

Volume 25 • Number 5

Late Fall 2017

SIMTALK

Linking SimGenetics to Commercial Cattle

In This Issue:

Body Condition Scoring

CHR Frequently Asked Questions

Searching for Environmental Adaptation

SimAngus™ Survive and Thrive

**Performance Advocate
Program Completes Eighth Year**

See page 8

www.simmental.org



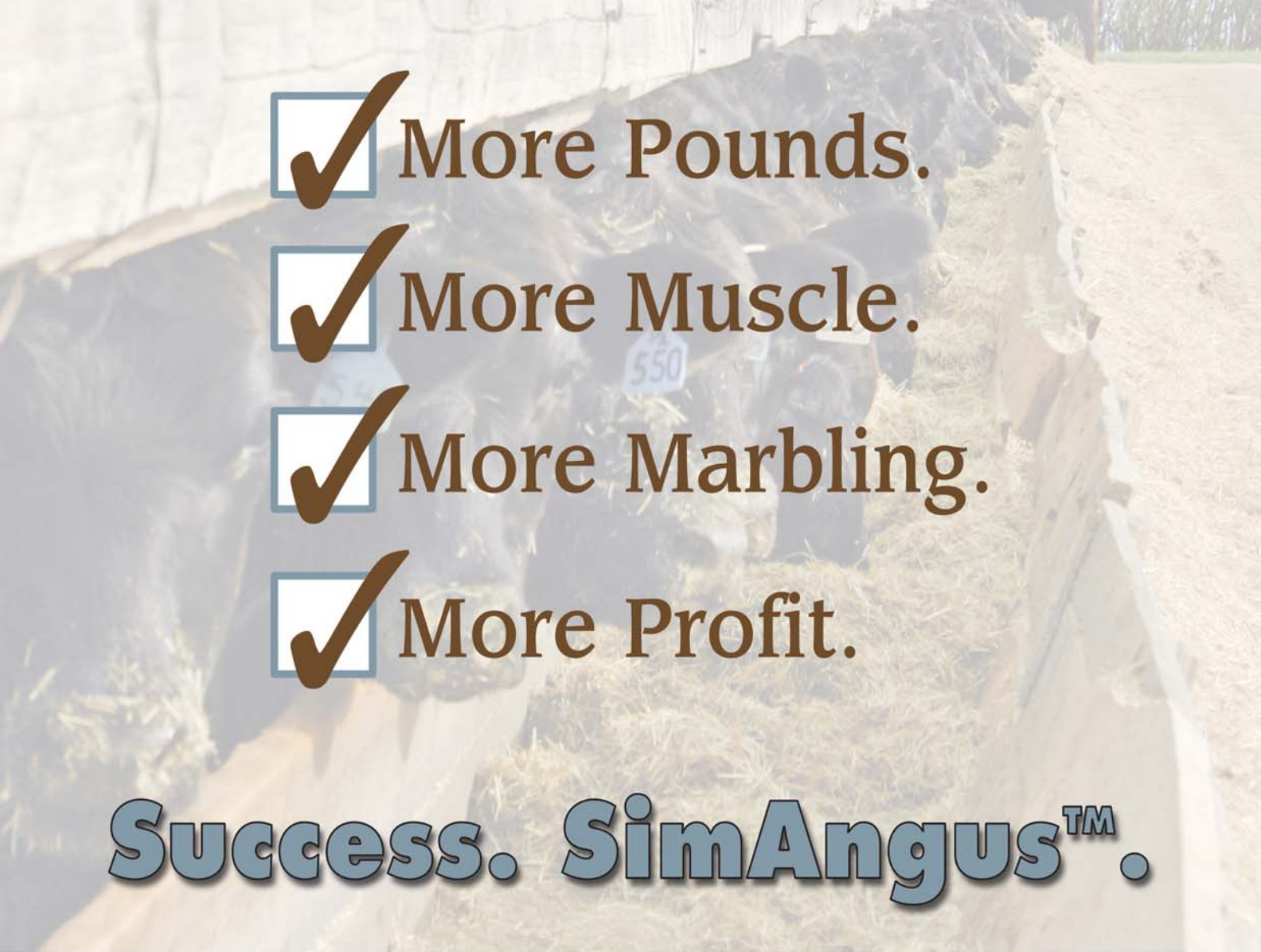
PSRST STD
U.S. POSTAGE
PAID
Lebanon Junction, KY 40180
Permit #4

SIM TALK
c/o the Register
One Genetics Way
Bozeman, MT 59718 USA
Printed in USA

ASA Performance



Advocate

- 
- ✓ More Pounds.
 - ✓ More Muscle.
 - ✓ More Marbling.
 - ✓ More Profit.

Success. SimAngus™.

"To really see premium value at a good cost of gain, animal genetics need to have potential for both muscle and marbling. Simmental and Simmental-crossed cattle really fit the bill."

Tracy Brunner
Cow Camp Feedyard

"A large percentage of the cattle we feed have Simmental influence. Simmental has what a lot of cows need — more carcass weight, more live weight, more ribeye area, and still keeps the marbling intact."

Tom Williams
Chappell Feedlot

Trait	Simmental Rank vs. Major Continental Breeds	Angus/Red Angus Rank vs. Major British Breeds
Marbling Score	First	Second
Carcass Weight	First	First
Weight Gain Feed Efficiency	First	Second
Weaning Weight	Second	First
Post Weaning Gain	Second	Second

Across-Breed EPD Table, GPE Rep. 22, MARC, USDA

 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association
www.simmental.org

 **IGS** International
Genetic Solutions
beef@internationalgeneticsolutions.com
www.internationalgeneticsolutions.com



D306

ASA: 3107218

API: 165

TI: 88

BULL SALE MARIANNA, FL

DECEMBER 9TH, 2017

11:00 CST LUNCH

12:00 CST AUCTION

SOUTHERN CATTLE COMPANY

4226 Highway 231

Marianna, FL 32446

Ken Stewart, General Manager

601-528-4029

www.southerncattlecompany.com



**REQUEST YOUR
CATALOG TODAY!**

850-352-2020

info@southerncattlecompany.com

CATTLE

SOUTHERN

COMPANY

BUILT FOR THE HEAT. PRIZED FOR THE MEAT.

See our remarkable age-advantaged 18+ month old bulls. They are conditioned in the southeast to be heat tolerant. We offer Angus, SimAngus™, Brangus, Charolais, and Hereford bulls.



**Selling 150+ Bulls and Additional
Commercial 2nd Calf Heifers!**

f /SOUTHERNCATTLECOMPANY

ALLIED
GENETIC RESOURCES
MARTY ROPP 406-581-7835

The Next Generation of GREATNESS

We can't wait to see their calves as we are confident greatness is on its way. Both of these bulls were bred in the Smith Genetics program and are polled 3/4 Simmentals x 1/4 Brahman. They are backed by proven pedigrees and carry exceptional EPD data.



SMITH SECRET TO SUCCESS

Sired by Smith McCrary Fireball and out of our Awesome N Black Cow, a Desperado daughter. Ranks in the top 3% of the breed for API and 5% for TI. Thank you to Reavis Farms for purchasing a one-tenth semen interest in Secret to Success.



SMITH JUST BECAUSE

Sired by Smith Stout N Black and out of our Just A Diva Cow, a Satisfies daughter. Ranks in the top 3% of the breed for API and 5% for TI. Thank you to McCrary Farms, 7N Ranch, Johnson Cattle Co. and Temperance Livestock for each purchasing a one-tenth semen interest in Just Because.

We have Simmental and Simbrah bulls for sale - RED AND BLACK.



Tim Smith, Joel Isgrig & Haley Smith
P.O. Box 330, Giddings, TX 78942
512-587-7896 • smithgenetics1@gmail.com

SimTALK

VOLUME 25 - NO. 5
Linking SimGenetics to Commercial Cattle

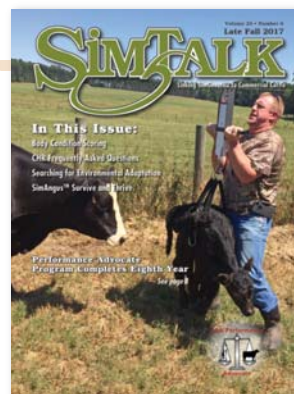
Table Of Contents

IN THIS ISSUE

- 8 Performance Advocate Program Enters Eighth Year
By Emme Troendle
- 20 SimAngus™ Survive and Thrive in Nevada's High Desert
By Kindra Gordon
- 28 Searching for Environmental Adaptation in Beef Cattle
By Jered Decker and Troy Rowan
- 32 Cow Herd DNA Roundup FAQ
By Jackie Atkins, Ph.D., and Leoma Wells
- 36 Body Condition Scoring Beef Cows
By multiple Virginia Tech authors

DEPARTMENTS

- 6 From the Director of Education
- 54 Industry Update
- 76 Rates & Policies
- 78 Calendar of Events
- 82 Ad Index



About the cover:

Accurate performance records are the engine that drives ASA's cattle evaluation program. Here, Wes Pope of Callaway Farms, Hogansville, GA, starts the process by weighing a new calf.

Join us for the 15th Annual

PICK OF THE PEN BULL SALE

April 7, 2018 • 1:00 p.m.

Blacksburg, VA



MCDONALD FARMS

2070 Walnut Spring Rd.
Blacksburg, VA 24060
540-230-6225
540-552-2520
info@mcdonaldfarms.com
www.mcdonaldfarms.com

**15 coming 2-year-old bulls
available private treaty
at the farm now.**

SimAngus™ Headliners

BOULDER

29SM0472



CCR BOULDER 1339A ASA 2880390
HOOVER DAM x TRIPLE C L. TAYLOR

Muscle and Maternal

- ✓ Top 1% of the breed for calving ease, birth weight, API, maternal, and red meat shape
- ✓ Moderate framed, big ribbed, deep flanked stud with loads of muscle
- ✓ Progeny proven – they calve easy and display his good looks – you will love them at weaning
- ✓ Use to moderate frame, add flesh and muscle in one generation
- ✓ DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN

TRAIT
EPD
ACC

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+20.9	-4.6	+58.6	+95.9	+23	+10.9	+25.6	+54.9	+14.2	+14.1	+20.6	-.44	+.78	-.043	+1.17	-.45	\$181	\$88
.67	.80	.72	.65	.65	.29	.30	.40	.31	.16	.51	.33	.41	.36	.33	.16		

DNA tested DLF, Homozygous Black, Homozygous Polled

FALL 2017 TOP 35%

PAY DIRT

29SM0480



CCR PAY DIRT 2340C ASA 3112013
BASIN PAYWEIGHT 1682 x TRIPLE C SINGLETARY S3H

We Have Hit Pay Dirt

- ✓ Arguably the best PAYWEIGHT 1682 son in the beef business
- ✓ Our easy pick as the best prospect in a superb draft at the Cow Camp spring 2017 sale
- ✓ Ranks in the top 1% of the breed for pounds on the ground, on the rail, and total end product - one of only four Simmental bulls in the breed with that claim
- ✓ Perfect blend of growth, power, and end product with the tremendous body, muscle and fleshing ability
- ✓ DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN

TRAIT
EPD
ACC

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+11.2	+0.4	+84.2	+141.6	+36	+11.1	+28.0	+70.0	+3.0	+11.6	+55.0	+0.05	+.90	+.057	+.84		\$145	\$95
.28	.44	.39	.43	.43	.19	.22	.27	.23	.04	.35	.25	.38	.22	.30			

DNA tested NHF, DDF, DLF, Homozygous Black, Homozygous Polled

FALL 2017 TOP 35%

Contact your local ABS rep or call **1-800-ABS-STUD**
to add these headline sires to your herd today!

ABSBEEF.COM | 1.800.ABS.STUD



Golden Dawn Yuma 255Z



In the last 60 days
we have sent bulls to:
Alberta, Arkansas, Idaho,
Minnesota, South Dakota
and Texas.

We would like to add
you to our list of
satisfied customers!

We sell bulls every month of the
year. 90% of our bulls sell from
\$3,500-5,000.

STANLEY MARTINS FARMS

141 Hwy 18 • Postville, IA 52162
563-419-2444 (c) • 563-864-7305 (h)

Please Google
stanleymartinsfarms
for more information.



Published By ASA Publication, Inc.
One Genetics Way Bozeman, Montana 59718 USA
406-587-2778 Fax: 406-587-9301
register@simmgene.com

CEO Wade Shafer, Ph.D. *	Business Manager Linda Kesler *	General Manager Jim Largess
Editorial Jackie Atkins, Ph.D. *	Art Director Cynthia Conner	Sales Manager Nancy Chesterfield *
Lilly Brogger *	Design/Production Joel Coleman	Advertising & Editorial Assistant Rebecca Price
Emme Troendle *	Accounts Receivable Carla Stephens *	
Editorial Consultant Dan Rieder		

* Staff with crossover responsibility for ASA and ASA Publication, Inc.

ASA Publication, Inc., Board	
Chairman Tim Smith	Brian DeFreese
Vice-Chairman Barry Wesner	Gordon Hodges Fred Schuetze
Executive Secretary-Treasurer Wade Shafer, Ph.D.	

American Simmental Association

One Genetics Way, Bozeman, Montana 59718 USA
406-587-4531 FAX: 406-587-9301

Canada Publications Agreement Number: 1875191

BOARD OF TRUSTEES Executive Committee

Brian DeFreese, **Chairman** Tim Smith, **Vice Chairman**
Fred Schuetze, **Treasurer** Gordon Hodges Barry Wesner
Wade Shafer, Ph.D., **Executive Vice President**
Dale Miller: **Immediate Past Chairman**

North Central Area:

Claye Kaelberer (2018)
4215 County Road 85
New Salem, ND 58563 701.220.3124
kaelbererranch@outlook.com

John G. Irvine (2019)
9089 Highway 13
Manhattan, KS 66502 785.313.7473
johngirvine@sbcglobal.net

Steve Eichacker (2020)
25446 445th Ave
Salem, SD 57058 605.421.1152
es@triotel.net

Erika Kenner (2020)
440 6th Avenue SE
Leeds, NC 58346 406.581.1188
erika.kenner@gmail.com

Eastern Area:

Brian DeFreese (2018)
7643 St Rd 25 S
West Point, IN 47992 765.491.7421
bdefrees@purdue.edu

Barry Wesner (2018)
1821 W 700 S
Chalmers, IN 47929 219.863.4744
wesnerlivestock@yahoo.com

Gordon Hodges (2020)
1025 Pineview Farms Drive
Hamptonville, NC 27020 336.469.0489
pvfghodges@yadtel.net

Randy Moody (2020)
811 Frank Hereford
New Market, AL 35761 256.655.5255
randymood@ardmore.net

Western Area:

Michael Forman (2018)
2451 Number 81 Road
Ellensburg, WA 98926 509.929.0312
mforman7777@gmail.com

Tim Curran (2019)
1000 Cook Road
Ione, CA 95640 209.765.1815
circleranch@volcano.net

Clay Lassel (2019)
42 Road 245
Glendive, MT 59330 406.939.1348
lrsbeef@midrivers.com

Tom Nelson (2020)
5831 Hwy 7
Wibaux, MT 59353 406.939.1252
nlcsim@midrivers.com

South Central Area:

Fred Schuetze (2018)
PO Box 968
Granbury, TX 76048 817.894.0563
bhr@speednet.com

Jon Willis (2018)
2876 Simmental Lane
Marietta, OK 73448 580.276.4884
jonwillis99@yahoo.com

Tim Smith (2019)
PO Box 330
Giddings, TX 78942 512.587.7896
smithgenetics1@gmail.com

Dr. Gary W. Updyke (2020)
107030 S. 4250 Road
Checotah, OK 74426 918.843.3193
garyupdyke38@gmail.com

VARIETY IS THE

SPICE OF LIFE



7SM93 KOCH BIG TIMBER 685D 3133113 // Purebred SM
Yellowstone x Lucky Boy // Homo. Black / Homo. Polled

- One of the elite purebred bulls to enter A.I. this year
 - Exciting genetics with improvements for every aspect of the business
 - Offers a combination of elite performance and attractive phenotype
- CE: 17.6 BW: -1.3 WW: 71.0 YW: 101.8 Milk: 22.6 API: 174.2 TI: 87.5
From Koch Cattle, MT; Triangle J Ranch, NE and Gibbs Farms, AL



7SM94 CCR PAYWEIGHT 0327C 3111910 // 1/2 SM 1/2 AN
Payweight 1682 x In Dew Time // Homo. Black / Homo. Polled

- Massive Basin Payweight 1682 son out of the dam of CCR Cowboy Cut
 - Incredible rib dimension with a big foot and loads of capacity
 - Displays 'wow-factor' volume with superbly-balanced EPD projections
- CE: 15.6 BW: -1.2 WW: 70.7 YW: 106.4 Milk: 25.7 API: 156.6 TI: 83.8
From Cow Camp Ranch and River Creek Farms, KS



7SM92 WS RED MOON D76 3115609 // Purebred SM
Executive Order x Mr Moon Shine // Red / Homo. Polled

- Red outcross sire with a superior EPD profile
 - His dam has been a top producer for the Wilkinson program
 - Just like his name implies, RED MOON offers genetics that don't come along often
- CE: 14.1 BW: -0.7 WW: 66.9 YW: 99.3 Milk: 23.4 API: 140.4 TI: 79.2
From Wilkinson Simmentals, ND and Schnabel Ranch, SD



7SM95 GLS DECLARATION D611 3184099 // PB SM
Executive Order x Uprising // Hetero. Black / Homo. Polled

- Incredible performance combined with incredible phenotype
 - Moderate for size and made about as good as you can make one
 - Combines cow power with growth and muscle and does it with style!
- CE: 10.7 BW: 0.3 WW: 77.9 YW: 122.0 Milk: 20.1 API: 136.2 TI: 85.3
From Grass Lunning Simmental and Brant Farms, MN

These bulls offer genetics to fit any taste!

YOUR SUCCESS *Our Passion.*

Phone: (614) 873-4683 ♦ www.selectsiresbeef.com

™Proof Positive is a trademark of Select Sires Inc.



Conception. Calving Ease. Carcass. Cows.

FROM THE DIRECTOR OF SCIENCE & EDUCATION

By Jackie Atkins, Ph.D.



My head is still spinning from the wonderful Fall Focus held recently in Bismarck, ND. We had over 200 attendees and several days jam-packed with topics as far reaching as improving efficiencies in the beef industry (a broad stroke glimpse of the US and global beef production) to very specific talks on genetics and animal breeding. We learned from

Mitch Abrahamsen, Ph.D., how the poultry industry made quick genetic progress and gains in efficiency by using animal breeding and genetic tools. Dr. Abrahamsen, boiled genetics and genomics down to very easy-to-understand principles. Abrahamsen shared his philosophy on easy and hard tasks in life. He stated some things are easy to understand and hard to do. For instance, losing weight is a simple formula — eat fewer calories than you burn in a day and you will lose weight. A very simple concept and yet hard to do. It takes work and commitment to develop sustainable habits of exercising and eating healthy. On the flip side, the mechanics of how your car works can be complicated to understand in detail; however, you can hop in, start the engine, throw it into drive, and away you go.

Using a selection index is easy to do. It may be hard to comprehend all the calculations that go into the index, but comparing sires for profitability is easy with an index. Sires with higher indexes will have more profitable calves than sires with lower indexes. That is a simple comparison to make. The same can be said for using genomic information. The best way to use genomic tests are to incorporate the genomics into EPDs. Using a genomic enhanced EPD is the exact same as using an EPD without genomics. The only difference is the genomic enhanced EPD will have more information in the prediction and thus the EPD will be more accurate than if the genomics weren't included. Again, including genomics into the predictions is a complicated process but a very easy-to-use tool for breeders and commercial cattle producers.

If you missed the Fall Focus event or would like to watch some of the presentations again, simply go to fallfocus.org and watch the videos — yet another example of something complicated to understand but easy to do - all the components of how a video is captured into a file and sent off into cyberspace for anyone online to simply point, click, or tap with your touch screen and view.

ST



www.simbrah.com



... Very Efficient High-Quality Carcass Cattle That Prosper
In The Warm Weather Grasslands Of The World ...

Pine Ridge Ranch
LLC

Athens, Texas



Jane and Bill Travis
billtravis@simbrah.com
9876 PLANO RD.
DALLAS, TX 75238
Cell: 214-850-6308

Fall Herdbuilder Bull and Female Sale

November 20, 2017

150 Coming Two Year Old Bulls

50 Seven Year Old Bred Females

100 Young Bred Females • 100 Bred Heifers

Weschenfelder Development Center • Shepherd, MT • 12:00 noon MST



LSF TAKEOVER 9943W
 The Bar for the breed for calving ease,
 stayability and marbling!



LSF NIGHTCALVER 9921W
 The Sire that will leave his mark on the
 breed for generations!



LSF RHO TITONKA Z721
 The Breed Leader for feed efficiency and intake!



LSF PROSPECT 2035Z
 Fast becoming one of the best female
 producers in the breed!

Featured Bulls

IF YOU ARE NEEDING A HERDSIRE TO TAKE YOUR PROGRAM TO THE NEXT LEVEL HAVE A LOOK BELOW!

ID	REG #	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	Stay	Marb	YG	CW	RE	BF
6454D	3532682	184	54	12	-3.8	78	122	30	7	17	7	15	0.86	-0.10	36	0.86	0.03
NIGHT CALVER X JEWELMAKER X NO EQUAL • One of the best bulls to sell ever at LSF! Call about partnership opportunities!																	
6354D	3531811	183	54	9	-4.3	75	122	22	0	19	3	16	0.82	0.16	36	0.48	0.08
REDEMPTION 4210B X EPIC R397 X BIG SKY • One of the best herd bull prospects in the entire sale!																	
6414D	3532720	150	54	14	-6.4	65	108	31	1	11	4	12	0.80	0.00	25	0.40	0.03
NIGHT CALVER X ROMERO X RED SPREAD • Exceptional calving ease to YW spread combined with awesome carcass!																	
6401D	3532660	162	53	12	-4.6	67	102	29	5	16	10	13	0.76	-0.01	24	0.39	0.02
TAKEOVER X EXT 5233 X HEVN SAK • This bull hails from the great Flo Marie cow family and has 12 traits in the top 25% of the breed!																	
6643D	3604314	152	53	14	-5.1	63	103	34	0	14	8	12	0.65	0.02	24	0.25	0.01
NIGHT CALVER X P707 X EXPECTATION • Lots of cow power behind this herd bull. Donor dam boasts a 108 MPPA!																	

HERDBUILDING BULLS THAT RANK AT THE TOP OF THE BREED!

6472D	3532677	196	54	14	-6.4	66	102	31	7	19	7	16	0.90	-0.04	21	0.50	0.03
NIGHT CALVER X JEWEL MAKER X NO EQUAL • 5 Star herd bull prospect with 13 traits in the top 25% of the breed!																	
6419D	3532745	189	55	10	-4.8	71	109	20	4	17	8	16	1.34	0.07	28	0.26	0.03
TAKEOVER X PREMIER X LOGAN • Herd bull alert with his breed leading EPD's for calving ease, maternal and marbling from the Abigrace cow family!																	
6282D	3532222	193	50	12	-2.7	63	96	26	1	23	6	17	0.54	0.11	23	-0.08	0.01
JULIAN X HOBO DESIGN X NEW CHAPTER • The Top 1% of the breed for HB, CED and Stayability!																	
6374D	3532625	181	53	10	-4.1	65	105	24	2	11	7	17	0.94	0.18	27	0.17	0.07
REDEMPTION 4203B X CONTENDER X EXPECTATION • Big time herdbuilder bull combines high end carcass traits too!																	
6387D	3532641	181	52	14	-5.7	62	90	30	2	14	3	17	0.88	0.05	15	0.45	0.07
TAKEOVER X CONQUEST X NEW CHAPTER • Multi-trait star with 10 traits in the top 1/3 of the breed!																	

Featured Females

ABIGRACE AND COVER GIRL FEMALES FROM THE PREMIER SIRES IN THE BREED

RAAA#	Name	HB	GM	CE	BW	WW	YW	MM	ME	HPG	CEM	STAY	Marb	YG	CW	REA	BF
1751144	LSF SRR ABIGRACE C5476	181	55	13	-5.6	67	118	32	2	13	5	16	0.77	0.13	32	0.26	0.05
PROSPECT X P707 X MISSION STATEMENT • Excellent young female from one of the top cow families in the breed!																	
1751143	LSF SRR ABIGRACE C5477	161	54	12	-5.9	63	105	33	2	11	3	14	0.89	0.06	24	0.18	0.03
PROSPECT X P707 X MISSION STATEMENT • Super sweet made balanced number female from the World Famous Abigrace Cow Family!																	
1744222	LSF SRR CALI C5001	154	53	8	-3.2	62	102	16	0	12	7	14	0.99	0.09	26	0.07	0.02
PREMIER X STRATEGY X FOREVER • Nice blend of genetics in this top young female!																	
1744154	LSF SRR COVER GIRL C5111	176	55	11	-5.3	64	105	25	3	16	6	15	1.14	0.03	25	0.25	0.02
TAKEOVER X PINNACLE X PACKER • Great combination female from the Cover Girl cow family with the dam sporting a 101 MPPA!																	

CRYSTAL AND DELLA DAUGHTERS FROM THE COW FAMILIES THAT MADE OUR PROGRAM

1744333	LSF SRR CRYSTAL C5077	136	51	7	-2.2	69	109	16	-1	18	6	11	0.60	0.04	31	-0.02	-0.02
PARAMOUNT X EXPECTATION X BIG SKY • From the famed Crystal cow family with 13 traits in the top 1/3 of the breed!																	
1744536	LSF SRR CRYSTAL C5191	159	54	11	-4.8	68	111	24	4	17	5	13	0.87	-0.07	29	0.72	0.03
NIGHT CALVER X PACKER X TOP BRASS • Big time carcass genetics in this female from the ever productive Crystal cow family!																	
1744203	LSF SRR DELLA C5108	134	53	10	-3.2	71	115	16	1	10	6	11	0.75	0.05	34	-0.01	-0.02
PREMIER X CONQUEROR X NEW CHAPTER • One of the best balanced females in the offering from the ever productive Della cow family!																	
1751100	LSF SRR DELLA C5456	156	54	7	-3.1	71	121	23	3	15	2	14	0.60	-0.07	38	0.41	-0.02
BIG IRON X BIG SKY X LANCER • Multi-trait superstar with 13 traits in the top 25% of the breed!!!																	

This sale will be broadcast live on the internet.
DVAuction
 Broadcasting Real-Time Auctions
 Real time bidding & proxy bidding available.



www.ludvigsonstockfarms.com



Ryan Ludvigson
 (515)450-3124
 rl_ludvigson@hotmail.com



Park Ludvigson
 (712)229-3431
 parkludvigson@hotmail.com



Kellen Ludvigson
 (515)314-2883
 kellen@orionbeefgroup.com



Brian Brigham
 (970)481-5192
 brian@orionbeefgroup.com

Performance Advocate Program Enters Eighth Year

ASA Performance



PA Program Recognizes Data Reporting

After eight years, ASA's Performance Advocate (PA) program, which recognizes those breeders who consistently submit performance data on six different traits, continues to gain momentum.

The six traits, for which all data must be reported, are: calving ease, birth weight, weaning weight,

yearling weight, yearling hip height, and ultrasound. The maximum score for each of the six traits is 100, with the PA score calculated as the sum of the scores for each trait.

PA scores listed in this issue are for the Fall 2015, and Spring 2016, calf crops.

Following are testimonials from several breeders who have been actively pursuing Performance Advocate status for their herds.

University of Nebraska, Lincoln, NE

The University of Nebraska-Lincoln (UNL) seedstock herd is comprised of approximately 220 cows. These cows are either purebred Angus or Husker Blacks (Black Simmental x Angus) or Husker Reds (Red Simmental x Red Angus). Cattle from this herd are used for various undergraduate courses at the UNL and youth extension events such as judging contests. The annual "Bulls Worth Waiting For" sale, held on April 14th, merchandises approximately 45 bulls from this herd to commercial producers. This sale represents the kind of practical, hands-on learning opportunities that are available at UNL in the Animal Science Department. The UNL Beef Cattle Merchandising class is responsible for all facets of the sale including advertising, collecting phenotypic data, preparation of the bulls, putting together the sale catalog and conducting the sale.



"Husker Red" cow-calf pair on summer pasture.



Students from the 2017 UNL beef merchandising class.

The nature of the breeding program in the seedstock herd at UNL offers students in the class the opportunity to learn about multiple beef breed associations, the benefits of crossbreeding, and the advantages of using genomics to enhance traditional EPDs. Key to the course these students take is the understanding of applied beef cattle genetics and breeding programs so that the students understand the importance of helping commercial producers find the bull that fits their production environment and production goals. This event, made possible by the teaching herd resources, supplies reliable genetic resources to commercial producers in Nebraska and surrounding states, provides a unique educational experience for students, and is an opportunity to educate producers about breeding practices and tools for genetic improvement.

Callaway Cattle Company, Hogansville, GA

Callaway Cattle Company is located in west central Georgia, an hour drive south of Atlanta. The SimAngus™ seedstock operation runs cattle on the same land that has been in the Callaway family for over a century. While livestock have been a part of the operation all those years, the first registered cattle were purchased in 1973. Most of today's SimAngus can be traced back to the same herd that produced the commercial Angus females more than 40 years ago.

Callaway Cattle Company strives to produce highly fertile, structurally sound, functional cattle with performance, longevity, and eye appeal. Their philosophy is to breed cattle with balanced EPDs — not "ESTs". They don't want the largest, tallest, shortest, thickest, or any other trait that would go against their selection for optimums, not extremes.



John Callaway takes notes while standing in field with his SimAngus herd.

CONTINUED ON PAGE 10

THIS IS NOT A HOBBY.

OFFERING 130 BULLS
BUILT TO WORK™ ON ANGUS COWS

THIS YEAR'S BULL CALVES / **SELLING FEB 14, 2018**

92%

DOUBLE-DIGIT
CALVING EASE EPD

80 LB

ACT BIRTH WEIGHT
AVERAGE

\$152

AVERAGE
API EPD

98%

POSSES ABOVE AVG
MARBLING EPD

REFERENCE SIRES



TOP GRADE



LOCK DOWN



BASIN PAYWEIGHT



ELEVATE



EASTWOOD



INVESTMENT



GAR PROPHET



EASY ANSWER

RIVER CREEK FARMS

JOE & KIM MERTZ | MANHATTAN, KS | 785-458-9494 | RCFARMS@WAMEGO.NET

► **REQUEST A CATALOG** AT WWW.RIVERCREEKFARMS.COM

FOUR YEAR
FEET & SEMEN
GUARANTEE

Performance Advocate Program Enters Eighth Year

CONTINUED FROM PAGE 8

The Callaway herd has been enrolled in THE since its introduction by ASA, and has been recognized as a Performance Advocate for a number of years. Bulls are sold in an annual partner sale with MM Cattle Company every November. To give back to their loyal buyers, Callaway customers are welcome to consign females to their annual bull sale.

Wes Pope, getting birth weights on a newborn calf.



Bridle Bit Simmentals, Walsh, CO

Bridle Bit Simmentals bred their first cows to Simmental bulls in 1969. Data on these first calves was reported to the American Simmental Association, and every calf since. Erroll Cook, owner of Bridle Bit Simmentals, credits Gene Enloes, Weld County Extension Agent, in taking all the weaning and yearling weights in the early years of the operation. Correct and accurate data has been a priority since the start.



Bred cows and heifers on pasture.

Bridle Bit Simmentals markets bulls through an annual sale in March with this year's All-Terrain Bull Sale on March 19, 2018. Females are sold through the Wild Wild West Simmental Sale in conjunction with the National Western Stock Show, as well as private treaty. All of the cattle are sold with genomically enhanced EPDs. In addition to being active in ASA programs, Bridle Bit Simmentals is an owner/member of Allied Genetic Resources. Allied assists in helping make genetic improvements, as well as with marketing.

Bridle Bit Simmentals is always looking for ways to improve the product they offer for sale. "THE NEXT STEP" Feed efficiency data will be collected and reported on all Bridle Bit bulls for the 2018 sale by GrowSafe Systems Ltd., with the help of Tom Jones, owner and manager of High Plains Feedyard, Montezuma, Kansas.

Artificial Insemination was used exclusively until 1986. With the move to southeast Colorado, cleanup bulls were then introduced into their breeding program. Less than 10% of each year's calf crop is the result of calves sired by cleanup bulls. In those first years, Bridle Bit data was reported to the ASA as a non-member, but they officially joined the Association in 1974. Success is attributed to the foresight of the breeders that founded the ASA and the programs they continue to implement.



Bridle Bit Simmentals Sale Barn.

Deer Creek Farm, Lowesville, VA



Campbell Family, left to right: Hayden, Dana, Daniel, and Mark Campbell.

Deer Creek Farm is located in central Virginia and produces registered black and red Simmental and SimAngus cattle. The farm became an ASA member in 1988. The farm is operated by Mark and Dana Campbell and sons, Hayden and Daniel. All family members are active on the farm and no hired labor is utilized. Herd size is usually between 60-65 cow-calf pairs and most of the herd is fall calving. "We have the capacity to expand to approximately 100 pairs in future years," Mark said. In addition to the cattle, the farm consists of 55 acres of loblolly pines and a small sheep flock. The cow herd is forage based. Managed intensive grazing is implemented throughout the growing season until hay feeding begins in late December to early January, this achieved through cost share conservation programs and strategic placement of water troughs. "We were awarded the 2016 Clean Water Farm Award for the James River watershed," he reported.

CONTINUED ON PAGE 12

VALUE *by design*

SATURDAY, NOVEMBER 18, 2017 || 1:00 PM CT || ABG SALE FACILITY, ANITA, IOWA



213D 5/8 SM 1/4 CS 1/8 AN ASA 3201575
J BAR J NIGHTRIDE 225Z x MS PERF 287T
CED +15.1 || BW +0.4 || WW +61.8 || YW +96.5
MARB +0.56 || RE +0.49 || API +144.6 || TI +81.5



611D 5/8 SM 3/8 AN ASA 3100365
CCR SPARTAN 9124A x 262Z
CED +11.2 || BW +0.8 || WW +76.9 || YW +119.7
MARB +0.68 || RE +0.41 || API +155.8 || TI +86.6



660D 1/2 SM 1/2 AN ASA 3122432
GW GAME CHANGER 823Y x NLC 1961 BANDO N10-T41
CED +9.9 || BW +1.5 || WW +63.9 || YW +101.6
MARB +0.63 || RE +0.43 || API +138.1 || TI +77.4



646D 1/2 SM 1/2 AN ASA 3122428
CCR SPARTAN 9124A x MS NLC UPGRADE X0086
CED +9.6 || BW +0.4 || WW +72.3 || YW +110.1
MARB +0.81 || RE +0.61 || API +156.2 || TI +88.2



619D 1/2 SM 1/2 AN ASA 3122431
CCR SPARTAN 9124A x NLC MESMA LG140
CED +9.3 || BW +1.1 || WW +72.9 || YW +120.1
MARB +0.5 || RE +0.44 || API +147.4 || TI +79.6



601D 1/2 SM 1/2 AN ASA 3122512
CCR SPARTAN 9124A x JC MS FORCE 406B
CED +11.3 || BW +1 || WW +78.1 || YW +119
MARB +0.84 || RE +0.77 || API +167.8 || TI +92.2

UNBELIEVABLE PHENOTYPE, UNBELIEVABLE EPDS

*Don't settle for
anything less.*

|| Sale Participants ||

ADVANCED BEEF GENETICS 515-450-1066
Mike Henderson, Rex Hoppes,
Stan Pearson, Jon Rockhold
J BAR J RANCH 989-429-6777
Jim Zinser
J/C SIMMENTALS 989-429-2834
John Miller
GREEN VALLEY FARM 517-749-4117
Brian Harris

ALLIED
GENETIC RESOURCES
Marty Ropp 406-581-7835
www.alliedgeneticresources.com

THE SOURCE FOR ONLINE SEEDSTOCK SALES
ALLIED
ALLIEDonlinesales.com
Powered by **DVAuction**

Performance Advocate Program Enters Eighth Year

CONTINUED FROM PAGE 10



Cow-calf pairs moving to spring pastures.

Data collection has always been important to us from retained ownership in earlier years to current marketing as a seedstock provider. Bulls are marketed through a production sale every November and the Virginia BCIA test and sale. "Calving ease is very important to our customers but they also want added muscle and performance in their calves. EPDs are a great tool and we heavily utilize those, including genomic enhanced EPDs on the bulls. The high \$API cattle work best for our forage-based herd and our customers," he concluded.

CK Cattle Company, Hope Hull, AL

CK Cattle Co. is located in the south central part of Alabama, just southwest of Montgomery. We are on the edge of the Black Belt region giving us the benefit of both prairie and sandy soil. Chuck and Katie Madaris, married in 1978, and started our operation with the purchase of four Angus pairs in 1979, and were able to take a big step with our initial purchase of land at our present location in 1988. Both of our children, Charlie and Kathleen, have returned to make their livelihoods here as well as Kathleen's husband, Bradfield Evans.

We are continually growing as opportunities present themselves. We are utilizing three breeds in our program, which makes the IGS



The Madaris family moving cow pastures.

Total Herd Enrollment program ideal for us. We calve 90% out in the fall and our first set of data starts as soon as a calf is licked off and continues until we get carcass data on the calves that are not retained for breeding animals. Collecting and reporting honest timely data in large contemporary groups has been a prominent, steady gauge for our operation. Not only does it give us direction but assures our customers that they can rely on quality EPD data. We market our cattle through multiple sales and private treaty with the main focus being our Headquarters Sale held the last Friday in October. We are proud to achieve the status of Performance Advocate.



Left to right, front row: Kathleen, Ellis Ann, Shelby Kate, Katie, and Chuck Madaris, Shep, Carrie, and Molly. Back row: Bradfield, Tyler Bozeman, and Charlie Madaris.

Gibbs Farms, Ranburne, AL & Pineview Farms, Hamptonville, NC

Big or small, complete performance data collection is a necessity for Gordon Hodges. Hodges, along with his family, is the owner of Pineview Farms, a 50 head cow herd in the foothills of North Carolina that consist of both Purebred Simmental and SimAngus. He has also works for Gibbs Farms in the capacity of Genetic & Marketing manager for the past 12 years where he is responsible for the genetic decisions and data input for their 800 head cow herd of Simmental and SimAngus.

"Our cow herds have been enrolled in Total Herd Enrollment since its inception, and our herd sires have been tested through the Carcass Merit Program since its inception. We have always collected and submitted every piece of data that we possibly can," says Hodges. "It has nothing to do with a Performance Advocate status or competition. At Pineview Farms and Gibbs Farms, we collect all data because it provides us with important economic information and even more importantly, it provides our customers the information".



Gibbs Farm sale facility and office.

CONTINUED ON PAGE 14

MONTANA'S *choice*

December 2, 2017 • Billings, MT • 1:00 PM (MT)
BILLINGS LIVESTOCK COMMISSION

150 Simmental and SimAngus™ Females Sell



REGISTERED SIMMENTAL AND SIMANGUS™ • COMMERCIAL FEMALES • BREDS AND OPENS

*Featuring elite genetics from the best
Montana has to offer.*



**MONTANA BRED,
BRED TO WORK**
Don't miss this opportunity.

THE SOURCE FOR ONLINE SEEDSTOCK SALES
ALLIED
ALLIEDonlinesales.com
Powered by **DVAuction**

Marty Ropp 406-581-7835
Rocky Forseth 406-590-7984
www.alliedgeneticresources.com

ALLIED
GENETIC RESOURCES

Performance Advocate Program Enters Eighth Year

CONTINUED FROM PAGE 12

These two operations work together in their marketing efforts and have an annual sale the second Saturday in November. This year they will market 150 fall yearling bulls, developed in large pastures, along with 100 bred females and 100 open fall yearling heifers. Each year, they market an additional 30 to 40 younger bulls by private treaty following their sale. Ownership is retained on their steers, fed out at Cow Camp Feedlot in Ramona, KS, and harvested through the US Premium Beef grid at National Beef in Liberal, KS, where all carcass data is returned for submission to the American Simmental Association.



Gibbs SimAngus yearling bulls.

At the farm, they refer to their limited labor force of five men as the team lead by Doug and Bradley Gibbs. Each year, the team will AI approximately 150 yearling heifers, 400 cows, and put in around 150 embryos in 7-8 days. Cleanup sires that are predominantly AI sires themselves are then turned out following AI yearling heifers are given only one cleanup cycle and all cow pasture groups limited to a maximum of a 60 day breeding season. This very tight breeding season yields a calving season that is normal for 30-plus calves to be tagged and weighed daily for the first three weeks. Every cow receives a score which is used within herd for future replacement heifer selection.

Martin Farms, Lyles, TN

Martin Farms is owned and operated by a father and son team, Neil and Chris Martin. Simmental genetics were introduced in 1971 when Neil began artificially inseminating his commercial cow herd to Simmental bulls. He liked the results enough to begin pursuing a registered herd of purebred cows and sold his first commercial Simmental bull in 1975. The Martins introduced the first black purebred cattle into the breeding program in 1990 and since then have focused on producing homozygous black and polled Simmental as well as SimAngus.

Their annual production sale, Open House at the Farm, is held the last Saturday in September, and cattle are marketed throughout the year through other consignment sales and by private treaty. Neil and Chris were active members of FFA and 4-H as teenagers, and both are strong supporters of agricultural programs that engage youth. In 2006, they initiated the Kenneth Ambrose Memorial Heifer Scholarship which has awarded over \$41,000 in full and partial scholarships to youth wanting to purchase a Simmental or SimAngus heifer. Martin Farms is located less than one hour southwest of Nashville, and Neil and Chris welcome visitors at all times.



Neil and Chris Martin, with Coy.



2015 born Martin Farm SimAngus cows.

Jerry Reid Farms, Gentry, AR

Jerry Reid Farms is a small operation located in the most northwest corner of Arkansas, just outside of Gentry. Having recently joined the Association in 2015, the Reids are just being introduced to the registered Simmental business. "We run about 20 head of registered Simmental cows and we try to increase that number each year. There aren't a lot of Simmental producers in our area so we hope to grow into a full seedstock operation someday. We believe strongly in genetics and EPDs so we strive to report all the data we can. Also we are trying to get DNA testing done on our entire herd this year. We think this is a good way to improve the selection process," says Jerry Reid.



A Jerry Reid Farms Simmental calf.

To improve genetics, the Reids focus their efforts on embryo transplant and artificial insemination. After replacement heifers are selected, the rest of the heifers and bulls are sold straight off the farm as replacements or breeding bulls. "We truly enjoy the cattle business and feel like it's one of the most rewarding things you can do. We hope to raise Simmentals for a long time, and we look for few of our calves to be sold on Breeder's World this fall," Reid concludes.

CONTINUED ON PAGE 16

THE

Magnolia Classic 2017

PRESENTED BY LITTLE CREEK FARM, LLC & GUESTS

A Southeastern Connection to the WORLD of Fleckvieh, Purebred Simmental & Simbrah Genetics



Little Creek Clancy C510
ASA# 3090873 • FB SM



Little Creek Claire C536
ASA# 3090884 • FB SM



Little Creek Chelsy C523
ASA# 3090882 • FB SM



Little Creek Camile C503
ASA# 3090865 • FB SM



Little Creek Destin 46D
ASA# 3124845 • FB SM



Little Creek Cori C506
ASA# 3090888 • FB SM



VPFS Chey 23C
ASA# 3152837 • PB SM



LITTLE CREEK FARM, LLC
Fleckvieh Simmental & Red Angus Cattle

2638 Turkey Creek Rd., Starkville, MS 39759

Dr. Mikell & Mary Cheek Davis, Owners

Cell: 662-418-0686 • mikell@littlecreekcattle.com

Dr. Jason & Mikki Gross

Cell: 301-331-1773 • Email: jason@littlecreekcattle.com



Like us on facebook! Search Little Creek Farm.

VISIT US ONLINE AT WWW.LITTLECREEKCATTLE.COM

Performance Advocate Scores

CONTINUED FROM PAGE 14



Fall Calf Crop, 2015

Breeder	Score
Irvine Ranch, Manhattan, KS	600
Tom Brothers, Campbellton, TX	600
CLM Ranch, Olean, MO	600
Pinedale Farms, Clanton, AL	600
Lonesome Pine Farm, Prattville, AL	600
Bush Farms, Eufaula, AL	600
Lovaas Ranch, Canton, GA	600
Russell Gunter, Thomasville, AL	595
Rocky W Rakes, Danville, VA	594
Whelan Farms, Wadley, AL	589
Rogers Cattle Company LLC, Roxboro, NC	585
Pineview Farms, Hamptonville, NC	582
Red Hill Farms, Lafayette, TN	576
Little Creek Farm LLC, Starkville, MS	575
Michael E Dikeman, Manhattan, KS	566
Dixon Farms, Thomasville, AL	564
Callaway Cattle Co., Hogansville, GA	563
Driggers Simmental Farm, Glennville, GA	550
CK Cattle Hope, Hull, AL	547
Deer Creek Farm, Lowesville, VA	537
Circle M Cattle Company, Burlington, NC	533
Jeff Broadaway, Monroe, NC	533
Sleepy Creek Farms LLC, Summit, MS	527
Gibbs Farms, Ranburne, AL	523
Shuffler Farm Simmentals, Hamptonville, NC	520
Massey Farms, Burlington, NC	520
River Creek Farms Inc., Manhattan, KS	503
Nelson Livestock Co., Wibaux, MT	500
Steve Or Mary Gleason, Maple Hill, KS	500
Rydeen Farms Simmentals, Clearbrook, MO	500
Lodestar Simmentals, Wellington, MO	500
Tommy Cline, Wytheville, VA	500
Chattooga Creek Cattle Company, Chickamauga, GA	500
Teixeira Cattle Co., Pismo Beach, CA	500
Scott & Nancy Walbridge, Hinckley, MN	500
102 River Ridge Cattle Company, Bedford, IA	500
Hudson Pines – Hayes Ranch, Bozeman, MT	500
Flying H Genetics, Arapahoe, NE	500
Richburg Cattle LLC, Auburn, AL	500
Sett Ranch, Whitesboro, TX	500

Spring Calf Crop, 2016

Breeder	Score
Bridle Bit Simmentals, Walsh, CO	600
Martin & Son Farm, Lyles, TN	600
South Dakota State Univ., Brookings, SD	600
Ellingson Simmentals, Dahlen, ND	600
Craig L Hays, Maryville, MO	600
Roger L Eakins, Jackson, MO	600
CLM Ranch, Olean, MO	600
Tyrell Rousey, North Platte, NE	600
Lonesome Pine Farm, Prattville, AL	600
Sett Ranch, Whitesboro, TX	600
Clear Springs Cattle Co., Starbuck, MN	600
Jerry Reid Farms, Gentry, AR	600
J-C Simmentals, Clare, MI	588
Red Hill Farms, Lafayette, TN	585
Salinas Farms, Marion, MI	584
Sleepy Creek Farms LLC, Summit, MS	578
T & T Cattle LLC, Riverton, WY	575
Hook Farms, Tracy, MN	570
Deer Creek Farm, Lowesville, VA	566
Michael E Dikeman, Manhattan, KS	557
University of Nebraska, Lincoln, NE	553
McDonald Farms, Blacksburg, VA	534
Jones Ranch, Telephone, TX	525
5 Star, Glasgow, KY	525
Scott & Nancy Walbridge, Hinckley, MN	516
M/S Stavick Simmental, Veblen, SD	515
Virginia Tech, Blacksburg, VA	513
J&N Ranch, Leavenworth, KS	506
Rydeen Farms Simmentals, Clearbrook, MN	501
Bata Brothers, Adams, ND	500
Select Cattle Enterprises, Armuchee, GA	500
Lodestar Simmentals, Wellington, MO	500
Double B Acres, Sterling, OH	500
Chattooga Creek Cattle Company, Chickamauga, GA	500
Quaker Hill Farm LLC, Louisa, VA	500
Blake V Mari, Holyoke, CO	500
Lauren Grimes, Hillsboro, OH	500
Lovaas Ranch, Canton, GA	500
True North Cattle, Morro Bay, CA	500
Keene Cattle Company, Hartley, IA	500

ST

Denver is our WORK ZONE!



LLSF Pays To Believe ZU194

ASA#: 2659897 • Pays To Dream x Trademark
Homozygous Black/Heterozygous Polled

Pays To Believe is the spectacular 2015 NWSS and 2014 NAILE Grand Champion Bull! His first calves are averaging 5 digits in public auctions and his full-sib sisters averaged \$16,000 in Lee's 2014 fall sale.

EPDs:
CE: 7 \$API: 127 \$TI: 76



Dam: URA Baby Doll



Granddam: Rockin Robin



WLE Big Deal A617

EPDs: CE: 10 \$API: 105 \$TI: 63
ASA#: 2743620 • Homozygous Polled
Steel Force x Shawnee Miss 770P

Big Deal is exciting at Mid Continent Farms & Wesner Livestock. Big Deal is calving easily and adding value to progeny! Maternal brother to Uno Mas.



CNS-HFS Payload A330

EPDs: CE: 11 \$API: 110 \$TI: 63
ASA#: 2747228 • Homozygous Black,
Heterozygous Polled • Pays to Dream x Navigator.

Extra sound structured, calving ease, solid black bull with added depth to make complete, sound progeny. He has no white on face to use on heifers or cows.



TNGL Grand Fortune Z467

ASA#: 2654876 • Grandmaster x STF Montana Black
2014 NWSS Champion Bull!
Homozygous Black &
Homozygous Polled

Exciting, extra complete first
progeny with lots of extension!

EPDs:
CE: 10 \$API: 126 \$TI: 67



Famous donor dam, Hope Floats



2014 NWSS Champion Bull

\$16,000 Grand Fortune daughter



GLS New Direction X184

ASA#: 2536539 • Better Than Ever x Powerline
New Direction is the homozygous polled, Dream On free, outcross pedigree sire that you can use with confidence to make sound, soggy, Sim-influenced progeny! New Direction sired the "Power Simmy" selection at The One Sale a heifer brought in from Hilbrands Cattle Co. MN.

EPDs:
CE: 3 \$API: 97 \$TI: 54



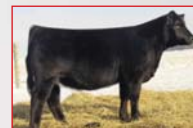
Reserve Champion NWSS Pen of Three Bulls for GLS, all sired by New Direction.



New Direction bred at GLS, MN



HILB Maverick — \$50,000 New Direction son at The One Sale



HILB Fashionista — \$10,000 New Direction daughter at The One Sale.



FBF1/SF Ignition A811

ASA#: 2749323 • Combustible x In Dew Time
Homozygous Black/Homozygous Polled

Ignition packs an unprecedented load of muscle shape and internal dimension together with excellent structure and profile. Ask Randy Daniels, Trent Templeton and Todd Alford about progeny!

EPDs:
CE: 10 \$API: 100 \$TI: 61



Ignition's fantastic full sister



2016 NAILE Reserve Champion SimSolution Junior Show by Ignition



Long's Damien A37

ASA#: 2789551 • Shear Force x GW Lucky Man

EPDs:
CE: 9 \$API: 147 \$TI: 86

Heterozygous Black
Homozygous Polled

Damien is a fantastic, calving ease prospect. We never imagined that we would own this much eye-appeal. Genetic outliers with "look" are rare and we're way excited about Damien! Solid black — use on baldy heifers and cows to remove white.

Calving Ease
Outcross

EPDs as of 8.7.17



CATTLE Visions
866-356-4565
www.cattlevisions.com

Denver is our WORK ZONE!



EPDs:
CE: 17 \$API: 154 \$TI: 90



Kingsman's full sister was a Reserve Division Champion at the 2017 NWSS!



Kingsman's other full sister at the "The One" Sale brought \$25,000 to Werning, SD.

K-Ler Kingsman 610D 5/8 SimAngus™

ASA#: 3125337 • Homozygous Black/Homozygous Polled
WC Executive Order x GW Predestined 701T

Kingsman was the high-selling bull in the 2017 "The One" Sale, selling to John Lee, CO. Kingsman puts together as nearly a perfect combination of EPD profile, genetic merit, unique pedigree power, structural soundness, and real-world functionality and phenotype as any sire available! Move your herd to a higher kingdom with Kingsman!



EPDs:
CE: 9 \$API: 108 \$TI: 62



Loaded Up's famous dam!



Loaded Up daughter – many-time champ for Skiles, TX.

Loaded Up son at Werning's.

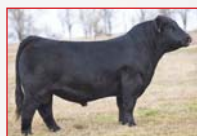
W/C Loaded Up 1119Y

ASA#: 2654155 • Remington Lock N Load x 3C Macho
Heterozygous Black/Homozygous Polled

Half-interest sold for \$240,000 at the 2017 Embryos on Snow sale to Griswold! Loaded Up is out of a great cow family, will moderate frame, improve front ends, and maintain soundness!



EPDs:
CE: 6 \$API: 117 \$TI: 64



Bottomline's paternal brother is out of a Broker dam...he's the \$400,000 Profit!

TL Bottomline 38B

ASA#: 2905451
WS Pilgrim x Fat Butt
Heterozygous Black/
Homozygous Polled

Bottomline will add power and PIZAZZ to your next calf crop. He's going to especially work great on Steel Force, Uno Mas and Pays influenced females.

Grand Champion Bull at 2016 NAILE and American Royal, Res. Champion at 2017 NWSS!



Bottomline's Dam.



Bottomline's Reserve Champion paternal sister out of a Broker dam speaks to the quality of this mating opportunity!



His full sister commanded \$25,000 at the 2017 "The One" sale!



EPDs:
CE: 10 \$API: 123 \$TI: 70



Carver's dam is the famous donor, Dolly.



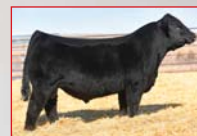
Carver was the lead-bull in the Kearn's 2016 Champion Pen!

TKCC Carver 65C

ASA#: 3045230 • WS Pilgrim x Driver
Homozygous Black/Homozygous Polled

Carver was the high-selling and lead-off bull in the Kearns 2016 Sale. His dam, Dolly, has produced some extremely well received and valuable progeny of both sexes! He's a real-world bull to use on anything with white on it...he'll add performance and great type!

Carver's Maternal sister by GLS New Direction at Rains and Bird.



TKCC Carver 65C



KRMS Primary Candidate B204

ASA# 2994148
OMF Double Shot x Mo Better
Heterozygous Black/Homozygous Polled

EPDs: CE: 9 \$API: 119 \$TI: 69

The 2016-2017 Triple Crown Champion Percentage Bull, winning NWSS, NAILE, and American Royal!



Jass On The Mark 69D

ASA# 3210989
Loaded Up x In Dew Time
Black/Polled

EPDs: CE: 8 \$API: 113 \$TI: 66

An exciting bull who should sire a bit more frame than his popular sire. His dam was 4th overall B&O at the AJSA National Classic! She's an In Dew Time x Macho.



K-Ler Cash Flow 528C

ASA# 3042933
Make It Rain x Miss Kansa

EPDs: CE: 4 \$API: 103 \$TI: 64

Cash Flow was a successful show bull and is a brother to the famous many-time champion heifer of Ritchey's a few years back!



JBSF Road Trip 213D

ASA# 3133021
RLYF Roll Tide x Macho

EPDs: CE: 7 \$API: 97 \$TI: 59

Road Trip is an eye-appealing 3/4 blood raised by Bloombergs. His dam was the 2009 Illinois State Fair Supreme Champion Female.



Rocking P Legendary C918

ASA#: 3070709 • Harkers Icon x SVF Steel Force
Homozygous Black/Homozygous Polled

Legendary is a direct son of deceased Icon, and is an ultra-sound, good-footed, soft-middled bull with tons of function and eye appeal. He was a successful show bull for Rocking P, being a division champion at NAILE, and winning Sweepstakes and the Kentucky State Fair. Bloomberg's added Legendary to their powerful herd battery, selecting him as the second high-selling bull at "The One".

EPDs:
CE: 9 \$API: 116 \$TI: 61



Valentine is Legendary's legendary maternal grand-dam, and foundation donor for many of the Rockin P success stories!



VCL LKC Dagger 605D

ASA#: 3173463 • Profit x BF Miss Crysteel Tango
Full brother to The Duke and Profit Maker

EPDs:
CE: 5 \$API: 111 \$TI: 62

Homozygous Black,
Homozygous Polled



VCL LKC Dagger 605D



VCL LKC The Duke 633D

ASA#: 3173461 • Profit x BF Miss Crysteel Tango

EPDs:
CE: 6 \$API: 100 \$TI: 61

Heterozygous Black,
Homozygous Polled.
The ultra stout, solid black anchor bull to the 2017 Purebred Pen for Voglers. 1,350 lbs. at 10 months. The Duke is a stud!



LLSF Better Believe It D64

ASA#: 3152728 • Pays To Believe x LLSF Cayenne

EPDs:
CE: 7 \$API: 112 \$TI: 68

Homozygous Black,
Heterozygous Polled



Both Better Believe It and Charged Up share this donor dam: LLSF Cayenne



LLSF Charged Up D66

ASA#: 3152726 • Pays To Believe x LLSF Cayenne

EPDs:
CE: 7 \$API: 109 \$TI: 65

Homozygous Black,
Heterozygous Polled

These two full brothers, Better Believe It and Charged Up were members of the Lee Simmental Farms 2017 Champion Denver Pen of Five.



EPDs as of 8.7.17



VCL LKC Profit Maker 604D

ASA#: 3173459 • Profit x BF Miss Crysteel Tango

EPDs:
CE: 5 \$API: 110 \$TI: 62

Homozygous Black,
Homozygous Polled
This eye-appealing high selling bull for Vogler's was also the lead bull in their Reserve Champion Denver Pen!



Dam: BF Miss Crysteel Tango



Sire: Profit

In just her short time in production, she's produced over \$500,000 in progeny sales. She's the dam of popular 2014 champion Firefly, who produced Hartmans high selling bull! Miss Crysteel Tango is a Steel Force out of a full sister to Pays To Believe's dam. Power in the blood here with Profit Maker and Duke!



Maternal sister: Firefly 311A. She was Grand Champion Female 2014 American Royal.



2017 NWSS Reserve Grand Champion Pen of Three



Sister to Firefly - 3rd Overall B&O at the National Classic, Kersten, NE.

CATTLE *Visions*
866-356-4565
www.cattlevisions.com

SimAngus™ Survive and Thrive in Nevada's High Desert

By Kindra Gordon



SimAngus cow calf pairs

"You really have to talk about the environment before talking about cattle that work on our ranch," says Jon Griggs, manager of Maggie Creek Ranch at Elko, NV.

While it's gorgeous, picture-post-card high desert country to look at, it's a challenging place to raise cattle. The sagebrush-covered ranch, which encompasses nearly 200,000 acres of about two-thirds deeded and one-third public land, starts at about 5,000 feet elevation with some areas stretching to 8,000 feet. "It's hills and mountains and a lot of rocks," says Griggs.

Precipitation is just 8 to 10 inches annually — with most of that coming in the form of snow. Temperatures can be -20°F in the winter to a month of 100°F in July.



Members of the Searle family, owners of Maggie Creek Ranch, along with manager Jon Griggs were recognized with the 2015 Environmental Stewardship Award by the National Cattlemen's Foundation. Pictured from left to right presenting the award are: David Petty of Iowa River Ranch; Scotty Searle, Dave Owens of DOW Agrosiences, Betsy Searle, Salley Searle, Jon Griggs, Heather Johnson of US Fish & Wildlife Services and Sid Brantley with the Natural Resources Conservation Service.

"It's a pretty sparse environment and there's not much water. So the environment is our first consideration when stocking cattle . . . and we are pretty ruthless. A cow has to produce a calf every year or we don't keep her," says Griggs, who has been working with the family-owned operation since 1991.

That said, the 2,200 head primarily black-hided cow herd is operated with a maternal focus. But to add muscle and pounds to the calf crop, Griggs turned to Continental breeds — both Gelbvieh and Simmental genetics — over a decade ago. For the last four years, the ranch's bull battery has been SimAngus and Angus, and Griggs says, "We've been very happy with that."

Of the calves, Griggs, who became manager of the ranch in 1998, says, "Our cattle are jack-of-all-trades. They have to be able to make a living here first, but they also go on to do well as stockers and in the feedyard."

Why Simmental?

A lifelong cowboy who cut his teeth at two Nevada ranches prior to joining Maggie Creek Ranch in the early 90's, Griggs hadn't worked with Simmental prior. But he did know hybrid vigor. "In the 70's and 80's I saw the boost in pounds herds got from using Angus bulls put on Hereford cows . . . I knew as our herd became predominantly Angus we'd have to cross with something to meet carcass specifications and that led me to Continental breeds," he explains.

Up to that point, the Maggie Creek had had a pretty colorful history. The ranch was purchased in 1975 by the Searle family, who continues to own it today. Previous to that, it had been owned by an oil company and stocked seasonally with Mexican steers. The Searle family converted it to a cow-calf operation beginning with Hereford and Shorthorn genetics and later adding Tarentaise and Red Angus — using several Leachman composite bulls. When Griggs came on board, he focused on straight-bred Angus to add some consistency to the cowherd. Today, the cowherd is mostly black, but a few reds remain.

In 2000, the ranch became the first herd outside of Oregon to supply calves to the quickly expanding Oregon Natural Beef program (today called Country Natural Beef). With that opportunity — and the carcass information it provided back to the ranch, Griggs recognized the Maggie Creek Ranch needed to add muscle and ribeye size to their calves. Hence, he sought the hybrid vigor from Continental breeds.

Griggs says he initially utilized both Simmental and Gelbvieh because of the need for a large number of bulls. Today, SimAngus and Angus sires, purchased from Mori Ranches near Elko, fit the needs of the herd. Of the Simmental genetics, Griggs says, "I sure like what they've done with both muscle and bone within our herd."

He explains, "We need cattle with good bone structure and phenotype in this rough environment and Simmental have added that."

As well, Griggs says SimAngus influence has given weaning weights an upward trend. "Because our conditions vary so much from year to year, it's hard to be consistent, but we are seeing an additional 40 lbs. on calf weaning weights from year to year — and we haven't added frame size, which is important to us," he says.

He adds, "Big framed cattle don't tolerate our country."

Likewise, Griggs says, "We can't have a heavy milking cow. They tend to fall apart."

Also important to Griggs is calving ease. He says, "Our cowherd has to calve in outside pastures, so we select bulls with moderate or lower birth weight."

Finally, Griggs pays attention to carcass EPDs, particularly seeking large ribeye size.

In total, Griggs compliments the Simmental breed. He says, "Simmental has done well to moderate frame size. They've done a good job of making polled cattle. And, the clean eye appeal [of the breed] means a lot to me."

CONTINUED ON PAGE 24

Photos courtesy of the National Cattlemen's Beef Association

Cows and calves are gathered in corrals for early summer branding.

Home of the

Hottest Sires!

EPDs as of 8.4.17



Homo black
Homo polled

W/C Cash In 43B

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
12 0 51 71 .12 11 25 50 117 63

ASA# 2911606

Cash In, by JS Sure Bet
out of the famous 8543U
donor, has great calf
reports for calving ease!



Miss Werning 8543U



Homo black
Homo polled

CLRS Dividend 405D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
17 -2.6 65 103 .24 10 24 56 171 86

ASA# 3097854

High-seller at \$52,000 for
Clear Springs/Hook to APEX.
Combines top % rank in
every trait with great looks.



Dam: CLRS Bonnia 405B



W/C Relentless 32C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 1.5 60 81 .13 8 16 46 121 71

ASA# 3045559

Werning's 2016 \$87,000+
high-seller by Utah!
Ultracool look and function!



The famous 8543U dam by Dream Catcher has influenced
the breed as much as any young female in the breed!

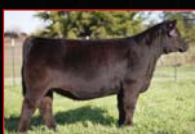


Ruby SWC Battle Cry 431B

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
4 .7 89 124 .22 7 9 53 107 79

ASA# 2871257

Homozygous black
and homozygous polled.
Broker x Upgrade x
Lucky Dice pedigree!



This Battle Cry daughter topped Ruby's 2016 Sale!



TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 1.4 48 60 .08 -1.3 14 38 106 64

ASA# 2668223

One Eyed Jack's first
calves are awesomely
balanced with pizzazz!



One Eyed Jack



One Eyed Jack's first progeny are looking
extra special across the country!



FBF1 Absolute A103

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 2.8 55 82 .17 7 18 45 108 60

ASA# 2841159

Dream On and Steel
Force outcross pedi-
gree with presence!
Supreme Champion at
2015 World Beef Expo.



Leading outcross
donor!



HPF Quantum Leap Z952

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 -.4 58 81 .15 13 19 48 129 69

ASA# 2649657

A multiple-time
Champion producing
great progeny with
his first crop!



\$50,000 daughter
at Circle M Sale, TX



ASA#
2886364

STCC Jack Around 4031

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 2.8 54 71 .11 2 16 43 107 66



ASA#
2886365

STCC Jacked Up 4070

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 3 63 88 .15 2 15 47 107 70

The exciting brothers by One Eyed Jack x
HF Serena have the whole country talking!



Heter black
Homo polled

W/C Bankroll 811D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 -.1 55 72 .11 10 22 49 113 62

ASA# 3187005 • Werning's 2017 \$205,000
high-seller! Loaded Up x 8543U – hot, hot, hot!



Mr. Hoc Broker X623

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
-5 4.9 70 101.20 2 11 46 61 54

ASA# 2531081

Grand Champion at
the NAILE, Royal
and Denver!



\$190,000 Broker Heifer



Homo black
Homo polled

SFG The Judge D633

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 .9 76 111.22 12 25 63 138 85

ASA# 3208952

Cowboy Cut x 3/4 Top Grade tracing back to
BC Lookout's full sister. Elite phenotype
combined with breed leading data!



Yardley High Regard W242

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
-1 2.2 62 89 .17 .6 18 49 71 58

ASA# 2522822 • High Regard is stamping his
progeny with outstanding quality, making him
a must-use regardless of his "old-school"
pedigree and EPD profile.



Homo black
Homo polled

WS Jackson D20

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 2 65 96 .19 7 18 51 124 70

ASA# 3208343 • Walsh's 2017 high-seller.
A PB Stepping Stone x Built Right red charlie free!



Homo black
Homo polled

TNGL Track On B748

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 1.2 56 79 .14 2 20 49 123 64

ASA# 2911629

Wide Track x Bettis,
13 CED, 122 \$API!



Son of Track On, Tingle Farms, KY.



STF Royal Affair Z44M

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 3.8 52 82 .19 6 17 43 103 57

ASA# 2639758

The ultimate
Dream On outcross!



Awesome Royal Affair son at Janssen Farms.



3/4 SimAngus™
Homo black
Homo polled

CDI Innovator 325D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 1.4 96 144.30 8 27 74 144 94

ASA# 3152448 • TJ Main Event 503B x CDI Miss Shear
Force 49U • A CDI top seller to JS Simmental and
Wayward Hill Farm.



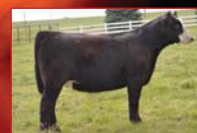
SimAngus™

W/C Lockdown 206Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
22 -2.7 68 108.25 8 5 39 156 79

ASA# 2658496

Proven calving ease on
heifers, yet produces
incredibly sound,
functional, good
looking progeny!



\$17,000+ Lock Down
at Plendl's



STF Shocking Dream SJ14

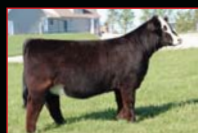
EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 .1 57 78 .13 6 12 40 123 68

ASA# 2335795

Produces the best
fronts in the business!



Jordan Simmentals \$15,000+
Shocking Dream daughter



\$75,000 High Regard
daughter at Jones
Show Cattle, OH.



High Regard feature
for Hara Farms, OH.



Hudson Pines/Circle M
Farms sold for \$11,000.



Multiple-time
Champion for
Sara Sullivan



**CATTLE
Visions**



866-356-4565

Entire lineup online at:

www.cattlevisions.com

Semen available on the best
Angus and Clubbie sires too.

SimAngus™ Survive and Thrive in Nevada's High Desert



More About Maggie Creek Ranch

In 2015, Maggie Creek Ranch made headlines in the cattle industry as recipient of the National Environmental Stewardship Award bestowed by the National Cattlemen's Foundation and National Cattlemen's Beef Association with sponsorship by Dow AgroSciences, NRCS and the US Fish and Wildlife Service.

Ranch manager Jon Griggs credits the work of "partnerships" with land management experts and agencies like Bureau of Land Management for helping the ranch achieve enhanced conservation and stewardship on the land. A notable accomplishment has been improving two creeks that run through the ranch from flowing intermittently to now flowing year round and providing much needed water to the ranch. "The creek bottoms were bare gravel before and now are wet, sub-irrigated meadows," shares Griggs.

How did they do it? "It wasn't because of big changes, it was lots of little changes," he says. One of the most important changes was ending season-long grazing on the riparian areas adjacent to the creeks. Through fencing, several riparian pastures were created, as well as grazing corridors to access the creek. Today, the riparian pastures are only grazed for a few days while gathering cows and calves at branding or weaning time.

With those improvements, Griggs says he and the Searle family are now looking at other areas of the ranch to address conservation and stewardship. He cites upland management with consideration for the sage grouse, and is also concerned about invasive species, particularly with the wildland fires the ranch — and Western states — battle annually.

That said, Griggs notes that there's still a long way to go to achieving the ranch's stewardship goals. With regard to raising cattle and taking care of the environment he notes, "It's definitely a challenge, and you never get bored, that's for sure."

CONTINUED FROM PAGE 21

Consumers Like It Too

Today, Maggie Creek Ranch calves continue to be marketed to consumers through the popular Country Natural Beef brand in the Pacific Northwest. Country Natural Beef is one of the nation's leaders in natural beef production. The cooperative consists of nearly 100 family ranches across the American West who own more than 100,000 mother cows managed on millions of acres of private and public lands. To fulfill Country Natural Beef's high standards of humane and environmental sustainability, participating ranches practice "RaiseWell" and "GrazeWell" principles. All cattle are also antibiotic and hormone free.

At Maggie Creek Ranch, calves are born on the range from late February through May. Bulls are turned in mid-June. Weaning takes place beginning in mid-September or early October, depending on range conditions — it then takes almost two months to gather all of the calves from the rugged range. Weaned calves are put on hay meadow aftermath to graze for 45 to 60 days. After that, a partnership with Wilson Cattle Company, which is based in Oregon, manages the calves being shipped to California to graze through the winter before being moved to a feedyard in Oregon and then being finished at Washington Beef in Toppenish, WA.

Of the affiliation with Country Natural Beef, Griggs says it has given "stability" to the ranch's revenue. "It's knocked out the bottom to the cyclical market for us, and we like knowing our product is going direct to the consumer."

Griggs counts the carcass data back from the program as valuable too. It was that data fifteen years ago that prompted him to seek more muscle and pounds for the cowherd — and led him to Simmental as the solution.

ST



Manager Jon Griggs' wife, Shellie Griggs, throws a loop in the branding pen.

He Sells
February 10th

SIMANGUS™ HYBRIDS

BERGER'S HERDMASTERS

ESTD. Since 1993

SUPERIOR GENETICS

Enhanced BY Heterosis



Past Sale Highlights



Sires represented include:

Basin Payweight 1682

GDAR Leupold 298

KCF Bennett Absolute

KM Broken Bow

Rousey Gold Strike

Leachman Prophet

Hooks Trinity

Leachman Cadillac

WS Beef King

Brown JYJ Redemption

Schuler Rebel

**SELLING 170 BLACK AND
RED SIMANGUS BULLS**

**FEBRUARY
10TH NORTH
2018 PLATTE
NEBRASKA
1:00 PM CST**

Tyrell Rousey | 308-530-9279

Loren and Peggy Berger | 308-532-0939 | Lberger@nque.com

www.bergersherdmasters.com

facebook.com/BergersHerdmasters

KNOW.

Or guess.



Choose KNOW.

IGS is ideally suited as the benchmark in gauging feeder calf value. The IGS Feeder Profit Calculator™ leverages the world's largest beef genetic evaluation to identify the Relative Value of your feeder calves and to provide a third-party certification to data-driven buyers. All at no cost to you!

Open to majority of breeds and breed compositions.

Market with confidence and maximize your purchasing dollars.

Legal disclaimer: The projections, values, and other calculations produced by the IGS Feeder Profit Calculator™ are based on user inputs. IGS does not independently verify the information provided by users. The mathematical models and assumptions related to market conditions utilized in the IGS Feeder Profit Calculator™ may change significantly. IGS makes no representation that any IGS Feeder Profit Calculator™ projection will be realized and actual results may vary significantly from IGS Feeder Profit Calculator™ projections. The relative market values produced by the IGS Feeder Profit Calculator™ represent a relative valuation for comparison purposes only and do not represent an actual market value.

 **IGS** International Genetic Solutions

beef@internationalgeneticsolutions.com
www.internationalgeneticsolutions.com

Elite Breds Selling at the

23RD ANNUAL

NORTH CENTRAL SIMMENTAL

SUNDAY, NOVEMBER 19, 2017
12:00 NOON SHARP!

Summit Farms Sale Facility, Hubbard, Iowa

Fall Classic Sale

Purebred SM



ASA#: 3191128

OMF/DK Dia 5D • \$API: 163 • \$TI: 92
CCR Cowboy Cut 5048Z x GLS Frontier N13
Service Sire: WS All-Around Z35

3/4 SM



ASA#: 3191120

OMF/DK Davonna 6D • \$API: 135 • \$TI: 79
Mr. NLC Upgrade U8676 x B C Lookout 7024
Service Sire: WS All-Around Z35

3/4 SM



ASA#: 3191126

DKSM Dove 8D • \$API: 131 • \$TI: 74
WS All-Around Z35 x O C C Eureka 865E
Service Sire: CCR Boulder 1339A

3/4 SM



ASA#: 3191142

DKSM Delany 31D • \$API: 111 • \$TI: 72
Mr. NLC Upgrade U8676 x O C C Eureka 865E
Service Sire: J Bar J Nightride 225Z

5/8 SM



ASA#: 3162182

OMF Deca D10 • \$API: 138 • \$TI: 74
LRS Top Ten 104A x OMF Nancy U4
Service Sire: Hooks Yellowstone 97Y

3/4 SM



ASA#: 3163100

OMF Dionne D25 • \$API: 140 • \$TI: 71
ASR Augustus Z2165 x CJ SH Liquid Asset 8660
Service Sire: Hooks Black Hawk 50B

3/4 SM



ASA#: 3163080

OMF Dani D70 • \$API: 146 • \$TI: 79
W/C Executive Order 8543B x MCM Top Grade 018X
Service Sire: Hooks Black Hawk 50B

We will be selling
full sib bred in the



December 16, in
Mitchell, South Dakota

Purebred SM



ASA#: 3163063

OMF/DK Daphne D75 • \$API: 159 • \$TI: 84
WS All-Around Z35 x Hooks Pharoah 16P
Service Sire: Hooks Yellowstone 97Y

Videos available at ebersale.com

Eberspacher
ENTERPRISES INC.

Sale Managers:
Val & Lori Eberspacher
507-532-6694
Val Cell 612-805-7405

**Diamond K
Simmentals**

Kory and Karen Bigalk
Rochester, MN 55906
507-251-0983
kgbigalk@aol.com



Dr. Lynn & Barb Aggen
507-886-6321
Matt & Jessican Aggen
701-866-3544
mattaggen@hotmail.com
www.oakmfarm.com

SEARCHING FOR ENVIRONMENTAL ADAPTATION IN BEEF CATTLE

By Troy Rowan and Jared Decker, Ph.D., University of Missouri



Troy Rowan



Jared Decker, Ph.D.

The United States is home to diverse climates and geographies. Over the past 150 years, beef cattle have found their way into nearly every one of these unique environments. Some cattle thrive in particular environments, while others struggle. Animals well-suited to an environment performed well and are selected to stay in herds. Poorly-suited animals are culled. As a result, selection occurred on traits that improved cattle performance in different environments. Now, resulting from this selection, there may be a significant amount of region-specific genetic diversity, even within the same breed. In a USDA-funded research project, we are looking to find the DNA variants responsible for this environmental adaption. We will then use these variants to create geographic region-specific genomic predictions.

Local Adaptation

Animals that are poorly adapted to their local environment are less efficient and more expensive to maintain. Most previous local adaptation research has focused on heat tolerance in *Bos indicus* influenced cattle. Work has only begun on identifying the genetic components of issues like cold tolerance, hair shedding, altitude adaptability, tolerance to pathogens, and other region-specific stressors in *Bos taurus* cattle populations.

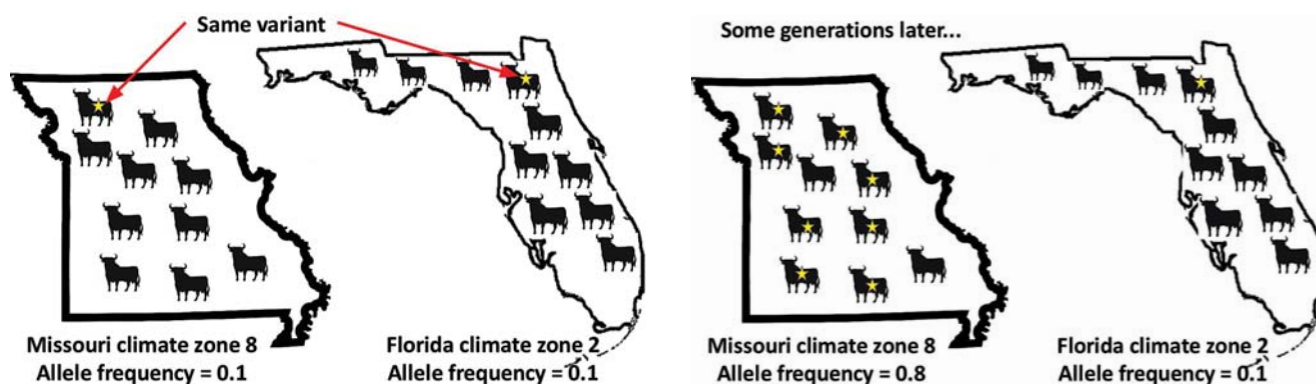
The potential economic impact of this research to the beef cattle industry is substantial. A 1993 study predicted that

animals poorly adapted to toxic fescue cost the beef industry close to \$1 billion per year. Toxic fescue tolerance is only one slice of the local adaptation pie. Other environmental stressors have similar economic impacts. If breeders can tap into genetic potential for tolerance to environmental stressors and animals are optimized for production in their specific geographic regions, the beef industry could save billions of dollars each year.

Detecting Region-Specific Selection

Much like natural selection in wild populations, region-specific selection occurs on existing genetic variation that may be beneficial in one environment, but neutral or unfavorable in another. Over several generations, this beneficial variation becomes more common within a regional population. Put simply, animals that are well-adapted to their regional environments produce successful offspring that remain in the gene pool. Poorly-adapted animals in most cases produce poorly and are culled from their respective herds. These poorly-adapted animals have minimal contributions to future generations. Advancements in genomic tools have made it possible for this diversity to be categorized. We can compare differences between regional populations on the DNA base pair level.

Figure 1. Hypothetical example of local adaptation to different regions of the United States.



The example in Figure 1 illustrates how region-specific genomic changes are detected.

1. A genetic variant (in this example a SNP) is introduced into two regional populations at the same frequency (1 in every 10 animals will have it).
2. In one environment (Missouri), this SNP has a favorable impact on cattle performance. In another (Florida), it has no effect.
3. Over many generations, cattle possessing the favorable SNP in Missouri are preferentially selected. The SNP's neutral effect in Florida means that no selection occurs on cattle with the variant.
4. Selection over many generations in Missouri drives up the frequency of the SNP in the population, while it stays the same in Florida.
5. Genomic analyses compare hundreds of thousands of markers and their frequencies between populations. Variants showing major differences in frequency between different regional populations are likely under selection.

Ongoing Work

At the University of Missouri, we are using this idea to identify genetic variation within breed populations that could affect how well adapted a cow is to her particular local environment. With the help of the American Simmental Association, and two other major breed associations, we have assembled a geographically diverse set of over 37,000 animals with genotypes. We will use these samples to start exploring region-specific selection. Using 30-year normal values for temperature, precipitation, and elevation, we have divided the United States into 9 distinct "climate zones" (Figure 2). Animals are divided into subpopulations based on their climate zone. Tests for selection will be applied to see if certain genetic variants are being selected in particular regions, but not in others. A geographic distribution of the Simmental animals in the study and their climate zones is shown in Figure 3. Preliminary data analysis has identified a number of DNA variants (SNPs) in Simmental populations that appear to be under selection in specific regions of the U.S.

Figure 2. Nine climate regions of the Continental United States developed based on 30-year normal temperature, precipitation, and elevation.

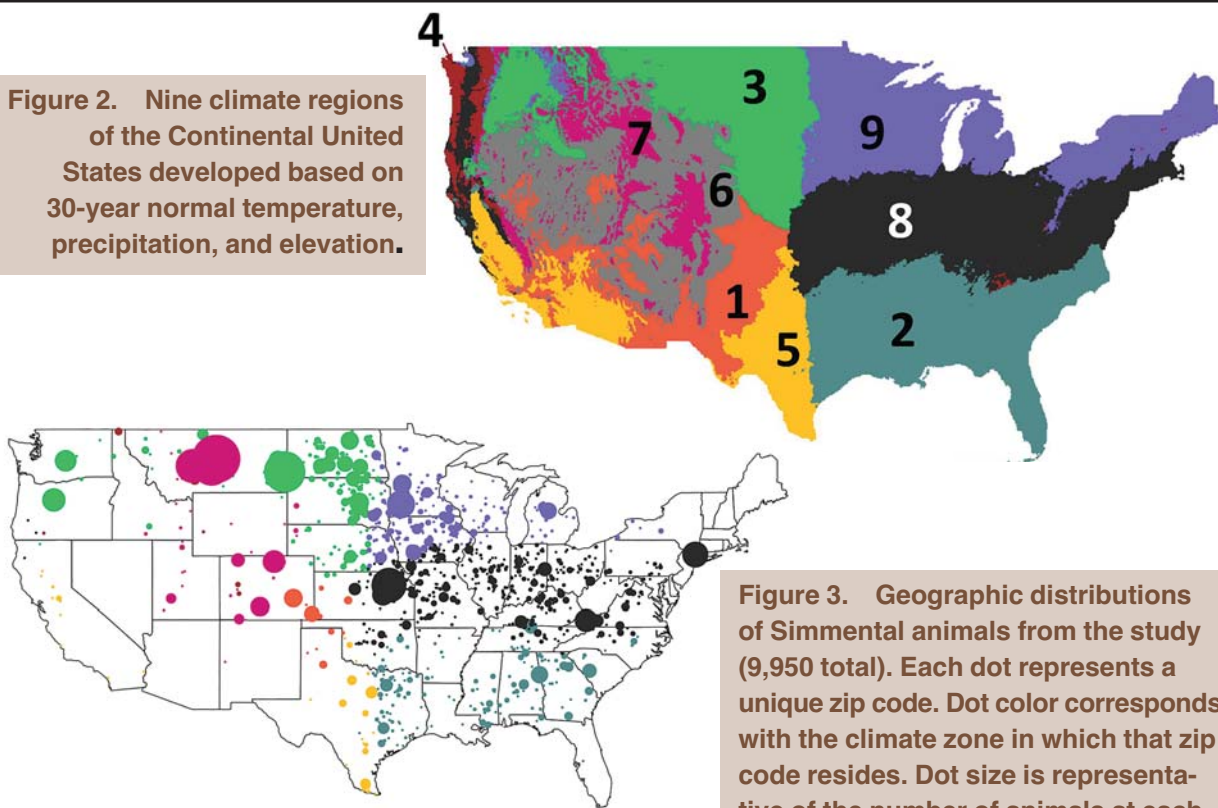


Figure 3. Geographic distributions of Simmental animals from the study (9,950 total). Each dot represents a unique zip code. Dot color corresponds with the climate zone in which that zip code resides. Dot size is representative of the number of animals at each zip code.

Upon discovering variants that are under region-specific selection, we not only gain an understanding of the biology behind local adaptation, but we can begin using these SNPs to train region-specific genomic predictions. These tools have the potential to re-rank animals based on the region in which they will be used. This will provide producers with the most tailored predictors of how an animal's offspring might perform in their local environment. Beef cattle are subject to the full brunt of environmental stressors. Controlling a beef cow's environment on range or pasture is impossible. But, ensuring that our animals are genetically well-equipped for their environment is essential.

About the Authors:

Troy Rowan is a Ph.D. student at the University of Missouri. Troy attended the Beef Improvement Federation Symposium in Athens, Georgia in June of 2017 with funds from an ASA Walton-Berry Award to the University of Missouri. Jared Decker is a researcher and beef genetics extension specialist at the University of Missouri. Find out more about beef genetics and genomics on his blog, A Steak in Genomics™.

ST

Cooperator Herds Wanted



CMP
ASA
CARCASS MERIT PROGRAM

"Participating as a CMP cooperative herd for nine years has enabled us to get the hard facts on feeding efficiency and harvest value by traits on our calves. As a commercial cow/calf operation, interested in making genetic progress in the cowherd, we have used the data in replacement selection and are seeing a difference in our bottom line."

Lynda Stuart,
Stuart Land and Cattle Co.

"We are glad to be part of the CMP program. It provided us with top quality calves while we get to participate in improving Simmental genetics."

John Hall, Ph. D.,
Professor and Extension Beef
Specialist and Superintendent
at University of Idaho Nancy
M. Cummings REEC.

Would you like to get paid to use some of the most promising young bulls in the industry? Do you have accurate and consistent record keeping? Then we have the program for you!

The ASA is seeking additional cooperator herds for the Carcass Merit Program. Spring or Fall calving herds are welcome.

Incentives for Cooperators

- ◆ Free semen from the industry's top herd sire prospects
- ◆ All cows in herd will be put in ASA's database which will provide EPDs for every female. This allows you to make selection and culling decisions within the cowherd based on EPDs.
- ◆ You have the option to retain all or some of the females produced from the program
- ◆ ASA will pay \$60/AI sired carcass that is harvested
- ◆ Cooperators will get carcass data back on all the calves harvested through the program.
- ◆ A portion of the CMP calves have feed intake collected and records shared with the cooperators.

How does it work?

- ◆ ASA assigns all matings in a random fashion so that the test produces unbiased, accurate results.
- ◆ ASA will work to provide bulls that fit the general criteria of your herd. However ASA must use only bulls that are enrolled in the program.
- ◆ At least two sires will be used per contemporary group and ASA likely will use several sires per contemporary group to provide better more accurate test results.
- ◆ Only bulls with high calving ease EPDs are used on heifers.

Qualifications

1. All cows will be individually identified along with birth year and approximate breed makeup
2. Collect birth weights, calving ease scores, and weaning weights on CMP sired calves
3. Beneficial but not required — have a current AI program established
4. Must commit to collecting carcass data

Contact Jackie Atkins, Jannine Story or Luke Bowman
for more information at 406-587-4531.

DOUBLE BAR D BB 407D
JF American Pride 0987X daughter sells



SELLING
**BRED & OPEN
BLACK, RED AND
FLECKVIEH FEMALES
AND SIMANGUS™
FEMALES PLUS
EXCLUSIVE SEMEN
PACKAGES**

DECEMBER 6, 2017

SHARING THE HERD

female sale



Sales managed by



DOUBLE BAR D FARMS

Box 580 Grenfell Saskatchewan Canada S0G 2B0 www.doublebardfarms.com kenshau@yourlink.ca
Ken Dimler 306-697-7204 Richard Dimler 306-697-7298 Allan Hjertaas 306-452-8427





Frequently Asked Questions

Background:

The Cow Herd DNA Roundup (CHR) is a recent program launched by the American Simmental Association in collaboration with GeneSeek®. The CHR offers a 60% off 50K genomic panel including parentage (\$20 compared to \$50 equivalent test) to participating breeders who test their entire cow herd. If breeders also submit cow weights with either Body Condition Scores (BCS) or hip heights they receive an additional \$5 off per test.

How can I benefit from participating in the Cow Herd DNA Roundup?

- 1.) Genomic testing is most valuable in cattle with low accuracy EPDs. Typically, all cows have low accuracy EPDs because they don't have enough calves in a lifetime to gain enough records to reach moderate or high-accuracy EPDs. For instance, adding genomics to the stayability EPD is equivalent to having Stayability information on 21 daughters. Therefore, adding genomic results to EPDs of the cow herd will markedly improve the accuracy of their EPDs allowing breeders to make better decisions.
- 2.) At \$20, if someone has 100 cows, they can test the entire herd for \$2,000. Furthermore, if they submit cow weights, they would only pay \$1,500. Based on ASA's current fee structure, the same allotment of funds would only be enough to GE-EPD 30-40 head and the whole herd would not benefit from the testing.
- 3.) Parentage included — current error in parentage is estimated at 7%. Large scale testing will reveal and help correct errors in the pedigrees resulting in better EPD predictions.

- 4.) Parentage markers will be in the database making future parentage testing easier.
- 5.) Additional trait testing is optional in conjunction with the CHR.
- 6.) In the future, maintaining a fully tested herd will only require testing yearling heifers.

Can I test my bulls at this discounted price?

No, bulls need to be tested through the regular DNA services. Contact DNA@simmgene.com or 406-587-4531 for more information about testing your bulls.

Can I test my donor cows through this project?

No, cows tested through the Cow Herd DNA Roundup project will not qualify as donors. Donors must be tested using regular DNA services on a High Density genomic panel.

Can I test my heifers at this discounted price?

As the Cow Herd DNA Roundup is part of a research and development project, the timeline for results is uncertain. If breeders would like to test their heifers, they may at the discounted price. However, they may not have the results for an extended period of time so anything with a timeline should not be included in this project.

What if I can't submit a sample on my entire cow herd?

In order to qualify for the Cow Herd DNA Roundup pricing, you must submit DNA on the entire cow herd with a 10% cushion. That means, if you have 100 cows, you need to submit DNA on at least 90 of them. If you send DNA on 85 cows, you will not qualify for this project.

Can I order other tests (like coat color and horned/polled) in addition to the genomic and parentage tests?

Yes, the usual add-on DNA test options available with GGP-LD and GGP-HD will be available with the CHR project. You must indicate prior to testing if you have additional traits to include.

How long does this offer last?

This offer is for a limited time only — samples must be submitted to ASA by December 15, 2018. Don't wait until December 2018 to join this movement, there is a capped budget for this project so breeders need to submit samples early to ensure these discounts.

What if I have already genotyped my females? Do I need to test them again?

That depends on where the previous genomic test was completed. ASA or IGS needs to have access to the genomic test results in the evaluation in order for the test to apply towards this project.

If the test was through either ASA or IGS partner associations, then you do not need to genotype the cows again.

If the test was ordered directly with a genotyping company or a breed association outside of IGS, then you will need to retest those cattle in order to qualify for this discount.

What if I already have recorded mature weights and either BCS or hip height on my cows?

Cows only need one mature height and body condition score (BCS) or hip height record. If you have previously sent ASA these records, you can qualify for the additional \$5 off.

How can I sign up my herd for the CHR?

Contact Leoma Wells (406-587-4531, extension 111) or Jackie Atkins (extension 103) if you are interested in participating. Go to simmental.org/chr for more information.

When will I have results for my herd?

As this is part of a Research and Development project, the timeline for results is uncertain. Participating breeders need to acknowledge the fact there is no concrete timeline for reporting results. If animals have any kind of deadline approaching, breeders should use the regular DNA services for testing on these animals.

Is parentage included?

Yes, this test includes parentage markers. As long as the parents have similar parentage markers on file with the ASA, the parents can be verified.

What types of DNA samples are accepted by the lab?

The lab prefers Allflex® Tissue Sampling Units (TSUs) but blood cards and hair are also accepted. The TSUs are \$2/each for the sampling units and an applicator is \$35. Blood cards are being offered at no charge. Hair cards will have a \$5 handling fee per sample. The member is responsible for all shipping costs associated with this project.

Why is it important to record mature cow weights on all females, regardless of age?

By collecting weight information on the whole cow herd, including young replacement heifers, we can better estimate mature cow weight. Ideally weights should be collected every few years on every female and recorded into the database.

Body Condition Score (BCS) seems entirely subjective as opposed to hip height measurements. Is one better than the other?

BCS is very important information to collect on animals because it is a highly heritable trait. Even though BCS is completely subjective as seen through the eye of the individual, as long as the same individual scores all the females within the herd it is invaluable data. With hip height or any measurement there is always room for error. When asked for a preference between the two measurements, geneticists would rather gather the BCS scores on all females if you must make a choice between the two. ♦

Where can I find out more information?

www.simmental.org/chr

Contact Leoma Wells or Jackie Atkins
for more information:

406-587-4531 or
cowdna@simmgene.com



Leoma Wells,
DNA and THE Specialist
406-587-4531 ext 111
cowdna@simmgene.com



Jackie Atkins Ph.D.,
Director of Science
and Education
406-587-4531 ext 103
cowdna@simmgene.com

eNews

Subscribe to the following to stay up to date:

eNews

Weekly newsletter

AJSA

Junior Association updates

eBlasts

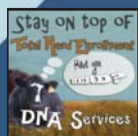
eMail advertisements

Sales Call

Upcoming sales

Blogs

"WE HAVE BLOGS"



Have You Herd?

Tune in for the latest on THE and DNA Services. Follow the blog to receive instant notifications in your email when Leoma Wells, THE and DNA specialist, posts a new entry.



tReg

The extended electronic version of *the Register* reaching beyond the bounds of print to delve deeper into the stories of Simmental and SimGenetics producers and programs.



Profit Through Data

The go-to blog for Herdbook Services, How-to's, data submission, and much more.



ASA Science Blog

Join Drs. Lauren Hyde, Mahdi Saatchi and Jackie Atkins in discussions about the latest in DNA testing, genetic conditions, genetic evaluation, and more.

What are the benefits of becoming a member of the American Simmental Association?

Along with your paid membership you will have access to:

- ◆ Herdbook Services to manage your herd.
- ◆ Online registration and payment.
- ◆ *the Register* and *SimTalk* magazines, Sire Source, and online eNews, eBlasts for upcoming sales are all included.
- ◆ Rights and privileges to elect Trustees as well as changes to the Rules and Bylaw are presented to membership for approval.
- ◆ Contribution to genetic improvement in the world's largest cattle database.
- ◆ Total Herd Enrollment (THE) which offers complete herd reporting and reduced or no registration fees for enrolled animals.



Why Total Herd Enrollment (THE)?

THE is a dam inventory-based program. Participation in the program requires an inventory of all your calving age females that is updated yearly.

- ◆ Improve and develop female records.
- ◆ National animal identification program.
- ◆ More informative EPDs returned.

Herdbook Services

Membership includes access to **Herdbook.org** and the following services:

- ◆ Online data reporting, registrations, and transfers.
- ◆ Online billing and payment.
- ◆ Animal, member, and EPD search.
- ◆ Planned mating, Active Herd, and reports.

American Simmental Association
One Genetics Way, Bozeman MT 59718
Tel: 406-587-4531 Fax: 406-587-9301
Email: members@simmgene.com
Website: www.simmental.org

ADULT MEMBERSHIP APPLICATION

PLEASE TYPE OR PRINT CLEARLY IN INK

For Office Use Only

Membership # _____
Date Received _____

PAYMENT: *If faxing application: Please call with payment.*

If mailing application, please mail check or if paying by Credit Card send a note asking ASA to call you for payment!

Application is hereby made for membership in the American Simmental Association to be issued in the name of:

(Consider name carefully, you are allowed one name change, cost is \$100.00)

- NAME TO BE ON CERTIFICATES _____
(Ranch, Corporation or Individual) **Max 36 letters, numbers and /or space)**
- OWNER or MANAGER _____
(Person primarily responsible for business transactions involving this membership)
- ADDRESS _____
(Street, rural route or post office box to mail records)
- CITY/TOWN _____ STATE _____ ZIP _____
- PRIMARY PHONE _____ CELL PHONE _____
- OFFICE PHONE _____ FAX _____
- EMAIL* _____
- *Please note: If an email is provided on the membership form, all notifications such as billing/invoices, statements, status of your data processing, updates and announcements from ASA will be sent to that email. If certificates are requested, they will be mailed to address on account. _____ (initials)
- HERD PREFIX (OPTIONAL \$10.00) 1ST Choice _____ 2nd Choice _____ 3rd Choice _____

***Signature of each authorized representative required below -
Names must appear exactly the same on all partnership, junior and/or adult accounts.***

The undersigned applicant expressly agrees that the Board of Trustees has and shall forever retain the exclusive and sole right to discontinue any member's membership whenever, in the sole and unlimited discretion of the said Board of Trustees, any member shall be found to have failed to comply with any of the Association's Rules and Bylaws, Regulations or Constitution. The above named ranch, corporation or individual agrees to abide by the Rules and Bylaws, Regulations, or Constitution of the American Simmental Association as amended from time to time, as interpreted and enforced by the Board of Trustees or such committees as the Board of Trustees may designate. Applicant further binds himself to keep and maintain complete within-herd performance and breeding records.

X _____
Print name of Owner or Manager - Primary for business transactions

X _____
Signature of Owner or Manager

X _____
Print name of Authorized Representative

X _____
Signature of Authorized Representative

X _____
Print name of Authorized Representative

X _____
Signature of Authorized Representative

X _____
Print name of Authorized Representative

X _____
Signature of Authorized Representative

By signing this application for membership applicant irrevocably waves any claim against and grants an absolute release to the American Simmental Association, any member, employee, or agent of the Association, for any act or omission in connections with the Association, including but not limited to, any enforcement of the rules and regulations presently in effect or hereafter adopted by the Association.

MEMBERSHIP/ANNUAL SERVICE FEE EXPLANATION: There is a one-time setup fee of \$50.00 for all new adult memberships. In addition, there is an annual service fee of \$110.00 based on our fiscal year of July 1 - June 30. If you join ASA in the first half of our fiscal year (July 1 - Dec 31) we require you to pay the entire \$110.00. If you join in the second half of the fiscal year (Jan 1 - June 30) we only require that you pay \$55 (half of the service fee). All annual service fees are billed at the start of each fiscal year, July 1. At that time one of the following are due: Single Adult Membership - \$110.00/yr; Multiple Membership at same address - \$160/yr; Junior Membership - \$50.00/yr. This fee includes a subscription to *the Register* magazine, the official publication of ASA, *SimTalk*, and access to ASA's registration and performance system, Herdbook Services.

The membership application is available on the website at:

www.simmental.org

BODY CONDITION SCORING BEEF COWS

Dan E. Eversole, Extension Animal Scientist, Virginia Tech
Milyssa F. Browne, Graduate Student, Virginia Tech
John B. Hall, Animal Scientist, Virginia Tech
Richard E. Dietz, Animal Scientist, Virginia Tech

This article was originally published by Virginia Cooperative Extension May 1, 2009 and in the 2015 Early Fall SimTalk.

Overview

Body Condition Scoring (BCS) is a useful management tool for distinguishing differences in nutritional needs of beef cows in the herd. This system uses a numeric score to estimate body energy reserves in the cow. Research indicates that there is a strong link between the body condition of a cow and her reproductive performance. The percentage of open cows, calving interval, and calf vigor at birth are all closely related to the body condition of cows both at calving and during the breeding season. All these factors play an important role in the economics of a beef cow-calf operation and help determine the percentage of viable calves each year. Monitoring body condition using the BCS system is an important managerial tool for assessing production efficiency.

Body Condition Scoring System

Body condition scores are excellent indicators of the nutritional status in beef cows. Ideal liveweight varies from cow to cow whereas ideal body condition (BCS 5-6) is the same for all cows. Also, body condition can be measured in the field without gathering or working cattle.

Body condition scores are numbers used to estimate energy reserves in the form of fat and muscle of beef cows. BCS ranges from 1 to 9, with a score of 1 being extremely thin and 9 being very obese. Areas such as the back, tail head, pins, hooks, ribs, and brisket of beef cattle can be used to determine BCS (Figure 1).

A cow in 'thin' condition (BCS 1-4) is angular and bony with minimal fat over the backbone, ribs, hooks, and pins. There is no visible fat around the tail head or brisket. A cow in 'ideal' condition (BCS 5-7) has a good overall appearance. A cow with a BCS of 5 has visible hips, although there is some fat over the hooks and pins and the backbone is no longer visible. Cows with BCS of 6 or 7 become fleshy and the ribs are no longer visible. There is also fat around the tail head and in the brisket.

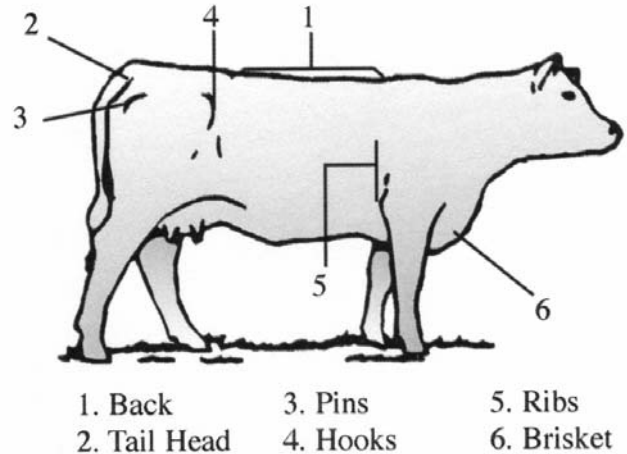


Figure 1. Areas useful for visually determining BCS in beef cows.
(Oklahoma State University)

An over-conditioned cow (BCS 8-9) is smooth and boxy with bone structure hidden from sight or touch. She may have large protruding fat deposits (pones) around the tail head and on the pin bones. Be aware that gut fill due to rumen contents or pregnancy can change the appearance of moderately fleshy cows, especially over the ribs or in front of the hooks. Visual indicators of each BCS are listed in Table 1, and example photos of BCS 1-9 are illustrated in photos 1 through 9.

Long hair can often make it difficult to correctly evaluate the body condition score of a beef cow or heifer. When the hair on the cow is long, palpating the specific areas of fat deposition is particularly important, as shown in Figure 2. Cows should be palpated over the back, ribs, and over the horizontal processes of the backbone (edge of loin). 'Thin' cows will have a sharper feel in these areas than cows with moderate or fat body conditions.

Table 1. Reference table for body condition scores.

Reference point	Body Condition Scores								
	1	2	3	4	5	6	7	8	9
Physically weak	yes	no	no	no	no	no	no	no	no
Muscle atrophy	yes	yes	slight	no	no	no	no	no	no
Outline of spine visible	yes	yes	yes	slight	no	no	no	no	no
Outline of ribs visible	all	all	all	3-5	1-2	0	0	0	0
Outline of hip & pin bones visible	yes	yes	yes	yes	yes	yes	slight	no	no
Fat in brisket and flanks	no	no	no	no	no	some	full	full	extreme
Fat udder & patchy fat around tail head	no	no	no	no	no	no	slight	yes	extreme

(Modified from Pruitt, 1994.)

CONTINUED ON PAGE 40

Cow Camp Ranch

49 Years Breeding Registered Seedstock

ANNUAL SPRING BULL SALE

Friday, February 16, 2018 · 1:00 PM CST · At the Ranch, Lost Springs, KS

SELLING:

- 220 SimAngus™ & Simmental Bulls...Featuring 100+ Fall Born 18-Month-Old Bulls
- 50 Registered SimAngus™ Spring Bred Heifers...AI Bred to CCR Boulder 1339A & SDS Graduate 006X

Large Sire Groups · Free Trucking on Qualified Purchases

Cowboy Cut

CE	14
BW	1.8
WW	88
YW	116
Marb	.66
REA	.88
API	166
TI	96

EPDs as of 10/06/17

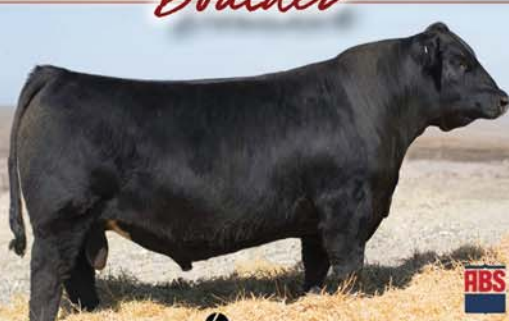


CCR Cowboy Cut 5048Z · 24 SONS SELL!

Boulder

CE	21
BW	-4.6
WW	59
YW	96
Marb	.78
REA	1.17
API	181
TI	88

EPDs as of 10/06/17



CCR Boulder 1339A · 20 SONS SELL!

Broadway

CE	1
BW	2.9
WW	64
YW	98
Marb	.36
REA	1.31
API	120
TI	74

EPDs as of 10/06/17

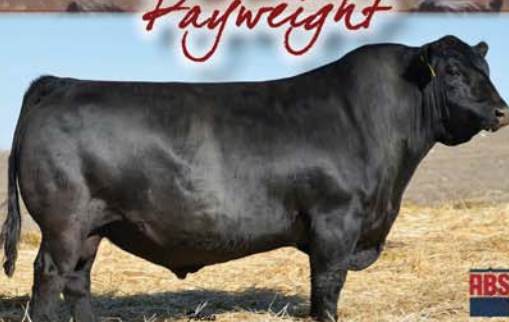


Hooks Broadway 11B · 24 SONS SELL!

Payweight

CE	17
BW	-3.3
WW	83
YW	143
Marb	1.11
REA	.57
API	160
TI	97

EPDs as of 10/06/17



Basin Payweight 1682 · 13 SONS SELL!

RAISED ON ONE RANCH



CARRYING ONE BRAND

COW CAMP RANCH · LOST SPRINGS, KS

Family Owned & Operated for 5 Generations

Kent Brunner (785) 466-6475

Mark Brunner (785) 258-0173

Nolan Brunner (785) 466-1129

Tracy Brunner/Feed Yard (785) 965-2228

bullsale@cowcampbeef.com

www.CowCampBeef.com

BROADCAST ONLINE WITH



SUPERIOR
Productions
WWW.SUPERIORLIVESTOCK.COM



www.coloradosimmental.com

Altenburg Baldy Super Ranch, LLC
 Simmental SimAngus™ Angus Black & Red
Willie & Sharon Altenburg
 570 East Co Rd 64 • Fort Collins, CO 80524
 970-568-7792 (H) • 970-481-2570 (C)
 willie@rmi.net • altenburgsuperbaldy.com
 Russ Princ, Manager • 256-254-9042 • Russell.Princ@gmail.com

T-Heart Ranch
 Shane & Beth Temple
 719-888-8082
 www.theart ranch.com
 True High Altitude Cattle
ANNUAL FEMALE SALE • NOVEMBER 2017 • LA GARITA, CO

Lechleiter Simmentals
 30th Annual Bull Sale
 March 7, 2018
 Loma, Colorado
 57011 Ida Road
 Montrose, CO 81403
 970-209-8008 (days)
 970-249-5938 (evenings)

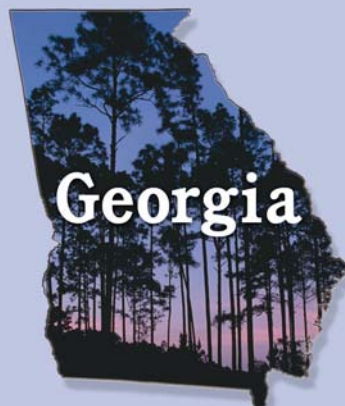
Stay ON TOP OF Total Herd Enrollment
 Have you HERD?
DNA Services
 Keep up on the latest with Total Herd Enrollment and DNA Services.
simmental.org/haveyouherd

www.simmental.org/scienceblog
 Join Dr. Jackie Atkins on the ASA Science Blog to discuss the latest issues, industry hot topics, or respond with comments and questions of your own.
ASA Science Blog



www.oregonsimmentalassociation.com

Bar CK Cattle Company
 Profitable SimAngus Genetics
Mike, Margo, Crystal, & Katelyn Alley
 8925 SW Green • Culver, Oregon 97734
 Home: 541-546-8171 • Cell: 541-948-3521
 E-mail: mike@barckcattle.com • Fax: 541-546-6420
www.barckcattle.com



www.georgiasimmental.com

PHILLIPS FARMS Simmentals
 Roy L. Phillips
 770-547-9584
 Home: 770-745-7331
 Fax: 770-773-9657
 phillipsfarmsga@bellsouth.net
 104 Manning Mill Rd. • Adairsville, GA 30103
 RPF

Beyond the Bounds of Print
tReg
www.simmgene.com/tReg



www.missourisimmental.com

www.gerloffcattle.com
GERLOFF FARMS
 3162 Hwy A • Bland, MO 65014
 573.437.3751 • 573.437.2507
 573.680.9117 cell • khuebler@fidnet.com

LUCAS CATTLE CO.
 Registered Simmentals, SimAngus™ & Angus Cattle
 Cleo Fields 417-399-7124
 Brandt Atkins 417-399-7142
 Jeff Reed 417-399-1241
www.lucascattlecompany.com
 Forrest & Charlotte Lucas, Owners
 RT 91 Box 1200
 Cross Timbers, MO 65634
 Office 417-998-6878
 Fax 417-998-6408
 Visitors Always Welcome

HARRIMAN SANTA FE
 Top of the breed sale twice a year
 November 4, 2017
 March 24, 2018
 SimAngus™ & Balancers
 Selling 70 Bulls and 100 Females November 4.
 B006 Continues to shine
 His 30+ fall calves report high weaning and low birth wt ratios
 Bob Harriman (660) 492-2504
www.bhsf.us
 harriman39@hotmail.com
 Montrose MO



www.washingtonsimmental.org

Trinity Farms
 Generations of Excellence Sale...first Saturday in March
 Mike & Paulette Forman 509-968-4800
 Robb & Debbie Forman 509-201-0775
 2451 Number 81 Rd. Ellensburg, WA 98926
www.trinityfarms.info • Email: trinity@fairpoint.net



Prickly Pear Simmental Ranch

Birthplace of the first Polled Black Simmental Bull
Made in Montana Sale • February 3, 2018
 Troy Wheeler, Cattle Manager: 406-949-1754
 Don and Nancy Burnham • Gary Burnham
 2515 Canyon Ferry Road • Helena, MT 59602
 ASA No. 174
 E-mail: burnhams@mt.net



Hill's Ranch Simmentals

Box 186
 Stanford, MT 59479
 406-566-2479

Bull Sale • February 27, 2018

hillssimmentalmt@yahoo.com • www.hillsimmental.com



Dale & Paula Miller

Gildford, MT 59525 406-376-3109
 www.millersimmental.com
 7DM0174@ttc-cmc.net

Bulls of the Big Sky
 February 19, 2018
 Billings, MT



5831 Highway 7, Wibaux, MT
 406-588-3371
 nlcsim@midrivers.com
 www.nelsonlivestockco.com

Watch for
 our Annual
 Bull Sale
 April 14, 2018.



North Dakota



KENNER SIMMENTALS



www.kennersimmental.com

Roger, Jeanette,
 & Erika Kenner

5606 57th St. NE
 Leeds, ND 58346
 Phone 701-466-2800
 Erika 406-581-1188
 erika.kenner@gmail.com
 Fax 701-466-2769

Terry Ellingson & Family

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



5065 125th Ave. NE • Dahlen, ND 58224
 tellings@polarcomm.com • www.ellingsonsimmentals.com
Annual Production Sale, January 26, 2018

JOSH & TRISTA RUST

759 7th Ave NW
 Mercer, ND 58559
 p: 701.447.2479
 f: 701.447.2478
 c: 701.391.9769



e: rustmountainviewranch@hotmail.com
 w: www.rustmountainviewranch.com

TNT SIMMENTALS

Kevin & Lynette Thompson

5125 53rd St. • Almont, ND 58520
 Kevin's Cell 701-391-1631
 Home 701-843-8454
 www.tntsimmentals.com

Visitors always welcome.
 Only 15 miles off I-94

Annual Bull Sale • Friday, February 9, 2018

www.northdakotasimmental.com

SYS SIMMENTALS

Gary Sys
 9400 205th Ave. SW
 Douglas, ND 58735
 701-722-3244



Wade & Merri Staigle
 Center, ND 701-794-3351

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

Annual bull & female sale
 February 16, 2018

www.dakotapress.com

SRF Simmentals

Roger and Susan Finke family
 35500 114th Ave. NW • Berthold, ND 58718
 701-453-3157 Roger • 701-453-3105 Todd
 email: srf@srf.com

**Edge of the West Bull & Female Sale
 February 12, 2018**



BATA BROS.

SIMMENTAL CATTLE

6322 Highway 35
 Adams, North Dakota 58210
 Joe: 701-944-2732 • Mark: 701-331-3055
 jpbata@polarcomm.com



Dwight & Susan Keller Family
 Luke, Jake & Tess Keller

1573 55th St., Mandan, ND 58554
 701-445-7350 (home)
 701-471-5215 (Dwight cell)
 701-471-1142 (Luke cell)
 701-471-5065 (Jake cell)
 kbhr@westriv.com
 www.kbhrsimmmental.com
 "Simmental Beef on the Cutting Edge!"

Annual Production Sale
 2018 Sale Date TBA

Oklahoma

www.oklahomasimmental.com

Willis Simmentals



Bobby 580-276-2781 (ph. & fax)

5759 Enville Road
 Marietta OK 73448
 willissimmentals@arbuckleonline.com
Quality Simmental Breeding Cattle
 10 miles east on Hwy. 32
 1/4 mile north on Enville Road.

Jon 580-795-4601



Lazy U Ranch

Dave & Debbie Umfleet
 20858 West 10th St N • Haskell, OK 74436
 918-693-9420 • davelazyu@aol.com
 Simmental & SimAngus™ Bulls & Females



AMERICAN Simbrah Breeders



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



Jane and Bill Travis
 billtravis@simbrah.com

www.simbrah.com

9876 PLANO RD.
 DALLAS, TX 75238
 Office: 214-369-0990
 Cell: 214-850-6308

WHITE FARMS

SIMMENTAL

Jeff & Dawn Ann White

922 South Grand
 Cherokee, OK 73728

HOME: 580.596.3245

MOBILE: 580.829.1337 • 405.612.4814

whiteda@aol.com

www.whitefarmsllc.com

BODY CONDITION SCORING BEEF COWS

CONTINUED FROM PAGE 36

It is important to be aware that the breed of beef cow can have a strong influence on where body fat is deposited. For example, *Bos taurus* breeds and cross-breeds will show a more uniform distribution of fat across the ribs, whereas *Bos indicus* cattle may have very little fat over the ribs but will deposit fat over the hooks and pin bones.

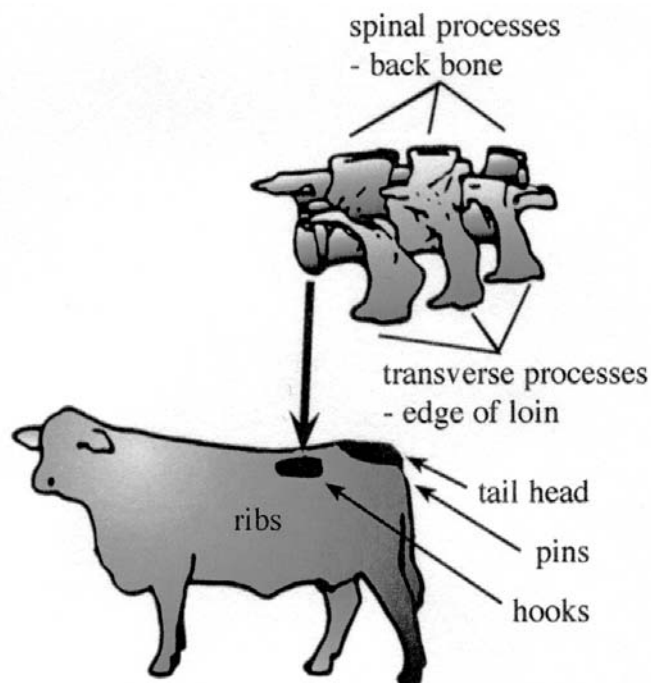


Photo 1: BCS 1. Emaciated with muscle atrophy and no detectable fat. Tail head and ribs project predominantly. Animal physically weak.



Photo 2: BCS 2. Poor condition with muscle atrophy and no detectable fat. Tail head and ribs prominent.

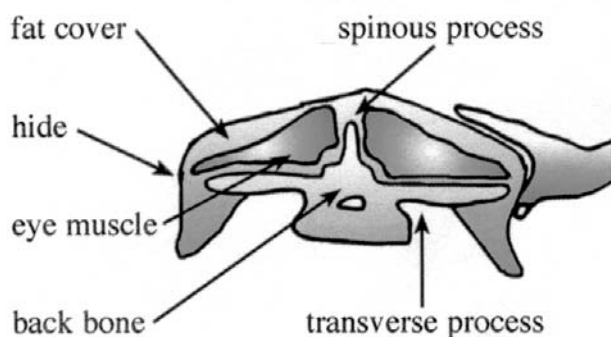


Figure 2. Specific anatomical areas used in determining BCS in beef cows.

(Adapted from Herd and Sprott, 1986.)



Photo 3: BCS 3. Thin condition. Slight muscle atrophy. All ribs visible. Very little detectable fat.

CONTINUED ON PAGE 42



6321



6450



6466



6660



6805



HEART OF THE HERD

FIRST BRED FEMALE OFFERING IN 47 YEARS

November 25th, 2017

at the ranch, Wessington, South Dakota

Selling over **200** 3C females.

A Sampling of the 3C Bred Heifer Offering.



6447



6691



6333



5404



6496



6502



6394



6377



5733



6506



6420

Join us at 3C Christensen Ranch, for a once in a lifetime look into the heart of John's program.

In 47 years, he has never offered a bred female or mature cow at public auction.



DVAuction
Broadcasting Real-Time Auctions



office@dpsalesllc.com
www.dpsalesllc.com

John & Carly Christensen
Tyler, Cam & Lawson Fagerhaug
37273 216th St. • Wessington, SD 57381
605.458.2218, home • 605.350.1278, John
605.350.2018, Cam
NaLani & Rick Dunsmore • 605.458.2425, NaLani

2018 Bull Sale **March 16, 2018**

BODY CONDITION SCORING BEEF COWS

CONTINUED FROM PAGE 40



Photo 4: BCS 4. Borderline condition. Outline of spine slightly visible. Outline of 3 to 5 ribs visible. Some fat over ribs and hips.



Photo 7: BCS 7. Good, fleshy appearance. Hips slightly visible but ribs and spine not visible. Fat in brisket and flanks with slight udder and tail head fat.



Photo 5: BCS 5. Moderate, good overall appearance. Outline of spine no longer visible. Outline of 1-2 ribs visible. Fat over hips but still visible.



Photo 8: BCS 8. Fat, fleshy and overconditioned. Bone structure not visible. Large patchy fat deposits over ribs, around tail head and brisket.



Photo 6: BCS 6. High moderate condition. Ribs and spine no longer visible. Pressure applied to feel bone structure. Some fat in brisket and flanks.



Photo 9: BCS 9. Extremely fat, wasty and patchy. Mobility possibly impaired. Bone structure not visible. Extreme fat deposits over ribs, around tail head and brisket.

Photos 1, 3, and 9 courtesy of Florida Cooperative Extension;
Photo 2 courtesy of Dee Whittier, D.V.M.;
Photos 4, 5, 6, 7, and 8 courtesy of Milyssa Browne.

Guidelines for Body Condition Scores

On average, most beef cows score in the range of 3 to 7 throughout the year. A cow is expected to be in optimal body condition (BCS 5-7) before calving. She may lose condition after calving and possibly into the breeding season. She may gain condition and weight as weaning approaches (assuming there is adequate forage) and continue gaining fetal weight and any needed body condition in late gestation.

Body condition should be evaluated and recorded three times a year: at weaning, 60-90 days before calving, and at calving. By assigning BCS scores at the time of weaning, the cows can be sorted for appropriate feeding. Grouping cows by feed requirements and feeding them accordingly can help each of them reach BCS 5-7 by calving. Scoring cows 60-90 days before calving allows you to evaluate your dry cow nutritional program while allowing enough time prior to calving for "emergency feeding" if needed. Although body condition should be evaluated at calving, it may be difficult to increase body condition since lactation requires most of the energy a cow consumes. If environmental conditions at the time of calving are mild, cows may be able to reach BCS 5 or 6 by breeding time. However, this is unlikely to occur when the weather is cold or high quality feeds are limited.

Liveweight should not solely be used as an indicator of nutritional status of beef cows in a herd. Research indicates that body condition is a more reliable indicator of nutritional status than liveweight. Most herds have cows that range in age, frame size, and muscling all of which impact the weight of the animals. Therefore, only using liveweight may over- or under-estimate the amount of body fat. Liveweight is also affected greatly by gut fill and pregnancy. Weight and body condition will vary depending on the physiological state of the cow, forage quality and availability, and the body condition of the cow.

Importance of Body Condition

In order to manage a beef cow-calf operation in the most cost-efficient way, producers must be aware of the body condition of their herd. Research indicates that the body condition of beef cows is related to many critical aspects of production such as conception rate, days to estrus, calving interval, and milk production. When cows are extremely thin (BCS < 4), they are not only reproductively inefficient, but they are more susceptible to health problems. Cows at BCS 1 are in a life-threatening situation and need immediate attention. Cows that are over-conditioned (BCS 8-9) are the most costly to maintain. Two-year-olds with BCS 8-9 may encounter dystocia (calving difficulty) due to the excessive fat in the pelvic area. Table 2 lists many of the production problems associated with cows and heifers in 'thin' or 'fat' condition.

Table 2. Problems associated with "thin" or "fat" body condition

Thin Condition BCS 1- 4	Fat Condition BCS 8-9
1. Failure to cycle	1. Costly to maintain
2. Failure to conceive	2. Increased dystocia
3. Increased calving interval	3. Impaired mobility
4. Increased days to estrus	4. Failure to cycle
5. Decreased calf vigor	5. Failure to conceive

Failure to conceive is the most important factor contributing to the reduction of net calf crop. Conception rates are dramatically compromised in cows that are BCS 4 or less.

Economically, BCS directly affects net calf crop and the success of a beef cow-calf operation. There is a significant difference in profit margin in percent calf crop between BCS 4 cows and BCS 7 cows.

Research indicates that the body condition of a cow influences days to first estrus after calving and calving interval. A beef cow must conceive within 82 days of the birth of her calf to maintain a 12-month calving interval. Figure 3 illustrates that 91% of the beef cows with BCS >5 at calving showed signs of estrus by 60 days post-calving, whereas only 61% of beef cows with BCS 4, and only 46% of beef cows with BCS <3 showed estrus. The percentage of cows cycling by 80 days postpartum is an important factor affecting calving interval. The rectangular box in Figure 4 shows the critical breeding time in order to achieve a 12-month calving interval. This figure demonstrates the differences in postpartum cyclicity for beef cows at different condition groups. Calving interval is a function of many aspects of reproduction including conception rate and percent cyclicity. If the cows are not cycling, they are not going to conceive, which lengthens the calving interval and negatively impacts profits.

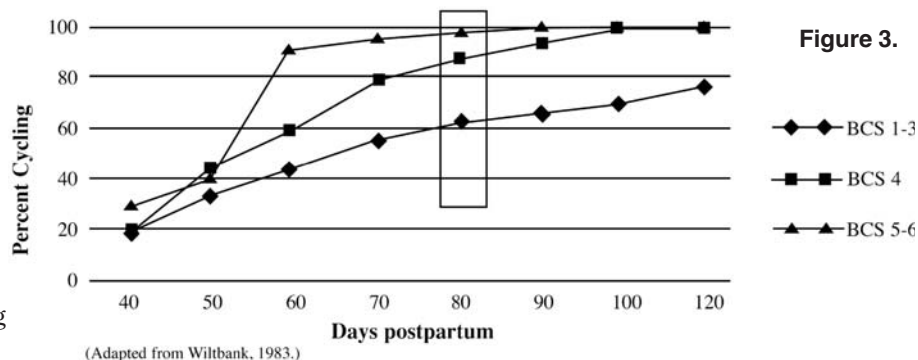


Figure 3.

Nutritional Programs Using Body Condition Scores

Since feed costs make up roughly 60% of the cost of a cow-calf operation, different feeding programs can be used to achieve the best reproductive performance without high costs. Choosing a calving season that is most compatible with your forage program is the first step in maximizing cow condition and reproduction. Understand that the changes that occur in body weight and condition are normal in the production cycle of the cow.

CONTINUED ON PAGE 46



www.illinoissimmental.com

Owner: Jim Berry
Cattle Manager: Ben Lehman
563-920-0315
6502 Rt. 84 South
Hanover, IL 61041
815-297-5562

Commercially Targeted Seedstock

WILDBERRY FARMS
Simmental Cattle
www.wildberryfarms.net

Our Business Is Bulls

217-854-5200
Angus Simmental/Angus

Rhodes Angus

Anthony Rhodes
Larry and Suzy Rhodes
9350 Rte 108
Carlinville, IL 62626
217-854-5200
rhodesangus@royell.org
www.rhodesangus.com

Hopewell Views Simmentals

Rick Wombles 217-242-7551
Mary Boehm 217-242-3573

16168 St Hwy 96 • Rockport, IL 62370
217-734-9234 • hopewellviews@irtc.net



www.nesimmental.com

Berger's HerdMasters
Angus x Simmental Hybrids
Both Red and Black

Loren & Peggy Berger
9339 E. Autogate Rd.
Stapleton, NE 96163
308-532-0939
308-520-3836
berger@nque.com
www.bergersherdmasters.com
Like us on f

Triangle J Ranch
Darby & Annette Line
35355 Arrow Road • Miller, NE 68858
308-627-5085 Darby Cell
Just 30 minutes of I-80
www.trianglejranch.com
Annual Production Sale
last Sunday in January

FELT FARMS

James, Merlin, and Delores Felt, Matt Schulte
57977 857 Road • Wakefield, NE 68784
402-287-2488 home • 402-369-1069 cell
delores@feltfarms.com • www.feltfarms.com
Herdsmen, James Felt
402-369-0513 cell • jamesfelt02@gmail.com

Foxy Ladies Bred Heifer Sale
November 25, 2017 • West Point, NE
Bulls of Excellence Sale • February 15, 2018
West Point Livestock Auction, West Point, NE

FORSTER FARMS
Verlouis Forster Family
74096 Road 434
Smithfield, NE 68976-1039
308-472-3086 Verlouis
308-991-2208 Alan Cell
www.forsterfarms.com
"Red and Black, Polled, Pigmented Simmentals"

Western Cattle Source
Jock & Brenda Beeson
100 Wohlers Drive
Crawford, NE 69339
308-665-1111 (home)
308-430-2117 (mobile)
308-430-0668 (mobile)
Email: wcsbeeson@bbc.net

SIMMENTALS SLOUP
402-641-2936 Cell

Nick and Andrea
303 Northern Heights Drive • Seward, NE 68434
a.sloup@juno.com • www.sloupsimmentals.com

Join us at the Farm, October 14, 2017
for our 22nd Annual Production Sale.

J & C SIMMENTALS

Black Simmental Bulls & Females
Purebred to Percentage

Jay & Kim Volk • 402-720-7596
Clark & Leslie Volk • 402-720-3323
Bob & Jeanette Volk • 402-720-0469

20604 US Hwy 30 • Arlington, NE 68002
volkjk@aol.com • www.jandcsimmentals.com

Consigns to Ladies of the Valley –
October 15, 2017

J&C Annual Bull Sale – January 27, 2018

Bull Sale - Feb. 16, 2018
SPECIALIZING IN BLACK & RED POLLED SIMMENTAL,
SOME FLECK INFLUENCE

SANDY ACRES
SIMMENTAL

Melanie Miller 402-841-1450
Leonard Miller 402-640-8875
Neligh NE
www.SandyAcresSimmental.com

X GENGENBACH X
→ CATTLE COMPANY →

Registered Black Simmental, SimAngus™ and Angus
Performance with Maternal Trait Cattle

Randy & Mary Jo Gengenbach
75490 Rd 330 • Grant, NE 69140
308-352-4975
308-352-6185 (C) mjpgengenbach@hotmail.com
www.gengenbachcattle.com

Carcass Merit Sire Evaluation Program

■ Average 74% Choice, YG 2.8
■ Complete tenderness data
■ 10,000 carcass records collected
■ Over 35,000 commercial cows mated

CMP
CARCASS MERIT PROGRAM



www.breedingcattlepage.com/
TNSimmAssoc/

Slate Farms & CATTLE COMPANY

Female Select Sale/Herd Bull Select Sale
Visitors Always Welcome

Steve Slate
4437 Highway 49 W
Vanleer, TN 37181
931-206-5026
slatefarms@att.net
www.slatefarms.com

Red Hill Farms
Bart, Sarah & Gordon Jones
466 Red Hill Road • Lafayette, TN 37083
615-666-3098 • mail@redhillfarms.net
www.redhillfarms.net
More Than a Bull XII, Bull and Female Sale
March 17, 2018

MARTIN FARMS
Homozygous Black & Polled Simmental & SimAngus

Neil Martin
931-623-2634 c
931-670-3646 h
Christopher Martin
931-580-6821 c
martin.farms@yahoo.com
9387 S Lick Creek Rd
Lyles, TN 37098
MartinFarmsBeef.com

Mississippi



"Southeast's Largest Angus Seedstock Producer"

Tanner Farms

Office ~ (601) 477-2202
Gary Tanner ~ (601) 319-6610
Tim Hardy ~ (601) 319-7894
Harvey Koehne ~ (601) 319-6640

Shuqualak, Mississippi www.TannerFarms.net



Dr. Mikell & Mary Cheek Davis
662.418.0686

Dr. Jason & Nikki Gress
301.331.1773

2638 Turkey Creek Road
Starkville, MS 39759
662.324.7721

Red Angus and Fullblood Fleckvieh Simmental Cattle
www.littlecreekcattle.com | info@littlecreekcattle.com



ROCKHILL RANCH

Rickey Nicholas

601.818.1456
rrnicholas@huges.net
1152 Rockhill to Brooklyn Road
Purvis, MS 39475

Simmental, Angus, SimAngus™ & Simbrah Cattle



Kansas



www.kansas-simmental.com

HK ROCK CREEK RANCH

BLACK, POLLED SIMMENTALS, SIMANGUS™

Jim & Jean Houck, 250 Road 392, Allen, KS 66833
Jeff & Lori Houck, 3031 Road G, Americus, KS 66835
Cell: 620-344-0233 • www.houckrockcreekranch.com



Joe Mertz 785-456-9650
Bob Mertz 785-456-9201
Harold Mertz 785-456-9605
7160 Zeandale Road
Manhattan, KS 66502

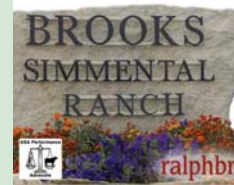
www.rivercreekfarms.com

28th Annual Production Sale
February 14, 2018

THE MOSER RANCH
SimAngus • Simmental • Angus

Harry & Lisa Moser & Family
Wheaton, KS 66521
Phone 785.396.4328
www.moserranch.com

26th Bull Sale - November 11, 2017



Ralph Brooks Cassidy Brooks

7440 Lake Elbo Rd.
Manhattan, KS 66502
C: 785-556-0385

Gold Bullion

ralphbrooks13@gmail.com

Cow Camp Ranch

Kent, Mark and Nolan Brunner
3553 Upland Rd.
Lost Springs, KS 66859-9652
785-466-6475 Kent
785-466-1129 Nolan
785-258-0173 Mark
nolan@cowcampbeef.com

Black and Red Purebreds
Angus
SimAngus™ Halfbloods

Spring Bull Sale - Friday, February 16, 2018.

Kaser Brothers Simmental

Stephen Kaser

H 785-346-5181 • C 785-346-6077
629 County 388 Drive
Osborne, KS 67473

HOFMAN N
Simmental
F A R M S

Rodney & Kim Hofmann
2244 19th Rd
Clay Center, KS 67432
785-944-3674

"Proof • Performance • Profit"

www.honestbulls.com

Dixon Farms, Inc.

Carol Dixon, Kevin Dixon,
& Lyle Dixon, D.V.M.

13703 Beaver Creek Rd • Atwood, KS 67730
785-626-3744 • drlyle@live.com
www.dixonfarms.com



DX

Annual
Production Sale
March 16, 2018



Simmental
Angus
SimAngus™

Steve & Mary Gleason • Jake, Becky, Ben, Joe & Sam
12410 Blazingstar Rd • Maple Hill, KS 66507
Phone: 785-256-6461 • Steve: 785-640-8060 • Jake: 785-640-8062
www.Sunflowergenetics.com

Minnesota



www.mnsimmental.com

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

Performance with Quality

Oak Meadow Farms
Simmentals

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

Harmony, MN 55939
www.oakmfarm.com



RYDEEN FARMS
Est. 1897

Polled Red & Black Simmental Cattle
218.280.1916 (Paul cell) • 218.776.3338 (Farm)
rydeen@gvtel.com • www.rydeenfarms.com

Annual Vision Production Sale in February

Sargeant Farms

Simmental Cattle

**BULLS AND FEMALES AVAILABLE
BY PRIVATE TREATY**

Owner • Howard E. Sargeant
Box 400, Forest Lake, MN 55025
651-464-3345 • 651-464-2662

Farm Manager: Adam Trest
52309 Fleming Logging Road
Sandstone, MN 55072
320-245-2830 • 320-630-3608

**ASA
Science
Blog**

www.simmental.org/scienceblog

BODY CONDITION SCORING BEEF COWS

CONTINUED FROM PAGE 43

Table 3. Recommendations 90 to 100 days prepartum to achieve a BCS of 5 to 7 by calving.

Score	Desired Condition At Calving	Recommendations
1	5	Needs to gain in excess of 350lb. Economics questionable.
2	5	Needs to gain 300 to 350 lb. Economics questionable.
3	5	Needs to gain 200 to 300 lb.
4	5	Needs to gain 150 to 200 lb.
5	5-7	Needs to gain weight of fetus and placenta 100 lb.
6	5-7	Needs to gain weight of fetus and assorted tissues 100lb.
7	5-7	No weight gain needed.
8	5-7	Can probably lose 50 to 100lb.
9	5-7	Can probably lose 100 to 200lb.

(Modified from Beverly, 1985.)

A medium-framed beef cow that is open will gain or lose approximately 75-100 pounds for each body condition score change. For example, a medium-framed beef cow with a BCS 5, weighing 1,100 pounds, will be a BCS 3 and weigh approximately 900-950 pounds with a loss of 150-200 pounds and a decrease of two body condition scores.

Moreover, an additional 100 pounds is typically gained during the last trimester of gestation for fetal growth and uterine development. Table 3 shows body condition scores and weight change recommendations for cows achieving a desired BCS of 5-7 90 to 100 days before calving. This is the critical time when the producer has the ability to put condition back on a 'thin' cow or restrict feed intake of a 'fat' cow.

Maintaining and feeding beef cows to attain a BCS in the optimum moderate range (BCS 5-7) allow beef cows to achieve maximum reproductive performance while feed supplementation costs are held to a minimum. In most situations, it is not economically feasible to supplement the entire herd if only half of the cows will respond to the higher level of nutrition. Separating cows based on BCS and feeding them accordingly are good managerial strategies. This should be done at or soon after weaning to allow 2 to 5 months of feeding prior to calving.

Summary

Achieving a BCS of 5 or more before calving and throughout the production cycle is the key to a profitable cow-calf operation. Many producers waste profits by over-feeding cows in adequate condition when only part of the herd needs extra energy and supplementation. By sorting and feeding groups based on BCS, the economics of the operation improve. Producers need to pay attention to stocking rates and pasture quality. Overstocking and poor forage quality can lead to 'thin' cows.

As research indicates, monitoring cow condition directly impacts the reproductive performance of the herd. As mentioned above, failure to conceive is the most important factor in reducing net calf crop. Keeping cows in adequate condition throughout the production cycle can improve reproductive performance and positively impact the economics of the operation. The BCS system is relatively easy to learn and can be implemented in any farm situation. Please take the time to learn how to use this system and begin taking advantage of the benefits it has to offer. For help with the BCS system, contact your local Extension agent.

References

- Beverly, J. R. 1985. Reproduction in beef cattle as related to nutrition and body condition. Kentucky roundup of reproductive efficiency in beef cattle. pp.1-12.
- Herd, D. B. and L. R. Sprott. 1986. Body condition, nutrition and reproduction of beef cows. Texas Agricultural Extension Service. Texas A & M Univ. B-1526.
- Pruitt, R.J. 1994. Personal Communication. South Dakota State University, Brookings.
- Selk, G. E., R. P. Wettemann, K. S. Lusby, and R. J. Rasby. 1986. The importance of body condition at calving on reproduction in beef cows. OSU Agric. Exp. Sta. Publ. 118:3163-3169.
- Westendorf, M., C. W. Absher, R. W. Burris, N. Gay, J. T. Johns, and J. D. Miksch. 1988. Scoring beef cow condition. Kentucky Extension Service. ASC-110.
- Wiltbank, J. N. 1983. Maintenance of a high level of reproductive performance in the beef cow herd. Vet. Clin. N. Am. Large Anim. Proc. 5:41-57.

ST



Looking at Me?

It's ok. Everybody Is.



SimAngus™.
The Obvious Choice.

2012 Across-Breed EPD
Table, GPE Rep. 22,
MARC, USDA
* Major Continental
Breeds — Simmental,
Gelbvieh, Limousin,
Charolais

Trait	Simmental Rank vs. Major Continental Breeds*	Angus/Red Angus Rank vs. Major British Breeds
Marbling Score	First	Second
Carcass Weight	First	First
# Retail Product	Second	First
Weight Gain Feed Efficiency	First	Second
Weaning Weight	Second	First
Post Weaning Gain	Second	Second
Shear Force	First	First

"Crossbred steers with a **50:50 ratio of Continental European to British breed** inheritance are likely to produce a more **optimum** balance between carcass **quality grade** and **yield grade** than crossbred or straightbred steers that represent either 100% British breed, or 100% Continental European breeding."

— MARC GPE Progress Report No. 22, USDA

Georgia Simmental Association Upcoming Events

October 28 –

Yon Family Farms Angus & SimAngus™
Bull & Female Sale, Ridge Spring, SC
Info: 803-622-4140

November 4 –

Pigeon Mountain Fall "Beef Builder" Bull Sale
Select Cattle Enterprises, Armuchee, GA
Info: Bruce Van Meter: 770-547-1433

November 11 –

Gibbs Farms 12th Annual Bull & Female Sale
Ranburne, AL • Info: 336-469-0489

November 18 –

5th Annual AFFORDA Bull Sale
Callaway & McCravy Angus & SimAngus™
Bull & Commercial Female Sale
Carrollton, GA • Info: 770-355-2165

November 18 –

Timberland Cattle's Black Angus
& SimAngus™ Bull Sale
Vernon, AL • Info: 205-695-6314

November 18 –

Southern Excellence Bull Sale
Wadley, AL • Info: 404-473-6799

November 24 –

Black Friday Online Bull Sale Vol 1
Angus & SimAngus™ Bulls
Hosted by Cattle In Demand
Info: 678-986-7565 or 770-773-0751

December 1 –

Calhoun Performance Tested Bull Sale
Calhoun, GA • Info: 706-542-9102

December 9 –

Cowboy Logic Bull &
Commercial Female Sale, Talmo, GA
Contact: Cole Elrod: 678-410-1312

December 16 –

"The Source" Sale, Nashville, GA
Contact: Chandler Akins:
229-237-2449

Looking for new members to join

GSSA. For more information
contact: Donna Priest, GSSA
Secretary/Treasurer 770-655-8133
or donna.priest@gmail.com

Looking for Simmental/ SimAngus™ Bulls?

Visit our website to find
a breeder near you!



www.georgiasimmental.com

You Are What You Eat



I'm Fescue

Beef producers who rely on fescue-based pastures know the blessings and the curse. Your cows experience one of the harshest and most relentless environmental impacts in the U.S. Beef Industry. As such, you need cows that shed early and face the heat.

The American Simmental Association offers the Beef Industry's most varied and robust lineup of heat tolerant, fescue tolerant, disease resistant cattle. As you battle through the environmental challenges that face your cow herd, take the time to check out SimAngus™ HT, Simbrah, and slick-haired Simmental and SimAngus™ options.



Chip Kemp

Director of Member &
Industry Relations
American Simmental Association
ckemp@simmgene.com
406-587-4531

 **SimGenetics**
PROFIT THROUGH SCIENCE

American Simmental Association

www.simmental.org

SIMTALK

Linking SimGenetics to Commercial Cattle



To receive a free subscription of *SimTalk*:

- Subscribe online — www.simmental.org
- Complete and fax — 406.587.9301
- Drop in the mail



Check out these blogs at simmental.org

Stay informed.

Subscribe for free to receive the *SimTalk* Magazine.

Name _____

Company Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

I am a member of the American Simmental Association ☐ Yes ☐ No

If you are already receiving the *SimTalk* do not return this card.

10/17 ST

Profit Through Science

We do the science, you make the profit.

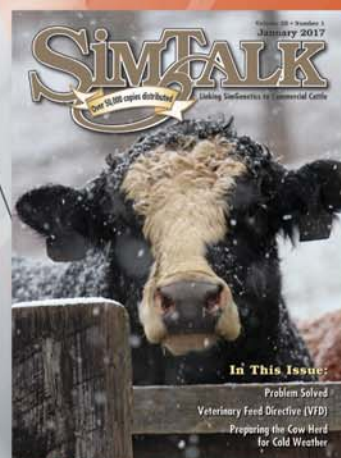
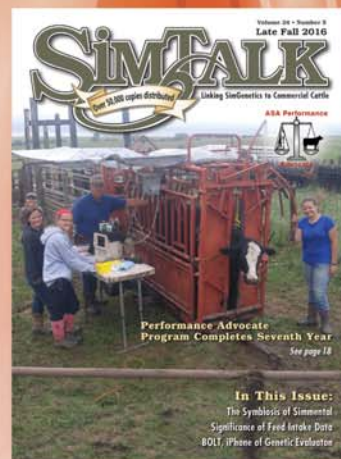
SimTALK

Linking SimGenetics to Commercial Cattle

Published four times annually with a special edition Breeder Directory, *SimTalk* is a glossy, full-color publication with a circulation of 40,000+ targeting commercial users of SimGenetics. Advertising in *SimTalk* provides a unique opportunity to brand and trademark your program to thousands of potential customers. If you are serious about communicating with the commercial beef business, consider an advertising presence in every one of our four annual issues.

ASA Publication's *SimTalk* Production Schedule Deadlines

	Sales Close	Ad Materials	Camera Ready	Mail Date
January 2018	Dec 5	Dec 14	Dec 21	Jan 9
March 2018	Jan 23	Jan 30	Feb 9	Feb 24
Breeder Directory 2018	May 1	May 10	May 23	June 12
Early Fall 2018	July 23	Aug 1	Aug 10	Aug 24
Late Fall 2018	Sept 21	Sept 28	Oct 9	Oct 22



SimTALK

c/o the Register
One Genetics Way
Bozeman, MT 59718 USA

First-Class
Postage
Required

Post Office will
not deliver without
proper postage.

Return today to receive your free subscription.

THE EVENT

ELITE SIMMENTAL GENETICS

Firefly | \$100,000 daughter of Crysteel Tango by Pilgrim that was the 2014 American Royal Grand Champion Purebred Female



Profit Maker | \$26,250 son of Crysteel Tango by Profit
Owned by Rust Mountain View Ranch



This elite donor has produced over a half million dollars in progeny sales.

Featuring the Sale of Crysteel Tango in her Entirety



Lady Di | \$120,000 daughter of Crysteel Tango by Vision



Equity | \$70,000 son of Crysteel Tango by Profit | Owned by The Equity Group

75+ Lots of Elite Simmental Females will sell!

NOVEMBER 25, 2017 AT 1 PM
Tecumseh, Nebraska

Sale Contacts

Brad Tucker - (402) 314-4488

Les Vogler - (402) 450-2340 Loren Vogler - (402) 432-9070

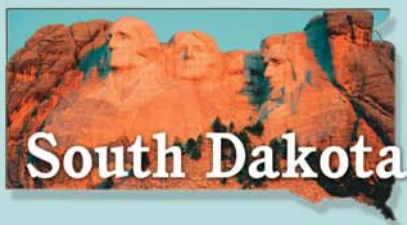
Sale Management: Graham Blagg - (530) 913-6418

Auctioneer: Jered Shipman - (806) 983-7226

Dagger | \$17,500 son of Crysteel Tango
by Profit | Owned by Double Bar D Farms



INNOVATION
AgMarketing, LLC
to request a catalog call, text or visit the website
INNOVATIONAGMARKETING.COM



www.southdakotasimmental.com

Double J Farms
Simmental Cattle
est. 1974

Kipp Julson • 605-351-9088
48672 252nd St
Garretson, SD 57030
doublejfarms@alliancecom.net
www.doublejsimmentals.com

Females by Private Treaty in the Fall
Private Treaty Bull Sale January 27, 2018

TRAXINGER SIMMENTAL

Reds, Blacks • Bulls and Females
Private Treaty Sales

Mike and Terri Traxinger
11176 - 406th Avenue
Houghton, SD 57449
Home: 605.885.6347
Mike's cell: 605.294.7227
mtrax@nvc.net
www.traxinger.com

ES EICHACKER SIMMENTALS

Steve & Cathy Eichacker
605-425-2391 or
605-421-1152
email: es@triotel.net
25446 445th Ave
Salem, SD 57058

Annual Bull Sale • March 2, 2018

**ANNUAL SALE
FIRST THURSDAY
IN FEBRUARY**

**STAVICK
SIMMENTAL**
Veblen, SD
605-237-4663 (Mike)
605-551-9016 (Owen)
www.stavicksimmental.com • stavickx@tnics.com

WERNING CATTLE COMPANY

Simmental - Angus - SimAngus
27262 424th Ave. • Emery, SD 57332
Dale: 605-825-4219
Scott: 605-682-9610
www.werningcattle.com

EKSTRUM EX SIMMENTALS

South Dakota's
Source for Outcross
Performance
Simmentals!

Clay Ekstrum
605-778-6185 (H)
605-730-1511 (C)

John Ekstrum
605-778-6414
36220 257th St., Kimball, SD 57355
clayekstrum@midstatesd.net • ekstrumsimmentals.com

Benda Simmentals

Jim and Jay Benda

26106 366th Ave. Jim: 605-730-6703 (Cell)
Kimball, SD 57355 Jay: 605-730-0215 (Cell)
605-778-6703 bendaranch@midstatesd.net

Black and Red Breeding Stock



<http://www.kysimmental.com>

Tingle Farms

Joe & Venedia Tingle
502.682.8637
Derek & Chelsey Tingle
502.682.0806
722 Drennon Rd.
New Castle, KY 40050
www.tinglefarms.com



www.texassimmentalsimbrah.com

R SIMBRAH

Ana Hudson
8330 West Farm 6092
Miles, TX 76861
325-212-1117
ana@rxsimbrah.com
www.rxsimbrah.com

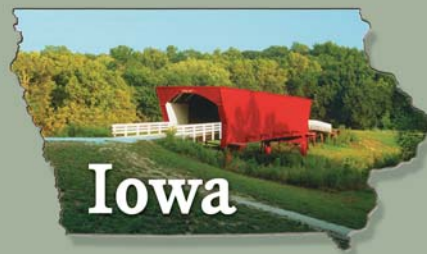
Heat Adapted Cattle
Simbrah
SimAngus™
SimAngus™ HT
Simmental

BOIS d'ARC LAND & CATTLE, CO.

Red Angus, Red Simmental
& Red SimAngus™ Cattle

BULLS & FEMALES FOR SALE

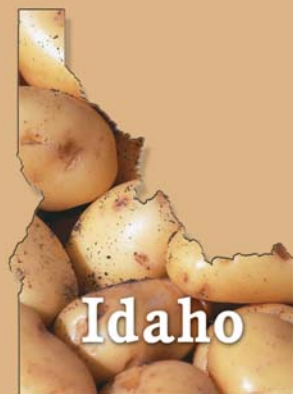
Mike and Jan White
903/450-1221 Office • 903/450-6236 Cell
104 Oak Lane, Ladonia, TX 75449
www.boisdarclandandcattle.com



[www.breedingcattlepage.com/
Simmental/iasimmassoc/](http://www.breedingcattlepage.com/Simmental/iasimmassoc/)

SPRINGER SIMMENTAL

Jeff & Lynda Springer
Michelle & Todd Christianson
Steve & Bri Springer
3119 310th St - Cresco, IA 52136
641-330-6654
springsim@iowatelecom.net
WWW.SPRINGERSIMMENTAL.COM



LANTING ENTERPRISES LLC

Private Treaty
Superior Simmental
Sim Angus Genetics

Contact us about our
Private Treaty Sales.

Lanting Enterprises, LLC
2181 B N 2300 E
Twin Falls, ID 83301-0643
208-655-4257
208-731-6646 Bob's Cell
208-655-4371 John's Home
lant4257@filertel.com

Promise Land Ranch

Mike & Cathy Stoltey Family
374 Promise Lane • Plummer, ID 83851
208-686-1515 (H) • 208-699-2335 (M)
plrlivestock@gmail.com

Carcass Merit Sire Evaluation Program

- Average 74% Choice, YG 2.8
- Complete tenderness data
- 10,000 carcass records collected
- Over 35,000 commercial cows mated

CMP
CARCASS MERIT PROGRAM



Welcome to the cutting edge

Our new GGP lineup delivers amazing power to genomically enhance your EPDs.

Today, you can plan, select and manage young seedstock with the prediction accuracy of older bulls siring several calf crops. You can save years on your herd goals – for less than it costs to fill up with gas.

We not only make DNA testing easy. We make it profitable. From fast sampling of calf DNA to quick turn-around with new products that work in powerful synergy. From time-saving conveniences to a full range of innovations designed to help you take full advantage of beef genomics.

There are exciting new ways for us to work together to attain your goals with Simmental, SimAngus™, Simbrah and SimAngus HT cattle. And we would love to be your partner as you brand your legacy in the 21st Century. To learn more, contact ASA at (406) 587-4531 or visit www.simmental.org



Neogen GeneSeek Operations
4131 N. 48th Street • Lincoln, NE 68504
402-435-0664 • genomics.neogen.com



Ag Coalition Calls for FMD Vaccine Bank

Over 100 agricultural groups joined together to sign a letter urging Congress to include language in the 2018 Farm Bill establishing and funding a foot and mouth disease (FMD) vaccine bank. The cost of establishing the FMD vaccine bank is estimated at \$150 million annually. The last detection of FMD in the US was in 1929, however, the US only has access to enough vaccine to deal with small, localized outbreaks, and in other parts of the world, FMD is endemic.

According to Iowa State University economists, an FMD outbreak in the US would push countries to close their markets to US meat exports, costing the beef and pork industries a combined \$128 billion over ten years, if no vaccine bank exists to combat the disease. “An outbreak of FMD will have a devastating effect on all of agriculture — not just livestock producers — and will have long-lasting ramifications for the viability of US agriculture, the maintenance of food security in this great nation, and overall national security,” the letter stated. The impact on employment would also be significant, with economy-wide job loss topping 1.5 million.

National Cattlemen’s Beef Association (NCBA) president Craig Uden stated, “Simply put, we cannot afford to be locked out of valuable markets again. It has taken us well over a decade to get back up to speed in Asia after the 2003 BSE scare, and we must have support and full funding for this FMD vaccine bank to protect for our vital industry. The consequences would be catastrophic.”

Despite this support, USDA’s Animal and Plant Health Inspection Service (APHIS) says an exclusive strategy, for incidents beyond small, isolated FMD outbreaks, is not viable. Due to a lack of ability and capacity to appropriately dispose of and depopulate carcasses, the cost of implementing a total stamp-out strategy, the severe economic losses for producers from the loss of production animals, further losses to producers from the loss of genetic stock, and a lengthier interruption for commodities like milk, meat and cheese, APHIS points to holes in the strategy.

The antigenic diversity of the different serotypes and topotypes of FMD means it would take not one, but 20 to 25 different vaccines just to cover high-priority topotypes. In addition, under current US law, no live FMD virus could be introduced into mainland US by federal entities or commercial manufacturers. Producing a conventional killed virus FMD vaccine would require a live FMD virus.

Sources: Alan Newport (Beef Vet); NCBA; Feedstuffs

Soil Health Measurements to Accelerate Production

The concept of soil health is gaining widespread attention because it promotes agricultural practices that are not only good for the farmer, but also good for the environment. An abundance of research shows that improving soil health boosts crop yield, enhances water quality, increases drought resilience, reduces greenhouse gas emissions, increases carbon sequestration, provides pollinator habitat, and builds disease suppression. To help implement widely-applicable, consistent measures of soil health, the Soil Health Institute announced its endorsement of 19 national soil health measurements.

Over the last three years, scientists from public and private sectors, farmers, field conservationists, soil test laboratories and many others provided input to develop a “Tier 1” list of recommended soil health measures, considered effective indicators of soil health. These specific measurements are regionally defined, have known thresholds, and help define management strategies to improve soil function — like providing nutrients and water.

“Establishing these measurements of soil health will allow a broad group of stakeholders to speak the same language,” said Dr. Wayne Honeycutt, CEO of the Soil Health Institute. “This will go a long way in mobilizing further efforts to improve sustainability of our food production systems.”

Soil health, like human health, is a complex and holistic concept. For example, when a person goes to a medical doctor, their health is not judged by blood pressure alone. Instead, many tests are used to assess their health. In a similar way, soil health is based on numerous chemical, physical, and biological measurements.

“Many of these Tier 1 measures have proven effective to help producers achieve high yields for decades,” Honeycutt said. “Consequently, many of the soil test laboratories and field conservationists are already using these measurements. Currently, the Soil Health Institute is reaching out to those organizations to explore additional implementation opportunities.”

Work continues with the agricultural industry to add more measurements to the Tier 1 classification — currently being researched as Tier 2 and Tier 3 measurements. They require additional research to elevate them to Tier 1 usefulness. “We are working with numerous partners to advance that research and are already making plans to get it into the hands of farmers and ranchers,” added Honeycutt.

CONTINUED ON PAGE 58

It's time to... **FORGE AHEAD**

FORGE AHEAD with new technologies and innovation.
FORGE AHEAD with rapid genetic improvement.
FORGE AHEAD with superior service.
FORGE AHEAD with industry relationships.

We are committed to moving the beef industry forward
and invite you to join us in our quest.

MAKE PLANS TO JOIN US IN STARBUCK, MINNESOTA
FEBRUARY 9, 2018 • 1:00 PM (CT)

BRED FOR *Balance*

SELLING 100 BULLS, 27 BRED HEIFERS AND 5 FABULOUS OPEN HEIFERS.



Jim Wulf Family
Phone 320-239-2700 Cell 320-491-6312
jimandtwyla@farmersmail.net
30819 250th Street, Starbuck, MN 56381
Travis Wulf 320-288-6433



Tom Hook Family
Phone 507-629-4946 Cell 507-829-5283
hookfarms@mvtvwireless.com • www.hookfarms.com
11333 180th Street, Tracy, MN 56175
Herdsmen, Ed Schmidt 507-530-2635



Marty Ropp 406-581-7835
www.alliedgeneticresources.com

Are you a Progressive Commercial Producer?

Do you use AI, single sire pastures, parent verification?

Do you select replacement heifers?

Do you want to make better genetic decisions?

If the answer is **Yes!** Step into the future and become part of the world's largest genetic evaluation system.



"The ASA has advanced the simplification of data across breed lines and eliminated the information barrier to the commercial producer. They are pioneering a better beef business because of it"

Wes Tiemann
Manager of
Strategic Solutions



**We do the Science.
You Make the Profit.**

ASA's new Commercial Option is for you!

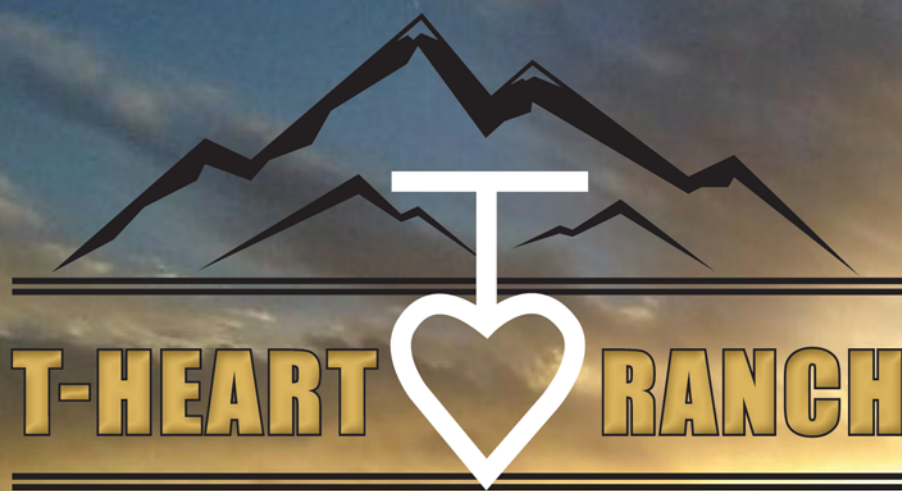
- EPDs and economic indexes on every female in your herd . . . regardless of breed or breed composition.
- EPDs and economic indexes on steer groups.
- Online record keeping and herd management software.
- Access to a wide array of highly effective DNA technology.
- Only \$500/year regardless of herd size!

Be progressive and call today: 406-587-4531

 **SimGenetics**
PROFIT THROUGH SCIENCE

 **IGS** International
Genetic Solutions
www.internationalgeneticsolutions.com

American Simmental Association
www.simmental.org



True High Altitude Cattle

HIGH ALTITUDE FEMALE SALE

Private Treaty - November 2017 || 400+ Angus and SimAngus™ influenced
Bred Replacement Heifers

HIGH ALTITUDE BULL SALE

March 24, 2018 || 200+ Simmental and SimAngus™ Bulls

JOIN US AT THE RANCH IN LAGARITA, CO

For More Details,
visit our website
t-heartranch.com
and follow us
on FaceBook.

ALLIED
GENETIC RESOURCES

Marty Ropp 406-581-7835
Clint Berry 417-844-1009
www.alliedgeneticresources.com

SUPERIOR
Productions

Josh Staudt 970-227-0729

Shane & Beth Temple
T-HEART RANCH and L-CROSS RANCH
719-850-3082 • 719-850-3083
shane@t-heartranch.com

www.t-heartranch.com



True High Altitude Cattle

Online Tool Could Predict Forage

A crystal ball to see into the future may be every agricultural producers' dream, and two Texas A&M AgriLife Research scientists are integrating a tool to give cattle producers a 90-day glimpse. The online tool being piloted by rangeland ecologists Dr. Bill Fox and Dr. Jay Angerer at the Texas A&M AgriLife Research and Extension Center in Temple, along with collaborators from the Texas A&M AgriLife Extension Service and the Texas Grazing Land Coalition, could change the way cattle producers monitor their operations and plan for the future.

The project is designed to bring several forecasting tools together in an innovative, collaborative way and make them available in one dashboard to help producers and landowners make informed decisions about their landscape and grazing requirements, Fox said. The three-year project will be funded via a US Department of Agriculture Natural Resources Conservation Service — Conservation and Innovation Grant totaling \$728,853 and leveraged with in-kind donations of time, access to land data, and outreach program participation from ten Texas landholders from around the state.

The focus of the project will be data analytics for natural resource conservation and demonstrating the

cost effectiveness of forecasting and planning by using existing programs — the Livestock Early Warning System (LEWS); and Forage Risk Assessment Management System (FRAMS). The two systems were developed by the Texas A&M University System and the USDA and are available to the public as decision-support tools. Angerer said the technology will consolidate information from LEWS and FRAMS and data collected at the Temple center's Grazingland Animal Nutrition Lab, near and long-term forecasts from the National Weather Service, cattle market indexes and pertinent data from other sources to provide a single "dashboard" that provides real-time or near real-time information.

Angerer said the ability to predict and be prepared for drought conditions is critical for Texas cattle producers. According to AgriLife Extension economists, the Texas cattle industry experienced \$3.23 billion in losses during the 2011 drought. There is excitement among scientists and ranchers about combining and improving applications that can be used to avoid major losses, Angerer said. Producers at the ten locations will kick off the project later this month. Once the system is adapted and tested, Angerer and Fox said the participating ranchers, Texas Grazing Land Coalition and AgriLife Extension will begin outreach efforts to engage other ranchers around the state and beyond.

CONTINUED ON PAGE 60



2018 BULL SALE

Tuesday, February 27th * Stanford, MT

Selling Simmental and SimAngus™ Bulls

www.hillsimmental.com

Hill's Ranch Simmentals, Tom & Kathy Hill and Family
1045 Simmental Ln * Box 186, Stanford, MT 59479
hillssimmentalmt@yahoo.com



BREED FOR PROFIT

Utilize the #1 Tool to Maximize Terminal Value



TI Terminal Index

For more detailed information on TI, visit:
www.simmental.org

Proud Partner
 **IGS** International
Genetic Solutions
www.internationalgeneticsolutions.com
We Collaborate. You Profit.

 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association

Designed to work best when selecting sires for use in herds that finish all calves and sell on a grade and yield basis.

Uses USDA technology and CattleFax price projections to predict profit differences between sires in units of \$ per exposed female.

ASA establishes TI to be the most effective selection tool available to commercial producers when marketing all heifers and steers through terminal channels.

SimAngus™ HT

Designed for Gulf Coast, Heat Stress & Fescue Adaptability



SimAngus™ HT females provide an ideal combination of:

- ◆ Heat/Fescue Tolerance
- ◆ Parasite Resistance
- ◆ Maternal Traits
- ◆ Maternal Heterosis
- ◆ Calf Performance
- ◆ Carcass Composition

 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association
www.simmental.org

DREAMWORKS

The First Edition

December 1st, 2017 • 6:00 PM

Decorah Sales Commission, Decorah, IA



WLE Big Deal A617 : 3/4 Simmental



W/C Relentless 32C : 3/4 Simmental



W/C Relentless 32C : Purebred



Mack AF W273 : Purebred



W/C Relentless 32C : 3/4 Simmental



ZKCC Chopper 844U : 3/4 Simmental

An Elite Female Sale Selling....

30 Open Show Prospects • **40** Reg. Bred Heifers (all AI safe)

50+ Commercial Cow/calf pairs
These cows would make excellent recipients

hosted by **Nelson Family Farms, Mabel, MN**

watch for updates at www.nelsoncattle.com

Joe 507-450-6763 Matt 507-450-6427 Gabe 507-273-5911

INDUSTRY UPDATE

CONTINUED

USDA Concerned about Canadian Inspection System

A recent USDA report questioning the system used by Canadian food inspectors for meat, poultry and eggs is expected to lead to another review of procedures as Canadian officials address proposed corrective actions. The report stems from a series of "onsite equivalence verification" audits by USDA's Food Safety and Inspection Service (FSIS) last September at seven slaughter and processing plants and other Canadian offices and facilities. FSIS also verified that Canada's Central Competent Authority (CCA) took the corrective actions offered by the US agency after a 2014 audit, the report noted.

The most recent findings, however, uncovered that Canadian inspectors may not have conducted complete carcass-by-carcass, post-mortem inspections to make sure that processed meat was not contaminated by "feces, milk or ingesta" before being stamped with a mark of inspection. Such contamination is considered a pathway for pathogen transmission, including *E. coli*, the report noted.

Between January 2013 and December 2015, US officials rejected a total of 1.7 million pounds of Canadian meat and poultry at the point of entry, and about 130,000 pounds of that total were found to have been contaminated with fecal matter, ingesta of other pathogens. A total of about 4.8 billion pounds of meat and poultry were exported to the US from Canada in the same period, the report said.

The report's findings were released this spring after preliminary findings were delivered to Canadian officials last September. FSIS said the findings about a lack of carcass-by-carcass inspection "raise significant questions about the Canadian

CONTINUED ON PAGE 62



HALF PRICE SALE!
50% off

Low Density DNA testing through the American Simmental Association (ASA) in exchange for feed intake and/or carcass data.

- ASA Members will receive one 50% off price discount for Low Density DNA testing for each carcass or feed intake record submitted.
- Records must be valid for use in ASA's genetic evaluation.
- All breeds and composites eligible if sire is registered in ASA multibreed database.
- Applies to animals born after August 31, 2015.
- Carcass Merit Program calves do not qualify.

Contact Jackie Atkins today for more details.
406-587-4531 or jatkins@simmgene.com

Livestock Services

A.I. Products, Semen & Service

Custom Collection
Billings, MT
406.656.9034
Strafford, MO
417.736.2125

Customer Service
888.333.1783

GENEX™

©2017 GENEX A-13893-17

ORigen

Breeder to Breeder Genetic Services

10 West Arrow Creek Road
Huntley, Montana 59037

1-866-867-4436

www.ORigenbeef.org

Col. Luke Mobley



205.270.0999 | www.LukeMobley.com



Jered Shipman, Auctioneer

806-983-7226
6945 CR 206
Grandview, TX 76050



Semen Available on Today's Hottest AI Sires

866-356-4565
www.cattlevisions.com

Carcass Merit Sire Evaluation Program

- Average 74% Choice, YG 2.8
- Complete tenderness data
- 10,000 carcass records collected
- Over 35,000 commercial cows mated



CMP
CARCASS MERIT PROGRAM

ALLIED GENETIC RESOURCES

ALLIED BY REPUTATION.
FOCUSED ON SERVICE.

MARTY ROPP 406-581-7835
CLINT BERRY 417-844-1009
JULIE MURNIN 325-370-3103
ROCKY FORSETH 406-590-7984
ANDREW CONLEY 706-781-8656

WWW.ALLIEDGENETICRESOURCES.COM



UNIVERSAL SEMEN SALES, INC.

2626 Second Avenue South
Great Falls, MT 59405
800-227-8774
406-453-0374
406-452-5153 Evenings
406-453-0510 Fax



unisemen@universalsemensales.com
www.universalsemensales.com

system and will need to be addressed by the CCA" in order to maintain ongoing equivalence to the US inspection system.

"Canada and the US have different approaches to verify that carcasses are free of contamination, and neither Canada nor the US tolerates contamination on food animal carcasses," a spokeswoman for the Canadian Food Inspection Agency told CBC News. "Both Canada and the US have rules that prohibit the production of meat from carcasses that are contaminated."

Chinese Campaign Launched Discouraging Meat Consumption

WildAid, a nonprofit originally focused on reducing global consumption of wildlife products such as shark fin and elephant ivory, has crossed over into a vegetarian agenda with a new campaign in China that encourages consumers to eat less meat.

A high-profile event in Beijing this month featured Chinese celebrities encouraging the public to eat less meat to improve personal health and fight climate change. WildAid's Shu Shi campaign includes video public service announcements, billboards, social media, and partnerships that encourage the public to eat more fruits and vegetables, and consume less

meat with the slogan: "Be fresh. Eat less meat — it's the new picky."

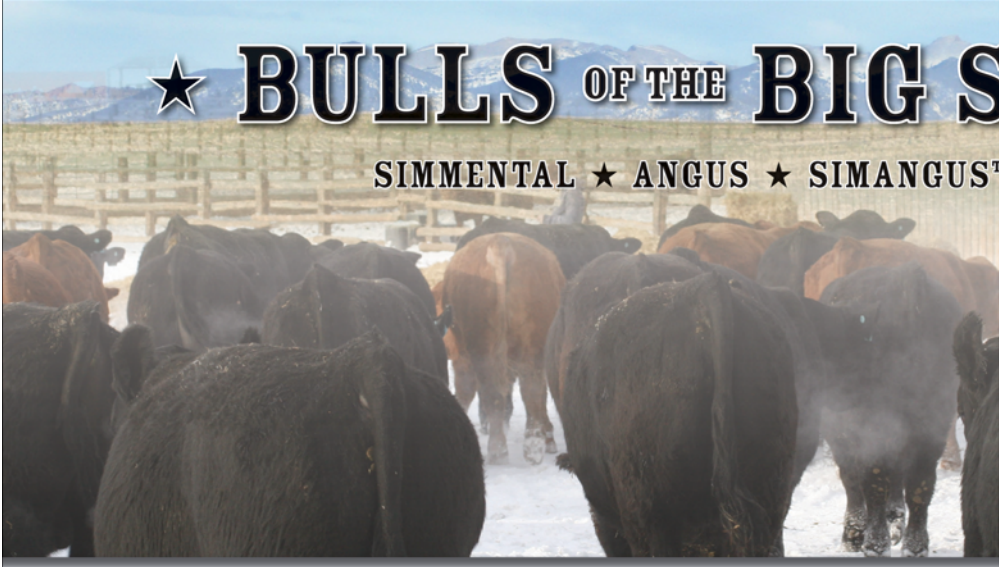
The announcement came as a part of the Summer Vibes event series at the popular Taikoo Li shopping center in Sanlitun, Beijing. Actress and singer Angelababy and actor Huang Lei are also featured in the media campaign. The Shu Shi campaign messages are expected to reach hundreds of millions of people across China on national and local TV stations and China's leading online video sites. The campaign also includes billboard distribution to airports, subway stations, bus stops and high-traffic pedestrian areas in Beijing, Shanghai, Guangzhou, Shenzhen, Chongqing and Wuhan among other cities. Shu Shi, which means vegetable in Chinese and has connotations of comfort and well-being, promotes adopting these dietary changes as a fashionable and playful way to help fight climate change.

China consumes about 28 percent of global meat production and about half of the world's pork. China is projected to add the equivalent of total US consumption to global demand for meat between 2010 and 2030, according to WildAid. WildAid said Shu Shi is a part of its ongoing effort to support the Recommended Dietary Guidelines of the Chinese Nutrition Society, which suggest limiting annual meat consumption to a maximum of 27.4 kg per person, compared to current average intake of 63 kg in China.

CONTINUED ON PAGE 64

★ BULLS OF THE BIG SKY ★

SIMMENTAL ★ ANGUS ★ SIMANGUS™



YEAR AFTER YEAR, BETTER THAN EVER

Meeting the industry's demands and our customer's needs... with one of the largest selections of Black and Red Simmental and SimAngus™ bulls in the United States. Unmatched customer service and the no-nonsense, commercially focused bulls you've come to expect.

BULL SALE

FEBRUARY 19, 2018
★ 1:00 PM ★
BILLINGS LIVESTOCK
COMMISSION
BILLINGS, MONTANA

175 YEARLINGS

★

REQUEST A CATALOG AT:
www.bullsofthebigsky.com
 or contact
 Maureen Mai 208-267-2668

WWW.BULLSOFTHEBIGSKY.COM

Follow Bulls of the Big Sky on FaceBook 



Marty Ropp 406-581-7835
www.alliedgeneticresources.com

Heartland Simmentals Performance with Class 2017

FRIDAY AT 6:00 PM

NOVEMBER 17

WAVERLY LIVESTOCK AUCTION

WAVERLY, IOWA



HL Zena E027

Sired by WS Zenith Z55 • Feb. PB SM Show Heifer/Donor



HL Ms. GNG C929

Sired by K-Ler Guts & Glory 30A
Bred to Hooks Fast Money • PB SM

HEARTLAND SIMMENTALS

Tom & Cora Lynch • Nashua, IA 50658

Phone 641-435-4048 Cell 563-380-1098

Kirk & Mary Lynch • New Hampton, IA 50659

Cell 563-379-1190

Mat Goddard, Herdsman 641-220-3240

Professional
Sale Managers

Eberspacher
ENTERPRISES INC.

Val & Lori Eberspacher

507-532-6694 • Val's Cell 612-805-7405

sales@ebersale.com • www.ebersale.com



HL Ms. Vindication C151

Sired by TJSC Vindication • Bred to Hooks Fast Money
SimAngus™



HL Ms. Red Top D1

Sired by Meyer Red Top
Bred to BMR Enforcer
SimAngus™



HL Ms. Signature D222

Sired by JF Signature 3268A
Bred to Hooks Fast Money
SimAngus™



HL Ms. Delivery C917

Sired by HL Special Delivery 73X
Bred to GW Paramount
SimAngus™



HL Ms. Bandwagon C44

Sired by CSCX Bandwagon 517A
Bred to BMR Enforcer
SimAngus™

100 LOTS
SIMMENTAL
SIMANGUS &
ANGUS GENETICS

The launch event at Taikoo Li featured vegetarian meals provided by three restaurants in the shopping district. Taikoo Li is Beijing's premier shopping district with nearly 100,000 daily visitors. Shu Shi messages will be further promoted by a partnership with Tianjin Airlines to provide vegetarian options on all international flights beginning later this year.

Ethically Sourced Meat and Salmon Subscription Box

Moink today launched its customizable subscription box of humanely raised meat and salmon, connecting ethically conscious meat lovers to a community of small, sustainable farmers and their high-quality proteins. The company delivers boxes of humanely raised and ethically sourced wild caught salmon, grass-fed beef, pastured pork, grass-fed lamb, and pastured chicken to consumer's homes.

"We created Moink because we knew there had to be a better way to connect farmers and consumers transparently," said Moink co-founder Lucinda Cramsey. "Figuring out where your food comes from and how it was raised should not be as hard as it is today. We're working to make a variety of ethically sourced and humanely raised meat accessible to the everyday consumer."

"As a farmer, I'm excited to increase access to sustainable, ethical meat for everyone," said co-founder Adam Cramsey. "Unlike our competitors, we work only with farms that raise animals outdoors in pastures or forests where they are happiest and healthiest. With Moink, customers receive the highest-quality meat available, which are raised without GMOs, hormones or antibiotics — and a final product without sugars, nitrates or solutions."

Moink's website lists the following as requirements for their product: all the meat is antibiotic and GMO-free; animals are never given growth hormones; chicken is solution free; bacon and sausage don't contain nitrates or sugar; the finished product is never doctored to alter taste or color.

The company notes the following as requirements for "humanely raised animals": beef and lamb is grass-fed and grass-finished; hogs are raised outdoors and never given GMO grains; chickens are raised outdoors on pasture and never given GMO grains; fish are sustainably wild-caught in the arctic waters of Alaska.

Moink boxes are customizable, and contain 12-16 pounds of different meats costing an average of \$4.50 per serving. The boxes can be ordered on a subscription, or on demand, and shipped to each state in the continental US.

Amazon Looking to Slash Grocery Prices

Amazon plans to use its deep pockets to make big changes at Whole Foods, saying it will cut prices on bananas, eggs, salmon, beef and more when its \$13.7 billion takeover is complete. Helping Whole Foods win back customers who found "good enough" organic and natural products elsewhere — possibly at a lower cost — fits Amazon's track record of keeping prices low to lock in customer loyalty. Looking ahead, Amazon hopes to give members of its Prime program special savings and other in-store benefits.

Among other Whole Foods items getting discounts: avocados, tilapia, baby kale, apples and rotisserie chicken — all organic, Amazon said. The company

SOUTHWEST CATTLEMEN'S CLASSIC

- Multi Breed Selection -

NOVEMBER 18, 2017 - 12:00 PM NOON

(Lunch served at 11:00 AM) - Former Umberger Sale Facility - 195 Kenton Run - Wytheville, VA



50 Breeding Age Bulls and 30 Females:
Simmentals
SimAngus™
Gelbvieh
Angus
Balancer



Smith Reasor, Reasor Simmentals
276-620-3123 skrlkr@embarqmail.com

Doug Hughes, Little Windy Hill Farms
276-620-4271 lwhf@wiredog.com

Smith Reasor, Reasor Simmentals
276-620-3123 skrlkr@embarqmail.com

CLASSIFIEDS

- ◆ **Registered and Commercial**
Simmental and SimAngus™ bred heifers! AI'd and ultrasounded safe to industry's leading sires, sell any number! Double J Farms, Kipp Julson, Garretson, SD. 605-351-9088 doublejfarms@alliancecom.net
- ◆ **It Pays to Advertise!**
Cost: \$2.00 per word, \$24.00 minimum, must be pre-paid. Copy: **Must be submitted in writing, along with full payment.** Count as one word each: entire address number; entire street; entire phone number; entire name. Mail your classified ad copy and your payment to: **the SimTalk Classifieds, One Genetics Way, Bozeman, MT 59718.**

also said certain Whole Foods products will be available through Amazon.com, AmazonFresh, Prime Pantry, and Prime Now.

Amazon's announcement comes a day after Whole Foods shareholders gave their approval and the Federal Trade Commission said it would not block the purchase. Amazon will pay \$42 per Whole Foods share, an 18% premium from its price the day before the tie-up was announced June 16. The stock edged up to \$41.98 on Thursday.

By buying Whole Foods, Amazon is taking a bold step into brick-and-mortar, with its more than 460 stores and potentially very lucrative data about how shoppers behave offline. The grocery chain, which has fought the "Whole Paycheck" reputation, had been under shareholder pressure to improve results as customers moved on and discount chains like Lidl and Aldi expanded in the US.

Rivals have been scrambling to catch up with the e-commerce giant. Walmart, which has the largest share of the US grocery market, is expanding its grocery delivery service with ride-hailing service Uber and announced that it will join forces with Google to let shoppers order goods by voice on Google devices. But Walmart's shares were off 2%, and shares of other big grocery businesses fell more. The Kroger Co. dropped nearly 8%, and Supervalu Inc. fell more than 6%. Costco lost 5% and Target fell 4%.

Financial analysts say one challenge for Amazon is how to cut prices and broaden Whole Foods' appeal without hurting the chain's image for quality food. It's a tricky balance that Amazon itself seemed to acknowledge in its statement. "Everybody should be able to eat Whole Foods Market quality — we will lower prices without compromising Whole Foods Market's long-held commitment to the highest standards," said Jeff Wilke, CEO of Amazon-Worldwide Consumer.

CONTINUED ON PAGE 66

View sale live and bid online at:
LiveAuctionsTV

JEWELS *of the* NORTHLAND

Saturday, December 2, 2017
Hilbrands Cattle Co. Sale Facility
Clara City, Minnesota • 12:00 Noon

90 Simmental & SimAngus™



HILB On Fire E3770
W/C Executive Order X JSF Firefly
February Show Heifer Prospect

PB SM



HILBIMPC Miss Maddie D86
W/C No Remorse X Milliron Blackout
Bred to W/C Executive Order

5/8 SM



HILBISHER Glitter Bomb 649D
BC Lookout X Black Glitter
Bred to CAJS Blaze of Glory

1/2 SM



HILBIJASS Crazy 4 You D105
LLSF Uprising X HILB Crazy N Love
Bred to W/C Executive Order

PB SM



HS Dyna Girl D769
W/C Executive Order x HS/HSF Stella Y5243
Bred to Welshs Dew It Right • Sexed Heifer
Donor Dam HS/HSF Stella sells Dec. 2!

PB SM



HS Daisy D933
JF Milestone 999W x HS/HSF Stella Y5243
Bred to W/C Executive Order

PB SM



Hilbrands Cattle Company
320-894-5955
507-828-7089
Mark & Amanda Hilbrands
Clara City, Minnesota
Herdsmen: Austin White 320-287-2649

Hecksel Simmental Farm
Mayer, MN
952-955-158
952-201-8662

HILBRANDS Simmentals
Holloway, MN
320-394-2118 • 320-760-3346

Guest Partners:
Sherwood Cattle Co 507-220-3545
Elm Mound Farms 608-486-4035
Anderson Cattle Co 320-368-3114
Rocky Knoll Cattle Co 605-870-3092
Boehland Cattle Co.

Val and Lori Eberspacher, Sale Managers
Office 507-532-6694 • Cell 612-805-7405
Catalog online at www.ebersale.com
Download the EE smart phone App!

Significant Ag Losses After Hurricane Harvey

The true cost of the disaster caused by Hurricane Harvey won't be known for many years to come, but it's going to be huge, Federal Emergency Management Agency administrator Brock Long told the press today during a Harvey update briefing. Acting secretary for the US Department of Homeland Security Elaine Duke said rainfall in some regions has reached more than 50 in., which is more than average annual rainfall.

Specific to agriculture, the South Texas Cotton and Grain Association said crop losses may be as high as \$150 million but added that this number is likely to change as the flooding subsides and producers can get a more accurate estimate of damage. The Texas Department of Agriculture (TDA) said cotton farmers in the Upper Coastal Bend were some of the hardest-hit agricultural producers, with hundreds of cotton modules blown apart by gale-force winds and many more lying wet in fields and at gin yards.

Texas rice producers had already harvested around 75% of this year's crop, but storage bins may have undergone extensive wind and water damage, leading to more crop losses.

Wheat, soybean and corn exports all ground to a halt late last week as Texas ports prepared for the oncoming hurricane.

On the livestock side, numerous videos surfaced on social media over the past week of ranchers moving cattle — often up to their shoulders in water — to higher ground. However, livestock losses still are anticipated due to the sheer power of the storm and the magnitude of flooding. Several sale barns and fairgrounds acted as holding stations for livestock. Additionally, shelters for companion animals and livestock were set up around the state to harbor and care for displaced pets and farm animals.

Texas agriculture commissioner Sid Miller activated the State of Texas Agriculture Relief (STAR) Fund to assist farmers and ranchers affected by Hurricane Harvey.

NRDC Seeking Stricter Antibiotic Surveillance

A new commission supported by the Natural Resources Defense Council (NRDC) has issued a report calling for more surveillance, oversight and restriction of antibiotic use in food animals. The report, authored by 12 antibiotic resistance experts from the fields of infectious disease medicine, veterinary medicine, microbiology, epidemiology and public health, was convened at the George Washington University Milken Institute School of Public Health (GWSPH) on November 13, 2016 and its work has been supported by the GWSPH staff and the NRDC.

The report, "Combating Antibiotic Resistance: A Policy Roadmap to Reduce Use of Medically Important Antibiotics in Livestock," is the result of an eight-month collaboration to craft a roadmap, consisting of 11 core policy recommendations split into three key areas: decreasing livestock use of medically important antibiotics; monitoring livestock antibiotic use, and; enhancing surveillance and data integration to inform antibiotic resistance policy.

Specific recommendations include: decreasing livestock use of medically important antibiotics; monitoring antibiotic use to reduce antibiotic resistance; enhancing surveillance and data integration to inform antibiotic use policy.

Cargill Invests in Alternative Meat Company

Memphis Meats Inc. — a company that has developed beef, chicken and duck protein from animal cells — has completed a new round of financing that includes investors Cargill Inc. and Microsoft founder Bill Gates.

The California-based company called the \$17 million raised in a Series A funding round "a historic milestone in bringing real meat — without the animal — to the table." The financing round was led by venture capital firm Draper Fisher Jurvetson, Gates and Virgin Group founder Richard Branson, among others, Memphis Meats said in a news release.

CONTINUED ON PAGE 68



Performance Breeders

are serious about data they collect!

Do you collect data on all calves for each of these six traits?

- Calving Ease
- Birth Weight
- Weaning Weight
- Yearling Weight
- Yearling Hip Height
- Ultrasound or Carcass Measurements

Yes!

You qualify as a

ASA Performance



Advocate

For more information: Call 406-587-4531

Trauernicht Simmentals

SUNDAY
December 10

12:00 NOON

BEATRICE, NEBRASKA

SELLING 125 LOTS

BRED HEIFERS • FANCY SHOW HEIFER PROSPECTS
FALL CALVING PAIRS

Also, the
Dispersal of the
5 & 6 year old
cows of Loren
Trauernicht!

Nebraska
**Platinum
Standard**
Female Sale 2017



LHT Ms Loaded Up 60E • PB Show Heifer
W/C Loaded Up 119Y x SVF Steel Force S701



JZ Ms Maggie 02E
SVF Allegiance Y802 x SS Upscale X25
PB Show Heifer



LHT Ms Cowboy Cut 145D • Bred to W/C Executive Order
CCR Cowboy Cut 5048Z x SAV Bismarck 5682



LHT Ms Voltage 100D
SS/PRS High Voltage 244X x Mr NLC Upgrad U8676
Bred to W/C Executive Order 8543



LHT Ms Executive 91D
W/C Executive Order 8543B x Mr NLC Upgrade
Bred to TJ High Calibur 556A



LHT Ms Lock Down 10D
W/C Lock Down 206Z x 3D Red Power 150Z
Bred to Cadillac



LHT Ms Beef King 59C
WS Beef King W107 x SAV Bismarck 5682
Bred to W/C Executive Order 8543B

Catalog online at www.ebersale.com • Bid online at www.LiveAuctions.tv



516 E Pine Road • Wymore, NE 68466
Loren 402-645-8306 or 402-230-0812
Scott 402-239-1272

www.trauernichtsimmentals.com

Guest Consignors: State Line Simmental 402-239-0843
Chris Neuman 402-520-2962

Eberspacher
ENTERPRISES INC.

Professional Sale Management:

Val & Lori Eberspacher Office 507-532-6694

Val's Cell 612-805-7405 • sales@ebersale.com

Download the EE smart phone app for current info!

The latest investment brings the amount Memphis Meats has raised so far to \$22 million, although the company has not commercialized production of what it calls its “clean meat.” It has, however, reduced the cost of producing a pound of meat to less than \$2,400 from \$18,000 last year, according to The Wall Street Journal.

The company plans to use the funds to continue developing its products and to accelerate clean meat production and reduce production costs. Memphis Meats also said it plans to quadruple its workforce with a growing team of chefs, scientists, creative people and business people.

Cargill's participation in the venture is another sign that traditional protein companies are considering future alternatives to their current products. Tyson Foods in late 2016 acquired a 5% stake in Beyond Meat, which is developing plant-based meat products. The exact amount of the Cargill investment and the company's stake in Memphis Meats were not disclosed.

Animals, People May Have Much In Common

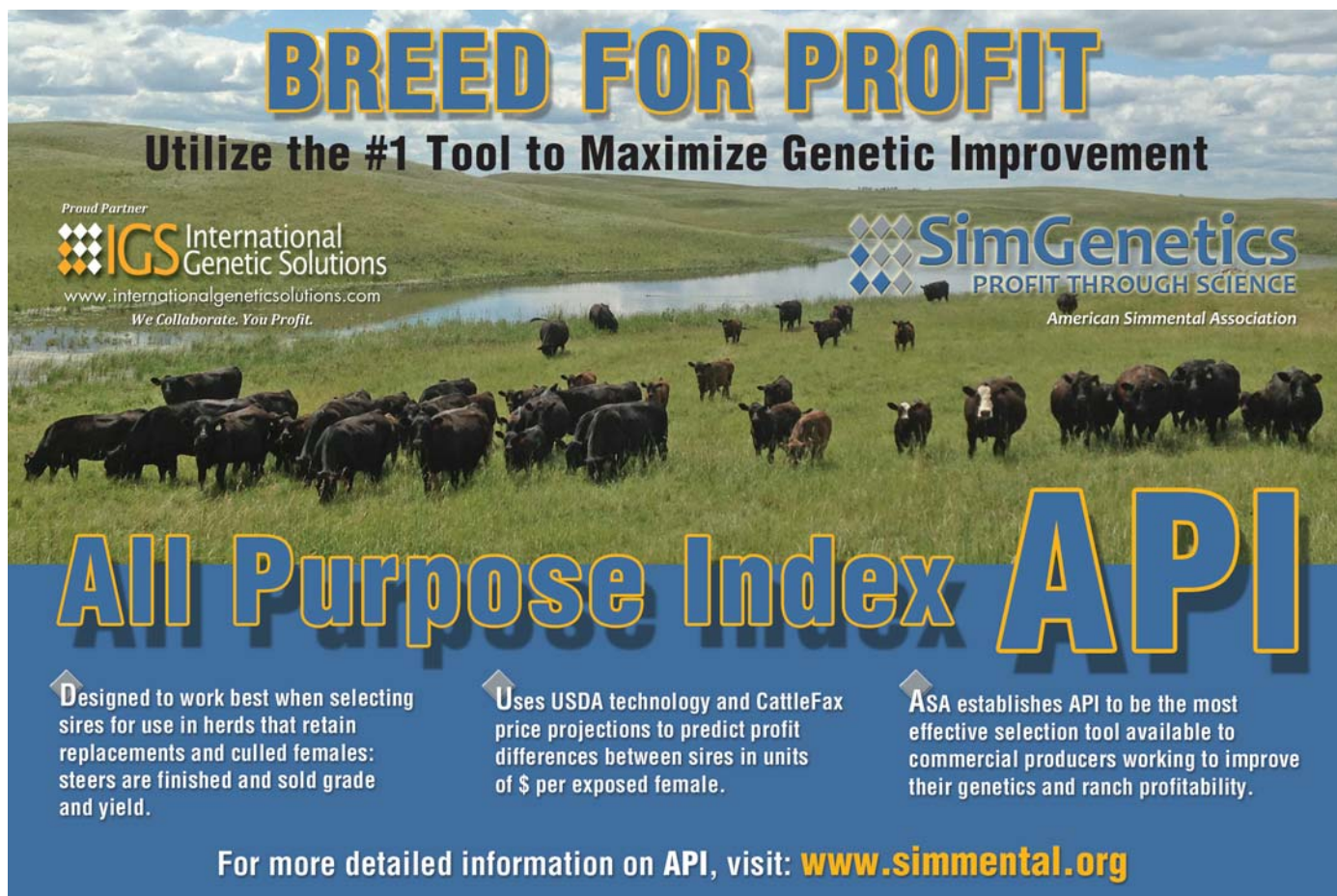
The number of pets affected by food allergies and intolerances has converged with that of people. Signs

of a food intolerance may include getting sick after drinking a glass of milk, an itchy palate after eating apples, swelling in the face after consuming eggs, or a severe asthma attack due to peanut dust.

However, these symptoms are not just limited to people, because other mammals such as dogs, cats and horses may exhibit similar symptoms after feeding. The number of animals affected by food allergies and intolerances has converged with that of people. A working group of the European Academy of Allergy & Clinical Immunology focuses on this issue and recently published a position paper that sums up food intolerances and allergies in both animals and people.

Precise knowledge about the active molecules of the allergens helps assess the risks of severe reactions, especially with food allergies. Many of these allergenic molecules that affect people have been identified and are already used in diagnostics, such as the so-called allergen microchip test.

As far as animals are concerned, there is still a big need for research. Similarly, a precise and comprehensive diagnosis is essential for establishing adequate measures against food intolerance. However, many mechanisms and triggers for animals have not been sufficiently researched, in part because some test samples or substances are not even available.



BREED FOR PROFIT

Utilize the #1 Tool to Maximize Genetic Improvement

Proud Partner
IGS International Genetic Solutions
www.internationalgeneticsolutions.com
We Collaborate. You Profit.

SimGenetics
PROFIT THROUGH SCIENCE
American Simmental Association

All Purpose Index API

- Designed to work best when selecting sires for use in herds that retain replacements and culled females: steers are finished and sold grade and yield.
- Uses USDA technology and CattleFax price projections to predict profit differences between sires in units of \$ per exposed female.
- ASA establishes API to be the most effective selection tool available to commercial producers working to improve their genetics and ranch profitability.

For more detailed information on API, visit: www.simmental.org

Cow Herd to Continue Increasing Through 2020

Herd expansion won't slow down anytime soon according to Rabobank analysts who are projecting 1.6% to 2.2% growth in the beef cow herd in the next two to three years.

Rabobank recently published the US Long-term Beef and Cattle Outlook report, which outlines how expanding beef production will increase the need for export. Don Close, senior analyst of animal protein and Sterling Liddell, senior analyst of data analytics, authored the report for RaboResearch Food & Agribusiness.

The cow herd has been in expansion phase starting in 2014, after several years of declines stemming back to 1995. The most dramatic drop in cow numbers happened in 2011-12 after widespread drought through the US, and especially in the Southern Plains forced mass herd reductions.

Close and Liddell expect herd rebuilding to continue into 2019-20 as corn prices stay low, per capita beef consumption increases and export demand help make retention of heifers more promising. Somewhere in 2020 to 2025 the Rabobank analysts expect increased supplies of both beef and poultry will cause negative price pressure, making it difficult for producers to justify retaining more replacement heifers.

Currently in 2017, beef exports account for 10.7% of production. By the end of the year exports are projected to reach 11.4% of production. Domestically, consumption has seen recent growth after per capita consumption dropped to just above 54 lb. in 2015. Last year domestic consumption rose 3% to 55.5 lb. per capita. Consumption in the US is estimated to reach 58 lb. per capita, roughly a 4-5% increase.

Meat Substitute Expands to Sysco

Los Angeles-based Beyond Meat announced its plant-based meat substitute products will now be distributed through Sysco, the nation's largest food distributor.

Currently sold at grocery stores nationwide, the Beyond Burger will expand its potential reach to tens of thousands of restaurant and food service establishments through this deal with Sysco.

"Similar to how we've partnered with conventional grocery stores to bring the Beyond Burger to the meat aisle where everyday consumers shop for protein, we are thrilled to be a part of Sysco's Cutting Edge Solutions (CES) program to bring the Beyond Burger to menus alongside beef at thousands of mainstream restaurants nationwide" said Ethan Brown, CEO of Beyond Meat.

CONTINUED ON PAGE 70

SOUTHERN EXCELLENCE 5TH ANNUAL BULL SALE

NOVEMBER 18, 2017 + 1PM CST + WADLEY, AL



RLWF PROPHET MARGIN D6
ASA# 3219254



RLWF UNITED WAY D39
ASA# 3219258



RLWF COWBOY CUT D47
ASA# 3219244

**BREEDING THE
HERD SIRES OF
TOMORROW TODAY!**

WHELAN FARMS
SIMMENTAL + SIMANGUS™



RLWF COWBOY CUT D43
ASA# 3219277



SouthernExcellenceBullSale



404.473.6797



whelanfarms.com

The Beyond Meat Beyond Burger is the latest addition to Sysco's Cutting Edge Solutions program. "Each year, we evaluate emerging food trends to hand-select our CES featured productions," said Brian Todd, senior vice president of merchandising for Sysco. "Our exclusive distribution of the innovative Beyond Burger helps our customers appeal to a growing group of consumers seeking better-for-you products."

The Beyond Burger launched in May 2016. The product contains 20 grams of protein and no GMOs, soy or gluten.

Antimicrobial Use in Food-Producing Animals

A new study led by academics at the Bristol Veterinary School in the UK has reviewed the literature on the use of antimicrobials in livestock practice together with the views of stakeholders. The study found that although there are some barriers to change, there is a clear awareness of the issue among the livestock sectors and a willingness to modify antimicrobial use.

Food-producing animals throughout the world are likely to receive antimicrobials when needed to treat infections. There are concerns, however, that antimicrobial use in human and veterinary medicine is causing antimicrobial resistance (AMR) in both humans and animals.

The Rapid Evidence Assessment (REA), led by professor Henry Buller at the University of Exeter and Dr. Kristen Reyher at the University of Bristol, investigated what is currently known about the use of antimicrobials in food-producing animals, the practices and views of the stakeholders involved in the administration of antimicrobials and the availability and validity of data on antimicrobial use in practice.

They identified and reviewed 48 papers published in peer-reviewed journals between 2000 and 2016. Key drivers of change in antimicrobial use in food-producing animals, along with barriers to change, were identified, indicating the multitude of issues surrounding current knowledge of antimicrobial use and attitudes about the reduction of antimicrobial use in livestock, Buller and Reyher said.

The study identified a difference between and within countries, production types and individual farms that showed the difficulty of the challenge involved in monitoring and regulating antimicrobial use in animal agriculture. Many factors that could influence the frequency of AMR in livestock are of concern across all sectors of the livestock industry, including inflexibility in production systems, low capacity for re-investment in farm buildings and high production costs, all of which are barriers to reducing antimicrobial use, the researchers said.

Evidence that farmers recognize and acknowledge the need to reduce antimicrobials was identified, although no evidence that medicine sales by veterinarians drives overuse of antimicrobials was found. The researchers noted that many factors that could influence the prevalence of AMR in livestock species remain a concern, including the improper use of antimicrobials in both the pig and cattle sectors across all global regions.

Kroger Joins the "Grocerant" Bandwagon

Kroger Co. is adding dining options for customers by opening its first restaurant inside its stores. The company is offering a "fresh take on American comfort food" along with hand-crafted cocktails with a family friendly atmosphere.

Kroger — which began offering fresh and ready-to-eat meals in 120 stores in the last year — is the latest grocery chain to establish full-service restaurants inside its stores. The so-called "grocerants" provided alternatives to shoppers who may abandon or postpone their plans to cook at home in favor of dining inside the store.

ST

Red and Black

Heat Tolerant SimGenetic Cattle

Simbrah – SimAngus™HT – SimAngus™ and Simmental





**BRUSH COUNTRY
BULLS**

Bulls and Replacement Heifers
for Sale Private Treaty.
Call us or see our website for details.

Our Cattle are bred to take the
**HEAT,
HUMIDITY
and
INSECTS**
in challenging environments
while maintaining
fertility, performance
and carcass quality.



FILEGONIA

CATTLE COMPANY

Joe Mercer
327 CR 459
Lott, TX 76656
www.filegoniacattle.com

Beth Mercer
Home/Office: 254-984-2225
Cell: 956-802-6995
bethmercer1974@gmail.com



**ALLIED
GENETIC RESOURCES**



**ASA
The
PERFORMANCE
RECORDS**

MADER Ranches

Proven. Trusted. Premium
Genetics



Semen Packages For Sale



LFE Heavy Hitter 352C

Sire: MRL DISCOVERY 21A

Dam: LFE BS JULI 641X

BW: 97 lbs

HOMO POLLED
HETERO BLACK

:: CAN, USA & AUZ Semen Available :: Co-Owned w/ Severtson Land & Cattle ::

*Find these females
& our genetics at:*

LLOYDMINSTER EXHIBITION
AGRIBITION
SIMPOWER
FRIDAY NIGHT LIGHTS
NEW YEARS RESOLUTION

Semen Packages For Sale



HEAVY HITTER DAUGHTERS



MADER

The National

43E



Sire: LFE The Riddler 323B

Dam: LFE BS Violet 641A

BW: 80 lbs

HOMO POLLED

HETERO BLACK

29th
Annual

Bull Power Sale

Friday, February 16th, 2018
1 PM . at the Ranch

Ryley, Jill Mader & Family .. 403.807.8140

maderranches@gmail.com

Randy & Ronda Mader .. 403.660.1123

CARSTAIRS, ALBERTA, CANADA

WWW.MADERRANCHES.COM

harvest SELECT

SUNDAY, NOVEMBER 5, 2017

Take advantage of the genetic opportunities at the Triangle J HARVEST SELECT Female Sale held the ranch in Miller, Nebraska at 1:00 PM (CT). Entire and UNSORTED white faced female herd dispersal, as well as all "U" and "W" model cows. 150 elite open heifers sell also.

250 FEMALES



TJ 75Y. Rookie daughter bred to TJ Cowboy's Choice 420B.



TJ 70Z. Baldy sired by Sharper Image and safe in calf to TJ Franchise 451D.



TJ 49A. Another Sharper Image daughter. This baldy sells safe to TJ Cowboy's Choice 420B.



TJ 70A. Carrying a TJ Cowboy's Choice 420B calf. Sired by TJ High Bet 236X.



TJ Z14. Carrying a TJ Franchise 451D calf. Z14 is sired by Movin Forward.



TJ 142C. Powerful Cowboy Cut daughter carrying a TJ Makers Mark 215Y calf.



TJ 150D. Lead off open heifer and daughter of TJ Main Event 503B.



TJ 998E. Fancy baldy open heifer. Daughter of ACW Ironhide 395Y. Flush mates sell also.



TJ 135E. Sharper Image open heifer.



All baldy full sibs to this high seller will be selling AI bred to the new and exciting TJ Franchise.



TJ MS 25W. Selling this outstanding Final Answer SimAngus™ donor in her entirety, along with her open heifer calf.



CCR Cowboy Cut 5048Z. Sire of MANY females selling.



TJ MS 38W. This purebred lead donor sells in her entirety, along with all of her baldy daughters by an outstanding Cowboy Cut flush.



TJ 44Y. Selling every baldy from this outstanding donor. The flush is sired by ACW Ironhide 395Y.



RDP Wendy W14. Selling her purebred flush of heifer calves by Hook's Bozeman 8B.



TJ 42A. Selling an outstanding flush of heifers sired by TJ Power Grid 363Y.

EVERY TRIANGLE J BALDY FEMALE SELLS.

ALLIED
GENETIC RESOURCES
Marty Ropp 406-581-7835
www.alliedgeneticresources.com

THE SOURCE FOR ONLINE SEEDSTOCK SALES
ALLIED
ALLIEDonlinesales.com
Powered by **DVAuction**

TRIANGLE J
Ranch

Darby and Annette Line
35355 Arrow Rd. Miller, NE 68858
Phone: 308-457-2505 Cell: 308-627-5085
www.trianglejranch.com



Card Up roar 49Y

By Mr. NLC Upgrade

EPDs: CE: 5 \$API: 118 \$TI: 79



NAILE Champ!

CAJS Blaze of Glory 42B

By WLE Uno Mas X549

EPDs: CE: 16 \$API: 124 \$TI: 71



WS A Step Up X27

By SS Ebony's Grandmaster

EPDs: CE: 5 \$API: 111 \$TI: 61



Mr. Hoc Broker C623

By Steel Force

EPDs: CE: -5 \$API: 61 \$TI: 54



SSC Shell Shocked 44B

By Remington Secret Weapon 185

EPDs: CE: 11 \$API: 113 \$TI: 21



AR, NAILE & NWSS Champ!

GCC CM Stockbroker B005

By Mr Hoc Broker - SimAngus™

EPDs: CE: 4 \$API: 97 \$TI: 60



Fitz POL Blazon B1203

By PRS Blazin Hot W192

EPDs: CE: 11 \$API: 116 \$TI: 74



S&S Sweet Dreams 507C

By CNS Dream On L186

EPDs: CE: 11 \$API: 121 \$TI: 64



CSCX Bandwagon 513A

By TJSC Optimus Prime

EPDs: CE: 5 \$API: 113 \$TI: 66



W/C Bullseye 3046A

By Lock N Load 54U

EPDs: CE: 16 \$API: 128 \$TI: 68



Kappes Big Ticket C521

By Lock N Load 54U

EPDs: CE: 9 \$API: 116 \$TI: 70



W/C Lock Down 206Z

By Lock N Load

EPDs: CE: 22 \$API: 156 \$TI: 79



GCC Whizard 125W

By SVF Steel Force S701

EPDs: CE: 13 \$API: 97 \$TI: 55



CCR Flint Hills 2092B

By CCR Frontier 0053Z

EPDs: CE: 14 \$API: 149 \$TI: 90



W/C United 956Y

By TNT Tuition

EPDs: CE: 9 \$API: 147 \$TI: 92



WLTR Renegade 40U ET

By 3C Macho M450 BZ

EPDs: CE: 5 \$API: 126 \$TI: 74



STF Rock Solid 033C

By CDI Rimrock 325Z

EPDs: CE: 12 \$API: 113 \$TI: 69



CNS Pays To Dream T759

By CNS Dream On L186

EPDs: CE: 11 \$API: 139 \$TI: 69



CLO Captain America 704Y

By CNS Pays to Dream T759

EPDs: CE: 13 \$API: 107 \$TI: 62



Circle M Tejas 107Z

By BC Lookout 7024

EPDs: CE: 19 \$API: 128 \$TI: 62



TJSC 152A "Vindication"

By Flying B Cut Above

EPDs: CE: 3 \$API: 94 \$TI: 57



3/4 SimAngus

WS Stepping Stone B44

By W/C Lock Down

EPDs: CE: 12 \$API: 125 \$TI: 74



Angus

Silveiras Style 9303

By Gambles Hot Rod

EPDs: CE: 19 \$API: 135 \$TI: 64



Angus

SP The Answer 813

By SAV Final Answer 0035

EPDs: CE: 21 \$API: 121 \$TI: 66



W/C Tribute 84C

By Yardley Utah

EPDs: CE: 12 \$API: 125 \$TI: 67



LLSF Pays To Believe ZU194

By CNS Pays To Dream T759

EPDs: CE: 7 \$API: 127 \$TI: 76



K-LER Make It Rain 696S

By Foundation 724N

EPDs: CE: -7 \$API: 86 \$TI: 55



STF Royal Affair Z44M

By Lock N Load

EPDs: CE: 5 \$API: 103 \$TI: 57



LLSF Addiction AY792

By Top Grade

EPDs: CE: 7 \$API: 109 \$TI: 67



Long's Damien A37

By Hooks Shear Force 38K

EPDs: CE: 9 \$API: 147 \$TI: 86



CDI Executive Power 280D

By W/C Executive Order

EPDs: CE: 13 \$API: 157 \$TI: 87



HPF Tradecraft D010

By JF Milestone 999W

EPDs: CE: 7 \$API: 115 \$TI: 71



FBF1 Combustible Y34

By Steel Force

EPDs: CE: 12 \$API: 101 \$TI: 62



LLSF Uprising Z925

By Heads Up 20X ET

EPDs: CE: 4 \$API: 100 \$TI: 77



CCR Anchor 9071B

By CCR Cowboy Cut 5048Z

EPDs: CE: 20 \$API: 164 \$TI: 82



SS/PRS Tail Gater 621Z

By HTP/SVF Duracell T52

EPDs: CE: 11 \$API: 115 \$TI: 74



W/C Grandstand 6B

By W/C Wide Track 694Y

EPDs: CE: 10 \$API: 121 \$TI: 67



W/C Catchin A Dream 27X

By Dream Catcher

EPDs: CE: 10 \$API: 123 \$TI: 67



HPF Rockstar B332

By JF Milestone 999W

EPDs: CE: 5 \$API: 109 \$TI: 76



WAGR Dream Catcher 03R

By Dream On

EPDs: CE: 12 \$API: 129 \$TI: 73



GLS/JRB Cash Flow 163C

By LLSF Pays to Believe ZU194

EPDs: CE: 9 \$API: 115 \$TI: 70



Long's Stand Alone B35

By Built Right

EPDs: CE: 8 \$API: 111 \$TI: 64



Yardley High Regard W242

By Yardley Impressive T371

EPDs: CE: -1.2 \$API: 71 \$TI: 58



HILB Maverick A43

By GLS New Direction X148

EPDs: CE: 4 \$API: 101 \$TI: 57



Rousey Gold Strike 512C

By Hooks Trinity 9T

EPDs: CE: 19 \$API: 150 \$TI: 85



WLTR Nashville 22A ET

By High Voltage

EPDs: CE: 11 \$API: 114 \$TI: 64



SAS Big Bruzer Y131

By King of the Yukon (outcross)

EPDs: CE: 9 \$API: 120 \$TI: 62



Call for your
free book
866-356-4565

**CATTLE
Visions**

Entire lineup
online at:

www.cattlevisions.com

Semen available on the best
Angus and Clubbie sires too.

Rates and Policies

Ad Sales Staff

For All Your Advertising Needs



Nancy Chesterfield

406-587-2778

nchesterfield@simmgene.com



Rebecca Price

406-587-2778

rprice@simmgene.com

International Sales



Jeff Thomas

406-581-8859

Jeffthomas138@gmail.com

Subscriptions

- Domestic \$50/year
- First Class \$100/year
- All International \$100/year (US)

SimTalk is an 8 1/8 x 10 7/8 inch publication produced by *the Register*, the official publication of the American Simmental Association. Published four times annually, *SimTalk* is a glossy, full-color publication with a circulation that targets commercial users of SimGenetics. Advertising in *SimTalk* provides a unique opportunity to brand and trademark your program to thousands of potential customers. If you are serious about communicating with the commercial beef business, consider an advertising presence in every one of our four annual issues.

Space and four-color rates for *SimTalk*:

Space Rates	Non-Contract	2X Contract	4X Contract	Four Color
1 page	\$890	\$840	\$800	\$300
2/3 page	\$760	\$730	\$700	\$200
1/2 page	\$510	\$480	\$460	\$150
1/3 page	\$380	\$370	\$350	\$100
1/4 page	\$260	\$250	\$230	\$75
1/8 page	\$150			\$50
3-inch mini	\$115			\$30
2-inch mini	\$85			\$15
2-inch card	\$289/year, 4 insertion			\$60
1-inch card	\$220/year, 4 insertions			\$40
Classified Ads	\$2.00/word, \$24.00 minimum, must be prepaid			

SimTalk Deadlines for Publication:

	Sales Close	Ad Materials	Camera Ready	Mail Date
January 2018	Dec 5	Dec 14	Dec 21	Jan 9
March 2018	Jan 23	Jan 30	Feb 9	Feb 24
Early Fall 2018	July 23	Aug 1	Aug 10	Aug 24
Late Fall 2018	Sept 21	Sept 28	Oct 9	Oct 22

ASA/*SimTalk* Membership Directory 2018 Deadlines for Publication:

May 1	May 10	May 23	June 12
-------	--------	--------	---------

Send all ad materials to: register@simmgene.com or Fax: 406-587-9301

A non-refundable fee of \$50.00 will be assessed if a client does not meet deadlines or if the client commits to advertising and cancels after the deadline or if the ad must be dropped to ensure on time publication.

Advertising materials (including photos) must be in *SimTalk* office by the dates listed above. *SimTalk*, which mails by bulk rate, assumes no responsibility for actual receipt date.

Design Charges

Advertising rates are for camera-ready ads only. Additional design charges will apply to any ad that is designed by ASA Publication, Inc.

Layouts & Proofs

Although every effort will be made to provide proofs on all ads, proofs are guaranteed only if all ad material arrives in *SimTalk* office prior to deadline.

Terms

All accounts are due and payable as invoiced. Interest charges of 1.5 percent per month (18 percent APR) will be added to accounts 30 days past due. If an account becomes 60 days delinquent, all ASA Publication, Inc. work may be suspended until full payment is made. After review by the ASA Executive Committee, ASA privileges may be denied to those with accounts over 90 days delinquent.

Advertising Content

SimTalk and its staff assume no responsibility or obligation to verify the accuracy and truthfulness of advertising copy submitted to *SimTalk*. However, *SimTalk* reserves the right to reject any advertising copy or photo which *SimTalk* deems unsuitable for publication for any reason, including copy or photographs which are false or misleading. *SimTalk* assumes no responsibility for the accuracy and truthfulness of submitted print ready ads. Advertisers shall indemnify and hold harmless *SimTalk* for any claims concerning advertising content as submitted. Advertising containing pedigrees or statements regarding performance must conform to records kept by the American Simmental Association. Copy deviating from official records may be changed as necessary without advertiser consent.

Editorial Policy

Opinions expressed are the writers' and not necessarily those of *SimTalk*. Photographs are welcome, but no responsibility is assumed for material while in transit or while in the office.

ASA PUBLICATION, INC

One Genetics Way
Bozeman, Montana 59718
406-587-2778 • Fax 406-587-9301
register@simmgene.com

MADER Ranches

Proven. Trusted. Premium
Genetics



Semen Packages For Sale



LFE Heavy Hitter 352C

Sire: MRL DISCOVERY 21A

Dam: LFE BS JULI 641X

BW: 97 lbs

HOMO POLLED
HETERO BLACK

:: CAN, USA & AUZ Semen Available :: Co-Owned w/ Severtson Land & Cattle ::

*Find these females
& our genetics at:*

LLOYDMINSTER EXHIBITION
AGRIBITION
SIMPOWER
FRIDAY NIGHT LIGHTS
NEW YEARS RESOLUTION

Semen Packages For Sale



HEAVY HITTER DAUGHTERS



MADER

The National

43E



Sire: LFE The Riddler 323B

Dam: LFE BS Violet 641A

BW: 80 lbs

HOMO POLLED

HETERO BLACK

29th
Annual

Bull Power Sale

Friday, February 16th, 2018
1 PM . at the Ranch

Ryley, Jill Mader & Family .. 403.807.8140

maderranches@gmail.com

Randy & Ronda Mader .. 403.660.1123

CARSTAIRS, ALBERTA, CANADA

WWW.MADERRANCHES.COM



**Bulls bred
to meet
commercial
cattlemen's
needs!**



BULLS FOR SALE

**SIMMENTAL &
SimAngus™ BULLS**

**YEARLINGS
AVAILABLE!**

CALL FOR MORE INFORMATION

**Cross Timbers,
Missouri**

www.lucascattlecompany.com

(417) 399-7124

(417) 998-6878



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

Forrest & Charlotte Lucas

CALENDAR

OCTOBER

- 20 Buckles and Banners — West Point, IA
- 21 Fred Smith Company Ranch's Extra Effort Sale — Clayton, NC
- 21 Indiana Performance Bull Test Sale — Springfield, IN
- 21 Midwest Made Production Sale — Ames, IA
- 21 MN Beef Expo — White Satin On Ice Sale — Minneapolis, MN
- 21 MN Beef Expo — All Breeds Sale — Minneapolis, MN
- 21 Tennessee Fall Showcase — Lebanon, TN
- 22 C-Bar Red Angus Elite Female Sale — Brownell, KS
- 22 Gerloff Farms' 10th Annual Best Fest — Bland, MO
- 22-23 SVJ Farm's Online Female Sale — www.dponlinesales.com
- 27 23rd Annual Hokie Harvest Sale — Blacksburg, VA
- 28 7P Ranch's 42nd Annual Production Sale — Tyler TX
- 28 Flat Water Gang Inaugural Female Sale — Broken Bow, NE
- 28 Michigan Simmental Association's 4th Annual Fall Sale — St. Louis, MI
- 28 Pennsylvania Fall Classic — Waynesburg, PA (pg. 35)
- 28 Red Hill Farms' Bulls of Fall III — Lafayette, TN
- 28 Shenandoah Valley's "Stars of Fall" Bull and Female Sale — Quicksburg, VA
- 28 The Magnolia Classic 2017 — Starkville, MS (pg. 15)
- 28 Yon Family Farms' Fall Sale — Ridge Springs, SC (pg. 47)
- 29 Lacy's Red Angus Annual Production Sale — Drexel, MO
- 29-30 Southern Harvest by Fenton Farms — www.dponlinesales.com

NOVEMBER

- 1 Hanel Black Simmentals' The Female Sale — Courtland, KS
- 1 Hudson Pines Farm's "Forever A Legacy" Complete Dispersal Sale — Sleepy Hollow, NY
- 1 New Day Genetics' Elite Bull and Female Fall Sale — Abingdon, VA
- 2 RS&T Simmentals' Online Female Sale — http://www.breedingcattlepage.com/rs_t_simmentals/index.htm
- 4 Harriman Santa Fe Top of the Breed Sale — Montrose, MO (pg. 38)
- 4 Irvine Ranch's 13th Annual Production Sale — Manhattan, KS
- 4 Land of Lincoln — Altamont, IL
- 4 New Day Genetics' Elite Bull and Female Fall Sale — Osceola, MO
- 4 Pigeon Mountain "Beef Builder" Fall Bull Test Sale — Armuchee, GA (pg. 47)
- 4 T Beef Bull Sale — Bozeman, MT
- 5 Focus on Females — Marysville, KS
- 5 Hawkeye Simmental Sale — Bloomfield, IA
- 5-6 Indiana Junior Simmental Selection Sale — www.dponlinesales.com
- 5 Rincker Fall Online Sale — www.rincker.com
- 5 Triangle J Ranch's Harvest Select Female Sale — Miller, NE (pgs. 72-73)
- 7 Woodside Land and Cattle Sale — Pleasantville, IA
- 8 New Day Genetics' Elite Bull and Female Fall Sale — Harrison, AR
- 10 Rhodes Red Angus Fall Female Fiesta Sale — Emporia, KS
- 11 Deer Creek Farm Production Sale — Roseland, VA
- 11 Gibbs Farms' 12th Annual Bull and Replacement Female Sale — Ranburne, AL (pgs. 47, 88-89)
- 11 Greenfield Livestock Auction Special Cow Sale — Greenfield, IL
- 11 MM Cattle and Moriondo Farms' Inaugural Production Sale — Mt. Vernon, MO
- 11 Moser Ranch's 26th Annual Bull Sale — Wheaton, KS (pg. 45)
- 12 Tingle Farms' Pave the Way, Fall Vol. II Sale — New Castle, KY
- 13 NAILE Select Sale — Louisville, KY (pg. IFC)
- 14 Wilkinson Farms/C Diamond Simmental's Building a Legacy Female Sale — Napoleon, ND (pg. 85)
- 17 Heartland Simmental Performance With Class Sale — Waverly, IA (pg. 63)
- 18 Buckeye Best of Both Worlds Sale — Newark, OH
- 18 Callaway and McCravy Bull and Commercial Female Sale, Carrollton, GA (pg. 47)
- 18-20 Hillstown Farms' Online Sale — www.dponlinesales.com
- 18-21 LMC & Friends "Giving THANKS" Online Donation Sale IV — www.lamuncacattle.com
- 18 Southwest Cattlemen's Classic — Wytheville, VA (pg. 64)
- 18 Timberland Cattle's Fall Bull Sale — Vernon, AL (pg. 47)
- 18 Value by Design Female Sale — Anita, IA (pg. 11)
- 18 Whelan Farms Southern Excellence Bull Sale — Wadley, AL (pgs. 47, 69)
- 18 Yardley Cattle Company's "Focus on the Female" Sale — Beaver, UT
- 19 North Central Simmental Fall Classic — Hubbard, IA (pg. 27)
- 20-21 Greater Pacific Simmental Sale — www.dponlinesales.com
- 20 Ludvigson Stock Farms' Fall Herdbuilder Bull and Female Sale — Shepherd, MT (pg. 7)
- 24 Black Friday Online Bull Sale — www.cattleindemand.com (pg. 47)
- 24 Ruby Cattle Co.'s "Livin' The Dream" Production Sale — Murray, IA
- 25 3C Christensen Ranch Female Sale — Wessington Springs, SD (pg. 41)

CONTINUED ON PAGE 80

THE DAYS OF THE SHOTGUN APPROACH TO GENETIC DECISIONS HAVE PASSED

551SM09010 • REG: 2854467 • DOB: 3/20/2014

BLACK HAWK

- Black Hawk is the absolute ticket to use on purebred cows and heifers to make better purebred progeny.
- Top 15% or better for CE, BW, MARB, \$API and \$TI, among bulls that can sire purebred progeny.
- Jaw dropping phenotype and structure with across the board genetic improvement for all traits.

CE	BW	WW	YW	MCE	Milk	Stay	DOC	CW
17.2	-4.1	58.0	94.2	10.5	29.0	23.3	12.4	20.4
YG	Marb	BF	REA	Shear	API	TI		
-0.37	0.60	-0.019	1.12	-0.52	183.0	82.3		

EPDs as of Fall 2017

SexedULTRA 4M™
High Fertility Sex Sorted Semen

MAXIMIZE YOUR GENETIC PROGRESS

551SM09014 • REG: 2854458 • DOB: 2/23/2014

BOUNTY

- Bounty's first calf crop has stunning physical presence and blowing the doors off performance!
- Not a "toy" bald faced bull...this guy will sire growth, volume and muscle mass.
- Bounty is deep sided, thick topped and massive front to rear. Plus he is a puppy dog for demeanor.

CE	BW	WW	YW	MCE	Milk	Stay	DOC	CW
8.1	1.3	83.3	128.2	7.3	23.9	13.1	11.6	47.8
YG	Marb	BF	REA	Shear	API	TI		
-0.37	0.48	-0.066	1.11	-0.19	143.9	86.1		

EPDs as of Fall 2017

THE BEST WAY TO PREDICT
THE FUTURE IS TO

Create It

STgenetics®

866.589.1708

BEEF@STGEN.COM

WWW.STGEN.COM

XY® and Sexing Technologies® sex-selected sperm products are made using the proprietary technologies of XY LLC and Inguran LLC, as partially represented by US patents 7208265, 6524860, 6357307, 6604435, and 8623657. Patents Pending worldwide. XY® sex-selected inseminates are packaged as single use artificial insemination doses for heifers not to be divided or used in MOET or IVF procedures. STgenetics is a division of Inguran LLC. XY is a registered trademark of XY, LLC. The STgenetics logo/mark and SexedULTRA are trademarks of Inguran LLC. Sexing Technologies and the STg logo/mark are registered trademarks of Inguran LLC. Product of the USA.

Photos Worth



100

ASA Publication, Inc. is looking for photos for the *Register* and *SimTalk*: covers, editorial, and advertising.

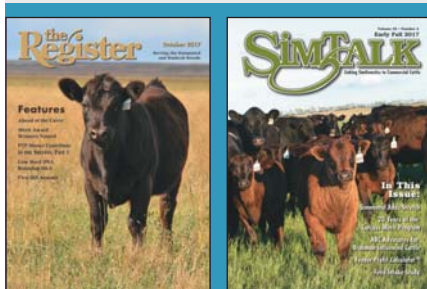
Cattle should strongly represent the focus and principles of ASA: Simmental, SimAngus™, Simbrah, SimAngus™ HT.

- Bulls, cows, cow/calf pairs, steers
- Reds, blacks, white markings
- Cattle in different seasons and environments (pasture, feedlot, etc.)
- Vertical format works best for front covers. Vertical or horizontal format for ASA advertising and editorial.
- High-resolution, large format. Please send the original image without retouching the file.
- \$100 for every photo used on the cover of *the Register* or *SimTalk* and \$50 for every photo used in an ASA ad or editorial. One-time payment will be rendered upon use of photo.
- All photos become the property of ASA and ASA Publication, Inc.

Please include notes when submitting the photos:

- 1) Where taken (ranch name, city, state), and a short description, including, if the animals in the photos are Simmental, SimAngus™, Simbrah, or SimAngus™ HT.
- 2) With your entry, please include your name, member number (if applicable), address, phone number, email address and any prior publications where the photo may have been published.

**Please submit photos to
Cynthia Conner at
cconner@simmgene.com.**



Cover photos submitted by members earning \$100.

CALENDAR

CONTINUED

NOVEMBER (Cont.)

- 25 Foxy Ladies Bred Heifer Sale — West Point, NE (pg. 44)
- 25 Right By Design 2017 — Middletown, IN
- 25 The Event — Tecumseh, NE (pg. 51)
- 26-27 Hadden Simmentals' Fall Genetic Sale — www.dponlinesales.com
- 26 "The Chosen Few" Female Sale — Gilmore City, IA
- 30 Hotz Farms Simmental's Online Production Sale — www.sconlinesales.com

DECEMBER

- 1 12th Annual "It's All Black and White" Bull and Female Sale — Montgomery, AL
- 1 Calhoun Performance Tested Bull Sale — Calhoun, GA (pg. 47)
- 1 DreamWorks The First Edition Female Sale — Decorah, IA (pg. 60)
- 2 Altenburg Super Baldy Ranch's "First Ever Female Production Sale" — Fort Collins, CO
- 2 Jewels of the Northland Sale — Clara City, MN (pg. 65)
- 2 Missouri Simmental Fall Harvest Sale — Springfield, MO
- 2 Montana's Choice Simmental Sale — Billings, MT (pg. 13)
- 2 Next Step Cattle Company's 5th Annual Bull Sale — Livingston, AL (pg. 81)
- 4-5 BF Black Simmentals' Christmas Bonus Sale — www.dponlinesales.com
- 4 Dakota Made Production Sale — Salem, SD
- 4 Genetic Perfection Sale — Arlington, NE
- 6 Double Bar D Farms' Sharing the Herd Female Sale — Grenfell, SK (pg. 31)
- 9 Cowboy Logic Bull and Commercial Female Sale — Talmo, GA (pg. 47)
- 9 Driggers 6th Annual Bull Sale — Glennville, GA
- 9 Hartman Cattle Company's Customer Appreciation Sale — Tecumseh, NE
- 9 North Alabama Bull Evaluation Sale — Cullman, AL
- 9 North Dakota Simmental Showcase/Classic Simmental Sale — Mandan, ND (pg. 77)
- 9 Purdue Golden Girls Cow Sale — West Lafayette, IN
- 9 Southern Cattle Company's Bull Sale — Marianna, FL (pg. 1)
- 10-11 Ferguson Show Cattle Fall Sale — www.dponlinesales.com
- 10 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE (pg. 67)
- 11 Gale Angus and Simmental Sale — Lewistown, MT
- 16 Pride of the Prairie Sale — Chandlerville, IL
- 16 South Dakota Source Sale — Mitchell, SD (pg. 27)
- 16 "The Source" Sale — Nashville, GA (pg. 47)
- 27-28 St. Nicks Eggstravaganza 5 — www.dponlinesales.com

JANUARY 2018

- 15 National Western "The One-Volume XXV" Sale — Denver, CO
- 16 Wild Wild West Female Sale — Brighton, CO
- 24 Sioux Empire Farm Show and Sale — Sioux Falls, SD
- 26 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pg. 39)
- 27 Double J Farms' Private Treaty Bull Sale — Garretson, SD (pg. 52)
- 27 J&C Simmentals' Annual Bull Sale — Arlington, NE (pg. 44)
- 27 The Cowtown Classic National Simmental Sale — Fort Worth, TX
- 28 2nd Annual KnH Simmentals' Online Bull and Female Sale — www.knhsimmentals.com
- 28 Triangle J Ranch's Annual Production Sale — Miller, NE (pg. 44)
- 29 APEX Cattle 'Heterosis Headquarters' Annual Sale — Dannebrog, NE
- 29 Sloup's Winter Event Online Sale — www.dponlinesales.com

FEBRUARY

- 1 Black Hills Stock Show and Sale — Rapid City, SD
- 1 Stavick Simmentals' Annual Sale — Eblen, SD
- 2 Kunkel Simmentals' Annual Bull and Bred Female Sale — New Salem, ND
- 3 Hilltop Simmentals' 5th Annual Bull Sale — Hudson, SD
- 3 Prickly Pear "Made In Montana" Sale — Helena, MT (pgs. 39, 84)
- 3 Springer Simmental's "Value Based" Genetics Sale — Decorah, IA
- 4 Hartman Cattle Company's Simmental Bull Sale — Tecumseh, NE
- 4 Klain Simmental Ranch's 36th Annual Production Sale — Turtle Lake, ND
- 5 38th Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT (pg. IBC)
- 7 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT
- 8 Lassel Ranch Simmentals' 25th Annual Production Sale — Glendive, MT
- 9 Bata Brothers 21st Annual Bull Sale — Rugby, ND
- 9 Hook Farms and Clear Springs' "Bred for Balance" Sale — Starbuck, MN (pg. 55)
- 9 TNT Simmentals' Annual Bull Sale — Almont, ND (pg. 39)
- 9 Watertown Winter Farm Show and Sale — Watertown, SD
- 10 Berger's Herdmasters SimAngus™ Hybrid Bull Sale — North Platte, NE (pg. 25)
- 10 Dixie National Sale — Jackson, MS
- 10 Grass-Lunning Bulls-Eye Bonanza Sale — LeRoy, MN
- 10 Hart Simmentals' Beef Builder Bull Sale — Frederick, SD
- 10 Schaff Angus Valley 115th Production Sale — St. Anthony, ND

ST

Next Step Cattle Co.

**The Proven Source of Top-Quality
SimAngus™, Simmental and Angus Genetics**



**G W Predominate 848A
Selling 7 Sons**



**SGF Yield Grade NS A337
Selling 6 Sons**

Next Step Cattle Co 5th Annual Boot Brand Genetics Bull Sale 11:00 a.m. Saturday Dec 2, 2017

A total of 70 SimAngus™, 4 Simmental and 1 Angus bull will sell at the new Next Step Cattle Co Bull Development Center near Livingston, AL. The Bull Development Center is located at 200 Bartram Street in Livingston, AL. This location is 2 miles east of I20-I59 at the AL Hwy 28 exit 17 and is 50 miles east of Meridian, MS and 70 miles west of Tuscaloosa, AL. We invite all cattlemen to come by and evaluate the bulls being developed and join the 200 beef producers that have purchased over 400 bulls wearing the boot brand during the past four years. These Next Step Cattle Co. bulls will sire calves that calve easy, wean heavy, demand top prices, and make top replacement females. These calves will also have the genetic ability to be profitable in the feedyard, produce a top quality carcass and provide the consumer with an enjoyable eating experience.

Next Step Cattle Co.

P.O. Box 1188
Livingston, AL 35470
nextstepcattle@gmail.com
www.nextstepcattleco.com

For more information Contact:

James Dixon
334-456-1209

Mike Cole
205-301-0618

Tommy Brown
205-351-1328

Jimmy Holliman
334-419-0112

LIVE ON THE INTERNET. LIVE AUDIO. VIDEO BIDDING.
LiveAuctions.TV

**Sale will be broadcasted
on LiveAuctions.TV**

Alabama

Gibbs Farms	5, 88, 89
Mobley, Col. Luke, Auctioneer	61
Next Step Cattle Co.	81
Whelan Farms	69

California

Cattle In Demand	51
Innovation AgMarketing, LLC	51

Colorado

Altenburg Super Baldy Ranch, LLC	38
Bridle Bit Simmentals	82

Lechleiter Simmentals	38
T-Heart Ranch	38, 57

Florida

Southern Cattle Company	1
-------------------------	---

Georgia

Cattle In Demand	51
Georgia Simmental Simbrah Association	47
Phillips Farms Simmentals	38

Idaho

Lanting Enterprises, LLC	52
Promise Land Ranch	52

Illinois

Allied Genetic Resources	1, 5, 11, 13, 55, 57, 61, 62, 64, 70, 73, 82, 85, 86, 87, 89, IBC
Hopewell Views Simmentals	44
Rhodes Angus	44
Wildberry Farms Simmental Cattle	44

Iowa

Advanced Beef Genetics	11
Brink Fleckvieh	90
Heartland Simmentals	63
Ludvigson Stock Farms	7
Springer Simmental	52
Stanley Martins Farms	4
Value by Design	11

Kansas

ART-JEN Simmental Farm	90
Cow Camp Ranch	5, 37
Jensen Simmentals	90
River Creek Farms	5, 9
Rugged R Cattle	90

Kentucky

Brooks Simmental Ranch	45
Cow Camp Ranch	45
Dixon Farms, Inc.	45
DP Sales Management, LLC	41
Gold Bullion	45
Hofmann Simmental Farms	45
Kaser Brothers Simmental	45
Moser Ranch, The	45
River Creek Farms	45
Rock Creek Ranch	45
Sunflower Genetics LLC	45
Tingle Farms	52

Louisiana

Rugged R Cattle	90
-----------------	----

Michigan

Freedom Run Farm	90
Green Valley Ranch	11
J Bar J Ranch	11
J/C Simmentals	11
Triple Z Simmental	90

Minnesota

Anderson Cattle Co.	65
Boehland Cattle Co.	65
Brant Farms	5
Clear Springs Cattle Company	55
Diamond K Simmentals	27
Eberspacher Enterprises, Inc.	27, 63, 65, 67
Grass Lunning Simmental	5
Hecksel Simmental Farm	65
Hilbrands Cattle Company	65
Hilbrands Simmentals	65
Hook Farms	55
Jewels of the Northland	65
Nelson Family Farms	60
Oak Meadow Farms	27, 45
Rydeen Farms	45
Sargeant Farms	45
Sherwood Cattle Co.	65

Mississippi

Little Creek Farm, LLC	15, 45, 90
Magnolia Classic	15
Rockhill Ranch	45
Tanner Farms	45



MARCH 19, 2018
Walsh, Colorado

**70 Simmental
and SimAngus™ Bulls**

Rough terrain ready bulls backed
by years of performance testing.
All bulls are ultrasounded and DNA
tested.

NEW THIS YEAR... bulls will be
developed at a GrowSafe facility.
Bred to be profitable no matter what
the environment, and now, more
value added.



ALLIED
GENETIC RESOURCES

Marty Ropp 406-581-7835
www.alliedgeneticresources.com



BRIDLE BIT SIMMENTALS
ERROL COOK & SONS
PO Box 507, Walsh, CO 81090
Chad Cook 719-529-0564 cell
bridlebitsimm@gmail.com



Purchased by Apex Cattle, NE.
ASA# 3137473



Purchased by Rains Simmentals,
KS. ASA# 3137583



Purchased by Chad Ruda, NE.
ASA# 3137522



Purchased by Gateway
Simmentals, MT. ASA# 3137544



Purchased by Keller Broken Heart
Ranch, ND. ASA# 3137497

BULLS LIKE THESE SELL.

Hot SimSolutions

at
CATTLE Visions

K-Ler Kingsman 610D



ASA#: 3125337
EPDs: CE: 17 \$API: 154 \$TI: 90

5/8

W/C Executive 187D



ASA#: 3182363
EPDs: CE: 13 \$API: 134 \$TI: 80

3/4

Yardley Utah Y361



ASA#: 2641894
EPDs: CE: 8
\$API: 119
\$TI: 65

3/4



FHEN Halftime A127



ASA#: 2884737
EPDs: CE: 13
\$API: 142
\$TI: 78

1/2



Halls Confidence A30



ASA#: 2852652
EPDs: CE: 19
\$API: 139
\$TI: 70

1/2



W/C Lock Down 206Z



ASA#: 2658496
EPDs: CE: 22
\$API: 156
\$TI: 79

1/2



W/C United 956Y



ASA#: 2614725
EPDs: CE: 9
\$API: 147
\$TI: 92

1/2



W/C BF Innocent Man 174A



ASA#: 2785174
EPDs: CE: 7
\$API: 98
\$TI: 52

3/4



W/C No Remorse 763Y



ASA#: 2614801
EPDs: CE: 3
\$API: 70
\$TI: 50

1/2



TJ Franchise 451D



ASA#: 3148384
EPDs: CE: 14 \$API: 151 \$TI: 92
Triangle J's 2017 sale topper and stoutest bull ever produced!

1/2

GLS/JRB Cash Flow 163C



ASA#: 3044489
EPDs: CE: 9 \$API: 115 \$TI: 70

3/4

CCR Anchor 9071B



ASA#: 2882759
EPDs: CE: 20 \$API: 164 \$TI: 82

3/4

Rousey Gold Strike 512C



ASA#: 3000381
EPDs: CE: 19 \$API: 150 \$TI: 85

5/8

WS Stepping Stone 844



ASA#: 2937803
EPDs: CE: 12 \$API: 125 \$TI: 74

3/4

Longs the Player C33



ASA#: 3030191
EPDs: CE: 7 \$API: 109 \$TI: 65

3/4

CCR Flint Hills 2092B



ASA#: 2882607
EPDs: CE: 14 \$API: 149 \$TI: 90

1/2

W/C Holy Smoke 060C



ASA#: 3041168
EPDs: CE: 8 \$API: 145 \$TI: 92

1/2

WHF Tenfold C38



ASA#: 3118596
EPDs: CE: 17 \$API: 154 \$TI: 70

3/4

GCC CM Stockbroker B005



ASA#: 2883938
EPDs: CE: 4 \$API: 97 \$TI: 60

1/2

W/C Last Call 206A



ASA#: 2785178
EPDs: CE: 13 \$API: 135 \$TI: 71

1/2

Flying B Mondo 430B



ASA#: 2939745
EPDs: CE: 5 \$API: 97 \$TI: 49

1/2

GCC Whizard 125W



ASA#: 2511023
EPDs: CE: 13 \$API: 97 \$TI: 55

1/2

Hara's Distinction 10C



ASA#: 3083878
EPDs: CE: 6 \$API: 94 \$TI: 71

3/4

CCR Masterlink 9054C



ASA#: 3026360
EPDs: CE: 7 \$API: 157 \$TI: 87

3/4

W/C Red Revolver 8443C



ASA#: 3041173
EPDs: CE: 12 \$API: 102 \$TI: 51

3/4

Missouri

Cattle Visions . . . 17, 18, 19, 22, 23, 61, 74, 75, 83
Genex Custom Collection . . . 61
Gerloff Farms . . . 38
Harriman Santa Fe (Bob) . . . 38
Lucas Cattle Company . . . 38, 78
Missouri Cattlemen's Association . . . 56
Steaks Alive . . . BC

Montana

Bulls of the Big Sky . . . 39, 62
Gateway Simmental & Lucky Cross . . . IBC
Genex Custom Collection . . . 61
Hill's Ranch . . . 39, 58
Koch Cattle . . . 5
Ludvigson Stock Farms . . . 7
Miller Simmentals . . . 39
Montana Simmental Association . . . 13
Montana's Choice . . . 13, 84
Nelson Livestock Company . . . 39
ORlgen . . . 61, 87
Prickly Pear Simmental Ranch . . . 39, 84
Universal Semen Sales, Inc. . . . 61

Nebraska

Berger's Herdmasters . . . 25, 44
Event, The . . . 51
Felt Farms . . . 44
Forster Farms . . . 44
Gengenbach Cattle Company . . . 44
J&C Simmentals . . . 44
James Creek Simmental . . . 90
Neuman, Chris . . . 67
Sandy Acres Simmental . . . 44

Sloup Simmentals . . . 44
State Line Simmental . . . 67
Trauernicht Simmentals . . . 67
Triangle J Ranch . . . 5, 44, 72, 73
Western Cattle Source . . . 44

North Dakota

Bata Brothers . . . 39
C Diamond Simmentals . . . 85
Dakota Xpress . . . 39
Ellingson Simmentals . . . 39
Keller Broken Heart Ranch . . . 39
Kenner Simmentals . . . 39
North Dakota Simmental Association . . . 77
Rust Mountain View Ranch . . . 39
SRF Simmentals . . . 39
SYS Simmentals . . . 39
TNT Simmentals . . . 39
Wilkinson Farms Simmentals . . . 5, 85

Oklahoma

Lazy U Ranch . . . 39
Morris Farm . . . 90
White Farms . . . 39
Willis Simmentals . . . 39

Ohio

Select Sires, Inc. . . . 5, 37

Oregon

Bar CK Cattle Company . . . 38

Pennsylvania

Elk County Simmentals . . . 90

South Dakota

3C Christensen Ranch . . . 41
Benda Simmentals . . . 52
Double J Farms Simmental Cattle . . . 52, 64
Eichacker Simmentals . . . 52
Ekstrum Simmentals . . . 52
Elm Mound Farms . . . 65
Rocky Knoll Cattle Co. . . . 65
S/M Fleckvieh Cattle . . . 90
Schnabel Ranch . . . 5
South Dakota Simmental Source . . . 27
Stavick Simmental . . . 52
Traxinger Simmental . . . 52
Werning Cattle Company . . . 52

Tennessee

Martin Farms . . . 44
Red Hill Farms . . . 44, 86
Slate Farms & Cattle Company . . . 44

Texas

Bois d'Arc Land & Cattle Co. . . . 52
Brush Country Bulls . . . 52, 70
Filegonia Cattle Company . . . 70
Fullblood Simmental Fleckvieh Federation . . . 90
Pine Ridge Ranch, LLC . . . 6, 38
RX Simbrah . . . 52
Shipman, Jered, Auctioneer . . . 61, 51
Smith Genetics . . . 2
STgenetics® . . . 79

CONTINUED ON PAGE 86

Prickly Pear Simmental Ranch

Made In Montana Annual Bull Sale
February 3, 2018

At the Ranch - Helena, Montana
70 Bulls • Simmental • SimAngus™
Blacks • Reds

Sons and Daughters also sell out of
Hook's Black Hawk 50B,
Hook's Baltic, PPSR Heavy Duty
and Connealy Comrade.

Females sell in the
December 2, 2017 Montana's Choice Sale

DVAuction
Broadcasting Real-Time Auctions

Cattle Manager, Troy Wheeler
406-949-1754 • wheels@mt.net
Don and Nancy Burnham
Gary Burnham • 406-439-2360 • ppsranch@gmail.com
2515 Canyon Ferry Road • Helena MT 59602
ASA Charter Member No. 174



Hook's Boulevard 91B

CE	BW	WW	YW	ADG	MCE
14	0	52	81	.19	10
Milk	MWW	DOC	CW	YG	
23	49	12.5	18.8	-.25	
MB	BF	REA	\$API	\$TI	
.37	-.017	.76	149	71	



Three Top Blaze-face Heifers

out of Hooks Beacon, Hooks Boulevard and Connealy Courage, along with 55 registered commercial heifers sell December 2 in the Montana's Choice Simmental Sale in Billings, MT.

Hook's Beacon 56B

CE	BW	WW	YW	ADG	MCE
22	-3.7	57	94	.23	13
Milk	MWW	DOC	CW	YG	
35	64	15	20.7	-.48	
MB	BF	REA	\$API	\$TI	
.78	-.01	1.54	195	93	

EPDs as of 8.14.17



Building a *Simmental Female Sale* Legacy

C Diamond Ranch and Wilkinson Farms

NOVEMBER 14, 2017 || NAPOLEON, NORTH DAKOTA

Napoleon Livestock at 1:00 PM (CENTRAL)



CDI Miss Power Grid 31D - ASA #: 3152384
Donor prospect. Bred to CDI Mainline.



CDI Ms Beef King 74Z - ASA #: 2797866
Dam to CDI Abundance and CDI Downtown. Excellent
EPD profile and production record.



WS Little Sister W37 - ASA #: 2499504
Full sister to WS Beef Maker and dam of WS All Aboard.
Bred to WS Red Moon D76. Daughters and grand-
daughters also selling.



LCDR Ms Blackcap May 6566 5E - ASA #: 3301277
1/2 SM, 1/2 AN. Remington Lock N Load x SAV Blackcap
May 6566. Fancy open heifer donor prospect.



CDI Ms Entourage 196X - ASA #: 2608147
PB Simmental. Standout proven purebred donor with
exceptional EPD projections. Sells open and ready to
flush. Embryos also sell.



WS Enchanted E75 - ASA #: 3254356
PB Simmental. W/C Executive Order x CDI Entourage.
Stylish open heifer with big-time numbers.

110 Lots of Elite Simmental and SimAngus™ Genetics

Donors || Fall Pairs || Bred Cows || Bred Heifers || Open Heifers || Embryo Packages

ALLIED
GENETIC RESOURCES
Marty Ropp 406-581-7835
www.alliedgeneticresources.com

C DIAMOND SIMMENTALS

Neil & Carmen Nicholson Family
4720 34th Ave SE, Dawson, ND 58428
Neil - 701-391-6205
Wesley & Kelsey - 701-391-2838

Chris & Julia Nicholson
6235 23rd Ave SE, Kintyre, ND 58549
Chris - 701-391-6904

www.cdiamondranch.com

Like us on Facebook - C Diamond Simmentals

WILKINSON FARMS SIMMENTALS

Terry & Cathy Schlenker Family
Montpelier, ND 58472
701-489-3583

Aaron cell - 701-269-8271
Jordan cell - 701-320-1895
Terry cell - 701-320-2171

www.wilkinsonfarmssimmentals.com

Like us on Facebook - Wilkinson Farms Simmentals

Virginia

Little Windy Hill Farms	64
McDonald Farms	2
Reasor Simmentals	64
Southwest Cattlemen's Classic	64

Washington

Trinity Farms	38
---------------	----

Wisconsin

ABS® Global, Inc.	1, 37, 52
GenexTM	37, 52

Canada

Circle 3 Genetics	90
Double Bar D Farms	31, 90
Mader Ranches	71
Severtson Land & Cattle	71
T Bar C Cattle Co. Ltd.	31

Associations

American Simmental Association	IFC, 30, 34, 35, 48, 49, 50, 53, 56, 59, 61, 66, 68
Fullblood Simmental Fleckvieh Federation	90
Georgia Simmental Simbrah Association	47

International Genetic Solutions (IGS)

..... IFC, 26, 56, 59, 68	
Missouri Cattlemen's Association	56
Montana Simmental Association	13
North Dakota Simmental Association	77

Livestock Services

ABS® Global, Inc.	1, 37, 52
Allied Genetic Resources	1, 5, 11, 13, 55, 57, 61, 62, 64, 70, 73, 82, 85, 86, 87, 89, IBC
Allied Online Sales	11, 13, 73
Cattle In Demand	51
Cattle Visions	17, 18, 19, 22, 23, 61, 74, 75, 83
DP Sales Management, LLC	41
DVAuction	7, 11, 13, 41, 58, 73, 77, 84, 89
Eberspacher Enterprises, Inc.	27, 63, 65, 67
Feeder Profit Calculator™	26
Genex Custom Collection	61
Genex™	37, 52
GGP	53
Innovation AgMarketing, LLC	51
International Genetic Solutions (IGS)	IFC, 26, 56, 59, 68
LiveAuctions.TV	65, 67, 81
Mobley, Col. Luke, Auctioneer	61
Neogen® GeneSeek Operations	53
ORlgen	61, 87
Select Sires, Inc.	5, 37
Sexed Ultra 4MTM	79
Shipman, Jered, Auctioneer	51, 61
STgenetics®	79
Superior Livestock Auction	7
Superior Productions	37, 57, IBC
T Bar C Cattle Co. Ltd.	31
Universal Semen Sales, Inc.	61

Miscellaneous

All Purpose Index (\$API)	68
ASA Performance Advocate	FC, 39, 44, 45, 66, 82, 86
ASA Publication, Inc.	49, 50
ASA Science Blog	34, 38, 45, 49
Best of the Barns	23
Carcass Merit Program (CMP)	30, 44, 61, 52, 86
Classifieds	64
Feeder Profit Calculator™	26
Fescue	48
Have you Herd? Blog	34, 38, 49
Kemp, Chip	48
Low Density DNA	61
Profit Through Data Blog	34, 49
SimAngus™ HT	59
SimAngus™	IFC, 47
SimGenetics Profit Through Science	IFC, 34, 53, 56, 59, 68
SimTalk	49, 50
Terminal Index (\$TI)	59
the Register	50
Total Herd Enrollment (THE)	34, 38, 39, 44, 45, 52, 70, 82
tReg Blog	34, 38, 49

Fertility ... Longevity ... Profitability.

At Red Hill Farms, we are proud to offer consistent genetics that rank at the top of the breeds for economic indices. Maternal traits, such as calving ease, low maintenance energy requirements and high conception rates reinforce what we already know – profitability starts with the cow. Additionally, profitability is intensified when cattle grow and grade. Profitability truly is pasture to plate!



CE	BW	WW	YW	ADG	MCE	M	MWW	STAY	CW	YG	MA	BF	REA	API	TI
15.2	1.5	73.9	126.2	0.33	9.5	18.3	55.2	11.3	47.8	-0.23	0.93	-0.014	1.08	171.8	92.1
15%	70%	10%	3%	1%	30%	75%	30%	30%	3%	55%	1%	75%	3%	2%	1%

ASA Performance



Visit www.RedHillFarms.net
for information about
our sale and breeding program.

Red Hill Farms
Swine Seedstock
Tobacco Enterprises
Red Angus and Simmental Cattle

Bart, Sarah & Ty Jones • (615) 666-3098
466 Red Hill Road, Lafayette, TN 37083
mail@redhillfarms.net
Gordon & Susan Jones • (270) 991-2663

BULLS OF FALL III

Saturday, October 28, 2017
10 a.m. CDT • At the Farm

Selling: 40 Red Angus, Simmental &
SimAngus™ Bulls (red and black)

Save the Date!

MORE THAN A BULL SALE XIII

13th Annual Sale
Saturday, March 17, 2018 • 1 p.m. CDT



ST

ORigen YOUR COMPLETE GENETIC SOURCE



YON HOOVER DAM
2867483
Sire: Hoover Dam
MGS: Ellingson Legacy M229

Semen **\$20**



BPS STRUCTURE 308A
2756409
Sire: Mr NLC Upgrade U8676
MGS: SVF/NJC Built Right N48

Semen **\$40**



MFR DREAMBOAT 3B
3220165
Sire: TESS Black 96X
MGS: MFR Dynamo 14U

Semen **\$35**



LLSF CORNERSTONE CA282
3013921
Sire: MCM Top Grade 018X
MGS: SS/PRS High Voltage 244X

Semen **\$35**



ABC INDEXER E538
2745271
Sire: Hicks 0B45 C720
MGS: CNS Dream On L186

Semen **\$20**



CMG PROFIT C533
2991171
Sire: S A V Brilliance 8077
MGS: Golden Dreams

Semen **\$20**



LLSF RISER A925
2857566
Sire: Heads Up 20X ET
MGS: SS Undreamabull R308

Semen **\$40**



MJ BORDER PATROL
3034019
Sire: Blacksand 1bull 49Z
MGS: S A V Final Answer 0035

Semen **\$20**

ALLIED
GENETIC RESOURCES

Fall special applies to select ALLIED bulls.

NEW GENETICS • FRESH IDEAS • PROFIT DRIVEN FOCUS
www.alliedgeneticresources.com

2017 Fall Special October 1 - November 30, 2017

10% DISCOUNT on 30 units or more

Discount applies to any combination Allied and ORigen
Simmental and SimAngus™ bulls.

FREE SHIPPING on orders over \$600

Free shipping offer applies to an order total over \$600 after the
volume discount has been applied. \$25 handling fee applies to
every order.

Enter promo code **ORIGENFA17** at checkout when
you order online at
www.ORigenbeef.org

ORigen

Breeder to Breeder Genetic Services

INFO@ORIGEN-BEEF.COM • I-90 EXIT 469, SOUTHEAST OF BILLINGS, MT • 10 WEST ARROW CREEK ROAD, HUNTLEY, MT 59037

866-867-4436
www.ORigenBEEF.org

DONOR QUALITY!

Daughter of ASR AUGUSTUS Z2165



Simmental Bred Heifer | Lot 272 | ASA 3104568

FULL SISTER TO GIBBS 3009A ELEMENT

Daughter of GW-WBF SUBSTANCE 820Y



Simmental Bred Cow | Lot 275 | ASA 2845310

GRANDDAM OF BGIBBS 5381C AJAX

Daughter of TNT DUAL FOCUS T249



SimAngus Bred Cow | Lot 342 | ASA 2636635



ASA# 3256114 3/4 SM
sire: HOOKS BLUEPRINT 13B



ASA# 3256151 PB SM
sire: GIBBS 2654Z BULLET PROOF



ASA# 3104527 SimAngus™
sire: S D S GRADUATE 006X



ASA# 3104530 SimAngus™
sire: HOOKS ADMIRAL 33A



ASA# 3104664 SimAngus™
sire: GIBBS 3133A MOUNTAINEER



ASA# 3104517 SimAngus™
sire: GIBBS 3393A STATEMENT



ASA# 3256242 SimAngus™
sire: GIBBS 3133A MOUNTAINEER



ASA# 3256363 SimAngus™
sire: CCR BOULDER 1339A



ASA# 3256166 SimAngus™
sire: J BAR J NIGHTRIDE 225Z



ASA# 3256169 SimAngus™
sire: GIBBS 4340B NIGHTHAWK



ASA# 3256372 SimAngus™
sire: HOOKS ADMIRAL 33A



ASA# 3256237 SimAngus™
sire: GW WOLFPACK 712A

INVEST IN A PROGRAM PROVIDING RESULTS THROUGH...
HYBRID VIGOR, CUSTOMER SERVICE, PERFORMANCE DATA, & GENOMIC ENHANCED MULTI-BREED EPD'S

FALL YEARLING BULLS DEVELOPED ON PASTURE FOR IMPROVED FERTILITY AND LONGEVITY

Average of all sale bulls rank in the top 12% for the ALL PURPOSE INDEX (API) and top 11% for the TERMINAL INDEX (TI) in the IGS Multi-Breed Genetic Evaluation, the world's largest beef cattle genetic evaluation.

12TH ANNUAL

BULL AND FEMALE SALE

NOVEMBER 11, 2017 | 11 AM CST
RANBURN, ALABAMA

SELLING
350 HEAD

150 Fall Yearling Bulls
100 Bred Females
100 Fall Yearling Heifers

SON OF GIBBS 3393A STATEMENT



DAUGHTER OF HOOKS ADMIRAL 33A



SON OF TJ 181W HY SLUGGER



SON OF TJ MAKERS MARK 215Y



**SIMANGUS
& SIMMENTAL**

the industry choice for Hybrid Vigor!

**GIBBS
FARMS**
2118 County Road 23
Ranburne, AL 36273

Owners
Wendell & Nan Gibbs
H: 256-568-7552 C: 404-535-8663
wendellgibbs@bellsouth.net

Operations Manager
Doug Gibbs
C: 404-717-2264
gibbsfarms8@bellsouth.net

Genetic & Marketing Manager
Gordon Hodges
C: 336-469-0489
pvfghodges@yadtel.net

ALLIED
GENETIC RESOURCES



Please visit our website for links to a video catalog,
online bidding and additional sale information . . .

www.gibbsfarms.net

DVAuction
Broadcasting Real-Time Auctions

Fullblood Simmental Fleckvieh Federation



If you are looking to add value to your herd, you cannot afford to pass up the proven benefits of Fleckvieh Simmental genetics! Fleckvieh cattle are moderate framed with excellent muscling and exceptional milk production. They easily adapt to diverse environmental conditions; hot or cold, they will perform in your location! Fleckvieh Simmental cattle provide management advantages with their docile temperaments and favorable birth weights. You can even custom design your herd by choosing from polled, horned and diluter-free genetics. It doesn't stop there! Maternal power? Yes! Fleckvieh cows exhibit excellent fertility and milking abilities. All that milk makes for fat, happy calves resulting in higher weaning weights. Terminal power? Yes! Fleckvieh cattle excel in the feedlot and on the rail, consistently producing the desirable carcass traits consumers' demand. Still have your doubts? The purity and consistency of the Fleckvieh lineage offers significant heterosis when utilized in Purebred and Commercial herds! Invest in Fleckvieh Simmental genetics to take your program to the next level!

Contact these Fleckvieh breeders or the FSFF office for more information.

Your Northern Source for
Fleckvieh Genetics



Heathe, Holly, Hanna
& Hailey Widicker
4664 Main St.,
Heaton, ND 58418
H: 701-984-2697
C: 701-652-5530
Email: jscows@daktel.com

www.jamescreeksimmental.com



MORRIS FARM

Polled Fullblood Fleckvieh

PHILLIP & ANN MORRIS

Alan Morris, Farm Manager

2109 Boren Blvd., Seminole, Oklahoma 74868
Ph: 405.382.0443 • Cell: 405.613.7371
Email: morrisfarm@juno.com

S/M Fleckvieh Cattle



Jeff Sorenson

Garretson, SD

605-359-8728 cell

sorenson@augie.edu

www.smfleckvieh.com



JENSEN SIMMENTALS

Steven A. Jensen • 913-636-2540
24580 W. 319th Street
Paola, KS 66071
jensensimmentals@gmail.com



ART-JEN SIMMENTAL FARM

Arthur F. Jensen
18435 S. 169 Hwy • Olathe, KS 66062

In our 5th decade of breeding
Simmental Cattle.

www.jensensimmentals.com

Circle 3 Genetics

Office:

#636077, Holland - Euphrasia Townline
R.R. #3, Markdale, ON Canada, N0C 1H0
bar5admin@xplornet.com

Phone: (519) 986-1330

Fax: (519) 986-4736

www.bar5.com



Triple Z Simmental



7920 Pratt Lake Rd.
Alto, MI 49302

Tom & Linda Zook

Cell: 616-437-3427

Office: 616-868-6195

Email: tomzook@zookfarmequipment.com

Full-Fleckvieh Fullblood • Horned and Polled

FULLBLOOD FLECKVIEH SIMMENTALS



RUGGED R CATTLE

Tony & Rebecca Roberts

145 Brangus Lane | Wisner, LA 71378

Tony Cell: 318-218-5426

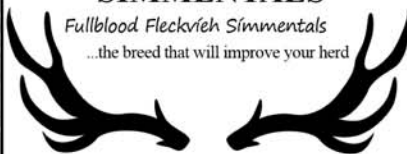
Rebecca Cell: 318-267-6626

tonyatjd@yahoo.com or rdraneroberts@yahoo.com

**ELK COUNTY
SIMMENTALS**

Fullblood Fleckvieh Simmentals

...the breed that will improve your herd



Butch & Denise Casilio

1316 Water St. Ext. Johnsonburg PA 15845

814-965-5079 814-335-2434

BRINK FLECKVIEH

23098 GUNDER RD., ELKADER, IOWA

HOME (563) 245-2048 • CELL (563) 880-1470

Email: jbrink@alpinecon.net



Visit our website: www.brinkgenetics.com

Little Creek



Fleckvieh Simmental & Red Angus Cattle
LITTLE CREEK FARM, LLC

Mikell & Mary Cheek Davis, Owners

2638 Turkey Creek Rd. • Starkville, MS 39759

Home: 662-323-0744 • Cell: 662-418-0686

FAX: 662-324-7721

www.LittleCreekCattle.com



Richard Dimler and Sons

Box 580, Grenfell, SK S0G 2B0

Ken Dimler

Ph: 306-697-7204

Email: kenshaw@yourlink.ca

www.doublebardfarms.com

Freedom
RUN
Farm



BOB & ANNE-MARIE RASCH

9105 BETHEL CHURCH RD. • MANCHESTER, MI 48158

PH: 734-216-6834

EMAIL: info@freedomrunfarm.com

www.freedomrunfarm.com

BREEDERS OF FULL FLECKVIEH SIMMENTAL CATTLE

BREEDING & IMPORTING AKAH-TERR, GERMAN WAPPOLOCS & IRISH THOROUGHBREDS

Jason & Brandy Jordan - Coordinators

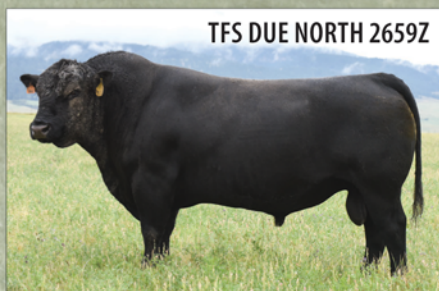
P.O. Box 321, Cisco, TX 76437 USA • Phone: 855-353-2584 • Email: info@fleckvieh.com • www.Fleckvieh.com



GW PREDOMINATE 848A



GW BAR CK BREAKOUT 667Z



TFS DUE NORTH 2659Z



TJ MARLBORO MAN 360A



GW CARRY ON Z0219

GOOD REASONS TO CONSIDER GATEWAY BULLS

Consistent selection...

- Consistent selection priorities for 20 plus years
- Calving ease with significant growth and carcass traits
- Breeding value indexes (API and TI) at the top of the industry
- All from the same herd, no cooperators, no transplants
- The brand "Lucky Cross" was trademarked to highlight Gateway bulls as truly unique

Our cattle are raised like yours...

- Uniformity is very important
- Big Contemporary groups
- No special treatment and no creep
- All home raised replacements
- Females developed and maintained on 100% forage
- In our program the cream will legitimately rise to the top
- Raised and bred to last--Soundness and longevity are crucial

We know our product and how they perform...

- 23 years of carcass and feedlot testing, many customer calves
- Cowherd and bull offering feature genomically enhanced EPDS
- Satisfied customers - less than 5% of sale in credit from previous failure
- Our success depends on your success

AND THE BEST PART...

Most are hybrids with heterosis bred in. By broadening the genetic base, we supply more maternal heterosis. That makes your cowherd more profitable.



Whichever direction you are going, they cross.

GATEWAY

SIMMENTAL & LUCKY CROSS

Jim and Tom Butcher

Jim 406-350-0467 • Tom 406-350-0979

butcher@3riversdbns.net • 2109 Joyland Road, Lewistown, MT 59457

www.gatewaysimmental.com

Chris Miller, Larry Hagenbuch, Logan Butcher

38TH Annual Gateway Bull Sale

Monday, February 5, 2018 at Noon, MST

Offering 250 Bulls at the Ranch near Lewistown, MT

ALLIED
GENETIC RESOURCES

SUPERIOR
Productions



SA



Steaks Alive

**And the Beef Goes On
Our Sires and Dams
are Still Going Strong**

Fleckvieh genetics for the BEEF Business

John & Jeanne Scorse
P.O. BOX 3832
Joplin, MO 64803
Phone: 417-437-0911
Fax: 1-918-540-1600
scorsej@steaksalive.com
www.steaksalive.com

