

Volume 33 • Number 5

Late Fall 2025

SimTALK

Linking SimGenetics to Commercial Cattle



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**Performance Advocate
Program Enters
Sixteenth Year**

**Making the Most of Your
Herd's Genetic Potential
through Nutrition**

**A Ranching Road Trip,
Part 3**

**Showing Off the
Show-Me State**

**The 2026 Sire Source:
Bigger, Bolder, Broader
Reach**

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ARROWHEAD

29SM0513 | ASA 3582558

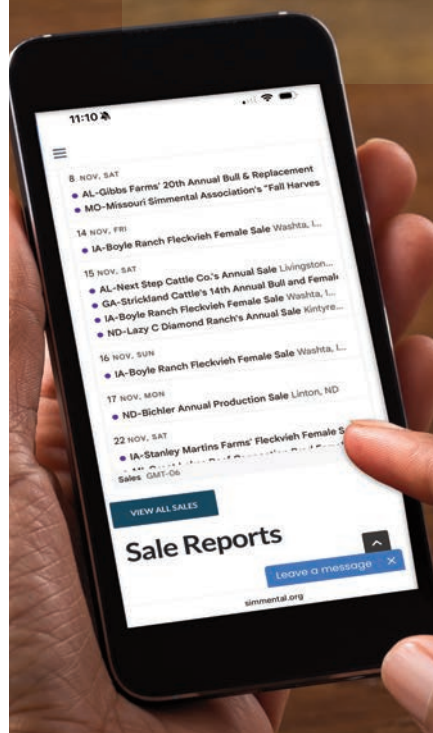


+18.3 CED, +120.6 YW, +158 \$API, +92 \$TI

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

SimTALK

VOLUME 33 – NO. 5
Linking SimGenetics to
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*A SimGenetics bull prospect on fall pasture
at Quandt Brothers Cattle Company,
Oakes, North Dakota.*

Photo by Addison Rall, Addison K Creative.



PROVEN CALVING EASE STARS

7SM122 **STANDOUT**



3585120 | Epic x Cowboy Cut
Proven CE and Docility with great udders

CE	BW	WW	YW	Milk	Stay	Doc	CW	YG	Marb	BF	REA	API	TI
15.3	-2	65.5	91.5	17.4	17.1	18	24.8	-.19	.45	-.046	.43	156.1	82.4
10	10	95	95	90	35	2	80	99	15	90	99	20	45

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

7SM154 **MEDICINE MAN**



4033441 | Fortune Teller x Pendleton
Proven CE SimAngus™ with performance and PAP

CE	BW	WW	YW	Milk	Stay	Doc	CW	YG	Marb	BF	REA	API	TI
18.2	-6	78.2	129.9	29	16.3	15.4	60.1	-.23	.78	-.059	.91	180.4	101.7
5	1	50	35	15	40	20	10	40	10	25	20	4	4

From All Beef LLC, IL; Lyman Livestock, UT; Triangle J Ranch, NE and Gateway Simmentals, MT

NEXT GENERATION OF CALVING EASE STARS

7SM148 **ELECTRIFY**



4220293 | Captivate x Verdict
Hot young red sire with balanced trait selection

CE	BW	WW	YW	Milk	Stay	Doc	CW	YG	Marb	BF	REA	API	TI
18.2	-3.3	85.9	134.9	26.8	18.3	13.8	30.9	-.36	.39	-.045	1.05	173.3	98
2	3	25	20	25	25	25	55	55	20	90	20	10	10

From Rydeen Farms, MN; Trauernicht Simmentals and Crosshair Simmental Ranch, NE

7SM158 **FULL COURT**



4366331 | Wildcat x Ranger
Elite young sire for CE, maternal and carcass

CE	BW	WW	YW	Milk	Stay	Doc	CW	YG	Marb	BF	REA	API	TI
20.7	-6.3	83.3	131.7	28.2	16.5	13.4	46	.12	.96	.055	.53	193.4	107.6
1	1	30	30	15	35	40	30	99	3	99	80	1	2

From Triangle J Ranch, NE and Gibbs Farm, AL

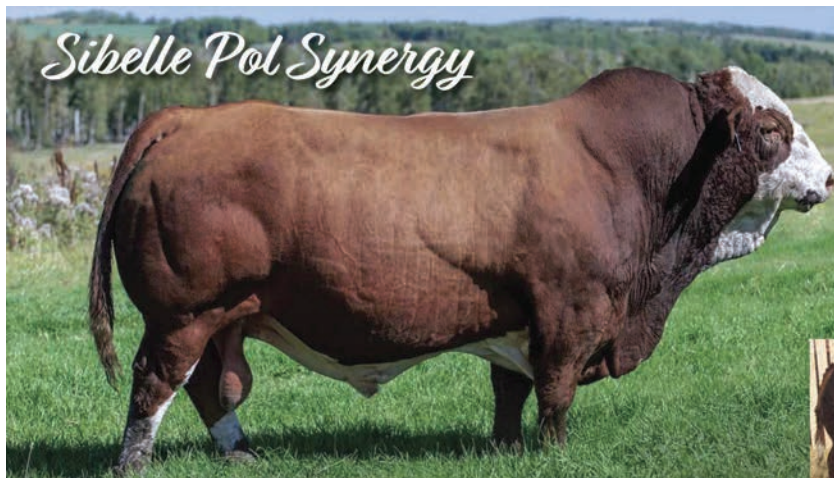


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North Central Region

Matt Aggen (2026)

27133 146th St

Harmony, MN 55939 • 701.866.3544

mattaggen@hotmail.com

Troy Marple (2026)

9450 Michaels Rd

Westmoreland, KS 66549 • 785.250.0522

troy.j.marple@gmail.com

Tim Clark (2027)

1999 18th St NW

Turtle Lake, ND 58575 • 701.799.7752

Tim.Clark@hubbardfeeds.com

Loren Trauernicht (2028)

901 E Pine Rd

Wymore, NE 68466 • 402.230.0812

mtrauernicht@diodecom.net

Eastern Region

Brandi Karisch (2026)

648 Polly Bell Rd

Starkville, MS 39759 • 225.717.3324

mbkcattle@gmail.com

Scott Trennepohl (2026)

6591 W 625 N

Middletown, IN 47356 • 765.620.1700

sttrennepohl@yahoo.com

Chris Ivie (2027)

PO Box 264

Summertown, TN 38483 • 931.215.0316

iviejc@usit.net

Mark Smith (2027)

304 Moeller Rd

Picayune, MS 39466 • 601.310.6695

smith5785@bellsouth.net

Western Region

Quin LaFollette (2026)

1476 Hwy 14A

Powell, WY 82435 • 307.899.3553

Quin@Blacksummitcattle.com

Chad Cook (2027)

PO Box 174

Walsh, CO 81090 • 719.529.0564

bridlebitsimm@gmail.com

Maureen Mai (2028)

427 Peaceful Way

Bonnors Ferry, ID 83805 • 208.660.2726

rymocattle@gmail.com

Ryan Thorson (2028)

1725 Road 261

Glendive, MT 59330 • 406.694.3722

ryanthorson7@gmail.com

South Central Region

Greg Burden (2026)

890 VZ CR 2205

Canton, TX 75103 • 405.780.0372

greg.gbcattle@gmail.com

Victor Guerra (2027)

PO Box 92

Linn, TX 78563 • 956.607.5515

vvg03@aol.com

Greg Walthall (2027)

1051 NE 500 Rd

Windsor, MO 65360 • 660.525.9921

gregwalthall@gmail.com

Joseph Hensgens (2028)

136 Deer Park Ln

Rayne, LA 70578 • 985.992.9119

joehensgens@yahoo.com

American Simmental Association

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TRAIT	CE	BW	WW	YW	MCE	MM	MWW	DOC	MRB	REA	API	TI
EPD	17	-1.4	105	167	10	25	77	16	1.46	1.23	212	126
%	10	30	1	2	15	40	4	15	1	2	1	1

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FROM THE EDITOR

by Lilly Platts, managing editor



I hope this issue of *SimTalk* finds everyone well. This time of year is always busy for the team here at ASA, and I am constantly in awe of how much our small but mighty group pulls off. I would venture to say that “lean and mean” could be used to describe us, and I am really

proud to be a part of such a hardworking, dedicated group of people.

In August, I had the pleasure of attending ASA’s annual Fall Focus event. My colleague Callie Cooley spearheaded the organization of the event, and did a wonderful job. The Missouri Simmental Association pulled out all the stops, and their Show-Me State Showcase was simply impressive. The governor, University of Missouri president, and the Missouri director of agriculture all spoke, and made it very clear that agriculture is a central focus in their state. The Simmental breed is a huge part of registered and commercial herds in Missouri, and it was really encouraging to see so many SimGenetics producers in the same room.

The Saturday educational session featured experts from Missouri and beyond. I have sat through many symposiums, and to be honest, it can be hard to sit in a chair and pay attention all day. This year’s speakers really knocked it out of the park, and the entire day was fun and engaging. A highlight for me was Dr. Charlie Martinez and his interactive bull selection simulation. Dr. Martinez has been studying bull selection behavior using eye tracking technology, and to give a very brief overview, each participant sits down in front of a computer that first calibrates itself to follow your eyes on the screen (this feels a lot like being at the eye doctor). Then it asks you questions about your general behavior, like if you are risk averse, or if you are indecisive. After that, you read through a scenario, and finally go through several sets of bulls to pick the best option for that scenario based on their \$API and \$TI. Several computers were set up on Saturday, and attendees took the test throughout the day before Dr. Martinez presented.

I wasn’t planning to participate since I was occupied with ASA duties, but they needed three final people at the end of the day to reach their quota so I ended up taking the test. I was sitting next to ASA Board chairman Victor Guerra, and also had one of Dr. Martinez’s graduate students watching over my shoulder. To be honest, I was a little nervous. I’ve been immersed in all things Simmental and beef cattle for a while now, and if I failed this test I was going to question some of my life choices — fortunately, I got them all right and even got the bonus!

I plan to share about Dr. Martinez’s study in a future issue of *SimTalk*, and he mentioned the possibility of using the data he gathered during Fall Focus for his own piece since over 100 people participated. I hope that happens, and either way I look forward to sharing about it in the future.

This issue includes educational content from Dr. Allison Meyer, who presented about the implications of cow herd nutrition on fetal development during Fall Focus. We all know that proper nutrition is important during pregnancy for cows and people alike, but Dr. Meyer’s presentation really drove home how critical it is. Producers spend a significant amount of time and money on sourcing the best genetics, but this potential cannot be reached if a female doesn’t get the nutrition she needs during pregnancy. The annual Performance Advocate feature is also in this issue, which highlights producers who are dedicated to submitting important data to ASA. Please take a moment to read Callie Cooley’s update on the upcoming Sire Source as well — we are thrilled to be expanding the audience for that publication, and if you have any interest in advertising a bull please reach out to the team!



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KBHR BOLD RULER H152

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MCE, MARB, \$API
and \$TI! His bred
heifer service sells!

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BSUM SUMMIT 303L

1% WW/YW



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KBHR KOTA L175

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EPDs 9/30/25

Performance Advocate Program enters Sixteenth Year

by Lilly Platts

PA Recognizes Dedicated and Driven Data-Reporting Operations

ASA Performance



For sixteen years, the Performance Advocate Program (PA) has recognized cattle producers who maintain a commitment to data reporting. The 2025 program marked the sixth year under new guidelines, developed to identify the dedicated data-reporting that fuels ASA's genetic evaluation.

A **Driven Performance Advocate** submits records on at least 10 of the 14 traits, and 90% of the contemporary group. A **Dedicated Performance Advocate** submits records on 90% of the contemporary group, and records on 8 of the 14 traits.

Performance Advocates listed here are for the fall 2023 and spring 2024 calf crops. The operations featured below have submitted data on at least 8 of the 14 traits, and represent operations that are committed to data reporting.

Joe Davis Cattle • Westminster, South Carolina

Joe Davis has had cattle for many years, but officially got “into the cattle business” in 2001 when he retired from Duke Energy. Since then, Joe and his wife, Mandy, have built their cow herd using a detailed crossbreeding plan, which includes Simmental genetics. The three-way cross — Angus, Brangus, and Simmental — is tracked and planned by using a “three-color system.” Bulls are sourced from Gibbs Farms, Yon Angus, and Hunt’s H+ Brangus. Each animal at Davis Cattle is tagged to indicate her breed makeup, and grouped based on this breed composition. Breeding decisions are made to optimize heterosis using this three-generation system; for example, if a female is Angus-sired, Brangus

grandsired, and her great-grandsire is Simmental, she will be bred to a Simmental bull. This system helps to maintain a consistent breed composition, and maintaining different groups of females also lends well to the intensive rotational grazing system Davis utilizes.

Data collection, submission, and analysis have been central to the program from the beginning. Davis enjoys numbers, and tracks progress throughout each element of the business. Carcass data collection has been important to the program for many years, and Davis has seen his cattle’s performance improve consistently. In recent years, his finished cattle have maintained a carcass weight over 900 pounds without seeing any Yield



Joe Davis is dedicated to tracking, recording, and analyzing data throughout his operation.



Davis carefully manages his pastures through intensive rotational grazing, and rarely needs to feed hay in the winter.

Grade 5s, which is difficult to do. Fertility has also improved through the crossbreeding system, with high AI-conception. Davis has been submitting DNA on his cattle for some time, and through generations of parentage confirmation he is able to turn bulls out within 24 hours of AI breeding, which means many females that don't breed by AI are still caught on their first heat. This shortens the calving season, and improves management.

These detailed records and planning don't stop at the cow herd. Davis maintains a genetic plan, farm and feed plan, genomics plan, and production plan, and if adjustment is made in one area, he always considers what else it will affect. Davis's son, Jackson, lives on the farm, alongside his wife and kids who work on the farm as they are able. Mike Hall, who has worked with Davis for many years, continues to serve as farm manager.

Double J Farms • Garretson, South Dakota

Bob and Betty Julson became members of ASA in 1974, establishing the DJF prefix. In 1991 their son, Kipp, started his own herd of Simmental cows with the KRJ prefix, and in 1994, he started his custom AI and semen business with ABS; this year, he will breed 3,400 cows for his customers. Today, Kipp and his wife, Jana, continue the family business, raising and selling high-quality SimGenetics seedstock. The ranch is located along Split Rock Creek, known as "the creek that thinks it's a river." The family place also includes Devil's Gulch, which is famous for serving as a hiding place for Frank and Jesse James.

The Julson family will hold their 52nd annual bull and female sale on January 23, 2026. They run their sale independently, and customers will have the opportunity to bid live through DVAuction. Bulls and females are sold into programs across the country at the annual

sale, and Double J Farms also markets cattle by private treaty. Double J Farms has enrolled their cow herd in Total Herd Enrollment for some time, and also participates in more recent programs like Cow Herd Roundup and Calf Crop Genomics. Through an intensive AI and embryo transfer program, the calving season has been shortened to 30 days. The cow herd is entirely homozygous polled and black, with a group of red cattle that are also homozygous polled. Their return customers are evidence of the program's success, and Double J Farms has become a leader in producing high-performance cattle with good dispositions. Kipp has served the Simmental breed in many capacities, including as a member of the South Dakota Breeds Council, and on the South Dakota Simmental Association Board of Trustees.



L-R: Jana, Kipp, Robert, and Betty Julson.



The Julson family has been raising Simmental cattle in South Dakota since the 1970s.

(CONTINUED ON PAGE 10)

Performance Advocate Program Enters Fifteenth Year

(CONTINUED FROM PAGE 9)

Quandt Brothers Cattle Company • Oakes, North Dakota



The Quandt family has several generations involved with the operation.

The Quandt family has been involved in the cattle business for generations. Dora Sleeter, who was born in Germany in 1861, traveled to the US at the age of 22, homesteading a field near where the main farm is located today. She married Ernest Washner, and their daughter, Edith, married Christopher Quandt in 1928. They had five children, and their son, Walter, carried on the family business, marrying Berny Super in 1957. They raised nine children, and all five of their sons stayed on the farm. Since then, the business has changed and grown, and the latest generation has taken the reins, including Jason, John's three sons, Justin, Nathan, and Stephen, and Jason's oldest son, Gabe. In 1980, Walt began using Simmental bulls to add maternal and growth traits to the cow herd. Around 15 years ago, Jason started using AI to breed commercial cows to purebred Simmental bulls. Around the same time, the family started purchasing purebred cattle and using embryo transfer to build the seedstock program.

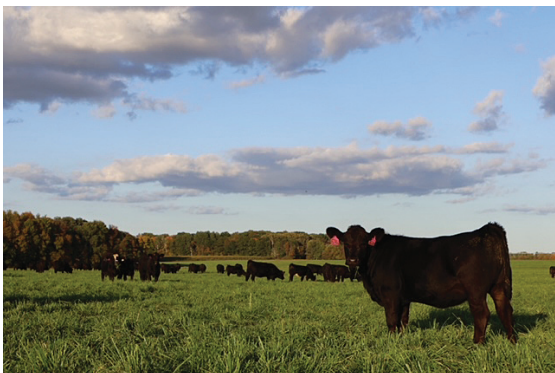
Today, the cow herd includes purebred Simmental and percentage SimAngus cattle; the Quandt family's ideal cross is $\frac{3}{4}$ Simmental, $\frac{1}{4}$ Angus. Quandt Brothers

Cattle holds an annual sale in February, offering around 100 bulls and 30 bred heifers. Their customers source growth bulls with strong structure, frame, and eye appeal, and the offering fits the needs of a variety of customers. The Quandt family is focused on growing their sale and customer base, while diversifying the operation. Throughout, they remain focused on always prioritizing quality over quantity. Data collection and submission provides a strong baseline for evaluation, breeding decisions, and improvement. "We focus on raising sound, functional, high-quality cattle that will work for our customers," Jocelyn shared. "It is always our goal to listen to what our customers are telling us, good or bad. That truly is the only way we get better."



Quandt Brothers Cattle sells SimGenetics bulls to commercial customers in North Dakota and beyond.

Roller Ranch • Hewitt, Minnesota



The Roller family started their herd with 40 heifers, and have since built a herd of SimGenetics seedstock.

Brent and Jenny Roller are first-generation farmers and ranchers. They purchased their farm in 2011, and started building their family business and cow herd. Their sons, Blake (10) and Bryce (7), are growing up on the farm, and help with everything from building fence to feeding cows. In 2020, the Rollers decided to shift from backgrounding steers to raising registered Simmental seedstock, purchasing 40 registered heifers and breeding them to the top sires in the industry. With this strong foundation, they have continued building the program, using a strict culling system. Today, they run around 120 head of registered cows, utilizing four donor cows and three herdsires. This year, they have 45 bred heifers and plan to keep most to continue growing the

program. AI and embryo transfer are utilized throughout the program.

As first-generation producers, the Roller family has put in many long days building their operation from scratch. Fortunately, they are beginning to see this pay off and have held two successful bull sales. Their third is scheduled for April 1, 2026, collaborating with Innovation AgMarketing. Each bull sold must pass a Breeding Soundness Exam, and they follow a strict vaccination and herd health protocol. Since founding the seedstock herd, the Roller family has valued data collection. Each animal in the herd has a genomic test, and both Total Herd Enrollment and the Calf Crop Genomics program are utilized to track valuable traits. With two sales under their belt, the Roller family is hearing positive things about their bulls. "We have heard great feedback about our bulls, and specifically, their sound structure, feet and leg structure, and docility," Jenny shared.



Brent and Jenny Roller's sons, Blake and Bryce, help out with many tasks on the family farm.

Slayton Farms • West Plains, Missouri

Barry and Marge Slayton, who celebrated 55 years of marriage this year, own and operate Slayton Farms near West Plains, Missouri. Of those over five decades of marriage, the Slaytons have been in the cattle business for around 45 years, and have farmed for 51 years. In 2009, they started in the registered Simmental and Red Angus business in order to breed the solid red SimAngus bulls they had been seeking for their commercial cow herd. They also became involved with ASA, appreciating the Association's science-based approach.

The farm consists of around 400 acres of pasture in fescue and other productive grasses. The mix of cool and warm season grasses allows for grazing year-round using an intensive rotation system. Cattle are registered

with ASA, with breed compositions ranging from purebred to percentage Simmental. Their primary focus is still on solid red cattle, with 90% of the herd being red. The Slaytons utilize AI and embryo transfer technology, and keep heifers back each year. Fall calving works well in Missouri, and their cow herd will start calving mid-August. The top bull calves are marketed with New Day Genetics, in cooperation with Allied Genetic Resources. The Slaytons are original members of the New Day group, and Barry has served as a manager for ten years. "The data has always intrigued me and we try to report as much as possible," Barry shared. "We started DNA testing as soon as it was available to receive genomically enhanced EPD. We currently use Data Genie to help make recommendations for our operation. Slayton Farms' goal is to make each generation better, and the data helps us achieve that."



Marge and Barry Slayton.



The Slaytons largely focus on red genetics.

(CONTINUED ON PAGE 12)

Performance Advocate Program Enters Sixteenth Year

(CONTINUED FROM PAGE 11)

Zane and Mary Jo Wicks • Richardton, North Dakota

Zane and Mary Jo Wicks, along with their daughters, Mya and Josie, and son-in-law, Shane Forster, raise Sim-Genetics cattle in west-central North Dakota. Zane grew up working on his family ranch near Red Owl, South Dakota. He later worked the ring at bull sales, and became interested in the seedstock business. He started his own operation in 2005, raising SimAngus bulls, and the Wicks family has been at their current location since 2004.

The Wicks family has been enrolling their cow herd in Total Herd Enrollment since the program's beginning, and became involved in the Cow Herd Roundup program in 2024 with the goal of improving the accuracy

of their EPD profiles. Zane focuses on balancing top-tier EPD profiles with strong maternal traits in the cow herd — cows are easy-fleshing, sound, fertile, and maintain strong phenotype. Until recently, the family mostly sold yearling bulls, but they have recently switched to selling two-year-olds in order to relieve stress on the cow herd, and themselves. In line with this shift, they moved calving from February to May, which works better with North Dakota's long, snowy winters. "We feel that by offering long-aged bulls, we are producing a better product that has made it to the top of the herd through our screening process. We are producing a more mature bull we can take pride in, that will hold up for our customers. Our goal is a better product, and happy customers," Mary Jo shared.

Their 2026 sale will be held on February 24, 2026, at the ranch.



L-R: Mya Wicks, Shane and Josie Forster, and Mary Jo and Zane Wicks.



The Wicks family's main herdsire, Reflex.

Traits Reported to ASA

- Calving ease
- Birth weight
- Weaning weight
- Yearling weight
- Yearling hip height
- Ultrasound
- Docility scores
- Genomic test on birth group
- Feet and leg score
- Mature cow weight
- Mature cow body condition or Mature cow hip height
- Cow herd genomics
- Udder score
- Feed intake data (coming soon)

photo by Caroline Wild

Driven Performance Advocate

(reported 10 or more traits)

BREEDER		SEASON	TOTAL TRAITS
Bridle Bit Simmentals	Walsh, CO	2024 S	13
Clear Springs Cattle Co.	Starbuck, MN	2024 S	13
Rock Hollow Farm	Alachua, FL	2024 S	12
Massey Farms	Burlington, NC	2023 F	11
Red Hill Farms	Lafayette, TN	2024 S	11
Andy Kratzer	Marquette, KS	2023 F	10
Circle M Cattle	Burlington, NC	2023 F	10
Joe Davis Cattle	Westminster, NC	2023 F	10
Mairs Livestock	Ironton, MO	2023 F	10
Kirlin Simmentals	Avoca, MN	2024 S	10
Konesky, Joseph	Sand Coulee, MT	2024 S	10
University of Illinois	Baylis, IL	2024 S	10
CLM Ranch	Olean, MO	2024 S	10
Double B Acres	Sterling, OH	2024 S	10
Toad Holler Simmentals	Olean, MO	2024 S	10
Riveredge Farms	Chilton, WI	2024 S	10

Dedicated Performance Advocate

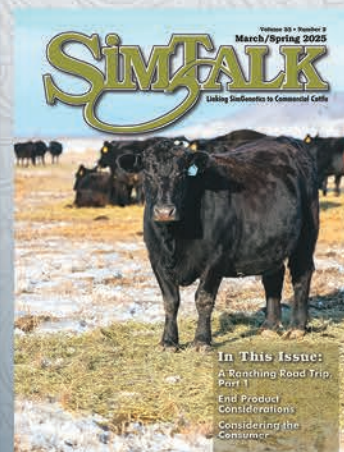
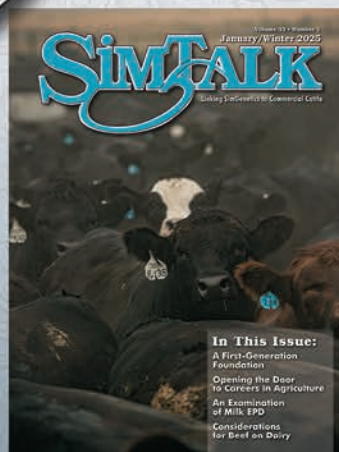
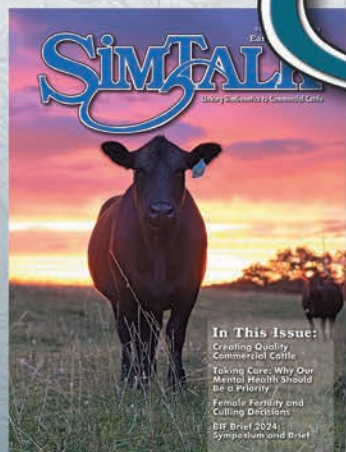
(reported 8 to 9 traits)

Andy Kratzer	Marquette, KS	2024 S	9
Deer Creek Farm	Roseland, VA	2024 S	9
J-C Simmentals	Clare, MI	2024 S	9
Lassle Simmentals	Glendive, MT	2024 S	9
Lovaas Ranch	Yellville, AR	2024 S	9
McDonald Farms	Blacksburg, VA	2024 S	9
Quandt Brothers	Oakes, ND	2024 S	9
Roller Ranch	Hewitt, MN	20924 S	9
Roth Farms	Sterling, KS	2024 S	9
Slayton Farms	West Plains, MO	2023 F	9
Anderson Land and Livestock	Pilot Rock, OR	2023 F	8
B&B Simmental Cattle	Burke, SD	2024 S	8
BGibbs Farms	Ranburne, AL	2023 F	8
Double J Farms	Garretson, SD	2024 S	8
Eakins, Roger	Jackson, MO	2023 F	8
Fauth Ranch Simmentals	Lavina, MT	2024 S	8
Gibbs Farms	Ranburne, AL	2023 F	8
Green Valley Farm	Charlotte, MI	2024 S	8
Kellers Broken Heart Ranch	Mandan, ND	2024 S	8
Miller Simmental	Gildford, MT	2025 S	8
Nichols Farms	Bridgewater, IA	2023 F	8
McCracken Livestock	Kansas City, KS	2023 F	8
Six Cedars Farm	Macon, MO	2024 S	8
Wicks, Zane	Richardton, ND	2024 S	8

ST

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Making *the* Most of Your Herd's Genetic Potential *through* Nutrition

by Lilly Platts

Cow size is a constant topic of conversation in the beef industry, and the ideal weight varies by environment and program. The energy required to sustain a female throughout each yearly cycle not only matters for the cow herself, but also for the calf she produces. When resources are tight due to drought or the economy, producers are faced with tough decisions. A pregnant cow can withstand a lot, but it is imperative that her energy requirements are always met in order for her to produce the highest-performing calf possible. Dr. Allison Meyer, Associate Professor of Physiology and Ruminant Nutrition at the University of Missouri, shared about the relationship between cow size, nutrition, and calf needs during the 2025 Fall Focus Educational Symposium in Columbia, Missouri.



First-calf heifers are still developing during pregnancy, making proper nutrition critical for both them and their offspring.

Meyer first challenged producers to figure out what their own females weigh, and to consider that muscle — which is often more present in crossbred cattle like SimAngus — is heavier than fat. “As we consider cow size, I want to challenge everyone, before throwing the first stone, to figure out what your mature cows weigh,” she said. “Your cows weigh probably more than you think they do if you don’t weigh them a lot, or your customer’s cattle weigh more than they think they do, because your breed still has muscle in it. That’s why we like them.”

Finding the ideal cow weight, which strikes the balance between input and output, can be tricky. Thriftiness is often prioritized, but if cow size is too small, calf size at weaning will also decrease. Meyer explained that by thinking about cows like factories, producers can determine whether or not their females are too big for their environment. “A cow’s job is to hang around for a long time and make as many products, or calves, as she can. When we think of it in terms of a factory, we don’t necessarily think that a big factory that makes a lot is a bad thing. It depends on what you are making,” she explained.

Evaluating the obvious external measures, like weight or frame size, doesn’t offer the full picture of cow efficiency. Muscle mass and nutrient utilization are also

important. Muscle adds weight, and more weight requires more nutrient intake; however, muscle is also critical in times of stress. “Muscle is the place where you can put extra protein,” Meyer shared. “We can’t store protein just anywhere in the body, but when cows are hungry or go through periods of time where they don’t get enough nutrients, they can pull from their muscle.”

During pregnancy and lactation, this nutrient reservoir can be critical. “They can give their little fetus, or their udder, those amino acids,” Meyer added.

In her research, Meyer has found that cattle with thin muscle cannot withstand stress. Because of this, she encourages producers to keep in mind that the pendulum on cow size can swing too far in either direction. “I think that cows can get way too little, just as they can get way too big,” she said.

Cow-calf producers are beholden to the weather, and in many areas of the US, drought has greatly diminished resources. Too much moisture can also create challenges for females — grass might look abundant, but the protein in forages is often diluted with excess moisture. Across the country, volatile weather creates nutritional challenges for beef cows. “We have to keep in mind that a cow is regularly in situations where she is stressed because of the amount of nutrients she gets,” Meyer said.

Despite this challenge, producers are consistently working to maximize genetic potential, which can only be realized if a female isn’t stretched too far nutritionally. “Her calf has the genetics to do so much, and that can only happen if it has nutrients,” Meyer shared.

“Her job as a factory is to give nutrients to her calf, and the only period of the calf’s life that she can do that is from the time it’s conceived to the time it’s weaned.”

Meyer shared that while individual seedstock producers may do everything they can to meet their cow herd’s nutritional needs, and ultimately maximize the genetic potential of calves, there are many producers who either aren’t able to do so, or who do not have the knowledge to do so. Testing hay is an easy, affordable step that many producers skip. “We’re currently dealing with really weird conditions, so sometimes we think that our forage is great when it isn’t. Many people have genetic information on every animal on the place, but haven’t done a hay test in decades,” Meyer said. “Not every hay bale that looks good actually has the right numbers.”

Often, producers don’t realize they aren’t fully meeting the nutritional needs of their cow herd during gestation. “I know that many times when we don’t feed cows well, it’s by accident. I’m not casting blame on this situation, but I want us to think about the nutrients a calf needs from the time it’s conceived until the time that it’s weaned.”

Much of Meyer’s research focuses on cow needs in the late stages of pregnancy. Nutritional requirements increase during this time, but don’t always align with the standard yearly schedule many producers follow. “The problem with that is that we’ve actually selected calving seasons primarily to give more nutrients to that cow actually when she’s milking, and when we need to get her rebred, which means that many times she doesn’t have as much of an opportunity to eat as many nutrients when she’s in her late pregnancy,” Meyer explained.

Physical appearance can also skew feeding decisions, and producers often don’t realize that a cow was under-conditioned until after she has calved. “Sometimes we also imagine that when she’s full and she has a big fetus in her, that she has a little more condition on her than she does,” Meyer said.

This mistake can be hard to reverse, especially in the resulting calf. Cows naturally prioritize where nutrients go, and while the cow will sacrifice herself for as long as possible, a fetus may be shortchanged in order for a cow to continue maintaining her own body. “Now, we know that cows generally pull from themselves first,”



Above: Dr. Allison Meyer sharing about the importance of cow herd nutrition during Fall Focus 2025.

Below: The variation in available resources like grass throughout the year can make it challenging for producers to always meet their cow herd’s nutritional needs.

Meyer said. “They’re kind of the ultimate martyr, but there is a limit because they need to keep themselves alive. It is bad for their calf if they are dead or if they can’t make milk, so they do start to limit their calf and their ability to make milk.”

In a USDA-funded study, heifers were either fed to their nutrient requirements during pregnancy, or only to 70% of their protein and energy needs. The females and their offspring were evaluated based on a number of criteria. Overall, if cows were not given enough to eat, their calves didn’t receive enough nutrition. Decreased birthweights were also observed, which is not a positive outcome when the lower weight is due to nutrition.

(CONTINUED ON PAGE 18)



Making the Most of Your Herd's Genetic Potential through Nutrition

(CONTINUED FROM PAGE 17)

"If we change the fetal growth trajectory, bad things can happen. We can change fetal development, their vigor, their cold tolerance, and all kinds of things like that," Meyer explained.

Meyer emphasized that the only correct way to decrease birthweight is through genetics, not nutrition. There is a misconception that feeding a cow "too well" can cause calves to have large birthweights, but Meyer shared that this cannot happen. "You actually cannot feed birth weight into a calf that its genetics didn't have the potential for," she said.

In the experiment, calf vigor was measured in the two groups of females based on the amount of time it took for calves to stand up after birth. Meyer shared, "We found that if the dams were nutrient restricted in this study [their calves] took longer to attempt to stand, and longer to stand."

These calves weighed less through weaning, and Meyer shared that skeletal differences and a smaller ribeye area were also observed. These changes could be attributed to a number of factors — from getting less nutrients in utero, to the lower-quality colostrum their mothers produced; the females fed at 70% were put on a diet that met their nutritional needs at 100% after giving birth, but colostrum is produced before birth. Even on a full diet, these cows and calves weren't able to catch up to their counterparts.

Differences were observed in the restricted females well past the first calf cycle. "We found that even though we had been managing them together since we weaned their first calf, and really we were feeding them similarly since they gave birth to their first calf, that they

still were smaller if they had been nutrient restricted in the first pregnancy. They weighed less throughout their second pregnancy, the rest of their second pregnancy, and through their second lactation," Meyer explained.

These females also had less muscle mass and smaller frame scores, which could be viewed as beneficial in certain programs, but Meyer cautioned that low muscle means these females won't have the reserves to withstand environmental challenges. "What we do to a heifer, especially during her first pregnancy and lactation, does affect her forever. We expect her to grow about 20% of her mature body weight while she's pregnant. But many times we think she's developed because she's pregnant, and I think that's really wrong. I think we need to consider that she's still being developed all the way through her first pregnancy, and probably until we've weaned her first calf," Meyer shared.

Meyer also explored the implications of the current cattle market. Even newborn calves are worth a substantial amount, which means that getting them through the first three weeks of life isn't only important from an animal husbandry standpoint, but also because of value. Additionally, because feedyards are asking more of cattle with the goal of larger finished weights, making sure calves are healthy from the beginning is more important than ever. Meyer concluded, "We don't necessarily have to make cows bigger to make their calves have the potential to be bigger. We can just manage them better so that their calves can meet their genetic potential to do those things. What is the point of having great genetics if you don't realize that genetic potential because a cow didn't have the inputs she needed?"

ST

SimGenetics producers from Missouri and beyond taking in Meyer's presentation.





TNT Assurance J455 ASA# 3942173

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	\$API	\$TI
8	2.7	115	180	.41	5	31	88	.23	1.12	145	98

Adj. WW: 833 lbs. Adj. YW: 1,490 lbs.



RF Caliber 014G ASA# 4017365

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	\$API	\$TI
4	6.7	111	172	.39	3	18	73	-.06	1.08	112	86

Adj. WW: 893 lbs. Adj. YW: 1,538 lbs.



LCDR Anthem 33K ASA# 4113686

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	\$API	\$TI
15	-1	100	158	.36	8	21	71	.67	1.09	182	109

Adj. WW: 805 lbs. Adj. YW: 1,341 lbs.



Bridle Bit Recharge K256 ASA# 4058272

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	\$API	\$TI
15	-2.1	85	137	.32	9.5	30	73	.67	1.34	180	103

Adj. WW: 728 lbs. Adj. YW: 1,232 lbs.



KBHR Revolution H071 ASA# 3789458

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	\$API	\$TI
12	1.5	107	163	.35	4.7	23	77	.43	1.16	165	104

Adj. WW: 799 lbs. Adj. YW: 1,518 lbs.

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CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	\$API	\$TI
9	2.8	114	173	.7	4	24	81	1	.98	189	120

Adj. WW: 767 lbs. Adj. YW: 1,325 lbs.



Hook's Galileo 210G ASA# 3563620

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	\$API	\$TI
18	-2.4	90	140	.31	12	36	81	1.22	.67	208	115

Adj. WW: 714 lbs. Adj. YW: 1,329 lbs.



Ellingson Ace J183 ASA# 3940088

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	\$API	\$TI
7	3.5	108	167	.36	3	30	84	.24	1.23	118	93

Adj. WW: 929 lbs. Adj. YW: 1,641 lbs.



Miss R Plus 3007A ASA# 3979131

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	\$API	\$TI
7	3.6	74	115	.25	7	25	62	.05	.96	111	73

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A Ranching Road Trip, Part 3

by Sean McGrath



This is part three of a three-part series. It aims to outline an approach to ranching that may provide a framework for your own operation. There will be common themes throughout, and it may wrap around on itself, as we broach the interconnectedness of various aspects of ranching.

The People Path

On our ranching road trip, the map always leads us back to the people involved in and supporting the operation. A part of the word agriculture is “culture,” meaning rooted in people. I have never seen an operation where the return on investment of investing in people doesn’t result in the absolute highest rate of return.

One of the unique parts of most farms and ranches is that they are family owned and run, even if they are structured as a corporation. This can be a double-edged sword, with incredible vision and commitment that is hard to achieve outside of a deeply rooted family structure, but it also can result in business decisions potentially deeply impacting family dynamics and vice versa. Gerald Weinberg stated, “no matter what the problem is, it’s always a people problem.” I believe this is true, but it is also true that every opportunity is also a people’s opportunity.

The Triple A Test

All of us have skills and preferences that lead us to choose certain options or prefer doing certain jobs on the ranch. The beauty of a team approach is that it allows us to stay in our strengths and augment our strengths with the talents of others around us. That said, it is important to recognize and work to understand those areas that may be a personal or team weakness. One of the best ways I have found to do this on our ranch is the AAA test. AAA is short for Anxiety, Avoidance, and Anger. There are always aspects of farming and ranching that create anxiety. An example could be dealing

with debt load and payments. This may indicate a benefit to training in business management and cash flow planning. Or, maybe on your ranch folks get mad when they are sorting cows together. In this case, anger may be a prompt to attend stockmanship or cattle handling seminars. Or, perhaps the entire discussion surrounding death, succession, and handing the ranch down to the next generation is being avoided. Again, following the AAA test criteria, pursuing professional assistance in this area might be a very proactive step for the business and the people involved.

Knowledge and Trip Planning is Power

One of the key roles of people involved in any ranching road trip is planning the route, having an idea where they can stop for gas, and making sure the spare tire has air. This is a broad analogy, but the planning process is extremely important. As anyone working on a farm or ranch knows, any plan A usually is somewhere around plan X, Y, or Z by the time it comes to completion, sometimes daily. While any plan may change en route, the simple act of planning and acknowledging pitfalls and things we have no control over allows us to adapt much more quickly and with a result that is usually closer to our targeted destination.

This is a big part of the first two articles in this series. Using the planning process to target success can be a tremendous stress reliever, even when things go off track. For example, having a drought plan lets us more quickly respond to drought situations in a measured and proactive way. Having a marketing plan lets us pull the trigger when conditions are right to be profitable or to manage risk when markets shift. Building a succession plan creates an opportunity for the next generation and generations beyond. I believe honesty, open communication, and the planning process builds family cultures that are resilient and adaptable to future challenges and more importantly opportunities in the industry.

I will be the first to confess that I have been incredibly blessed in our operation to have an older generation focused on continual learning and improvement with a

willingness to hand over the reins. That said, communication and the people part is still a massive undertaking, and we are probably on plan Z from where we started.

Getting Lost

The hardest part of the “people path” is usually admitting to the fact that we may be lost and stopping to ask for directions. It is also true that although most of our parents instilled the importance of honesty in us, the person in the mirror is often the most difficult person to be truly honest with.

The people path can be winding, and issues such as addiction, mental health, debt / weather stress, and unresolved conflict are real. If you are in a situation where you find yourself traveling down a dark alley or someone you love may be suffering, please reach out for help and directions. The 988-suicide emergency number, a trusted friend, physician, or any of the rm help resources are all available. There are great resources available at <https://www.domore.ag/> as well. There is nothing wrong with needing to use a map or checking the GPS to get recentered. Please ask for help. Remember there are a lot of other people in the car on this road trip with you who love you and want the best for you.

(CONTINUED ON PAGE 22)



Good communication is essential for the success of family-run farms and ranches. The family nature of the cattle business makes it unique, and presents both challenges and benefits.



A Ranching Road Trip, Part 3

(CONTINUED FROM PAGE 21)

People Pull It Together

Throughout this series we have discussed the role of vision, financial planning / management, land and livestock, yet it is the people involved in and interacting with the operation who help to pull all the pieces together. In other words, the people involved are responsible for driving the car. Continual learning and communication are keys to enjoying the journey in agriculture, but we also need time (and to remember) to fill our own personal tanks with fuel. The beef industry is changing rapidly, but at its core it is really a people business. Best of luck on your trip!

ST



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Sean McGrath is a rancher and consultant from Vermilion, Alberta. Sean's consulting practice focuses on genetic improvement of beef cattle and includes work with several breed associations and their breed improvement programs. Other key focuses are range management, forage crops, and general ranch management. The ranching operation consists largely of native grasslands and is operated with Sean's wife Tanya and family. The ranch is focused on year-round grazing and deploys several advanced technologies. The ranch sells commercial cattle and seedstock, as well as environmental goods and services. In 2023, McGrath received a Continuing Service Award from the Beef Improvement Federation. In 2014 the ranch won the Provincial and National Environmental Stewardship Award.

Please check out these services for mental health care in agriculture. Note that this list is not comprehensive, but a sample of what is available to farmers and ranchers across the country.

AgriSafe

agrisafe.org

The AgriSafe Network, a nonprofit organization, represents health professionals and educators who strive to reduce health disparities found among the agricultural community. Services include everything from mental health care to pesticide and chemical safety. The AgriSafe Learning Lab includes webinars and a long list of courses on a variety of farm and ranch safety topics. Their 24/7 hotline is 833-897-2474.

American Farm Bureau Farm State of Mind

fb.org/initiative/farm-state-of-mind

The American Farm Bureau Farm State of Mind campaign builds awareness to reduce stigma and provides access to information and resources that promote farmer and rancher mental health wellness. Their directory includes an in-depth list of resources across the country, which can be sorted by state. The site also includes valuable resources, including warning signs of suicide, research, and more.

Farm Aid

farmaid.org

Farm Aid maintains a mental health care hotline — 1-800-FARM-AID (1-800-327-6243) — which can be reached Monday through Friday from 9 AM to 9 PM Eastern time, and 6 AM to 6 PM Pacific time. The Spanish hotline is available Monday through Friday from 9 AM to 5 PM Eastern time, and 6 AM to 2 PM Pacific time.

Rural Health Information Hub

ruralhealthinfo.org/topics/farmer-mental-health

The Rural Health Information Hub shares a number of resources, as well as helpful explanations about the stressors farmers and ranchers face. Their site also provides several options for call in helplines, programs, and examples of successful programs across the country.

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API 195.8 - TI 106.2

RFS MISS L71

PUREBRED SIMMENTAL | ASA# 4220318
GIBBS 9114G ESSENTIAL x KBHR MEDORA G132



API 195.3 - TI 97.9

WS ELECTRA E88

PUREBRED SIMMENTAL | ASA# 3254157
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API 188.0 - TI 105.7

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Showing Off the Show-Me State

by Lilly Platts, photos by ASA intern Chloe Tolar

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

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

Dr. Bryon Wiegand, professor of Animal Science at the University of Missouri, opened the morning session by covering MU's animal science program. The undergraduate enrollment in animal science at MU is expected to be over 500 students in the 2025–2026 academic year, and continues to grow. Many of these students are on



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

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the pre-veterinary medicine track. The animal science department is currently constructing a state-of-the-art meat processing and teaching facility, which will further expand their ability to educate future professionals in agriculture.

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

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

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

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

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

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

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

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

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

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

(CONTINUED ON PAGE 26)



Showing Off the Show-Me State

(CONTINUED FROM PAGE 25)



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

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

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

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

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

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

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

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

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The **2026 Sire Source:** Bigger, Bolder, Broader Reach

by Callie Cooley, ASA Publication Business Manager

Sire Source has been a trusted reference for cattle producers since its initial release over 15 years ago. Since then, it has expanded in size and evolved with the times.

Last year's refreshed format was a resounding success, combining sire listings with educational content that readers could immediately apply to their operations. Building on that momentum, the 2026 edition is expanding its reach and impact in a big way.

For the first time, the print edition will be mailed directly to all *SimTalk* subscribers, which includes over 40,000 ASA members, commercial producers, universities, and industry professionals. That's a fivefold increase from the previous 8,000, giving all sires included unprecedented visibility with a nationwide audience actively seeking genetics. The value doesn't stop with the printed edition. Every bull listing is also added to simmental.org, where it remains accessible for a full year after the release of the print publication.

For the first time, the print edition will be mailed directly to all *SimTalk* subscribers, which includes over 40,000 ASA members, commercial producers, universities, and industry professionals.

Sire Source is no longer just about introducing the newest sires to the industry, and it certainly isn't just another semen catalog. Exposure here can open doors in unexpected ways. Beyond semen sales, it's about building recognition for your program. The right producer may see your genetics in *Sire Source* and decide to attend your bull sale next year or connect with you on a future purchase. Whether you're highlighting new sires or proven sires with staying power, this publication gives advertisers the platform to reach both current and future customers.



Also new this year, *Sire Source* will be released as a stand-alone publication, allowing for more desirable delivery timing and even greater reader engagement. While the deadlines may feel early, don't let that deter you. Participating in this issue ensures that your sires are front and center in the most widely distributed edition yet.

Advertising is open to all breeders whose bulls meet the *Sire Source* guidelines*, regardless of ASA membership. To get started, email Nancy Chesterfield (nchesterfield@simmgene.com) or Rebecca Price (rprice@simmgene.com), or give them a call at 406-587-2778.

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Depreciation and Opportunity Interest are Large Cow-calf Costs with Today's Market Prices

by Aaron Berger, Nebraska Extension

The recent, sharply higher prices have been a financial benefit for those owning cows. Being able to capitalize on increasing calf prices and to sell a weigh-up cow for more than it costs to develop or purchase one has made for excellent times financially for cow-calf producers.

However, the recent increase in price has also drastically increased two hidden, non-cash costs that impact a cow-calf producers' cost of production. These two costs, which are especially pronounced in today's current market environment, are depreciation and the opportunity cost of interest on the market value of the cow.

Depreciation is a non-cash expense that producers will not receive an invoice for, but it is a real cost. Unless the rocket-like trajectory of the cattle prices continues, which historically seems unlikely, prices will eventually moderate and decline. Even if market prices remain steady, the current price structure for cows has drastically increased cow depreciation and the opportunity cost of interest on cow value.

To put this in perspective, consider that a \$4,000 bred heifer today will become a \$2,000 weigh-up cow at current market prices. (If weigh-up prices decline in the future, the bred heifer purchased now will be worth even less when she leaves the herd.) If that bred heifer is in production for five years before she leaves the herd — exceeding the industry average — the annual depreciation is \$400, excluding any death loss. The cow that dies is fully depreciated as she has zero value when she leaves the herd. Assuming an average cow value of \$3,000 over her productive life, with a 2% death loss per year, the annual cost is \$60 per cow per year. Cow death loss, plus depreciation, totals \$460 per year for each of the five years that the cow is expected to be in production.

Consider also the opportunity cost of interest on the asset value of the cow. For the sake of this example, an interest rate of 6% is used, which is midway between what a producer could expect to get in terms of return on investment if the money were placed in a certificate of deposit at 4%, and the cost of borrowing money at 8% to purchase the cow. If opportunity cost is calculated, assuming an average cow value of \$3,000 per year at an interest rate of 6%, this is \$180 per year.

Combining the \$180 of opportunity cost of interest on the average cow market value together with the \$460 of cow depreciation, results in a total of \$640 per cow per year. If the cows wean, on average, an 88% calf crop per cow exposed to breeding, this is \$727 per calf produced in depreciation and opportunity cost. If the producer receives an average of \$420/cwt for weaned calves with an average calf weight of 525 pounds (\$2,205/head), one third of total revenue generated would be needed to cover cow depreciation and opportunity cost.

The cow-calf producer will not get a physical notice for either cow depreciation or the opportunity cost of interest. However, depreciation is the value that is being lost as the cow eventually ages out of the herd, dies, and /or as market prices decline. Opportunity cost is the expected return on the capital invested in the cow that could have been generated from an alternative investment.

Things for a cow-calf producer to ponder under current market conditions:

1. Recognize the different categories of cost economically that are in unit cost of production for a cow-calf enterprise, including both depreciation and opportunity cost of interest on cow value.
2. Understand how increasing cow prices impact the economic cost of producing a pound of weaned calf.
3. Consider ways to get replacement cows into the herd at a lower cost and capture higher prices for cows when they leave the herd to reduce depreciation costs.
4. Recognize that home-raised replacements likely don't cost \$4,000 to produce, but this is their market value, as they could be sold to someone else at that price.
5. Evaluate ways to capitalize on cow value. All income from home-raised cows held for more than two years is taxed at a capital gains rate when sold. Financially, these sales can have significant tax advantages as there is no self-employment tax on this income. Capital gains income is also taxed at a lower rate when compared to ordinary income, such as that from calf or yearling sales.

Cow-calf producers who recognize the economic cost of both cow depreciation and opportunity interest have taken the first step needed to address it. Once a producer sees the significance of these costs, they can then begin to consider what opportunities are available to reduce them.

Beef-on-Dairy Crosses Are a Practical Alternative for Stocker Programs

by Paul Beck, Oklahoma State University Extension

Calf supplies are expected to be tight this fall. The US beef cow herd is the smallest since the early 1960s, and calf crops continue to shrink. Stocker operators will need to look for alternative sources of grazing cattle.

One option is beef-on-dairy crosses. Each year, US dairies produce more than four million calves for beef production, and a growing share are dairy cows bred to beef sires. These crossbreds typically outperform straight dairy calves in growth, feed efficiency, and carcass value.

OSU Research Findings

Oklahoma State University has studied how beef-on-dairy crosses perform in both stocker and finishing systems.

CONTINUED ON PAGE 32

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- In one trial, steers were finished either as lightweight calves (100 days old) or after 217 days of stocker grazing. Grazed calves gained 2 lbs/day while grazing and entered the feedlot at heavier weights and had improved carcass traits, but also consumed more feed than calves placed directly on feed.*
- A commercial-scale study in western Oklahoma compared beef-on-dairy calves to native beef calves. Dairy-beef crosses gained less during grazing than native beef calves on native range and entered the feedlot lighter but compensated during finishing to reach heavier slaughter weights.*
- In another wheat pasture study, 100-day-old lightweight beef-on-dairy crosses struggled early, gaining only 0.75 pounds per day in the first month compared to 2.5 pounds for beef calves. Gains improved with time — gaining 3.3 lbs/day later in the grazing season (from day 84 to 140) — and over the 140-day grazing period they gained an average of 2 lbs/day compared to 2.75 for beef calves.

Management Keys

The slower start on pasture is often due to previous management and new environment. Unlike beef calves raised alongside their dams, dairy-beef calves don't learn grazing behavior early in life. When they leave the

dairy, many are unfamiliar with hay, group housing, open pastures, or even water sources.

A two- to three-week receiving period is critical. This time allows calves to adjust to new feeds, learn to graze, and develop herd behavior before turnout. Once adapted, their grazing performance improves and becomes more competitive with beef calves.

Take-Home Message

With tight beef calf supplies, beef-on-dairy crosses are becoming an important option for stocker operators. They require careful management at receiving and early grazing, but they finish well in the feedlot and produce high-quality carcasses. These calves are likely to play a growing role in the US beef supply.

**Grote et al., 2024*

Generic vs. Pioneer Drugs for Cattle: Should You Care?

by Andrea Bedford, Bovine Veterinarian

Medication use is an essential part of maintaining health, productivity, and welfare in dairy and beef cattle. From treating mastitis on a dairy to managing respiratory disease in a feedlot, veterinarians and producers

CONTINUED ON PAGE 34

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CE	BW	WW	YW	MCE	MARB	REA	\$API	\$TI
13	-1.3	88	136	8	0.64	0.81	178	101



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INDUSTRY UPDATE CONTINUED

rely on a range of pharmaceuticals to keep herds healthy. However, with many drugs available in both pioneer and generic forms, the question arises: Is there a meaningful difference between the two?

For veterinarians and producers, the decision involves more than just the label. Understanding the approval process, economics, and practical considerations behind generic and pioneer drugs can help guide responsible choices that support animal health, food safety, and economic sustainability.

What are Pioneer and Generic Drugs?

Pioneer drugs are the original products developed by a pharmaceutical company that have an approved new animal drug application (NADA). They are protected by patents, which give the company exclusive marketing rights for a period of time. This exclusivity allows the manufacturer to recoup the significant investment made in research, development, and regulatory approval.

Generic drugs enter the market once those patents expire and have an approved abbreviated NADA (ANADA). A generic contains the same active ingredient, in the same dosage form and strength, and is administered through the same route as its brand-name counterpart. In other words, a generic drug must deliver the same therapeutic effect as the brand-name drug.

The key differences often lie in the inactive ingredients, such as stabilizers, preservatives, or carriers, that can vary between products. These differences generally do not affect stability or efficacy, but may influence characteristics such as palatability or ease of administration.

Approval and Regulatory Oversight

Both pioneer and generic veterinary drugs are regulated by the FDA's Center for Veterinary Medicine. However, the approval pathways differ:

- Pioneer drug approval requires a company to submit an NADA. This includes extensive studies to prove the product's safety for the target species, its effectiveness against the labeled condition, tolerance in the animal, food safety data (residue studies for milk and meat), and environmental impact. These studies often involve large clinical trials and can take years to complete.
- Generic approval follows the ANADA process. Instead of repeating all of the brand-name drug's trials, the generic manufacturer must prove bioequivalence — that the drug behaves the same way in the animal's body as the original product. Generics must also demonstrate consistent manufacturing practices and establish withdrawal times for milk and meat.

The result is that generics are held to rigorous standards of safety and efficacy. They are not weaker or inferior, they simply follow a more streamlined approval process as the groundwork has already been laid by the pioneer product.

CONTINUED ON PAGE 36

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Economics

One of the most notable differences between pioneer and generic drugs is cost. For producers, generic options can significantly reduce the cost of herd-level treatment, which is an important factor when treating dozens or hundreds of animals. For veterinarians, cost can influence prescribing practices and client satisfaction. Offering effective but more affordable treatment options might improve compliance and strengthen the veterinarian-producer relationship. In the long term, the availability of generics supports more sustainable herd health programs, particularly for common or recurring conditions.

Clinical and Practical Considerations

Does it work? vs. Did it work here? When speaking on generic drugs, one of the key distinctions Dr. Nora Schrag, from Kansas State University, pointed out was the difference between whether a drug works and whether a drug worked in a specific production environment.

“Does the thing in the bottle work’ is a fundamentally very different question than ‘did it work,’” Schrag says. “‘Did it work’ includes the stuff in the bottle, but it also includes the people who are getting the stuff in the bottle into the critter, it includes the critters, it includes the weather, it includes everything else.”

Outcomes are influenced not just by the drug but also by management. Measuring whether a drug worked in a particular production setting requires keeping good records, monitoring success rates, and comparing farm outcomes to peer benchmarks.

While generics and pioneer drugs are equivalent in active ingredient and expected efficacy, a few practical points deserve attention:

- Perception: Some producers might be skeptical, perceiving pioneer products as more trustworthy. Veterinarians play a critical role in reassuring clients with evidence-based guidance.
- Formulation differences: Rarely, a difference in inactive ingredients might influence animal tolerance or ease of use.
- Compliance and stewardship: Regardless of whether pioneer or generic, observing label directions, withdrawal periods, and judicious antimicrobial use principles remains essential.

Guidance for Decision-Making

The choice of what drug to use should be a collaborative effort between veterinarians and producers.

- Veterinarians should evaluate both clinical needs and economic considerations. Recommending a

CONTINUED ON PAGE 40



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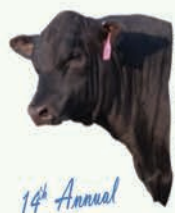
CCG provides members with the opportunity to genotype entire calf crops, allowing participants to make informed genetic selection decisions based on the most accurate predictions available.

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INDUSTRY UPDATE

CONTINUED

generic is often appropriate, but being prepared to explain the science behind equivalency helps build producer confidence.

- Producers should recognize withdrawal times and responsible use requirements apply equally to both drug types. Partnering with veterinarians ensures choices align with herd health goals and regulatory compliance.
- Both parties must consider not only cost, but also judicious antimicrobial use, animal welfare, and food safety when selecting products.

Both generic and pioneer drugs are indispensable tools for managing cattle health. FDA's rigorous approval process ensures generics are just as safe and effective as their pioneer counterparts. Generics offer producers significant cost savings that support sustainable operations. Working with their clients, veterinarians can help guide drug choices to ensure effective treatment while promoting stewardship and trust.

In the end, the decision is not about brand loyalty but using evidence-based judgment to balance animal health, food safety, and economics. Together, these values benefit both the beef and dairy industries.

Minimizing Shrink to Maximize Profit

by Chevy-Lynn Vaske, Kansas State University Extension

Every pound counts at the sale barn — and sometimes, the weight loss happens long before calves ever hit the scale. For cattle producers, shrink isn't just a biological response to stress; it's an invisible drain on profit margins that can be managed with the right timing and techniques, according to K-State beef cattle experts.

K-State veterinarian Brad White explains shrink as the weight loss that occurs between gathering calves at home and their final weigh-in at the scale. "In general, I expect calves to lose weight if they're sitting in a new environment, new water source, just transported and everything else," says veterinarian Bob Larson. "So even though it might be easiest for me to take calves on the day that's most convenient for me, in order to address shrink, I think it's better to move that transport to the sale as late as possible."

There are also economic implications associated with shrinkage. "You think about a 500-pound steer; you know, every 1% difference in shrink is five pounds," Larson says. "And so you add a couple more percentages of shrink, and the amount of money we are talking about is easily offset by hiring somebody to help me gather them."

Proper cattle handling techniques play a critical role in minimizing weight loss during the marketing process, the experts emphasize. "We feel stressed because we have things to do, and we start rushing and pushing the cattle harder. We start losing those low-stress handling principles in the process," beef cattle nutritionist Phillip Lancaster says. "Now that they are stressed, they have an increase in urination, defecation, and they start losing fluids and losing weight quicker."

For producers concerned about shrink, online auction platforms may offer a useful alternative.

"One tool that producers have is methods that limit the amount of time the calves spend in the marketing system, such as marketing online," Larson says.

The specialists concluded that shrink represents an invisible cost that doesn't appear on invoices but significantly impacts producer profitability, making proper management essential for maximizing returns.

High Beef Prices Continue into Fall

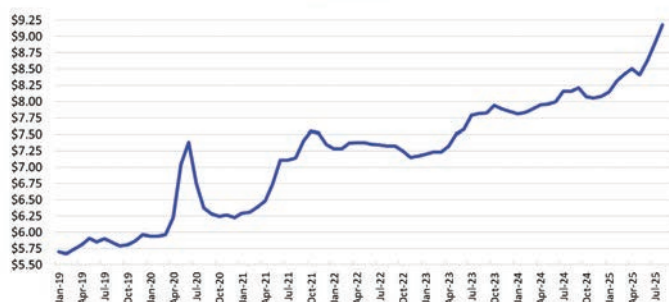
by Derrell S. Peel, Oklahoma State University Extension

The USDA Choice boxed beef cutout was \$404.77/cwt. last week, down from the year-to-date peak of \$413.60/cwt. in the first week of September. The current boxed beef value is 31.7% higher than one year ago, with all primal values higher year-over-year. Rib primals are up 31.5%; loin primals, up 31.4%; round primals are 31.5% higher; and chuck primals are up 34.6% from last year. Brisket, short plate and flank primals are also up 21–35% year-over-year. Across forty wholesale cuts reported by USDA, 20 products are up more than 20% year-over-year and the average increase across all 40 is 32.8% over last year. The only product down from one year ago is short ribs, which are almost exclusively an export product and weak due to decreased beef exports.

Prices for 90% lean trimmings were \$434.05/cwt. last week, down slightly from the previous weekly high of \$435.31/cwt. and up 17.1% year-over-year. Fifty-percent lean trimmings are priced at \$159.89/cwt., up 30.9% from last year. A 7:1 ratio of 90s to 50s makes an 85% lean mix with a price of \$399.78/cwt. for wholesale ground beef value, up 17.7% from one year ago.

USDA recently released the August retail meat prices showing that the all-fresh beef price was another record high at \$9.18/lb., up from last month and up 12.6% year-over-year — over \$1/lb. higher than one year ago (Figure 1). Retail pork prices dropped slightly from last month and are up 2.2% from last year, while retail broiler prices were fractionally higher this month and up 1.9% year-over-year.

Figure 1. Retail All-Fresh Beef Price
Monthly, \$/lb.



Retail beef prices continue to increase relative to broiler and pork prices. Figure 2 shows the beef-to-broiler and beef-to-pork retail price ratios since January 2023. The ratios have continued to increase and are at record levels in August 2025, with a ratio of 3.69 for beef-to-broiler prices and 1.83 for beef-to-pork. The beef-to-broiler ratio has increased 10.5% in the past year and is up 24.3% since January 2023. The beef-to-pork ratio has increased 10.2% year-over-year and 22% since January 2023.



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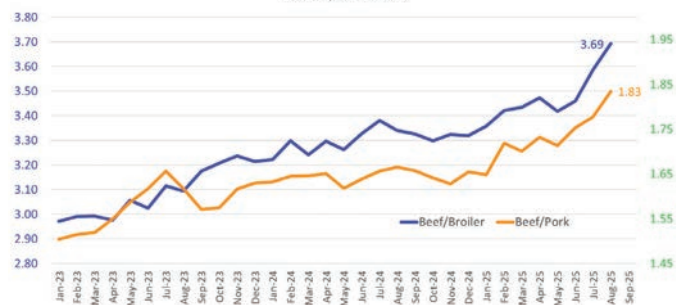


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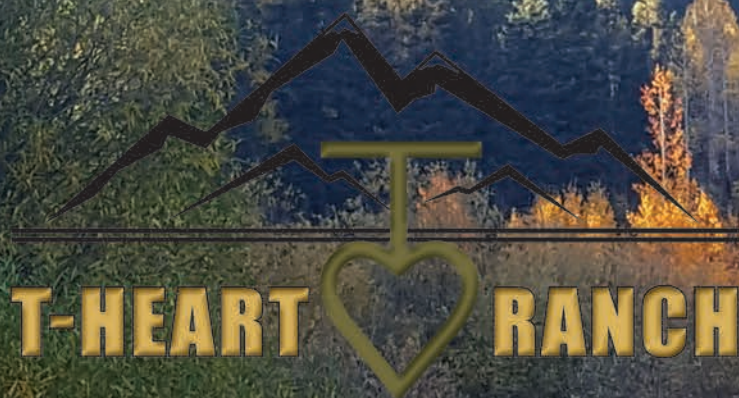
Jason Cope • 912-237-8463
JCOPE73@YAHOO.COM

Figure 2. Retail Meat Price Ratio
Monthly, 2023-2025



Beef prices remain strong and beef demand is robust despite the availability of favorably priced alternative proteins. Moving into the fall, consumer demand shifts from a summer grilling focus to crock pot cooking and increased restaurant visits. This may slightly change relative values among beef products, but beef product demand continues strong at all levels.

CONTINUED ON PAGE 44



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Rebuild Your Cow Herd with Proper Heifer Development

University of Missouri Extension

“Proper heifer development is key to a successful cattle herd and profitable operation,” says Patrick Davis, University of Missouri Extension livestock field specialist. As herds rebuild from drought or old cow turnover due to favorable prices, heifer development is taking place to build the next cow herd. Also, as cattle producers look to buy replacement heifers, this can be a way to add value to your cattle operation.

Davis provides some management strategies to consider in heifer development to produce a female that will be successful to you and your customer’s operation. “Nutritional management is important to heifer development,” says Davis. Manage heifers to 55% to 65% of their mature body weight prior to the breeding season. This range depends on animal type and environment. Body condition score (BCS), which evaluates animal condition or fat cover on a 1 to 9 scale, is linked to heifer energy status and reproductive performance. Manage heifer BCS at a 5 to 6 prior to the breeding season to achieve optimum pregnancy rates.

“The prebreeding exam is important to heifer development,” says Davis. This exam is done by a veterinarian

through rectal palpation 30–60 days before the breeding season to help determine if the heifers are reproductively sound to become pregnant during the breeding season. The prebreeding exam includes measuring the pelvic area (PA) and evaluating the reproductive tract (RT), which is scored on a 1 to 5 scale, with 1 being infantile and 4 and 5 being mature enough to become pregnant. For optimum heifer pregnancy rates, heifers should have an RTS of 3 or greater. PA (pelvic width x height) measurement determines if the heifer’s pelvis is large enough to pass a calf with ease. Based on Missouri Show Me Select (SMS) Replacement Heifer Program requirements, heifers need to measure a PA of at least 150 square centimeters at prebreeding. Heifers with smaller PA can be re-measured at pregnancy check within 90 days of the start of the breeding season, but must measure 180 at this time. If heifers fail both measurements, they should be culled. Davis suggests utilizing this protocol along with breeding heifers to a calving ease sire to reduce calving difficulty issues.

“Use genomic testing to retain heifers with optimum genetics for you and your customer’s operation,” says Davis. Further, if you are planning to sell these replacement heifers, this information helps in marketing and may lead to premiums. Davis suggests using the proper test based on the heifer breed and desired information.

CONTINUED ON PAGE 46



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INDUSTRY UPDATE

CONTINUED

Davis suggests using artificial insemination (AI) to breed replacement heifers because of the many benefits to you and your customer's operation:

- AI-bred heifers typically sell at a higher value compared to natural service (NS) bred heifers. This is probably due to confidence in the genetic quality of the calf and calving date.
- AI-bred heifers will calve earlier in the calving season, which means calves should be older and heavier at weaning than their NS counterparts.
- AI-born calves have better genetic quality than NS calves. When selecting AI bulls, it is important to use sires that are high-accuracy for the traits that are important to you and your customer's operation. This increases the likelihood that AI-sired calves will perform better than NS-sired calves in these operations.

"Use an estrus synchronization protocol and have a good plan in place if you plan to utilize AI," says Davis. "Heifer breeding season should be relatively short," he adds. Use a 60-day or less breeding season, and cull any open heifers following the breeding season. This promotes retaining highly fertile heifers since they are more likely to conceive and become pregnant in the short breeding window. This also increases heifer likelihood of rebreeding and being retained in the herd after their first calf is weaned. Calves of these heifers will be born earlier in the calving season, which increases their chances of being older and heavier at weaning.

"Pregnancy check and cull open heifers at approximately 90 days after the beginning of the breeding season," says Davis. This allows for fetal sexing the calf and a more accurate calving date to be determined for you and your customer's operation. The quicker these open heifers

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CONTINUED ON PAGE 48



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LHT MS GOLD STRIKE 127M

Sired by TJ Gold Strike 506J
Bred to GW Medicine Man 200K



LHT MS FIRE POWER 202M

Sired by CCR Fire Power 8081J
Bred to TJ Sandhills Swag 816L



LHT MS GOLD STRIKE 448L

Sired by TJ Gold Strike 506J
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are identified and sold, the more valuable they are to the feed yard. Also, operation profitability is improved by not wasting feed resources on open heifers.

“Work with your veterinarian to develop a proper vaccination and parasite control program to help heifers develop to their full potential,” says Davis.

“These strategies mentioned above have helped the SMS Replacement Heifer Program be successful and provide a reliable source of replacement heifers for over 25 years,” says Davis. Furthermore, it helps Missouri cattle operations add value through the sale of bred replacement heifers.

USDA Announces Plan to Address Rural Veterinary Shortage

by Andrea Bedford, Bovine Veterinarian

Recently, Secretary of Agriculture Brooke Rollins announced the Rural Veterinary Shortage Action Plan that will expand the support available for rural veterinarians. “Rural veterinarians are vital for the agricultural economy in the United States. Our farmers and ranchers rely on these critical services to prevent the transmission of animal disease, protect our food supply, and support America’s rural economy,” said Rollins during a press conference at Mississippi State University’s College of Veterinary Medicine. “As the number of rural food animal veterinarians continues to decline, USDA is putting farmers first to ensure we build back our first line of defense in our animal food production system: the rural veterinarian.”

Veterinarian Shortage

According to the AVMA, the number of companion animal veterinarians has increased by 22% over the past decade; however, the number of mixed animal and food animal veterinarians has decreased by 15%. Meanwhile, the national cattle inventory was only down 2.5 million head, or approximately 1%, in January 2025 compared with January 2015, as reported by the USDA’s National Agriculture Statistics Service. USDA has designated at least one rural area in nearly every state as having unmet veterinary needs.

Recent efforts to increase the number of rural veterinarians have included state and federal repayment programs, as well as program development at veterinary colleges to attract students. While these programs have been generally successful, they were not intended to comprehensively address the lack of veterinarians in rural areas.

Plan Details

The Rural Veterinary Shortage Action Plan encompasses five actions to address the challenge of the growing veterinarian shortage.

1. Enhance and streamline veterinary grant programs. The USDA will be making changes to the Veterinary Medicine Loan Repayment Program and the Veterinary Services Grant Program to streamline applications and increase funding.
2. Analyze rural veterinary shortages to better understand the need. For improved federal and state policy decisions, data on the scope of the rural veterinary shortage will be collected and analyzed by the USDA Economic Research Service.
3. Recruit and retain USDA veterinarians. The USDA will explore special pay rates, increased tuition reimbursements, and recruitment bonuses for federal veterinarians. They hope to make federal service more attractive and create a direct pipeline into public service for veterinarians.
4. Catalog federal resources available to veterinarians for starting a practice. As opening a veterinary clinic in a rural area can be cost prohibitive, the USDA will catalog relevant programs (including rural development programs) to better inform veterinary schools and graduates.
5. Work with and listen to stakeholders, including veterinary schools, to understand the barriers to entry and increase recruitment from rural areas. Very few veterinary students come from rural backgrounds or express interest in production animal practice. Next month, the USDA will hold listening sessions with stakeholders to determine what additional actions can be taken to stimulate interest in rural veterinary practice.

Through this action plan, USDA hopes to address the rural veterinarian shortage, thus strengthening the ability to deal with animal health threats, foodborne illnesses, and complex trade barriers, as well as protecting the safety of the US food supply chain.

Three Steps to Prepare for Winter Feeding of Livestock

University of Missouri Extension

Now is a good time to review winter feeding plans, according to University of Missouri Extension livestock specialist Eric Meusch. “Forage growth has come to an end, so making sure producers have what they need to feed their livestock though the winter is important,” Meusch said. “These three basic steps and a sharp pencil can help them determine if they are ready for winter.”

1. Determine animal needs

Knowing how much feed you will need to get to spring green-up is the first step. Cows will eat about 3% of their body weight in dry matter each day. Dry cows will consume a little less. Lactating cows, growing calves, sheep, goats, and horses will eat a little more.

CONTINUED ON PAGE 50



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RFS CREDENTIALS L49 30 SONS SELL.



BSUM SUMMIT 303L 15 SONS SELL.



BRIDLE BIT BLACKOUT K249 12 SONS SELL.



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This means that a 1,000-pound cow would need about 30 pounds of dry matter intake a day.

If hay being fed is 85% dry matter, the cow would need 35 pounds of the hay to meet the 30-pound dry matter intake requirement. In this scenario, 50 cows would need 1,750 pounds of hay a day. If those 50 cows average 1,300 pounds, rather than 1,000 pounds, they will need about 2,300 pounds of hay a day.

"If we are going to feed those 50 1,300-pound cows hay from January 1 until April 10 (99 days), they would consume almost 114 tons of hay. The key word being 'consume,'" said Meusch. Handling, storing and feeding hay can lead to considerable waste. "If we assume a total rate of waste to be 20%, we need to have 137 tons of hay on hand to meet our needs."

With some minor adjustments, these calculations can be made for any type, class, size, or number of livestock, he said. Whether it is one horse, 50 cows, or 150 sheep, it is important to think through what your animals will need to consume over the winter to make sure there is enough feed on hand.

2. Assess forage inventory

When you have a good estimate of your animals' needs, the next step is to take stock of how much forage (pasture, hay, etc.) you have. Evaluate your pastures and

determine how much grazing you can do before you will need to feed hay. The more days you can spend grazing, the fewer days you will need to feed hay.

Hay bales don't come in standard weights, so it is important to determine how much the hay bales weigh. Bale weights vary even if they are the same size. Depending on the density, a 4-by-5-foot round bale might weigh anywhere from 750 to 950 pounds, which is a difference of more than 20%. In our example, 137 tons would require 365 750-pound bales but only 288 950-pound bales.

3. Project needs for supplements

In this part of the country, stockpiled fescue pasture can make excellent winter feed, Meusch said. If cattle on pasture can meet their daily intake requirements (the pasture is not less than four inches in height), the nutritional quality will usually meet their needs. But hay can vary greatly in nutritional quality, and it's important to supplement any nutrients the hay is lacking.

This can be done by testing the hay and developing a supplemental ration to fill in the gaps. Mixed grass hay in Missouri often tests sufficient for crude protein but insufficient in total digestible nutrients (TDN, the measure for energy). If the cows in our example are fall-calving cows with young calves, they need a diet

CONTINUED ON PAGE 54

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JC406M

5/8 SM 3/8 AN REDHILL COUNTRYMAN 81J DAUGHTER
Sells bred to RFS TRAVELER.

CE	BW	WW	YW	MILK	STAY	MARB	RE	\$API	\$TI
16	-2.0	81	133	31	18	0.80	0.99	176	99



JC473M

1/4 SM 3/4 AN CLRS HERITAGE 5050J DAUGHTER
Sells bred to RFS TRAVELER.

CE	BW	WW	YW	MILK	STAY	MARB	RE	\$API	\$TI
10	1.1	89	144	28	16	0.75	0.98	155	95



JC467M

3/4 SM 1/4 AN GIBBS 9121G KENWORTH DAUGHTER
Sells bred to JC MINUTE MAN.

CE	BW	WW	YW	MILK	STAY	MARB	RE	\$API	\$TI
13	0.7	94	153	25	15	0.64	0.78	157	98



JC443M

5/8 SM 3/8 AN GIBBS 9121G KENWORTH DAUGHTER
Sells bred to JC MINUTE MAN.

CE	BW	WW	YW	MILK	STAY	MARB	RE	\$API	\$TI
18	-3.1	74	129	25	16	0.79	0.65	172	95



JC432M

PB SM HSF CARDINAL 133G DAUGHTER
Sells bred to ADV HILGER ONE.

CE	BW	WW	YW	MILK	STAY	MARB	RE	\$API	\$TI
13	0.5	94	145	32	15	0.34	1.16	153	96



JC482M

5/8 SM 3/8 AN C-3 NEXT UP NS B220 J939 DAUGHTER
Sells bred to RFS TRAVELER.

CE	BW	WW	YW	MILK	STAY	MARB	RE	\$API	\$TI
15	-1.4	85	130	30	22	0.75	0.57	178	98



- bred to calve January - April
- sell as individuals or in small groups
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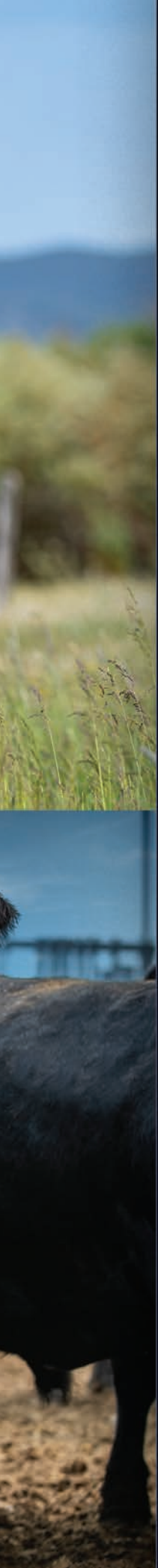
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^aUSMARC, Zimmerman, M., et al., "Breed and heterotic effects for mature weight in beef cattle," *J. of Anim. Sci.*, Vol. 99, 2021. Adjusted for sire sampling, Angus was the heaviest at maturity among the 16 breeds evaluated. Solutions are deviations 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. ^bEffect 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.

that is more than 60% TDN. If our hay is 55% TDN, we would need to provide a higher-energy supplement to make up for what the hay is lacking. “Hopefully, following these basic steps can help you determine how well you have planned for feeding your livestock this winter,” said Meusch.

Livestock prices have been high, but it’s still important for producers to control their winter feed. If you find you don’t have enough hay on hand to get through the winter, it’s much cheaper and easier to buy now than it will be in late winter. Another option is to sell livestock so your animals’ needs better match your feeding budget.

In the end, one of the best ways to control winter feeding costs is through better pasture and grazing management, Meusch said. The more days animals graze, the more producers can reduce the need for hay and supplements.

Texas A&M Researchers Study Diet’s Impact on *Salmonella* Prevalence in Cattle

by Megan Bennett, Texas A&M University College of Veterinary Medicine and Biomedical Sciences

Salmonella is one of the leading causes of foodborne illnesses in the United States, according to the Centers for Disease Control and Prevention, and can spread to people from a variety of foods, including beef. Understanding how and why cattle become infected with *Salmonella* is an important part of fighting this major public health concern.

Researchers at the Texas A&M College of Veterinary Medicine and Biomedical Sciences (VMBS) are addressing this problem from a new angle by studying how diet and feeding schedules impact *Salmonella* infections in cattle.

Their recent study, published in the American Society for Microbiology’s Microbiology Spectrum journal, found that high-starch diets can potentially lower *Salmonella* prevalence in cattle, especially within the lymph nodes — organs that are often embedded in fat trims included in ground beef products.

“Lymph nodes may be present in fat trimmings that are used to balance lean-to-fat ratios in ground beef products,” said Yesica Botero, a fourth-year biomedical sciences PhD student. “This is a food safety concern because *Salmonella* can hide inside lymph nodes, where surface cleaning or treatments do not reach. As a result, it can still be present in ground beef.”

Feedyard cattle are typically fed a high-energy, grain-based diet designed to promote rapid growth and efficient weight gain. Understanding the role that a high-starch diet potentially plays in reducing *Salmonella* prevalence could have major impacts on the beef cattle industry, providing ranchers with new options for controlling the spread of bacteria within their herds.

Taking a New Approach

The Texas A&M project was designed to study feedlot cattle that Dr. Kendall Samuelson, from West Texas A&M University, was examining in a separate project to see whether high-starch diets and feeding schedules impact liver abscess formation.

“We aimed to understand the factors that contribute to the presence and distribution of *Salmonella* in feedlot cattle,” said Dr. Gizem Levent, a VMBS assistant professor in the Department of Veterinary Integrative Biosciences. “There aren’t many studies focusing on understanding how diet and management changes impact *Salmonella*.”

Botero and Levent took samples of feces, hides, lymph nodes, and soil from Samuelson’s cattle pens over a period of more than seven months. They found that while there was little difference in *Salmonella* populations between cattle with scheduled versus erratic feedings, the level of starch in the diet made a notable impact.

“We saw a reduction in *Salmonella*, especially in the lymph nodes, when cattle were fed a high-starch diet,” Botero said. “High-starch diets typically cause a lower pH in the rumen, which may be what reduces *Salmonella* prevalence in the gastrointestinal tract and, subsequently, in lymph nodes.

“Findings from Dr. Samuelson’s original study suggested that high-starch diets may also correlate with a higher incidence of liver abscesses,” she said. “This is something we would like to explore further in upcoming studies by testing different starch concentrations in the diet to find one that does not harm cattle health — such as by increasing the risk of liver abscesses — but still helps lower *Salmonella* levels.”

Continuing the Investigation

In addition to studying how different levels of starch impact liver abscesses and *Salmonella*, Levent and Botero are planning to dive even deeper into the data to study the specific serotypes, or genetic profiles of *Salmonella*, observed in their samples.

“We want to do a follow-up study with more in-depth analysis of the dynamics of the *Salmonella* population,” Botero said. “By looking at the genetic profiles, we can better understand which serotypes are present, how they might respond to antibiotics, and whether they carry genes that make them more likely to survive or spread in the environment.”

Fortunately, what they have seen so far from the feedlot samples does not indicate a high presence of *Salmonella* or serotypes resistant to antibiotics. “The overall *Salmonella* population found was not resistant to antibiotics of public health concern, which is good news for public health,” Levent said. “But we will definitely keep screening for resistance so that we can better understand what makes resistant populations exist in the environment.”

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KSU Bald Eagle 53G

By Hook's Eagle 6E

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



CLRS Guardian 317G

By Hook's Beacon

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



Gibbs Culmination 2411K

By LBRS Gene205

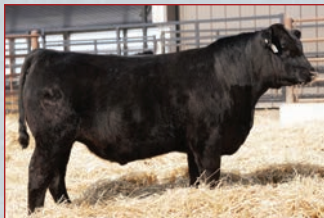
EPD: CE: 15 \$API: 205 \$TI: 121



KBHR Revolution H071

By HHS Mr 847D

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



KBHR Keynote K229

By CLRS Guardian

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



OMF Rest Assured J18

By OMF Epic E27

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



TERS Kodiak 206K

By Gibbs Essential

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



HLTS/CLRWTR Ahead of Time K1

By ES Right Time FA 110-4

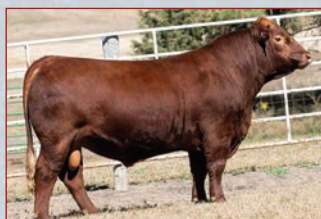
EPD: CE: 17 \$API: 163 \$TI: 92



CLRWTR Clear Advantage H4G

By LLSF Vantage Point F398

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



Bar CK Red Empire 9153G

By IR Imperial

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



KBHR Charger K102

By Mr SR Red October

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

% BULLS



HA Magnifique 72L

By Hook's Galileo 210G

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



Schooley Krown 28K

By KBHR Revolution H071

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



LLSF Vantage Point F398

By CCR Anchor 9071B

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



W/C Style 69E

By Style 9303

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



Reckoning 711F

By W/C Relentless 32C

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



W/C Fort Knox 609F

By W/C Bankroll 811D

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



LTS Succession 29J

By W/C Relentless 32C

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



WHF/JS/CSS Woodford J001

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



CLRS Jet Black 706J

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Harkers Medicine Man 0105L

By SO Remedy

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



TSN Architect J618

by GAR Home Town

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



Hook's Galileo 210G

By Bridle Bit Eclipse

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

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GCC Night Owl 3104L
By Rocking P Private Stock H010
EPD: CE: 19 \$API: 170 \$TI: 89



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



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



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



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



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

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I Reckon 043J
By Reckoning 711F
EPD: CE: 9 \$API: 123 \$TI: 75

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JWC Western Feel 354M
By OMF Journeyman
EPD: CE: 9 \$API: 122 \$TI: 77



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



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



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



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

PROVEN



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



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



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



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



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



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



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



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



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



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



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

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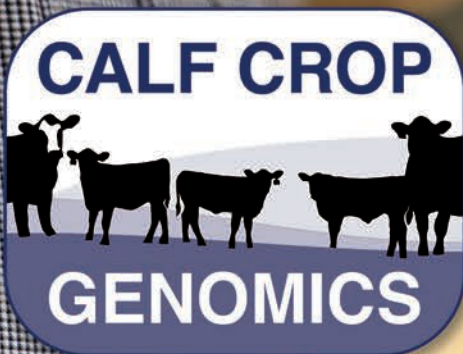
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15	128	0.68	0.68	174	95



M903 ASA# 4477830 1/4 SM 3/16 BR 9/16 AN
DCF 10 CROSSFIT 1211H son

CE	YW	MARB	RE	SAPI	STI
16	122	0.28	0.52	119	79



M410 ASA# 4480522 1/2 SM 1/2 AN
HOOK `S GALILEO 210G son

CE	YW	MARB	RE	SAPI	STI
20	134	0.97	0.69	196	105



M807 ASA# 4420737 1/2 SM 1/2 AN
CCR FIRE POWER 8081J son

CE	YW	MARB	RE	SAPI	STI
9	145	0.85	0.82	154	95



M953 ASA# 4489131 PB SM
GIBBS 9114G ESSENTIAL son

CE	YW	MARB	RE	SAPI	STI
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National Western Stock Show

January 2026

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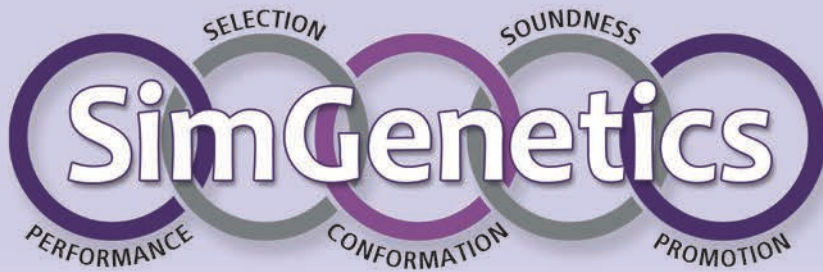
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2025 North American International Livestock Exposition
2026 Cattlemen's Congress
2026 National Western Stock Show
2026 Fort Worth Stock Show
2026 Dixie National Livestock Show

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- ◆ Percentage Simbrah Female and Bull of the Year
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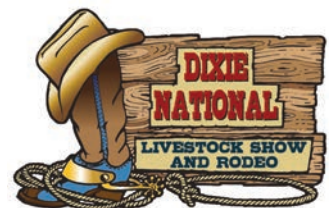
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If fewer than three shows recognize a breed division, that division will be excluded.*

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- ◆ Exhibitors must be active members in good standing with the American Simmental Association
- ◆ Animals and their exhibitors must abide by the rules of the show(s) in which they participate
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Additional information

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API 174, TI 92



JRA 412M • ASA#4442894
KBHR Revolution H071 X CLRS Guardian 317G
API 166, TI 102



JRA 512N • ASA#4541923
LCDR Anthem 33K X CLRS Guardian 317G
API 167, TI 100



JRA 113J • ASA#3911680
Hook's Full Figures 11F X Welshs Dew It Right 067T
API 160, TI 94



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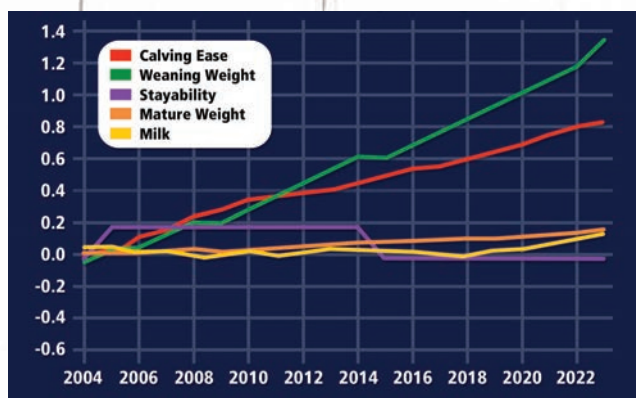
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Maternal Trait Genetic Trends

Purebred Simmental in past 20 years



Simmental genetics bring calving ease, early growth, and cow longevity while keeping feed costs at a minimum.

Breed	Mature Cow Wt.
Hereford	1,419
Angus	1,410
Red Angus	1,409
Simmental	1,404

Source: USDA MARC

\$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		2 # Females per year		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.

MORE MEANS MORE

More carcass weight, live weight, muscle and marbling. More **profit**.

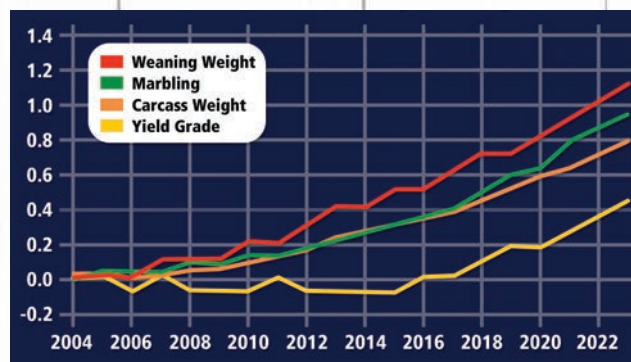
Simmental calves reliably perform in the feedyard – with better growth, better structure and fewer health problems. Simmental cattle add pounds without sacrificing marbling.

Backed by the most comprehensive beef cattle genetic database, the **American Simmental Association** offers commercial producers more selection and marketing tools than any other breed association.

All to strengthen your bottom line.

Terminal Trait Genetic Trends

Purebred Simmental in past 20 years



\$Terminal Index (\$TI)

predicts profitability when all calves are harvested.

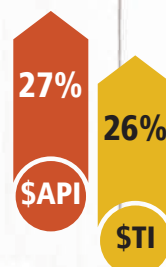
Trait	Simmental rank compared to other Continental breeds
Marbling	First
Carcass Weight	Second
Back Fat	Second
Post Weaning Gain	First

Source: USDA MARC

Simmental cattle bring marbling and growth without too much fat. Simmental genetics perfectly complement British strengths and weaknesses for an ideal carcass.

Did You Know?

◆ According to the National Association of Animal Breeders, Simmental ranks second for semen sales compared to all other beef breeds, and in recent years, the percentage of semen sold in the US from Simmental bulls has grown by 35%.



◆ \$API increased 27% and \$TI increased 26% in the last 20 years. This translates to an average increased profit of \$3,375 per bull when used to sire replacement heifers and harvesting remaining calves or \$2,000 when all calves are harvested.

After 20 years of raising Simmental seedstock, we look forward to welcoming you to the ranch for our first Female Sale. The offering will feature a cross section of the cow herd, from several of our leading donor females, highly proven producers, front-end bred heifers and the option to choose from the most promising open heifer calves we raised in 2025! You will truly have the opportunity to buy from the heart of the herd!

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Nebraska continued on page 76

State Marketplace

Nebraska cont.

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OCTOBER

31 31st Annual Hokie Harvest Sale — Blacksburg, VA

NOVEMBER

- 1 Cason Pride & Joy Elite Female Sale — Russell, IA
- 1 Irvine Ranch's Annual Production Sale — Manhattan, KS
- 2 Triangle J Ranch's Female Sale — Miller, NE (pg. 76)
- 5 River Creek Farms' Fall Bull and Female Sale — Manhattan, KS (pg. 5)
- 7 Table Rock Simmentals' 2nd Annual Production Sale — Ririe, ID
- 8 Gibbs Farms' 20th Annual Bull & Replacement Female Sale —
Ranburne, AL (pg. 87)
- 8 MSA Fall Harvest Sale — Springfield, MO
- 13 Bickel Brothers' Simmentals' Feeder Calf Sale — Mobridge, SD
- 14-16 Boyle Ranch's Red, White and Beautiful Fleckvieh Female Sale —
www.auctions.boylerranchfleckvieh.com (pg. 86)
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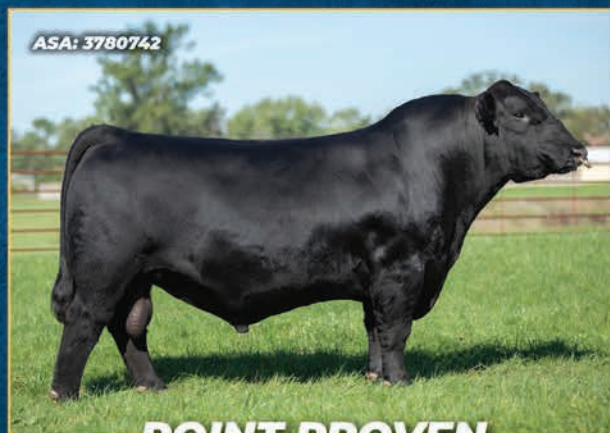
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ST

Ad Sales Staff

**For All Your
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Nancy Chesterfield
406-587-2778
nchesterfield@simmgene.com



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

Subscriptions

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ASA PUBLICATION, INC.

One Genetics Way
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406-587-2778
register@simmgene.com

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A photograph of a herd of cattle being driven through a corral by cowboys at sunset. The scene is backlit by the setting sun, creating a warm, golden glow. In the foreground, three black and white cattle are prominent, with yellow ear tags. In the background, four cowboys on horseback are visible, guiding the herd through a series of metal frames. The overall mood is one of traditional ranch life and heritage.

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17	99	160	16	0.76	0.99	178	108



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4351M ASA 4438443 1/2 SM 1/2 AN

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CE	WW	YW	STAY	MARB	RE	SAPI	STI
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3204L ASA 4284215 1/2 SM 1/2 AN

KBHR HOMELANDER J071 x GIBBS 9121G KENWORTH

CE	WW	YW	STAY	MARB	RE	SAPI	STI
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4435M ASA 4438509 5/8 SM 3/8 AN

SCHOOLEY HAGGARD A411H x CLRS HOMELAND 327H

CE	WW	YW	STAY	MARB	RE	SAPI	STI
17	91	142	20	1.18	0.73	201	112



4088M ASA 4437971 PB SM

KBHR SCREENSHOT K167 x GIBBS 9114G ESSENTIAL

CE	WW	YW	STAY	MARB	RE	SAPI	STI
12	110	178	19	0.52	1.26	175	109

Sells open.



3143L ASA 4284233 1/2 SM 1/2 AN

GIBBS KINGPIN 1140J x RC XCEED 063D

CE	WW	YW	STAY	MARB	RE	SAPI	STI
13	73	121	18	0.87	0.22	171	95

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4013M ASA 4438511 1/2 SM 1/2 AN

CCR BEDROCK 5171J x BRIDLE BIT ECLIPSE E744

CE	WW	YW	STAY	MARB	RE	SAPI	STI
17	98	162	16	0.96	0.45	185	110



4248M ASA 4438492 3/4 SM 1/4 AN

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CE	WW	YW	STAY	MARB	RE	SAPI	STI
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3%	2%	75%	65%	60%	2%	25%	50%	15%	75%	50%	50%	15%	85%	15%	5%	20%

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