ball 102 H, sold to Kenner Simmentals, Leeds, ND.
- \$24,000** – Black 5/8 SM 3/8 AN, “GW 047L,” s. by GW High Ball 102H, sold to Lyman Livestock, Spanish Fork, UT.
- \$23,000** – Black 5/8 SM 3/8 AN, “GW 452L,” s. by GW High Ball 102H, sold to Klein Ranch, Atwood, KS.
- \$16,000** – Black 1/2 SM 1/2 AN 1/4 AR, “GW 432L,” s. by GW Triple Crown 018C, sold to Bar K Cattle Co., Tonasket, WA.
- \$12,500** – Black 5/8 SM 3/8 AN, “GW 407L,” s. by GW High Ball 102 H, sold to Walking S Ranch, Broadview.
- \$12,500** – Black 5/8 SM 3/8 AN, “GW 6642L,” s. by CCR Waco 4142G, sold to 3M Farms, Hecla, SD.



Inside the sale facility.

Begger’s Diamond V Ranch’s Annual Bull Sale

February 7, 2024 • Wibaux, MT

No.	Category	Average
102	Yearling SM Bulls	\$6,748
41	Fall 2022 SM Bulls	\$8,690
143	Total SM Bull	\$7,305

Auctioneer: Roger Jacobs, MT

Marketing Representatives and Ringmen: Jeff Thomas, *The Prairie Star*; Kirby Goetsch, *Farm and Ranch Guide*; John Goggins, *Western Ag Reporter*; and Bill Pelton, Pelton Livestock.

Representing ASA: Andy Roberts

High-Selling SimInfluenced Lots:

- \$17,000** – Black PB SM, “BDV 240K,” s. by RFS Heyday H48, sold to Dirk O’Connor, Plevna.
- \$14,500** – Black PB SM, “BDV 233K,” s. by RFS Heyday H48, sold to Jason Quandt, Oakes, ND.
- \$14,500** – Black 1/2 SM 1/2 AN, “BDV 31L,” s by CCR Pounder 2340F, sold to Dan Miller, Raleigh, ND.

(Continued on page 63)



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

How to Update Your Inventory

Start with your Preliminary Inventory by accessing it online

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

See Enrollment Template below

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

Is the dam still active in your herd?

Has the dam been removed?

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

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

Optional Columns

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

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

Enrollment Template

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

Send Your 2024 Fall Inventory to ASA by June 15, 2024

- **Online** – using Data Entry section of Herdbook Services – www.simmental.org
- **Email** – THE@simmgene.com • **Mail** – One Genetics Way, Bozeman, MT 59718

Total Herd Enrollment Payment Options

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



Instructions for Online Enrollment

www.simmental.org



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

Job must be submitted prior to June 15, 2024, to avoid late fees.

(Continued from page 60)

\$14,000 – Black 1/2 SM 1/2 AN, “BDV 223K,” s. by RFS Heyday H48, sold to Craig Dvirnak, Killdeer, ND.

\$13,000 – Black PB SM, “BDV 133L,” s. by RFS Heyday H48, sold to Greg Jager, Hazard, NE.

Comments: Also selling were eight Angus Bulls at an average of \$6,313.



Good-sized crowd on hand.

Lazy C Diamond Ranch’s Production Sale

February 7, 2024 • Kintyre, ND

No.	Category	Average
63	SimInfluenced Yearling Bulls	\$7,405
11	SimInfluenced Yearling Heifers	\$11,227
73	SimInfluenced Lots	\$7,973

Auctioneer: Tracy Harl, Wellington, CO

Sale Representatives: Scott Ressler, ND Stockmen’s Association; Andrew Swanson, *Farm and Ranch Guide*; Todd Finke, Special Assignment; and Justin Dikoff, DV Auction.

Representing ASA: Russ Danielson

High-Selling Lots:

\$30,500 – PB SM Bull, “LCDR 163L,” s. by CDI Innovator, sold to Doll Ranch, New Salem.

\$23,000 – SimAngus Heifer, “LCDR Ms Lydia 10L,” s. by CLRS Homeland 327H, sold to Scott Harvey, Olds, AB.

\$22,500 – PB SM Bull, “LCDR 295L,” s. by Rockin H Captivate J75, sold to Wilkinson Simmental, Montpelier.

\$19,000 – SimAngus Bull, “LCDR 153L,” s. by LCDR Fireproof 206H, sold to Wagner Beef, Brandon, SD.

\$16,500 – SimAngus Heifer, “LCDR Ms Leah 14L,” s. by W/C Need4Speed 1016H, sold to Scott, Werning, Emery, SD.

\$16,500 – SimAngus Heifer, “LCDR Ms Londyn 20L,” s. by CDI Innovator 325D, sold to Jared Werning, Emery, SD.

\$16,000 – SimAngus Bull, “LCDR 262L,” s. by CLRS Homeland 327H, sold to C Diamond, Dawson.

\$15,000 – PB SM Bull, “LCDR 164L,” s. by CDI Innovator 325D, sold to Ron Demers, Colombe, SD.



Sale block with Tracy Harl and Chris Nicholson Family.



Active sale crowd.

Felt Farms’ “Brand of Excellence” Bull Sale

February 8, 2024 • West Point, NE

No.	Category	Average
55	SM and SimInfluenced Lots	\$4,712

Auctioneer: Jon Schaben, IA

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

Marketing Representatives: Val Eberspacher (EE); Austin Brandt, Lee AgriMedia, IA; Chris Beutler, Livestock Digital, NE; Quentin Smola, NE; Doug French, NE, and Mariah Miller, LiveAuctions.TV, IA.

High-Selling Lots:

\$16,000 – Bull, “Felt Frontline 158L,” s. by FF Frontline J1556, cons. by Felt Farms, sold to Forster Farms, Smithfield.

\$8,500 – Bull, “Felt Joker 501L,” s. by HJB Night Patrol 379J, cons. by Felt Farms, sold to Terry Kosmicki, St. Paul.

\$7,500 – Bull, “Felt Emmett 176L,” s. by Felt Emmett 831J, cons. by Felt Farms, sold to Retz Farms, Dunlap, IA.

\$7,250 – Bull, “Felt Emmet 802L,” s. by Felt Emmett 831J, cons. by Felt Farms, sold to Payton Janke, Carroll.

\$7,250 – Bull, “Felt Nah Yellowstone 38F 38L,” s. by HILB/SHER Data Breach, cons. by Felt Farms, sold to Matt Niemann, Newcastle.

\$7,000 – Bull, “Felt Franchise 554L,” s. by TJ Franchise 451D, cons. by Felt Farms, sold to Brian and Michelle Lintvedt, Presho, SD.

\$5,750 – Bull, “RS Gold 168L,” s. by TJ Gold 274G, cons. by Roberts Simmentals, sold to Kevin and Stacy Woodward, Allen.

\$5,250 – Bull, “HILB/WWS Purple Rain L74E,” s. by Five Star Jackson J10, cons. by Hilbrands Cattle Company and White Wing Simmental, sold to Bradyn Lhotak, Wagner, SD.

\$5,250 – Bull, “Felt Executive Order 026L,” s. by W/C Executive Order 8543B, cons. by Felt Farms, sold to Jim Bowlin, New Virginia, IA.

Comments: Consignors to the sale included Roberts Simmentals, T&B Livestock, Hilbrands Cattle Company, High 5 Cattle, and Schumacher Cattle.



Cattle manager Nick Hansen discusses bulls with repeat customer Ashley Pennington.



James Felt welcomes a large crowd.



Repeat customer Kevin Uhling added a herdsire to his bull battery.



Senior partner Merlin Felt led a prayer prior to the start of the sale.

(Continued on page 64)

(Continued from page 63)

Lassle Ranch Simmentals' Bull Sale

February 8, 2024 • Glendive, MT

No.	Category	Average
107	SM and SM Cross Yearling Bulls	\$7,103

Auctioneer: Roger Jacob, Billings

Marketing Representatives: Jeff Thomas, *The Prairie Star*; Rocky Forseth, Allied Genetic Resources; John Goggins, *Western Ag Reporter*; and Devin Murnin, *Western Livestock Journal*.

Representing ASA: Andy Roberts

High-Selling Lots:

- \$13,000** – Black 1/2 SM 1/2 AN, “LRS 8021L,” s. by DB Iconic G95, sold to Cow Camp Ranch, Lost Springs, KS.
- \$13,000** – Black PB SM, “LRS 9158L,” s. by LRS Fastball 014J, sold to Tom Tuhy, Killdeer, ND.
- \$12,000** – Black PB SM, “LRS 351L,” s. by ASR American Proud H0301, sold to Dirk O’Connor, Plevna.
- \$11,000** – Black 3/4 SM 1/4 AN, “LRS 637L,” s. by CCR Pounder 2045F, sold to Tom Tuhy, Killdeer, ND.
- \$10,500** – Black 1/2 SM 1/2 AN, “LRS 3019L,” s. by DB Iconic G95, sold to JW Froelich, Sleftridge, ND.
- \$10,500** – Black 3/4 SM 1/4 AN, “LRS 787L,” s. by CCR Pounder 2045, sold to Tom Tuhy, Killdeer, ND.
- \$10,500** – Black 1/2 SM 1/2 AN, “LRS 884L,” s. by LRS Crossfit 4306J, sold to Flying F Ranch, Driscoll, ND.

Comments: Bulls sold into six states including ID, KS, MT, ND, SD, and WA.



Looking over the offering.



Inside the sale facility.

Bata Brothers/Bell Simmental Joint Bull and Heifer Sale

February 9, 2024 • Rugby, ND

No.	Category	Average
8	Bata Two-Year-Old Bulls	\$6,438
39	Bata Yearling Bulls	\$5,243
57	Bata Bred Heifers	\$5,140
57	Bata Open Heifers	\$3,522
161	Bata Lots	\$4,657

No.	Category	Average
13	Bell Two-Year-Old Bulls	\$6,096
41	Bell Yearling Bulls	\$5,098
53	F1 Bred Heifers	\$2,755
107	Bell Lots	\$4,059

High-Selling Lots:

- \$14,500** – Bell Bull, s. by LFE The Riddler 323B, sold to Thorsgard Cattle Co., Northwood.
- \$11,500** – Bata Bull, s. by Skors Blackjack 62G, sold to Larry Walford, Devils Lake.

\$11,000 – Bata Open Heifer, s. by RF Caliber 014G, sold to Silver Dollar Simmentals, Lawton.

\$10,500 – Bata Bred Heifer, s. by R+ Uppercut 6103D, sold to Silver Dollar Simmentals, Lawton.

\$10,500 – Bata Bull, s. by Skors Blackjack 62G, sold to Lynn Bullinger, Dickinson.

\$10,500 – Bata Bull, s. by Skors Blackjack 62G, sold to Ryan Migler, Rugby.

\$10,000 – Bell Bull, s. by Springcreek McDavid 46G, sold to Robert Ellingson, Brotton, SD.

\$9,500 – Bata Bull, s. by LFE The Riddler 323B, sold to Nathan Aesoph, Highmore, SD.

Bata Volume Buyers: Silver Dollar Simmentals, Lawton; Tim Brown, Powers Lake; and Nathan Aesoph, Highmore, SD.

Bell Volume Buyer: Todd McCabe, Redstone, MT.

TNT Simmentals' 39th Annual Bull Sale

February 9, 2024 • Lehr, ND

No.	Category	Average
69	Black Bulls	\$11,870
47	Red Bulls	\$8,170
116	Bulls	\$10,371

Auctioneer: Seth Weishaar, SD

Marketing Representatives: Bill Schermer, *The Stockman*; Kelly Klein, *Tri-State Livestock News*; and Kadon Leddy, *Cattle Business Weekly*.

Representing ASA: Perry Thomas

High-Selling Lots:

- \$42,000** – Black 1/4 SM 3/4 AN, “TNT L406,” s. by Millars Duke 816, sold to Trade Wind Ranch, Tioga.
- \$32,000** – Black 3/4 SM 1/4 AN, “TNT L436,” s. by TNT Assurance J455, sold to Kenner Simmentals, Leeds.
- \$30,000** – Black 3/4 SM 1/4 AN, “TNT L683,” s. by TNT Assurance J455, sold to Traxinger Simmental, Houghton, SD; and Art Rode, Bismarck.
- \$27,500** – Black 1/2 SM 1/2 AN, “TNT L496,” s. by Connealy Craftsman, sold to Trade Wind Ranch, Tioga.
- \$25,000** – Black 5/8 SM 3/8 AN, “TNT L424,” s. by TNT Convergence F380, sold to Michael and Bruce Kjelgaard, McHenry.
- \$23,000** – Black 1/2 SM 1/2 AN, “TNT L719,” s. by Bar CK Avenger 9023G, sold to Daniel Moch, Braddock.
- \$22,500** – Black 3/8 SM 5/8 AN, “TNT L671,” s. by Millars Duke 816, sold to Crosshair Simmentals, Dawson.
- \$21,000** – Black 1/2 SM 1/2 AN, “TNT L672,” s. by TNT Comfort Zone J328, sold to Joe Wagner, Brandon.

Volume Buyers: Eagle Nest Ranch, Logdepole, SD; and Jeff McCloud, Cresbard, SD.



Kevin Thompson and family welcome the crowd.



Taking bids.

AMERICA'S COW

 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association



The **Simmental** cow can handle any environment.

She's built to last in heat, fescue or high altitudes. And thanks to the breed's built-in adaptability, you can match Simmental genetics to your environment – **SimAngus™**, **SimAngus HT**, **Simbrah** or proven Simmental genetics.

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

STAND STRONG SIMMENTAL

406-587-4531 • simmental.org

(Continued from page 64)

CK Cattle and Wager Cattle's 7th Annual Production Sale

February 10, 2024 • Highmore, SD

No.	Category	Average
107	Bulls	\$9,140
51	Bred Heifers	\$7,224
158	Registered Lots	\$8,522

Auctioneer: Seth Weishaar, SD

Sale Manager: Innovation AgMarketing, LLC, KS

High-Selling Lots:

- \$70,000** – Bull, “ROLR CKCC Mr Right Time 42L,” s. by ES Right Time FA110-4, sold to Ashworth Farms and Ranch Ltd., Oungre, SK.
- \$59,000** – Female, “CKCC Ms Lincoln 2749K,” s. by CKCC Lincoln 0631H ET, sold to Brian Starr, Dupree.
- \$32,500** – Female, “CKCC Ms Countertime 2638K ET,” s. by KCC1 Countertime 872H, sold to Swanson Cattle Company, Peterson, IA.
- \$26,000** – Bull, “KTE CKCC Mr Epic 3616L,” s. by OMF Epic E27, sold to Yardley Cattle Company, Beaver, UT.
- \$21,000** – Bull, “ROLR CKCC Mr Right Time 70L,” s. by ES Right Time FA110-4, sold to Parker Cattle Company, Twin Falls, ID.
- \$20,000** – Bull, “CKCC Mr Right Time 3702L,” s. by ES Right Time FA110-4, sold to Anton Helfrich, Dunn Center, ND.
- \$19,000** – Female, “CKCC Ms Rebel 2724K,” s. by EC Rebel 156F, sold to Freking Cattle Company, Alpha MN.
- \$18,500** – Bull, “TDSC CKCC Mr Epic 328L ET,” s by OMF Epic E27, sold to Thomas Ranch, Harrold.

Comments: Also selling were 50 Commercial Bred Heifers at an average of \$2,870; and Bridle Bit Recharge K256 Semen at an average of \$265/unit.



Chris Effling welcomes the crowd.



Ranchers from across the country made their way to Highmore.

High-Selling Lots:

- \$17,000** – Red, PB SM Bull, “KS Hypnotic L657,” s. by Rockin H Captivate J75, sold to Kenner Simmentals, Leeds; and Bichler Simmentals, Linton.
- \$14,500** – Red, PB SM Bull, “KS Mr Captivate,” s. by Rocking H Captivate J75, sold to Sonny Berndt, Drake.
- \$13,500** – Black, PB SM Bull, “KS Expansion L558,” s. by TNT Diversify H301, sold to Greg Stahl, Rugby.
- \$12,000** – Black, 3/4 SM Bull, “KS Dynasty L484,” s. by KS Dutton H542, sold to Wes Leapaldt, Woodworth.
- \$12,000** – Black, PB SM Bull, “KS Mr Diversify L615,” s. by TNT Diversify H301, sold to Calvin Mauch, Bismarck.
- \$12,000** – Black, 1/2 SimAngus Bull, “KS Success L259,” s. by WL Accomplishment 053, sold to David Bohl, Wolford.
- \$11,500** – Black, PB SM Bull, “KS Transformer L363,” s. by TNT Diversify H301, sold to Bradley Larson, Devils Lake.
- \$11,000** – Red, PB SM Bull, “KS Balance L608,” s. by KS Net Income H433, sold to Ben Stroh, Tappen.

Volume Buyers: Darryl Endresen, Minot; T-T Ranch, Grace City; Megan and Tanner Overby, Binford; O'Connor Land and Livestock, Plevna, MT; Sven and Andres Carlson, Sheyenne; Ball Simmentals, Philips, WI; and Travis Stuberg, Leeds.

Comments: Also selling were eight PB Red Angus Bulls at an average of \$5,063. Cattle sold into seven states including ID, MI, MN, MT, ND, SD, and WI.



Good-sized crowd on hand.



Erika Kenner addresses the crowd.



Taking bids.

Kenner Simmentals' 28th Annual Sale

February 10, 2024 • Leeds, ND

No.	Category	Average
29	Black PB SM Bulls	\$7,121
26	Black SimAngus Bulls	\$7,462
32	Red PB SM Bulls	\$7,113
9	Red SimAngus Bulls	\$7,000
96	SimInfluenced Lots	\$7,199
56	Bred Heifers	\$4,094

Auctioneer: Roger Jacobs, MT

Sale Representatives: Jeff Thomas, Scott Ressler, Vern Frey, Dennis Ginkins, and Todd Finke.

Representing ASA: Perry Thomas

Rydeen Farms' 26th Annual "Genetics with Vision" Production Sale

February 10, 2024 • Clearbrook, MN

No.	Category	Average
81	SM Bulls	\$8,488
43	SM Bred Heifers	\$3,828
7	SM Open Heifers	\$12,143
131	Total Lots	\$7,154

Auctioneer: Tracy Harl, Wellington, CO

Sale Representatives: Kelly Schmidt, *Cattle Business Weekly*; Andrew Swanson, *Farm and Ranch Guide*; Marty Ropp, Corey Wilkins and Tom Hook, Allied Genetic Resources.

Representing ASA: Russ Danielson

High-Selling Lots:

- \$95,000** – Black, PB Bull, "L23," s. by GIBBS 9114G Essential, sold to Cow Camp Ranch, KS; JC Simmental, MI; GENEX, WI; and All Beef LLC, IL.
- \$51,000** – Black, SimAngus Bull, "L8," s. by KBHR Global J138, sold to Stgenetics, TX; and Gibbs Farms, AL.
- \$40,000** – Red, PB Bull, "L46," s. by Rockin H Captivate J75, sold to Select Sires, OH; Trauernicht Simmentals, NE; and Crosshair Simmentals, ND.
- \$31,000** – Black, PB Open Heifer, "L63," s. by GIBBS 9114G Essential, sold to Ronnie Smith, TX.
- \$25,000** – Black, PB Bull, "L49," s. by GIBBS 9114G Essential, sold to Black Summit Cattle Company, WY.
- \$19,000** – Black, PB Open Heifer, "L32," s. by Hook's Galileo, sold to Ronnie Smith, TX.
- \$14,000** – Black, PB Open Heifer, "L31," s. by KBHR Global, sold to Triple H Simmentals, ND.

Comments: Cattle sold to ten states.



Good-sized sale crowd on hand.



Looking over the sale offering in an impressive northern MN setting.



Sale block with Paul Rydeen, Tracy Harl and Corey Wilkins.

Dakota Power SimGenetics Bull Sale

February 12, 2024 • Hannaford, ND

No.	Category	Average
48	Yearling Bulls	\$6,255
23	Bred Heifers	\$3,367
71	Total Lots	\$5,319

Auctioneer: Tracy Harl, CO

Sale Representatives: Jeff Thomas, *Farm and Ranch Guide*; and Tony Heinz, *Cattle Business Weekly*.

Representing ASA: Perry Thomas

High-Selling Lots:

- \$14,000** – PB Bull, "THSR Kong L3208," s. by THSR Kong F848, sold to Lynn Bullinger, Dickinson.
- \$9,500** – 5/8 Blood Bull, "THSR Epic L3301," s. by OMF Epic E27, sold to Levi Hintz, Pingree.
- \$9,000** – PB Bull, "THSR Favor L3070," s. by LCDR Favor 149F, sold to T-T Ranch, Grace City.
- \$8,750** – 5/8 Blood Bull, "THSR Triple Play L3104," s. by THSR Triple Play H0029, sold to Jarret Emery, Luverne.
- \$8,500** – PB Bull, "THSR Hustler L3103," s. by RFS Hustler H82, sold to Carlson Farms, Finley.
- \$5,000** – 5/8 Blood Bred Heifer, "THSR Ms Joker K224," s. by THSR The Joker G946, sold to Loren Sorenson, Grenora.
- \$4,750** – PB Bred Heifer, "THSR Ms Favor K238," s. by LCDR Favor 149F, sold to Loren Sorenson, Grenora.
- \$4,250** – 3/4 Blood Bred Heifer, "THSR Ms Epic K273," s. by OMF Epic E27, sold to Loren Sorenson, Grenora.

Nelson Livestock Company's Annual Bull Sale

February 12, 2024 • Wibaux, MT

No.	Category	Average
58	SM, SimAngus and Angus Bulls	\$4,362

Auctioneer: Ty Thompson, MT

Sale Manager: Allied Genetic Resources (AGR), IL

Marketing Representatives: Mary Ropp (AGR); Jared Murnin (AGR), Rocky Forseth (AGR); Jace Thompson; Andy Rest, *Cattle Business Weekly*; and Wyre Williams, *Tri-State Livestock News*.

Representing ASA: Andy Roberts

High-Selling SimInfluenced Lots:

- \$8,000** – Black PB SM, "NLC 62L," s. by GIBBS 9114G Essential, sold to Robert Campbell, Ignacio, CO.
- \$7,500** – Black 5/8 SM 3/8 AN, "NLC 46K," s. by CLRS Homeland 327H, sold to Justin Stedman, Beach, ND.
- \$6,750** – Black 1/2 SM 11/32 AN 1/8 CS 1/32 RA, "NLC 4L," s. by GW Jailbreak 555J, sold to Justin Stedman, Beach, ND.
- \$6,500** – Black 3/8 SM 1/2 AN, 1/8 CS, "NLC 24L," s. by THR Dueski 9485G, sold to Rolf Ranch, Miles City.
- \$6,250** – Black PB SM, "NLC 57L," s. by HA Justice 30J, sold to Koro Ranch, Plevna.



Looking over the offering.

(Continued on page 68)

(Continued from page 67)

Prickly Pear Simmental Ranch's Bull Sale

February 12, 2024 • Helena, MT

No	Category	Average
71	Bulls	\$5,600

Auctioneer: Roger Jacobs, MT

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

Marketing Representatives: Val Eberspacher (EE); John Goggins, *Western Ag Reporter*, MT; Barry Ellis, Special Assignment, MT; and Amanda Hilbrands, LiveAuctions.TV, MN.

Representing ASA: Nancy Chesterfield

High-Selling Lots:

- \$11,500** – Bull, “PPSR Bold Ruler 5L,” s. by KBHR Bold Ruler H152, sold to 3H Simmental, Plains.
- \$10,000** – Bull, “PPSR 6595 81L,” s. by SITZ Alliance 6595, sold to Midway Colony, Conrad.
- \$9,000** – Bull, “PPSR Standout 62L,” s. by Schooley Standout 27G, sold to Hickey Ranch, Moore.
- \$8,500** – Bull, “PPSR 6595 99L,” s. by SITZ Alliance 6595, sold to Dave Strouf, Lewistown.
- \$8,500** – Bull, “PPSR Commodore 85L,” s. by Kesslers Commodore 6516, sold to Bignell Ranch Company, Helmville.
- \$8,000** – Bull, “PPSR Commodore 83L,” s. by Kesslers Commodore 6516, sold to Robby Brattain, Great Falls.
- \$8,000** – Bull, “RKNWHRT Bold Ruler 28L,” s. by KBHR Bold Ruler H152, sold to Fritz Ag LLC, Chester.
- \$8,000** – Bull, “PPSR Rainmaker 113L,” s. by Basin Rainmaker 4404, sold to Bodner Ranch and Polk Cattle, Raynesford.
- \$8,000** – Bull, “PPSR Commodore 38L,” s. by Kesslers Commodore 6516, sold to 2 Bar Ranch, Deer Lodge.



Troy Wheeler partner in the Prickly Pear Simmental Ranch welcomed new and repeat customers.



Paul & Carol Becken, longtime repeat customers.



Gary Burnham enjoying the sale in the stands, while ASA Representative Nancy Chesterfield looks on.



Becky Landis (former ASA employee) and family selected bulls for their program.

Werning Cattle Company's 43rd Annual Production Sale

February 13, 2024 • Emery, SD

No.	Category	Average
152	Bulls	\$10,592
102	Bred Heifers	\$7,683
2	Donors	\$29,250
256	Total Live Lots	\$9,579

Auctioneers: Dustin Carter, SD; and Jered Shipman, TX

Sale Manager: Innovation AgMarketing, LLC, KS

High-Selling Lots:

- \$140,000** – Bull, “W/C Truth Be Told 6038L,” s. by W/C Beef King 1025F, sold to King Cattle Company, Perrysville, IN.
- \$45,000** – 1/2 Embryo interest in, “W/C Miss Werning 8543-1 Clone,” s. by WAGR Dream Catcher 03R, sold to Pate and Teagan Parsons, Leavenworth, KS.
- \$38,000** – Bull, “W/C Heavy Hitter 7023L,” s. by RFS Heavy Hitter H45, sold to Emmons Ranch, Inc., Oilve, MT.
- \$30,000** – Bull, “W/C Right Now 161L,” s. by Mr SR 71 Right Now E1538, sold to Ferguson Show Cattle, Mentor, OH.
- \$30,000** – Bull, “W/C CEO 509L,” s. by CDI CEO 281D, sold to Heim Ranch, Wessington Springs.
- \$29,000** – Bull, “WC Journeyman 648L,” s. by OMF Journeyman J24, sold to Wheatland Cattle Company, Bienfait, SK.
- \$27,000** – Female, “W/C Halo 2304K,” s. by RFS Herald H104, sold to Ruby Cattle Company, Murray, IA.

Comments: Also selling was one IVF Cycle for \$9,500; 152 Units of Semen at an average of \$276/unit; and 57 Embryos Lots at an average of \$965/Embryo.



A packed house for the sale.



Dale Werning welcomes the crowd.



Garrett Parsons and Quentin Smola taking in the sale.

Traxinger Simmentals Annual Production Sale

February 14, 2024 • Houghton, SD

No.	Category	Average
53	Yearling Bulls	\$9,899

Auctioneer: Chisum Peterson, SD

Sale Representatives: Jeff Thomas, *Farm and Ranch Guide*; and Todd Finke, Special Assignment.

Representing ASA: Perry Thomas

High-Selling Lots:

\$87,500 – Black, PB Bull, “TRAX L28,” s. by TJ Heisman 388F, sold to Kunkel Simmentals, New Salem, ND.

\$19,000 – Red, PB Bull, “TRAX L43,” s. by THSF Loverboy B33, sold to Doll Simmental, New Salem, ND.

\$16,000 – Red, PB Bull, “TRAX L41,” s. by THSF Loverboy B33, sold to Chase Trautmann, Robinson, ND.

\$15,000 – Black, PB Bull, “TRAX L06,” s. by Colorado Bridle Bit E752, sold to Mark Beck, Britton.

\$14,500 – Black, PB Bull, “TRAX L52,” s. by Art G906 Rode’s Power House, sold to Tracy Burgod, Ipswich.

\$14,500 – Black, PB Bull, “TRAX L65,” s. by Art G906 Rode’s Power House, sold to Mark Beck, Britton.

\$12,500 – Black, PB Bull, “TRAX L02,” s. by Colorado Birdle Bit E752, sold to Mike and Christine Frieden, Joy, IL.

\$12,000 – Black, PB Bull, “TRAX L55,” s. by KBHR Honor H060, sold to Hanson Simmental, Ryder, ND.



Dusty Kunkel, Kunkel Simmentals, bought the high-selling bull.



Inside the sale facility.

Wilkinson Farms Simmentals’ 26th Annual Production Sale

February 15, 2024 • Montpelier, ND

No.	Category	Average
47	SM Bulls	\$6,176
21	SM Bred Females	\$3,929
1	SM Open Heifer	\$37,000
69	Total Lots	\$5,939

Auctioneer: Tracy Harl, CO

Sale Representatives: Tony Heins, *Cattle Business Weekly*; Dennis Ginkens, *Western Livestock Reporter*; Marty Ropp, Allied Genetic Resources (AGR); Corey Wilkins (AGR); and Abby Thornberg, DVAuction.

Representing ASA: Russ Danielson

High-Selling Lots:

\$37,000 – PB SM Open Heifer, “WS Leap Forward L2,” s. by Mr SR Red October G1761, sold to Rydeen Farms, Clearbrook, MN; and Nickeson Simmentals, Astoria, SD.

\$15,000 – PB SM Bull, “14L,” s. by Bridle Bit Rock G9124, sold to Meinders Stock Farm, Buffalo Center, IA.

\$14,000 – PB SM Bull, “4L,” s. by 3C Harmony 0575H B, sold to Schnabel Simmental, Eureka, SD.

\$13,000 – PB SM Bull, “40L,” s. by WS Enhancement 25H, sold to Pat Mittleider, Tappen.

\$12,500 – SimAngus Bull, “12L,” s. by WS Enhancement 25H, sold to Elliott Livestock, Clifford.

\$5,500 – PB SM Bred Female, “WS Strawberry Wine J89,” s. by 9 Mile Abundance 7507, bred to Bar CK Admiral, sold to Hunter Meinders, Buffalo Center, IA.

\$5,000 – PB SM Bred Female, “WS Heaven H91,” s. by Hook’s Empire 61E, bred to BCLR Forge, sold to Mikenzie Canton, Clifford.

\$5,000 – PB SM Bred Female, “WS Miss Knockout K63,” s. by 9 Mile Abundance 7507, bred to CLRS Kerosene, sold to Jeremy Cobb, New Florence, MO.



Presale evaluation.



Presale welcome from Terry Schlenker.



Assembled sale crowd.

Dakota Xpress SimGenetic Bull and Female Sale

February 16, 2024 • Mandan, ND

No.	Category	Average
120	Yearling SM and SimAngus Bulls	\$6,033
58	SM and SimAngus Bred Heifers	\$3,879
178	Total Lots	\$5,331

Auctioneer: Roger Jacobs, MT

Marketing Representatives: Matt Lachenmeier, Scott Ressler, Kirby Goetsch, Tony Heins, Marty Ropp, Rocky Forseth, Will Bollum, and Vern Frey.

Representing ASA: Perry Thomas

High-Selling Lots:

\$15,000 – Red, 3/4 Blood Bull, “MLC Gizzmo L375,” s. by DCR Mr Gizzmo Red G380, sold to Milton Weippert, Tappen.

\$13,500 – Black, 3/4 Blood Bull, “MLC Direct Impact L356,” s. by KRJ HZN Direct Impact F805, sold to Keith Rychner, Killdeer.

(Continued on page 70)

(Continued from page 69)

- \$10,000** – Black, 3/8 Blood Bull, “MCL 078 L432,” s. by Evenson Southern Charm 078, sold to Anton Felfrich, Dunn Center.
- \$10,000** – Black, PB Bull, “HSR Standout L004,” s. by Schooley Standout 27G, sold to Rodney Schatz, Drake.
- \$10,000** – Black, PB Bull, “HSR Falcon L078,” s. by LRS Falcon 442G, sold to Levi Wold, Surrey.
- \$10,000** – Black, 1/2 Blood Bull, “MLC 078 L374,” s. by Evenson Southern Charm 078, sold to Levi Wold, Surrey.
- \$10,000** – Black, PB Bull, “MLC Badger L346,” s. by QB Black Badger J60, sold to Randy Kahl, Mandan.
- \$8,250** – Black, PB Bred Heifer, “MLC Ms Direct Impact K 659,” s. by KRJ HZN Direct Impact F805, sold to Mike Kegley, Casselton.
- \$7,750** – Black, 3/4 Blood Bred Heifer, “MLC Ms Lexus K919,” s. by KS Lexus E74, sold to Ben Stroh, Tappen.



Inside the sale facility.



Good-sized crowd on hand.



Taking bids.



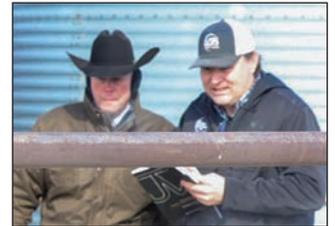
The auction block.

- \$39,000** – Female, “JWC Crystal 236K,” s. by W/C Fort Knox 609F, sold to Maple Lane Farms, Shipshewana, IN; and Griswold Cattle Company, Stillwater, OK.
- \$37,000** – 1/2 interest in Female, “JWC Blackbird Lady 264K,” s. by Collison Alpha 028, sold to Coor Cattle, Hillsboro, OH.
- \$36,000** – 1/2 interest in Female, “JWC Kelce 230K,” s. by WLE Copacetic E02, sold to Lane Konrad, Parkston; and Myles Semmler, Parkston.

Comments: Also selling were 20 Embryos Lots at an average of \$2,420/embryo; and 10 Units of Semen at an average of \$880/unit.



A standing-room-only crowd.



Craig Talkington and Cory Thomsen evaluate the offering.



Steve Hicks made the trip from KY.

K-LER Cattle’s “Structured For Success” Annual Production Sale

February 18, 2024 • St. Charles, MN

No.	Category	Average
49	Bulls	\$6,793
34	Bred Females/Pairs	\$8,799
83	Registered Lots	\$7,607

Auctioneer: Jered Shipman, TX
Sale Manager: Innovation AgMarketing, LLC, KS
Representing ASA: Bert Moore

High-Selling Lots:

- \$30,000** – PB SM Bull, “K-LER New Deal 305L,” s. by KBHR Revolution H071, sold to Marty Kopfmann, SD.
- \$30,000** – SimAngus Donor Female, “K-LER Barbie’s Order 90G,” s. by W/C Executive Order 8543B, sold to CTN Simmentals, NE.
- \$27,000** – SimAngus Bred Female, “K-LER Beauty Queen 2085K,” s. by KBHR Revolution H071, bred to CK/K-LER/RFG Limitless 6052D, sold to CSC Cattle, IN.
- \$23,000** – PB SM Cow/Calf Pair, “K-LER Halley 2038K,” s. by Mr SR 71 Right Now E1538, Calf s. by KBHR Revolution H071, sold to Larry Brantley, FL.
- \$19,000** – PB SM Bred Female, “K-LER Lady Luck 2114K,” s. by KBHR Revolution H071, bred to CK/K-LER/RFG/Limitless 6052D, sold to Marty Pearson, SD.

(Continued on page 72)

Jared Werning Cattle Company’s 2nd Annual Production Sale

February 16, 2024 • Parkston, SD

No.	Category	Average
76	Bulls	\$10,046
55	Females	\$11,153
131	Total Live Lots	\$10,511

Auctioneer: Jered Shipman, TX
Sale Manager: Innovation AgMarketing, LLC, KS

High-Selling Lots:

- \$75,000** – Bull, “2/F JWC Living Proof 283L,” s. by OMF Journeyman J24, sold to Wheatland Cattle Company, Bienfait, SK.
- \$65,000** – Female, “W/C JWC Angel 9005G,” s. by JS Sure Bet 4T, sold to Sutton Hohn, Dimsock.
- \$48,000** – 1/2 interest in Female, “JWC JPT Kylee Rose 249K,” s. by W/C Bankroll 811D, sold to Maple Lane Farms, Shipshewana, IN; Vanhove Show Cattle, Madison; and Griswold Cattle Company, OK.
- \$43,000** – 1/2 interest in Female, “JWC Roulette 224K,” s. by W/C Fort Knox 609F, sold to Horstman Land and Cattle Parkston.
- \$40,000** – Bull, “JWC 2/F Unassisted 675K,” s. by W/C Double Down 5014E, sold to Bontrager Cattle Company, Creston, IA.

Final Standings

2023-24
PTP RING OF CHAMPIONS



FULLBLOOD SIMMENTAL HEIFERS

- | | |
|--|---|
| <p>1 Logland Zantara 201K
Sire: Rugged R Cavill
Dam: RTS Zenobia 35G</p> <p>2 Logland Ruth Ann 260K
Sire: JB CDN Apache Junction 1831
Dam: KFFC Xena Tommy</p> <p>3 FGAF Petra 101J
Sire: Anchor D Raptor 392C
Dam: FGAF Petra 011D</p> | <p>Garrett Jones
Breeder: Logan Smith
Points: 46</p> <p>Cade Tate
Breeder: Lance Smith
Points: 33</p> <p>Ferme Gagnon, Inc
Breeder: Ferme Gagnon, Inc
Points: 17</p> |
|--|---|

FULLBLOOD SIMMENTAL BULLS

- | | |
|---|--|
| <p>1 Alliance Polled M T M 1723
Sire: Double Bar D Pol Manchester
Dam: Alliance Whispers 421</p> <p>T2 Alliance Raptor 2722
Sire: Anchor D Raptor 392C
Dam: Alliance Special's Dakota</p> <p>T2 Red Oak Xplosive 210K
Sire: Little Creek Xpress 840X
Dam: Little Creek Gwen 510G</p> | <p>Alliance Simmental and Ohlde Heritage
Breeder: Alliance Simmental Farms
Points: 18</p> <p>Alliance Simmental Farms
Breeder: Alliance Simmental Farms
Points: 17</p> <p>Red Oak Farm
Breeder: Red Oak Farm
Points: 17</p> |
|---|--|

SIMBRAH HEIFERS

- | | |
|--|--|
| <p>1 F WAR Athena
Sire: Hagan Hush Money 647G
Dam: TSC Ginger</p> <p>2 Hagan Penny 55L
Sire: Hagan Hush Money 647G
Dam: Hagan Miss Independence 5E</p> <p>3 Smith 4S Kayla Charming Emmylu
Sire: Smith No Better Than This
Dam: Smith Charming N Lively</p> | <p>Gauge Gillespie
Breeder: Williams Cattle
Points: 26</p> <p>Karter Peoples
Breeder: Hagan Cattle
Points: 18</p> <p>Jakob Sansom
Breeder: Tim Smith
Points: 17</p> |
|--|--|

SIMBRAH BULLS

- | | |
|--|---|
| <p>T1 Hagan Johnny Ringo 20L
Sire: Hagan Senor 4055G
Dam: Hagan Mandy 20J</p> <p>T1 Catch 22 3JP
Sire: 3JP Who Dat
Dam: H-3 Sweet Thang Rocking</p> <p>T1 ASC2 Asterisk 03L
Sire: RHF/SA Glacier Bay
Dam: SA/RHF Gretchen</p> | <p>Hagan Cattle
Breeder: Hagan Cattle
Points: 12</p> <p>Pool Farms
Breeder: Jarrett Pool
Points: 12</p> <p>Allen Show Cattle
Breeder: Gantz Allen
Points: 12</p> |
|--|---|

Logland Zantara 201K



Alliance Polled M T M 1723



F WAR Athena



Hagan Johnny Ringo 20L



Catch 22 3JP



ASC2 Asterisk 03L



(Continued from page 70)

\$15,000 – PB SM Cow/Calf Pair, “K-LER Lucy 2077K,” s. by LERS Turnpike 333G, Calf s. by Five Star Jackson J10, sold to Rolling S Cattle, TX.

\$15,000 – PB SM Bull, “K-LER Premium Grade 3025L,” s. by Five Star Jackson J10, sold to Tri E Simmentals, ND.

Comments: Also selling were 15 Commercial Open Females at an average of \$2,166. Guest consignors included: Hill Brothers Livestock, Sequim Valley angus and Simmental, Stacked K Genetics, KMCC Cattle and Young Family Cattle.



SimSpecialist Bert Moore speaks to the crowd.



Graham Blagg, Jered Shipman, and Seth Kaehler.



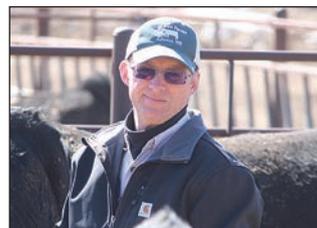
Kaehler sign.



Sale crowd.



Mike and Luke Pietzyk added two top bulls to their bull battery.



Mark Nieveen, Nieveen Farms, is a repeat customer to the LHT program.



Overflowing crowd attended the LHT sale.



Scott Trauernicht welcomes new and repeat buyers.

Trauernicht Simmentals' 49th Annual Production Sale

February 18, 2024 • Wymore, NE

No.	Category	Average
110	Bulls	\$5,037
23	Fall Bred Heifers	\$2,926
133	Total Registered Lots	\$4,957

Auctioneer: Tracy Harl, CO

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

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE) NE; Randy Rasby, Livestock Plus, NE; Dennis Henrichs, NE; Chris Beutler, NE; Corey Wilkins, Allied Genetic Resources, AL; Marty Ropp, Allied Genetic Resources, IL; and Sarah Kucera, DVAuction, NE.

High-Selling Lots:

\$17,500 – Bull, “JZ Mr Newton 05L,” s. by Hook’s Galileo 210G, sold to Welch Farms, Hubbell.

\$14,500 – Bull, “JZ Mr Commander 04L,” s. by TJ Chief 460G, sold to Terry Acton, Holmesville.

\$14,000 – Bull, “LHT Mr Homeland 182L,” s. by CLRS Homeland 327H, sold to Mike and Luke Pietzyk, Burr.

\$11,000 – Bull, “LHT Mr Black Ice 447K,” s. by TJ Black Ice 451H, sold to Mike and Luke Pietzyk, Burr.

\$10,000 – Bull, “LHT Mr American Red 59L,” s. by LCDR American Red 99E, sold to Jeanne and Bob Hardin, Blue Springs.

\$10,000 – Bull, “LHT Mr Chief 43L,” s. by TJ Chief 460G, sold to Lauenstein Farms, Schickley.

\$8,500 – Bull, “LHT Mr Hilger One 167L,” s. by GW Hilger One 454H, sold to Bottomley’s Evergreens, Sparta, NC.

Comments: Guest consignor included State Line Farm Simmentals.

Bulls of the Big Sky

February 19, 2024 • Billings, MT

No.	Category	Average
198	PB and SM Cross Bulls	\$5,304

Auctioneer: Ty Thompson, MT

Sale Manager: Marty Ropp, Jared Murnin, Corey Wilkins and Rocky Forseth, Allied Genetic Resources, IL.

Marketing Representatives: John Goggins, Western Ag Reporter; Devnin Murnin, Western Livestock Journal; and Jeff Thomas, The Prairie Star.

Representing ASA: Andy Roberts

High-Selling Lots:

\$12,000 – Black PB SM, “LBRS Logan L254,” s. by LBRS Genesis G69, sold to Hornung Livestock, Stratton, CO.

\$11,000 – Black PB SM, “LBRS Limited Edition L31,” s. by KBHR Bold Ruler H152, sold to Jeff Beck, Fairfield.

\$10,000 – Black 3/4 SM 1/4 AN, “PRL Logistic 306L,” s. by THSF Lover Boy B33, sold to Justin Heaton, LaCross, WA.

\$10,000 – Black 3/8 SM 5/8 AN, “Fauth Eagle Eye K340,” s. by Hook’s Eagle 6E, sold to McCarty Ranching LLC, Cody, WY.

\$10,000 – Red 3/4 SM 5/32 AN 3/32 AR, “MFSR Major Move 037L,” s. by GW Major Move 590E, sold to Allan Folda, Lewistown.

Comments: Consignors included: Fauth Ranch, Lavina; Little Bitterroot River Simmental, Hot Springs; Miller Simmental, Gildford; Promise Land Ranch, Plummer, ID; Konesky Simmental, Sand Coulee; AOK Simmental, Chinook; and Rymo Cattle Company, Bonners Ferry, ID.



Taking bids.

Quandt Brothers Cattle Company Sale

February 20, 2024 • Oakes, ND

No.	Category	Average
83	Yearling SM and SimAngus Bulls	\$8,467
28	Yearling SM and SimAngus Bred Heifers	\$3,172
111	Total SM and SimAngus Lots	\$7,131

Auctioneer: Dustin Carter, SD

Sale Representatives: Kacey Holm, Tony Heins, Todd Finke, and Kirby Goettsch.

Representing ASA: Perry Thomas

High-Selling Lots:

- \$40,000** – PB SM Bull, “QB L32,” s. by DCR Mr Benchmark F113, sold to Werning Cattle Co, Emery, SD.
- \$20,000** – PB SM Bull, “QB L28,” s. by LRS Falcon 442G, sold to G&D Simmentals, Calvin.
- \$14,000** – Black Bull, “QB L51,” s. by Springcreek Ironsides 53G, sold to David Melland, Township, SD.
- \$12,500** – 1/2 Blood Bull, “QB L69,” s. by QB Last Frontier F42, sold to David Melland, Township, SD.
- \$12,500** – PB SM Bull, “QB L9,” s. by Springcreek Clyde 93H, sold to Bryon Wagner, Monango.
- \$12,500** – PB SM Bull, “QB L40,” s. by DCR Mr Benchmark F113, sold to Daniel Barton, Ellendale.
- \$3,600** – Three First Calf SM and SimAngus Pairs, sold to Erin Grupe, Britton.
- \$3,200** – Five SM and SimAngus Bred Heifers sold to Justin Domine, Oakes.



Taking presale notes.



Inside the sale facility.



Looking over the offering.



Bird's-eye view.

Hart Simmentals' 49th Annual Power Bull Sale

February 21, 2024 • Frederick, SD

No.	Category	Average
74	Bulls	\$7,100
11	Open Heifers	\$3,800
85	Live Lots	\$6,673

Auctioneer: Dustin Carter, SD

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

Marketing Representatives: Val Eberspacher (EE); Tony Heins, *Cattle Business Weekly*, ND; Andrew Swanson, Special Assignment; and Justin Dikoff, DVAuction, SD.

Representing ASA: Russ Danielson

High-Selling Lots:

- \$14,000** – SM Bull, “Hart Black Gold 016L,” s. by ES Solid Gold JG157, sold to Jade Ulmer, Fullerton, ND.
- \$14,000** – SM Bull, “Hart Lethal 025L,” s. by ES Solid Gold JG157, sold to Westway Fars, Didsbury, AB.
- \$13,000** – SM Bull, “Hart Major League 169L,” s. by CDI Major Impact 280H, sold to Pat Knecht, Houghton.
- \$13,000** – SM Bull, “Hart 021L,” s. by ES Solid Gold JG157, sold to Gaston Hornung, Stratton, CO.
- \$12,000** – SM Bull, “Hart Security Vault 014L,” s. by ES Solid Gold JG157, sold to Grant Gilchrist, Columbia.
- \$11,500** – SM Bull, “Hart 075L,” s. by ES Solid Gold JG157, sold to Phillip Currid, DeFuniak, Springs, FL.
- \$11,000** – SM Bull, “Hart 241L,” s. by CDI Major Impact 280H, sold to Grant Gilchrist, Columbia.
- \$10,500** – SM Bull, “Hart Cold As Ice 012L,” s. by ES Solid Gold JG157, sold to Manske Simmentals, Yukon, OK.
- \$10,500** – SM Bull, “Hart Shock Wave 045L,” s. by CDI Major Impact 280H, sold to Stacey Frericks, Ashton.
- \$10,500** – SM Bull, “Hart Larger Than Life 161L,” s. by WHF Epic G804, sold to Greg Heyne, Eureka.



Lisa Rau and daughter Heather Mehlfaff both added a Hart bull to their operation.



Brian Nielsen had great advice from daughters Lucy and Elmira.



Matron of the Hart operation, Mara Hart, welcomed the crowd.



A banner was presented to the Hart firm from the American Simmental-Simbrah Foundation for their donation heifer.

(Continued on page 74)

(Continued from page 73)

Raatz Farms' Annual Production Sale

February 26, 2024 • Mitchell, SD

No.	Category	Average
42	SM and SimInfluenced Bulls	\$5,430
25	SM and SimInfluenced Females	\$3,540
67	Total SM and SimInfluenced Lots	\$4,725

Auctioneer: Dustin Carter, SD

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

Marketing Representatives: Val Eberspacher (EE); Andrew Swanson, *Tri-State Neighbor*, MN; Jason Hanson, *Livestock Digital*, NE; Kipp Julson, SD; and Cheyenne Haukaas, *DVAuction*, SD.

High-Selling Lots:

- \$11,250** – Bull, “RTZ L80,” s. by LCDR Fireproof 206H, sold to DeMers Ranch, Colome.
- \$9,500** – Bull, “RTZ L124,” s. by TT Hercules 7032H, sold to Prickly Pear Simmental Ranch, Helena, MT.
- \$9,000** – Bull, “RTZ L69,” s. by LBRS Genesis G69, sold to David Martin, Wheatland, ND.
- \$8,250** – Bull, “RTZ L82,” s. by SFG Cowboy Logic D627, sold to Andrew Strom, Madison.
- \$8,000** – Bull, “RTZ L126,” s. by Hook’s Eagle 6E, sold to Jones and Klumb Family Farm, Mt. Vernon.
- \$7,500** – Bull, “RTZ L55,” s. by TT Hercules 7032H, sold to Jeff Ebersdorfer, Fedora.
- \$7,250** – Bull, “RTZ L42,” s. by CLRS Guardian 317G, sold to Kopfmann Livestock LLC, Huron.
- \$7,000** – Bull, “RTZ L40,” s. by Mr SR Mic Drop G1534, sold to Peck Simmental, Burke.

Comments: Guest consignor was Lehrman Family Simmentals.



Marty Kopfinan, Kopfinan Livestock, made a couple top selections.



Angie Raatz listened to opening comments by husband Craig.



Justin Klumb represented Jones & Klumb Family Farms to add genetics to their program.



Bill Lehrman selected a female from the Raatz Farms offering.

C Diamond Simmentals' Production Sale

February 28, 2024 • Dawson, ND

No.	Category	Average
64	SM Yearling Bulls	\$5,836

Auctioneer: Tracy Harl, Wellington, CO

Sale Representatives: Scott Ressler, ND Stockmen’s Association; Will Bollum, *Western Livestock Reporter*; and Logan Hoffmann, *DVAuction*.

Representing ASA: Russ Danielson

High-Selling Lots:

- \$16,500** – “CDI 49L,” s. by Rocking H Captivate J75, sold to Wheatland Cattle Company, Bienfait, SK.
- \$14,000** – “CDI 137L,” s. by CDI Jericho 291J, sold to Wilkinson Farms, Montpelier.
- \$13,000** – “CDI 130L,” s. by LCDR Affirmed 212H, sold to Emmons Ranch, Olive, MT.
- \$10,000** – “CDI 32L,” s. by CDI Abundance 391C, sold to Ashworth Farm and Ranch, Oungre, SK.
- \$9,000** – “CDI 34L,” s. by CDI Jericho 291L, sold to Jeff Thole, Lacygne, KS.



Wes Nicholton welcomes the crowd.

Eichacker Simmentals and JK Angus' Annual Production Sale

March 1, 2024 • Salem, SD

No.	Category	Average
84	SM and SimInfluenced Bulls	\$8,685
12	SM and SimInfluenced Aged Cows	\$4,450
45	SM And SimInfluenced Heifers	\$7,406
1	ES Open Heifer Pick	\$15,000
142	SM and SimInfluenced Lots	\$7,966

Auctioneer: Tracy Harl, CO

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

Marketing Representatives: Val Eberspacher (EE); Jim Scheel, Special Assignment, SD; Randy Rasby, *American Cattleman*, NE; Jeff Kapperman, *Tri-State Neighbor*, SD; Kent Snowden, *Tri-State Neighbor*, NE; Dustin Carter, SD; Chris Effling, Special Assignment, SD; Marty Ropp, Allied Genetic Resources, IL; Kadon Leddy, *Cattle Business Weekly*, SD; Kent McCune, Special Assignment, KS; and Justin Dikoff, *DVAuction*, SD.

Representing ASA: Ken Odde

High-Selling SM and SimInfluenced Lots:

- \$22,500** – 5/8 SM Bull, “ES LG150,” s. by CLRS Homeland 327H, sold to Wildberry Farms, Scales Mound, IL.
- \$22,500** – PB SM Bull, “ES LG11,” s. by Five Star Jackson J10, sold to All Beef LLC, Normal IL; and Keller Broken Heart Ranch, Mandan, ND.
- \$20,000** – 5/8 SM Cow/Calf Pair, “ES K38,” s. by CLRS Homeland 327H, Bull Calf s. by CLRS Jericho 336J, sold to 5 N Farms, Sutton, NE.

\$20,000 – 1/2 SM Cow/Calf Pair, “ES K140,” s. by TJ Nebraska 258G, Bull Calf s. by KBHR Global J138, sold to Deryl Riley, Arapahoe, NE.

\$18,000 – 3/4 SM Bull, “ES LH 129-3,” s. by CLRS Homeland 327H, sold to Barry and Janae Olson, Chancellor.

\$16,000 – PB SM Bull, “ES LA110-1,” s. by LCDR Favor 149F, sold to Harley Heim, Wessington Springs.

\$16,000 – PB SM Bull, “ES LG7,” s. by KRJ Dakota Outlaw G974, sold to Tanner Garrison, Hinton, OK.

\$15,000 – 5/8 SM Bull, “ES LA110-14,” s. by CLRS Jericho 336J, sold to Windy Creek Cattle Co., Spencer.

\$15,000 – 3/4 SM Bull, “ES LE35,” s. by LCDR Progressive 106G, sold to Joe Neal and Scott Armes, Bicknell, IN.

\$15,000 – Open Heifer Pick, sold to River Creek Farms, Manhattan, KS.

Comments: This all-video auction marked the 50th Anniversary in the ASA for Eichacker Simmentals. Also selling were 33 Angus Bulls at an average of \$6,258; and one Red Angus Heifer for \$4,500.

\$10,000 – PB, “Cason’s Mr Holton K78FY,” s. by TSN Eagle G618, sold to Brett Renaud, Pella.

\$10,000 – PB, “Cason’s Mr Durant L410J,” s. by CLRS Guardian 317G, sold to Cody Hindman, Albia.

\$9,250 – PB, “Cason’s Mr Reagan L78Z,” s. by TSN Eagle G618, sold to Bar-Ridge Farm, Central City.

\$9,250 – PB, “Cason’s Mr Lincoln L438F,” s. by TSN Eagle G618, sold to Darin Klinger, Carthage, IL.

\$9,000 – PB, “Cason’s Mr Marshall L87B,” s. by KBHR Bold Ruler H152, sold to Kenneth Blomme, Ladora.

Comments: Mark your calendars for our upcoming Maternally Inspired Female Sale, Saturday, November 2, 2024.



50-year memorabilia display.



Eichacker Simmentals crew, celebrating 50-Year Anniversary.



Full house on sale day.



Longtime and repeat buyers, Robert and Clayton Wobig.



Sale host Denny Cason visited with buyers on a warm 65-degree day.



Longtime customer Cory Hill made the trip to attend the sale.



Bert Moore was the SimSpecialist representing ASA.



Neighbor and fellow Simmental breeder Brandon Reck and son Hudson attended the sale. ■

Cason’s Pride and Joy Simmentals’ Performance Bull Sale

March 2, 2024 • Russell, IA

No.	Category	Average
59	SM Herd Bull Prospects	\$5,792

Auctioneer: Dustin Carter, SD

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

Marketing Representatives: Val Eberspacher (EE); Dewayne Cason, IA; Austin Brandt, *Midwest Marketer*, IA; Mike Sorenson, *American Cattleman*, IA; Curt Peterson, Consultant, IA; Tony Ballenger, Consultant, IA; Dr. Dewy Nibe, Consultant, IA; Tom Rooney, Special Assignment, IA; Dr. Ryan Howard, Sale Vet, IA; and Mariah Miller, LiveAuctions.TV, IA.

Representing ASA: Bert Moore

High-Selling Lots:

\$15,500 – PB, “Cason’s Mr Noble L393H,” s. by KBHR Bold Ruler H152, sold to Roger Campbell, Laredo, MO.

\$13,000 – PB, “Cason’s Mr Grayson L95W,” s. by Hook’s Eagle 6E, sold to Kyle Steffensmeier, Fort Madison.

\$10,500 – PB, “Cason’s Mr Kimble L50A,” s. by KBHR Bold Ruler H152, sold to Michael Ellis, Ottumwa.

CANADA**NRCS**

36108 Range Rd 282
Red Deer County T4G 0G8
Alberta, Canada

ALABAMA**Wesley Woodard**

15196 Co Rd 82
Woodland, AL 36280

Lucasey Cattle

2434 CR 22
Livingston, AL 35470

CALIFORNIA**Fee Ranch Inc**

PO Box 189
Fort Bidwell, CA 96112

Travis Moniz

6990 Norman Rd
Princeton, CA 95970

COLORADO**Lazy 3 L Ranch**

6925 Sphinx Ct
Peyton, CO 80831

Lawrence Ranch

16211 County Road 108
Nunn, CO 80648

Landon Cogburn

18309 CR 44
LaSalle, CO 80645

FLORIDA**Parkinson Livestock**

26147 L and J Road
Myakka City, FL 34251

JNA Farms

2599 NW Whippoorwill Dr
Greenville, FL 32331

Rebecca Krause

2675 S Suellen Terr
Inverness, FL 34450

ILLINOIS**CDL Cattle Co/Kylie Garner**

16302 E 26th Rd
Nokomis, IL 62075

Nelson England

2148 Knox Rd
Oneida, IL 61467

Sarah Richey

26505 Ruyle Rd
Medora, IL 62063

Kruse Cattle Company

4153 G Rd
Waterloo, IL 62298

Sells Family Farms

703 80th Ave
Roseville, IL 61473

INDIANA**Dustin Wietlisbach**

8924 E Co Rd 400 N
Greensburg, IN 47240

Thunderbolt Ridge Farms LLC

18796 Leopold Oriole Rd
Leopold, IN 47551

Bill Bennett

4235 E 25 N
Knox, IN 46534

Sweet Redemption Cattle Co

102 W White Pine Dr
Santa Claus, IN 47579

Zachary Larrimore

1382 S Orchard Rd
Salem, IN 47167

B and K Farms

6124 W Old Rd 28
Frankfort, IN 46041

IOWA**Jamie Taylor**

24946 Jade Avenue
Bloomfield, IA 52537

JT6 Farms

1589 310th Crt
Redding, IA 50860

PTC Cattle Company

7027 31st Ave
Atkins, IA 52206

Cody Belknap

26541 Northfield Road
Mediapolis, IA 52637

KT Cattle & Farm LLC

17201 R57 Hwy
Indianola, IA 50125

Hanson Cattle Company

1661 59th St
Garrison, IA 52229

RCL Farms Inc

7343 Hwy 14 N
Newton, IA 50208

Kevin Kaller

9627 73rd Street
Ottumwa, IA 52501

John Cole

1356 165th St
Clarence, IA 52216

Jordan Handy

16607 110th Ave
Ottumwa, IA 52501

Grace Thompson

106 N Kennedy Street
Everly, IA 51338

Calm Ranch

12708 280th St
Manning, IA 51455

Tracy Moore

22668 225th St
Leon, IA 50144

Bernard Greiner

111 Hutchinson St
Harper, IA 52231

Blake Wilkins

2028 230th St
Bennett, IA 52721

Cassandra Moss

13435 Howard Ave
Elma, IA 50628

KANSAS**Dillon Tiede**

1161 W 30th Dr
Osborne, KS 67473

Derek Jackson

371 Rd 320
Council Grove, KS 66846

Pracht Cattle Company

21810 W 49th St
Shawnee, KS 66226

JV Cattle

23001 W 47th St S
Goddard, KS 67052

MARYLAND**Thomas and Son Farms**

7320 Cattle Run Ln
Boonsboro, MD 21713

MICHIGAN**Nicholas Tkaczyk**

19987 W Ridge Rd
Henderson, MI 48841

Ferrier Farms

1215 Southern Rd
Montgomery, MI 49255

MINNESOTA**Kolby Becker**

14491 Co Hwy 59
Vining, MN 56588

Gifford Farms

2614 County Highway 13
Tyler, MN 56178

Nick Heeter

13451 Co Hwy 35
Dalton, MN 56324

MISSISSIPPI**Johnson Ranch & Farm**

7135 E Central Park Dr
Moss Point, MS 39562

MISSOURI**Nicholas L Siemens**

4034 Hwy 83
Bolivar, MO 65613

ELS Livestock

21743 State Hwy 148
Maryville, MO 64468

Lynn Crouch

639 Dent Co Rd 2135
Rolla, MO 65401

Allen Cattle Co

2119 Lawrence 1052
Miller, MO 65707

Doug Brune

595 Clutch Dr
New Haven, MO 63068

High Voltage Cattle Co

21305 Lawrence 2000
Everton, MO 65646

S&S Cattle

9391 NE State Route H
Butler, MO 64730

Wengert Cattle

5515 State Highway B
Oak Ridge, MO 63769

Broken A Cattle Co

15212 Monroe Rd 980
Madison, MO 65262

MONTANA**Black Smoke Inc**

PO Box 41
Hingham, MT 59528

Koehn Livestock LLC

98 S Boulder Rd
Cardwell, MT 59721

NEBRASKA**JM Crouse Cattle**

19818 N Nickel Rd
Belgrade, NE 68623

Carrie Putnam

707 Lincoln St
Overton, NE 68863

Bill Mowinkel

1323 Meadow Rd
Grand Island, NE 68803

VAP Angus Ranch

71200 Road 365
Trenton, NE 69044

NEW MEXICO**Tristan Davis**

11 Elam Rd
Grenville, NM 88424

NEW YORK**Hahn Bros Farm**

206 Anawanda Lake Rd
PO Box 262
Callicoon Center, NY 12724

Diamond P Show Cattle

2582 Walworth Rd
Walworth, NY 14568

NORTH CAROLINA**Sarah Painter**

3096 Sipe Rd
Newton, NC 28658

(Continued on page 78)

Simple Marketing, Effective Results

Business Card Ads

Grab the opportunity

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

Bonus

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

For more information contact:

Nancy at nchesterfield@simmgene.com

Rebecca at rprice@simmgene.com

Call 406-587-2778



Sample business card pages in the Register

(Continued from page 76)

NORTH DAKOTA

Logan Harding
PO Box 155
McHenry, ND 58464

OHIO

Danny Dean
1056 Yankee Hill Rd
Piketon, OH 45661

Danny Kirker
822 Dry Fork Road
Rarden, OH 45671

LK Cattle Company
12781 West Middletown Rd
Salem, OH 44460

Cornerstone Farms
14375 W Calla Rd
Salem, OH 44460

Reynolds Farms
Greg and Jennie Reynolds
6570 Bays Rd
Wayne, OH 43466

Jared Cluxton
5470 Mt Aire Rd
Ripley, OH 45167

Sisters Cattle Company
14380 Prairie Pike
South Solon, OH 43153

Highland Farms Ltd
4650 Granview Rd
Granville, OH 43023

Caitlin Cottrill
4172 Roth Rd
New Holland, OH 43145

Brooke Guisinger
16900 Ringgold Northern Rd
Ashville, OH 43103

OKLAHOMA

Joey Borden
207996 E CR 56
Vici, OK 73859

Thad Hutchens Cattle
14614 N 144th E Ave
Collinsville, OK 74201

Smith Cattle Ranch LLC
112895 S 4720 Rd
Muldrow, OK 74948

Double G Farms
960433 S 3330 Rd
Wellston, OK 74881

Ryan Reece
12468 W 101st St S
Sapulpa, OK 74066

Curtis Gregory
273680 E CR 53
Ames, OK 73718

Circle V Ranch
102661 S 4240 Rd
Checotah, OK 74426

Berlowitz Cattle Company LLC
2600 E Log Cabin
Cushing, OK 74023

OREGON

Owings Cattle
PO Box 8
Powell Butte, OR 97753

PENNSYLVANIA

Shania Snook
2969 Ulsh Gap Rd
McClure, PA 17841

Ridgeside Acres
318 Sheetz Road
Halifax, PA 17032

Glenn Adamson
712 Pisgah Ridge Rd
Waynesburg, PA 15370

RHODE ISLAND

Sophia Romani
153 Cooper Rd
Chepachet, RI 02814

SOUTH CAROLINA

**Circle K Farms/
Kicidis Family Farms**
PO Box 598
Union, SC 29379

SOUTH DAKOTA

Twisted Land and Cattle
39082 SD Hwy 28
Hitchcock, SD 57348

Dexter Grosz
42082 285th Street
Olivet, SD 57052

Brett Bonin
315 Hill St
Wessington, SD 57381

Moriah Glauz
24955 342nd Ave
Chamberlin, SD 57325

Riggs Rotenberger
13003 Welch Fire Pl
Ludlow, SD 57755

Tyra Sinkie
22313 361st Ave
Gann Valley, SD 57341

Bickel Brothers Simmentals
24198 128th St
Firesteel, SD 57633

Sutton Hohn
26843 SD Hwy 37
Dimock, SD 57331

TENNESSEE

Donald Harper
1071 Johnson Town Rd
Smithville, TN 37166

TEXAS

William & Audrey Meyer
2310 Bitner Rd
San Angelo, TX 76905

Shelby Higgins
9104 US Hwy 79E
Henderson, TX 75652

Carl Lockwood
2311 Diamond Springs Dr
Pearland, TX 77584

Dennis P Thomas
PO Box 882
Mabank, TX 75147

Dalton Line
11936 CR 2298
Tyler, TX 75707

UTAH

Utah Angus Assoc
1038 E 760 N
Orem, UT 84097

HB Livestock
PO Box 174
Hooper, UT 84315

VIRGINIA

Springs Farm
8407 Red Fox Ln
Warrenton, VA 20186

Russell Combs
PO Box 993
Radford, VA 24143

Dillon Williams
8464 Renalds Ave
Marshall, VA 20115

WEST VIRGINIA

McKenze Steele
1991 Sliding Run Road
Burnsville, WV 26335

WISCONSIN

Shane Dilley
30397 County Hwy X
Blue River, WI 53518

Walsh Cattle
N2791 Co Rd N
Lyndon Station, WI 53944

L & M Acres
W7240 Dama Rd
Phillips, WI 54555

Performance Planting
11922 4¼ Mile Rd
Franksville, WI 53126

Scott Houghton
2712 County Rd B
Platteville, WI 53818

WYOMING

Crossland Ranch
100 Bordeaux Rd
Wheatland, WY 82201

M Lazy Heart Ranch
4725 St Hwy 154
Torrington, WY 82240

David Ranch LLC
410 Gabes Rd
Pavillion, WY 82523

Cundy Ranch
PO Box 1478
Sundance, WY 82729

COW SENSE

Register

Ten questions designed to test your beef industry knowledge:

1. Who is the current Chairman of the ASA Board of Trustees?
2. Name the four stomach compartments of a ruminant animal.
3. By what process are feeds broken down in the body?
4. A deficiency in what mineral causes the condition known as grass tetany in cattle?
5. For what primary purpose were cattle used during colonial days in the US?
6. What is the single most important factor in low calf crop percentage?
7. During which trimester of pregnancy does the calf gain the least weight?
8. What is the common term for describing sex drive in a bull?
9. Name the three generally recognized strains of Simmental found in France.
10. What is the human equivalent of Bang's disease or brucellosis?

Answers:

1. Chris Jvie; 2. Runen, reticulum, omasum, abomasum; 3. Digestion; 4. Magnessium; 5. As draft animals; 6. Open cows; 7. The first; 8. Libido; 9. Pie Rouge, Abundance, Montebard; 10. Undulant fever.

KCC1 COUNTERTIME 872H X OMF TIME LESS B100

HOMOZYGOUS BLACK & HOMOZYGOUS POLLED

PB SIMMENTAL • ASA 4255423

LUDACRIS

\$100/UNIT



OMF LUDACRIS L17 IS THE \$70,000 HIGH SELLING BULL FROM THE 2024 OAK MEADOW FARMS ANNUAL PRODUCTION SALE! HIS DAM, OMF TIME LESS B100 IS QUICKLY BECOMING ONE OF THE MOST IMPORTANT COWS IN THE SIMMENTAL BREED WITH WELL OVER \$500,000 IN PROGENY SALES TO DATE! THE PEDIGREE THAT SUPPORTS THIS IMPRESSIVE INDIVIDUAL COMBINES SOME OF THE MOST POWERFUL FEMALES IN THE BUSINESS!

TOP 15% CE, BW, MCE, & API • TOP 20% MARB • TOP 25% STAY, DOC, & TI
A MUST-USE SIRE IN 2024!



OWNED BY **NELSON FAMILY FARMS**
MABEL, MINNESOTA
GABE CHASE 507.273.5911
JOE NELSON 507.450.6763
MATT NELSON 507.450.6427

OAK MEADOW FARMS
HARMONY, MINNESOTA
DR. LYNN AGGEN 507.421.3813
MATT AGGEN 701.866.3544
HUNTER AGGEN 507.923.0815

State Marketplace

California



Red River Farms
13750 West 10th Avenue
Blythe, CA 92225
Office: 760-922-2617
Bob Mullion: 760-861-8366
Michael Mullion: 760-464-3906

Simmental – SimAngus™ – Angus

Colorado



BRIDLE BIT SIMMENTALS
ERROLL COOK & SONS
PO Box 507, Walsh, CO 81090
Chad Cook 719-529-0564
bridlebitsimm@gmail.com
www.bridlebitsimmentals.com

Annual bull and female sale March 17, 2025

T-HEART RANCH
True High Altitude Cattle
Shane & Beth Temple
719-850-3082
www.t-heartranch.com
HIGH ALTITUDE BULL SALE • MARCH 23, 2024 • LA GARITA, CO

Illinois



RINCKER SIMMENTALS
997 N 2050 East Road • Shelbyville, IL 62565
Curt and Pam Rincker Cell: 217-871-5741
Brent Rincker 217-246-3550
Cari Rincker 217-531-2179
crincker@lakelandcollege.edu rincker@gmail.com rinckercattle@gmail.com

Visitors always welcome! Sale info at: www.rincker.com

Owner: Jim Berry
Cattle Manager: Ben Lehman
563-920-0315
6502 Rt. 84 South Hanover, IL 61041
815-297-5562
www.wildberryfarms.net

Accuracy Matters

Carcass predictions take time and progeny, accelerate this process with the CMP.

carcdata@simmgene.com



Indiana



Jeff & Leah Meinders
812-498-2840 | Milan, IN
Simmental & SimAngus™

Clear Choice Events
Bull Sale. 3/23/24
Customer Sale. 4/27/24
Spotlight Show. 4/27/24
Female Sale. 10/26/24

WWW.CLEARWATERSIMMENTALS.COM



Quality Red & Black Simmental

John & Barbara 812-546-5578
15633 E Jackson Rd. Hope, IN 47246
Dan, Jill, Luke & Chase 812-371-6881
Ben, Ashley, Gracie & Laynie 812-371-2926



6591 W County Road 625 N • Middletown, Indiana 47356

765.620.1700 • Scott • 765.620.0733 • Jeff
Thomas Lundy: 502.471.0354

WWW.TRENNEPOHLFARMS.COM

Iowa

Denny Cason - 641-814-3332
London Cason - 641-799-7350
cdcason@sirisonline.com
2077 715th Ave
Albia, Iowa 52531
Female Sale November 2025, Bull Sale March 2025
Russell, IA

SPRINGER SIMMENTAL
Jeff & Lynda Springer
Michelle & Todd Christianson
Steve & Bri Springer
3119 310th St • Cresco, IA 52136
641-330-6654
sprinsim@iowatelecom.net
WWW.SPRINGERSIMMENTAL.COM

Kansas

Cow Camp Ranch

Kent, Mark and Nolan Brunner
3553 Upland Rd. • Lost Springs, KS
785-466-6475 Kent
785-466-1129 Nolan
785-258-0173 Mark
nolan@cowcampbeef.com

Spring Bull Sale – Saturday, January 18, 2025
Spring Turn-Out Sale – Saturday, April 27, 2024



Diamond H Ranch
Dependable cattle from our pasture to yours!
ANNUAL PRODUCTION SALE FOURTH WEDNESDAY IN MARCH
JUSTIN & JADE HEZE | 785-623-8404 | VICTORIA, KS
www.diamondhranch.org

THE PERFORMANCE IS BRED IN – BEFORE THE BRAND GOES ON!

DICKINSON SIMMENTAL AND ANGUS RANCH

Kirk • 785-998-4401 (phone & fax)

2324 370th Ave.
Gorham, Kansas 67640
www.dickinsonranch.com

March 2025
53rd Annual
Production Sale
At the Ranch

Dixson Farms, Inc.

Carol Dixon, Kevin Dixon,
& Lyle Dixon, D.V.M.

13703 Beaver Creek Rd • Atwood, KS 67730
785-626-3744 • dryl@live.com
www.dixonfarms.com



DX



Rodney & Kim Hofmann
2244 19th Rd
Clay Center, KS 67432
785-944-3674

www.honestbulls.com

"Proof • Performance • Profit"

JENSEN SIMMENTALS

Steven A. Jensen • 913-636-2540
40532 John Brown Highway
Osawatomie, KS 66064
jensensimmentals@gmail.com

In our 6th decade breeding Simmental cattle.

www.jensensimmentals.com

Loomis Simmentals
COUNCIL GROVE, KS
JUSTIN LOOHIS 785-561-0983
MORGAN LOOHIS 820-786-7058
WWW.LOOISSIMMENTALS.COM

BULLS FEMALES
FROZEN GENETICS



Joe & Kim Mertz 785-458-9494
Abram & Dani Mertz 785-456-3986
7160 Zeandale Road
Manhattan, KS 66502

www.rivercreekfarms.com

35th Annual "Built to Work"
SimAngus Bull Sale, February 2025

Minnesota

KLER CATTLE 2025 Production Bull & Female Sale - Feb. 16th
Visit www.kaehlercattle.com to request a catalog!

MOBILE
Seth Kaehler - 507-272-5403
Ralph Kaehler - 507-249-5721

EMAIL
kercattle@gmail.com

MAILING ADDRESS
23913 County Road 39
St. Charles, MN 55952

STRUCTURED FOR SUCCESS



Dr. Lynn Aggen Performance with Quality
Office: 507-886-6321
Mobile: 507-421-3813
Home: 507-886-4016

Matt Aggen
Mobile: 507-866-3544
Home: 507-772-4522
Email: mattaggen@hotmail.com

Oak Meadow Farms
Simmentals
Harmony, MN 55939
www.oakfarm.com




Missouri

LUCAS CATTLE CO.
Registered Simmentals, SimAngus™ & Angus Cattle

Cleo Fields 417-399-7124
Jeff Reed 417-399-1241
www.lucascattlecompany.com

Forrest & Charlotte Lucas, Owners
26511 County Rd. 50
Cross Timbers, MO 65634
Office 417-998-6512
Visitors Always Welcome



SHOAL CREEK
LAND & CATTLE

Ed and Kathi Rule
Lucy, Olivia and Luke

Excelsior Springs, MO • 816-336-4200 Office

Cattle Manager: J.R. Richburg 386-717-1827
Farm Manager: Scott Akey 816-835-5332

shoalcreekcattle@aol.com
www.shoalcreeklandandcattle.com



Steaks Alive
John & Jeanne Scorse
P.O. BOX 3832 • Joplin, MO 64803
Phone: 417-437-0911 • 417-437-4434
scorsej@steaksalive.com
Facebook - Steaks Alive



More than a Carcass Test

The CMP collects birth-to-harvest data, genomics, and mature cow information.
carcdata@simmgene.com



Montana

Begger's Bill Begger
482 Custer Trail Road
Wibaux, MT 59353
Bill: 406-796-2326
John: 406-795-9914
darbegger@gmail.com

180 Black Simmental, SimAngus™ and Angus Bulls to Sell

Big Sky Genetic Source Bull Sale
Wednesday, February 5, 2025 • at the ranch, Wibaux, MT



Join us...
BULLS OF THE BIG SKY
FEBRUARY 17, 2025
BILLINGS LIVESTOCK COMMISSION

WWW.BULLSOFTHEBIGSKY.COM
Follow Bulls of the Big Sky on Facebook



DIAMOND BAR S
Dennis & Nila Schenk & Sons
350 County Line Rd
Fairfield MT 59436
406-590-3377
diamond@3rivers.net
Bull Sale 2nd Friday in January, 2025
WESTERN LIVESTOCK GREAT FALLS MT



LRS Clay & Marianne Lassle
Sarah & Ryan Thorson
42 Road 245
Glendive, Montana
Clay: 406.486.5584
Ryan: 406.694.3722
lassleranchsimmentals.com lrbeef@midrivers.com

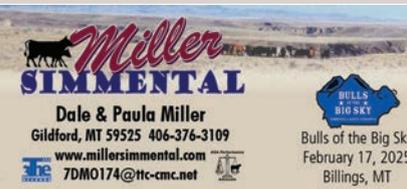


Shannon & Jen Carr
820 Little Bitterroot Rd
Hot Springs, MT 59845
Cell: 406.270.2268
lbrsimmental@gmail.com
lbriversimmental.com
Bulls of the Big Sky
February 17, 2025

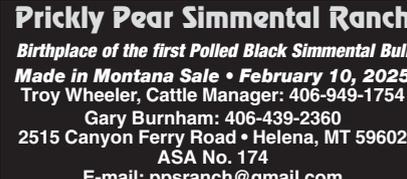


Miller SIMMENTAL
Dale & Paula Miller
Gildford, MT 59525 406-376-3109
www.millersimmental.com
7DM0174@tmc-cmc.net

Bulls of the Big Sky
February 17, 2025
Billings, MT



Prickly Pear Simmental Ranch
Birthplace of the first Polled Black Simmental Bull
Made in Montana Sale • February 10, 2025
Troy Wheeler, Cattle Manager: 406-949-1754
Gary Burnham: 406-439-2360
2515 Canyon Ferry Road • Helena, MT 59602
ASA No. 174
E-mail: ppsranch@gmail.com



Nebraska

FORSTER FARMS
Verlous Forster Family
74096 Road 434
Smithfield, NE 68976-1039
Ph 308-472-5036 Verlous
308-991-2208 Alan Cell
Email: alan_forster@hotmail.com

Just 20 minutes off I-80

"Red and Black, Polled, Pigmented Simmentals"



J & C SIMMENTALS
Black Simmental Bulls & Females
Purebred to Percentage

Jay & Kim Volk
Clark & Leslie Volk
Bob & Jeanette Volk

Jay 402-720-7596 • Clark 402-720-3323
20604 US Hwy 30 • Arlington, NE 68002
volkjk@aol.com • www.jandcsimmentals.com

J&C Annual Bull Sale –
January 25, 2025



JD Anderson
Arapahoe, NE
308-962-6146
powerlinegenetics.com
powerlinegenetics@gmail.com

POWERLINE GENETICS



Bull Sale - Feb. 21, 2025
SPECIALIZING IN BLACK & RED POLLED SIMMENTAL,
SOME FLECK INFLUENCE

SANDY ACRES SIMMENTAL
Melanie Miller 402-841-1450
Leonard Miller 402-640-8875
Neligh, NE
www.SandyAcresSimmental.com



SIMMLOUP 402-641-2936 Cell
Nick and Andrea
303 Northern Heights Drive • Seward, NE 68434
sloupsimmentals@gmail.com • sloupsimmentals.com

Join us at the Farm, October 19, 2024
for our 30th Annual Production Sale.



Triangle J Ranch
Darby & Annette Line
35355 Arrow Road • Miller, NE 68858
308-627-5085 Darby Cell
www.trianglejranch.com

Bull Sale last Sunday in January
and Female Sale first Sunday
in November.



State Marketplace

Nebraska cont.

VOLK LIVESTOCK

SIMMENTAL ANGUS SIMANGUS™
A DIVISION OF VOLK FARMS INCORPORATED

Dean Volk Phone: (402) 992-9997
84184 545th Ave. Email: volk.livestock@hotmail.com
Battle Creek, NE 68715 Website: www.volklivestock.com

Western Cattle Source
Jock & Brenda Beeson
100 Wohlers Drive
Crawford, NE 69339
308-665-1111 (home)
308-430-2117 (mobile)
308-430-0668 (mobile)
Email: wcsbeeson@bbc.net

THE PERFORMANCE CONNECTION

North American Fullblood Breeders

BRINK FLECKVIEH

23098 Gunder Rd • Elkader, IA 52043
Jerry: 563-245-2048 • Preston: 563-880-2075
jbrink@alpinecom.net

Visit our website: www.brinkgenetics.com

JENSEN SIMMENTALS

Steven A. Jensen • 913-636-2540
40532 John Brown Highway
Osawatomie, KS 66064
jensensimmentals@gmail.com

In our 6th decade breeding Simmental cattle.

www.jensensimmentals.com

KG KULP GENETICS

DAVID J. & ANNE B. KULP, DVM

717-278-6399 or 717-823-2161 938 Power Rd.
kulpgen@aol.com Manheim, PA 17545

LITTLE CREEK CATTLE

2638 Turkey Creek Road
Starkville, Mississippi

Dr. Jason & Nikki Gress
Jason 301.331.1773
Nikki 304.676.7382
info@littlecreekcattle.com
www.LittleCreekCattle.com

FULLBLOOD FLECKVIEH AND FLECK INFLUENCED CATTLE

Fleckvieh & Fleckvieh-Based Simmentals • SimAngus™ • Simbrah

Scott Riddle
Fred Schuetze
817-894-0563

2649 Pear Orchard Road
Granbury, Texas 76048

Website: simmentalsoftexas.com • Email: sotsimmentals@yahoo.com

Simmentals of TEXAS
Fleckvieh Advantage

North Carolina

REGISTERED SIMMENTAL
F-1 REPLACEMENTS
REGISTERED BRAHMAN

MYRA NEAL MORRISON
8800 Row-Cab Line Rd. • Rockwell, NC 28138
704-279-3128 • 704-202-6171 Cell
E-mail: myram@morrisonfarm.com
www.morrisonfarm.com

North Dakota

ESTD 1927
C DIAMOND SIMMENTALS

Wesley & Kelsey
701.391.2838
Nicholson Family
701.391.6205
cdiamond@bektel.com
C Diamond Simmentals
Dawson ND

DAKOTA EXPRESS

Wade & Merri Staigle
Center, ND 701-794-3351

Kevin & Liz Hansen
Ryder, ND 701-758-2571

Annual bull & female sale
February 21, 2025 www.dakotapress.com

Terry Ellingson & Family Phone: 701-384-6225
Cell: 701-741-3045

Ellingson Simmentals

5065 125th Ave. NE • Dahlen, ND 58224
tellings@polarcomm.com • www.ellingsonsimmentals.com
Annual Production Sale, January 24, 2025

Kaelberer Simmentals

Claye and Michelle Kaelberer and Family
4215 County Road 85 • New Salem, ND 58563
701-220-3124 (cell) • 701-843-8342 (home)

Edge of the West Bull and Female
Production Sale each February

KELLER BROKEN HEART RANCH

Dwight & Susan Keller Family
Luke, Jake & Tess Keller
1573 55th St., Mandan, ND 58554
701-445-7350 (home)
701-471-5215 (Dwight cell)
701-471-1142 (Luke cell)
701-471-5065 (Jake cell)
kbhr@westriv.com
www.kbhrsimental.com
"Simmental Beef on the Cutting Edge!"

Annual Production Sale
March 6, 2025

KENNER SIMMENTALS

Roger, Jeanette, & Erika Kenner
5606 57th St. NE
Leeds, ND 58346
Phone 701-466-2800
Erika 406-581-1188
erika.kenner@gmail.com
www.kennersimental.com Fax 701-466-2769

QBVJT
Power by Design
Quandt Brothers
701-710-0080

VJT Ranch
701-710-0843
Oakes, ND
Sale February 18, 2025

JOSH & TRISTA RUST

759 7th Ave NW
Mercer, ND 58559
p: 701.447.2479
f: 701.447.2478
c: 701.391.9769

RUST MOUNTAIN VIEW RANCH
Simmental • Red Angus • Mercer, North Dakota

e_rustmountainviewranch@hotmail.com
www.rustmountainviewranch.com

TNT Simmental Ranch

39th Annual "Carrying On" The Genetic Explosion Bull Sale!
Friday, February 14, 2025 • At The Ranch, Lehr, ND

www.tntsimentals.com **DVAuction.com**

Shanon & Gabe Erbele Lehr, ND
S 701-527-5885 • G 701-426-9445
gserbele@hotmail.com

Kevin & Lynette Thompson Almont, ND
H 701-843-8454 • K 701-391-1631
kevinandlynette@westriv.com
facebook.com/tntsimentalranch

Wilkinson Farms Simmentals

Terry and Cathy Schlenker Family
7649 49th Street SE
Montpelier, ND 58742
701-489-3583 (home)
701-320-2171 (cell)
www.wilkinsonfarmssimentals.com

Ohio

Breeding Cattle at its best!

FSC FERGUSON SHOW CATTLE

John Ferguson
440-478-0782

Herdsman:
Lindsey Ferguson
440-478-0503
www.fergusonshowcattle.com



Haley Farms

11203 Mullinix Road
West Salem, Ohio 44287
Pam: 330-353-6072
Mike: 330-350-0405
www.haley-farms.com

Purebred Simmental Cattle

Missing Rail SIMMENTALS

Tim, Peg, Emily & Kyle Brinkman
D860 County Road 15 Holgate, OH 43527
Tim. 419.966.5587 | Home. 419.264.3312
www.missingrailcattle.com

Oklahoma

Updyke Simmentals

Performance bred, registered Simmental cattle.

Gary and Cindy Updyke

Checotah, OK • 918-473-6831 (H) • 918-843-3193 (C)
garyupdyke38@gmail.com
www.facebook.com/UpdykeSimmentals

Willis Simmentals



5759 Enville Road
Marietta OK 73448
willissimmentals@arbuckleonline.com
Quality Simmental Breeding Cattle

10 miles east on Hwy. 32,
1/4 mile north on Enville Road.

Bobby 580-276-2781 (ph. & fax) Jon 580-795-4601

South Dakota

Benda Simmentals

Jim and Jay Benda

26106 366th Ave. Jim: 605-730-6703 (Cell)
Kimball, SD 57355 Jay: 605-730-0215 (Cell)
605-778-6703 bendaranch@midstatesd.net

Black and Red Breeding Stock



Harley - 605-680-0845
Dawn - 605-680-4224
Kari - 605-680-4386
Home - 605-894-4464

Simmental Cattle - Club Calves

Harley, Dawn and Kari Cable
2344 Rocky Road • Pukwana, SD
hdcable@midstatesd.net

Christensen ★ Dunsmore

3C Christensen Ranch

John Christensen, Cam & Tyler Fagerhaug
37273 216th Street • Wessington, SD 57381
605-458-2218 home • 605-458-2231 fax
605-350-1278 cell
458-350-2018 Cam

Annual Production Sale
March 21, 2025 • Wessington, SD



NLC Simmental Ranch

Rick & Lanali L. Christensen
Dunsmore & NaLea, Chase & Swayzee
21830 372nd Ave • Wessington, SD 57381
605-458-2425 • 605-354-7523 cell
605-350-5216 cell

NLC

R&R Cattle Company



Steve & Elaine Reimer & Family
25657 345th Avenue
Chamberlain, SD 57325
Phone: 605-234-6111
Email: rrcattle@midstatesd.net



Tom & Meghan
Schnabel
605-380-2811

www.srsimms.com • schnabelranch@gmail.com

Annual Sale Third Saturday in February
Hub City Livestock, Aberdeen, SD



Double J
Farms

Simmental Cattle
est. 1974

Kipp Julson • 605-351-9088
48672 252nd St
Garretson, SD 57030
doublejfarms@alliancecom.net
www.doublejsimmentals.com

Double J Farms 51st Annual
Bull and Female Sale, January 24, 2025,
Garretson, SD

STAVICK SIMMENTAL



Veblen, SD
605-237-4663 (Mike)
605-551-9016 (Owen)
stavickx@tnics.com
stavicksimmental.com

ANNUAL SALE — FIRST THURSDAY IN FEBRUARY

TRAXINGER SIMMENTAL



Reds, Blacks • Bulls and Females
Private Treaty Sales

Mike and Terri Traxinger
11176 - 406th Avenue
Houghton, SD 57449
Home: 605.885.6347
Mike's cell: 605.294.7227
mtrax@nvc.net
www.traxinger.com



Steve & Cathy Eichacker

605-425-2391 or
605-421-1152
email: es@triotel.net
25446 445th Ave
Salem, SD 57058

Annual Bull Sale • March 7, 2025



Clay Ekstrum
605-778-6185 (H)
605-730-1511 (C)

John Ekstrum
605-778-6414

36220 257th St., Kimball, SD 57355
clayekstrum@midstatesd.net • ekstrumsimmentals.com

South Dakota's
Source for Outcross
Performance
Simmentals!

& SimGenetics
— Specializing in Hard to Find
Red Breeding Stock —



Bruce and Sandra Flittie

11913 342nd Ave • Hosmer, SD 57448
605-283-2662 • flittiesimm@valleytel.net



Kerry, Justin,
and Travis Hart
605-252-2065 (Kerry)
605-216-6469 (Justin)
605-252-0894 (Travis)
4hooves@nvc.net
www.hartsimmentals.com

10904 387th Avenue
Frederick, SD 57441

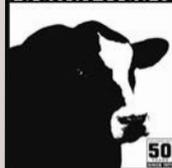
WERNING CATTLE COMPANY

Simmental - Angus - SimAngus™
27262 424th Ave. • Emery, SD 57332
Dale: 605-825-4219
Scott: 605-682-9610
www.werningcattle.com



Tennessee

MARTIN FARMS



Neil J. Martin
CELL 931-623-2634
HOUSE 931-670-3646

Christopher Martin
CELL 931-580-6821

MartinFarmsBeef.com
martinfarmsbeef@gmail.com
9387 S Lick Creek Rd | Lyles, TN 37098

Stay ahead with CMP

"If we think our competition isn't
getting better, we're simply not
paying attention." - Marty Ropp

carcdata@simmgene.com



State Marketplace

Texas

Simbrah, SimAngus™ HT, SimAngus™ & Simmental

FILEGONIA CATTLE COMPANY

Joe & Beth Mercer
327 CR 459
Lott, TX 76656
Cell: 956-802-6995
bethmerc1974@gmail.com
www.filegoniacattle.com



Monte Christo Ranch & Investments

Jud and Margie Flowers
12111 N. Bryan Road • Mission, TX 78573-7432
956-207-2087

email: judf@lonestarcitrus.com
"No Nonsense" Simbrah Cattle

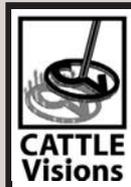
Prove It.

You know your calves are worth it.
Give buyers facts so they know it too.

IGS@internationalgeneticsolutions.com

Livestock Services

Genetics



Semen Available on
Today's Hottest AI Sires

573-641-5270
www.cattlevisions.com

ORIGen

Breeder to Breeder Genetic Services

10 West Arrow Creek Road
Huntley, Montana 59037

1-866-867-4436

www.ORIGenbeef.org

Sales Call

A bi-monthly
electronic announcement
of upcoming sales for
ASA Publication advertisers.

Auctioneers and Marketing

Tracy Harl Auctioneer

402-469-3852
505 E. CR. 72 • Wellington, CO

ROGER JACOBS Auctioneer

P.O. Box 270
Shepherd, MT 59079
406-373-6124 Home
406-698-7686 Cell
406-373-7387 Fax
auctions@jacobslivestock.com

Jered Shipman, Auctioneer

806-983-7226
6945 CR 206
Grandview, TX 76050

WILLIAMS Land & Cattle Auction Co.

MIKE WILLIAMS, Auctioneer
18130 Brush Creek Road
Higginsville, MO 64037
PH: 660-584-5210 • Cell: 816-797-5450
Email: mwauctions@ctcis.net

Insurance

James F Bessler Inc

LIVESTOCK MORTALITY INSURANCE

4812 McBreyer Pl
Fort Worth, Texas 76244-6083
817-562-8980 Office • 817-562-8981 Fax
815-762-2641 Cell
jim@jamesfbessler.com
www.jamesfbessler.com

Jame Secondino Krieger

812-208-0956
www.livestockins.com
Universal, Indiana

Livestock Mortality Insurance

Agent for...
**AMERICAN
LIVE STOCK**
A Division of Market Service Incorporated

Simmental/ Simbrah Superbowl XXXII

Date: February 14, 2024
Location: San Antonio, TX
Judges: Canaan and Mollie Dreibrodt, New Braunfels (Showmanship); Canaan Dreibrodt, New Braunfels (Percentage Simbrah, PB and Percentage SM); Matt Claeys, Fowler, IN (PB Simbrah)

Purebred Simbrah Females

Calf Champion

s. by Smith Follow My Lead, exh. by Parker Pilat, sponsored by Smith Genetics, TX.

Reserve Calf Champion

s. by Smith Follow My Lead, exh. by Kannon Hill, sponsored by Smith Genetics, TX.

Senior Calf Champion

s. by Smith Follow My Lead, exh. by Kaylee Dement, sponsored by Smith Genetics, TX.

Reserve Senior Calf Champion

s. by Smith Made Solid, exh. by Holden Hawkins, sponsored by Smith Genetics, TX.

Intermediate Champion

s. by Smith Made Solid, exh. by Kayden Pilat, sponsored by Smith Genetics, TX.

Reserve Intermediate Champion

s. by RGV DRC Paying the Bills, exh. by Jenna Tyler, sponsored by La Muñeca Cattle Co., TX.



Reserve Grand Champion and Early Junior Champion
 s. by RGV DRC Paying the Bills, exh. by Nolan Seale, sponsored by La Muñeca Cattle Co., TX.

Reserve Early Junior Champion
 s. by Smith Practical, exh. by Kynlee Grabs, sponsored by Smith Genetics, TX.

Late Junior Champion

s. by 5W Royal, exh. by Davin Pena, sponsored by Top C Cattle Co., TX.

Reserve Late Junior Champion

s. by LMC Upgraded, exh. by Mallory Fitzgerald, sponsored by 6G Ranch, TX.



Grand Champion and Senior Champion

s. by Smith CRC Lubbock, exh. by Gavin Hinckley, sponsored by Smith Genetics/TMP Livestock, TX.

Reserve Senior Champion

s. by Smith Made Solid, exh. by Skylar Wilkerson, sponsored by Smith Genetics, TX.

Percentage Simbrah Females



Grand Champion

s. by Profit, exh. by Ryder Baring, sponsored by Baring Cattle Co., TX.



Reserve Grand Champion

s. by Hagan Hush Money, exh. by Ellie Petrash, sponsored by Higher Up Cattle, TX.

Purebred Simmental Females

Calf Champion

s. by SO Remedy 7F, exh. by McKenzie DeBerry, sponsored by Madden Ross, NE.

Reserve Calf Champion

s. by WLE Copacetic, exh. by Cain Todd, sponsored by Blount Farms, TX.

Junior Champion

s. by SO Remedy 7F, exh. by Aaron Rexrode, sponsored by Foster Bros., TX.

Reserve Junior Champion

s. by OMF Hard Right, exh. by Bradley Kidd, sponsored by Foster Bros., TX.



Grand Champion and Senior Champion

s. by Copacetic, exh. by Claire Todd, sponsored by Blount Farms, TX.



Reserve Grand Champion and Reserve Senior Champion

s. by Copacetic, exh. by Dakota Franz, sponsored by Levi Douglas, TX.

Percentage Simmental Females



Grand Champion

s. by JAS Crib Heritage 102H, exh. by Maci Weems, sponsored by Cribbs Cattle, SD.



Reserve Grand Champion

s. by LLSF Uprising Z925, exh. by Rylie Smith, sponsored by BKE Farms, TX.

Showmanship

8-9-Year-Old Division

Camryn Travis (1st)
 Brynley Buzzard (2nd)

10-Year-Old Division

Ellie Petrash (1st)
 Jackie McReynolds (2nd)

11-Year-Old Division

Bailey Buzzard (1st)
 Riley Dement (2nd)

12-Year-Old Division

Maci Weems (1st)
 Ryder Baring (2nd)

13-Year-Old Division (A)

Kinleigh Compton (1st)
 Addison Lucas (2nd)

13-Year-Old Division (B)

Victoria Garcia (1st)
 Bailee Wilson (2nd)

14-Year-Old Division

Aiden Glueck (1st)
 Aaron Rexrode (2nd)

15-Year-Old Division

Mallory Fitzgerald (1st)
 Grace Tullos (2nd)

16-Year-Old Division (A)

Jess Pool (1st)
 Callie Heaton (2nd)

16-Year-Old Division (B)

Claire Todd (1st)
 Jenna Jennings (2nd)

17-Year-Old Division (A)

Hanna Wright (1st)
 Justice Epley (2nd)

17-Year-Old Division (B)

Cassidy Lake (1st)
 Alton Bauer (2nd)

18-Year-Old Division

Coen Bell (1st)
 Davin Pena (2nd)

(Continued on page 87)

DNA Services (Contact ASA For Testing Kits)

Genomic Tests:

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

**Add-on tests available*

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

Genetic Conditions Panel \$25

(Must run with GGP-100K)

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

(Individual defect tests can be ordered for \$25.)

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

****Prices are subject to change*

DNA Collector Fees: Allflex TSU - \$22.00 (box of 10) • Allflex Applicator - \$50.00 • Blood Cards - \$1.00 ea. (processing fee)
Hair Cards - \$5.00 ea. (processing fee) • Sample Pull Fee – \$2.00 ea.

THE Enrollment

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

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

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

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

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

American Simmental Association Fees

First Time Membership Fee:

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

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

Annual Membership Fee (AMF)*:

Adult Membership	\$110
Junior Membership	\$40

Fiscal year runs from July 1 – June 30

Registration Fees:

Registration Fees enrolled in THE

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

Transfer Fees:

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

Additional Transactions:

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

Registration Foreign/Foundation Fees:

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

Registration Fees **not** enrolled in THE:

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

(Continued from page 85)



Showmanship is a focal point of the Simbrah-Simmental Superbowl and this year's contest featured 13 different age groups with a payout ten deep in each group. The top two of each division then competed for the overall and reserve overall showman of the event. Hanna Wright was selected as the overall grand champion showman and Coen Bell was named overall reserve grand showman. They received \$1,500 and \$1,000, respectively.

Scholarships



There were 147 exhibitors at the 2024 Simbrah-Simmental Superbowl, and at the conclusion, 41 received \$250 scholarships each.

Sponsors

Sponsors for the 2024 event, each of whom provided \$1,000, were: Smith Genetics, 7N Cattle, Boening Bros., TMP Livestock, Bar P Bar, RGV Cattle Co., Southern Jewel Cattle Co., Glueck Tree Farm, 6G Ranch, TCW Cattle Co., Pool Farms, Mayes Cattle Co., Peach Creek Ranch Cattle LLC, BKE Farms, AF Farms, Stehle Cattle Crew, Bland Cattle Co., Red River Farms, Pine Ridge Ranch, LLC, 3A Cattle Co., Johnson Cattle Co., Hidden Oaks Cattle, Top C Cattle Co., Resolution Group, La Muñeca Cattle Co., La Hacienda Hinojosa, Brolaco Cattle Co., Foster Bros Farms, Bailee Wilson, Williams Cattle Co., GC Farms and Ranch, Baring Cattle Co., Mike Petrus, Strack Farms, Levi Douglas, Blount Farms, Pembroke Cattle Co., Higher Up Cattle, Shipwreck Cattle, Madden Ross, Diamond J Simmentals, Diamond X Show Cattle, Freasier Ranch, Lindsey Farms, Cribbs Cattle, Reavis Farms, McCrary Farms, Braxton Cole, and Scollie Saha.

The Simbrah-Simmental Superbowl is a volunteer run organization, coordinated by founders, Tim Smith and Carlos Guerra. It annually awards over \$40,000 and is made possible by breeders who sponsor the event at \$1,000 each. This allows heifers from their programs that are purchased by junior exhibitors to be eligible for the competition.

Note: The grand champion in the Purebred Simbrah and Simmental Shows were each awarded \$1,500 and the reserve champions \$1,000. The grand champion in the Percentage Simbrah and Simmental Shows were each awarded \$500 and the reserve champions \$250. Division champions also received checks. There were 13 divisions of showmanship, and each division rewarded first and second place with a buckle, as well as \$1,000 in premiums per age group was available, paying through tenth place. The event awarded \$70,000 and in the 32 years the show has awarded the youth in SimGenetics more than \$1.2 M.

For more information on the event click on www.simmental-simbrahsuperbowl.com and follow the Facebook page. ■



2023-24 FINAL STANDINGS

People's Choice

PTP RING OF CHAMPIONS

TOP THREE HEIFERS

- | | | |
|---|---|--|
| 1 | Rocking P Built To Love K067
Circle M Farms and Rocking P Livestock | Sire: Reckoning 711F
Dam: RPMP Built To Love A021 |
| 2 | UDE Hayleigh 5K
Brady Edge and Udell Cattle | Sire: SO Remedy 7F
Dam: KDP Miss Hoya Hayleigh |
| 3 | XTB Little Red Wagon K094
Morgan Jackson | Sire: NI Lock In
Dam: OBCC Zenyatia 94AG |

TOP THREE BULLS

- | | | |
|---|--|--|
| 1 | RP/CMFM John B J104
Red River Farms, Circle M Farms
and Rocking P Livestock | Sire: HPF Quantum Leap 2952
Dam: RP/BCR Stylish Love F158 |
| 2 | TJSC Coping With Destiny 9K
Jones Show Cattle, Elmore Cattle Services,
Diamond J Simmentals, XTB Cattle Co,
and Minnaert Show Cattle | Sire: WLE Copacetic E02
Dam: TJSC Diamonds Destiny 134C |
| 3 | Insurrection
Diamond J Simmentals | Sire: WC Style 69E
Dam: SHCO Foxy 385F |





**Bulls bred
to meet
commercial
cattlemen's
needs!**



BULLS FOR SALE

**SIMMENTAL &
SimAngus™ BULLS**

**YEARLINGS
AVAILABLE!**

CALL FOR MORE INFORMATION

**Cross Timbers,
Missouri**

www.lucascattlecompany.com

(417) 399-7124

(417) 998-6878



**A brand you can trust
and cattle you can
count on!**

Forrest & Charlotte Lucas

APRIL

- 2 Daigger-Orr Angus 36th Annual Production Sale – North Platte, NE
- 2 OSA's Spring Online Sale – www.dponlinesales.com
- 3 Kansas Bull Alliance Inaugural Sale – Mankato, KS
- 4 Midland Bull Test – Columbus, MT
- 5 CK Bar Ranch's Bull Sale – Saint Onge, SD
- 6 Belles and Bulls of the Bluegrass – Lexington, KY
- 6 Big Country Genetics Sale – Cody, WY
- 6 McDonald Farms' Annual "Pick of the Pen" Bull Sale – Blacksburg, VA
- 6 The Gathering at Shoal Creek – Excelsior Springs, MO
- 9 Thomas Ranch's 52nd Annual Bull Sale – Harrold, SD
- 6 Wisconsin Beef Improvement Association's Annual Bull Sale – Platteville, WI
- 11 Connors State College Bull Test Sale – Warner, OK
- 12 South Dakota State University's Annual Bull Sale – Brookings, SD
- 13 Hilbrands Cattle Co.'s Passion 4 Perfection Sale – Clara City, MN
- 13 Indiana Bull Test Sale – Bedford, IN
- 13 Lucas Cattle Company's Sale – Cross Timbers, MO
- 20 DLCC Ranch's 32nd Annual Production Sale and Entire Fall Herd Dispersal – Pierz, MN
- 20 New Day Genetics' Sale – Salem, MO
- 20 Pigeon Mountain Spring Beef Builder Bull and Female Sale – Rome, GA
- 20 RS&T Simmentals' Performance and Pounds Bull Sale – Butler, MO
- 26 Crosshair Simmental's Production Sale – Napoleon, ND
- 26 Putting the Puzzle Together Annual Production Sale – Napoleon, ND
- 27 Classic Farms' Spring Fever Sale – Weston, WV (pg. 9)
- 27 Clear Choice Customer Sale – Milan, IN (pg. 80)
- 27 Cow Camp Ranch's Spring Turn-Out Sale – Lost Springs, KS (pgs. 5, 80)
- 27 Heartland Performance with Class Production Sale – Waverly, IA (BC)
- 28 Christensen Simmental's Online Bull Sale – Wessington Springs, SD

MAY

- 4 Stars and Stripes Sale – Hummelstown, PA
- 18 Mississippi/Alabama Simmental State Sale – Cullman, AL
- 20 Red Hill Farms' Maternal Monday Online Sale – www.redhillfarms.net

JUNE

- 12–15 AJSA North Central Regional Classic – Hutchinson, KS
- 18–22 AJSA Eastern Regional Classic – Hattiesburg, MS
- 26–29 AJSA Western Regional Classic – Miles City, MT

JULY

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

AUGUST

- 2 WSFF Simmental Sale – Calgary, AB

SEPTEMBER

- 28 Kentucky Simmental Fall Sale – Lexington, KY

OCTOBER

- 12 Little Creek Cattle's Magnolia Classic – Starkville, MS
- 12 Trinity Farms' Fall Female Sale – Ellensburg, WA
- 19 Fred Smith Company's Extra Effort Sale – Clayton, NC
- 19 MN Beef Expo All Breeds Sale – Minneapolis, MN
- 19 New Direction Sale – Seward, NE (pg. 81)
- 26 Clear Choice Female Sale – Milan, IN (pg. 80)
- 26 Red Hill Farms' Bulls and Females of Fall Sale X – Lafayette, TN

NOVEMBER

- 2 Cason's Pride & Joy Elite Female Sale — Russell, IA
- 2 Irvine Ranch's 20th Annual Production Sale — Manhattan, KS
- 3 Triangle J Ranch's Female Sale — Miller, NE (pg. 81)
- 22 The Event Vol. X — Pleasant Dale, NE

DECEMBER

- 7 Jewels of the Northland Sale — Clara City, MN
- 7 Western Choice Simmental Sale — Billings, MT
- 14 NDSA's Classic Sale — Mandan, ND
- 15 Trauernicht Simmentals' Nebraska Platinum Standard Sale — Beatrice, NE
- 20 The Grand Event Vol. 5 at Buck Creek Ranch — Yale, OK

JANUARY 2025

- 10 Diamond Bar S's Annual Bull Sale — Great Falls, MT (pg. 81)
- 18 Cow Camp Ranch's Annual Spring Bull Sale — Lost Springs, KS (pg. 80)
- 24 Double J Farms' 51st Annual Bull and Female Sale — Garretson, SD (pg. 83)
- 24 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pg. 82)
- 25 J&C Simmentals' Annual Bull Sale — Arlington, NE (pg. 81)
- 26 Triangle J Ranch's Bull Sale — Miller, NE (pg. 81)

FEBRUARY 2025

- 5 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT (pg. 81)
- 6 Stavick Simmental's Annual Sale — Veblen, SD (pg. 83)
- 10 Nelson Livestock Company's Annual Sale — Wibaux, MT
- 10 Prickly Pear Simmental Ranch's Bull Sale — Helena, MT (pg. 81)
- 11 Edge of the West Production Sale — Mandan, ND (pg. 82)
- 12 Jackpot Cattle Co.'s Annual Private Treaty Bull and Heifer Sale — Miller, SD
- 14 Bred For Balance — Starbuck, MN
- 14 TNT Simmentals' 40th Annual "Carrying On" the Explosive Difference Sale — Lehr, ND (pg. 82)
- 15 Flittie Simmental/Schnabel Ranch Simmentals/Lazy J Bar Ranch's Joint Production Sale — Aberdeen, SD (pg. 83)
- 16 K-LER Cattle's Annual Production Sale — Saint Charles, MN (pg. 81)
- 16 Trauernicht Simmentals' Nebraska Platinum Standard Bull Sale — Beatrice, NE
- 17 Bulls of the Big Sky — Billings, MT (pg. 81)
- 18 Quandt Brothers' 13th Annual Production Sale — Oakes, ND (pg. 82)
- 21 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 82)
- 21 Sandy Acres Simmental's Bull Sale — Creighton, NE (pg. 81) ■

Sponsorship Packages

2024
Annual
ASA **FALL
FOCUS**

FOCUS ON YOU. FOCUS ON SUCCESS. FOCUS ON PROFIT.

August 23–27, 2024 | Amarillo, Texas

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

For more information about sponsoring
Fall Focus, please contact Bill McDonald:

504.230.6225 | mcdonaldfarms.bulls@gmail.com

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

Bronze (Under \$500):

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

Silver (\$500 – \$3,499):

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

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

Gold (\$3,500 and above):

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

- Ten minutes to address attendees

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

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

Ad Sales Staff

For All Your Advertising Needs



Nancy Chesterfield

406-587-2778

nchesterfield@simmgene.com



Rebecca Price

406-587-2778

rprice@simmgene.com

Subscriptions

- Domestic \$50/year
- First Class \$100/year
- All International \$150/year (US)

ASA Publication, Inc

One Genetics Way
Bozeman, Montana 59718 USA
406-587-2778 • Fax 406-587-8853
register@simmgene.com

Space and four-color rates for *the Register*:

Space Rates	Non-Contract	5X Contract	9X Contract	Four Color
1 page	\$770	\$730	\$700	\$300
2/3 page	\$660	\$630	\$600	\$200
1/2 page	\$440	\$420	\$400	\$150
1/3 page	\$330	\$315	\$300	\$100
1/4 page	\$220	\$210	\$200	\$75
1/8 page	\$150			\$50
3-inch mini	\$100			\$30
2-inch mini	\$85			\$15
2-inch card	\$700/year, 9 insertion		\$135	
1-inch card	\$390/year, 9 insertions		\$90	
Classified Ads	\$.60/word, \$12.00 minimum, must be prepaid			

the Register Deadlines for Publication:

Issue	Sales Close	Ad Materials Due	Camera Ready Due	Approx Mail Date
May/June '24	April 3	April 8	April 17	May 23
July/August '24	May 29	June 3	June 12	July 19
September '24	July 31	August 5	August 14	Sept 19
October '24	August 16	August 21	August 29	Oct 9
November '24	Sept 27	Oct 2	Oct 11	Nov 18
2025 Calendar	Oct 29	Nov 1	Nov 8	Dec 19
Dec '24/Jan '25	Oct 29	Nov 1	Nov 8	Dec 19
February '25	Dec 17	Dec 20	Jan 3	not yet available
March '25	Jan 29	Feb 3	Feb 12	not yet available

Send all ad materials to: register@simmgene.com or Fax: 406-587-8853

A non-refundable fee of \$50.00 will be assessed if a client does not meet deadlines or if the client commits to advertising and cancels after the deadline or if the ad must be dropped to ensure on time publication.

Advertising materials (including photos) must be in *the Register* office by the dates listed above. *the Register*, which mails by periodicals rate, assumes no responsibility for actual receipt date.

Design Charges

Advertising rates are for camera-ready ads only. Additional design charges will apply to any ad that is designed by ASA Publication, Inc.

Layouts & Proofs

Every effort will be made to provide proofs on all ads — if all ad material arrive in *the Register* office prior to the deadline and a correct email address or fax number is provided.

Advertising Content

the Register and its staff assume no responsibility or obligation to verify the accuracy and truthfulness of advertising copy submitted to *the Register*. However, *the Register* reserves the right to reject any advertising copy or photo which *the Register* deems unsuitable for publication for any reason, including copy

or photographs which are false or misleading. *the Register* assumes no responsibility for the accuracy and truthfulness of submitted print ready ads. Advertisers shall indemnify and hold harmless *the Register* for any claims concerning advertising content as submitted. Advertising containing pedigrees or statements regarding performance must conform to records kept by the American Simmental Association. Copy deviating from official records may be changed as necessary without advertiser consent.

Editorial Policy

Opinions expressed are the writers' and not necessarily those of *the Register*. Photographs are welcome, but no responsibility is assumed for material while in transit or while in the office.

Terms

All accounts are due and payable when invoiced. Interest charges of 1.5 percent per month (18 percent APR) will be added to accounts 30 days past due. If an account becomes 60 days delinquent, all ASA Publication, Inc. work may be suspended until full payment is made. After review by the ASA Executive Committee, ASA privileges may be denied to those with accounts over 90 days delinquent.



Maternal brother to SFG Cowboy Logic, SFG The Judge..

Phenotypic standout offering extra look, structural correctness and added power. For a video visit SunflowerGenetics.com

Possesses the added cowboy traits of incredible foot quality and disposition from the proven SFG Queen B01 cow family known for outstanding udder quality ,maternal ability and the ability to combine phenotype with an advanced genetic profile.

Volume Discounts Available



SFG Cowboy Logic D627 - Maternal brother to Final Touch

**\$50
STRAW**



SFG - K207 - PB SM

Final Touch

KCC1 Exclusive x SFG Queen B01 (Top Grade)
ASA# 4094054 - Homo Black - Homo Polled

CE	BW	WW	YW	MCE	Milk	CW	Marb	REA	\$API	\$TI
14	-.4	79	121	6	15	29	.23	.81	140	84
25%	20%	50%	40%	50%	99%	45%	40%	65%	40%	40%

EPDs as of 3/13/2024



Gleason Family
Steve (785) 640-8060
www.sunflowergenetics.com



Luthi Family

3C Christensen Ranch	83	Dixon Farms, Inc.	80	Livestock Services	84	Sexcel™	1
ABS® Global, Inc.	1, 83	DNA Testing Reminder	28	Loomis Simmentals.	80	Shipman, Jered, Auctioneer	84
All Beef LLC	3	Double J Farms	83	Lucas Cattle Company	81, 88	Shoal Creek Land & Cattle, LLC	81
Allied Genetic Resources	5, 45	DVAuction	9	Ludwig Simmentals.	45	SimGenetics Profit Through Science.	25, 43, 49, 65, 71
America's Cow	65	Eberspacher Enterprises Inc.	BC	Martin Farms	83	Simmentals of Texas.	82
American Junior Simmental Association (AJSA)	27, 28, 29, 30, 31, 33, 34, 35	Echard Farms	BC	Membership Directory	37	<i>SimTalk</i>	37, 56
American Live Stock Inc.	84	Eichacker Simmentals.	83	Mineral Mountain Cattle.	93	Sloup Simmentals	81
American Simmental Association	IFC, 4, 12, 13, 25, 28, 43, 49, 57, 61, 62, 65, 71, 89	Ekstrum Simmentals.	83	Minnesota Simmental Breeders.	81	South Dakota Simmental Breeders.	83
American Simmental-Simbrah Foundation (ASF)	27, 89	Ellingson Simmentals	82	Missing Rail Simmentals.	83	Springer Simmental	7, 80, 93
ASA Performance Advocate	81	Fall Focus.	25, 89	Missouri Simmental Breeders	81	Stanley Martins Farms	6
ASA Publication, Inc.	37, 56, 77	Feeder Profit Calculator™(FPC)	8, 84	Montana Simmental Breeders	81	Stavick Simmental.	83
Begger's Diamond V	81	Ferguson Show Cattle.	82	Monte Christo Ranch & Investments	84	Steaks Alive	81
Benda Simmentals	83	Filegonia Cattle Company	84	Morrison, Myra Neal.	82	Steer Profitability Competition (SPC)	33
Bessler Inc, James F	84	Flittie Simmental	83	National Classic XLIV	27, 28, 33, 34, 35	Summit Leadership Conference.	27
Best Practices for Seedstock Producers	12, 13	Forster Farms	81	Nebraska Simmental Breeders.	81, 82	Sunflower Genetics.	91
Breeders Cup Golf Tournament.	27	Frontier Farms.	39	Nelson Family Farms	79	Superior Livestock Auction.	5
Bridle Bit Simmentals	80	Gibbs Farms	45	NLC Simmental Ranch	83	T-Heart Ranch	80
Brink Fleckvieh	82	Haley Farms	83	North American Fullblood Breeders	82	Tennessee Simmental Breeders.	83
Brush Country Bulls	84	Handy, Eric	39	North Carolina Simmental Breeders	82	Terra Sol Beef	45
Bulls of the Big Sky	81	Harker Simmentals	80	North Dakota Simmental Breeders	82	Texas Simmental & Simbrah Breeders	84
Business Cards	77	Harl, Tracy Auction Company	84	Oak Meadow Farms	39, 79, 81	Texas Simmental Simbrah Association	25
C Diamond Simmentals	82	Hart Simmentals	83	Ohio Simmental Breeders	82, 83	<i>the Register</i>	56
Cable Ranch	83	Heartland Simmentals	BC	Oklahoma Simmental Breeders.	83	TNT Simmental Ranch	82
Calf Crop Genomics (CCG).	13, 57	High Bred Simmental	91	ORlgen	84	Total Herd Enrollment (THE).	13, 61, 62, 81, 82, 83, 84
California Breeders	80	Hofmann Simmental Farms	80	Powerline Genetics	81	Trauernicht Simmentals	3
Canadian Simmental Association (CSA)	21	IGS Multi-breed Genetic Evaluation.	12	Prickly Pear Simmental Ranch	81	Traxinger Simmental.	83
Carcass Expansion Project (CXP)	13	Illinois Simmental Breeders	80	Progress Through Performance (PTP)	43, 71, 87	Trennepohl Farms.	80
Carcass Merit Program (CMP)	49, 80, 81, 83	Indiana Simmental Breeders	80	Public Speaking.	34	Triangle J Ranch	81
Cason's Pride & Joy Simmentals	80	International Genetic Solutions™ (IGS)	8, 84	Quandt Brothers (QBJT)	82	Tru-Test™.	2
Cattle Visions	18, 19, 41, 45, 84, 93, 94, IBC	Iowa Simmental Breeders	80	R&R Cattle Company.	83	Unlimited Genetics	41
CattleMax Software	IFC	J & C Simmentals.	81	Red River Farms	80	Updyke Simmentals	83
CattleScales.com	2	Jacobs, Roger, Auctioneer	84	Regional Classic	29, 30, 31, 33, 34	US Premium Beef	5
Check Us Out Online.	4	Jared Werning Cattle	39	Reserve Your Space Now	56	VJT Ranch	82
Classic Farms.	9	Jenkins Cattle Company	7	Right Choice	5	Volk Livestock	82
ClearWater Simmentals	80	Jensen Simmentals	80, 82	Rincker Simmental	80	Werning Cattle Company.	39, 83
Colorado Simmental Breeders.	80	K-LER Cattle	81	Ring of Champions	43, 71, 87	Western Cattle Source	82
Cow Camp Ranch	5, 80	Kaelberer Simmentals	82	River Creek Farms.	80	Wildberry Farms	80
Cow Herd DNA Roundup (CHR)	13	Kansas Junior Simmental Association (KJSA)	29	RLE Simmental	45	Wilkinson Farms Simmentals.	82
Dakota Xpress	82	Kansas Simmental Breeders.	80	Rust Mountain View Ranch.	82	Williams Land & Cattle Auction Co.	84
Datamars	2	Keller Broken Heart Ranch.	82	S&J Farms	93	Willis Simmentals	83
Diamond Bar S	81	Kenner Simmentals.	82	Sales Call	84	World Simmental Fleckvieh Federation Congress (WSFF)	21
Diamond H Ranch.	80	Key Simmentals	15	Sandy Acres Simmental	81	Young Canadian Simmental Association (YCSA)	21
Dickinson Simmental and Angus Ranch	80	King Cattle Co.	39	Schnabel Ranch Simmentals	83		
		Kulp Genetics	82	Secondino Krieger, Jame	84		
		Lassle Ranch Simmentals.	3, 81	Select Sires.	3		
		Lee Simmental Farms	41				
		Little Bitterroot River Simmental	81				
		Little Creek Cattle	82				



CATTLE *Visions*
 (866) 365-4565

SAS BLACK MAJIC L334 / \$50 STRAW

ASA# 4265277 • Hetero Black • Homo Polled • Sire: SRH Hannibal 5H • Dam: SAS Country J334 (Gold Digger 20G daughter)
 Purebred Simmental • BW: 82 • Adj. WW: 729 • Act SC: 39 cm

CE	BW	WW	YW	MCE	MM	MWW	STAY	CW	YG	Marb	BF	REA	\$API	\$TI
13	1.7	90	138	7	21	66	17	30	-.42	.01	-.066	1.04	134	83
30	60	15	15	35	65	35	35	45	40	85	70	20	50	40

*EPD as of 3/13/2024

Springer
Simmental

Jeff: (641) 330-6654 or sprinsim@gmail.com

www.SPRINGERSIMMENTAL.com

Mineral Mountain Cattle
 Mike & Brandon Yardley
 (435) 691-4438

S&J FARMS

Steve & Jessica Campbell
 (507) 380-3074





W/C Fort Knox 609F

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



LTS Succession 29J

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



W/C Night Watch 84E

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



Rocking P Private Stock H010

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



SSC Shell Shocked 44B

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



THSF Lover Boy B33

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



JC King of the Road 468H

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



Ruby NFF Up The Ante 9171G

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



ACLL Fortune 393D

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



LLW CARD Compass 086K

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



Only One 905K

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



Mr SR 71 Right Now E1538

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



HOF New Era 1882J

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



PAL/CLAC Meant To Be 823E

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



Reckoning 711F

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



TJSC King of Diamonds 165E

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



KBHR Revolution H071

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



SC Pay the Price C11

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



HLTS/CLRWTR Ahead of Time K1

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



W/C Relentless 32C

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



WLE Copacetic E02

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



Holtkamp Clac Change Is Coming 7H

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



W/C Cyclone 385H

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



LLSF Vantage Point F398

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



WS Revival B26

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



LLSF Pays To Believe ZU194

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



LLSF Dauntless K07

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



CLRS Guardian 317G

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



KSU Bald Eagle 53G

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



WLE Black Mamba G203

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



I Reckon 043J

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



W/C Express Lane 29G

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



CLRWTR Clear Advantage H4G

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



Schooley Krown 28K

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



LCDR Favor 149F

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



LLW Card Merit 03H

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



TL Ledger 106D

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



GCC New California 131J

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



OBCC Kavanaugh F236

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



LLSF Favored One H98

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



Wheatland 3-D 1142J

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



WHF/JS/CCS Double Up G365

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



TJ 50K 485H

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



W/C Style 69E

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



Mr Ishee Triple Trailblazer 018H

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



Second Chance 601H

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



CDI Innovator 325D

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

CATTLE *Visions*

Call for your free book
573-641-5270

Entire lineup online at:
www.cattlevisions.com

Semen available on the best
Angus and Clubbie sires too.

SATURDAY, APRIL 27 • 4:00 PM • Waverly Livestock Auction, Waverly, IA



EKRD Mr Guardian LBL
3/4 SM #4328845
CLRS Guardian 317G x
EXAR Up Shot 0526B

BIG SALE!

SELLING 150+ HEAD
75 Bulls - Performance Tested
& 75 Spring Calving Females



BULL & FEMALE SALE 2024
PERFORMANCE WITH CLASS



HL Quigley 25L

3/4 SM #4183101
KBHR Quigley C154 x CLRS Guardian 317G
Super calving ease!



EKRD Miss Capone K2

3/4 SM
EKRD/Brant Capone x Coleman Regis
Sells with bull calf at side by HL Tommy Boy



EKRD Mr Big Order L146

PB SM #4328840
Hill Big Order 17G x OLF Otis B9



EKRD Miss Mic Drop K78

3/4 SM
Mr SR Mic Drop x HPF Ms Upgrade
Sells with heifer calf at side by HL/EKRD Slow Burn 15K

**HEARTLAND
SIMMENTALS**

Kirk & Mary Lynch
New Hampton, IA
Cell 563-379-1190

Guest Breeder: Echard Farms
608-306-1773

**ONLINE BIDDING
AVAILABLE WITH**

LiveAuctions.TV

E&E
Sale Managers:
Eberspacher Enterprises
Office 507-532-6694
Val's Cell 612-805-7405
sales@ebersale.com

**Catalog online at
www.ebersale.com**