

# the Register

## Why Use EPD and Indices to Make Decisions for Bull Sales?

EPD predictions better estimate a bull's potential. The All Purpose Index (\$API) and Terminal Index (\$TI) combine many EPD into one value.

Page 12

## Inside

Comparing Breed, Heterosis Effects on Mature Weight

A Look Back at Fall Focus 2023

STYLE 2023 Focuses on the Future

Sexed Semen: An Opportunity to Capture More Value for Cattle

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](http://cattlemax.com/simmental) · 1-800-641-2343

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



# THE HOTTEST NEW SIRES

Check out two of the hottest half-blood sires to sell anywhere this spring. They are sired by two of our high-demand calving ease Angus sires and still offer all the growth and marbling you desire. **Don't overlook using these two new young sires in your herd!**

## BEDROCK



### CCR **BEDROCK** 5171J

TEHAMA PATRIARCH F028 x CCR COWBOY CUT 5048Z  
29SM0522 | ASA 4028738

### USE BEDROCK AS A FOUNDATION FOR YOUR FUTURE SUCCESS

- » Balanced data with reasonable calving ease, accelerated growth, and added marbling and quality
- » A middle-framed, dense made bull with added length, depth of rib, and thickness
- » His sire is bullet proof for calving ease, performance, maternal made daughters, and customer satisfaction
- » DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN

TRAIT	CE	BW	WW	YW	ADG	CEM	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	STI
EPD	+14.0	-1.3	+89.0	+144.0	+34	+9.0	+22.0	+66.5	+16.3	+12.8	+63.0	-.05	+.84	-.006	+.81		+173	+101
ACC	.47	.50	.50	.50	.50	.29	.23	.31	.31	.47	.46	.37	.42	.40	.43			
%	25	25	15	10	10	20		25	35		2		3		30		3	2

EPDs as of 09/05/2023 **TOP 35%**

## KLONDIKE



### TJ **KLONDIKE** 549K

SQUARE B TRUE NORTH 8052 x CCR COWBOY CUT 5048Z  
29SM0523 | ASA 4065070

### PROSPECTING FOR THE MOST IN PRODUCTIVITY AND PROFITABILITY

- » Designed to produce superior replacement females that you can build a herd around
- » Curve-bending data package with exceptional calving ease, growth, and marbling
- » You will love the feet, foundation, and structure under this bull along with the body, rib, fleshing ability, and shape
- » DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN

TRAIT	CE	BW	WW	YW	ADG	CEM	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	STI
EPD	+19.0	-2.7	+87.0	+137.0	+31	+10.0	+30.0	+73.9	+14.7	+17.8	+35.0	+07	+.70	+.047	+.50	-.39	+168	+98
ACC	.44	.46	.48	.48	.48	.26	.18	.27	.30	.42	.44	.35	.40	.37	.42	.02		
%	4	10	20	20	25	10	4	5		3			10		25		5	3

EPDs as of 09/05/2023 **TOP 35%**



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

## HIGH QUALITY Tagging Solutions

from CattleTags.com



**Durable & dependable, made for the roughest conditions**

**Laser engraved for guaranteed readability for the life of the animal**

**Customizable with your custom ID numbers, ranch name, and phone number**

**Let us help you get high quality tagging solutions!**

*We use the tags we sell.*



1-800-909-8247  
www.CattleTags.com



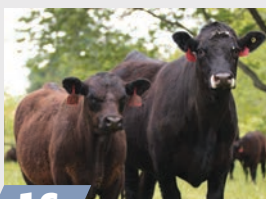
12

## ASA Spotlight

### Why Use EPD and Indices to Make Decisions for Bull Sales?

by Chad Russell, University of Nebraska–Lincoln

*Until the development of EPD, most bull-purchasing decisions were based on phenotype. EPD predictions better estimate a bull's potential. The All Purpose Index (\$API) and Terminal Index (\$TI) combine many EPD into one value.*



16

### 16 Comparing Breed, Heterosis Effects on Mature Weight

by Dr. Robert Hough

*Research on mature cow weight helps producers take advantage of breed differences and complementarity to make breeding decisions.*



20

### 20 A Look Back at Fall Focus 2023

by Callie Cooley, ASA communications coordinator

*Simmental enthusiasts gathered in Denver, Colorado, for tours, a symposium, celebration, and more.*

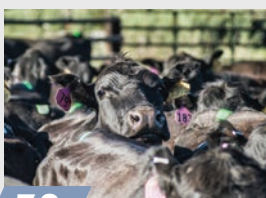


28

### 28 STYLE 2023 Focuses on the Future

by Sarah Goss, STYLE 2023 participant

*The second annual SimGenetics Training for Young Leaders and Entrepreneurs explored ASA's unique and flexible model.*



30

### 30 Sexed Semen: An Opportunity to Capture More Value for Cattle

by Wyatt Bechtel, Filament Ag

*As markets fluctuate, breeding for either heifers or steers can help you meet demand.*

# THE CHOICE IS YOURS

*with* gender SELECTED™ SEMEN



507SM137 CCS/JS **DOC** 48H | 3946541

*Innovator x WIDE RANGE | Homo. Black/Homo. Polled | PB SM*  
Hot new sire with phenotype from a popular, proven cow family

*From Hanel's Black Simmentals, KS and JS Simmentals, IA*

CE 10.4 BW 0.8 WW 89 YW 127.5 MARB .12 REA .83 API 130.9 TI 84.4



509SM122 SCHOOLEY **STANDOUT** 27G | 3585120

*Epic x Cowboy Cut | Homo. Black/Homo. Polled | PB SM*

Go-to sire for calving ease and phenotype with elite EPD predictions

*From Lazy C Diamond Ranch, ND and Schooley Cattle Co., IA*

CE 17.6 BW -2.7 WW 70.6 YW 100 MARB .49 REA .45 API 165.6 TI 87.3



507SM65 WLE **UNO MAS** X549 | 2532016

*Dream On x Goldmine | Hetero. Black/Homo. Polled | PB SM*

He is still the man for creating calving ease females that work!

*From Wesner Livestock Enterprises and Purdue University, IN*

CE 13.9 BW -1.3 WW 65.3 YW 85.8 MARB 0.43 REA 0.43 API 140.7 TI 80.7



507SM115 KLER **PROMOTER** G15 | 3613881

*Turnpike x Predestined | Homo. Black/Homo. Polled | 3/4 SM 1/4 AN*

Power, performance and phenotype from a well known cow family

*From K-LER Cattle Co., MN and Sloup Simmentals, NE*

CE 13.2 BW 1.1 WW 97.8 YW 160 MARB .17 REA 1.31 API 135.2 TI 89

**CONTACT YOUR LOCAL REPRESENTATIVE TO ORDER!**



Conception. Calving Ease. Carcass. Cows.

**YOUR SUCCESS** *Our Passion.*

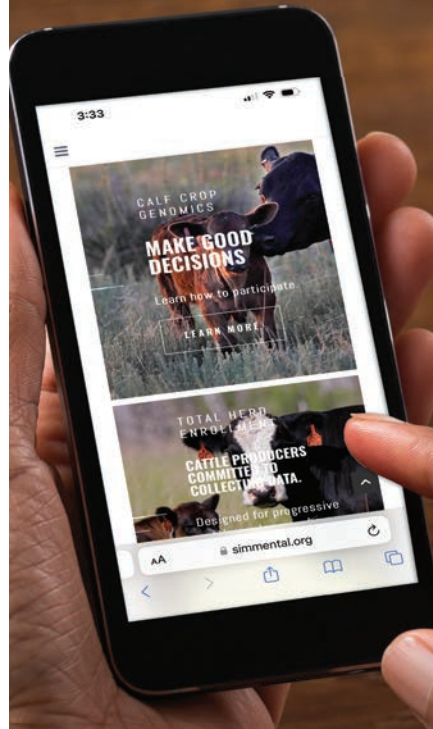
Phone: (614) 873-4683 ♦ [www.selectsiresbeef.com](http://www.selectsiresbeef.com)

EPDs as of 7/28/23

®Your Success Our Passion. is a registered trademark of Select Sires Inc.™gender SELECTED is a trademark of Select Sires Inc. All gender SELECTED semen is processed using Ultraplus technology. Ultraplus™ is a trademark of STGen LLC. Limitations and Conditions of Sale: gender SELECTED semen shall be used only for the single insemination of one female bovine during natural ovulation with the intent to produce a single offspring unless specifically approved on an individual customer basis by Sexing Technologies in writing. As a condition of purchasing gender SELECTED semen, the purchaser agrees that gender SELECTED semen will not be reverse sorted or re-sorted unless specifically permitted, in advance, on a case-by-case basis by Select Sires in writing. Select Sires intends to monitor the use of the gender SELECTED semen and vigorously enforce these restrictions on use. Please see <http://www.selectsires.com/designations/gendersselected.html> for additional details. 507 = 2M 509 = 4M



**CHECK US  
OUT ONLINE**



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

## Have you visited [simmental.org](http://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](http://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 ♦ October 2023 ♦ Volume 37, Number 2

## ASA Voices

- 8 Trustee Viewpoint
- 10 From the Headquarters
- 34 AJSA Connection

## Data & DNA

- 60 ASA Fee Schedule

## ASA & State Updates

- 36 Fleckvieh Forum
- 40 Bulletins
- 58 New Members

## American Simmental-Simbrah Foundation

- 38 Foundation Focus

## Industry Insight

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

## Sales & Shows

- 62 Date Book

## Cattle Trivia

- 50 Cow Sense

## The Fine Print

- 64 Rates & Policies
- 66 Advertiser Index



Northern SimGenetics breeders are taking advantage of fall pasture before winter arrives. Photo taken by the Grant Company at Stavick Simmental in Veblen, South Dakota.

### 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

# TAKE CONTROL OF YOUR CATTLE OPERATION.



**xWATSEN**  
REMOTE WATER LEVEL SENSOR

+



**xBASE**  
REMOTE CHECK IN STATION

*\*Tags not required for use*



**xTLITE**  
SMART ID EAR TAG



**xTPRO**  
GPS TRACKING EAR TAG

**Track Bull Mounts!**



START YOUR **FREE TRIAL** TODAY!



- Digital Calving Book
- Customizable Dashboard
- Chute-side Mode
- Offline Capability
- Unlimited Users
- Interactive Map
- And more!

**701x** AUTONOMOUS RANCHER®

701x.com

1.844.444.7019

info@701x.com

# Stanley Martins MAJOR HERD REDUCTION SALE

## Saturday, November 18, 2023, Decorah, Iowa



Kuntz Ms Moses

- Four sons of Ms Moses sired by South Seven Adonis averaged \$24,750.
- Five daughters have averaged over \$10,000.
- At least four other daughters have been donor cows in major herds.
- Ms Moses gave us 15 female sexed embryos on her last flush in August of 2023.
- Ms Moses will be one of the many featured cows in our Major Herd Reduction Sale!

**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 \$3,000-5,000.
- 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

Chris Ivie, Chairman • Tim Clark, Vice Chairman

Doug Parke • Chad Cook • 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

Doug Parke, Chairman • Chris Ivie, Vice Chairman • Chad Cook, Treasurer

Tim Clark • Ryan Thorson • Wade Shafer, PhD, Executive Vice President

Barry Wesner, Immediate Past Chairman

### North Central Region

Tim Clark (2024)

1999 18th St NW

Turtle Lake, ND 58575 • 701.799.7752

Tim.Clark@hubbardfeeds.com

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

### Eastern Region

Chris Ivie (2024)

PO Box 264

Summertown, TN 38483 • 931.215.0316

iviejc@usit.net

Doug Parke (2024)

153 Bourbon Hills Dr

Paris, KY 40361 • 859.421.6100

office@dpsalesllc.com

Barry Wesner (2024)

1821 W 700 S

Chalmers IN 47929 • 219.863.4744

wesnerlivestock@yahoo.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

### Western Region

Chad Cook (2024)

PO Box 174

Walsh, CO 81090 • 719.529.0564

bridlebitsimm@gmail.com

Maureen Mai (2025)

427 Peaceful Way

Bonnars 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

### South Central Region:

Brandon Callis (2024)

26123 State Hwy 152

Minco, OK 73059 • 979.204.1265

callissteer@yahoo.com

Victor Guerra (2024)

PO Box 92

Linn, TX 78563 • 956.607.5515

vvg03@aol.com

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



# 7P RANCH

## 48th Annual PRODUCTION SALE

**Saturday,  
October 28, 2023**

**1:00 PM – Females Sell First  
Lunch at 12:00 Noon**

**At the Ranch, Winona, Texas  
(10678 FM 757, Winona, Texas 75792)**

### **Selling**

#### **70 Simmental and SimAngus™ Bulls**

- Yearling to Two-Year-Old Bulls
- All are polled
- Most are AI sired by breed leaders in both Simmental and Angus

#### **50 Simmental and SimAngus™ Females**

- Breds and Pairs plus both Simmental and SimAngus™ Open Heifers ready to breed
- All are polled
- Most are AI sired and bred to AI sires

#### **100 Simbrah Females**

- Breds, Pairs and 3-N-1's plus F1 Simbrah Open Heifers ready to breed
- Most are ½ Simmental ½ Brahman heifers resulting from the mating of productive 7P Ranch Simmental cows to ONE elite Brahman AI sire – Mr Kallion 1352
- The disposition is Excellent on these cattle
- Most are registered with the American Simmental Association and also eligible to be Golden Certified registered with the American Brahman Breeders Association



Go to [www.CattleInMotion.com](http://www.CattleInMotion.com) to view online catalog and videos of our sale offering AND for live broadcast with internet bidding available on sale day.

#### **Auctioneer:**

Mark Tillman • 210-216-6754 • TX LIC# 9642

#### **Sale Consultants:**

Warren Garrett • 903-316-2889

Marty Ropp • 406-581-7835



#### **Joe Prud'homme and Family**

PO Box 568, Winona, Texas 75792  
903-530-2371 Joe Prud'homme  
903-235-9112 Tom Barker, manager  
tom@7pranch.com



**Black and Red  
Purebred Simmental  
and SimAngus™  
and F1 Simbrah**

# SEVEN P RANCH

### **Simmental and SimAngus™ Bulls**



### **Simmental and SimAngus™ Females**



### **Simbrah Females**



***www.7PRanch.com***  
**Call us today for your catalog**



**Like us on Facebook.**



by Troy Marple, North Central Region

Hopefully this viewpoint finds you, your family, and your ranches doing well. I know I personally look forward to this time of year when we transition from summer grazing season into fall. With the season change comes weaning the spring calves, and fall calving is underway; this may be my favorite time of year. As I

write this, I am traveling home from the annual Fall Focus and our August board meetings, held in Denver, Colorado. A big shout out to the Colorado Simmental Association for hosting and the ASA staff for organizing an amazing program. Those of you who were able to attend can fully understand what an undertaking this event is, and for those of you who were not there or maybe haven't come to one yet, I would encourage you to look at future Fall Focus events. Breeders come together from all over the country with one common goal in mind — to keep moving our breed and our beef industry forward. Next year's event will be held in Amarillo, Texas.

In early July the ASA and AJSA concluded the largest National Classic to date in Des Moines, Iowa, in terms of both Simmental cattle and Simmental youth. This was somewhat bittersweet for my family as my daughter aged out this year and this was our final National Classic, but we will never lose all the memories. Again, I'm hopeful you were able to attend but if not,

I would once again encourage you to try and attend it as you will not only see some tremendous Simmental genetics but some even better young Simmental enthusiasts. Next year's event is in Tulsa, Oklahoma.

In mid-June ASA staff wrapped up the second SimGenetic Training for Young Leaders and Entrepreneurs (STYLE) event. It is a new leadership program that has been held in Oklahoma City and is designed to develop leaders in our industry. I personally know multiple individuals who have attended this event and it is getting rave reviews. Much like Fall Focus and the National Classic, if you qualify to participate I encourage you to do so. STYLE is designed to educate and mold our next generation of producers.

These are just a few of the major things going on in our breed recently. As I look back at the first half of 2023, we have seen strong demand for SimGenetics at almost every level of the industry and the second half looks to be even more promising. I personally believe our breed is positioned nicely for the coming years in terms of what SimGenetics can offer to the beef industry. We have our predecessors on the Board of Trustees and an amazing staff at ASA to thank for this. However, I know myself and my fellow colleagues on the current Board understand that we cannot rest on our laurels, and that there is a tremendous amount of work still to be done to keep us positioned in the forefront of the beef industry.

In closing I believe we are heading into very exciting times as demand for SimGenetics is trending in the right direction and is in strong demand. It is truly an honor to represent each one of you. I wish you and your ranches nothing but continued success. If I can do anything for you, feel free to reach out as I have an open door and open ear policy. I cannot always promise change, but I can promise your voice will be heard. So, until next time, may the grass remain green, the creeks keep running strong, and the calves weigh heavy. May you all have a safe and blessed end to summer and an even better end to the year. ■

### Statement of Ownership, Management and Circulation Required by 39 USC 3685

- |   |   |  |
|---|---|--|
| 1. Publication title: <i>the Register</i>   | 2. Publication number: 0899-3572                                | 3. Filing date: Sept. 6, 2023                                |
| 4. Issue frequency: 9 times annually  | 5. Number of issues published annually: 9                       |  |
| 6. Annual subscription price: \$50.00 US, \$150.00 Foreign  |   |  |
| 7. Complete mailing address of office of publication: One Genetics Way, Bozeman, MT 59718   |   |  |
| 8. Complete mailing address of headquarters or general business office of publisher: One Genetics Way, Bozeman, MT 59718  |   |  |
| 9. Full names and complete mailing addresses of publisher, editor and managing editor:<br>Publisher: Wade Shafer, One Genetics Way, Bozeman, MT 59718<br>Managing Editor: Lilly Platts, One Genetics Way, Bozeman, MT 59718 |   |  |
| 10. Owner: American Simmental Association (a non-profit organization), One Genetics Way, Bozeman, MT 59718  |   |  |
| 11. Known bondholders, mortgages and other security holders owning or holding one percent or more of total amount of bonds, mortgages or other securities: None   |   |  |
| 12. Tax Status: Has not changed during preceding 12 months  | 13. Publication name: <i>the Register</i>                       |  |
| 14. Issue date for circulation data below: September 2023   |   |  |
| 15. Extent and nature of circulation  | Average no. of copies each issue during the preceding 12 months | No. copies of single issue published nearest to filing date. |
| a. Total number of copies ( <i>net press run</i> ):   | 8,918   | 9,862  |
| b. Paid and/or requested circulation:   |   |  |
| 1) Paid/requested outside-county mail subscriptions stated on Form 3541. ( <i>include advertisers' prior and exchange copies</i> ):   | 23  | 18   |
| 2) Paid in-county subscriptions stated on Form 3541 ( <i>include advertisers' proof copies and exchange copies</i> ):   | 8,789   | 9,734  |
| 3) Sales through dealers and carriers, street vendors and counter sales and other non-USPS paid distribution:   | 0   | 0  |
| 4) Other classes mailed through the USPS:   | 0   | 0  |
| c. Total paid and/or requested circulation: [ <i>sum of 15b (1), (2), (3) and (4)</i> ]   | 8,812   | 9,752  |
| d. Free distribution by mail ( <i>samples, complimentary and other free</i> ):  |   |  |
| 1) Outside-county as stated on Form 3541  | 0   | 0  |
| 2) In-county as stated on Form 3541   | 0   | 0  |
| 3) Other classes mailed through the USPS  | 0   | 0  |
| e. Free distribution outside the mail ( <i>carriers or other means</i> ):   | 10  | 10   |
| f. Total free distribution ( <i>sum of 15d and 15e</i> ):   | 10  | 10   |
| g. Total distribution ( <i>sum of 15c and 15f</i> ):  | 8,822   | 9,762  |
| h. Copies not distributed:  | 96  | 100  |
| i. Total ( <i>sum of 15g and h</i> ):   | 8,918   | 9,862  |
| j. Percent Paid and/or requested circulation ( <i>15c / 15g x 100</i> ):  | 99.88%  | 99.89%   |

17. Publication of statement of ownership required: Will be printed in the October 2023 issue of this publication.

I certify that the statements made by me above are correct and complete.  
 Lilly Platts, Managing Editor    Dated: September 6, 2023

**RJ BANKROLL 10H**

# MILLIONAIRE

*Sire:* W/C Bankroll 811D *Dam:* OBCC Legend 138B



*Purebred Simmental*  
**ASA #3967015**  
DOB: 10/2020 BW: 81lbs

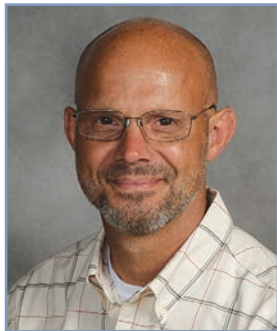
**Florida State Fair**  
*Grand Champion*

**Many Time  
Champion/Reserve  
Champion - Florida Shows**



**352-286-7323**  
Bellevue, FL

[Sunnyhillcattle@yahoo.com](mailto:Sunnyhillcattle@yahoo.com)



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

A mirror and a windshield — both are vital for a productive journey.

Looking in the mirror at the bulk of 2023 causes me to harken back to Fall Focus in Denver. No doubt, those of you who were fortunate enough to attend can remember the demos at the new National Western Stock Show grounds, or the socializing

with old friends, or the most powerful lineup of speakers and topics since Focus 2000. Ideally, you left with tangible tools that will directly impact your decision-making going forward and add an enhanced enthusiasm about your responsibilities as stewards of the Simmental mindset.

If you weren't present, watch for videos in the coming weeks and months that were captured during the educational day. The content from the heart health panel is, and will remain, tremendously valuable as you work to understand and communicate about one of the premier concerns in the modern beef business. Or, listen to one of the most honest and straightforward discussions on the sustainability front that you are going to hear. Like your birth weights or carcass records, this data is hard to capture. These experts came together to inform and empower you and your family. Respect their efforts by using their efforts. Use your own website, social media pages, or sale catalog to highlight the forthcoming videos and articles. Will they provide you with some

marketing opportunities? Likely. But even more, they will empower your customers with facts and knowledge that'll pay dividends for years to come.

Also stay abreast of the steps and actions from the board meetings. Your elected representatives served you remarkably well during the board meetings following the educational weekend. Reach out to them. They can provide you well-rounded and well-informed perspectives on the topics of the day.

Or even better yet, plan to be at the 2024 Fall Focus in Amarillo, TX. Then you and your family can take it all in firsthand.

I confess, with a little time the Fall Focus recollections that resonate the most for me are a bit more subtle. The selfless service of so many friends, breeders, and coworkers. The humble and charitable on-stage interaction between beef leaders who were willing to "learn in public" as they worked through weighty panel discussions on difficult and pressing industry issues. A CEO's touching recognition of long-time staffers and friends. The model set forth by your ASA trustees as they tackled and solved challenging issues with maturity, thoughtfulness, and the requisite level of compromise. That is servant leadership. That is co-responsibility and engagement. That is stewardship. That is "Love of Neighbor." Not purely in some emotive sense, but rather as action that works for the good of the other. As I've said before, this is part of the uniqueness of the Simmental way. We commit to sound, credible, unbiased science, but we do that while holding fast to our commitment to core values. It is that balance of science and values that will continue our ability to honor our core constituency: the commercial beef producer. Period. Lose that focus and we lose our purpose.

But, enough looking backward. Let's put that science and value system to work in your sphere. Out your windshield is what comes next. What will you keep the same as we prepare for the next bull sale season? What must change? What are you going to do about it? Who are you going to rely on for help? May I encourage you to think about these hard questions now. Look over the hood of your pickup. Pick your spot on the horizon. Now drive. ■

**Boyle Ranch**

If you want to raise bulls like this...

Be sure to attend our **Red, White and Beautiful** Fleckvieh Female Online Sale, November 2-4, 2023; [www.auctions.boylerranchfleckvieh.com](http://www.auctions.boylerranchfleckvieh.com)

**Bryan and Brittany Boyle**  
4824 110th Street  
Washta, IA 51061  
712-870-8666

[www.boylerranchfleckvieh.com](http://www.boylerranchfleckvieh.com) • [boyle\\_bryan@yahoo.com](mailto:boyle_bryan@yahoo.com)  
Be sure to like us on Facebook

# eBlast

**ASA Publication, Inc.**

**One eBlast  
\$250**

For more information and to  
find out the cost of running  
multiple eBlasts contact:

**Rebecca Price**


[rprice@simmgene.com](mailto:rprice@simmgene.com)

or

**Nancy Chesterfield**

[nchesterfield@simmgene.com](mailto:nchesterfield@simmgene.com)

**406-587-2778**



**eBlast**  
**TRINITY FARMS**  
THE NORTHWEST'S #1 SOURCE FOR SIMANGUS™ GENETICS!

- CALF VIGOR
- POUNDS AT WEANING
- FEED EFFICIENCY
- OVERALL HEALTH
- HIGHER YIELD
- MORE PROFIT
- BETTER FEET
- MATERNAL TRAITS
- KINDER DISPOSITION

**MORE IS MORE**

- CUSTOMER SERVICE
- GENETIC TESTING
- UNBEATABLE GUARANTEE

250 Bulls Available 3.4.2023  
Ellensburg, WA 509.201.0775 [www.trinityfarms.info](http://www.trinityfarms.info)

[Click here to view ad](#)

Our most popular form of web promotion is the eBlast that emails directly to approximately 5,500 subscribers. It's a quick and affordable way to get the word out about your upcoming event. Turnaround time can be as fast as one day.

# Why Use **EPD** *and* **Indices** to **Make Decisions** *for* **Bull Sales?**

by Chad Russell, PhD student with Dr. Spangler at the University of Nebraska–Lincoln

Until the development of expected progeny differences (EPD), most purchasing decisions of bulls were based on phenotypic measurements and features as an estimate to how that bull's calves would perform. Phenotypes (P) are the combination of genetics (G) and environment (E); ( $P = G + E$ ). There are components of genetics that aren't heritable, such as the unique combination of genes that results in hybrid vigor, or inbreeding suppression. These gene combinations will influence an animal's own phenotype, but won't be passed down to their offspring. EPD estimates only the heritable genetic component of that animal. So why would you want to make a purchase decision just on the genetic merit?

**F**or an example, let's look at the relationship between an animal's own birth weight and the portion of that phenotype related to their genetic merit for birth weight. If you were to take two bulls whose EPD for birth weight were -1.0 and -4.0 lbs. and you breed your herd to both of these bulls, in a hypothetical situation where the calves have the same environment, the equation  $P = G$ . As a result, the second bull's calves would on average be 3 lbs. lighter at birth, all other factors equal, which may reduce the number of problematic births caused by dystocia.

But that single birth weight you see in the catalog for that bull is influenced by his environment and his unique gene combinations, which aren't heritable. Was he treated differently than other bulls, or weighed later or as soon as he hit the ground? EPD predictions use his own birth weight record as well as records from his half-sibs, parents, and any relevant genetic information — such as breed, birth year, comparisons to contemporaries, genomics, and pedigree — to better estimate his true potential and prevent over- or underestimation based off of just his own birth weight record.

Similarly, we are able to improve the accuracy of the estimate of his potential by using records from his progeny. However, it takes time for his calves to hit the ground, and a risk is being taken by using him for breeding when

the accuracy is lower. Enter genomic testing. By identifying markers in his DNA that play major parts in his performance, we can incorporate information that is equivalent to already having ~ 20 calves on the ground. This provides an increase in accuracy that may alleviate some risk from breeding a bull to your cows and not getting what you want.

These influences on phenotypes hold true for all heritable traits, which leaves a lot to consider when buying a bull. In order to make it simpler, we have indices such as the All Purpose Index (\$API) and Terminal Index (\$TI) that take into account many EPD and combine them in one value expressed in dollars of profitability predictions among bulls. These indices estimate profitability when a percentage of daughters remain in the herd as replacements and other calves are terminal (\$API), or a strictly terminal system (\$TI), depending on what your operation needs to meet its goals.

## \$All Purpose Index (\$API)

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

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

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

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

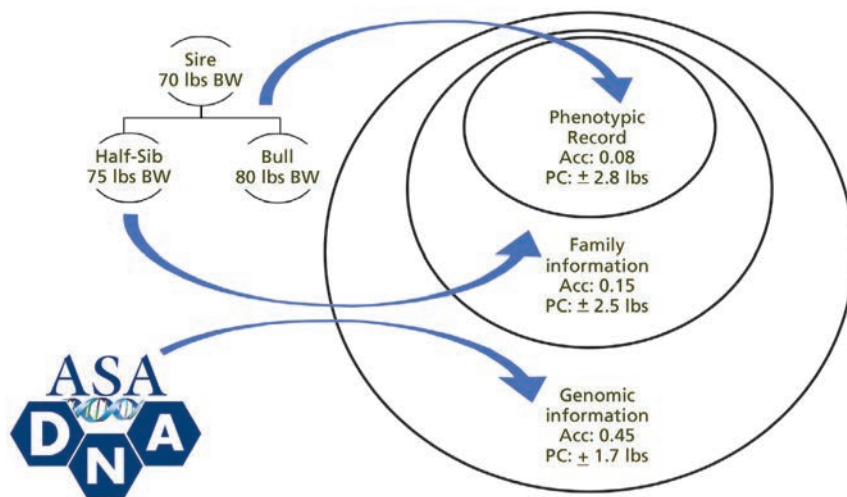
Just like an EPD, compare two bulls to see the expected difference in profit. Bull B is likely to result in direct revenue and expense savings of an additional \$7,500 over the course of five years. Plug in your numbers for 1, 2, and 3 to compare your potential earnings.

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

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

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

## Incremental increase in accuracy of an EPD



This bull sale season, study the numbers to ensure you select the heritable portion of what you see and pay attention to economic indexes to select for profitability of future genetics. ■

*Editor's note: This article originally appeared in the January 2022 issue of SimTalk.*



Chad Russell grew up on a ranch raising Simmental and SimAngus cattle with his parents, Curtis and Susan Russell. His work on the ranch and love for animals and math, along with discussions with Dr. Wade Shafer, drove him to study animal genetics. Russell attended Colorado State University where he double majored in animal science and mathematics. He is now at the University of Nebraska–Lincoln, where he completed a master's degree and is now working on a PhD with Dr. Matt Spangler.

As more information is known on an animal, the accuracy of the EPD increases. Information includes an animal's own records; family information, such as parents and siblings and their records; genomics; and eventually progeny. Genomic information for BW adds an equivalent of 22 progeny records. For example, if a bull had a BW EPD of 2.0 lbs. and an accuracy (Acc) value of 0.15., the associated possible change (PC) is ± 2.5 lbs. Therefore, we would expect his "true" BW EPD to be between -0.5 and 4.5 lbs. (2.0 ± 2.5) 68% of the time. If genomics are added, the accuracy might increase to 0.45 and the possible change will drop to 1.7, leaving a range for his "true" BW EPD between 0.3 and 3.7.

# YARDLEY CATTLE CO.

Saturday Nov 18th, 2023  
1:00 MST in Beaver, UT

## FOCUS

ON THE *Female*

**100 BRED HEIFERS AND COWS SELL!  
SIMMENTAL, BLACK ANGUS, & MAINE ANJOU  
10 ELITE SHOW HEIFER PROSPECTS**



3/4 SM 1/4 AN  
Loverboy x Stepping Stone



3/4 SM 1/4 AN  
Loverboy x Yardley High Regard



5/8 SM 3/8 AN  
Loverboy x Yardley Ensign



5/8 SM 3/8 AN  
Yardley Highlight x Stepping Stone



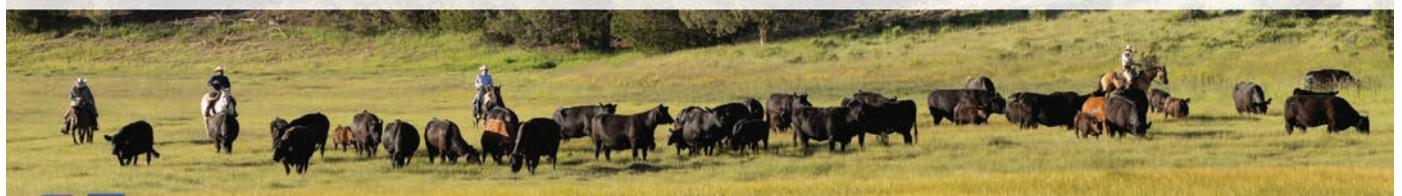
PB AN  
Charlo x Duff Basic Instinct



1/2 SM 1/2 AN  
Yardley Top Gun x OCC Jet Stream

Don't miss out on the opportunity to attend our sale November 18, 2023. The females in this offering represent a lifetime of breeding the best to the best for cattle that excel in the showing, on the range, in the pasture, and in the feedlot! Our focus has always been on our maternal traits and cow families. We have AI'd for 54 years selecting the best bulls we can find; it shows throughout this offering. They are moderate made, solid footed, big topped, deep bodied, broody females loaded with style, substance, excellent teat and udder quality. Our cattle are low maintenance, good dispositioned cattle with natural fleshing ability to stay fat on grass. They take care of themselves wintering on desert winter range without hay and calve unassisted.

IF YOU WANT THE BEST—WE HAVE THEM IN VOLUME. OUR CATTLE HAVE SOLD AND SHIPPED TO 32 STATES, CANADA, & MEXICO.



Steven Yardley (435) 310-1725 • Gib Yardley (435) 691-8688

www.yardleycattleco.com • View The Auction Live! DVAuction.com • Call DVAuction (402) 316-5460

# BEST PRACTICES FOR SEEDSTOCK PRODUCERS

## Best Practices to Receive the Most Accurate Genetic Predictions



Jackie Atkins, PhD



Matt Spangler, PhD



Bob Weaver, PhD



Wade Shafer, PhD

### 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.

### 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.



# Comparing Breed, Heterosis Effects on Mature Weight

by Dr. Robert Hough

In a recent issue of the *Journal of Animal Science*, the scientists at the University of Nebraska and US Meat Animal Research Center (USMARC) published their findings on the mature weight differences of the 16 breeds in the current USMARC Germplasm Evaluation Program (GEP).

The article, “Breed and Heterotic Effects for Mature Weight in Beef Cattle,” is found in Volume 99, Issue 7 of the July 2021 *Journal of Animal Science*.

As usual, the results of their analysis demonstrate breed differences — although in this case, a single trait — which help producers design breeding programs that account for and take advantage of these breed differences and complementarity.

The USMARC, part of USDA’s Agricultural Research Service, is located in Clay Center, Nebraska, on what was a 34,000-acre decommissioned US Navy munitions depot. Starting with the 1970 calf crop, the Germplasm Evaluation Program has been our country’s — and for that matter, the world’s — most comprehensive comparison characterizing breeds for various biological properties.

Whereas in the early years the GEP was run in cycles, they have recently gone to a continuous approach of studying our country’s most economically important breeds. This has presented some unique statistical challenges, one of which is accounting for sampling bias in

the sires they use. In this case, they adjusted for selection bias using the sire’s yearling weight EPD compared to the average of the various breeds’ industry population.

In terms of the data used in the mature weight comparisons, the study involved 5,156 cows with 108,957 weight records collected throughout the animals’ lifetime, up to six years of age. Most cows had three records per year, which included the third trimester prior to calving, prior to breeding, and when palpated for pregnancy.

A number of statistical models were fit to determine what best explained the breed differences found within the cows in the germplasm study, which had varying breed percentages and repeated weight measures taken over their lifespans.

This alone resulted in a stand-alone peer-reviewed journal article comparing these statistical methodologies: “Comparison of Different Functions to Describe Growth from Weaning to Maturity in Crossbred Beef Cattle.” The article can be found in Volume 97, Issue 4 of the April 2019 *Journal of Animal Science*.



	Direct breed solution for MWT <sup>2</sup> (1)	Industry average YWT EPD <sup>3</sup> (2)	USMARC average YWT EPD (3)	Direct breed effect for MWT <sup>2</sup> (4)
Breed	Est.	Est.	Est.	Est.
Angus	0.0	95.7	60.1	0.0
Red Angus	-47.1	89.1	82.9	-98.6
Beefmaster	-84.3	41.1	44.0	-151.4
Brahman	-5.5	28.8	17.2	-47.1
Brangus	-59.0	49.5	42.0	-108.2
Braunvieh	-248.4	74.6	69.1	-300.7
Charolais	10.6	53.9	35.4	-19.6
Chiangus	-56.5	70.0	70.6	-119.9
Gelbvieh	-112.9	89.8	72.8	-145.4
Hereford	8.4	80.7	71.9	-38.5
Limousin	-70.8	94.8	73.0	-95.3
Maine Anjou	-20.7	56.8	55.9	-81.2
Salers	-18.5	82.7	67.8	-54.6
Santa Gertrudis	-4.0	9.0	9.5	-66.7
Shorthorn	-74.1	75.9	73.7	-132.4
Simmental	-32.6	100.8	88.7	-73.5

Table 3: Direct breed solutions for MWT (lb.), average EPD for YWT (lb.), and adjusted breed effects for MWT for 16 breeds evaluated in the GPE program at the USMARC<sup>1</sup>.

<sup>1</sup> Solutions are deviations from Angus. The YWT EPD were extracted from genetic evaluations conducted in 2019.

<sup>2</sup> Estimate of MWT differences at 6 yrs of age.

<sup>3</sup> Average of 2017-born animals.

<sup>4</sup> (4) = (1) + 2 x b [(2) - (3)], where b = 0.868 ± 0.999 lb./lb. is the regression of MWT phenotype at USMARC on sire's YWT EPD from breed association genetic evaluation from 2019.

The average weight of the age-adjusted cows was 1,430 pounds, and the direct heterosis was determined to be 2.4 percent. We generally look at heterosis as a “free lunch,” and in most cases it is, but heterotic effects like increased mature weight and increased milk come at a cost that needs to be considered. The authors’ estimate of heritability of mature weight from these data was 0.56, indicating this is a trait that will respond rapidly to selection.

When viewing the results found in Table 3, Angus, representing the country’s most populous breed, is used as the base upon which other breeds are deviated. This is usual with USMARC germplasm reports.

Column 1 in the table represents the direct mature weight breed solutions, which demonstrates considerable breed variation. For example, Charolais is slightly heavier at 10.6 pounds, compared to Braunvieh at the other extreme at -248.4 pounds.

The direct breed effect estimates seen in column 1 were then adjusted to account for the sire sampling utilizing yearling weight EPD. Yearling weight genetic predictions were chosen because they are based on a commonly reported weight trait most closely associated with mature weight.

Any sire sampling bias was accounted for through regression analysis, which included the average of each breed’s 2017 calf crop’s yearling weight EPD (column 2), and the weighted average of the sires’ yearling weight EPD (column 3) used to produce the USMARC population from which the data was collected. This methodology would also account for bias based on when sires were sampled and the genetic trend differences between breeds.

For example, little difference would be expected in sires sampled over time from a breed with a flat genetic trend. However, because Angus exhibited a particularly steep genetic trend, it resulted in the higher magnitude difference in the averages seen in columns 2 and 3. These breed differences made the researchers’ decision to adjust for sampling bias appropriate and necessary for the mature weight comparisons to be valid.

When this adjustment is made (column 4), the breed differences are magnified. Angus are clearly the heaviest cows in this population, with the next closest breeds being Charolais and Hereford at -19.6 and -38.5 pounds, respectively. Others examples of high-use breeds were Red Angus (-98.6 lbs.), Gelbvieh (-145.4 lbs.), Limousin (-95.3 lbs.), Shorthorn (-132.4 lbs.), and Simmental

(Continued on page 18)

# Comparing Breed, Heterosis Effects on Mature Weight

(Continued from page 17)

(-73.5 lbs.). The most extreme breed difference seen was Braunvieh at -300.7 pounds lower than Angus.

There are considerable differences between the breeds as represented in their deviations that could be exploited in a breeding program. When viewed alone, mature weight represents a cost to an operation in the form of maintenance requirements, and, to a lesser extent, potential revenue in the form of salvage value. However, no single trait should ever be considered in a vacuum.

When evaluating breeding decisions — beyond these mature weight estimates — the corresponding revenue potential for things such as the genetic potential for growth and carcass weight must be considered, as well as the ability of an animal to express this potential based on the environment in which it will be asked to perform.

Ultimately, all breeders' operations are unique systems, and every producer, whether they are separated by region of the country or just a strand of barbed wire, must operate within their unique matrix of environment, feed resources, management, and market. There is no overarching ideal breed or animal, and mature cow size is not a proxy for efficiency, as biologically efficient and inefficient cows come in all sizes.

Therefore, the USMARC scientists, aided by researchers at the University of Nebraska, continue to provide our

industry with the great service of the Germplasm Evaluation Program. These across-breed comparisons are necessary to build across-breed EPD, indexes, and decision-support software, which will allow producers to make better breeding decisions with each passing year. ■

*Editor's note: This article was originally published in Western Livestock Journal, and also appeared in the Late Fall 2021 issue of SimTalk.*



Dr. Robert Hough has been responsible for recording the story of several breeds through his work as an author. In 2018, he authored *Simmental's American Journey*, which documents the breed's path to the United States, and lays out the events that led the Association to its current place in the industry. He is also a beef industry professional, holding a PhD in animal science from Virginia Tech. Hough has worked in Extension, as the CEO for Red Angus of America, traveled across the world evaluating cattle, and has authored hundreds of industry-focused articles for a variety of publications.



Scan this QR code to learn how Larry Becker uses genetic selection tools and carcass data to make continued improvement to his herd.



**CLRS King James 616K**  
**ASA# 4031931**  
**CMP Class of 2023**

# 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.

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

 **SimGenetics**  
PROFIT THROUGH SCIENCE

**American Simmental Association**

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

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

## Participants receive:

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

## Become a Carcass Merit Program test herd today

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

# A Look Back *at* Fall Focus 2023

by Callie Cooley, communications coordinator



Fall Focus 2023 took us to the Centennial State. Simmental enthusiasts, representing 28 states and three provinces, attended the successful gathering that was held in Denver, Colorado, August 25–29. The event featured a “Ranch Gathering,” live cattle demonstrations, a day-long educational symposium, a celebration of the Golden Book and Lifetime Promoter recipients, interactive committee meetings, and a productive board meeting. The Colorado Simmental Association (CSA) co-hosted the event and did a phenomenal job showcasing topics that not only provided a snapshot of issues important to Colorado’s beef industry, but that were arguably just as important to everyone else in attendance. A huge thank you to everyone with the CSA for their help organizing and hosting.

**F**riday morning began with Simbrah committee, SimSpecialist, and ASA Publication board meetings. The SimSpecialists in attendance strategized, with some of the more experienced specialists offering insight into what has worked well for them in the past. This team is unlike any other in the industry. Giving presentations at field days or answering questions at sales is no big deal to these individuals, many of whom are retired Extension professionals and researchers.

The CSA’s hard work shined brightly at the Ranch Gathering that they co-hosted with the Colorado Cattleman’s Association (CCA) on Friday afternoon. The event was held at the National Western’s HW Hutchison Family Stockyards Event Center. If you haven’t been to the grounds since they’ve been updated, it’s worth the trip. At the event center, cattle were on display from Bridle Bit Simmentals,

Hill Brothers Livestock, and Reflected R Ranch. Willie Altenberg, Jake Owen, and Ben Elliot also brought cattle for the demonstrations — a special thank you goes out to those individuals for bringing cattle in from miles away. A feet and leg scoring demonstration was given by ASA Geneticist Lane Giess, and a pulmonary arterial pressure (PAP) test demonstration was performed by Dr. Tim Holt, DVM, of Colorado State University (CSU). The welcome rain shower deterred most from visiting the CSU Spur campus; however, the impressive nature of the campus was evident by even the craftsmanship of the Vida, Terra, and Hydro buildings. The evening concluded with a tri-tip dinner prepared by several CCA members and surprise recognition of Susan Russell, who was given a custom-made brand necklace in honor of her 25th year as the CSA secretary/treasurer. Congratulations, Susan.



# *gathering*

*Opposite: ASA Geneticist Lane Giess gave a feet and leg scoring demonstration. Above: Colorado Simmental breeders brought cattle for display at the HW Hutchison Family Stockyards Event Center. Right: Lane Giess. Bottom, L to R: Dr. Tim Holt led a live PAP demonstration. Attendees watched the monitor as Holt explained the measurement process.*

*(Continued on page 22)*



# A Look Back at Fall Focus 2023

(Continued from page 21)



L to R: ASA EVP Dr. Wade Shafer conversing with Fall Focus attendees. The Colorado Simmental Association and Colorado Cattlemen's Association hosted a day focused on the state's beef industry, capping the day with a tri-tip dinner.

## symposium



Saturday's Educational Symposium took on a new format. Dr. Jackie Atkins set the tone for the day, challenging attendees to "Walk Around the Cylinder" and consider multiple perspectives before drawing conclusions. The remainder of the morning was spent taking a deep dive into bovine heart health, focusing on bovine congestive heart failure (BCHF) and PAP. Given 20 minutes to hit the high points in "Ted Talk" style presentations, five of the topic's experts shared their knowledge. The high-caliber speaker line-up consisted of Dr. Tim Holt, DVM, of CSU, Dr. Brian Vander Ley, DVM, of University of Nebraska-Lincoln, Dr. Mark Enns of CSU, Dr. Scott Speidel of CSU, and Dr. Justin Buchanan of J.R. Simplot Company.

Why was it important to spend all morning listening to these presenters? BCHF and PAP are perhaps two of the most pressing and economically relevant issues within the beef industry today. With the frequency of heart failure increasing in feedlot cattle, finding a solution is a top priority for many university and industry researchers, who are working diligently to identify BCHF risk factors and genetic correlations. Bovine pulmonary hypertension is essentially critically high blood pressure in the vessels that run from the heart into the lungs. Related to PAP, it can be triggered at high elevations when lower oxygen levels are available, causing high-mountain disease and then brisket disease when body fluid pools and causes swelling in the brisket area. Hence, the importance of PAP testing, genetics, and thoughtful breeding programs

ASA's Dr. Jackie Atkins kicked off the educational symposium.





*Lane Giess (far left) moderated a panel discussion focused on bovine heart health. The speakers (L to R) included Justin Buchanan, Dr. Bryan Vander Ley, Dr. Scott Speidel, Dr. Mark Enns, and Dr. Tim Holt.*

is crucial, especially to those raising cattle in high-elevation areas or providing genetics to individuals raising cattle in that setting.

Lane Giess moderated the monumental panel discussion with the heart health speakers. The audience got one-and-a-half hours to ask the experts any and all questions. Not a second was spared, with many questioning management implications, the role of genetics, and tangible steps that can be taken now to decrease the likelihood of the issues.

After an informative state of the beef industry update from Billy Schmitz with Five Rivers Cattle Feeding, Steve Wooten took the stage to discuss his experience as the chair of the US Roundtable for Sustainable Beef (USRSB). The USRSB holds a proactive mindset and believes it's best to bring everyone from the beef supply chain to the

table when discussing sustainability. A couple of Wooten's comments resonated with the audience, such as the need to keep working lands in working hands, and the importance of being involved in the conversation to help ensure success for the next generation and future stewards.

Chip Kemp moderated the sustainability panel discussion that followed and included Wooten, Dr. Sara Place of CSU, Dr. Scott Howard of Meyer Natural Foods, and Dr. John Crowley of AbacusBio. The panelists tactfully navigated what can be a sensitive topic, recognizing that while keeping sustainability measures in mind is essential, we still have to produce food. Furthermore, all panelists communicated their ideas for what genetics producers should be selecting for, Crowley and Place agreeing that traits like stayability and fertility are key, with Howard adding the importance of cutability and quality.

*(Continued on page 24)*

*Chip Kemp (far left) moderated the panel discussion focused on sustainability. The speakers (L to R) included Dr. Sara Place, Steve Wooten, Dr. Scott Howard, and John Crowley.*



# A Look Back at Fall Focus 2023

(Continued from page 23)

## celebration



*Above: Fall Focus attendees gathered to celebrate the Golden Book and Lifetime Promoter award recipients, as well as retiring trustees. Right: Simmental enthusiasts representing 28 states and three provinces attended the 2023 Fall Focus event.*



Saturday evening was a time for visiting, networking, and celebration. The Golden Book Award recipients, 2023 Lifetime Promoter, retiring ASA trustees, and outgoing chairman were recognized. Well-deserving Golden Book recipients Neil Martin, Jim Largess, and Cynthia Conner were in attendance with their families to accept their award.

Sunday morning started with a Town Hall meeting, which gave Fall Focus attendees the opportunity to ask questions of board trustees and staff members. These exchanges sparked discussions that continued into the committee meetings. ■



**Please make plans to join us for  
Fall Focus 2024 in Amarillo, Texas**

# ASA Is Here For You

Our Customer Service Team is:

Ready to answer any questions  
Knowledgeable about all ASA Services

Committed to accuracy and timeliness  
Provides friendly, fast service

## Front-line Customer Service



Katelyn Gould Tiffany Paulson Cindy Newell Danielle LeDoux

## Data Processing Support



Bailey Abell Maison Sanderson

## Total Herd Enrollment



Jannine Story Amber Coila

## Accounts Receivable/Membership



Megan Jimerson Ashley Morrison

## DNA Department



Molly Diefenbach Mikela Lorash Madison Marks



Shelby Monsaas Callie Cooley

To help us help you,  
when you call or email  
please provide:

1. Account Number
2. Job or Invoice Number
3. If you get our voicemail, we return calls within one business day. Please leave a detailed message and we will research before we call you back. It will help us help you sooner.

## Timeline of registrations:

- ❖ Registrations sent to ASA are completed within 7 days
- ❖ Foundation registrations are completed within 2 – 3 weeks
- ❖ Certificates are mailed within 3 – 6 business days
- ❖ Emails are responded to within 2 business days

**Need help?**  
**We are just a call  
or email away:**

- 406-587-4531
- [simmental@simmgene.com](mailto:simmental@simmgene.com)



# Progress Through Performance Shows

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

*Visit event websites for show schedules.*

### **American Royal**

October 2023

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

### **North American International Livestock Exposition**

November 2023

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

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

### **Cattlemen's Congress**

January 2024

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

### **National Western Stock Show**

January 2024

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

### **Fort Worth Stock Show**

January 2024

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

### **Dixie National Livestock Show**

February 2024

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

### **The American Simmental Association**

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

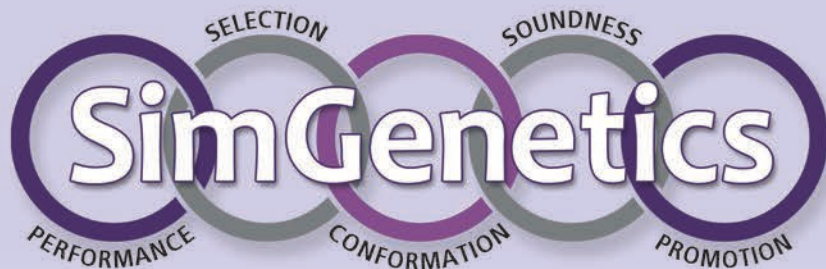
The PTP program is designed to promote multi-level progress within the SimGenetics industry. PTP shows effectively combine the assessment of statistical data, such as EPD and actual measurements, with traditional phenotype evaluation.

### **PTP Judges**

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



# ASA PTP RING OF CHAMPIONS 2023–2024



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

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

## Award Divisions

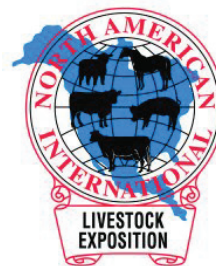
- ◆ Purebred Simmental Female of the Year
- ◆ Purebred Simmental Bull of the Year
- ◆ Percentage Simmental Female of the Year
- ◆ Percentage Simmental Bull of the Year
- ◆ People's Choice Female of the Year
- ◆ People's Choice Bull of the Year

## Qualifications

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

## Additional information

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



# STYLE 2023 Focuses *on the* Future

by Sarah Goss, participant

The second annual SimGenetic Training for Young Leaders and Entrepreneurs was held in Oklahoma City June 9–11. The event gathers young people from across the country to focus on leadership and self discovery, learn about ASA governance, and build relationships with other leaders in the industry.



**L**eadership — true leadership — looks different. It has to. Or organizations (and the people and ideas that drive organizations) can't move forward.

For three days in Oklahoma City in mid-June, ten members of the American Simmental Association participated in SimGenetics Training for Young Leaders and Entrepreneurs (STYLE), and had the opportunity to get an inside look at how the people and ideas driving ASA are moving forward. Differently.

The young leaders that gathered from across the county were as unique and diverse as the flow and structure of the STYLE event. A few of the inspiring interactions and experiences I observed included:

- A barely-getting-started small breeder from Wisconsin meets a fifth-generation operation from Alabama.
- Discover and define personal core values assignment followed by an in-depth discussion on Economically Relevant Traits.
- Young breeder relocates from West Virginia to Kansas and meets up-and-coming leader in a genetics company. They share a table with industry-seasoned Simmental breeders/mentors from Alabama and Colorado.
- Conversation on “Good to Great” Level 5 Leadership transitions into discussion on growth and opportunities in natural and source-branded meat products.

Clearly, the agenda bounced from personal leadership to industry experts to association history to the intricacies of EPD. And it worked.

A day in the life of a Simmental producer bounces from the basics of animal husbandry to forward-looking genetic decisions to finance and economics to rolling up shirt-sleeves and volunteering at a junior stock show. Bouncing, adapting, and demonstrating competencies at every stage is what it takes to succeed in today's beef industry.

And today's beef industry — and the success of the beef industry — is the singular measure of success for ASA. Members' cattle, plus science, technology, and collaboration, exist to serve the beef industry. It's that simple. Dr. Wade Schafer said so.

When the beef industry succeeds, so do ASA members. And when that singular focus is the target of every employee and every member of the Association, the cattle get better, the breed grows, memberships grow, junior programs grow, the Association moves forward.

So simple. Yet, so refreshing. Over the course of the weekend in Oklahoma City, it was said, “Our model may not look like everyone else's, but that's ok.”

The model is a fresh take on an old industry. STYLE participants left Oklahoma City *different* than when they arrived. And that's ok. ■



Sarah Goss makes her home in Kansas with her husband Brent and four children: Noah, Tucker, Nell, and Britta. She is the co-founder of Roots and Legacies, an agricultural consulting agency. She started her career in economic development, and later moved to banking. The Goss family owns a farm, and is actively involved in their community, 4-H, and more.

A young child wearing a white cowboy hat and a blue and green striped jacket stands in a field of tall grass, looking towards a large sign. In the background, several black cows are grazing in a field under a bright sky. The sign is mounted on a dark metal frame with circular perforations.

**YOUR DATA.  
HIS FUTURE.**

**LIKE IT  
OR NOT —  
WE KNOW  
THE TRUTH.**

**Data drives our beef decisions today. Data will drive it even more tomorrow.**

**So, how do you get maximum genetic awareness at a tolerable price point?**

One on one consultation and multiple pricing options allow ASA's Total Herd Enrollment to meet your family's needs. Squeeze every drop of genetic knowledge from your herd to give your kids and grandkids the greatest chance at raising their own families in the beef business. There are options available to meet the needs of almost any production system and they can work with any breed type.

 **SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association  
[the@simmgene.com](mailto:the@simmgene.com)

# Sexed Semen: An Opportunity to Capture More Value for Cattle

by Wyatt Bechtel, Filament Ag

Breeding with sexed semen can help your bottom line by creating cattle the market demands.

**S**exed semen breeding programs for the beef industry have primarily focused on developing genetically superior replacement heifers.

“Male sexed semen is an opportunity to capture value. The opportunity is greater when the price spread between steers and heifers is significant,” says Ken Odde, DVM and PhD, professor and department head emeritus of the Department of Animal Sciences and Industry at Kansas State University.



Dr. Ken Odde served as Department Head for the Animal Sciences and Industry Department at Kansas State University from 2007 to 2018. Dr. Odde now works full-time on the family ranch in South Dakota and serves as a SimSpecialist for ASA.

Since retiring from academia, Odde has focused on creating more profitability for his family’s commercial cow-calf ranch in South Dakota.

“About six years ago, I was sitting at the sale barn in Moberge, South Dakota, and the price spread between steers and heifers just struck me that day,” Odde says.

From that “aha moment,” Odde started to pursue what a sexed semen breeding program could look like for his ranch. He shares strategies and protocols to consider for success, including fertility differences between cows and heifers, the use of split-time or fixed-time artificial insemination (AI) and the value of using breeding indicator patches to measure estrus intensity.

## Value of breeding for males

Before breeding with sexed semen, Odde looked back at industry trends to see the economic impact of breeding for more males.

“We’ve got years of history when most sexed semen was targeted at producing females,” Odde says. “Breeding for males is a shift in thinking, and ultimately it’s driven by how high the price difference is between steers and heifers.”

Data from Superior Livestock (see Figure 1) shows the price per hundredweight (cwt) difference between steers and heifers has been on an upward trend for nearly three decades. Odde says the price difference between steers and heifers has been primarily driven by increasing carcass weights and the rising cost of gain.

Year	Mean Base (lbs.)	Mean Price 100 lbs. (US\$)	Price Spread between Steer and Heifer Lots (US\$/100 lbs.)
1995	527	67.55	6.83
2000	540	100.06	8.00
2005	575	121.43	9.04
2010	567	118.77	10.68
2015	578	248.39	20.94
2020	580	154.22	15.81
2021	572	172.50	18.47

Figure 1: Value of Heifer Calves Relative to Steer Calves, Superior Livestock Data, 1995–2021.

Feedlot closeout performance data in Kansas (see Figure 2) from August 2017 showed the average cost of gain was \$5.66 per cwt higher for heifers versus steers. That year corn was relatively cheap to feed at \$3.91 per bushel. In August 2022, the average cost of gain was \$12.77 per cwt higher for heifers than for steers when the corn price was \$8.69 per bushel.

“Steers can be fed to higher weights more efficiently,” Odde adds. “The trend of increasing carcass weights could be a driver of producing more male calves with sexed semen, particularly when feed prices are higher.”



Closeout Date	# of Head	In Weight (lbs.)	Final Weight (lbs.)	Average Days on Feed	Average Daily Gain (lbs./day)	Feed to Gain (Dry Basis)	Death Loss (%)	Average Cost of Gain/CWT (US\$)
August 2022 (steers)	30,069	766	1,439	180	3.61	6.02	2.06	129.41
August 2022 (heifers)	25,912	736	1,296	169	3.14	6.52	2.72	142.18
August 2017 (steers)	34,951	793	1,379	169	3.62	6.05	1.27	73.88
August 2017 (heifers)	22,764	711	1,231	165	3.11	6.61	1.69	79.54

Figure 2: Gender Performance Differences in Feeder Cattle, Focus on Feedlots, Kansas State University. August 2022 corn price = US\$8.69/bushel and August 2017 corn price = US\$3.91/bushel.

## On-ranch experience

The first set of females to be bred with sexed semen on Odde's ranch used maternal female sexed semen on heifers (see Table 1) and predominantly utilized terminal male sexed semen on cows (see Table 2).

Year	Semen Gender	Breed of Sire	# of Heifers	Estrus Synchronization Protocol	Breeding Protocol	# Pregnant A.I.	A.I. Pregnancy Rate (%)
2019	Female	Angus	101	MGA-PGF2α	Breed by Estrus	64	63.4
2021	Female	Simmental	69	MGA-PGF2α	Breed by Estrus	40	58.0
2021	Female	Angus	73	MGA-PGF2α	Breed by Estrus	41	56.2
2022	Male	Angus	148	MGA-PGF2α	Breed by Estrus	77	52.0

Table 1: AI Pregnancy Rates for Gender Sorted Semen in Yearling Heifers, 2019, 2021, and 2022.

Year	Semen Gender	Breed of Sire	# of Cows	Estrus Synchronization Protocol	Breeding Protocol	# Pregnant A.I.	A.I. Pregnancy Rate (%)
2019	Male	Charolais	88	CO-Synch-CDIR	FTAI	36	40.9
2019	Male	Charolais	80	CO-Synch-CDIR	STAI	36	45.0
2019	Female	Angus	51	CO-Synch-CDIR	STAI	24	47.0
2021	Male	Charolais	204	CO-Synch-CDIR or 7&7 Synch	FTAI	96	47.0
2022	Male	Charolais	46	CO-Synch-CDIR	FTAI	24	52.2
2022	Male	Charolais	78	CO-Synch-CDIR	FTAI	35	44.9

Table 2: AI Pregnancy Rates for Gender Sorted Semen in Cows, 2019, 2021, and 2022.



Some breeding indicators have easy-to-read bullseyes (black surface ink) on them. Once the bullseye (or the equivalent surface area) is rubbed off the animal, that animal is ready to breed and is up to three times more likely to result in a confirmed pregnancy.

(Continued on page 32)

# Sexed Semen: An Opportunity to Capture More Value for Cattle

(Continued from page 31)



The breeding indicator's surface ink is rubbed off by friction during mounting and reveals an indicator color. When enough color is exposed, the animal is considered ready to breed.

Following an estrus synchronization protocol, heifers were bred by visual heat detection using ESTROTECT Breeding Indicator patches to aid in estrus detection during five days of monitoring. The heifers' AI pregnancy rate was 63.4%.

In the first year, cows were bred using multiple protocols. With fixed-time AI, cow reproduction rates were 40.9%. Two cow groups were bred using split-time AI at 70 hours post prostaglandin injection for cows with activated ESTROTECT patches. If patches weren't activated, insemination happened at 90 hours with an injection of GnRH. The split-time groups had pregnancy rates of 45% and 47%.

"We think with split-time AI, we were able to pick up a few more cows running them through a second time," Odde relates. "However, it is pretty labor intensive, so we've moved towards more fixed-time AI with the cows."

In the third year of research, male sexed semen was used across all the heifers and cows. "We have learned we get better fertility on our yearling heifers than on mature cows," Odde says. "We can easily produce more bull calves from our heifers, so that's something we want to evaluate further."

## Words of advice

If you are considering breeding with sexed semen, Odde has a few tips. Odde suggests using a protocol that helps make chute-side breeding decisions based on estrus intensity via a breeding indicator patch.

If half of the patch or more is rubbed off, females are good candidates to be bred with sexed semen. Should less than half of the patch surface ink be rubbed off, it's best

to use less expensive conventional semen to help manage costs of your genetics investment.

Keeping an eye on market trends is another management practice to consider. "You need an understanding of the economic dynamics," Odde says.

For some herds, it may work better to develop more replacement heifers via sexed semen and marketing those replacements to terminal-focused operations, particularly when replacement females are in demand.

"It could be that male sexed semen works well in some situations, and a few years later, it may not have the same incentive," Odde adds. "When there is a good price difference between steers and heifers, it can really work well."

Odde presented his on-ranch research findings during the Beef Improvement Federation Annual Symposium in Calgary, Alberta, Canada, on July 3. ■

**Editor's note:** This piece was originally published by ESTROTECT. For more information go to [ESTROTECT.com](http://ESTROTECT.com). Dr. Ken Odde is a longtime Simmental breeder, and currently serves as a SimSpecialist.



Wyatt Bechtel is a manager at Filament Ag, a marketing and communications firm based in Wisconsin. Bechtel is a writer and communicator, and also spends time at his family's ranch in the Flint Hills of Kansas. The business includes a custom grazing stocker operation, a commercial Angus cow/calf herd, outfitting deer hunters, and hosting bird dog field trials.

# FEMALES FIRST



 **SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association

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

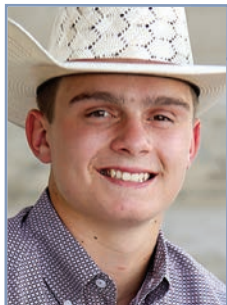
She's built to last in heat, fescue or high altitudes. And thanks to the breed's built-in adaptability, you can match Simmental genetics to your environment – **SimAngus™**, **SimAngus HT**, **Simbrah** or proven Simmental genetics.

Longer-lasting replacement heifers – gentle and consistent, with calves that give the heterosis boost commercial cattlemen need to stay profitable.

## STAND STRONG SIMMENTAL

406-587-4531 • [simmental.org](http://simmental.org)

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



by Blake Fabrizius, Western Region

### Upcoming PTP Schedule

As many of us are getting settled into the school year I thought it would be a good time to catch up on the upcoming Progress Through Performance (PTP) schedule. First up, The American Royal in Kansas City, Missouri. The 124th annual American Royal's tentative schedule lists Tuesday, October 17, and Wednesday, October 18, as Simmental move-in days. The Junior Simmental show will occur on Friday, October 20, and be sorted by Amanda Schnoor with the Supreme Junior Heifer drive the following day. Jeff Paulsen will be joining us on October 22 for the Open show.

The North American International Livestock Exposition (NAILE) in Louisville, Kentucky, takes place November 2–16. The Junior Simmental show will take place in Broadbent Arena starting at 8 AM on Saturday, November 11, with the Junior SimSolution show the following day in Freedom Hall after the conclusion of the Junior Angus show. Fullbloods will show following the Chianina and Limousin shows in Broadbent Arena. The Junior Heifer show Supreme Drive will start at 5:30 PM in Freedom Hall on Sunday, November 12. All Simmental cattle showing in the Open show will exhibit on Tuesday in Freedom Hall

starting with the Fullblood show at 8 AM. Judges Andy Higgins and Ryan Haefner will sort the Junior Simmental/SimSolution and Junior Fullblood Simmental shows, respectively, while Matt Aggen will sift the Open Simmental cattle. Don't forget, NAILE is our 2023–24 PTP National SimGenetics Show! All dates and times were updated as of June and are tentative.

Cattlemen's Congress in Oklahoma City is approaching its 4th annual event. The Junior Simmental Show is scheduled for January 8, while the open show will take place on both the 8th and 9th. Lydell Meier will evaluate the junior show, with Scott Trennepohl on the Open show. Turn to the next week on the calendar for the National Western Stock Show (NWSS) Simmental schedule. Denver, Colorado, is excited to welcome Cary Crow to sort the Junior show on January 15, and Brent Murphy for the Open show the following day.

Just 12 short days later on January 28, judge Shane Bedwell will give his thoughts on the Open Simmental show at the Fort Worth Stock Show. The AJSA Board of Trustees is ecstatic to see all our junior and open show exhibitors take on the busy yet exciting PTP shows. We will have several board members present at each show who will be working rings and happy to help in any way so please don't hesitate to ask! ■

*Editor's note: A schedule of PTP shows appears on pg. 26.*



[www.juniorsimmental.org](http://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  
elettarr2021@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

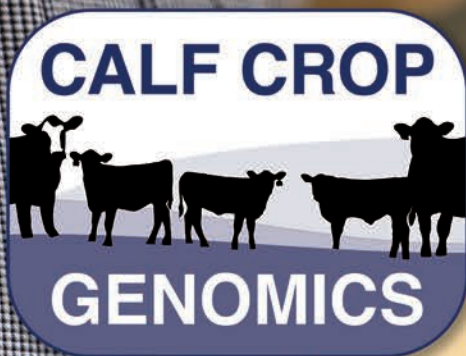
#### Western Region

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

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

**Jonna McCullough**  
Fort Benton, MT  
406-868-0253  
mcculloughjonna1@gmail.com

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



**Make it a  
good one.**



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

## Our Pioneers — Pat Garrett

You may recall the conclusion of this column for the July/August issue of *the Register* and the reference to Pat Garrett. In that piece, much attention was given to the infamous Lincoln County War in the New Mexico Territory, beginning in 1878. It was a brutal war. Essentially all involved ended up either wounded or dead. The few survivors suffered huge financial and reputational losses. Such is the case with all wars.

In 1880, a newcomer to the area, Pat Garrett, was elected as sheriff. Lawlessness and violence were out of control. Garrett's task was to stop it. No small feat given the many outlaw groups that thrived unabated. Who in their right mind would undertake such a risky challenge? Garrett appeared to have no qualms. So who was this guy with apparent nerves of steel?

Patrick Floyd Jarvis Garrett was born June 5, 1850, in Chambers County, Alabama. He was of English ancestry. Coincidentally, one place of the family's origin in England was listed as Northamptonshire, which includes the Village of Maxey. When my wife and I visited there a few years ago we learned the Maxey name has been in continuous use for over 1,000 years.

When Garrett was three his father purchased the John Greer Plantation in Claiborne Parish, Louisiana. The Civil War destroyed the family finances. By age 18, Garrett had lost both his father and mother. He and his siblings were left with a debt of \$30,000. In 1869, Garrett headed west, apparently wandering around for seven years; his whereabouts were unknown until he surfaced in Texas in 1876. He had been hunting buffalo. During a confrontation with another buffalo hunter, Joe Briscoe, Briscoe was shot and killed. Garrett surrendered to the authorities at Fort Griffin, Texas, but they declined to prosecute.

Following his buffalo hunting years, Garrett rode west to New Mexico Territory and Fort Sumner. There he made efforts to settle down and start a family. This was hard to do with the Lincoln County War raging. He decided to run for sheriff and surprisingly was elected on November 2, 1880, defeating the incumbent Sheriff George Kimbell with 320 votes to 179.

After taking office, he obtained a deputy US Marshall's commission. This allowed him to pursue outlaws across state lines. Among those many notorious criminals was his main target, William H. Bonney, a.k.a. "Billy the Kid." With posse in tow and certain that the "Kid" was at the Dedrick Ranch at Basque Grande, they stormed the ranch on November 30, 1880. The Kid was not there. Several other outlaws were apprehended and turned over to the sheriff of San Miguel County.

Continuing his search, in the settlement of Puerto de Luna, a local thug named Mariano Leiva picked a fight with Garrett and was shot in the shoulder. More gang lawlessness ensued. Emboldened with perceived invincibility, the Kid and his cohorts brazenly rode into Fort Sumner with Garrett and his posse lying in wait. A shootout ensued and once again Billy escaped. Garrett followed him to Stinking Springs where Billy was captured.

On April 15, 1881, Judge Warren Bristol sentenced Billy to be hanged. Awaiting final justice, somehow he managed to escape

jail. Within two weeks he had murdered two deputies. A determined Garrett was in dogged pursuit. Rumor had it that Billy was holed up with Pedro "Pete" Maxwell at his house. Garrett waited until midnight and entered the house. He shot and killed Billy.

To this day, controversy and uncertainty remain as to the events of that fatal night. Various accounts by many historians over the years have tried to glorify the life of Billy the Kid and claim less heroic actions by Garrett in the Kid's demise. One has to remember that Garrett was ordered to bring in the Kid, "dead or alive!". Whatever the factual circumstances were, "Law and Order—Old West Style" had been rendered. The courage of this lawman had drawn the region one step closer to the rule of law.

Following his stint in New Mexico, he moved on to Texas. He ran unsuccessfully for state senate. He became a captain in the Texas Rangers but gave it up within a month and headed back to Roswell, New Mexico. There he was involved in various business ventures which all failed. By 1892, he moved his large family back to Texas. In Uvalde, he became friends with John Nance Garner, who would later become a US Vice President.

Lawlessness in New Mexico was surging once again. He was drawn back to help get things under control. Multiple episodes ensued and true to his core, he pursued justice with unwavering gusto. The West was his domain. Countless outlaws knew his name and shivered in fear when they knew he was on their trail.

The remainder of Garrett's life was filled with controversy. His heroic reputation led President Theodore Roosevelt to appoint him to the post of Collector of Customs in El Paso on December 16, 1901. That reputation soon became tarnished. Allegations of incompetence swirled, along with a long list of infractions, both personal and professional. Roosevelt was forced to replace him.

Garrett's financial troubles were large. Continuing his efforts to right them led to a dispute over a livestock transaction and a confrontation in which Garrett was shot and killed. By whom was never factually determined. He died February 29, 1908. His ending fits a pattern of how the peace was "kept" in the lawless West. He was indeed a Western hero, however immensely complex, controversial, and enigmatic his legacy may be. ■

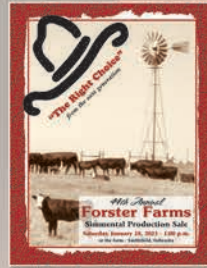
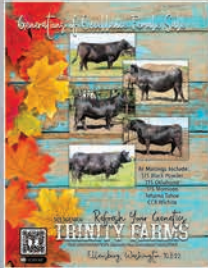
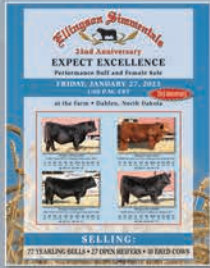
*Editor's note: This is the thirty-first in the series Our Pioneers.*

**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

**INCREDIBLY AFFORDABLE**

# Full-Color Catalogs



Our low-cost, full-color printing options may just surprise you! Our talented catalog production team uses their skills to provide each customer with pieces guaranteed to impress. With our direct access to ASA's database and vast photo library we make the process simple and easy!

## Included with printed catalogs:

- Online catalog flipbooks
- Downloadable pdfs
- Free mailing lists
- One free eBlast

To receive a quote or for more information contact:

**Nancy Chesterfield**

406-587-2778

nchesterfield@simmgene.com

www.simmental.org

## Additional Ad Design Services

Our experienced design staff can assist you in developing any form of creative printed promotion. These are just some of the products we produce:

- ◆ State directories
- ◆ Postcards
- ◆ Websites
- ◆ Brochures
- ◆ Booths
- ◆ Banners
- ◆ Flyers
- ◆ Logos
- ◆ Posters
- ◆ Photo retouching
- ◆ Business cards
- ◆ eBlast ads

## American Simmental-Simbrah Foundation Raises \$14,500 at AJSA National Classic

by Carrie Horman, CNN Cattle Company

The week of the AJSA National Classic brings a lot of anticipation for something new, what is going to take place, excitement for the old traditions to carry on, and everything in between. The American Simmental-Simbrah Foundation (ASF) had a lot of the same emotions going into the 2023 National Classic with hosting of the seventh annual Breeders Cup Golf Tournament, and kicking off the inaugural Barbecue Contest. Both events are designed to raise funds for the youth of the Simmental breed for the Merit Scholarships and Leadership Workshop.

The grills, smokers, and crock pots of six teams rolled up on Sunday, July 9, for their opportunity to showcase how they could prepare and present a tri-tip roast, shoulder tender, beef short ribs, Iowa sweet corn, and a dish of their choice for the open category.

Four judges evaluated all categories based on presentation, taste, tenderness, and overall effectiveness of the beef cut, sweet corn, and open category, which included desserts, dips, and more. A People's Choice vote also took place as teams prepared samples for the audiences to taste and vote on by placing cash in the team's jar.

After the judges evaluated the dishes, the following won in each category:

**Shoulder Tender:** Matt, Brandi, and Mason Karisch  
**Tri-tip Roast:** Bradley Warren, Todd Kitzerow, and Kevin Maas

**Beef Short Ribs:** Thomas Lundy, Blake Runner, and Adrienne Trennepohl

**Iowa Sweet Corn:** Thomas Lundy, Blake Runner, and Adrienne Trennepohl

**Open Category:** Thomas Lundy, Blake Runner, and Adrienne Trennepohl

**Overall Team:** Thomas Lundy, Blake Runner, and Adrienne Trennepohl

**People's Choice Award:** Steve and Kristen Hicks

Then on Monday, July 10, the seventh annual ASF Breeders Cup Golf Tournament returned to the great state of Iowa, where it all began! Twenty-five teams made their way to the Bright Grandview Golf Course for a fun-filled day out on the course. Teams from all over the country came together for a little friendly competition of golf strategy, birdies, some cow talk, some trash talk, and a whole lot of laughs.

"This is so much fun, I look forward to this every year," said Kyle Hotz of Hotz Cattle Company.



Competitors gathered for the first annual Barbecue Competition at the AJSA National Classic.

A lot of conversation on recipes, how to prepare different cuts of meat and "oh my that was incredible," was overheard all day as the teams tended to their secret method of preparing for turn-in time to the judges. "This is the most fun I've had at a Junior National," said Thomas Lundy, leader of Team 1.



The ASF held their seventh annual Breeder's Cup Golf Tournament.

The course was tight and short, which made for a different strategy in many players' games. The "Purple Ribbon Beef" team, made up of Jess Recknor, Nick Zastrow, Jayson Olson, and Trevor Biley, came out on top with a score of 56. We're all about hanging banners in this business; the Champion team can now hang their banners and hold bragging rights until 2024! Buck Creek Cattle with Jacob Moore, Justin Johnson, Garret Cloud, and Kent Jaecke were our reserve champion team.

Individual contests were set up as the players shot their 18 holes for added fun and competition. It's always fun to see the ladies getting in on the competition as well! Sheryl Clanton from Kansas took home the Longest Putt championship. We had two Closest to the Pin competitions where Ryan Mesch won Hole 9 and Mark Schoenfeld won Hole 13.

Together the BBQ Contest and Golf Tournament raised over \$14,500 to go back to our Simmental kids. We could not have done that without the donations of all our sponsors of the events, and cannot say THANK YOU enough for your support and generosity.

Make plans for the 2024 AJSA National Classic to be held in Tulsa, Oklahoma, July 7-13. Plans are already in the making for the second annual Barbecue Contest and eighth Annual ASF Breeders Cup Golf Tournament. ■



# NO LIGHTWEIGHTS



 **SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association

Simmental calves are champions of the scale.

They reliably outperform straightbred calves in the feedyard – with better growth, better structure and fewer health problems.

They add pounds without sacrificing marbling, and they earn more with the **IGS Feeder Profit Calculator**,™ which factors genetics, health and management into true value.

Want low-risk, high-potential calves with earning capability?

**STAND STRONG  
SIMMENTAL**

406-587-4531 • [simmental.org](http://simmental.org)

## Hydrops Pregnancies in Simmentals

### Seeking reports of active cases

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

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

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

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

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

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

## ASA's New and Improved Website Is Live

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

## DNA Updates

### DNA Research Fee Application

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

### Testing Timeline

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

### \$30 DNA Research Fee

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

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

### TSU/Applicator Price Increase

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

### Semen Sample Fee

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

## State Association Check-Off Bonus Program Reminder

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

## Digital Certificates Available

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

## DNA Research Programs Continue



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



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

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

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

## 2023 Year-Letter is L

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

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

## Digital Billing Statements

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

## Office Holiday Schedule

Thursday, November 23 & Friday, November 24

Thanksgiving

Monday, December 25, & Tuesday, December 26

Christmas ■

# CORPORATE REPORT

Register

## SEC Urged to Halt JBS US IPO

Environmental groups are calling on the Securities and Exchange Commission (SEC) to call a halt on JBS USA's US initial public offering over the Brazilian meatpacker's impact on the climate. Organizations including Rainforest Action Network (RAN) and Mighty Earth have filed complaints with the SEC, urging a probe of allegations against the processor. A spokesperson for RAN said that the organization requests that the SEC conduct a thorough investigation into "the pattern of alarming and unacceptable corporate conduct by JBS before granting it an IPO on the New York Stock Exchange."

Echoing the call was Mighty Earth, which questioned the validity of information provided by JBS in its prospectus, saying the company underestimated its climate impact. JBS did not respond to a request for comment, while an SEC spokesperson stated the agency "does not comment on specific entities." JBS had unveiled plans to list its shares in the US and Brazil in July to expand its investment capacity and unlock value for shareholders. The firm also said its proposal would "enhance transparency and strengthen corporate governance."

## Smithfield Cuts Waste Dumped into River

Smithfield Foods' pork processing complex in Sioux Falls, South Dakota, is now equipped with a \$45 million wastewater system that will cut two-thirds of the nitrogen emissions into the Big Sioux River. Smithfield accounted for the release of roughly six million pounds of discharge into the river in 2021, or about 2.5% of the nation's overall generated waste water, according to the Environmental Protection Agency data.

The upgrade converts ammonia-nitrogen in wastewater to a less environmentally damaging nitrate-nitrogen, and replaces a majority of the existing system at the facility. Smithfield has spent \$10 million over the past several years improving its wastewater system in Sioux Falls. The facility had been fined more

than \$45,000 in 2019 and more than \$50,000 in 2018 for violating its surface water discharge permit. It went for more than a year between 2019 and 2020 without a violation. The Sioux Falls wastewater plant operated with a single notice of violation from 2010 to 2018 and had no violations that resulted in any environmental impacts.

## Cargill Tackles Methane Emissions

Cargill is hoping to take on methane emissions linked to climate change by partnering with a consulting firm to develop Gold Standard-approved beef methodology that offers the global beef industry a framework for measuring methane emissions reduction using feed supplements that have been incorporated into beef cattle diets. The certification enables climate and sustainable development initiatives to demonstrate their positive contributions toward climate security and achieving the United Nations' Sustainable Development goals. Moreover, Gold Standard's Verified Emissions Reductions (VERS) can be traded in carbon markets, offering support for climate-friendly projects while also benefiting corporate value chains in meeting targets.

Cargill is taking measures through its own Reach-4-Reduction program to mitigate methane emissions. By optimizing feed management, nutrition, and animal health, Cargill aims to reduce emissions while ensuring food security and environmental protection. The methodology, entitled "Reducing Methane Emissions from Enteric Fermentation in Beef Cattle through Application of Feed Supplements," empowers beef producers to accurately measure and showcase their efforts in methane reduction. The newly developed methodology signifies a crucial step toward creating a more sustainable and climate-friendly beef supply chain. Earlier this year, JBS had announced a similar initiative to cut emissions in Brazil. ■

## Beef Prices Experience Inflation

Meat and poultry prices rose by 0.9% in the month of July, when comparing year-over-year, according to the latest Consumer Price Index released by the Bureau of Labor Statistics. The increase was less than the overall “food away from home,” which posted an increase of 7.1%. Although the meat category saw a modest price increase, there was great variety among the various proteins.

Beef and veal prices were up 5.3%, with steaks rising the most at 7.8%. Ground beef prices, meanwhile, rose just 3.1%, with roasts priced at a 6.3% increase. Pork and veal prices were both up 3.7%, with bacon prices down 10.7%, and breakfast sausage prices up slightly at 0.3%. Pork chops, on the other hand, were down by 2.4%, and roasts/steaks/ribs were down 6.8%. Poultry experienced a decrease of 0.2%, with chicken down 2.5%, but turkey substantially up by 9.4%. Frankfurters and lunch meats (which saw big increases in the early days of the recent inflationary period), still posted price increases, but those items were relatively low at 3.35% and 4.4%, respectively.

## Cattle Inventory Hits 50-Year Low

The mid-year cattle inventory data, released in mid-August, showed producers are raising the smallest total herd since 1971, down 3% from the same data one year earlier. USDA’s National Agricultural Statistics Service reported all cattle and calves in the US on July 1 totaled 95.9 million head, compared to the previous year of 98.6 million head. The declines were apparent in every category. All cows and heifers that have calves totaled 38.8 million head, 2% below the 39.6 million head one year previously. Beef cows, at 29.4 million head, were down 3% from a year ago. All heifers 500 pounds and over totaled 15.0 million head, 4% below the 15.6 million head of 2022, while beef replacement heifers, at 4.05 million head were also down by 2% from a year ago.

Meanwhile, steers 500 pounds and over on July 1 totaled 13.9 million head, down 3% from 2022. Calves under 500 pounds totaled 26.3 million head, also down 3% from the previous year. Cattle and calves on feed for the slaughter market in the United States for all feedlots totaled 13.1 million head during the current year, down 2% for last year. Cattle on feed in feedlots with capacity of 1,000 head or more accounted for 85.5% of the total cattle on feed, up slightly from the previous year. The drought-fueled decline promises elevated costs for processors and ultimately for consumers for years to come.

## WFO Rejects Cultivated Meat

The World Farmers’ Organization (WFO), in a recent position paper approved by its General Assembly, took a “resolute stand” against adopting cultivated meat as an alternative to conventional meat products.

“Lab-grown food, substances produced in laboratories for human consumption, are created using tissues or cells and are not naturally occurring on a large scale. They are supported by marketing campaigns that enhance the myth of greater sustainability compared to agriculture. Farmers firmly reject this narrative,” said a spokesperson for the Rome-based organization.

Citing concerns that cultivated meat might affect human health and spread zoonotic diseases, as well as concerns about the processes’ environmental sustainability, the WFO called for focusing on improvements in conventional animal agriculture to deliver sustainable solutions to produce, process, distribute, and

consume food in a sustainable manner. “The WFO strongly opposes replacing farmer-grown food with lab-made foodstuff,” the organization said in a press release. “Such substitutes dismiss the work and contribution of farmers to sustainability and push consumers toward a homogenous dietary model that undermines the tradition, diversity, quality, and uniqueness of regional food systems across the planet.”

## Effective Fenceline Weaning for Calves: Stress Reduction and Benefits

by *Drovers*

Regardless of when and how many calves you will wean, methods of reducing stress on fresh-weaned calves is of great interest to cattle producers and of benefit to cow-calf operations, says Mark Johnson, professor of animal and food science at Oklahoma State University. Traditional calf weaning methods often involve complete separation from their mothers by relocating them to new pastures or dry lot pens.

For cow-calf producers, the concept of “fenceline weaning” is worth considering. A management approach that promotes fenceline contact between calves and dams for a minimum of four to ten days after weaning, fenceline weaning helps decrease stress in calves along with many other benefits outlined below.

For fenceline weaning to be successful, sturdy fences are required, allowing nose-to-nose interaction while preventing nursing. The primary goal of fenceline weaning is to facilitate social interaction between calves and dams while transitioning the calves from mother’s milk to other sources of nutrition.

### Benefits of Fenceline Weaning:

Studies have demonstrated several advantages associated with fenceline weaning:

- **Reduced Vocalization and Movement:** Calves exhibit fewer distress calls and reduced restlessness during the initial days after weaning.
- **Improved Rest and Feeding Behavior:** Calves allocate more time to resting and feeding during the early post-weaning period.
- **Enhanced Weight Gain:** Calves tend to gain more weight in the first few weeks following weaning.
- **Healthier Calves:** Calves that consume more food and water immediately after weaning generally experience better overall health.

### Best Practices for Successful Fenceline Weaning:

**Maintain Cows and Calves in the Same Area.** If feasible, keep the cows and calves in the same pasture or lot during weaning. This approach allows the calves to familiarize themselves with the locations of water sources, feed, and grazing areas. Alternatively, if separation is necessary, position water troughs and feeders along the fenceline where both calves and cows will initially gather. This increases the likelihood of calves finding water and feed quickly, minimizing unnecessary perimeter fence walking.

**Minimize Additional Stress.** To avoid adding extra stress during weaning, such as castrating, dehorning, branding, or vaccinations, plan these procedures several weeks before or after the weaning process is complete.

**Ensure Adequate Fencing.** Adequate fencing is essential for successful fenceline weaning. A standard five-strand barbed wire fence is typically sufficient. If calves can still nurse through the fence, consider adding a single strand of electric fence offset from the main fence, possibly on both sides, to deter nursing.

(Continued on page 44)

# ***SERIOUS INQUIRIES*** ***ONLY***

- Data-hungry commercial operation
- Ability to sire identify calves
- Committed to cattle feeding and gathering carcass data
- Willingness to go farther and faster than the rest

Want a **\$65** premium for each carcass record? Want access to cutting-edge genetics to build your steers and replacement heifers — at no cost? Consider becoming an elite ASA Carcass Merit Herd.

**Finally, your efforts  
find their reward.**

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

[cmp@simmgene.com](mailto:cmp@simmgene.com)

(Continued from page 42)

Incorporating these best practices for fenceline weaning can help reduce stress for calves and improve the overall success of your cow-calf operation.

## Rapidly Growing Beef-on-Dairy Segment Holds Promise for All Stakeholders

by Greg Henderson, Bovine Veterinarian

While America's dairy producers are rapidly embracing beef-on-dairy breeding programs, cattle feeders are learning to embrace and cope with both the opportunities and challenges the new crossbreds represent.

For instance, black-hided cattle at the bunks are a dramatic change for Arizona cattle feeder Paul Heiden.

"We have been 100 percent Holstein yard the last 20 years," Heiden says. "Now we are feeding a growing percentage of cattle that are Angus x Holstein."

The switch was due to both the benefits of the crossbreds and also availability. "Over half the calves offered at the auction we use in California are beef-on-dairy crossbreds," he says.

### Future Expectations

Indeed, beef-on-dairy is arguably the most significant advancement for America's beef industry in a generation, and many believe it has been significant enough that it may alter the cyclical impact the beef industry is experiencing from drought-forced herd reductions. For instance, Patrick Linnell, analyst for CattleFax, says his group estimates the industry will produce 2.92 million beef-on-dairy calves this year and 3.22 million in 2024. Some industry observers believe those estimates may be conservative.

"We expect the adoption of beef genetics in dairy breeding programs will accelerate as producers capitalize on the opportunity for improved margins, particularly given the reduction in beef calf availability," said Brian Earnest, lead animal protein economist for CoBank. "And while the impact on the overall beef supply will be relatively small, an increase in beef and dairy crossbred calves entering the beef supply chain is something cattle feeders and packers will want to keep an eye on."

Regardless of the exact number, Dale Woerner, animal and food science professor at Texas Tech University, says, "the number will continue to grow as the beef cow herd shrinks."

That's due, primarily, to the growing acceptance of beef-on-dairy calves by both cattle feeders and beef packers, and the realities of empty pens and shackle space the industry faces over the next few years.

### Financial Gains

"Right now, everybody needs cattle," says Jared Wareham, North America NuEra Business Development Manager at Genus ABS. "The beef-on-dairy crosses, especially the good ones, are in high demand."

For dairies, the financial benefit of the crossbred calves is immediate. On average, day-old beef and dairy crossbred calves sell for \$100-\$300 more than their 100% dairy-bred counterparts.

"Yes, they cost more," Heiden says, "but you make it up in feedyard performance, and they are generally healthier calves."

Heiden says the beef-on-dairy crossbreds also produce better beef yields, a key benefit as all of his yard's cattle are sold to JBS on a carcass basis. ■

# Reserve Your Space Now

## December/January Register

**Deadline November 15**

Purchase a Christmas greeting ad in the December/January Register and your ad will be included as part of the Christmas greeting eBlast.

**Contact:**

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

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

**or call 406-587-2778**



# Need Registrations or Transfers in a Hurry?

## Use Our Online Herdbook

### Herdbook Services offers hands-on registration capabilities.

You enter the data, work through any errors, pay the fees; registration will be completed in minutes. No priority handling fee, no hold-ups (unless there are errors or payment is needed), and can be completed any time of the day or night.

#### Interesting fact:

90.8% of the animal data is already submitted electronically through Herdbook Services!

#### Why the encouragement to go online and register the animal yourself?

1. Avoid priority registration fee charges (\$50.00 per animal) by logging in online and completing the registration or transfer yourself. \*Priority is within two-business days.
2. Special mailing by FedEx or UPS needed? Send an email to [mailout@simmgene.com](mailto:mailout@simmgene.com) with the job/invoice number, physical address, and desired mailing method.

Note: there is a handling fee of \$50.00 plus FedEx or UPS shipping charges. Remember to supply a physical address. Plan ahead and avoid these charges.

#### Need more encouragement to register online?

1. Data Registration/Processing Services: Applications submitted to ASA for processing/registration may take 3-7 business days (error-free and payment received) depending on the time of year. Any holiday season will extend the turnaround time.
2. Mailing services: Data and registration certificates will be mailed (US Post) normally within 5-7 business after processing has completed.

#### The Customer Service Specialists are just a phone call away to assist you.

1. There are peak times and days when there are large volumes of calls, especially close to deadlines. Don't get caught waiting until the last minute; submit early.
2. If you are unable to get through, please leave a voicemail. Our goal is to return calls as soon as possible, normally within 3-4 hours.
3. If your question can be answered by email, send an email to:

[simmental@simmgene.com](mailto:simmental@simmgene.com)

for general questions or priority handling

[dna@simmgene.com](mailto:dna@simmgene.com)

for DNA questions or kit requests

[the@simmgene.com](mailto:the@simmgene.com)

for Total Herd Enrollment (THE)

[members@simmgene.com](mailto:members@simmgene.com)

to apply for membership or, account changes, or annual service fee questions

[carcdata@simmgene.com](mailto:carcdata@simmgene.com)

for Carcass Merit Program (CMP) and Carcass Expansion project.

[ultrasound@simmgene.com](mailto:ultrasound@simmgene.com)

for ultrasound and barn sheets

### To help you plan, here are some items that may hold up registration for a length of time:

1. **DNA / Genetic Abnormalities / Parental Validation / AI Sire / ET Requirements:** DNA Testing is a standard process without any options to expedite this service.
  - a. Normal DNA Testing: 5-9 weeks for results. Sample failure and misidentified samples doubles this time.
  - b. DNA kit paperwork requests: 48-hour turnaround.
2. **Non-Compliance:**  
Total Herd Enrollment breeders: there is a deadline each year that the previous year's calf data must be submitted. You'll be notified of the dams in your herd that need calf data or a reason the cow didn't calve when you go online to submit new registrations. Until this information is completed, no new data will be accepted.
3. **Foundation Registration:**  
Sires registered with other breed associations MUST be registered with ASA prior to registering progeny. Other breed dams may be registered with ASA as a Foundation, but it is optional, not mandatory. Normal processing is 10-12 business days (error-free, payment received, DNA requirements completed).
4. **Breeder Signature:**  
If the owner of the dam at the time of conception is different than the person applying for registration, ASA requires the breeder to sign off on the calf you are registering. Make sure the breeder signs the calf's registration application, or breeding information is supplied on the transfer of the dam. If the dam was sold with the calf at side, make sure the seller has registered and transferred the calf to you.
5. **Non-payment:**  
Payment is required to complete registrations.



**FASTER**  
◀ GET IT NOW ▶

### Priority Handling Processing Service:

ASA offers priority handling services if you are unable to complete your registration online. If the data is error-free and payment is received, normal turnaround time for registration is within two business days. There is a priority handling processing fee \$50 per animal. Regular US Mail service is at no charge; however, other mailing services (i.e., FedEx, UPS, or Express Mail) will incur additional charges.

## WTO Rules for US Against China

The World Trade Organization (WTO) has ruled against China in a trade and tariff dispute with the United States. The dispute dates back to 2018, when the Trump administration placed 25% tariffs on China-imported steel and 10% on Chinese aluminum. China then responded with a 25% tariff on 128 US-made products (including pork), and shortly afterward, levied another tariff on 106 additional products, including beef and soybeans.

The US filed a complaint with the WTO, and in a rule, the organization sided with the US, stating that China's retaliatory tariffs were "inconsistent" with current trade regulations. In a statement to the *Wall Street Journal*, China's Commerce Ministry said it is studying the WTO's conclusions and will follow up in accordance with WTO rules. The ministry also called on the US to lift its steel/aluminum tariffs, and said the entire 2018 dispute began with the unilateralist and protectionist behaviors of the US.

## China Ranks First in Meat Imports

China has been the world's largest meat importer since 2019, despite a decrease in imported meat volumes, according to a USDA Economic Research Service report. In 2022, China's meat imports were 43% higher than those of Japan, the second-largest meat-importing country. Analysts said strict environmental laws and the departure of small-scale farmers limited China's meat supply, resulting in an increase in domestic prices and making imports more appealing.

Pork, the most consumed meat in China, generally dictates the nation's meat supply and demand trends. Longer production

cycles, insufficient grazing lands, and persistent disease have hindered China's ability to meet domestic beef demand, which boosted the country's beef imports. Chinese consumers are also consuming more poultry — mainly because it tends to be the most affordable meat — yet rising feed costs and diseases have inflated domestic poultry prices, leading to higher poultry imports.

While China's meat consumption appeared to reach a peak after 2014, statistical models project usage will continue to rise through 2031, driven by changes in diet and moderate growth in income and prices. However, the COVID-19 pandemic and subsequent economic downturns had severely dampened consumption and the associated import prospects.

## Canada Wants UK Blocked

Canadian meat associations, producers, and processors want their government to vote against the United Kingdom's efforts to join a major Asian-Pacific trade organization because of limits the nation placed on Canadian beef and pork exports since 2021. Earlier this year, UK officials signed an agreement to join the Comprehensive and Progressive Agreement of Trans-Pacific Partnership (CPTPP), a five-year coalition that also includes Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, and Vietnam. The member nations represent an estimated 15% of the world's economy and they receive significant relief from tariffs for goods traded among the partners.

The United Kingdom formally requested approval to join the CPTPP in early 2021 and talks on the membership accession concluded in March, according to the group's website. CPTPP members must vote to ratify the UK membership plan. The Canadian Cattle Association, Canadian Pork Council, and a variety of Canadian meat processors and exporters are asking the Canadian Parliament to vote against the proposal because of several British government rules that the groups say limit Canadian meat exports to the UK. British regulators currently refuse to allow beef treated with hormones from entering the country and reject Canada's use of antimicrobials on carcasses in slaughterhouses, throwing off the balance of trade between the two nations. For example, Canada exported 657 metric tons of beef to the UK over 2021 and 2022, while British beef exports to Canada reached more than 7,000 metric tons in the same period.

## Canada, Manitoba to Invest C\$2.85M for Beef and Forage Programs

The governments of Canada and Manitoba plan to spend up to C\$2.85 million over the next five years to support programs aimed at improving economic and environmental impacts of beef production.

The Manitoba Beef and Forage Initiatives (MBFI) is a nine-year-old collaboration between Manitoba beef producers, Ducks Unlimited Canada, and Manitoba Agriculture that uses research and demonstrations to help boost profitability and sustainability in the beef industry. The new funds will expand operational capacity by creating new positions to focus on technology, field operations, and outreach for beef producers, the Agriculture and Agri-Food Canada agency said in a news release.

The investment also will expand the Manitoba Advanced Grazing Systems Mentor Program, which connects producers to peers with experience in diverse grazing management systems.

Since 2018, MBFI has worked with 28 collaborators to deliver more than 40 innovative studies regarding beef production, including precision ranching, pasture rejuvenation, herd health, and forage variety testing, the release added. ■

## More than a Carcass Test



"The CMP is a complete young sire progeny test, collecting data from birth to harvest and beyond due to the fact many of the CMP herds retain daughters which ultimately report the earliest maternal data on the enrolled sires."

- Gordon Hodges, Gibbs Farms

The CMP collects birth-to-harvest data, genomics, and mature cow information.

Look for the Logo!



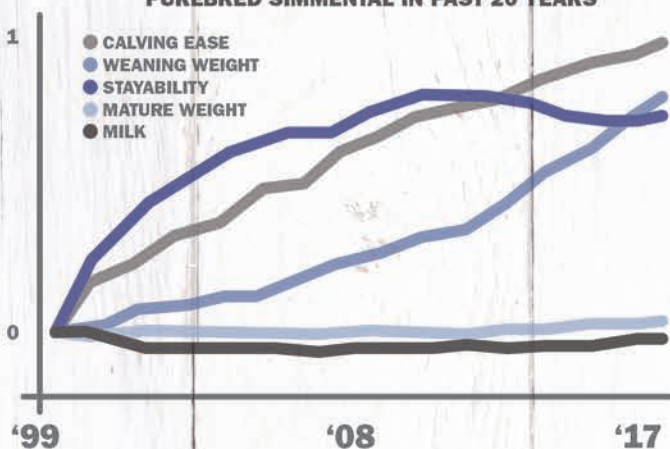
Enroll your Sire - [carcdata@simmgene.com](mailto:carcdata@simmgene.com)



# STAY ABILITY

 **SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association

## MATERNAL TRAIT GENETIC TRENDS PUREBRED SIMMENTAL IN PAST 20 YEARS



Simmental-influenced cows stay in the herd longer.

Data from the **American Simmental Association** show calving ease, maintenance costs (mature size and milk) and weaning weights all favor balancing your herd with **Simmental** genetics.

For a cow herd that stands the test of time.

## STAND STRONG SIMMENTAL

406-587-4531 • [simmental.org](http://simmental.org)

## AI From a Different Angle

submitted by Dan Rieder

Artificial Insemination — well-known as “AI” to cattle producers — often leads to dramatic breed improvement through scientific utilization of superior genetics. However, there is another scientific development also known as AI that has recently emerged under the terminology of Artificial Intelligence.

Recently, my stepson Bill Becorest and his family from San Diego spent a couple of days visiting and amazed us with a vivid illustration of the recently developed Artificial Intelligence. To demonstrate its usefulness in his work, Bill asked me to provide a subject. I said: “Create a poem which combines Simmental cattle and ice cream.” Seconds later, starting from that simple sentence, the poem below was produced.

*In fields of green, where Simmental cattle graze, their gentle presence, a sight to amaze.*

*With coats of gold and white, they roam so free, a breed of beauty, strong, and full of glee.*

*Their eyes so kind, their stature so grand, Simmental cattle, a majestic band.*

*Their milk, a gift, so rich and pure, from which sweet ice cream we can ensure.*

*Creamy and smooth, a delight to taste, ice cream made with love, no time to waste.*

*With flavors endless, from vanilla to mint, each spoonful a moment of pure bliss.*

*Simmental cattle and ice cream unite, nature’s wonders, a true delight.*

*From pastures green to cones held tight, ’tis a perfect pairing, a sweet delight.*

## Determining How Male Behaviors, Environment Affect Offspring in Livestock

by Kay Ledbetter, Bovine Veterinarian

Lacey Luense, PhD, spent the first ten years of her career using live animal models to understand the mechanisms of the sperm epigenome and its role in human disease and development. But now, she is taking her epigenetics research program in a new direction.

Luense is getting back to her first love — agriculture — as an assistant professor in the Texas A&M College of Agriculture and Life Sciences Department of Animal Science.

“I grew up in northwest Iowa in a rural area, and my family owns a steakhouse,” she said. “All my friends lived on farms, and I was in 4-H, so I grew up in an agricultural background. I knew from an early age that I wanted to study genetics and always thought I would go through graduate school and return to Iowa to apply my understanding of epigenetics to agricultural questions.”

But her path took her in a different direction. She earned her bachelor’s in biology at Augustana University in Sioux Falls, South Dakota, her master’s in genetics at Iowa State University, and her doctorate in molecular and integrative physiology at the University of Kansas Medical Center.

She then spent the next ten years, first as a postdoctoral fellow and then as a research associate, at the University of Pennsylvania School of Medicine.

“I ended up working with mice, which is a great system to better understand the basic mechanisms of genetics and epigenetics,” Luense said. “But I wanted to come back to the initial drive that I had while in high school and college to bring this area of study back around to answer agricultural questions. Texas A&M is a wonderful place to do that type of research. Obviously, the animal science program in the College of Agriculture and Life Sciences is extraordinarily strong.”

### Epigenetics, Going Beyond DNA

The study of epigenetics identifies changes in gene function that are not due to mutations but rather how the DNA is packaged in the cell and turned on or off in the wrong conditions.

“This is often influenced by the environment, so things like diet, drugs, alcohol, heavy metals, toxicants,” she said. “All sorts of things can influence the epigenome or how our DNA is coiled in the cell and then turns genes on or off. And that all affects disease and development.”

For Luense, her research interest is with the germ line epigenome and how DNA in the sperm of cattle or humans, the paternal epigenome, can be influenced by the environment.

“We know the environment can affect the epigenome and absolutely alter how the DNA is packaged. I am extremely interested in using the basic mechanisms we are examining now and applying this knowledge to other questions such as climate change, drought, increasing temperatures, or health.”

She said the current hot temperatures will continue to affect ranchers throughout the state, and her goal is to understand how these environmental stressors impact reproduction.

“These are problems Texans need to understand to help their production operations,” she said. “By understanding the basic mechanism, looking for biomarkers, and understanding how this works, we can hopefully improve the fertility of bulls in the future.”

Luense said she is trying to understand how the environment can influence offspring or the early embryo. For instance, there are more long-term implications to look at, such as implantation — how does the paternal epigenetic system regulate the embryo to allow it to grow normally in the uterus? Does it affect long-term health and development, and potential disease for the offspring, whether children or livestock?

Scientists have understood a mother’s influence on offspring but are becoming more aware of how epigenetics within sperm can have a strong influence. Luense is interested in a deeper understanding of how male epigenetics impact progeny.

She said one of the important things she is excited about at Texas A&M and in animal science is using these technologies and knowledge to look at larger animals.

One of her first projects will look at the epigenome and sperm of cattle to understand fertility and how it relates to embryo development, long-term health and development of the offspring.

“I’m very much interested in how epigenetics affects dad and then how that affects their children,” Luense said.

### Bringing Her Research Full Circle

While she is now concentrating on livestock, Luense said an exciting avenue would be to use her large animal research models to study human disease and development.

(Continued on page 50)

# Share.

# Simplify.

# Grow the connection between you and your customer.

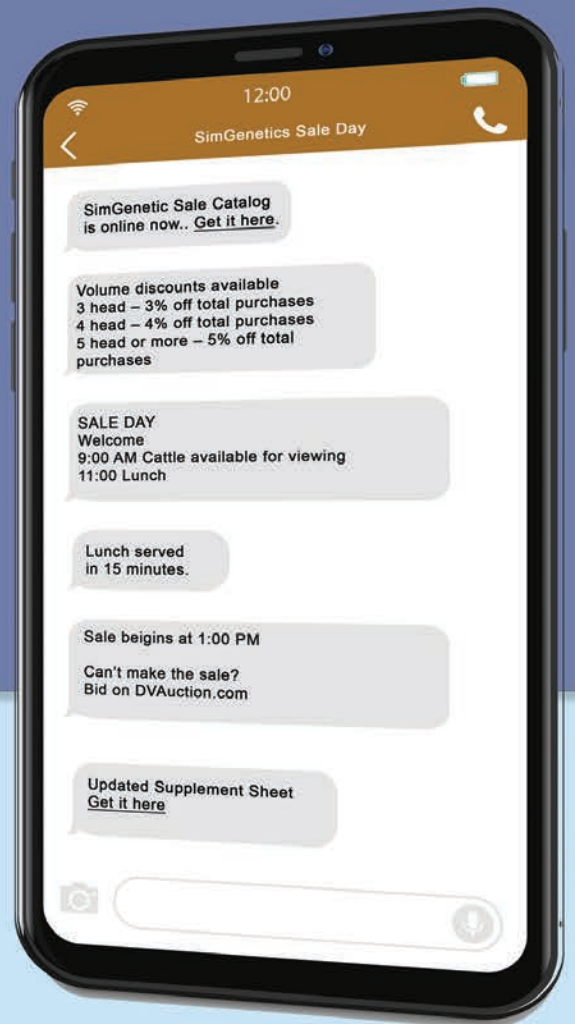
ASA Publication, Inc., has text messaging tools that provide swift communication between you and the bull buyer.

Deliver reminders and announcements regarding your sale.

Your Contacts.

Your Messages.

Contact ASA Publication, Inc. today:  
[nchesterfield@simmgene.com](mailto:nchesterfield@simmgene.com)  
[rprice@simmgene.com](mailto:rprice@simmgene.com) or call  
406-587-2778



(Continued from page 48)

“I’m excited to have dual paths of translational value, to understand how the epigenome affects agricultural production and then utilize that for understanding human fertility and human development,” Luense said. “I would like to develop this into a research program where we can make impactful findings to multiple stakeholders on the animal production and human sides.”

She said there are similarities between bovine and human sperm and embryos, as well as more long-term development, and the discoveries in cattle can provide a better understanding of humans.

Luense will continue to use mice models in her research because they can help answer some questions quickly, but she hopes to answer more applied questions by studying cattle.

“It’s been a really nice opportunity to come full circle — my background, my training and then being able to come back and pull everything together in these different research areas,” Luense said. “We can study both agricultural questions, but then also gain an understanding of human health and disease.”

She has developed strong collaborative studies with experts at Texas A&M who have researched cattle, sheep, and other animals within different production systems.

Luense is also passionate about developing the next generation of scientists as a mentor for students. “That’s something I find really important, to mentor our students to become scientists, Extension agents, and teachers, and to help them get the training and encouragement they need.”

## Strategies for Employing Whole Genome Sequencing and Its Benefits

by Drovers

“The use of whole-genome sequencing at low-depth enables detection of rare variation, SNP discovery, CNV detection, and can eliminate the need for chip redesign and updates, and there is the potential for further cost reduction in the future” said Dr. Troy Rowan, University of Tennessee assistant professor, Knoxville.

Rowan delivered his presentation “Sequencing Strategies to Enhance the Next Generation of Genetic Evaluations” during the Beef Improvement Federation (BIF) Symposium July 4, in Calgary, Alberta, Canada.

### The Big Questions

Rowan framed three big questions surrounding sequencing and imputation: Who do we sequence, how deep do we sequence, and how often do we update the reference and the imputed samples in the evaluation.

Relative to the first question, Rowan suggested, “We should be sequencing all sires with even moderate levels of AI usage.”

By sequencing AI sires the industry could generate an insurance policy, enabling faster mapping and management of genetic abnormalities when they arise. Sequencing AI sires also improves the quality of imputation throughout the population(s) that they are influential in. While widespread sequencing may have been out of reach in the past, the current cost of sequencing makes this tenable.

He also stated that multi-breed populations will need to make use of multi-breed reference populations for successful

imputation. He also pointed out that we need to move beyond only sequencing the most highly utilized animals; such a strategy may only sample a small portion of haplotypes that exist in the population.

Regarding depth of sequencing, Rowan suggested animals in the imputation reference set should be sequenced to at least ten times the coverage. He also mentioned that careful attention should be paid to downstream computational approaches to ensure that high quality genotype calls and phasing occurs.

### Other Considerations

“The quality of information coming out cannot be better than the quality of information that went in — garbage in, garbage out,” Rowan said.

The reference population needs to be representative of the target population and be sequenced to a sufficient depth. Imputation accuracy, in terms of animals and SNPs, should be regularly evaluated to diagnose problems or shortcomings of the reference panel or imputation approach.

For breed associations and genetic evaluation service providers, the storage of genomes and imputed genotypes must also be considered. Moreover, the potential benefit, particularly in terms of improved accuracy of EPD (expected progeny difference), needs to be fully understood and quantified. ■

## COW SENSE

## Register

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

1. How soon after calving must a cow rebreed if she is to produce a calf on a regular 365-day interval?
2. A neutral pH is represented by what number?
3. Where in the body is vitamin A stored?
4. Where is the National Cattlemen’s Beef Association headquartered?
5. Who was the first President/Chairman of the American Simmental Association?
6. In an open cow, progesterone secretion ceases around how many days after heat?
7. What is the generally accepted minimum scrotal circumference for a yearling Simmental bull undergoing a breeding soundness examination?
8. Which of the following would you expect to be highest in protein: wheat straw; alfalfa hay; oat hay; or ground ear corn?
9. For what purpose would a cannula be used in a university setting?
10. Name the two countries where most Fleckvieh cattle originate. ■

### Answers:

1. Within 83 days; 2. Seven; 3. Liver; 4. Denver; 5. Jack Winter of Meeteetse, WY; 6. Sixteen days; 7. Thirty-two centimeters; 8. Alfalfa hay; 9. research; 10. Germany and Austria.

# CLARITY IS CASH



**SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association



# \$20+

**MORE PER  
CARCASS**

# 74lb.

**LIGHTER COWS**

Today's industry pays big for heavy fat steers, but your pocketbook demands smaller cows. What to do?

The answer is clear, dependable data and the courage to bypass traditional straightbreeding.

Simmental-influenced cows are an average **74 lb. lighter** at maturity than Angus-sired counterparts.<sup>a</sup>

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

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

## STAND STRONG SIMMENTAL

406-587-4531 • [simmental.org](http://simmental.org)

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

# 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

## Indiana



Jeff & Leah Meinders  
812-498-2840 | Milan, IN  
Simmental & SimAngus™

**Clear Choice Sale Events**  
Bull Sale, 3/25/23  
Customer Sale, 4/22/23  
Female Sale, 10/28/23

[WWW.CLEARWATERSIMMENTALS.COM](http://WWW.CLEARWATERSIMMENTALS.COM)



**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](http://www.diamondhranch.org)

## Colorado



**BRIDLE BIT SIMMENTALS**  
ERROLL COOK & SONS  
PO Box 507, Walsh, CO 81090  
Chad Cook 719-529-0564  
bridlebitsimm@gmail.com  
[www.bridlebitsimmentals.com](http://www.bridlebitsimmentals.com)

Annual bull and female sale March 18, 2024

**Harker Simmentals**  
Quality Red & Black Simmental

<b>John &amp; Barbara</b> 812-546-5578 15633 E Jackson Rd. Hope, IN 47246	<b>Dan, Jill, Luke &amp; Chase</b> 812-371-6881 <b>Ben, Ashley, Gracie &amp; Laynie</b> 812-371-2926
--	---

THE PERFORMANCE IS BRED IN – BEFORE THE BRAND GOES ON!

**DICKINSON SIMMENTAL AND ANGUS RANCH**  
Kirk • 785-998-4401 (phone & fax)  
2324 370th Ave. March 2024  
Gorham, Kansas 67640 52nd Annual  
[www.dickinsonranch.com](http://www.dickinsonranch.com) Production Sale  
At the Ranch

**T-HEART RANCH**  
Shane & Beth Temple  
719-850-3082  
[www.t-heartranch.com](http://www.t-heartranch.com)  
True High Altitude Cattle  
HIGH ALTITUDE BULL SALE • MARCH 23, 2024 • LA GARITA, CO

**TRENNEPOHL FARMS**  
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](http://WWW.TRENNEPOHLFARMS.COM)

**Dixson Farms, Inc.**  
Carol Dixon, Kevin Dixon,  
& Lyle Dixon, D.V.M.  
13703 Beaver Creek Rd • Atwood, KS 67730  
785-626-3744 • [drlyle@live.com](mailto:drlyle@live.com)  
[www.dixsonfarms.com](http://www.dixsonfarms.com)  
DX

## Iowa

**Cason's Pride & Joy Simmentals**  
Denny Cason - 641-814-3332  
Landon Cason - 641-799-7350  
[cdcason@stirisonline.com](mailto:cdcason@stirisonline.com)  
2077 715th Ave  
Albia, Iowa 52531  
**9th Annual Performance Bull Sale**  
March 2, 2024 • Russell, IA

**HOFMAN N Simmental FARMS**  
Rodney & Kim Hofmann  
2244 19th Rd  
Clay Center, KS 67432  
785-944-3674  
[www.honestbulls.com](http://www.honestbulls.com)  
"Proof • Performance • Profit"

## Illinois

**RINCKER SIMMENTALS**  
997 N 2050 East Road • Shelbyville, IL 62565

Curt and Pam Rincker Cell: 217-871-5741 <a href="mailto:rincker@lakelandcollege.edu">rincker@lakelandcollege.edu</a>	Brent Rincker 217-246-3550 <a href="mailto:rincker@gmail.com">rincker@gmail.com</a>	Carl Rincker 217-531-2179 <a href="mailto:rinckercattle@gmail.com">rinckercattle@gmail.com</a>
--	---	--

Visitors always welcome! Sale info at: [www.rincker.com](http://www.rincker.com)

**JENSEN SIMMENTALS**  
Steven A. Jensen • 913-636-2540  
40532 John Brown Highway  
Osawatomie, KS 66064  
[jensensimmentals@gmail.com](mailto:jensensimmentals@gmail.com)  
★  
In our 6th decade breeding Simmental cattle.  
[www.jensensimmentals.com](http://www.jensensimmentals.com)

Owner: Jim Berry  
Cattle Manager: Ben Lehman  
563-920-0315  
6502 Rt. 84 South  
Hanover, IL 61041  
815-297-5562  
[www.wildberrysfarms.net](http://www.wildberrysfarms.net)

**WILDBERRY FARMS**  
Simmental Cattle

**SPRINGER SIMMENTAL**  
Jeff & Lynda Springer  
Michelle & Todd Christianson  
Steve & Bri Springer  
3119 310th St • Cresco, IA 52136  
641-330-6654  
[springsim@iowatelecom.net](mailto:springsim@iowatelecom.net)  
[WWW.SPRINGERSIMMENTAL.COM](http://WWW.SPRINGERSIMMENTAL.COM)

**Loomis Simmentals**  
COUNCIL GROVE, KS  
JUSTIN LOOMIS 785-561-0985  
MORGAN LOOMIS 820-788-7088  
[WWW.LOOMISSIMMENTALS.COM](http://WWW.LOOMISSIMMENTALS.COM)  
BULLS FEMALES  
FROZEN GENETICS

## Kansas

Stay ahead with CMP  
"If we think our competition isn't getting better, we're simply not paying attention." - Marty Ropp  
[carcdata@simmgene.com](mailto:carcdata@simmgene.com)

**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](mailto:nolan@cowcampbeef.com)  
**Spring Bull Sale - Friday, January 20, 2024**  
**Spring Turn-Out Sale - Friday, April 27, 2024**

**RVR CRK**  
Joe & Kim Mertz 785-458-9494  
Abram & Dani Mertz 785-456-3986  
7160 Zeandale Road  
Manhattan, KS 66502  
[www.rivercreekfarms.com](http://www.rivercreekfarms.com)  
**34th Annual "Built to Work" SimAngus Bull Sale, February 14, 2024**

# Minnesota

**KLER CATTLE** 2024 Production Bull & Female Sale - Feb. 17th  
Visit [www.kaehlercattle.com](http://www.kaehlercattle.com) to request a catalog!

MOBILE  
Seth Kaehler - 507-272-5403  
Ralph Kaehler - 507-269-5721

EMAIL  
kercattle@gmail.com

MAILING ADDRESS  
23913 County Road 37  
St. Charles, MN 55072

STRUCTURED FOR SUCCESS



Dr. Lynn Aggen Performance with Quality  
Office: 507-886-6321  
Mobile: 507-421-3813  
Home: 507-886-4016

Matt Aggen  
Mobile: 701-866-3544  
Home: 507-772-4522  
Email: mattaggen@hotmail.com

**Oak Meadow Farms**  
Simmentals  
Harmony, MN 55939  
[www.oakfarm.com](http://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](http://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](mailto:shoalcreekcattle@aol.com)  
[www.shoalcreeklandandcattle.com](http://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](mailto:scorsej@steaksalive.com)  
Facebook - Steaks Alive



**Sales Call**  
A bi-monthly electronic announcement of upcoming sales for ASA Publication advertisers.




# Montana

**Begger's** Diamond  
Bill Begger  
482 Custer Trail Road  
Wibaux, MT 59353  
Bill: 406-796-2326  
John: 406-795-9914  
[dorbegger@gmail.com](mailto:dorbegger@gmail.com)

180 Black Simmental, SimAngus™ and Angus Bulls to Sell

**Big Sky Genetic Source Bull Sale**  
Wednesday, February 7, 2024 • at the ranch, Wibaux, MT



Join us...  
**BULLS OF THE BIG SKY**  
FEBRUARY 19, 2024  
BILLINGS LIVESTOCK COMMISSION

[WWW.BULLSOFTHEBIGSKY.COM](http://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  
406-467-3303/590-3377  
[diamond@3rivers.net](mailto:diamond@3rivers.net)/[diamondbars.net](http://diamondbars.net)  
Bull Sale 2nd Friday in January, 2024  
WESTERN LIVESTOCK GREAT FALLS MT




**LRS**  
LASSLE RANCH SIMMENTALS

Clay & Marianne Lassle  
Sarah & Ryan Thorson  
42 Road 245  
Glendive, Montana  
Clay: 406.486.5584  
Ryan: 406.694.3722  
[lassleranchsimmentals.com](http://lassleranchsimmentals.com) [lrsbeef@midrivers.com](mailto:lrsbeef@midrivers.com)





**L B R S**  
LITTLE BITTERROOT RIVER SIMMENTAL

Shannon & Jen Carr  
820 Little Bitterroot Rd  
Hot Springs, MT 59845  
Cell: 406.270.2268  
[lbriversimmental@gmail.com](mailto:lbriversimmental@gmail.com)  
[lbriversimmental.com](http://lbriversimmental.com)  
Bulls of the Big Sky  
February 19, 2024

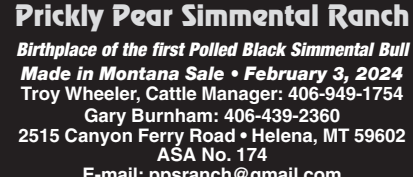



**Miller SIMMENTAL**  
Dale & Paula Miller  
Gildford, MT 59525 406-376-3109  
[www.millersimmental.com](http://www.millersimmental.com)  
7DMO174@ttc-cmc.net

Bulls of the Big Sky  
February 19, 2024  
Billings, MT

**Prickly Pear Simmental Ranch**  
Birthplace of the first Polled Black Simmental Bull  
Made in Montana Sale • February 3, 2024  
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](mailto:ppsranch@gmail.com)




# Nebraska

**FORSTER FARMS**  
Verlouis Forster Family  
74096 Road 434  
Smithfield, NE 68976-1039  
Ph 308-472-5036 Verlouis  
308-991-2208 Alan Cell  
Email: [alan\\_forster@hotmail.com](mailto: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](mailto:volkjk@aol.com) • [www.jandcsimmentals.com](http://www.jandcsimmentals.com)

**J&C Annual Bull Sale – January 27, 2024**



**JD Anderson**  
Arapahoe, NE  
308-962-6146  
[powerlinegenetics.com](http://powerlinegenetics.com)  
[powerlinegenetics@gmail.com](mailto:powerlinegenetics@gmail.com)

**POWERLINE GENETICS**




**Bull Sale - Feb. 16, 2024**  
SPECIALIZING IN BLACK & RED POLLED SIMMENTAL, SOME FLECK INFLUENCE

Melanie Miller 402-841-1450  
Leonard Miller 402-640-8875  
Neligh NE  
[www.SandyAcresSimmental.com](http://www.SandyAcresSimmental.com)


**SANDY ACRES SIMMENTAL**



**SIMMENTALS SLOUP**  
402-641-2936 Cell

Nick and Andrea  
303 Northern Heights Drive • Seward, NE 68434  
[sloupsimmentals@gmail.com](mailto:sloupsimmentals@gmail.com) • [sloupsimmentals.com](http://sloupsimmentals.com)

Join us at the Farm, October 21, 2023 for our 29th Annual Production Sale.



**Triangle J Ranch**  
Darby & Annette Line  
35355 Arrow Road • Miller, NE 68858  
308-627-5085 Darby Cell  
[www.trianglejranch.com](http://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

## 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](http://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](http://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](http://simmentalsoftexas.com) • Email: [sotsimmentals@yahoo.com](mailto:sotsimmentals@yahoo.com)

**Simmentals of TEXAS**  
Fleckvieh Advantage

## North Carolina

REGISTERED SIMMENTAL  
F-1 REPLACEMENTS  
REGISTERED BRAHMANS

**MYRA NEAL MORRISON**  
8800 Row-Cab Line Rd. • Rockwell, NC 28138  
704-279-3128 • 704-202-6171 Cell  
E-mail: [myram@morrisonfarm.com](mailto:myram@morrisonfarm.com)  
[www.morrisonfarm.com](http://www.morrisonfarm.com)

## North Dakota

**BATA BROS.**  
SIMMENTAL CATTLE

6322 Highway 35  
Adams, North Dakota 58210  
Joe: 701-331-0344 • Mark: 701-331-3055  
Annual Production Sale • February 9, 2024

**ESTD 1927**  
**DIAMOND SIMMENTALS**

Wesley & Kelsey  
701.391.2838  
Nicholson Family  
701.391.6205  
[cdiamond@bektel.com](mailto:cdiamond@bektel.com)  
C Diamond Simmentals  
Dawson ND

**DAKOTA EXPRESS**  
Wade & Merri Staiger  
Center, ND 701-794-3351

Kevin & Liz Hansen  
Ryder, ND 701-758-2571

Annual bull & female sale  
February 16, 2024  
[www.dakotapress.com](http://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](http://tellings@polarcomm.com) • [www.ellingsonsimmentals.com](http://www.ellingsonsimmentals.com)  
Annual Production Sale, January 26, 2024

**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](mailto:kbhr@westriv.com)  
[www.kbhrsimental.com](http://www.kbhrsimental.com)  
"Simmental Beef on the Cutting Edge!"

**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](mailto:erika.kenner@gmail.com)  
Fax 701-466-2769  
[www.kennersimental.com](http://www.kennersimental.com)

**QBVJT**  
Power by Design  
Quandt Brothers  
701-710-0080

**VJT Ranch**  
701-710-0843  
Oakes, ND  
Sale February 20, 2024

**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

[rustmountainviewranch@hotmail.com](mailto:rustmountainviewranch@hotmail.com)  
[www.rustmountainviewranch.com](http://www.rustmountainviewranch.com)

**TNT Simmental Ranch**  
39th Annual "Carrying On" The Genetic Explosion Bull Sale  
Friday, February 9, 2024 • At The Ranch, Lehr, ND

[www.tntsimmentals.com](http://www.tntsimmentals.com) DVAuction.com

Shanon & Gabe Erbele Kevin & Lynette Thompson  
Lehr, ND Almont, ND  
S 701-527-5885 • G 701-426-9445 H 701-843-8454 • K 701-391-1631  
[gserbele@hotmail.com](mailto:gserbele@hotmail.com) [kevinandlynette@westriv.com](mailto:kevinandlynette@westriv.com)  
facebook.com/tntsimmentalaranch

**Wilkinson Farms Simmentals**

Terry and Cathy Schlenker Family  
7649 49th Street SE  
Montpelier, ND 58742  
701-489-3583 (home)  
701-320-2171 (cell)  
[www.wilkinsonfarmssimmentals.com](http://www.wilkinsonfarmssimmentals.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](http://www.fergusonshowcattle.com)



**HF Haley Farms**  
 11203 Mullinix Road  
 West Salem, OH 44287  
 Pam: 330-353-6072  
 Mike: 330-350-0405  
 www.haley-farms.com  
*Purebred Simmental Cattle*

**JSC Show Cattle**  
 The Jones Family  
 PO Box 127  
 Harrod, OH 45850  
 419-648-9196 (home)  
 419-648-9967 (office)  
 419-230-8675 (cell)  
**Troy Jones & Randy Jones**  
 jonesshowcattle@hotmail.com • jonesshowcattle.com

**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@arbuclenline.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**

**CABLE RANCH**  
 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 15, 2024 • 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

**Double J Farms**  
 Simmental Cattle est. 1974  
 Kipp Julson • 605-351-9088  
 48672 252nd St  
 Garretson, SD 57030  
 doublej farms@alliancecom.net  
 www.doublejsimmentals.com  
 Double J Farms 50th Annual  
 Bull and Female Sale, January 26, 2024,  
 Garretson, SD

**ES EICHACKER SIMMENTALS**  
 Steve & Cathy Eichacker  
 605-425-2391 or  
 605-421-1152  
 email: es@triotel.net  
 25446 445th Ave  
 Salem, SD 57058  
**Annual Bull Sale • March 1, 2024**

**EKSTRUM EX SIMMENTALS**  
 South Dakota's Source for Outcross Performance Simmentals!  
 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

**FLITTIE Simmental**  
 Bruce and Sandra Flittie  
 11913 342nd Ave • Hosmer, SD 57448  
 605-283-2662 • flittiesimm@valleytel.net

**HART'S SIMMENTALS**  
 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

**R&R Cattle Company**  
 Steve & Elaine Reimer & Family  
 25657 345th Avenue  
 Chamberlain, SD 57325  
 Phone: 605-234-6111  
 Email: rrcattle@midstatesd.net

**Schnabel Ranch Simmentals**  
 Tom & Meghan Schnabel  
 605-380-2811  
 www.srsimms.com • schnabelranch@gmail.com  
**Annual Sale Third Saturday in February**  
 Hub City Livestock, Aberdeen, 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

**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

**Accuracy Matters**  
 Carcass predictions take time and progeny, accelerate this process with the CMP.  
 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  
Home, Office: 254-984-2225  
bethmercer1974@gmail.com  
www.filegoniacattle.com



### Monte Cristo 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



Pine Ridge Ranch  
Pine Ridge Ranch  
Pine Ridge Ranch  
LLC ATHENS, TX



Jane and Bill Travis

billtravis@simbrah.com

www.simbrah.com

9876 PLANO RD.

DALLAS, TX 75238

Cell: 214-850-6308

## Washington



Generations of Excellence Sale...first Saturday in March

Mike & Paulette Forman  
509-968-4800

Robb & Debbie Forman  
509-201-0775

2451 Number 81 Rd. Ellensburg, WA 98926  
www.trinityfarms.info • Email: trinity@fairpoint.net

### More than a Carcass Test



The CMP collects birth-to-harvest data, genomics, and mature cow information.

carcdata@simmgene.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

**Prove It.**

**Feeder Profit  
CALCULATOR™**

You know your calves are worth it.  
Give buyers facts so they know it too.

IGS@internationalgeneticsolutions.com

## 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

# 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](mailto:nchesterfield@simmgene.com)

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

Call 406-587-2778



Sample business card pages in the Register

**CANADA**

**Jon-Ern Farms Limited**  
8920 Bisnett Line  
Blenheim, Ontario NOP IA0

**ALABAMA**

**Hodnett 5 Farm**  
2070 Drake Rd  
Wadley, AL 36276

**ARKANSAS**

**Romance Valley Cattle Company**  
431 Romance Rd  
Romance, AR 72136

**CALIFORNIA**

**Bar 28 Ranch**  
20415 Road 168  
Strathmore, CA 93267

**COLORADO**

**Rich Kanzler**  
36259 WCR 22  
Roggen, CO 80652

**FLORIDA**

**Larry Coogle**  
1520 S River Rd  
Spring Hill, FL 34609

**Hickory Ranch Cattle**  
6979 Old Federal Rd  
Quincy, FL 32351

**RLP Ranch LLC**  
895 Case Rd  
LaBelle, FL 33935

**Blain Peerson**  
5 D Street  
St. Augustine Beach, FL 32080

**GEORGIA**

**WF Farm LLC**  
377 Harris Rd  
Lexington, GA 30648

**Twisted Spur Cattle Co**  
2050 Jeff Davis Rd  
Thomaston, GA 30286

**IDAHO**

**Hinterland Ranch LLC**  
897 Katka Rd  
Bonners Ferry, ID 83805

**ILLINOIS**

**Kilee Smith**  
1730 State Hwy 123  
Alexander, IL 62601

**Adam Emery Farms**  
19333 Tiels Rd  
Carlinville, IL 62626

**INDIANA**

**Kolb Livestock**  
3933 W 241st  
Sheridan, IN 46069

**Paetzel Farms Show Cattle**  
607 S Prairie St  
Brookston, IN 47923

**IOWA**

**Kortney Brosamle**  
1670 210th St  
Denison, IA 51442

**Nisha Valley Farms**  
1896 225th Ln  
Hamlin, IA 50117

**Greg & Kim Van Zee**  
1166 6th Ave Cir Ne  
Sioux Center, IA 51250

**James Schooley**  
13942 Yam Blvd  
Selma, IA 52588

**Harman Farms**  
23417 Sycamore Rd  
Neola, IA 51559

**KANSAS**

**Tommy Taul**  
3326 Trevelyan Ave  
Manhattan, KS 66503

**Morton Family Farms**  
11565 Clear Creek Rd  
Westmoreland, KS 66549

**KENTUCKY**

**Nathan Whelan**  
1785 New State Rd  
Webster, KY 40176

**LOUISIANA**

**T & H Polled Hereford**  
529 Tramel Rd  
Dry Creek, LA 70637

**MICHIGAN**

**Bartlett Farms**  
1876 Bartlett Rd  
Sterling, MI 48659

**MINNESOTA**

**Brandon Gruis**  
18611 290th St  
Adrian, MN 56110

**James Stromberg**  
409 255th Ave  
Granada, MN 56039

**MISSISSIPPI**

**Wise Farms**  
2849 Summit Dr SW  
Bogue Chitto, MS 39629

**Holland Cattle Company**  
2759 A Good Hope Rd  
Batesville, MS 38606

**Lees Cattle Company**  
27035 Weber Rd  
Perkinston, MS 39573

**Royal Flush Livestock Services**  
6195 Craigsprings Rd  
Sturgis, MS 39769

**MISSOURI**

**Jarrod Simpson**  
1551 CR 6160  
Salem, MO 65560

**MONTANA**

**Seder Cortney L**  
1511 Patricia Ln  
Billings, MT 59102

**NEBRASKA**

**Frenzen Cattle Company**  
104 4th St  
Silver Creek, NE 68663

**NORTH CAROLINA**

**Kayla Vanhoy**  
5101 Crater Rd  
Hamptonville, NC 27020

**Bradley Sigmon**  
5051 Dobbins Rd  
Crouse, NC 28033

**OHIO**

**Kevin Pletcher**  
8751 Foraker Rd  
Crooksville, OH 43731

**Harder Farms**  
3259 S Four Mile House Rd  
Oak Harbor, OH 43449

**Tidricks Cattle**  
19933 Cadiz Rd  
Quaker City, OH 43773

**Sharms Farm Jay Shafer Family**  
13910 Thorn Township Rd 37  
Thornville, OH 43076

**Stanley Knox**  
2049 Twp Rd 45 NE  
Somerset, OH 43783

**OKLAHOMA**

**Paisley Cattle Company**  
PO Box 702  
Locust Grove, OK 74352

**Lovett Farms**  
4805 S Preston Rd  
Tishomingo, OK 73460

**OREGON**

**Madison Cox**  
1881 Brophy Rd  
Eagle Point, OR 97524

**Wild West Angus**  
24551 Hwy 140 E  
Dairy, OR 97625

**PENNSYLVANIA**

**The Patchwork Cowgirl**  
PO Box 192  
Blanchard, PA 16826

**Mason Brehm**  
49 Racehorse Dr  
Jonestown, PA 17038

**SOUTH DAKOTA**

**Tim Anderson**  
27124 435th Ave  
Bridgewater, SD 57319

**Bob Knoll**  
29883 412th Ave  
Avon, SD 57315

**TENNESSEE**

**Dylan Inman**  
766 TN Ave So  
Parsons, TN 38363

**TEXAS**

**Kimberly Emmons**  
635 Co Rd 623  
Dayton, TX 77535

**Smith & Sansom**  
PO Box 330  
Giddings, TX 78942

**JCL- East**  
PO Box 1045  
Comfort, TX 78013

**Lori Laube**  
13162 CR 550  
Farmersville, TX 75442

**VIRGINIA**

**WC Enterprises**  
621 Dabneys Rd  
Raphine, VA 24472

**WASHINGTON**

**Horizon Hay Co**  
2216 J Ronald Rd  
Ellensburg, WA 98926

**WEST VIRGINIA**

**Benner Michael T**  
1031 S Childs Rd  
Kearneysville, WV 25430

**WISCONSIN**

**Volden Cattle Company**  
2114 State St  
La Crosse, WI 54601

**Double J Ranch LLC - Lundy Farms**  
PO Box 96  
Medford, WI 54451 ■



**SATURDAY, NOVEMBER 4, 2023**

1:00 PM | Rural Route 5 Sale Facility, St. Johns, MI



11K  
 Lover Boy x Macho Due to Loaded Up



K205  
 W/C Need4Speed x Top Grade sells  
 AI'd HILB Oracle



924J  
 County 0 x Style Due to ES Epic



C4E  
 Duracell x Evergreen 904 SimAngus  
 Due to County 0



911J  
 PVF Blacklist Bred to Loverboy



C15E  
 Ft. Hayes x Back In Black x Cream Soda



19K  
 Bieber CL Stockmarket x 5L Magnum 4094  
 sells AI'd to Bieber Jumpstart J137

**NEW SALE LOCATION!**

**SIMMENTAL | SIMANGUS™  
 ANGUS | RED ANGUS**

**DVAuction** Broadcasting  
 Real-time Auctions



21K  
 RRA Capitalist H58 x Pelton Wideload 78B  
 sells AI'd to 9 Mile Franchise 6305

CONSIGNORS

Double C Simmentals | Double W Simmentals  
 Delong Cattle Company | KB Angus  
 Marshall Vista Livestock | Walnut Springs Farms  
 Rural Route 5 Farm



DOUG & DEBBIE PARKE | DREW & HOLLI HATMAKER  
 859.987.5758, office | 859.421.6100, doug  
 859.707.5248, holli | 423.506.8844, drew  
 office@dpsalesllc.com | WWW.DPSALESLLC.COM

## 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 - \$20.00 (box of 10) • Allflex Applicator - \$40.00 • Blood Cards - \$1.00 ea. (processing fee)  
Hair Cards - \$5.00 ea. (processing fee) • Sample Pull Fee - \$2.00 ea.

## THE Enrollment

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

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

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

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

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

## American Simmental Association Fees

### First Time Membership Fee:

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

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

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

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

*Fiscal year runs from July 1 – June 30*

### Registration Fees:

#### Registration Fees enrolled in THE

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

### Transfer Fees:

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

### Additional Transactions:

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

### Registration Foreign/Foundation Fees:

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

### Registration Fees not enrolled in THE:

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

The New  
**DIRECTION**  
29<sup>th</sup> Annual Sale

# 10.21.23

12:00 pm CST

at the Farm Seward, Nebraska

Over **70** Live Lots of SimGenetics

**DVAuction** Broadcasting  
Real-time Auctions



Proven Donor! TJ Sharper Image x Magnetic Lady M25  
sells bred to Next Level



Proven Donor! W/C Lockdown x WS Building Block  
sells bred to Cowboy Logic



W/C Relentless x JS Burning Desire  
sells bred to THSF Lover Boy



KCC1 Exclusive x Mr. CCF Clarified



JBSF Berwick x Steel Force x SS Windsong



W/C Executive Order x SK Red Sara G13



W/C Ft. Knox Hardwire x  
HILB Ms. Tiffany G317E



OBCC Deplorabull x STF Brianna BN53  
sells bred to Schooley Standout



OBCC Deplorabull x Magnificent Dreams  
sells with Heifer calf by Bold Ruler



DMCC Wood Fully Loaded x Donna 973  
bred to TJ 963J



SFI Brigade x Longs The Player  
sells bred to Schooley Standout

**GUEST CONSIGNORS** Arrow H Simmentals, Haley Farms, Huenefeld Simmentals,  
Missing Rail Simmentals, Superior Simmentals,

**SLOUP**  
SIMMENTALS

Nick & Andrea Sloup & Family  
303 Northern Heights Dr. Seward, NE 68434  
402.641.2936 sloupsimmentals@gmail.com  
Bill & Deb Sloup • 402.641.5132

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

**DOUG & DEBBIE PARKE**  
**DREW & HOLLI HATMAKER**  
859.421.6100 | 423.506.8844  
office@dpsalesllc.com | [WWW.DPSALESLLC.COM](http://WWW.DPSALESLLC.COM)

**DP**  
Sales Management..



**LUCAS CATTLE CO.**

**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](http://www.lucascattlecompany.com)

**(417) 399-7124**

**(417) 998-6878**

**A brand you can trust  
and cattle you can  
count on!**

*Forrest & Charlotte Lucas*

## OCTOBER

- 6 Mississippi State Elite Heifer and Bull Sale – Jackson, MS
- 7 Factory Direct Sale – West Lafayette, IN
- 7 Lucas Cattle Company's Fall Bull Sale – Cross Timbers, MO
- 8 Our Vision, Your Future Sale – Chalmers, IN
- 9 Burlap and Barbed Wire Female Sale, Vol. VII – Clay Center, KS
- 10 Coleman Angus' Complete Fall Herd Dispersal Sale – Charlo, MT
- 10–11 RA Brown Ranch's 49th Annual Sale – Throckmorton, TX
- 14 C&C Farms' Clear Vision Fall Production Sale – Winder, GA
- 14 Fred Smith Company's Extra Effort Sale – Clayton, NC
- 14 Trinity Farms' Fall Female Sale – Ellensburg, WA
- 15 Houck Rock Creek Ranch's Private Treaty Sale – Allen, KS
- 21 The Black Label – Grandview, TX
- 21 Blackjack and Guests Female Production Sale – Seminole, OK
- 21 Ferguson Show Cattle's Annual Rare Vintage Production Sale – Jefferson, OH
- 21 Little Creek Cattle's Magnolia Classic – Starkville, MS
- 21 New Day Genetics' Fall Bull Sale – Salem, MO
- 21 New Direction Sale – Seward, NE (pgs. 53, 61)
- 27 29th Annual Hokie Harvest Sale – Blacksburg, VA
- 27 Yon Family Farms' Fall Female Sale – Ridge Spring, SC
- 28 7P Ranch's 48th Annual Production Sale – Winona, TX (pg. 7)
- 28 Clear Choice Female Sale – Milan, IN (pgs. 52, 65)
- 28 Deep South Genetics – Troy, AL
- 28 Pennsylvania Simmental's Fall Classic Sale – Waynesburg, PA
- 28 Red Hill Farms' Bulls and Females of Fall Sale IX – Lafayette, TN
- 28 Yon Family Farms' Fall Bull Sale – Ridge Spring, SC
- 29 Red River Farms' Ladies of the Lonestar Annual Production Sale – Grand Saline, TX

## NOVEMBER

- 2–4 Boyle Ranch's Red, White and Beautiful Fleckvieh Female Online Sale – [www.auctions.boylerranchfleckvieh.com](http://www.auctions.boylerranchfleckvieh.com) (pg. 10)
- 4 27th Annual Southern Showcase – Rome, GA
- 4 Cason's Pride & Joy Simmentals' Maternally Inspired Female Sale – Russell, IA
- 4 Irvine Ranch's 19th Annual Production Sale – Manhattan, KS
- 4 Missouri Simmental Fall Harvest Sale – Springfield, MO
- 4 Pollington Bred For Success Sale – St. Johns, MI (pg. 59)
- 5 Triangle J Ranch's Female Sale – Miller, NE (pg. 53)
- 11 Gibbs Farms' 18th Annual Bull and Replacement Female Sale – Ranburne, AL
- 18 Callaway Cattle Company's AffordaBULL Sale – Hogansville, GA
- 18 Next Step Cattle Company – Livingston, AL
- 18 Stanley Martins Farms' Fleckvieh Female Sale – Decorah, IA (pg. 6)
- 18 Strickland Cattle's Bull and Female Sale – Glennville, GA
- 18 Yardley Cattle Company's Focus on the Female Sale – Beaver, UT (pg. 13)
- 20 Bichler Simmentals' Production Sale – Linton, ND
- 24 Divas and Donors – The Exclusive – Dixon, IL
- 25 Great Lakes Beef Connection Bred Female Sale – Claire, MI
- 25 Stavick Simmental's Queen of the Prairie Female Sale – Veblen, SD
- 25 Trennepohl Farms' Right By Design Sale – Middletown, IN

## DECEMBER

- 2 Jewels of the Northland – Clara City, MN
- 2 T-Heart Ranch and L-Cross Ranch High Altitude Female Sale – La Garita, CO
- 2 Western Choice Simmental Sale – Billings, MT
- 2 Wilson SimAngus Dispersal Sale – Billings, MT
- 8 JS Simmentals' Midwest Made Elite Female Sale – Prairie City, IA
- 9 NDSA Classic Sale – Mandan, ND
- 9 North Alabama Bull Evaluation Sale – Cullman, AL
- 10 Trauernicht Simmentals' LHT Female Sale – Wymore, NE
- 15 Buck Creek Ranch's Grand Event – Yale, OK
- 16 South Dakota Source Sale – Mitchell, SD
- 22 Bata Brothers Complete Herd Dispersal (Online) – Adams, ND
- 28 St. Nick's Eggstravaganza Online Sale – [www.dponlinesales.com](http://www.dponlinesales.com)



---

## JANUARY 2024

- 12 Diamond Bar S Bull Sale — Great Falls, MT (pg. 53)
- 16 Powerline Genetics' Arapahoe Sale — Arapahoe, NE
- 20 Cow Camp Ranch's Annual Spring Sale — Lost Springs, KS (pg. 52)
- 23 Franzen Simmentals' Production Sale — Lehigh, NE
- 26 Double J Farms' 50th Annual Bull and Female Sale — Garretson, SD (pg. 55)
- 26 Ellingson Simmentals' Annual Production Sale — Dahlen, ND
- 27 J&C Simmentals' Annual Bull Sale — Arlington, NE (pg. 53)
- 28 Triangle J Ranch's Bull Sale — Miller, NE (pg. 53)
- 29 APEX Cattle's Annual Heterosis Headquarters Bull, Bred Heifer and Fall Pair Sale — Dannebrog, NE

---

## FEBRUARY 2024

- 1 Stavick Simmental's Annual Sale — Veblen, ND (pg. 55)
- 2 Kunkel Simmentals' Annual Production Sale — New Salem, ND
- 3 Klain Simmental Ranch's 42nd Annual Production Sale — Ruso, ND
- 3 Springer Simmentals Sale of Value-Based Genetics — Decorah, IA
- 3 Prickly Pear Simmental Ranch's Bull Sale — Helena, MT (pg. 53)
- 5 44th Annual Gateway "Breeding Value" Bull Sale — Glendive, MT
- 5 Long's Simmentals' 4th Annual Production Sale — Creston, IA
- 7 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT (pg. 53)
- 8 Houck Rock Creek Ranch's Private Treaty Spring Bull Sale — Allen, KS
- 8 Lassle Ranch Simmentals 31st Annual Production Sale — Glendive, MT
- 9 Bata Brothers/Bell Family Annual Joint Simmental Bull and Female Sale — Rugby, ND (pg. 54)
- 9 Bred For Balance Sale — Starbuck, MN
- 9 TNT Simmental's 39th Annual "Carrying On" the Explosive Difference Sale — Lehr, ND (pg. 54)
- 10 CK and Wager Cattle's 7th Annual Production Sale — Highmore, SD
- 10 Dixie National Simmental Sale — Jackson, MS
- 10 Kenner Simmentals' 28th Annual Production Sale — Leeds, ND
- 10 Rydeen Farms' 26th Annual "Vision" Sale — Clearbrook, MN
- 12 Dakota Power Bull and Female Sale — Hannaford, ND
- 12 Nelson Livestock Company Production Sale — Wibaux, MT
- 13 Edge of the West Bull and Female Sale — Mandan, ND
- 14 Jackpot Cattle Company's Private Treaty Bull and Heifer Sale — Miller, SD
- 14 River Creek Farms' 34th Annual Production Sale — Manhattan, KS (pg. 52)
- 14 Traxinger Simmental's Annual Bull Sale — Houghton, SD
- 16 Dakota Xpress' Annual Bull and Female Sale — Mandan, ND (pg. 54)
- 16 R&R Cattle Company's Annual Production Sale — Chamberlain, SD
- 16 Sandy Acres Simmental's Bull Sale — Creighton, NE (pg. 53)
- 17 7P Ranch's 30th Annual Spring Bull and Female Sale — Winona, TX
- 17 Flittie Simmental/Schnabel Ranch Simmentals/Lazy J Bar Ranch's Joint Production Sale — Aberdeen, SD (pg. 55)
- 17 K-LER Cattle's Annual Production Sale — St. Charles, MN (pg. 53)
- 17 Rhodes Angus Open House and Bid Off Bull and Female Sale — Carlinville, IL
- 17 Yon Family Farms' Spring Bull and Female Sale — Ridge Spring, SC

- 18 Trauernicht Simmentals' LHT Bull Sale — Wymore, NE
- 19 Bulls of the Big Sky — Billings, MT (pg. 53)
- 20 Quandt Brothers Cattle Company 12th Annual Bull Sale — Oakes, ND (pg. 54)
- 21 Hart Simmentals' Power Bull Sale — Frederick, SD
- 22 Haven Hill Simmentals' Bull Sale — Milan, IL
- 22 Illinois Performance Tested Bull Sale — Springfield, IL
- 23 Multi-Breed Simmental Sale — Springfield, IL
- 24 Cattle Connect at Franzen Simmentals — Leigh, NE
- 24 Emmons Ranch Sale — Olive, MT
- 24-3/2 Hofmann Simmental Farms' "Buy Your Way Bull Sale" — Clay Center, KS
- 28 C Diamond Simmentals' Annual Production Sale — Dawson, ND

---

## MARCH 2024

- 1 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 55)
- 2 Cason's Pride & Joy Bull Sale — Russell, IA (pg. 52)
- 2 Powerline Genetics' PAP Tested Bull Sale — Castle Dale, UT
- 2 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (pg. 56)
- 4 Hill's Ranch Production Sale — Stanford, MT
- 4 Rincker Simmentals' Sweet 16 Bull and Female Sale — www.sconlinesales.com
- 4 S/M Fleckvieh Cattle's Private Treaty Bid-Off — Garretson, SD
- 5 Doll Simmental Ranch 44th Annual Production Sale — Mandan, ND (pg. 54)
- 6 Klein Ranch's Heart of the Herd Sale — Atwood, KS
- 7 Cattleman's Kind Bull Sale — San Saba, TX
- 7 Keller Broken Heart Ranch Annual Production Sale — Mandan, ND (pg. 54)
- 9 24th Annual Gonsior Simmentals' In the Heartland Sale — Fullerton, NE
- 9 Carcass Performance Partners Bull and Female Sale — Lucedale, MS
- 9 TN Beef Agribition — Lebanon, TN
- 9 Yardley Cattle Company's 51st Annual Bull Sale — Beaver, UT
- 12 Powerline Genetics' March Edition Bull Sale — Arapahoe, NE
- 13 RA Brown Ranch's Spring Bull Sale — Throckmorton, TX
- 14 B&B Simmental Cattle's Annual Sale — Gregory, SD
- 15 3C Christensen Ranch and NLC Simmental Ranch's Annual Production Sale — Wessington, SD (pg. 55)
- 15 Black Summit Bull Sale — Powell, WY
- 15 Eastern Spring Classic Simmental Sale — Columbus, OH
- 16 Colorado Select Bull Sale — Fort Collins, CO
- 16 Lechleiter 36th Annual Bull Sale — Loma, CO
- 16 Red Hill Farms' More Than A Bull Sale XIX — Lafayette, TN
- 18 Bridle Bit Simmentals All Terrain Bull Sale — Walsh, CO (pg. 52)
- 23 T Heart Ranch High Altitude Bull Sale — La Garita, CO (pg. 52)
- 24 Western Cattle Source's Bull Sale — Crawford, NE
- 27 Diamond H Ranch's Annual Production Sale — La Crosse, KS (pg. 52)

---

## APRIL 2024

- 1 Henry's Fork Cattle Company's Private Treaty Bulls for Sale — Rexburg, ID
- 4 Midland Bull Test — Columbus, MT
- 5 Kansas Bull Test Sale — Green, KS
- 6 Belles and Bulls of the Bluegrass — Lexington, KY
- 6 Big Country Genetics Sale — Cody, WY
- 6 McDonald Farms' Annual "Pick of the Pen" Bull Sale — Blacksburg, VA
- 6 The Gathering at Shoal Creek — Excelsior Springs, MO ■

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	Camera Ready	Mail Date
November '23	Oct 3	Oct 6	Oct 19	Nov 2
Dec '23/Jan '24	Nov 15	Nov 17	Dec 5	Dec 19
February '24	Dec 29	Jan 4	Jan 17	Feb 1
March '24	Feb 1	Feb 7	Feb 16	March 5
April '24	Feb 29	March 5	March 19	April 2
May/June '24	April 4	April 9	April 19	May 7
July/August '24	June 24	June 27	July 10	July 25
September '24	August 1	August 6	August 16	Sept 3

**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.

6<sup>TH</sup> ANNUAL  
**THE CLEAR CHOICE**  
*female sale*

**SATURDAY, OCTOBER 28, 2023**  
**1:00 PM EST • MILAN, IN**

*Selling 60+ Simmental & SimAngus™ Females*  
*Show Heifer Prospects, Proven Donors & Bred Females*



*Heifer*  
**L4F • DMCC Stockman X Innovator X Sugar C4**



*Heifer*  
**K303B • W/C Pinnacle X SS Emberly**  
 Bred to Rocking P Private Stock



*Heifer* **L26HA**  
 SJW Exit 44 X DDA Northern Miss 2026



*Heifer* **L364C**  
 WLE Copacetic X DAF Blackbird C364



*Heifer* **L9C**  
 JSUL Something About Mary X Bramlets/  
 DBLG Emmy G930D



*Heifer* **K2**  
 TJ Diplomat X PVF Insight  
 Bred to LCDR Progressive



*Heifer* **K8**  
 ES Right Time X WS Miss Sugar C4  
 Bred to Rocking P Private Stock



*Heifer* **K5105H**  
 Bramlets Ace X Cowboy Cut X Joy's Shades  
 Bred to CLRWTR Clear Advantage



*Heifer* **K202**  
 CDI Innovator X W/C Executive Order  
 Bred to Mr. SR Mic Drop



*Heifer* **K882**  
 Bramlets Ace X W/C Executive Order  
 Bred to WHF Double Up

**Request your catalog today at [www.DPSalesLLC.com](http://www.DPSalesLLC.com)**



**DOUG & DEBBIE PARKE • DREW & HOLLI HATMAKER**  
 OFFICE@DPSALESLLC.COM • OFFICE • 859-421-6100  
 WWW.DPSALESLLC.COM

*Bid Online* **DVAuction**  
 Broadcasting Real-Time Auctions



**BESHEARS SIMMENTALS**  
 BOBBY BESHEARS • 765-717-4789 [WWW.CLEARWATERSIMMENTALS.COM](http://WWW.CLEARWATERSIMMENTALS.COM)  
 LUCKY PENNY CATTLE COMPANY • NATE HOEING • 765-561-3178  
 NEAL BROTHERS • JOE NEAL • 812-881-9381



**JEFF & LEAH MEINDERS • 812-654-2030**  
 3687 N. CO. RD. 500 E • MILAN, IN 47031

3C Christensen Ranch . . . . .	55	Diamond Bar S. . . . .	53	Little Bitterroot River Simmentals . . . . .	53	Rust Mountain View Ranch . . . . .	54
701x® . . . . .	5	Diamond H Ranch . . . . .	52	Little Creek Cattle . . . . .	54	Sale Catalogs . . . . .	37
701x® Autonomous Rancher . . . . .	5	Dickinson Simmental and Angus Ranch . . . . .	52	LiveAuctions.TV2.0 . . . . .	BC	Sales Call . . . . .	53
7P Ranch . . . . .	7	Dixie National Livestock Show . . . . .	26, 27	Livestock Services . . . . .	56	Sandy Acres Simmental . . . . .	53
ABS® Global Inc. . . . .	1, 5	Dixon Farms, Inc. . . . .	52	Loomis Simmental . . . . .	52	Schnabel Ranch Simmentals . . . . .	55
Allflex® . . . . .	2	Double C Simmentals . . . . .	59	Lucas Cattle Company . . . . .	53, 62	Schooley Cattle Co. . . . .	3
Allied Genetic Resources . . . . .	7	Double J Farms . . . . .	55	Lucky Penny Cattle Company . . . . .	65	Secondino, Krieger, Jame . . . . .	56
American Brahman Breeders Association . . . . .	7	Double W Simmentals . . . . .	59	Marshall Vista Livestock . . . . .	59	Select Sires . . . . .	3
American Live Stock Inc. . . . .	56	DP Sales Management, LLC . . . . .	59, 61, 65	Martin Farms . . . . .	55	Serious Inquiries Only . . . . .	43
American Royal . . . . .	26, 27	DVAuction . . . . .	13, 59, 61, 65	Maternally Inspired . . . . .	BC	Sexcel® . . . . .	1
American Simmental Association . . . . .	IFC, 4, 7, 14, 15, 18, 19, 25, 26, 27, 29, 33, 35, 39, 43, 45, 47, 51	Eberspacher Enterprises, Inc. . . . .	BC	Miller Simmentals . . . . .	53	Shipman, Jered, Auctioneer . . . . .	56
Arrow H Simmentals . . . . .	61	eBlasts . . . . .	11	Minnesota Simmental Breeders . . . . .	53	Shoal Creek Land & Cattle, LLC . . . . .	53
ASA Performance Advocate . . . . .	53	Eichacker Simmentals . . . . .	55	Missing Rail Simmentals . . . . .	55, 61	Simmentals of Texas . . . . .	54
ASA Publication, Inc. . . . .	11, 37, 44, 49, 57	Ekstrum Simmentals . . . . .	55	Missouri Simmental Breeders . . . . .	53	Sloup Simmentals . . . . .	3, 53, 61
Bata Bros. . . . .	54	Ellingson Simmentals . . . . .	54	Montana Simmental Breeders . . . . .	53	South Dakota Simmental Breeders . . . . .	55
Becker, Larry . . . . .	18	Feeder Profit Calculator™ (FPC) . . . . .	56	Monte Christo Ranch & Investments . . . . .	56	Springer Simmental . . . . .	52
Begger's Diamond V . . . . .	53	Females First . . . . .	33	Morrison, Myra Neal . . . . .	54	Stanley Martins Farms . . . . .	6
Benda Simmentals, Jim . . . . .	55	Ferguson Show Cattle . . . . .	54	National Western Stock Show . . . . .	26, 27	Stavick Simmental . . . . .	55
Beshears Simmentals . . . . .	65	Filegonia Cattle Company . . . . .	56	Neal Brothers . . . . .	65	Stayability . . . . .	47
Bessler Inc, James F. . . . .	56	Flittie Simmental . . . . .	55	Nebraska Simmental Breeders . . . . .	53, 54	Steaks Alive . . . . .	53
Boyle Ranch . . . . .	10	Forster Farms . . . . .	53	New Direction, The . . . . .	61	Sunny Hill Cattle . . . . .	9
Bred for Success . . . . .	59	Fort Worth Stock Show . . . . .	26, 27	NLC Simmental Ranch . . . . .	55	Superior Simmentals . . . . .	61
Bridle Bit Simmentals . . . . .	52	gender SELECTED™ . . . . .	3	No Lightweights . . . . .	39	T-Heart Ranch . . . . .	52
Brink Fleckvieh . . . . .	54	Grow Your Connection . . . . .	49	North American Fullblood Breeders . . . . .	54	Tennessee Simmental Breeders . . . . .	55
Brush Country Bulls . . . . .	56	Haley Farms . . . . .	55, 61	North American International Livestock Exposition . . . . .	26, 27	Texas Simmental & Simbrah Breeders . . . . .	56
Bulls of the Big Sky . . . . .	53	Hanel's Black Simmentals . . . . .	3	North Carolina Simmental Breeders . . . . .	54	TNT Simmental Ranch . . . . .	54
Business Card Ads . . . . .	57	Harker Simmentals . . . . .	52	North Dakota Simmental Breeders . . . . .	54	Total Herd Enrollment (THE) . . . . .	15, 29, 52, 53, 54, 55
C Diamond Simmentals . . . . .	54	Harl, Tracy Auction Company . . . . .	56	Oak Meadow Farms . . . . .	53	Traxinger Simmental . . . . .	55
Cable Ranch . . . . .	55	Hart Simmentals . . . . .	55	Ohio Simmental Breeders . . . . .	54, 55	Trennepohl Family Farm . . . . .	52, 67
Calf Crop Genomics (CCG) . . . . .	15, 35	Hofmann Simmental Farms . . . . .	52	Oklahoma Simmental Breeders . . . . .	55	Triangle J Ranch . . . . .	53
California Breeders . . . . .	52	Huenefeld Simmentlas . . . . .	61	ORlgen . . . . .	56	Trinity Farms . . . . .	56
Carcass Expansion Project (CXP) . . . . .	15	If Beef Is Your Business . . . . .	19	Powerline Genetics . . . . .	53	Updyke Simmentals . . . . .	55
Carcass Merit Program (CMP) . . . . .	19, 43, 52, 55, 56	IGS Feeder Profit Calculator™ . . . . .	39	Prickly Pear Simmental Ranch . . . . .	53	VJT Ranch . . . . .	54
Cason's Pride & Joy Simmentals . . . . .	52, BC	IGS Multi-breed Genetic Evaluation . . . . .	14	PrimeTime AgriMarketing . . . . .	67	Volk Livestock . . . . .	54
Cattle In Motion . . . . .	7	Illinois Simmental Breeders . . . . .	52	Priority Handling . . . . .	45	Walnut Springs Farms . . . . .	59
Cattle Max Software . . . . .	IFC	Indiana Simmental Breeders . . . . .	52	Profit Through Science . . . . .	19, 29, 33, 39, 47, 51	Washington Simmental Breeders . . . . .	56
Cattle Visions . . . . .	56, 68, IBC	Iowa Simmental Breeders . . . . .	52	Progress Through Performance (PTP) . . . . .	26, 27	Werning Cattle Company . . . . .	55
Cattlemen's Congress . . . . .	26, 27	J & C Simmentals . . . . .	53	PTP Ring of Champions . . . . .	27	Wesner Livestock Enterprises . . . . .	3
CattleTags.com . . . . .	2	Jacobs, Roger, Auctioneer . . . . .	56	Purdue University . . . . .	3	Western Cattle Source . . . . .	54
Check Us Out Online . . . . .	4	Jensen Simmentals . . . . .	52, 54	Quandt Brothers (QBVJT) . . . . .	54	Wildberry Farms . . . . .	52
Clarity is Cash . . . . .	51	Jones Show Cattle . . . . .	55	R&R Cattle Company . . . . .	55	Wilkinson Farms Simmental . . . . .	54
ClearWater Simmentals . . . . .	52, 65	JS Simmentals . . . . .	3	Red River Farms . . . . .	52	Williams Land & Cattle Auction Co. . . . .	56
Colorado Simmental Breeders . . . . .	52	K-LER Cattle Co. . . . .	3, 53	Reserve Your Space . . . . .	44	Willis Simmentals . . . . .	55
Cow Camp Ranch . . . . .	52	Kaelberer Simmentals . . . . .	54	Right By Design Sale, The . . . . .	67	xBase . . . . .	5
Cow Herd DNA Roundup (CHR) . . . . .	15	Kansas Simmental Breeders . . . . .	52	Rincker Simmental . . . . .	52	xTlite . . . . .	5
Customer Service . . . . .	25	KB Angus . . . . .	59	River Creek Farms . . . . .	52	xTpro™ . . . . .	5
Dakota Xpress . . . . .	54	Keller Broken Heart Ranch . . . . .	54	Rural Route 5 Farm . . . . .	59	xWatSen . . . . .	5
Delong Cattle Company . . . . .	59	Kenner Simmentals . . . . .	54			Yardley Cattle Company . . . . .	13
		Kulp Genetics . . . . .	54			Your Data. His Future . . . . .	29
		Lassle Ranch Simmentals . . . . .	53				
		Lazy C Diamond Ranch . . . . .	3				

# TRENNEPOHL FARMS

## NOVEMBER 25

# THE RIGHT BY DESIGN SALE

### SELLING 85 FEMALES AT LIVE AUCTION

#### COWS - BREDS - OPENS - GENETICS



## Tecumseh

HIS FIRST PROGENY  
ARE FEATURED!



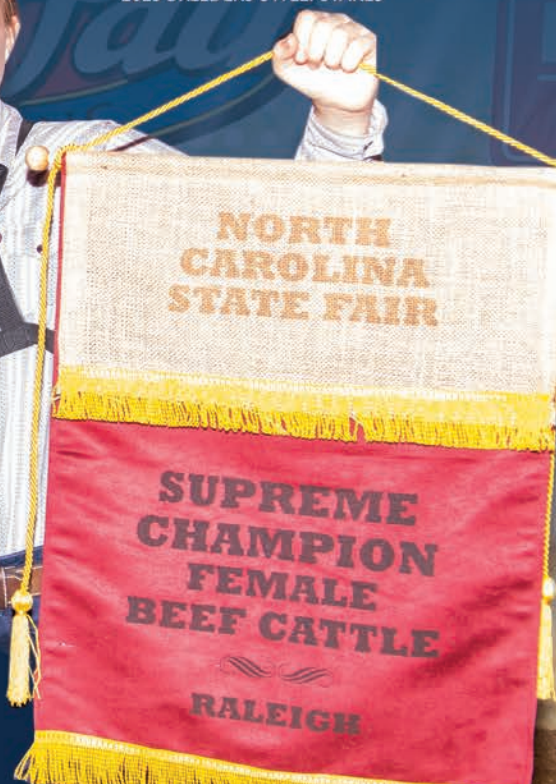
2022 NEBRASKA STATE FAIR SUPREME CHAMPION 4-H HEIFER



2022 SOUTH DAKOTA SUMMER SPOTLIGHT SUPREME CHAMPION



GRAND CHAMPION JUNIOR PERCENTAGE HEIFER  
2023 BREEDERS SWEEPSTAKES



STOP IN OR CALL –  
CATTLE ARE ALWAYS ON DISPLAY

## TRENNEPOHL FARMS

6591 W County Road 625 N • Middletown, IN 47356

765.620.1700 - Scott | 765.620.0733 - Jeff

Adrienne Trennepohl: 765.635.1622

Anthony "Sippi" Walton: 319.470.5723

WWW.TRENNEPOHLFARMS.COM

AUCTION MANAGEMENT



1-877-800-9230



NEW

3/4 SimAngus™

**W/C Fort Knox 609F**

By W/C Bankroll 811D  
EPD: CE: 11 \$API: 136 \$TI: 86



Full brother to  
W/C Bankroll

**W/C Pinnacle E80**

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



**W/C Night Watch 84E**

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



NEW

**Rocking P Private Stock H010**

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



**SSC Shell Shocked 44B**

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



**THSF Lover Boy B33**

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



NEW

**JC King of the Road 468H**

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



NEW

**Ruby NFF Up The Ante 9171G**

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



NEW

**ACLL Fortune 393D**

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



NEW

**W/C Double Down 5014E**

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



NEW

**Next Level 4014J**

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



NEW

**Mr SR 71 Right Now E1538**

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



NEW

**HOF New Era 1882J**

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



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

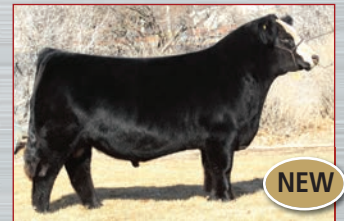
By Mr HOC Broker  
EPD: CE: 11 \$API: 111 \$TI: 68



3/4 NAILE and  
NWSS Champ

**Reckoning 711F**

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



NEW

**TJSC King of Diamonds 165E**

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



NEW

**PBF Red Paint F88**

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



NEW

**SC Pay the Price C11**

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



NEW

**JASS On The Mark 69D**

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



**W/C Relentless 32C**

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



NEW

3/4 SimAngus™

**WLE Copacetic E02**

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



NEW

**Holtkamp Clac Change Is Coming 7H**

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



NEW

**W/C Cyclone 385H**

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



NEW

3/4 SimAngus™

**LLSF Vantage Point F398**

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



**WS Revival B26**

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



**LLSF Pays To Believe ZU194**

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



**LLSF DAUNTLESS K07**

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



**CLRS Guardian 317G**

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



**KSU Bald Eagle 53G**

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



**WLE Black Mamba G203**

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



**FELT Perseverance 302F**

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



**W/C Express Lane 29G**

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



**CLRWR Clear Advantage H4G**

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



**Erixon Bitten 203A**

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



**LCDR Favor 149F**

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



**LLW Card Merit 03H**

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



**TL Ledger 106D**

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



**GCC New California 131J**

By GEFF County O  
EPD: CE: 3 \$API: 101 \$TI: 65



**OBCC Kavanaugh F236**

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



**LLSF Favored One H98**

By LCDR Favor  
EPD: CE: 7 \$API: 130 \$TI: 96



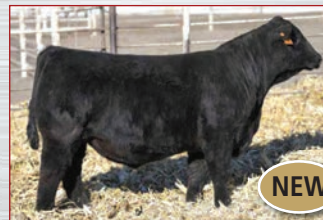
**Wheatland 3-D 1142J**

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



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

By W/C Double Down  
EPD: CE: 11 \$API: 111 \$TI: 73



**TJ 50K 485H**

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



**W/C Style 69E**

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



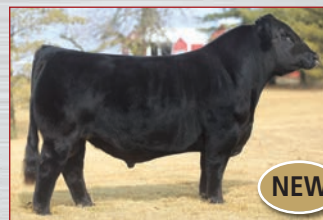
**Mr Ishee Triple Trailblazer 018H**

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



**HRCC Hondo 035**

By W/C Bankroll  
EPD: CE: 12 \$API: 113 \$TI: 77



**CDI Innovator 325D**

By TJ Main Event 503B  
EPD: CE: 12 \$API: 132 \$TI: 92

**CATTLE Visions**

Call for your free book  
573-641-5270

Entire lineup online at:  
[www.cattlevisions.com](http://www.cattlevisions.com)

Semen available on the best  
Angus and Clubbie sires too.



# Maternally Inspired

## FEMALE SALE 2023

Saturday • November 4th • 12 Noon  
Held at the Russell Livestock Auction, Russell, IA

### CASON'S MISS KAYLA K78Y

PB • Sired by TSN All Around F605  
Bred to Mr SR High Life G109



### CASON'S MISS KIARA K87B

3/4 SM • Sired by TJ Main Event 503B  
Bred to KBHR Bold Ruler H152

### CASON'S MISS KALI K93G

3/4 SM • Sired by Cason's Mr Bradford • Bred to LCDR Reserve 210J



## 70 ELITE LOTS WILL SELL ON NOVEMBER 4TH!

Spring Fancy Show Heifers  
Powerful Fall Open Heifers  
Elite Spring Bred Heifers

Cason's Pride & Joy Simmentals  
2077 715th Avenue, Albia, IA 52531  
Denny Cason 641-814-3332  
Landon Cason 641-799-7350

### CASON'S MISS KRISTEN K50A

PB • Sired by TSN Eagle G18  
Bred to CLRS Guardian 317G



Sale Management: Eberspacher Ent. Inc.  
Office 507-532-6694 • Val 612-805-7405  
sales@ebersale.com • Marshall, MN



### CASON'S MISS LAKODA L50D

PB • Sired by TSN Eagle G618

Call or email to get on the  
catalog mailing list! Catalog  
online at [www.ebersale.com](http://www.ebersale.com)



### CASON'S MISS SAGE L566

3/4 SM • Sired by Hook's Eagle 6E

### CASON'S MISS TRUDY L32

PB • Sired by THSF Lover Boy B33

