

Volume 30 • Number 2

March 2022

SIMTALK

Linking SimGenetics to Commercial Cattle



In This Issue:

Simmental Takes Hold in Tennessee

ASA Announces STYLE

Getting Back to the Simple Things/
Genetic Trends

Cattle, Computers, and Climate

SERIOUS INQUIRIES **ONLY**

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

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

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

CMP
ASA
CARCASS MERIT PROGRAM
cmp@simmgene.com

make matings **WITH INTENT**



Your ABS Representative is equipped with the finest people, technology, research, quality, and genetics. We have the ability to ensure the long term direction of your herd is on track and to make your breeding program a success. Together, we can accomplish your goals.



BREED LEADING PERFORMANCE



CCR COMMANDER 5135F
ASA 3437418



REDHILL 672X X004 231A
ASA 2847534

STAY IN TOUCH

[facebook.com/absbeef](https://www.facebook.com/absbeef) [@absbeef](https://www.instagram.com/absbeef) 1.800.ABS.STUD | [ABSBEEF.COM](https://www.absbeef.com)

BEEF BULLS

the kind we raise

Smith Genetics and Reavis Farms have a long-standing partnership on a number of top donors and sires in the Simbrah breed. Producing bulls with lots of muscle, mass, and power, plus backed with proven cow families and sire lines tops our list of priorities. Here are two young and upcoming sires, we are utilizing in our programs.



SMITH RFI **READY OR NOT** 900G

Purebred Simbrah. Sired by Smith Just Because and from the Debutante Cow Family. Top 3% ranking for API and top 15% ranking for TI.



SMITH **EMMITT** 58G

Percentage Simbrah. Sired by W/C HOC HCC Red Answer and out of Smith Ciao Bella, the heir apparent to Smith Bella Bella. One of the strongest cow families ever in any breed. Top 25% ranking for API and 3% for TI. 2020 National Champion Percentage Bull.

IF YOU NEED A
SIMBRAH BULL - COME
SEE OUR BEEF BULLS!

Call us.

Smith Genetics, Tim Smith
512-587-7896 • smithgenetics1@gmail.com

Wayne Reavis, Reavis Farms
956-207-1447 • jwreavis@aol.com

FOLLOW OUR PROGRAMS ON FACEBOOK. 

SIMTALK

VOLUME 30 - NO. 2
Linking SimGenetics to
Commercial Cattle

Table Of Contents

IN THIS ISSUE

8 ASA Announces STYLE

ASA announces SimGenetics Training for Young Leaders and Entrepreneurs (STYLE) 2022, a leadership program for beef industry enthusiasts age 25 to 40.
by ASA staff

12 Simmental Takes Hold in Tennessee

The University of Tennessee offers seedstock producers and commercial cow-calf producers a valuable resource.
by Lilly Platts

20 Getting Back to the Simple Things

Evaluating the basic principles of the beef business and profitability.
by Chip Kemp

24 Cattle, Computers, and Climate

How computer simulations can help create a sustainable beef industry.
by Drew Lakamp, Walton Berry grant recipient

DEPARTMENTS

4 From the Editor

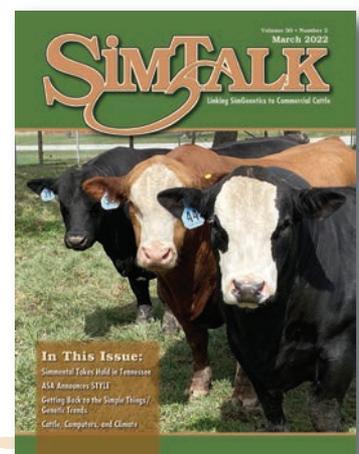
42 Industry Update

82 Calendar of Events

86 Rates & Policies

90 Ad Index

Bull sale season is in full swing across the country.
Photo by Luke Bowman.

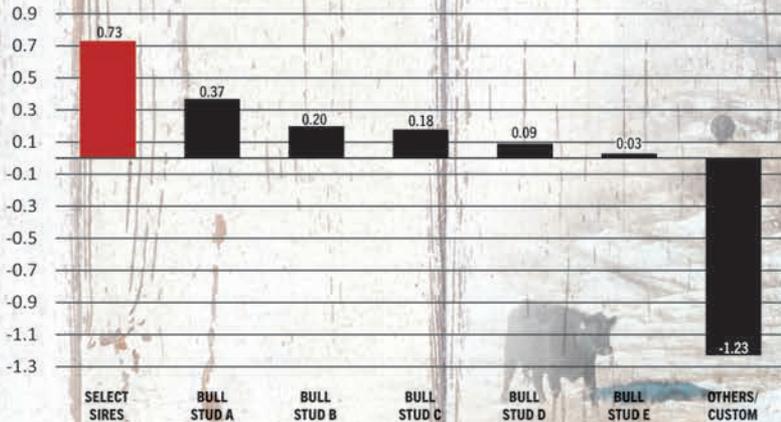


THE BUSINESS DEMANDS MORE...

We Deliver More.

SELECT SIRES **DELIVERS MORE** A.I. PREGNANCIES FOR YOU!

A.I. INDUSTRY SIRE CONCEPTION RATE (SCR) DECEMBER 2021



7SM91-MAIN-EVENT

2891336 / Upgrade x New Day 8005
 CE: 12.2 BW: 0.2 WW: 92.4 YW: 140.9
 API: 130.1 TI: 85.9
 From C Diamond Ranch, ND; Triangle J Ranch, NE
 and Hilltop Simmentals, SD



7SM122-STANDOUT

3585120 / Epic x Cowboy Cut
 CE: 16.3 BW: -1.9 WW: 80.7 YW: 118.4
 API: 164.9 TI: 93.5
 From Lazy C Diamond Ranch, ND and
 Schooley Cattle Co., IA



7SM113-HIGHLIFE

3568376 / High Road x Big Casino
 CE: 14.9 BW: 0.8 WW: 99.5 YW: 149.6
 API: 157.2 TI: 94.6
 From Schnabel Ranch, SD; Triangle J Ranch, NE
 and Gibbs Farms, AL



Conception. Calving Ease. Carcass. Cows.

YOUR SUCCESS *Our Passion.*

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

*Your Success Our Passion, is a registered trademark of Select Sires Inc.
 MAIN EVENT and HIGHLIFE photos reversed

EPDs as of 2/1/22

You can produce your own Black and Black Baldy replacements, like these, by simply putting one of our Fleckvieh bulls on your black cows!



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

STANLEY MARTINS FARMS

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

Please google stanleymartinsfarms for more information.

SIMTALK

Linking SimGenetics to Commercial Cattle

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, PhD

Managing Editor
Jackie Atkins, PhD

Editor
Lilly Platts

Editorial Consultant
Dan Rieder

Business Manager
Linda Kesler

Art Director
Cynthia Conner

Design/Production
Joel Coleman

**Media/
Website Administrator**
Kathy Shafer

General Manager
Jim Largess

Sales Manager
Nancy Chesterfield

**Advertising & Editorial
Assistant**
Rebecca Price

Accounts Receivable
Megan Jimerson

ASA Publication, Inc., Board

Chairman Barry Wesner
Doug Parke Steve Eichacker
Vice-Chairman
Brandon Callis Randy Moody

Executive Secretary-Treasurer
Wade Shafer, PhD

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:

Barry Wesner, Chairman **Doug Parke, Vice Chairman**
Steve Eichacker, Treasurer **Randy Moody** **Brandon Callis**
Wade Shafer, PhD, Executive Vice President
Randy Moody, Immediate Past Chairman

North Central Area:

Kent Brunner (2023)
3559 Upland Road
Lost Springs, KS 66859 / 785.466.6475
kent@cowcampbeef.com

Steve Eichacker (2023)

25446 445th Ave
Salem, SD 57058 / 605.421.1152
es@triotel.ne

Tim Clark (2024)

1999 18th St NW
Turtle Lake, ND 58575 / 701.799.7752
Tim.Clark@hubbardfeeds.com

Loren Trauernicht (2025)

901 E Pine Rd
Wymore, NE 68466 / 402.230.0812
mtrauernicht@diodecom.net

Eastern Area:

Randy Moody (2023)
811 Frank Hereford
New Market, AL 35761 / 256.655.5255
randymoody@ardmore.net

Barry Wesner (2023)

1821 W 700 S
Chalmers, IN 47929 / 219.863.4744
wesnerlivestock@yahoo.com

Chris Ivie (2024)

PO Box 264
Summertown TN 38483 / 931.215.0316
iviejc@usit.net

Doug Parke (2024)

153 Bourbon Hills DR
Paris, KY 40361 / 859.421.6100
office@dpsalesllc.com

Western Area:

Tom Nelson (2023)

5831 Hwy 7
Wibaux, MT 59353 / 406.939.1252
nlcsim@midrivers.com

Chad Cook (2024)

PO Box 174
Walsh, CO 81090 / 719.529.0564
bridlebitsimm@gmail.com

Maureen Mai (2025)

427 Peaceful Way
Bonners Ferry, ID 83805 / 208.660.2726
rymocattle@gmail.com

Ryan Thorson (2025)

207 3rd ST
Glendive, MT 59330 / 406.694.3722
ryanthorson7@gmail.com

South Central Area:

Dr. Gary W. Updyke (2023)

107030 S. 4250 Road
Checotah, OK 74426 / 918.843.3193
garyupdyke38@gmail.com

Brandon Callis (2024)

26123 State HWY 152
Minco, OK 73059 / 979.204.1265
callissteer@yahoo.com

Victor Guerra (2024)

PO Box 92
Linn, TX 78563 / 956.607.5515
vgg03@aol.com

Joseph Hensgens (2025)

136 Deer Park LN
Rayne, LA 70578 / 985-992-9119
joehensgens@yahoo.com

You are called to be a caretaker

And your cooperative has the products to help get your calves off to the right start.

HERD CARE LINE



Shop our calf care products!

GENEX
FOR GENERATIONS



Lilly Platts

It's hard to believe that we are already in March, well into calving season, and looking forward to green grass. As always, I am extremely proud of this issue and the work our team has put into it. For this issue's *From the Editor* I want to veer away from talking about what we have been up to and tell a story about a local beef industry advocacy win.

It's a story that applies to anyone who raises or eats beef, and I hope everyone can learn from it.

Bozeman, ASA's home, is growing at a breakneck pace. Prior to the pandemic the area was growing quickly, and the increase in remote work and desire to leave metropolitan areas has caused the valley to explode. Big Sky, home to the Yellowstone Club, is a popular destination for wealthy vacationers, and overall, the once quaint little cow town is looking a lot more like a trendy sister to Jackson Hole, or Boulder.

This population growth of course means an increased range of viewpoints, which is something anti-ag groups have taken notice of. They know Bozeman is growing, and that it could be an effective target for their campaigns. Recently, the Bozeman Yellowstone International Airport luggage carts became mobile advertisements for an anti-cattle campaign by PETA. This space, located beneath the handle of the cart, was paid for by an advertiser and not part of any campaign by the airport itself, but this of course caught people's attention.

Green Mountain Red Angus first posted the photo of the carts on their Facebook page, calling out the Bozeman airport for allowing the ad to run in a community where the beef industry is respected and important. As of this writing, over 1,400 people shared the post and more commented on it. I saw it across friends' pages, accompanied by outraged captions and hundreds of comments of agreement. But here is where the Green Mountain family sets themselves apart: they went past the trap of just posting on social media, and contacted the airport, asking to have a discussion about the advertisements. They were able to have a conversation with management and the airport quickly removed the ads, explaining that they had questioned the ad when it was initially presented, tried to stop it, and found they could be put in a difficult legal situation. The airport even shared that their legal counsel has since revisited their advertising policy and amended it so they are able to put a stop to ads like this in the future.

What are the lessons we can learn from this? First, as my friend Morgan, a fellow journalist, said in response to the situation, "Quit complaining and start doing." The crew at Green Mountain Red Angus didn't just post a photo of the ad on Facebook to complain. They gained support and then did something about it in a professional, mature manner.

Second, something you will now see if you look on Facebook is a photo of the blank luggage carts, not the ad. Why? The folks at Green Mountain know that sharing the ad, even in disagreement and anger, is spreading PETA's message. This is a lesson we all need to learn. It's ok to spread awareness, but do it in a way that isn't spreading the wrong message. Anti-ag groups don't care what kind of emotion their message is being spread with. Every share, click, and little angry face reaction is online traffic, and with social media, traffic is the goal. So, if you see something on social media that you feel strongly about, in ag or not, stop before you share it. Send an email, file a complaint, and call your friends, but don't just share things because they make you mad. We're often feeding the opposition without even knowing it.

I hope this issue of SimTalk finds everyone well, and that this story encourages everyone to be informed, intelligent advocates for our industry.

ST

Boyle Ranch

Annual Private Treaty Bull Sale



Boyle Ranch Ferrari 156F • ASA# 3533307
Multiple sons sell



- Two-year-old, 18-month-old and yearling Fleckvieh bulls available.
- Be sure to look for our Red, White and Beautiful Fleckvieh Female Sale coming up in November.

Bryan Boyle

712-870-8666 • boyle_bryan@yahoo.com
4824 110th Street • Washta, IA 51061
www.boyle ranch fleckvieh.com
Follow us on Facebook

KANSAS 81st Annual Kansas Bull Test Bull Test

EPDs as of 2/1/22

**NEW SALE LOCATION –
Larson Feedlot**

17770 May Day Rd. Green, KS

**Wednesday,
April 6, 2022 Noon**

Selling

90 Performance Tested

Angus, Simmental, SimAngus™,
Charolais and Balancer Bulls

LiveAuctions TV 2.0



J003 | ASA# 3929171 | 1/13/21 | Offered by Mill Roe Ranch, LLC
3/8 SM | MILL BRAE COMRADE 6184 x HOOK'S BOUNTY 6B
BW WW YW MILK REA MARB TI API
-1.0 78 128 23 0.58 0.41 82 135



J114 | ASA# 3947730 | 2/27/21 | Offered by Beach Cattle Co.
PB SM | OVAL F GENUINE 6930 x RUBYS ABSOLUT 317A
BW WW YW MILK REA MARB TI API
2.3 84 118 5 1.04 0.08 80 126



177J | ASA# 3954061 | 1/29/21 | Offered by Kaser Brothers
3/4 SM | WS ALL ABOARD B80 x BIEBER HARD DRIVE Y120
BW WW YW MILK REA MARB TI API
-0.8 92 138 24 1.17 0.40 93 138



171J | ASA# 3954055 | 2/10/21 | Offered by Kaser Brothers
PB SM | BELL BOZEMAN x OLAF RED PATRIARCH X129
BW WW YW MILK REA MARB TI API
-2.3 76 113 22 0.81 0.06 80 146



J003 | ASA# 3922183 | 2/10/21 | Offered by Arrow H Cattle
1/2 SM | BASIN PAYWEIGHT 1682 x CNS DREAM ON L186
BW WW YW MILK REA MARB TI API
0.0 73 110 26 0.19 0.35 78 134



J010 | ASA# 3951014 | 2/19/21 | Offered by Arrow H Cattle
PB SM | WS PROCLAMATION E202 x W/C EXECUTIVE ORDER
BW WW YW MILK REA MARB TI API
0.0 93 139 33 0.96 0.36 97 153

For more information or a sale book, please call or text sale managers.



Andee Marston 785.250.4449
andee.marston@gmail.com
Dustin N. Layton, auctioneer

www.laytonauction.com

STYLE: A Leadership Program for the Industry's Next Generation

ASA is excited to announce SimGenetics Training for Young Leaders and Entrepreneurs (STYLE) 2022, a leadership program for beef industry enthusiasts age 25 to 40. The in-person program will be held in Oklahoma City, June 17–19, 2022. STYLE intends to develop leaders who better appreciate and understand the complex environments of the beef industry, who can more effectively serve ASA stakeholders in the future. Attendees will focus on the following:

- Enhanced awareness of their own strengths and how to leverage these strengths.
- Gain a more thorough understanding of ASA governance.
- Gain insight into the various beef industry segments.
- Increase engagement regarding the future of ASA and the industry.

Who should apply for the program?

Beef and SimGenetic enthusiasts from age, 25 to 40.

What can attendees expect at STYLE?

The STYLE program has been crafted by an industry expert in leadership development, and ASA staff. The structure of the event is a mixture of talks, panels, interactive sessions, small group experiences, meaningful mentorship opportunities, suggested readings, and real-life examples of overcoming serious obstacles. The content will range from inward-facing personal assessment to ASA governance, industry trends and voices, and encouragement by leading figures within the beef business.

What does STYLE cost?

Attendees will be responsible for their travel expenses to Oklahoma City, lodging, and some meals. The registration fee is \$200/attendee or married couple. This will cover multiple meals, written resources, session attendance, and a visit to the Oklahoma City National Memorial. *Upon attendance, full participation, and completion of the STYLE program, \$200 will be credited back to the ASA account of the attendee for future use (i.e. registrations, transfers, and THE).* All those who sign up by the early entry deadline of March 18, 2022, will have their name placed into a drawing for two free lodging packages.

Why did ASA see a need for a program like this?

Responsible beef producers are constantly studying the future of their operation, the sustainability and adaptability of their business model, and keeping a watchful eye toward the need for new voices and fresh perspectives. Similarly, ASA trustees and staff intend to steward the future of ASA and its services for its membership and the industry at large. That future is to be most heavily impacted and determined by young professionals and families who are presently using and implementing SimGenetics and ASA tools, services, and strategies to grow their own businesses. It is important to connect with those producers to better serve their present needs, while also giving them greater insight into ASA and its mission. STYLE situates us better today, and serves as a training ground for insightful leaders tomorrow.

Why is it important to encourage young producers in our breed to be leaders?

ASA exists to improve beef business profitability through the honest and clear use of data and facts. Commitment to that mission has built the “Business of Simmental” into the most innovative and commercially focused breed association in existence. This is evident in current successes across the industry. However, that mission is also what allows us to continue to push, to adapt, to accurately self-assess, and to ultimately navigate challenging times. This is a lofty charge. To maintain this course and improve, we must have the creativity, ingenuity, commitment, and input of those who will be at the helm over the next 30 years.

ST

What? STYLE 2022

When? June 17–19, 2022

Where? The Skirvin Hilton, One Park Ave., Oklahoma City, OK 73102

Early entry deadline (will make participant eligible for lodging drawing): March 18, 2022

Final entry deadline: April 1, 2022

How to apply: simmental.org/STYLE

Questions? Please email ckemp@simmgene.com



JSUL Crystal Lover 9848G
Lover Boy X Silveiras Style 1/2 SM 1/4 AN

Supreme Champion Jr. Heifer over all breeds, exhibited by Sara Sullivan of Dunlap IA, at the prestigious 2021 Cattlemen's Congress in Oklahoma City. Loverboy is one of the easiest calving purebred Simmentals in the breed. His calves are stylish and correct with growth, performance, eye appeal, exceptional udders, and ideal feet and leg structure. Many powerful Lover Boy sons and grandsons will sell in this offering.

YARDLEY Cattle Company

49TH ANNUAL BULL SALE

180 BULLS SELL!
SIMMENTAL, BLACK ANGUS & MAINE ANJOUS

Gib Yardley (435) 310-0041
Steven Yardley (435) 310-1725
Rodney Teichert (801) 824-8851



Calving Ease Sire Supreme

Lover Boy, Duracell X Right to Love
PB SM ASA # 2983443



J267, Achievement x Lover Boy
3/4 SM BW:67 WW:695



J285, Achievement x SAV Rainmaker
5/8 SM 3/8 AN BW:70 WW:678



J263, Yardley Chunk x Lover Boy
1/2 SM 1/2 AN BW:70 WW:678



J410, Sniper x Pressure Point
PB SM BW: ET WW: 703



J284, Yardley Standout x Top Notch
PB SM BW: 78 WW: 737



J261, Catalyst x Coleman Bravo
PB AN BW:70 WW:678



J348, Yardley Standout x Stepping Stone
5/8 SM 3/8 AN BW:80 WW:761



J286, Achievement x Stepping Stone
3/4 SM 1/4 AN BW: 58 WW: 659



FRIDAY, MARCH 11, 2022 IN BEAVER, UT

www.yardleycattleco.com • View The Auction Live! CCLIVE • Call CCLIVE at (405) 400-9505



NEW

3/4 SimAngus™

W/C Fort Knox 609F

By W/C Bankroll 811D
EPD: CE: 12 \$API: 150 \$TI: 91



Full brother to
W/C Bankroll

W/C Pinnacle E80

By W/C Loaded Up 1119Y
EPD: CE: 13 \$API: 123 \$TI: 71



W/C Night Watch 84E

By CCR Anchor 9071B
EPD: CE: 18 \$API: 154 \$TI: 87



NEW

DMCC Black Velvet 5E

By Pays To Believe
EPD: CE: 5 \$API: 105 \$TI: 74



SSC Shell Shocked 44B

By Remington Secret Weapon 185
EPD: CE: 18 \$API: 134 \$TI: 74



THSF Lover Boy B33

By HTP/SVF Duracell T52
EPD: CE: 15 \$API: 157 \$TI: 92



NEW

JC King of the Road 468H

By KBHR High Road E283
EPD: CE: 17 \$API: 178 \$TI: 98



NEW

Ruby NFF Up The Ante 9171G

By Ruby's Currency 7134E
EPD: CE: 11 \$API: 120 \$TI: 70



NEW

ACLL Fortune 393D

By MR TR Hammer 308A ET
EPD: CE: 9 \$API: 97 \$TI: 71



NEW

W/C Double Down 5014E

By W/C Executive Order 8543B
EPD: CE: 16 \$API: 113 \$TI: 72



Ruby SWC Battle Cry 431B

By MR HOC Broker
EPD: CE: 11 \$API: 98 \$TI: 75



NEW

Mr SR 71 Right Now E1538

By Hook's Bozeman 8B
EPD: CE: 17 \$API: 152 \$TI: 90



NEW

GSC GCCO Dew North 102C

By HTP/SVF Duracell T52
EPD: CE: 15 \$API: 114 \$TI: 81



PAL/CLAC Meant To Be 823E

By Mr HOC Broker
EPD: CE: 13 \$API: 110 \$TI: 70



3/4 NAILE and
NWSS Champ

Reckoning 711F

By W/C Relentless 32C
EPD: CE: 10 \$API: 118 \$TI: 68



NEW

TJSC King of Diamonds 165E

By LLSF Pays To Believe ZU194
EPD: CE: 11 \$API: 112 \$TI: 75



NEW

PBF Red Paint F88

By W/C Executive Order 8543B
EPD: CE: 14 \$API: 117 \$TI: 75



NEW

SC Pay the Price C11

By Cns Pays to Dream T759
EPD: CE: 8 \$API: 114 \$TI: 77



NEW

JASS On The Mark 69D

By W/C Loaded Up 1119Y
EPD: CE: 11 \$API: 121 \$TI: 74



W/C Relentless 32C

By Yardley Utah Y361
EPD: CE: 9 \$API: 117 \$TI: 75



NEW

3/4 SimAngus™

WLE Copacetic E02

By HPF Quantum Leap Z952
EPD: CE: 14 \$API: 113 \$TI: 77



NEW

Holtkamp Clac Change Is Coming 7H

By WLE Copacetic E02
EPD: CE: 13 \$API: 106 \$TI: 75



NEW

W/C Cyclone 385H

By W/C Bankroll 811D
EPD: CE: 13 \$API: 134 \$TI: 82



NEW

3/4 SimAngus™

LLSF Vantage Point F398

By CCR Anchor 9071B
EPD: CE: 14 \$API: 132 \$TI: 85

**WS Revival B26**By LLSF Uprising Z925
EPD: CE: 11 \$API: 100 \$TI: 67**LLSF Pays To Believe ZU194**By CNS Pays To Dream T759
EPD: CE: 9 \$API: 120 \$TI: 80**W/C Bankroll 811D**By W/C Loaded Up 1119Y
EPD: CE: 13 \$API: 127 \$TI: 80**CLRS Guardian 317G**By Hook's Beacon 56B
EPD: CE: 18 \$API: 211 \$TI: 115**KSU Bald Eagle 53G**By Hook's Eagle 6E
EPD: CE: 14 \$API: 178 \$TI: 104**WLE Black Mamba G203**By WLE Copacetic E02
EPD: CE: 13 \$API: 136 \$TI: 82**FELT Perseverance 302F**By W/C Executive Order 8543B
EPD: CE: 14 \$API: 111 \$TI: 72**W/C Express Lane 29G**By Rubys Turnpike 771E
EPD: CE: 14 \$API: 136 \$TI: 83**MR CCF The Duke G42**By Mr CCF Vision
EPD: CE: 11 \$API: 116 \$TI: 72**Erixon Bitten 203A**By NCB Cobra 47Y
EPD: CE: 15 \$API: 150 \$TI: 87**LCDR Favor 149F**By LCDR Witness 541C
EPD: CE: 11 \$API: 150 \$TI: 100**SFG The Judge D633**By CCR Cowboy Cut 5048Z
EPD: CE: 10 \$API: 159 \$TI: 97**TL Ledger 106D**By Profit
EPD: CE: 10 \$API: 112 \$TI: 69**GPG Focus 135F**By Mr CCF 20-20
EPD: CE: 6 \$API: 115 \$TI: 77**OBCC Kavanaugh F236**By OBCC Unfinished Business
EPD: CE: 14 \$API: 144 \$TI: 81**WS Proclamation E202**By CCR Cowboy Cut 5048Z
EPD: CE: 14 \$API: 166 \$TI: 104**JBSF Logic 5E**By W/C Relentless 32C
EPD: CE: 8 \$API: 116 \$TI: 74**WHF/JS/CCS Double Up G365**By W/C Double Down
EPD: CE: 15 \$API: 116 \$TI: 71**TJ 50K 485H**By TJ Teardrop
EPD: CE: 16 \$API: 172 \$TI: 92**W/C Style 69E**By Style 9303
EPD: CE: 17 \$API: 134 \$TI: 67**RRF Trading Up E777**By Pays to Believe
EPD: CE: 14 \$API: 133 \$TI: 77**JSUL Something About Mary 8421**By W/C Relentless 32C
EPD: CE: 12 \$API: 116 \$TI: 74**CDI Innovator 325D**By TJ Main Event 503B
EPD: CE: 12 \$API: 134 \$TI: 92**CATTLE** *Visions*Call for your free book
573-641-5270Entire lineup online at:
www.cattlevisions.comSemen available on the best
Angus and Clubbie sires too.

Simmental Takes Hold in Tennessee

by Lilly Platts

The University of Tennessee offers seedstock producers and commercial cow-calf producers a valuable resource.



A past crowd at the annual UT Performance Tested Bull Sale.

The University of Tennessee's (UT) Performance Tested Bull Sale provides an avenue for the state's producers to sell seedstock, and for local commercial producers to source high-performance genetics. In recent years, the number of SimAngus bulls consigned to the UT Bull Development Program has increased significantly, and the competitive sale prices are proof that buyers are responding well to the breed. At the 2021 sale, 19 SimAngus bulls averaged \$4,095, with one almost topping the sale. Comparatively, 47 Angus bulls averaged \$3,980, and four Hereford bulls averaged \$3,450. No single breed is given preference in the program, but thanks to a group of driven, progressive seedstock producers, SimAngus is finding success in the program and throughout the state.

A Solid Foundation

Kevin Thompson has served as the Middle Tennessee AgResearch and Education Center director for 11 years. Throughout his education and early career, he was connected to the UT Bull Development Program. "When I graduated from the university with my master's degree I went to work as a research associate at the center that I am now the director of," Thompson explains. "I was the day-to-day manager of operations for the UT Bull Development Program for six years."

Thompson then worked for the Tennessee Farm Bureau Federation, where he was involved in purchasing bulls through the UT Bull Development Program through his work with producers. His career came full circle when he became the director of the Middle Tennessee AgResearch and Education Center 11 years ago.

Bulls consigned to the UT Bull Development Program are on test for just under three months, with an intense focus on performance and a strict culling protocol. Data is collected on each bull, including weight gain and carcass ultrasound, and close attention is paid to how each bull is holding up. Feet and leg quality and passing a breeding exam are priorities, and any bull that doesn't score adequately is removed from the program. Thompson explains, "Once they pass all of those criteria, and they have a good disposition, they are sold in January. The bulls have to jump through a lot of hoops, but we end up with a bulletproof product these commercial cow-calf producers can take home and expect nice calves from."

A Progressive Program

During his time as director, Thompson has seen the quality and number of SimAngus bulls consigned to the program increase significantly. He says, "There has been an increase in Simmental and SimAngus breeders, and the reason for that is there is a tremendous market for those bulls in our area from commercial cow-calf producers."

Thompson says that this increase is due to a shift in commercial programs throughout the state, and the overall improvement in Simmental genetics. "Commercial producers realize that from a marketability standpoint the breed is providing genetics that increase pounds gained while maintaining uniformity of color," Thompson explains. "There are a lot more solid red and solid black bulls, and they are able to use those to maintain a uniform color across their calf crop, and also increase the yield potential of their calves. They are also getting some heterosis back in their herd."

Simmental made an appearance at the UT Bull Development Program decades ago but the original red-and-white genetics never found popularity. Thompson explains that for most breeders in the area, issues with traits like birthweight and color outweighed the added weaning weight Simmental offered. However, as the breed improved and Sim-Angus gained popularity, the breed found its way back to the UT program. Thompson says that when he started as director almost all of the bulls consigned were Angus. Today, while Angus is still a large portion of the UT Bull Development Program, Simmental-influenced bulls make up around one-third. "With the



The number of SimAngus bulls consigned to the program has increased steadily over the last decade.



The Middle Tennessee AgResearch and Education Center is home to the UT Bull Development Program.

tremendous strides that ASA has made, with overall phenotype and genetic improvement, it's made it one of the most popular breeds in our area," Thompson says. "It maintains a package that has the power to grow, maternal characteristics and femininity, the ability to grade (because we are sending these cattle to the rail), and it's in a really uniform package that isn't changing the phenotype. They're still black-hided, but we're able to get more pounds on them."

Dr. Troy Rowan, assistant professor and extension specialist at UT, interfaces with producers throughout the year, frequently discussing the benefits of crossbreeding and heterosis. Adding breeds like Simmental to Angus-based herds is a common conversation. "The biggest thing that comes up in all of my extension work is trying to drive home this idea of crossbreeding and heterosis," Rowan says. "The other thing we've made a big emphasis on is how we shift from revenue-based traits to a more holistic picture of profitability. How we move to the bigger picture of keeping replacement heifers, and focusing on cow longevity and fertility, feet and legs, and structurally strong animals."

CONTINUED ON PAGE 16

T-HEART RANCH



PAP 42

1531J 5/8 SM 3/8 AN \$API 161.6 \$TI 79.4
ASA 3893078 GW REMINGTON 914G son.



PAP 39

1224J PB SM \$API 151.2 \$TI 85.9
ASA 3893315 J-J EAGLE ROCK 920G son.



PAP 39

1436J 3/4 SM 1/4 AN \$API 141.3 \$TI 89
ASA 3893360 TJ GOLD 274G son.



PAP 41

1053J PB SM \$API 164.9 \$TI 83.6
ASA 3906454 HOOK'S FRONTLINE 40F son.



PAP 40

J1079 PB SM \$API 160.1 \$TI 96
ASA 3951447 CAMP COWBOY WAY C515 son.



PAP 38

J1100 PB SM \$API 159 \$TI 84.4
ASA 3951493 NLC GOSHAWK 37G son.

SIRE GROUPS INCLUDE:

Hook's Eagle ASA 3253742

THR Mountain Time 8441 ASA 3424773

TJ Gold ASA 3582577

TJ Flat Iron ASA 3582543

YOUR #1 SOURCE FOR PAP TESTED GENETICS

At T-Heart Ranch we offer more than just a PAP score. We take it a step further in testing every one of our registered cows to ensure we can stack multiple generations of PAP testing to allow our customers to get the most information. Our entire herd lives at high altitude. We are confident that you are receiving genetics that will ultimately help your program excel in the high country.

EPD current 2/9/2022.



Marty Ropp 406-581-7835
Corey Wilkins 256-590-2487
Clint Berry 417-844-1009
www.alliedgeneticresources.com



Josh Staudt 970-227-0729
Justin Warren 970-367-0035

Follow us on Facebook



185 True High Altitude
Sim Angus™ and Simmental Bulls

March 26, 2022 || LaGarita, CO
1:00 PM at the ranch



HIGH ALTITUDE BULL SALE



PAP 38

1482J 1/2 SM 3/8 AN \$API 150.9 \$TI 80.5
ASA 3892725 THR COWBOY 9455G son.



PAP 38

1539J 1/2 SM 1/2 AN \$API 156.7 \$TI 88.7
ASA 3892795 IR CAPITALIST E041 son.



PAP 38

1570J 5/8 SM 3/8 AN \$API 153.7 \$TI 85.8
ASA 3892845 THR MOUNTAIN TIME 8441F son.



PAP 42

1502J 1/2 SM 1/2 AN \$API 142.6 \$TI 79.6
ASA 3892853 TJ FLAT IRON 259G son.



PAP 39

1451J 3/8 SM 5/8 AN \$API 171.5 \$TI 98.8
ASA 3892913 HOOK'S EAGLE 6E son.



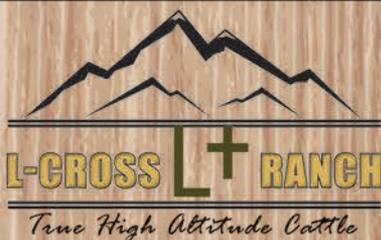
PAP 41

1542J 3/8 SM 5/8 AN \$API 173.2 \$TI 99.2
ASA 3892921 HOOK'S EAGLE 6E son.

True High Altitude Cattle

Our decades of data collection in PAP information have allowed us to uncover the most profit-oriented genetics that work best at high elevations. You can rest assured when you purchase T-Heart bulls you're buying a product that will ultimately add value to your calves and excel in the High Country.

T-Heart Ranch will continually to strive to be your source of High Altitude Bulls for years to come.



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



Simmental Takes Hold in Tennessee

CONTINUED FROM PAGE 13

All of the bulls on test at UT are genomically tested. This additional data not only helps consignors gauge their genetics, but it is incentivized by the state through the Tennessee Agricultural Enhancement Program. Rowan explains that the program kicks money back to producers who purchase bulls meeting specific criteria, including genomic testing. If a purchased bull meets all of the criteria and has a genomic test, a producer can apply to receive a maximum \$1,800 “rebate” from the state program. Overall, the program is designed to incentivize investments that will help producers remain profitable long-term.

Power in Collaboration

According to the Tennessee Farm Bureau, the state had an inventory of close to one million beef cows and calves in 2021. Like many southern states, Tennessee’s individual herds are typically small, and many producers hold jobs off the farm. This means that convenience traits are imperative, and because most producers only need one or two bulls to cover their cow herd it is important that those bulls work efficiently and have balanced traits.

While many herds are small, there are a number of high-quality seedstock producers in the state. Marketing is one challenge of producing seedstock on a small scale, and the UT Bull Development Program offers a place for these breeders to develop and market bulls through a proven program. Thompson says, “It allows breeders who don’t produce the volume of bulls to attract a large crowd of commercial cow-calf producers to their sale to participate in a larger program with a built-in reputation. Of the bulls that do pass the test — around 20% of the bulls consigned end up going home — their ability to make it from point A to point B puts them on a different level. Producers are able to participate in a program that is greater than they can be individually.”



Thompson says that friendly competition drives these breeders. “What really stands out is they communicate and work together. There’s a competition there, which breeds success and increases the whole. That’s exactly why this group of producers and their participation in the UT Bull Development Program has taken them to another tier. The competition has built on itself and brought uniformity to the bulls they have consigned in performance, fertility, structural soundness, and overall correctness of phenotype. They take it seriously, study the AI catalogs, and do a good job,” he explains.

A Program for Producers

Stanley Scott has been participating in the UT Bull Development Program for eight years, and has been a leader in improving the quality of SimAngus bulls in the sale. Scott has a long history with the Simmental breed, first when he farmed with his father. Over the years he has honed his own program to produce high-quality, top-selling bulls. Scott has been extremely focused on utilizing AI to improve genetics, first learning how to AI when he was a teenager.

Scott first bred his Angus-based cows to Simmental bulls before the term SimAngus was coined, and since becoming involved in the UT Bull Development Program one of his goals has been to increase the success of the breed at the sale. This goal has become a reality, with his own bulls doing well and the number of SimAngus bulls in the sale increasing overall. Scott recalls, “I have topped the SimAngus sale six years in a row. The second year I had bulls there I tied for the highest-selling individual. The sixth year I had the highest-selling bull by a thousand dollars.”

Overall, SimAngus breeders participating in the program have seen increased success, and Scott’s trajectory is a great example of this. He explains that he focuses on breeding for a variety of genetics, catering to the broad base of commercial customers who come to the UT sale. “I spend hundreds of hours every year studying the bulls I’m going to breed to the next year,” Scott says. “I breed for a variety of bulls, which broadens my sales base.”

A bull Stanley Scott consigned to the UT Bull Development Program.

Scott, who is now retired, spent 40 years working as a lineman. During that time, he remained focused on improving his cow herd. Having worked off the farm while working to improve his cow herd, Scott knows first-hand how important it is to produce bulls that commercial producers can rely on. He says a focus on AI has allowed him to create a cow herd that consistently produces high-quality bulls. "I take a lot of pride in it, and I really put a lot of labor and work into AI'ing my cows," Scott explains.

Thompson says the overall spirit of competition, collaboration, and improvement have made the UT Bull Development Program a success. Each breed, animal, and producer is given a fair opportunity to succeed, and this level playing field also gives commercial bull buyers a place they can confidently source genetics. Thompson emphasizes that the program is not catered to any individual breeds or producers, but that the increased success of SimAngus

cannot be ignored. "The Simmental breeders have just been extremely impressive," he says. "I have to be unbiased as a part of UT, but I do have to state that the genetic improvement these breeders have made over the years I've been involved has been extremely impressive. My experience spans all the way back to 1993, and it's been impressive to see these breeders grow, see the pride they have in what they do, and to see them gain the following of commercial cow-calf producers. It's fun to watch. Any time you see progress in the cattle industry it's fun to see."

ST

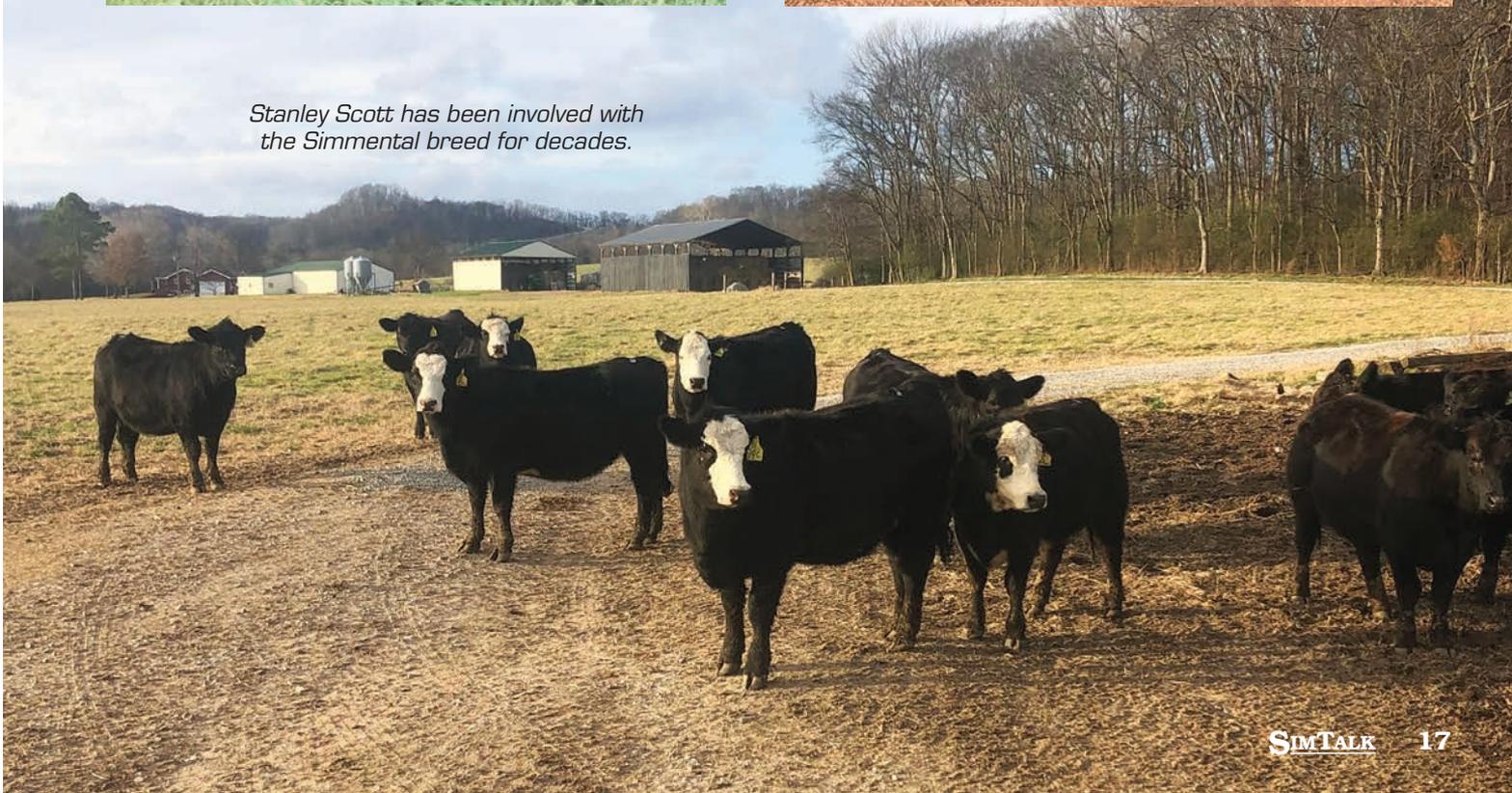
Through an intense focus on AI breeding, Stanley Scott has improved his cow herd



Stanley Scott spends significant time studying which bulls will best fit each cow in his herd.



Stanley Scott has been involved with the Simmental breed for decades.



TRIANGLE J Ranch

BULL POWER



MR SR HIGHLIFE G1609

3568376 PB SM

Homozygous Black, Homozygous Polled

SIRE: KBHR HIGH ROAD E283

DAM: MISS SR D1609

MGS: JBS BIG CASINO 336Y

A great choice to add some performance and length to your next calf crop. The Highlife progeny have proven to be big time performers with excellent hoof quality and striking balance. If you are looking for a baldie bull to add a punch of payweight look no further.

CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
14.8	0.8	99.2	148.1	7.1	25.9	20.4	10.9	37.9	-0.52	0.17	1.10	157.5	94.7
10%	35%	2%	4%	25%	35%	10%	60%	20%	10%	40%	15%	10%	4%

KBHR BOLD RULER H152

3789539 PB SM

Homozygous Black, Homozygous Polled

SIRE: WS PROCLAMATION E202

DAM: BAR CK MS X38 106Z

MGS: WS HOT BEEF X38

Our choice out of the 2021 Keller Broken Heart sale. We are excited to see the first progeny and we expect Bold Ruler to be heifer safe and offer first class maternal traits.



CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
15.1	-1.5	83.0	133.4	10.6	31.4	18.4	17.2	44.6	-0.27	0.85	0.79	189.4	104.6
10%	10%	30%	20%	2%	10%	30%	3%	10%	99%	1%	75%	1%	1%

Thank you to our customers for making our 2022 bull sale a success.

2022 High Sellers



TJ GOLD STRIKE 506J ASA# 3909662
Purchased by Select Sires and Trauernicht Simmentals.



TJ WAR PAINT 759J ASA# 3910125
Purchased by ABS Global, Trauernicht Simmentals and Iron Creek Cattle Company.



TJ ACE 560J ASA# 3909572
Purchased by Steve Harris and Shannon Welsh.

TJ GOLD 274G

3582577 PB SM

Homozygous Black, Homozygous Polled

SIRE: HOOK'S EAGLE 6E

DAM: TJ 12C

MGS: CCR SANTA FE 9349Z

Our first progeny of Gold were absolute sale toppers at both our female and bull sale. He is a purebred who is suitable to use on heifers and will provide a huge spread from birth to yearling. His balance of figures and phenotype places him as a must use purebred.

CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
16.8	-2.6	83.2	137.8	8.5	29.9	18.2	15.1	33.7	-0.29	0.40	0.85	169.1	95.2
3%	3%	30%	15%	10%	15%	30%	10%	35%	99%	10%	60%	3%	4%



TJ CHIEF 460G

3611575 1/2 SM 1/2 AN

Homozygous Black, Homozygous Polled

SIRE: TJ FROSTY 318E

DAM: TJ 52A

MGS: TJ NEW TIME LINE 113X

Eye catching phenotype and added growth are the staples of the Chief progeny. The first Chief sons represented our high selling sire group in our 2022 sale and will continue to see mass use in our program.

CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
11.9	-1.1	86.4	131.3	4.4	28.9	23.3	15.8	34.6	-0.08	0.41	0.48	158.3	88.7
60%	25%	15%	20%	90%	10%	1%	10%	40%	90%	35%	80%	10%	15%

Look for updates for our
Spring Turn-Out Sale in April 2022.



TJ TROOPER 504J ASA# 3909471

Purchased by 5N Farms, Inc., Wills and Eckhout.

Contact Triangle J Ranch to
order semen.
Triangle J Ranch is YOUR SOURCE for Simmental and SimAngus™ Bulls that excel, year after year, and Nebraska's Largest Source for Homozygous Black, Homozygous Polled SimAngus™ Genetics.

TRIANGLE J
Ranch

Darby and Annette Line
35355 Arrow Rd. Miller, NE 68858

Phone: 308-457-2505 Cell: 308-627-5085 www.trianglejranch.com

Getting Back to the Simple Things

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



Evaluating the basic principles of the beef business and profitability

Many have written endless articles on the varying pitfalls of our chosen profession. In the interest of full disclosure, I'm guilty of that exact thing. But, in

truth, we can boil it down to controlling those things we can control to set ourselves up to better navigate the challenges of those things we cannot control. Complex? Yes. But, at the same time it can often be elegantly simple as well.

The reality is, if I'm addicted to shiny metal and wheels this business gets hard. If I'm trying to build a profitable beef business while paying suburban property prices this business gets hard. In a commodity-based business model long term profits force to zero. What are you doing to buck that trend?

On the other hand, there are some easy and evident truths:

1) **The "short-term cow" is a long-term problem.** Lack of female longevity will cripple an operation. She can't make a fancy enough calf or a heavy enough calf to make that okay. Lack of cow "stayability" has become rampant, as many have forgotten the value of responsible crossbreeding as they chase terminal benefits without regard for a whole-enterprise profit picture. Maybe this isn't true at your ranch. However, I'd wager that if most of us did a thorough business analysis, we would find that we have built an unsustainable business trajectory by not being honest with ourselves about the maternal merit of our cow herd.

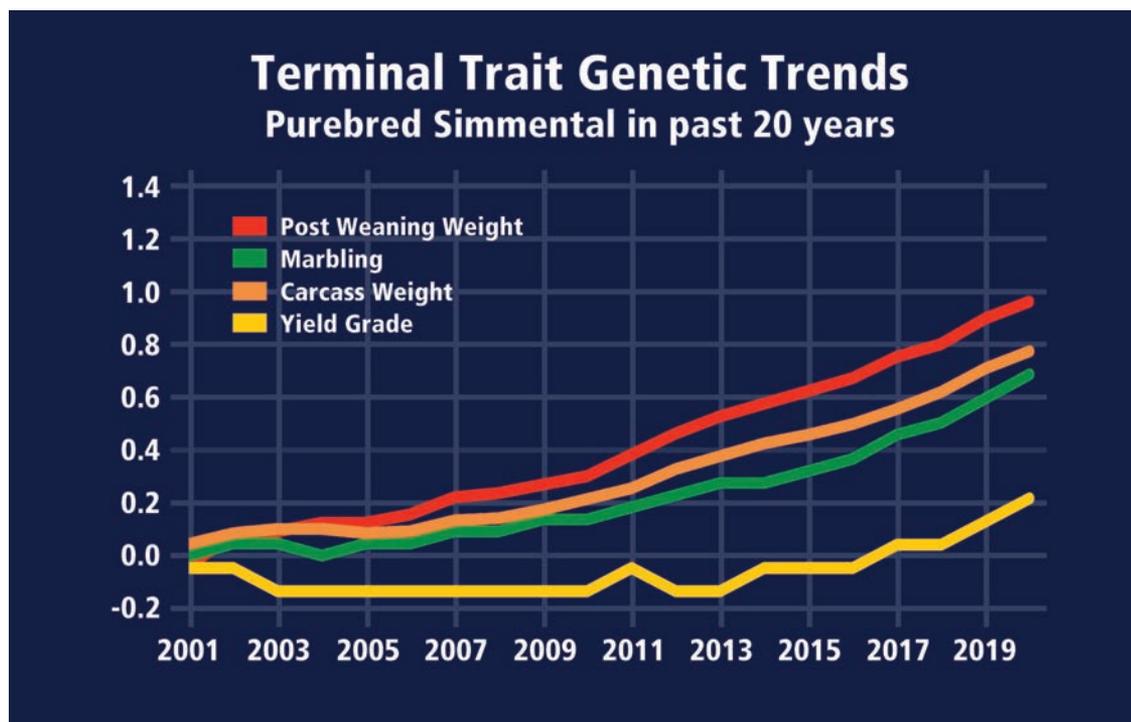
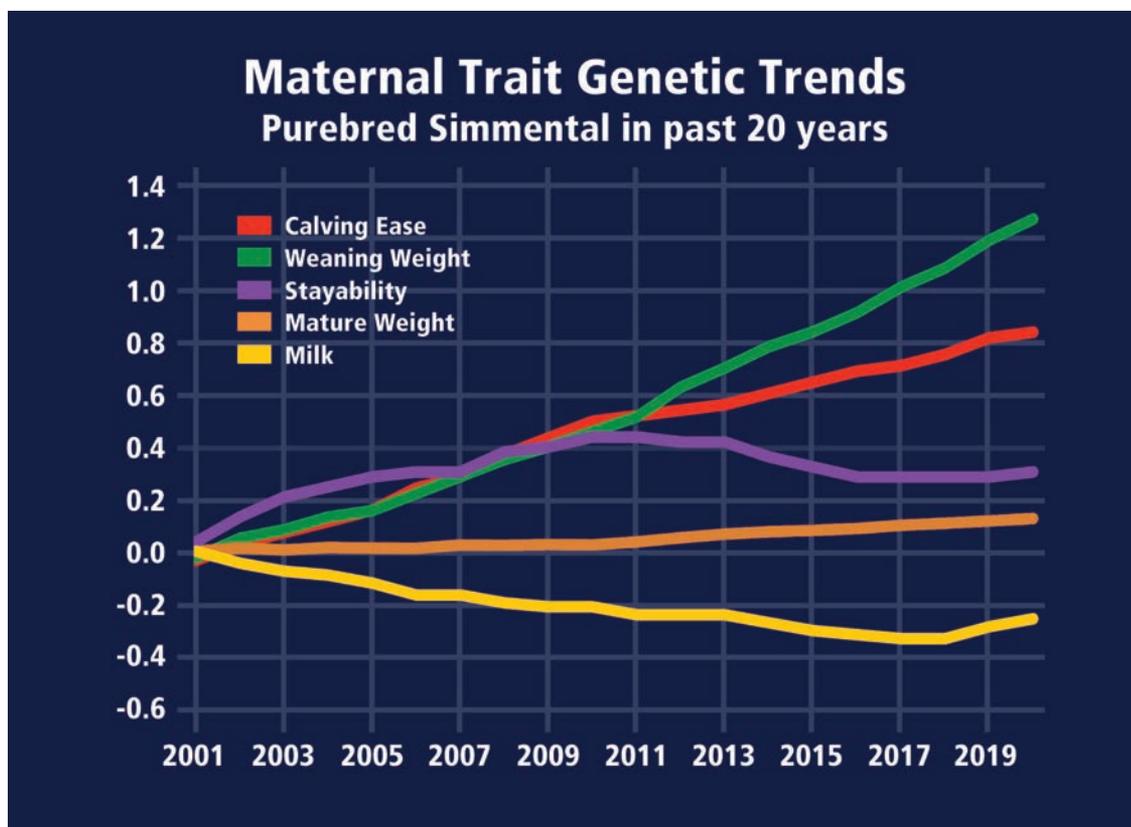
2) **Certain truths are nearly never spoken about in our business.** They are taboo. We know them to be true, but we live in a world where blue ribbons abound, and as such, everybody bites their lip and side-steps the truth. One such truth: some breeds struggle to provide the feedlot performance, or carcass merit, or consumer measurables that

are presently demanded to get top dollar for feeder calves. Another truth: NO ONE BREED corners the market on all those traits. Additionally, **responsibly crossed cattle prove to be the most consistently profitable cattle.** I could compile numerous academic articles, papers, and research summaries. But, maybe it is more meaningful when we realize where the industry puts its dollars. In 2020, calves from Continental sires (SimAngus and Charolais) topped the large Superior Livestock Auction summer sales. Or, when one dissects the Tri-County Carcass Futurity data from Iowa, those same sire groups (Simmental-influenced and Charolais-influenced) generated terminal calves that garnered larger checks from the packer than any other sire group. To be clear, these two things are linked. When feedlots make more on responsibly crossed cattle, they tend to pay to get more of those calves into their yard. Simple business sense.

3) **Neither #1 nor #2 happened by accident.** It takes serious commitment to data collection, and credible and humble scientists to analyze the data. You can benefit from those efforts by demanding multi-breed EPD that allow you to directly compare bulls of different breed types. Additionally, demand a credible whole-life-cycle index and a reliable terminal index so that you have the appropriate tools to fit your management approach. Use the whole-life-cycle index if you are retaining daughters. If you purchase your females, put the terminal index to work. Indexes make the complex straightforward.

4) **Ask your seedstock provider how they can help you balance breed complementarity and heterosis** to add female longevity in your environment and feeder calf value to your family's business. If your seedstock provider ignores these facts or denies the benefits of crossbreeding to your commercial program, then ask them to defend their position. **If they can't suitably do that, then why are they your seedstock provider?**

Simmental Genetic Trends



These Simmental genetic trends highlight a population with both maternal and terminal merit. Examining the Simmental genetic trends over the last 20 years, we see an increase in calving ease and stayability, while holding mature size and milk constant. On the terminal side, post weaning gain, carcass weight, and marbling are all trending up. The entire package of a genetic offering for both longevity, calving ease, growth, and carcass quality promises a unique set of traits to help the commercial cattle industry be successful.

ST

Semen \$40/Unit *Volume Discounts*

SPRINGCREEK Tesla 6E

SPRINGCREEK MISTRESS 17B



WW: 1110 YW: 1712

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
4.1	5.4	102	158.6	0.35	3.9	31.1	82.1	16
DOC	CW	YG	MARB	BF	REA	SHR	API	TI
15.1	55.0	-0.27	0.28	-.028	0.97	-0.16	122.5	86.9

ASA # 3676428 3/4 SM 1/4 AN
Homo Black & Homo Polled

EPD as of 2/11/2022

SIRE: LFE MCDAVID 413C

DAM: SPRINGCREEK MISTRESS 17B

MGD: Springcreek Mistress



Tesla Yearling



- *Tesla 6E is a perfect fit for most breeders. His mating to many popular bloodlines would be an absolute dream. His combination of muscle shape, rib, length and generations of maternal excellence make him an extremely rare individual. Take into account the fact that he is Homo Black, and he truly sets himself apart! He is the real deal performance bull that is built to work on all modern Simmental and Angus genetics. We predict him to be a high customer satisfaction sire!*
- *His progeny have surpassed all expectations in both the Springcreek and Rocky Meadow programs. Rocky Meadow has Tesla daughters in production reporting udder quality and consistency in type is second to none. Tesla will leave you with females that stand the test of time!*
- *To date, there have been over 100 calves born in the U.S. Displaying very impressive type consistency from birth, Tesla combines thickness, length and eye appeal with very acceptable birth weights, averaging in the mid 80's! As weanlings, progeny weaned off at the top of the contemporary groups.*
- *The first yearling sons are being marketed this spring and buyers are quickly finding them as standouts in the bull lots.*
- *He is backed by a Dam with excellent structure, foot quality and udder quality. She was the high selling bred heifer in 2015 at the Springcreek Female Sale commanding \$17,000. Springcreek later acquired half interest in 17B due to recognizing her unique breeding potential. She then went on to produce the standout Tesla 6E!*

For U.S. Semen Contact:



Zachary & Beth Teter
2276 L Road,
Eureka, KS 67045
PH: 620-583-9338
www.teterfarm.com



The Smith Family
Isaiah J Smith
424 Black Tail Dr,
Keyser, WV 26726
PH: 304-813-4674



Austin J Kolb
35 Sale Barn Rd,
Accident, MD 21520
PH: 301-533-6095
www.Rollingvalefarms.com



Niko & Garry Grose
Box 57
Welwyn, Sk SOA 4LO
Ph: 306-435-7702
Owns walking rights/Canadian
Semen Interest

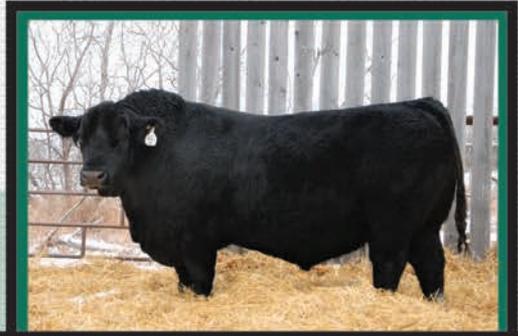


11th Annual Private Treaty Bull Sale

- Selling 42 bulls at the Ranch
- Visitors welcome anytime for bull selection
- BSE performed mid March, bulls ready for pick up late March-April.

Bulls Sired By:

Colorado Bridle Bit 752 W/C Bank Note 6152F Hart State of War 056C Springcreek Tesla 6E
 Rainbowriver Titan 58G GQ First Draft 33G TJ Ambassador 204F LCDR Gridiron 730E



Featured Sire
SPRINGCREEK TESLA 6E



9 Bulls consigned to
Wardensville WV Bull Test
 Wardensville, WV
 March 24, 2022
wardensvillebulltest.com

8 Bulls consigned to
Southwest VA Bull Test
 Wytheville, VA
 March 26, 2022
bcia.apsc.vt.edu

"Home of Cattle with No Puff or Fluff, Just the Real Stuff"

We raise Simmental & SimAngus™ cattle that are maternally oriented, commercially minded and end product strong! We strive through our genetic advancements to produce a product that will make premium seedstock and feedlot cattle alike for every facet of our customers needs. Bulls are developed on their dam with no creep feed and are fed, after weaning, to express their genetic potential, but moderately enough to stand the test of time. We strive to develop cattle with sound feet and legs and stand behind our product.

ZACH & BETH TETER (620)583-9338 2276 L Rd. Eureka, KS
Teterfarms.com Follow us on Facebook! Teterfarms@yahoo.com

Shipping assistance available anywhere in the continental US

Cattle, Computers, and the Climate:

How computer simulations can help create a sustainable beef industry

by Drew Lakamp, Walton Berry grant recipient

The environmental sustainability of beef production has become a topic of interest for today's consumer. According to the Environmental Protection Agency (EPA) the agriculture sector accounts for about 10% of the national greenhouse gas (GHG) emissions every year. Ruminant methane production alone accounts for about 3% of total GHG emissions. It's true that other sectors have larger GHG footprints (transportation at 29% and manufacturing at 23% of the national GHG emissions). Nonetheless, agriculture as a whole, and the beef industry in particular, has the potential to position itself at the forefront of sustainability.

Environmental Sustainability and Simulation

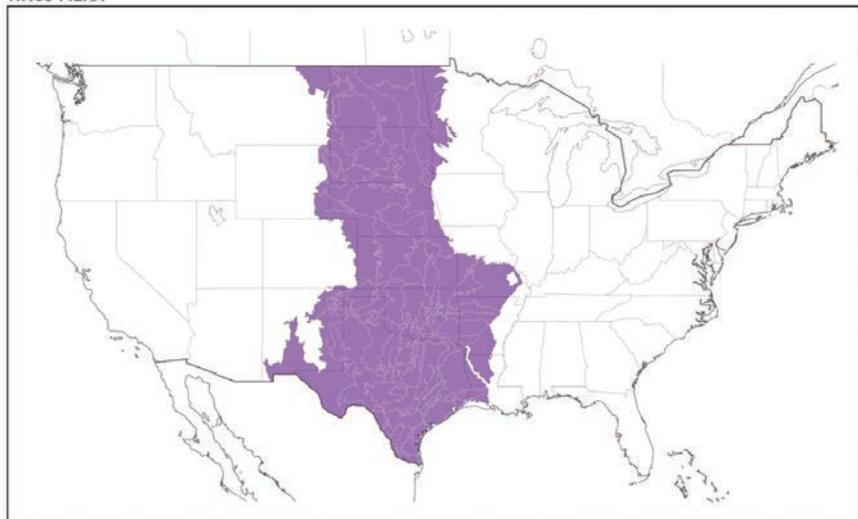
Before priorities can be established relative to the environmental impact of beef production, it is critical to know the current environmental impact of beef production. The first step is to define what environmental impact means. Generally, the environmental impact of beef is the use of natural resources (land, water, etc.) and the amount of GHGs produced in a calendar year, often expressed per unit of edible beef. However, calculating the actual environmental impact can be tricky because each cattle operation is unique. Further complicating matters is the fact that the environmental impact may change from year to year within a single cattle operation. For example, cattle drink more and consume more irrigated feedstuffs in hot, dry years than in cool, wet ones. One way to overcome both these issues and get an accurate estimate of beef's environmental impact is through simulation.

A simulation is essentially a computer program that uses mathematical models that describe how a system (like beef production) operates. In combination with real-world data, they can be used to make predictions or obtain estimates of production factors or inputs. They generate insight into outcomes of a complex system if a single variable changes, or the implications of a specific combination of several variables changing together. This flexibility is the reason researchers at Kansas State University chose to use a simulation to evaluate the land and water use of cow-calf operations in the Great Plains.

Quantifying the environmental impact of a region as large as the Great Plains was not a simple task. As any producer knows, different locations require different management. To account for variability, the Great Plains was divided into 74 regions with similar weather, forage availability, and cattle types. From there, the researchers used publicly available information to paint a general

picture of what a cow-calf operation might look like in each area, with the goal of establishing starting parameters to reasonably approximate diversity. For example, the herds simulated in western Texas were allocated roughly 35–40 acres per pair to graze and were supplemented prairie hay, whereas 7–9 acres per pair and brome/alfalfa hay supplementation was modeled for herds in eastern South Dakota. This real-world information was provided to the simulation which then predicted land and water use of each area. Three of these areas are detailed in Table 1. Note, this was not to compare the environmental impact of different regions to each other, but to illustrate the diversity seen within the Great Plains.

NRCS MLRA



NRCS MLRA

The 74 regions in the Great Plains that were simulated
(Adapted from ArcGIS Online, 2021)

CONTINUED ON PAGE 28

ALTENBURG

Super Baldy Ranch, LLC

Saturday, March 19th, 2022

Centennial Livestock Auction • Fort Collins, Colorado

*Selling
120 Bulls
with Nuts,
Butts, and
Guts!*



ASR J149

ASA# 3906636 PB SM
LCDR Progressive x Cowboy Cut
CE 14 YW 125 MB 0.37 REA 0.92 API 154 TI 90
The first of the Progressive sons to sell!



ASR H0245

ASA# 3898192 PB SM
Gibbs Broad Range x Big Timber
CE 14 YW 144 MB 0.13 REA 1.14 API 145 TI 90
An outstanding baldy with calving ease potential!



ASR H0225

ASA# 3898173 PB SM
SAV Rainfall x Hooks Baltic
CE 19 YW 139 MB 0.50 REA 0.77 API 158 TI 90
Offering 670 Black and Red SimAngus!



ASR J1267

ASA# 3973566 PB SM
WBF Success x Black Hawk
CE 14 YW 123 MB 0.29 REA 0.87 API 154 TI 88
Out of our ET donor E7296.



ASR J1242

ASA# 3973543 SimAngus™
SAV Net Worth x Cowboy Cut
CE 10 YW 115 MB 0.39 REA 0.56 API 131 TI 76
Six Full Brothers to sell!



ASR H0275

ASA# 3898131 SimAngus™
Tahoe x Cowboy Cut
CE 14 YW -0.1 MB 0.58 REA 0.77 API 155 TI 91
Twenty-five SimAngus™ bulls will sell!



ASR H0292

ASA# 3898147 PB SM
LCDR Impact x Black Hawk
CE 10 YW 2.1 MB 0.23 REA 1.13 API 148 TI 96
Three ET full brothers will sell!



ASR H0252

ASA# 3898199 PB SM
WBF Success x Cowboy Cut
CE 12 YW 1.6 MB 0.26 REA 0.94 API 148 TI 90
Red Outcross! 15 red bulls sell!

60 Black & Red Simmentals 60 Super Baldy SimAngus™

Bulls are PAP Tested & Includes 30 Fall 18 Month Old Bulls

For More Information and Sale Book, Contact...

Altenburg Super Baldy Ranch, LLC

Willie and Sharon Altenburg

970.481.2570 • Fort Collins, Colorado

willie@rmi.net • www.altenburgsuperbaldy.com

Sale available on...

DVAuction Broadcasting
Real-time Auctions

CATTLE USA.com **ALLIED**
GENETIC RESOURCES



NO LIGHTWEIGHTS



 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association

Simmental calves are champions of the scale.

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

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

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

**STAND STRONG
SIMMENTAL**

406-587-4531 • simmental.org



\$50
Straw

CATTLE *Visions*
(866) 365-4565

- SAS Big Casino #214 -

ASA# 3803217 • Homo Black • Homo Polled • Sire: Drake Poker Face 2X • Dam: SAS Licorice D092 (Erixon Bitten daughter)
Purebred Simmental • BW: 92 • Adj. WW: 813 • IMF: 4.53 (104) • BF: .20 (83) • REA: 17.19 (107) • Act SC: 40cm

CE	BW	WW	YW	MCE	MM	MWW	STAY	CW	YG	Marb	BF	REA	API	TI
10	2.2	84	122	5.2	30	72	16	38	-.60	.01	-.134	1.21	125	80
70	65	25	35	60	15	15	55	20	1	80	1	4	60	40

*EPD as of 2/11/2022



SAS Licorice D092 - Dam of Big Casino



Steve & Jessica Campbell
(507) 380-3074



Robert & Andrew Stevens
(507) 327-0414



Jeff: (641) 330-6654 or sprinsim@iowatelecom.net

www.SPRINGERSIMMENTAL.com

Cattle, Computers, and the Climate:

How computer simulations can help create a sustainable beef industry

CONTINUED FROM PAGE 24

Table 1:

Natural resources required and methane produced by the average mature cow in various regions of the Great Plains.

Region	Mature weight (lbs.)	Drinking water (gal./yr.)	Irrigation water (gal./yr.)	Grazing (acres/pair/yr.)	Crop land to grow feed (acres/pair/yr.)	Methane produced (lbs./yr.)
Eastern Kansas	1,183	4,240	112,667	6	2	187
Western North Dakota	1,322	4,119	183,908	17	2	196
Central Texas	1,113	4,353	26,699	39	1	209

Resource Use Mitigation

Once the current environmental impact of the beef industry was estimated, the next step was to see how the environmental impact changed as other variables in the production system were altered. One of these variables was mature cow weight. The researchers altered cow weight by adding or subtracting either one

standard deviation or 100 pounds from the average cow weight. Table 2 shows how the environmental impact changed as mature weight changed. As could be guessed, heavier cattle have a larger environmental footprint than lighter ones.

Table 2:

The natural resources required and methane produced by mature cows one standard deviation heavier and lighter than average in various regions of the Great Plains.

Region	Mature weight (lbs.)	Drinking water (gal./yr.)	Irrigation water (gal./yr.)	Grazing (acres/pair/yr.)	Crop land to grow feed (acres/pair/yr.)	Methane produced (lbs./yr.)
Eastern Kansas	1,284	4,421	117,635	7	2	220
	1,083	4,060	107,863	5	2	200
Western North Dakota	1,400	4,329	190,837	18	2	233
	1,166	3,908	178,229	15	2	207
Central Texas	1,213	4,534	27,950	42	1	247
	1,013	4,173	25,628	35	1	222

Other variables considered were lactation potential (high- or low-milking) and supplemental starch base (corn or sorghum). A few interesting finds resulted from the study. For instance, light, high-milking cows required the most supplemental feed. This was likely because the simulation only allowed the cattle to consume roughly 3% of their body weight in feed per day and the only way the small, high-milking cows could get enough energy and stay under the consumption

limit was through an energy-dense supplement ration. Nonetheless, the lighter, high-milking animals were also some of the most efficient, requiring the fewest resources per pound of weaned calf. Also, corn-based rations required less water overall than sorghum-based ones. The higher yield and energy density of corn required less land, which meant less irrigation overall compared to the less-water-intensive sorghum.

Drawbacks and Challenges

A simulation is only as good as the data that goes into it. For the Kansas State simulation, a lot of data describing forage quality and rations were approximations. More specific information about what kinds of forages are commonly grazed or the formalizations of rations delivered to grazing cattle in different areas would have helped make the simulation results more accurate. For example, in the tables above, the irrigation requirement for central Texas is much lower than the irrigation requirement for the other two areas. This is partially because cattle in that region were found to be lighter and therefore required less feed overall; however, the primary reason is the researchers assumed the diet delivered to cattle in that area consisted mostly of non-irrigated prairie hay and dry distillers grain (a feedstuff that puts most of its water footprint on the ethanol industry). If the researchers assumed the hay was irrigated or other crops were fed, those irrigation numbers would be radically different.

In addition, simulations are constructed around specific assumptions. For example, the simulation used by Kansas State was based on the amount of grazing land needed for 100 cattle. However, it could have used a specified land area — say, 100 acres — and evaluated the carrying capacity of the land in terms of a smaller herd of large cows versus a larger herd of smaller cattle.

Conclusion

Computer simulations of cattle operations can be used to investigate beef sustainability in two major ways. First, simulations can give a reasonably accurate accounting of the natural resources and GHGs emitted by the beef industry. Second, simulations can be used to determine how the beef industry can become more sustainable by testing several options for mitigating environmental or economic impact, and identifying the most effective option. By leveraging the power of simulation, the beef industry has the opportunity to continue the tradition of responding to new consumer demands and being leaders in agricultural sustainability.

About the Author

Drew Lakamp recently obtained his master's degree in animal breeding and genetics from Kansas State University and was advised by Dr. Megan Rolf. Drew is now a PhD student in animal breeding and genetics at University of Nebraska–Lincoln. In the summer of 2020, Drew attended the Summer Institute of Statistical Genetics using the ASA Walton Berry Grant funds, and also utilized these funds to purchase books and other supplies required by the breeding and genetics group for their research efforts.

ST

McDonald Farms

19th Annual

'Pick of the Pen' Bull Sale

Saturday April 2, 2022 • 1:00 PM

"Our cows work for us; so our bulls will work for you."

Selling: 50 Bulls Simmental, SimAngus™ and Angus.

Volume and pick-up discounts

 **McDonald Farms**
2070 Walnut Springs Rd.
Blacksburg, VA 24060
info@mcdonaldfarms.com
www.McDonaldFarms.com
540-552-2520
540-230-6225 (C)

Member of AGR, CMP and Performance Advocate

ASA Performance
 Advocate

 **CMP**
CARCASS MERIT PROGRAM

 **ALLIED**
GENETIC RESOURCES

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.



Lane Giess

Director, Commercial and
Non-traditional Data Programs
and Special Projects
American Simmental Association
lgiess@simmgene.com
320-293-1647



American Simmental Association
www.simmental.org

SATURDAY, MARCH 26, 2022 • 1:00 PM EST • MILAN, IN

Selling 60 Simmental & SimAngus™ Bulls
20 Simmental & SimInfluenced Pairs & Bred Females



THE CLEAR CHOICE

bull sale



Hatmaker H4E | PB SM
LLSF Vantage Point X WS Miss Sugar C4
Homo Polled | Hetero Black
17 -3.8 70 104 9 32 67 API 174 TI 95

*Request your
catalog today!*

WWW.DPSALESLLC.COM



JD809 | PB SM
CCR Wide Range X WHF Andie 365A
Homo Polled | Homo Black
11 1.8 84 123 6 20 61 API 121 TI 74



J59 | PB SM
LLSF Vantage Point X HPF Missy C068
Polled | Black
10 2.4 81 115 5 21 61 API 124 TI 82



H303C | 3/4 SM 1/4 AN
FBFS Warsaw X SS Emberly E303
Polled | Black
13 1 78 107 9 26 65 API 111 TI 68



J365 | PB SM
LLSF Vantage Point x WHF Andie 365A
Hetero Blk | Homo Polled
9 4.4 91 136 4 29 75 API 130 TI 86



J334 | PB SM
OBCC CMFM Deplorabull X HPF Cream Soda
Polled | Black
12 0.6 74 112 5 23 60 API 121 TI 74



J364 | PB SM
WS Proclamation X DAF Blackbird C364
Homo Polled | Homo Black
13 0.4 81 115 8 28 69 API 149 TI 87



J38B | 3/4 SM 1/4 AN
EGL Firesteel X TJ Ms 38W
Homo Polled | Homo Black
20 -2.4 67 106 9 40 73 API 169 TI 88



H79B | 5/8 SM 3/8 AN
W/C Executive Order X Ms CCF Jestress B79
Homo Polled | Hetero Black
16 -1.1 77 120 7 20 58 API 126 TI 78



H2A | PB SM
GEFF County O X Tylertown Elegance
Polled | Black
9 1.1 76 118 5 21 59 API 128 TI 76



020H | PB SM
Oracle X CLWTR Serena D74R
Homo Polled | Homo Black
8 2.2 76 107 4 22 59 API 118 TI 75



DOUG & DEBBIE PARKE • DREW & HOLLI HATMAKER
OFFICE@DPSALESLLC.COM • OFFICE • 859-987-5758
WWW.DPSALESLLC.COM

Sale facility has hard surface parking and is handicap accessible.
2/9/22 EPDs CE BW WW YW MCE Milk MWW API TI



JEFF & LEAH MEINDERS • 812-498-2840
3687 N. CO. RD. 500 E • MILAN, IN 47031
WWW.CLEARWATERSIMMENTALS.COM

GUEST CONSIGNORS: BESHEARS SIMMENTALS,
LUCKY PENNY CATTLE CO., NEAL BROTHERS



shootin' the moon

The **SIMMENTAL BREED** came to North America and **CHANGED** the **BEEF INDUSTRY**.

Be a part of the future with **SHOOTIN THE MOON!**

\$60/STRAW



*EPD as of 2/11/2022

SAS SHOOTIN THE MOON J221

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

JENKINS
 CATTLE COMPANY

Gary Jenkins
 Moultrie, GA
 229-891-8629

ANGUS • SIMANGUS • SIMMENTAL

Springer
 Simmental

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

CE	BW	WW	YW	MM	MB	REA	API	TI
11	3.4	93	145	25	.06	1.09	138	84

The Spring at the Ranch, Worthing, SD TURNOUT

April 9, 2022 5:00 pm

Offering 60 BULLS 30 FEMALES



ASA# 3555383

API: 117 TI: 75

F811 | PB DONOR SELLS | MR CCF 20-20 x EKHC RED JEWEL
SAFE IN CALF TO LCDR FAVOR



ASA# 3998462

API: 128 TI: 81

H002 | PUREBRED | HOMO BLK & HOMO PLD
WHF EXECUTIVE E39 x HRF BRITTANY

CE	BW	WW	YW	MCE	MILK	MARB	REA
14	0.1	84	131	7	20	0.04	0.76



ASA# 4006634

API: 134 TI: 79

H005 | PUREBRED
W/C FORT KNOX x HPF MISTI U353

CE	BW	WW	YW	MCE	MILK	MARB	REA
13	1.0	73	103	7	24	0.26	0.82



ASA# 4010155

API: 156 TI: 97

H431 | PUREBRED
KBHR HIGH ROAD x CDI INNOVATOR x MISS LOVELY B57

CE	BW	WW	YW	MCE	MILK	MARB	REA
12	0.6	95	145	6	29	0.41	1.22



ASA# 4006631

API: 116 TI: 80

J106 | PUREBRED | HOMOZYGOUS POLLED
W/C EXECUTIVE ORDER x JASS GYPSY SOUL 105B

CE	BW	WW	YW	MCE	MILK	MARB	REA
10	1.2	85	132	4	25	-0.05	1.01



ASA# 3939259

API: 122 TI: 76

J107 | PUREBRED
W/C PINNACLE x UNITED x EBONY W410

CE	BW	WW	YW	MCE	MILK	MARB	REA
11	2.2	80	117	6	25	0.04	0.85



ASA# 4006624

API: 118 TI: 74

J115 | PUREBRED | HOMO BLK & HOMO PLD
MR. CCF 20-20 x REMINGTON LOCK N LOAD

CE	BW	WW	YW	MCE	MILK	MARB	REA
10	2.0	79	119	4	10	-0.05	1.18



ASA# 4010150

API: 148 TI: 79

H428 | PUREBRED
KBHR SNIPER x POWER DRIVE x RIGHT TO LOVE

CE	BW	WW	YW	MCE	MILK	MARB	REA
16	0.0	72	116	8	28	0.17	0.92



DOUG & DEBBIE PARKE
DREW & HOLLI HATMAKER

office@dpsalesllc.com | WWW.DPSALESLLC.COM

Guest Consignors Hadden Simmentals,
Sloup Simmentals, HTP Simmentals
Louwerse Cattle & Riverside Simmentals



Jaron, Kadee, Tatum & Kyzer Van Beek

27905 472nd Ave | Worthing, SD 57077

605.929.3749 | jaronvb09@yahoo.com

Craig Laackmann 712.470.0787

Adam Louwerse 712.449.5094



**SUPERIOR
BEEF
GENETICS**

Bulls Sell In All Price Ranges

Free Trucking In The Lower 48

First Breeding Season Guarantee

Simmental, Angus *AND* SimAngus™

20 18-Month Old Bulls and 60 Yearling Bulls

60 Commercial Heifers



Previous Top Sellers

21st Annual Sale

MARCH 22, 2022 - 1:00 PM

Live Auction at SBG Facility - Lamar, Missouri

Cattle will sell live through the ring!

All cattle are bred, born, and raised in southwest Missouri with the commercial cattleman in mind.



Russ Massa 417.214.0290 Darrell Kentner 417.825.3022
Dylan Massa 417.214.4090 Clay & Allie Runnels 417.214.1200
russmassa@hotmail.com ~ 61 NW 80th Lane - Lamar, MO 64759



DVAuction
Broadcasting Real-Time Auctions

Sale broadcast live online
at www.dvauction.com

**Call, Email or Text
to Request a Catalog**

SUPERIORBEEFMO.COM

SALE MANAGED BY  WES TIEMANN 816.244.4462

Take Advantage

COW CAMP RANCH HERD SIRE POWER

CCR *Pounder* 2045F



**DON'T
MISS OUT -
CONTACT COW
CAMP RANCH
OR ALLIED TO
ORDER SEMEN
TODAY.**

ASA 3437294 || Homo Black, Homo Polled
CCR PAY DIRT 2340C x CCR COWBOY CUT 5048Z

CE	BW	WW	YW	MILK	STAY	DOC	CW	MARB	REA	API	TI
16	0.9	100	164	31	19	17	59	0.70	0.53	174	102

POUNDER SONS HIGHLIGHTED OUR 2022 SPRING SALE - 12 SONS AVERAGED \$8,625



CCR Cochise 4142H
Purchased by Rydeen Farms, MN.



CCR Pounder 4112H
Purchased by Lassle Simmentals, MT.



CCR Pounder 3355H
Purchased by T-Heart Ranch, CO.

Thank you

**TO OUR CUSTOMERS
FOR MAKING OUR 2022
SALE A SUCCESS.**



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

Looking at Me?

It's ok. Everybody Is.



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

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

* Major Continental Breeds — Simmental, Gelbvieh, Limousin, Charolais

SimAngus™. The Obvious Choice.

"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



American Simmental Association

www.simmental.org



beef@internationalgeneticsolutions.com
www.internationalgeneticsolutions.com

Dickinson Ranch 51st Production Sale

Saturday, March 19, 2022 • 1:00 p.m.

at the ranch • Gorham, Kansas

Selling: **80** Bulls **25** Reg. Yearling Heifers

Simmental • SimAngus™ • Angus • Red Angus



More full and half sibs like these will sell!

~All our females are required to graze on stockpiled grass with limited protein supplement through the winter. And raise a good calf.~

~ Bulls that are reasonably priced, not fed hard and consistently last 6 to 8 seasons. ~

- The sale bulls and females are out of cows like these, born unassisted and unattended on the range.
- Cattle that are required to calve unassisted and get up and suck with vigor.
- Cattle that will grade on the rail. Steer mates last 2 years have graded 97% and 96% choice.
- Females will hold their flesh on limited resources with no hay or processed grain.
- Genetics will keep you in business by allowing you to retain the heifers that will improve the efficiency of your herd in future years and lowering your feed bill, and by selling good looking cattle at weaning or by selling them on a grid on the rail as fat cattle.



Check out more on our web site at
www.dickinsonranch.com

Simmental - Angus - Red Angus

Dickinson Ranch

2324 370th Avenue • Gorham, Kansas 67640
Kirk 785.735.4347 cell • 785.998.4401 phone/fax
dickinsonranch@hotmail.com

DS 306G 72H - "BIG CHIEF"
PB Simmental Red Blaze
Owned with Smith Simmentals



DS KDZ 2414 306C X DS MS 309U 133Y

DS EXECUTIVE ORDER 30H
PB Simmental Black Polled
Owned with Dwight Sears



WC Executive Order X Wagr Precious 202Z

2021 HIGH SELLERS



YOUR DATA. HIS FUTURE.

LIKE IT OR NOT — WE KNOW THE TRUTH.

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

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

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

 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association
the@simmgene.com

SIMGENETICS BORN AND RAISED IN FESCUE COUNTRY

built on real

PERFORMANCE AND EYE APPEAL!



L/H 032H / 3858348
PB SM | Homo Polled | Black
OBCC CMFM Deplorabull x Remington Lock N Load
15 -2.2 64 98 7 22 54 API 130 TI 72
Bull calf by WHF Point Proven

We understand the importance of **cattle built to increase profit margins**. Whether you're looking for calving ease, increased pounds at weaning, carcass merit, or females to take you to the next level - **we have something for you!** We know first hand the results

WHEN PHENOTYPE COMBINES WITH GENOTYPE AND COMMON SENSE!



PB SM | Homo Polled | Homo Black
CDI Innovator x Hook's Black Hawk
16 -3.7 71 109 7 21 56 API 159 TI 86



PB SM | Homo Polled | Homo Black
W/C Double Down x Hook's Bounty
10 -1.0 74 111 4 29 66 API 114 TI 75

ALL BULLS SELL WITH GENOMICS, COLOR AND POLLED STATUS. MOST BULLS ARE HOMOZYGOUS BLACK AND POLLED. TAKE ADVANTAGE OF OUR FEEDER CALF BUY-BACK PROGRAM! CALL US TODAY TO LEARN MORE!

Bulls for Every Budget

Sale averages of bulls sold from 2019-2021.

- A. \$2,500-\$4,000** [63%]
- B. \$4,001-\$6,000** [30%]
- C. \$6,001-\$10,000** [6%]
- D. \$10,000+** [2%]



1/2 SM 1/2 AR | Homo Polled | Red
Damar Next x JF Milestone
12 -0.4 62 96 8 21 52 API 122 TI 67



PB SM | Homo Polled | Black
HPF Quantum Leap x CDI Innovator
Bred to LCDR 198H
13 1.2 87 126 6 22 65 API 133 TI 85

SALE PARTNERS
Wayward Hill Farm / Chris. 859-351-4486 / Henry. 859-229-0755
Swain Select Simmental / Chi. 502-287-2116 / Fred. 502-599-4560
Misty Meadows Farm / Rondal. 502-593-5136
DP Sales Management / Doug Parke. 859-421-6100



BELLES & BULLS OF THE BLUEGRASS

SATURDAY, APRIL 2, 2022 / 12:00 PM EDT

Bluegrass Stockyards Regional Marketplace / Lexington, KY
Selling 80+ Simmental & SimAngus™ Bulls, Breds, Show Heifers & Genetic Opportunities!

REQUEST A CATALOG AT
BELLESANDBULLSOFTHEBLUEGRASS@GMAIL.COM

BID ONLINE AND VIEW VIDEOS



facebook.com/bellesbullsofthebluegrass





\$50
Straw

CATTLE Visions
(866) 365-4565

SAS Infra-Red H804

ASA# 3803257 • Red • Homo Polled • Sire: All Aboard • Dam: SAS Bri 803E (Erixon Bitten daughter)
 Purebred Simmental • BW: 84 • Adj. WW: 862 • IMF: 4.55 (139) • BF: .18 (82) • REA: 15.08 (110) • Act SC: 40.5 cm

CE	BW	WW	YW	MCE	MM	MWW	STAY	CW	YG	Marb	BF	REA	API	TI
13	2.3	109	173	6.6	25	80	13	58	-.50	.23	-.107	1.36	147	101
25	65	1	1	35	35	2	85	1	15	25	20	1	20	1

*EPD as of 2/11/2022



Do you ever feel lost in the
DARK trying to find a bull to
 use?
TURN UP the **HEAT**
 and
ADD CLARITY
 to your breeding decisions with
INFRA-RED!



Steve and Jessica Campbell: (507) 380-3074

Jeff: (641) 330-6654 or sprinsim@jowatelecom.net

For volume discounts contact Steve Campbell

www.SPRINGERSIMMENTAL.com



Rugged, Range Ready Bulls & Elite Replacement Heifers Sale

March 22, 2022

Hosted by BigIron Auctions



LCDR FAVOR

The popular sire of Lazy C Diamonds 2 high selling bulls this spring at \$52,500 & \$35,000. A son of one of the hottest cows in the breed, WS Miss Sugar C4!



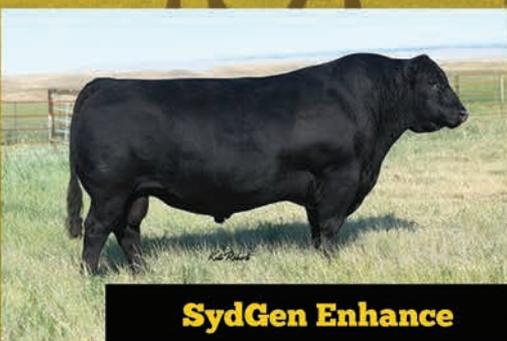
LRS MS Dakota 559R

LRS MS Dakota 559R, the dam of H046 & grandam of H029.



H046 - ASA# 3881317

H046, sired by LCDR Favor & is an own son of the great LRS MS Dakota 559R. He brings to the table some really good growth & would really complement the carcass quality on a herd of Angus cows.



SydGen Enhance

H029's sire is the reigning two-time #1 bull in the Angus breed for registrations!! Highly proven sire with an unmatched EPD profile!!



H029 - ASA# 3861846

Wow, check out the ratios on this bull! Sired by the very popular SydGen Enhance & raised by a super first calf hfr. His dam is sired by HPF Optimizer & an own daughter of the great LRS MS Dakota 559R!

Selling Elite Bulls and Females by Industry-Leading Genetics

**4 Simmental Bulls
10 Registered Females**

Three Cedars Farms
Joe Garretson | (660) 287-3051
BigIron Livestock
Garrett Long | (402) 957-7906

BigIron
AUCTIONS
BT LIVESTOCK DIVISION

1-800-937-388
www.bigiron.com

Tips for Managing Free-Choice Mineral Intake

by Mary Drownoski, University of Nebraska–Lincoln

Free-choice mineral mixes are commonly used to provide the mineral that grazing cattle need. However, ensuring that cattle are getting enough mineral without overconsuming can be a struggle. Being on either side of the spectrum can be costly either in reduced performance due to deficiency or in increased feed cost due to overconsumption. An extra 1 oz per cow per day can cost \$4 to \$8 per cow per year. If your mineral mix is designed to meet the cows' needs at 4 oz per day, intake above this only adds unnecessary cost.

In most situations, cattle intake of free-choice mineral is driven by their desire for salt, although there may be other ingredients that are added to improve intake such as molasses or even distillers. Cattle do not have nutritional wisdom and do not vary their intake of mineral based on their need for minerals in the mix. Because salt is usually one of the key drivers of intake, you will observe variation in intake throughout the year as the cows' desire for salt changes. Therefore, salt can be used as a tool to control intake.

In most situations, adding some salt to a mineral mix will cause cattle to eat it. This, along with the fact that forage is deficient in sodium, is why all free-choice minerals have salt in them. You may also notice that mixes with smaller target intakes usually have more salt than those with greater target intakes, i.e., 2-oz vs. 4-oz targets. As you start increasing the salt, you can cause them to start decreasing their intake because they get their salt "fix" with less intake. So, if cattle are eating above your target intake, mixing in more salt at home can help reduce intake of the mix.

Relatively speaking, salt is cheap and can be a very cost-effective way to manage mineral intake.

If you do add extra salt at home, do not include this salt in your calculation for reaching the target intake of the mineral mix, as it is diluting the mix. The goal is to make sure cows reach the target intake of actual mineral. For instance, if the target is 4 oz per head (0.25 lb per head) of a mineral mix, then for 100 cows you are looking for them to consume 25 lbs of the mineral mix per day, or half of a 50-pound bag. If you add 10 pounds of salt to a 50-pound bag of mineral, you actually want them to consume 30 pounds total per day to get their target intake of the actual mineral mix. The easy way to ensure you are reaching your goal is to track the amount of mineral mix you feed separate from the amount of salt you add. It is still a good idea to

record the amount of salt that is being added so that the amount can be adjusted based on intake (i.e., increase if still eating too much or decrease the added salt if not reaching the target intake).

While providing salt separately can reduce mineral intake, it can lead to more variability in intake of mineral among the herd. Some cows may be eating the mix while others may only be consuming salt. Thus, you may not be meeting your objective even if the "right" amount of mix is disappearing. Also, you may find that on the whole, the herd is over- or under-consuming the mix. Providing the salt separately cancels your ability to use one of your best tools in controlling intake.

If weatherization is important, try adjusting location of the feeder first. Word of caution, if you are paying for a mineral mix that has weatherization because your feeder does not protect the mix from the rain/wind and you add additional salt, you can reduce the effectiveness of the weatherization. So, depending on the type of feeder and the amount of protection from weather it provides, you may want to first try moving the location of the feeders to help control intake. Moving feeders closer to water or loafing areas can increase intake. Moving them away from these areas can often reduce intake.

You might wonder if you can limit intake by putting out the amount you want the cows to eat and not fill feeders again until the prescribed time. For instance, one could just put out a week's worth of mineral mix and not fill the feeder again until the next week, regardless of whether all the mineral mix disappeared in the first day or two. It is true that for some minerals cattle do not need a constant intake, as they can store some of them in their body and use them at a later time. However, this is not true for the macrominerals like phosphorus and magnesium. But an even bigger problem with this system is that the boss cows are likely to be the ones getting most of the mineral. This means that some of your herd will be consuming more than they need while others are getting less than they need. When you put out mineral after they have not had access for a period of time, they will often overconsume and the boss cows are going to be the ones that get the first shot. Using this method to control intake may not result in the best outcomes.

We have all been there: we put out mineral and a week later we check and it is empty. Again, salt is your friend. If the cows eat the mineral too quickly and you come back to find an empty mineral feeder, put out some straight salt for a day to ensure everyone has met their salt craving. This will help to reduce them gorging on mineral when

Diamond H Ranch

Dependable cattle from our pasture to yours!

*Annual Production Sale
March 23, 2022
LaCrosse Livestock Market
LaCrosse, KS*

This sale will be broadcast live on the internet.

DVAuction

Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.



**POWERFUL RED ANGUS AND RED SIMANGUS™ CATTLE
WITH PERFORMANCE TESTED PEDIGREES AND A STRONG MATERNAL CORE
REGISTERED & COMMERCIAL HEIFERS & REGISTERED YEARLING BULLS**

**** COME VISIT US AT THE RANCH PRIOR TO THE SALE AND RECEIVE \$100 OFF YOUR PURCHASE ****

JUSTIN & JADE HERL | 785-623-8404 | VICTORIA, KS

w w w . d i a m o n d h r a n c h . o r g

you put it out. It will also help you get a better handle on their normal craving for salt and better hone in on how much to add to the mix because they will not be bingeing. Make sure to take away the straight salt when you provide them with the mineral mix the next day. If the feeder was empty because they over-consumed, then consider either moving the location and/or adding more salt to get intake more in line with the target.

One last thing to consider is whether you have enough feeders. A good rule of thumb is one feeder per 30 cows. This will help make sure that more timid cows have the opportunity to get access. This is especially important for larger pastures/rangeland as cows tend to move as a group. This means they are often in the area with the feeders all at the same time. If there is limited accessibility, the more timid cows likely will not get their dose.

One-Third of US Food Not Eaten

According to a report from the US Environmental Protection Association, more than one-third of the food produced in the United States is never eaten,

wasting the resources used to produce it, and generating annual greenhouse gas emissions equal to 42 coal-fired power plants. The US has not yet made significant progress toward its goal, announced in 2015, to cut in half its food loss and waste by 2030. The EPA said it prepared the report, titled "From Farm to Kitchen: The Environmental Impacts of US Food Waste" to inform policymakers, researchers, and the public of the environmental footprints of food loss and waste, and the benefits that can be achieved by reducing that waste.

Food is the most common material in US landfills, comprising 24% of municipal solid waste, and most common material incinerated (24%), the EPA report stated. Globally, uneaten food represents 8% of greenhouse gas emissions. Addressing food waste presents opportunities to increase food security, foster productivity and economic efficiency, promote resource and energy conservation, address climate change, and help feed the world's growing population. Decreasing food waste also can lessen the need for new food production, shrinking deforestation, biodiversity loss, greenhouse gas emissions, water pollution, and water scarcity.

CONTINUED ON PAGE 46



CK BAR RANCH

BULL SALE

FRIDAY, APRIL 1, 2022 | 2 PM MST | SAINT ONGE, SD
SELLING 50 SIMMENTAL & SIMANGUS™ RANGE READY BULLS

THE OFFERING IS PACKED WITH BULLS THAT OFFER CALVING EASE, GROWTH AND GREAT MATERNAL TRAITS.
 FIRST YEAR GUARANTEE, DELIVERY AND FEEDING AFTER THE SALE AVAILABLE

OVER 35 YEARS OF RAISING HIGH QUALITY SIMGENETICS!



J902 | ASA# 4006588

PB SM | ADJ WW 832
 ES Statement x LRS TenX Excellence
 9 2.1 96 143 5 28 76 API 142 TI 92



J709 | ASA# 4006576

5/8 SM 3/8 AN | ADJ WW 825
 KECH MR. TR 746 x ASR Longevity
 12 0.0 76 113 8 22 60 API 131 TI 75



J655 | ASA# 4006561

5/8 SM 3/8 AN | ADJ WW 752
 TJ Flat Iron x CCR Gravity
 12 -0.1 82 122 7 26 67 API 147 TI 84



J711 | ASA# 4006578

5/8 SM 3/8 AN | ADJ WW 737
 KECH MR. TR 746 x TSN Protégé
 9 2.9 88 133 4 18 61 API 126 TI 78



J907 | ASA# 4006590

3/4 SM 1/4 AN | ADJ WW 805
 WBF Iron Clad x R&R Etbauer
 8 2.8 86 135 4 30 73 API 121 TI 75



J553 | ASA# 4006549

3/4 SM 1/4 AN | ADJ WW 740
 THR 8522F x LRS Turning Point
 12 1.1 82 131 7 26 67 API 132 TI 80

CK BAR RANCH
 Kelly & Amy Erickson
 C. 701-898-1583 | H. 605-344-2589
 ericksonkelly.73@gmail.com
 www.ckbarranch.com

TCM SIMMENTALS
 Tyrel & Tara Mitchell
 C. 605-488-0119 | Kadoka, SD
 tcmsimmentals@outlook.com

REQUEST A CATALOG TODAY AT WWW.CKBARRANCH.COM

facebook.com/ranchckbar



2/8/22

CE: 16/TOP 5%

BW: -.1/TOP 10%

WW: 73

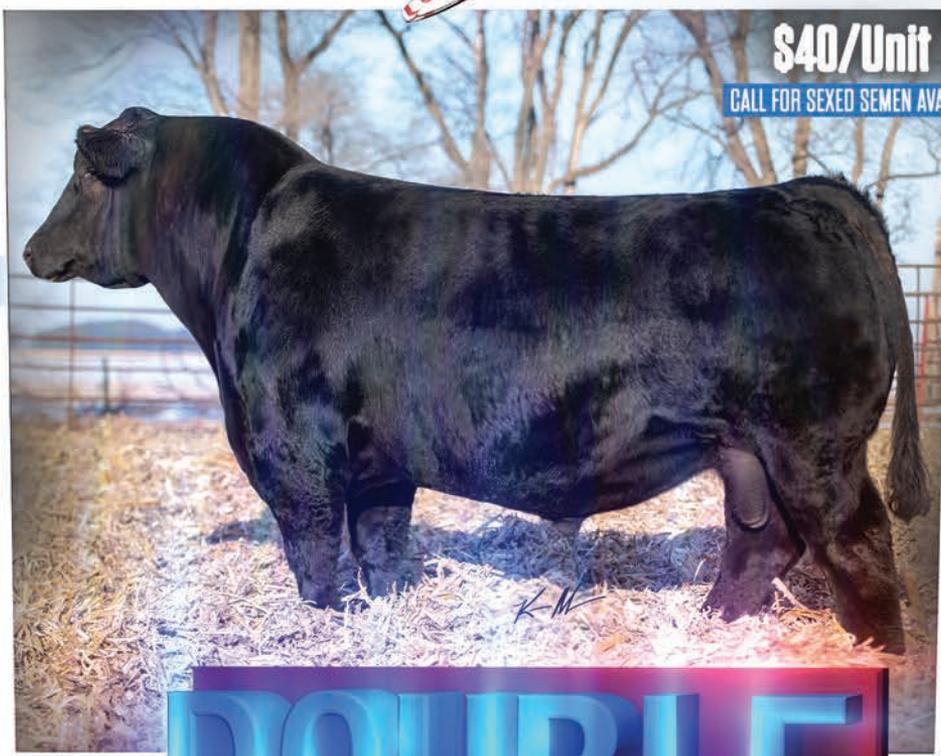
YW: 99

M: 26/TOP 30%

DOC: 15/TOP 10%

API: 116 TI: 74

ASA 3338160 HOMO BLACK/POLLED



\$40/Unit

CALL FOR SEXED SEMEN AVAILABILITY

HPG HIGH PRAIRIE GENETICS LUKE WOOD 913.775.3762



TREY & BRENDA HARDESTY 219.794.6674

CATTLE Visions

573-641-5270 CATTLEVISIONS.COM

WC

DOUBLE DOWN

5014E

SIRE

W/C Executive Order 8543B

DAM

w/c Miss Werning 5014C

Full sister in blood to W/C Relentless

- Double Down was the \$105,000 sale feature at Wernings 2018 Bull Sale! His extremely clean pattern, great structure, and whistle front end stirred bids from cattlemen all across the nation!
• Double Down is now a PROVEN CALVING EASE sire who works like a dream on heifers & cows both, regardless if they are Simmental, Angus, halfbloods or clubby type!
• Double Down has produced champions with his first calf crop! They are razor fronted, ultra flexible at the ground, and COMPLETE!

The waste of resources each year from uneaten food encompasses 140 million acres of agricultural land — an area the size of California and New York combined; water equal to that used by 50 million American homes on an annual basis; 778 million pounds of pesticides; 14 billion pounds of fertilizer; 664 billion kilowatt hours of energy; and 170 million metric tons of carbon dioxide equivalent GHG emissions, excluding landfill emissions.

Winter Supplementation of Beef Calves: When Supplementation Doesn't Pay

by Karla H. Wilke, Bovine Veterinarian

Spring-born calves are often weaned in the fall, supplemented through the winter at a low rate of gain, and then graze summer grass, taking advantage of compensatory gain until feedlot entry. Many producers assume providing minimal protein supplementation to target approximately 1.0 pound/day gain during the winter is the most economical system. However, research data would suggest this assumption is not the most economical management system.

A study evaluating feeding 450-pound steers 0, 1.1, 2.3, or 3.4 pounds of dried distillers grains (DDGS)/d (dry matter basis) while the calves grazed dormant native range reported a linear gain response of 0.60, 1.06, 1.41, and 1.72 pounds/day, respectively. However, when the calves were subsequently allowed to graze high-quality growing forage, the calves that were not supplemented on dormant range experienced compensatory gain and had a similar ending body weight to the calves supplemented with 1.1 pound of DDGS (625 pounds for both treatments). Those non-supplemented calves compensated 100% compared to the low supplementation level. However, they only compensated 38% and 46% compared with the two higher levels of supplementation, and those calves maintained a weight advantage of 653 and 656 pounds, respectively. Therefore, the producer who spent money to achieve only 1 pound/day gain on dormant range lost money after grazing better quality forage because those calves weighed the same as the group that did not incur supplement expense.

Supplement expense was optimal when calves were supplemented with 2.3 pounds of DDGS targeting 1.5 pounds/d gain (regardless if DDGS was

CONTINUED ON PAGE 48

BRINK GENETICS

Proven Full Blood Fleckviehs



Brink Poll Canvas F837 ASA# 3493142

Our proven polled bull, excellent calving, high marbling, performance, and great young females.



Brink J1067 ASA# 3947920

Our top 2022 young herd sire. High performance, high marbling, from a top cow family.

Semen Available

Excellent way to sample our program.
Great cows and top market animals.
Diluter free semen.

BRINK GENETICS

23098 Gunder Road • Elkader, Iowa 52043
Jerry: 563-880-1470 • Preston: 563-880-2075
jbrink@alpinecom.net •
www.brinkgenetics.com

Bull & Female Sale
March 10, 2022



BLACK SUMMIT

BREAK OUT

Bull Sale

FRIDAY 1:00 PM

MARCH 18

Black Summit Cattle Sale Facility || 1476 Hwy 14A, Powell, WY 82435

155J ASA 3916324



1/2 SM 1/2 AN
\$API 170.6 \$TI 86.3
NLC COW BOSS 160C son.

128J ASA 3916355



1/2 SM 1/2 AN
\$API 134.9 \$TI 90.6
BSUM RANGE MAKER 908G son.

117J ASA 3916336



5/8 SM 3/8 AN
\$API 156.4 \$TI 90.5
TUEL COWMAKER A3032 son.

127J ASA 3916358



1/2 SM 1/2 AN
\$API 146.5 \$TI 84.8
BSUM RANGE MAKER 908G son.

109J ASA 3916306



5/8 SM 3/8 AN
\$API 160.1 \$TI 95
NLC COW BOSS 160C son.

1137J ASA 3916293



5/8 SM 3/8 AN
\$API 150.6 \$TI 87.6
GW DUE PROCESS 678G son.

Our bulls are developed with longevity in mind.

THEY HATE US

So you can love them.



BLACK SUMMIT

The LaFollette Family
Powell, Wyoming

Quin 307-899-3553 Gavin 307-899-1764
info@blacksummitcattle.com

Where cattle that perform get the ribbon.



Marty Ropp 406-581-7835
Corey Wilkins 256-590-2487
www.alliedgeneticresources.com

priced high or low) if calves were kept through a high-quality forage grazing phase. If calves were sold after winter grazing, supplementing with 3.4 pounds of DDGS resulted in the best economic analysis.

In a meta-analysis of six studies, 500-pound calves were supplemented to target a winter rate of gain of 0.5 or 1.5 pounds/d. After summer grazing, the calves supplemented to target the low rate of winter gain only compensated 37% (weighing 768 pounds), resulting in the calves targeted for a higher winter rate of gain being heavier at feedlot entry (weighing 840 pounds). Subsequently, the calves targeted for high gain in the winter were heavier at harvest (1,307 pounds vs. 1,230 pounds), successfully maintaining that weight advantage through all three phases of production. The economic analysis determined that the most profitable steers were the ones gaining 1.5 pounds/d on dormant winter range regardless of whether DDGS was priced low or high.

These study results suggest that targeting winter gain of 1.5 pounds/day is most likely to result in added body weight that is maintained throughout subsequent phases, including summer grazing and feedlot finishing, and can be an economical

practice. More importantly, these data suggest that spending money to supplement cattle at a low rate of gain and having that weight advantage lost in subsequent phases is costly to producers.

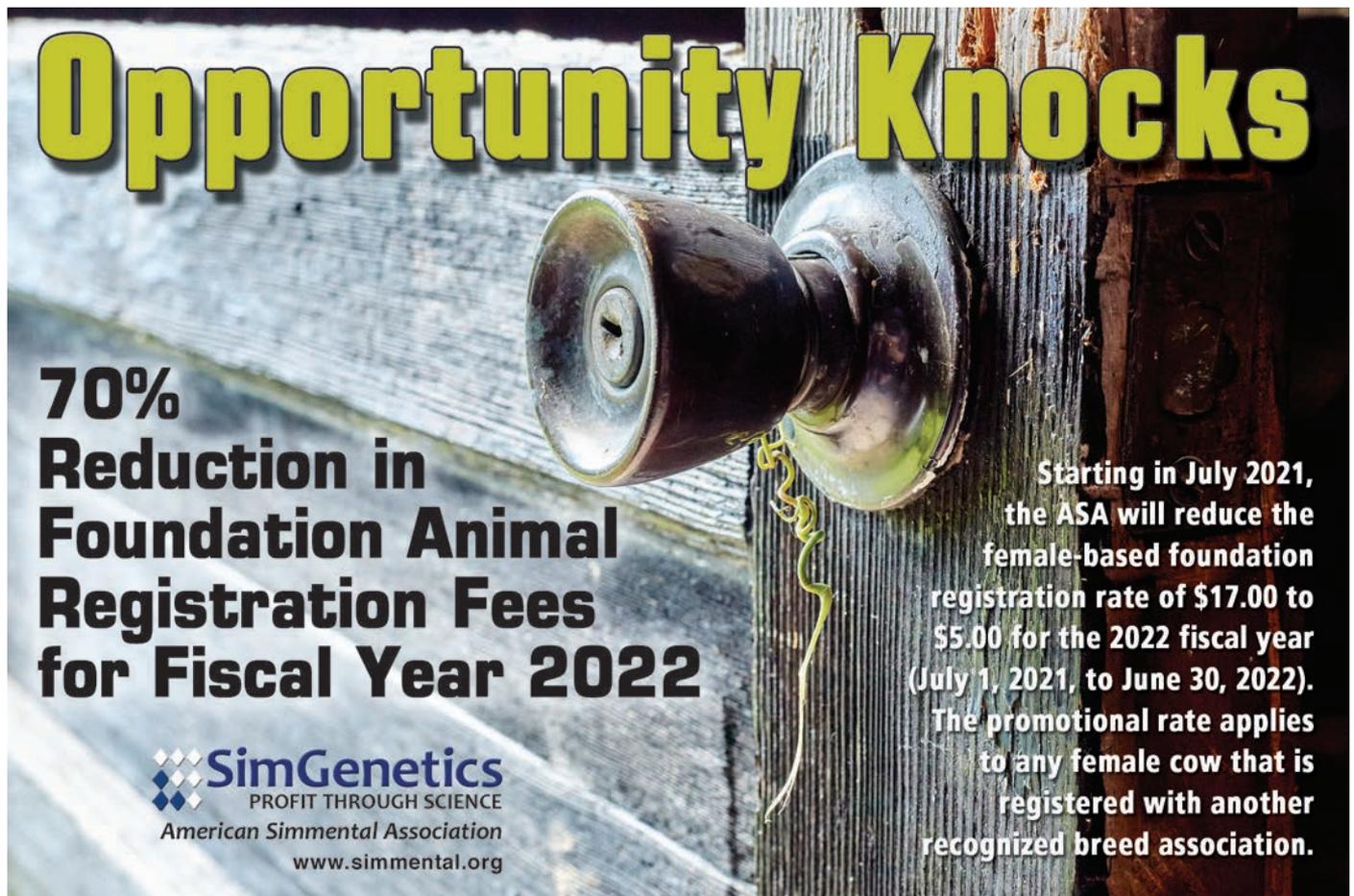
Improving Climate Research

Six research projects totaling \$9 million are being funded by the US Department of Agriculture, designed to work toward net-zero emissions in agriculture, and for helping communities adapt to climate change. Six university research teams are partnering with the Cooperative Extension Service and the USDA Climate Hubs to share climate-smart solutions with the agriculture community. This investment is part of the Agriculture and Food Research Initiative (AFRI) grants program for agricultural sciences. AFRI was established by Congress and reauthorized in the 2018 Farm Bill.

The six projects, each funded at \$1.5 million, are as follows:

- The University of California–Davis will develop stakeholder needs assessments, climate-smart agriculture training for technical service providers, regional workshops for farmers and

CONTINUED ON PAGE 50



Opportunity Knocks

70% Reduction in Foundation Animal Registration Fees for Fiscal Year 2022

Starting in July 2021, the ASA will reduce the female-based foundation registration rate of \$17.00 to \$5.00 for the 2022 fiscal year (July 1, 2021, to June 30, 2022). The promotional rate applies to any female cow that is registered with another recognized breed association.

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

Walton – Berry Graduate Student Support Grant

Purpose:

To aid in the professional development, success, and experiences of young animal scientists at the regional and national level, by providing support for graduate study.

The recipient shall mentor a Masters or Ph.D. student in Animal Science.

The recipient mentor and student shall provide a report for publication in both *SimTalk* and *the Register*.

The Committee requests that faculty mentors apply for the grant to assist in planning and conducting research, as well as graduate student recruitment and travel.

The Committee will award funds to the top two qualifying programs:
\$5,000 to the top pick and \$3,000 to the second choice.

This grant is available to all agriculture disciplines; however, focus will be on the genetic improvement of livestock.

Entry Deadline: April 15, with announcement by May 15.

To apply for this award:

Faculty members must submit an application explaining the particular area of study and how these funds will be used. The application will include a description of the research, along with supporting documentation from the Department Administration.

This grant will be made payable as a gift to the research account of the selected faculty member.



Applications may be submitted electronically or in hard copy to the
American Simmental Association
One Genetics Way
Bozeman, MT 59718
or
simmental@simmgene.com

Entry Deadline: April 15

ranchers, and student education with Extension service-learning opportunities.

- Pennsylvania State University will create an education program to help private forests adapt to and mitigate climate change, prepare minority owners to take advantage of carbon market opportunities, and prepare the forestry Extension workforce to better serve clients in forest carbon and climate issues.
- Montana State University will develop improved educational materials, modes of communication, and issue expertise that will help farmers and ranchers to better assess the sources of past crop and livestock production losses due to weather and climate disruption, as well as explore future projections for these causes of loss.
- Ohio State University will work to increase Midwest adoption of regionally scalable climate-smart activities. The project will improve shared understanding of needs of the Midwest's diverse stakeholders, develop shared roadmaps for livestock and cropping systems, elevate perspectives and voices of historically underserved communities, and strengthen climate science infrastructure.

- The Desert Research Institute Native Climate project team, based in Reno, Nevada, will strengthen the role of USDA Climate Hubs in enhancing Native agroecosystem resilience through expansion of climate services and outreach in the Southwest and Northern Plains Hub regions.
- The USDA Caribbean Climate Hub is partnering with minority-serving universities, including the University of Puerto Rico and the University of the Virgin Islands Extension, and nonprofits to develop education and Extension programs aimed at increasing climate literacy and helping land managers to employ climate-smart agriculture and forestry techniques.

The Importance of Colostrum

by Mark Z Johnson, Bovine Veterinarian

Being ready and prepared before the start of calving season can make life much easier for cow-calf producers, and potentially save a calf. By the time calving season starts, you need everything on hand that might be necessary, and all equipment and facilities in working order. Operators need

CONTINUED ON PAGE 52

BULLS OF
the Prairie

SATURDAY, MARCH 12, 2022 | 1 PM
AT THE RANCH | OAKLEY, KANSAS

Selling: 35 Black & Red Simmental/SimAngus™ Bulls | 20 Black & Red Simmental/SimAngus™ Females

RAINS DIVIDEND J166 | REG: 4004725 RAINS RED MOON J197 | REG: 4004773 RAINS MISS EPIC J158 | REG: 4004774 RAINS MISS RED MOON J168 | REG: 4004783

CALL, TEXT OR EMAIL TO REQUEST SALE BOOK!

Shires Include:
OMF Epic, WS Red Moon, MR SR Mic Drop, WS Proclamation, ASR Longevity, Hooks Eagle, TJ Gold, Colorado Bridle Bit, Gibbs Element, DMCC Fully Loaded, KBHR High Road, W/C United, Hooks Infinity, Hooks Bozeman, SS/PRS High Voltage

Rains Simmental
Mike & Celeste Rains & Family
Mason, Macoy, McKellen, Morgan
2906 County Road 380 Oakley, KS 67748
Mike Rains 785.672.7129 • McKellen Rains 785.953.0575
RainsSimmental@gmail.com | Find us on Facebook!

When confronted with a challenge,
it's good to remember how you
have overcome them before.

Stick with what *works*.

2022 SHOWCASE SIRES -

CDI TRUSTEE Wide and deep and powerful, he swings back toward the foundation of Simmental performance, exceptional maternal qualities and wonderful docility. Both sons and daughters are quiet and steady. Muscle in all the right places.

SAV TERRITORY Chosen for his unreal early growth that captures that precious front end of Rancher profitability, and makes crossbred matings very simple.

WS PROCLAMATION We feel this pedigree is a clear standout for building phenomenal Simmental influenced females: maintaining the traditional value set of stout frame and muscle, without adding height. Love these calves!

BOBCAT BLUE SKY Selected for his excellent top line and hip dimension as well as his high reputation Dam, this is a very consistent set of 1/2 bloods that bring early growth as well as perfect finishing capacity.

SAV RENEW Chosen for his calving ease potential and fantastic dam, this sire group will set you up to make fancy females with an excellent platform for profit.

Open Gate Ranch 42nd Annual Bull Sale

Thursday, March 31, 2022

1:00 PM (MT) • Simms, MT

At Broken O Land and Livestock

RELIABLE || ATTRACTIVE || PROFITABLE

90 Bulls Sell

BLACK • RED • SIMMENTAL • SIMANGUS™

Yearling and Fall Born BEEF Bulls

OPEN GATE RANCH

The Mike and Kim Richert Family
Rocky Mountain Front, Montana
406-467-2082
www.OpenGateRanch.com

ALLIED
GENETIC RESOURCES

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

several doses of colostrum or colostrum replacer on inventory before the start of spring calving season.

Adequate colostrum intake is extremely crucial for newborn calves in order to gain passive immunity. Calves born after a prolonged delivery through the pelvic canal can suffer from severe respiratory acidosis. Such calves are less efficient at absorbing colostral immunoglobulins or antibodies even if artificially fed colostrum. The only disease protection baby calves will receive is from the passive transfer of antibodies from the colostrum they ingest. Colostrum also contains transferrin and lactoferrin, which bind iron and restrict bacterial growth. These factors, together with immunoglobulins, help limit growth of bacteria in the gut.

Colostrum or colostrum replacer will need to be administered by bottle suckling or tube feeding within a few hours of birth for maximal absorption of immunoglobulins. The general rule of thumb is the sooner colostrum is ingested, the better, and calves will typically stand, walk, and nurse within one hour after birth. Bottom line: if there is any question of whether a calf has received adequate colostrum, then colostrum should be administered immediately to the newborn. Calves that miss getting timely colostrum ingestion are much more likely

to suffer from calf scours, which can have lifelong effects on general hardiness and disease resistance.

Previously obtained colostrum must be kept frozen to protect the integrity of the large protein molecules that make up the various immunoglobulins. Fresh colostrum can be stored in one-quart doses by putting that much in a gallon-size Ziploc bag. Lay the bags flat to freeze in the freezer. When the time comes to thaw the colostrum and feed it to the newborn calf, the best practice is to thaw it in a warm water bath at 122 degrees Fahrenheit for one hour. Avoid thawing at room temperature or in a microwave oven.

The amount of immunoglobulin ingested is a major factor in final blood immunoglobulin concentration and disease protection. A practical rule-of-thumb is to feed 5% to 6% of the calf's body weight within the first six hours and repeat the feeding when the calf is about 12 hours old. For an 80-pound calf, this will equate to about two quarts of colostrum per feeding.

Commercial colostrum replacers contain more than 100 grams of immunoglobulin per dose. Always read the label before purchasing. It is important not to confuse supplements and replacers.

CONTINUED ON PAGE 54



ASA: 3921812 ROR RUGER 0274H
 BD: 10-16-2020
 SIRE: SCE UPPER HAND 294E API TI
 DAM: ANDJ/SCE GRACE C274 121.0 67.7
 CE BW WW YW MCE MM MW CW YG MB
 11.1 0.9 65.5 97.2 5.0 13.9 46.6 17.9 -0.50 0.01



ASA: 3921815 ROR DUKE 33H
 BD: 10-01-2020
 SIRE: SCE REVOLUTION B218 API TI
 DAM: MISS 7P C33 104.0 63.3
 CE BW WW YW MCE MM MW CW YG MB
 11.0 1.9 68.6 106.8 4.3 18.2 52.4 26.9 -0.27 -0.01



ASA: 3921814 ROR BOONE 247H
 BD: 10-04-2020
 SIRE: SCE MONTE CARLO D406 API TI
 DAM: PMS GENEVIEVE 247E 121.2 74.3
 CE BW WW YW MCE MM MW CW YG MB
 10.5 2.2 77.3 118.8 7.3 18.3 56.9 36.2 -0.21 0.25



ASA: 3921816 ROR SHAQ 281H
 BD: 10-03-2020
 SIRE: SCE MONTE CARLO D406 API TI
 DAM: PMS VICTORIA 281E 124.2 77.4
 CE BW WW YW MCE MM MW CW YG MB
 10.0 2.2 81.5 128.3 0.29 17.3 58.0 40.8 -0.21 0.27



SIMMENTAL AND SIMANGUS™
 Bulls By Private Treaty
 2638 Pleasant Valley Rd. Rome, GA 30161
 Ashley Kirby (706) 936-0947
 Beth Hitchcock (706) 346-7213
 rusticokranch@gmail.com



ASA: 3921809 ROR HOWELL 185H
 BD: 10-11-2020
 SIRE: SCE TYSON 757F API TI
 DAM: SCE ISABELLA E185 115.2 70.1
 CE BW WW YW MCE MM MW CW YG MB
 8.5 3.7 77.4 111.6 3.7 15.2 53.8 26.8 -0.26 0.19



KBHR Honor H060
ASA# 3789447
CMP Class of 2022

If Beef is Your Business

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

CMP
ASA
CARCASS MERIT PROGRAM

SimGenetics
PROFIT THROUGH SCIENCE

American Simmental Association

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

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

Participants receive:

- ◆ \$65 for each AI-sired calf with carcass information
- ◆ Free semen on top young herd sires
- ◆ Free ASA Genetic Evaluation on your cowherd
- ◆ Free genotyping on terminal progeny
- ◆ Keep any or all replacement females

Become a Carcass Merit Program test herd today

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

Supplements are used to boost antibody protection a calf gets from nursing and contain just 40 to 60 grams of immunoglobulins, which is not enough to provide protection in a calf that has not nursed.

Plan to Implement Competition

The US Department of Agriculture and Department of Justice announced a plan of “shared commitment to effectively enforcing federal competition laws which protect farmers, ranchers, and other agricultural producers and growers from unfair and anticompetitive practices, including the antitrust laws and the Packers and Stockyards Act,” the agencies said in a joint press release. Secretary of Agriculture Tom Vilsack and Attorney General Merrick Garland announced the “statement of principles and commitment” at a recent joint meeting at the White House. At that meeting, President Joe Biden discussed \$1 billion in federal investment to benefit small processors. The administration is seeking to overcome what the administration and Congress have identified as an anti-competitive level of consolidation among meat processors by helping numerous smaller processors to build profitable operations.

The agencies outlined the following objectives: Farmers, ranchers, and other producers and growers deserve the benefits of free and fair competition. The Justice Department and USDA therefore are prioritizing matters impacting competition in agriculture. The agencies will jointly develop a centralized, accessible process for ranchers, farmers, and other producers and growers to submit complaints about potential violations of the antitrust laws and the Packers and Stockyards Act. The agencies will protect the confidentiality of the complainant to the fullest extent possible under the law, and also commit to supporting relevant whistleblower protections.

The agencies will work together to promote effective information sharing and case cooperation. Both agencies commit to vigorously enforce the laws that protect farmers, ranchers, and other producers and growers from unfair, deceptive, discriminatory, and anticompetitive practices. As appropriate, USDA will make reports or refer potential violations of the Packers and Stockyards Act to the Justice Department to better enable its antitrust division to pursue chosen competition-relative cases and to allow the agencies to collaborate on issues of mutual interest.

CONTINUED ON PAGE 56

South Dakota State University

Angus and SimAngus™ Bull Sale

Friday, April 8, 1:00 pm

South Dakota State University
Cow-Calf Education and Research Facility
2901 Western Ave., Brookings, SD

Join us for lunch prior to the sale!

For more information contact:

Kevin VanderWal: (605) 693-2253; kevin.vanderwal@sdstate.edu

Dr. Cody Wright: (605) 688-5448; cody.wright@sdstate.edu

<https://www.sdstate.edu/animal-science/sdsu-annual-bull-sale>

Background photo courtesy of Kendra Davis



S D S Tahoe 111J (AAA 20138735)

	EPD	%
CED	7	45
BW	1.6	60
WW	76	10
YW	125	20
Marb	0.50	60
RE	0.87	15
\$W	75	20
\$B	150	30

	EPD	%
CE	15.6	15
BW	-0.9	30
WW	95.2	4
YW	151.8	3
Marb	0.66	10
REA	1.21	1
API	174.4	3
TI	101.7	1

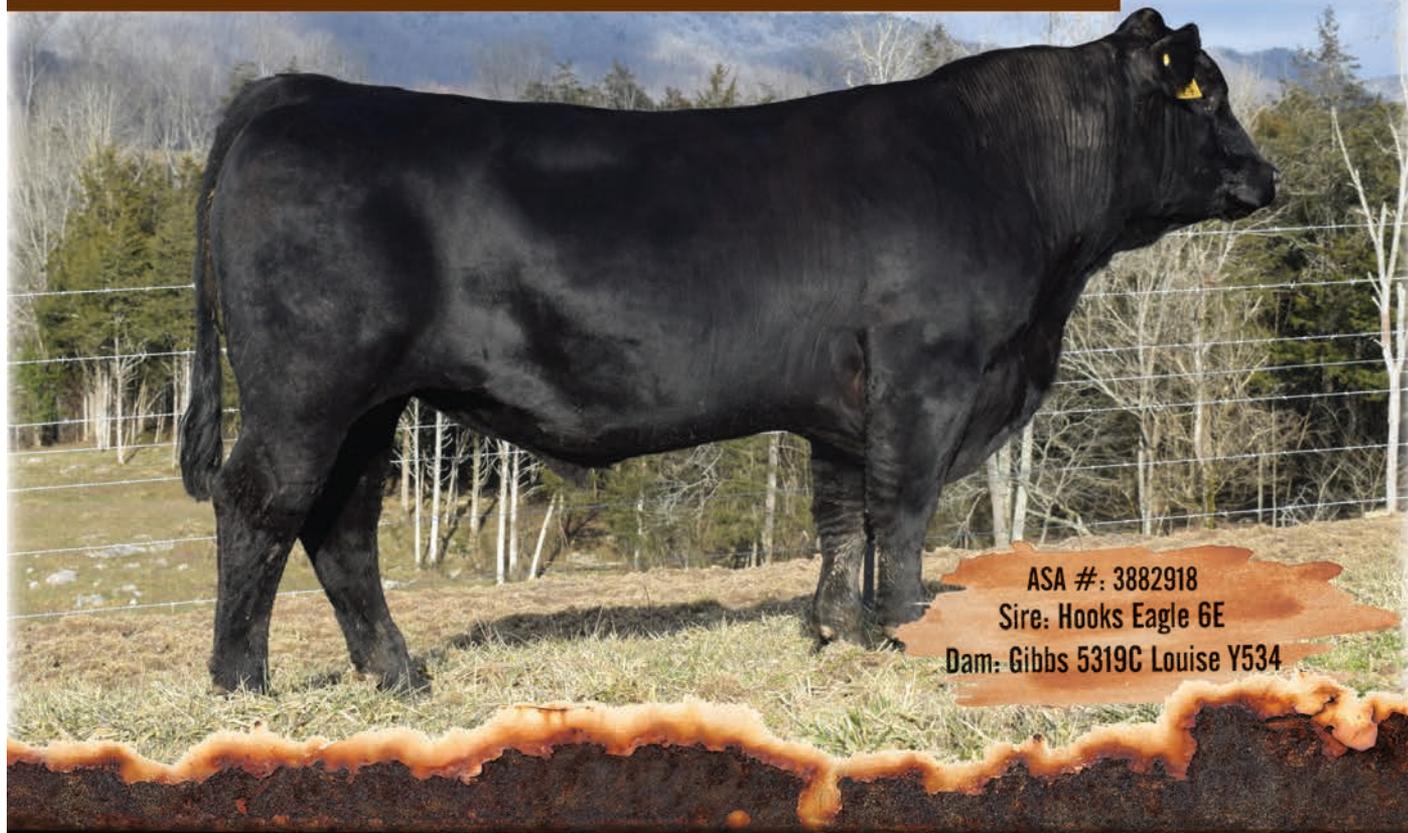


S D S Eagle 152J (ASA 3941692)



**SOUTH DAKOTA
STATE UNIVERSITY**

GIBBS 020IH TURBO



ASA #: 3882918
 Sire: Hooks Eagle 6E
 Dam: Gibbs 5319C Louise Y534

CE	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	MARB	API	TI	SEMEN
11.8	-1.2	93.1	148	0.35	6.1	27.2	73.7	15.7	19.6	52.3	0.45	161	99.7	\$30/unit



Dam: Gibbs 5319C Louise Y534

Our selection from the high selling Eagle x 5319C flush at Gibbs Farms 2021 sale. Lots of muscle in a very smooth, eye-appealing package. A true performance sire with great docility and flawless foot shape.

Luke Gingerich, cattle manager
 #(276) 832-1265, gfcfsimmental@gmail.com
 Joe Gingerich #(276) 870-9563
 Jonesville, VA Gingerich Family Farm



Consumers Willing to Pay More for Red Meat

Demonstrating the elasticity of pricing in the meat sector, Kansas State University's most recent Meat Demand Monitor logged an increase in consumers' willingness to pay for beef and pork products, even as the Consumer Price Index for meat rose 14.8% in December, compared with the same month in 2020.

For December, consumers indicated they were willing to pay more for a variety of conventional meat products, including ribeye steak, ground beef, pork chop, bacon, and chicken breast. Measured by willingness to pay in December vs. the month earlier, chicken breast was the retail product that logged the largest increase in willingness to pay, at 5.4% increase in December over November levels.

Retail beef market share increased to 32% in December from 31% in November. Retail pork market share increased to 23% from 21% in November.

In foodservice, only pork categories — chops and ribs — logged slight increases in consumers' willingness to pay. The restaurant market share for beef dropped to 39% from 41%, while restaurant pork market share increased to 16% from 15%.

Annual Cow Costs: The Big Three

by Aaron Berger, University of Nebraska-Lincoln

When looking at annual cow costs and doing an economic analysis, three categories tend to make up the largest percentage of total costs: feed, labor/equipment, and cow depreciation. Other expenses occur, such as breeding expenses and veterinary costs, but they tend to be significantly less than the "Big Three." To conduct an economic analysis, break the ranch into enterprises to understand where value is being created and costs are occurring. Land ownership, hay production, cow-calf, and replacement heifer development are four of the major enterprises on many ranches.

Feed

When including both grazed feed and harvested feed, 40-70% of annual cow costs fall into this category. If the ranch is owned, the cash cost for feed may be less; however, when conducting an economic analysis, grazed and harvested feed from owned land should be valued at market price. In other words, the cow-calf enterprise is asked to pay fair market value for the grass that is grazed and the hay that is fed. If the land is owned, the market value of the grass is a return to land ownership.

CONTINUED ON PAGE 58



"Our cows make the difference."



AUCTION: SAT, MAY 28

Live auction with interactive online bidding



PLANK SIMMENTAL & RED ANGUS FARM COMPLETE DISPERSAL

90 cow/calf pairs • 25 heifers • 7 breeding age bulls
31 embryos from 6 matings • 600 straws of semen

at the Michigan Cattlemen's Bull Test Sale Ring
375 Mt Hope Rd, Crystal, MI 48818

Eric Plank (989) 763-0344 • Mary Plank (989) 506-2990

 **SHERIDAN** Questions?
REALTY & AUCTION CO. Call us!
(517) 676-9800
www.SheridanAuctionService.com

Rockin **H** Simmentals *Saturday, March 19*

12 Noon, 2569 220th St, Canby, MN

**Rockin H Mr
Loverboy J75**
THSF Lover Boy B33 x
CCR Cowboy Cut 5048Z
PB SM Herd Bull Prospect

Chance
2022 Annual Production Sale



Rockin H Mr High Plains J23
TJ High Plains 986E x 3C Pasque X0572B
PB SM Herd Bull Prospect



Rockin H Mr Frosty J04
TJ Frosty 318E x BCLR Cash Flow C820
3/4 SM Herd Bull Prospect



Rockin H Mr High Plains J52
TJ High Plains 986E x TJ Main Event 503B
SimAngus™ Herd Bull Prospect



Rockin H Ms SOM J43
SUL Something About Mary x JF Rancher 222Z
PB SM Fancy Open Heifer



TOL's Miss Jolene 160J
CSCX Bandwagon 513A x Buddy Boy
3/4 SM Fancy Open Heifer



Rockin H Ms Ferrari F33
CCR Wide Range 9005A x LRS Turning Point 311A
PB SM • Bull Calf at side by WBF Success

Selling 70 Lots: Stout Performance Simmental & SimAngus™ Herd Bulls, Fancy Open Heifers & Spring Calving Pairs

Rockin **H** Simmentals
2569 220th Street
Canby, MN 56220
Matt & Holly Hoffman
Matt 507-530-2600 • Holly 507-530-2284
Chuck & Lorie Hoffman 507-530-1814

Full offering online at
www.ebersale.com

Online Bidding Available at: **LiveAuctionsTV**

Eberspacher
ENTERPRISES INC. Sale Managers, Val & Lori Eberspacher
507-532-6694 or Val Cell 612-805-7405

The same goes for hay raised on the ranch. What is the market value for the same quality of hay if you were to sell it off the ranch? The cow-calf enterprise should be asked to pay that value to the hay enterprise. If the market value of the grass that cows graze or the hay they are fed is not being accurately accounted for, then the cow-calf enterprise may be being subsidized by other enterprises on the ranch.

Labor/Equipment

When categorizing costs to the cow herd, labor and equipment can be lumped together as a category because they often go hand-in-hand. Equipment is often purchased to reduce labor and labor is

needed to operate equipment. These two things together are also often identified as a fixed or an overhead cost. Overhead costs are expenses that don't change very much based on the number of cows in the herd. For example, if a rancher has 200 cows and leases a neighbor's place and is now able to run an additional 100 cows, they probably are not going to buy another pickup, trailer, tractor, or ATV just because they added another 100 cows. The equipment they had to care for 200 cows is likely adequate to care for 300 cows. Overhead costs related to labor/equipment tend to be the second-largest expense for the cow herd after feed. When a rancher is serious about trying to address annual cow costs, overhead expenses per cow unit is an area where there is often opportunity to improve. Increasing the number of cows per person/equipment or aggressively finding ways to reduce the labor/equipment needed to care for cows are two ways to address this expense.

Cow Depreciation

Cow depreciation is an economic cost that is often overlooked on many ranches. The costs associated with getting a bred heifer into the cow herd are often hidden because many ranchers raise their own replacement heifers. In an economic analysis, the heifer calf's market value at weaning is identified and then all additional costs from weaning until she enters the herd as a bred female are accounted for. A market value is placed on the heifer at weaning because that was value generated by the cow-calf enterprise. A market value is also placed on the bred heifer at the time she enters the cow herd because that value minus her weaning value was value generated from the replacement heifer development

MODERATE, EASY-KEEPING, PRACTICAL CATTLE WITH POWERFUL PERFORMANCE!



ANNUAL PRIVATE TREATY BULL SALE

THESE BULLS AND MORE AVAILABLE BEGINNING FEBRUARY 25TH
CONTACT US TODAY TO LEARN MORE ABOUT THE OFFERING



S/M JACKPOT J192

S: ABR Sir Arnold G809 | WW: 796 | Horned



S/M JEFFERSON J072

S: FGAF Granger 060G | WW: 811 | Polled

S/M FLECKVIEH CATTLE

Jeff Sorenson | 605-359-8728 (c)
Garretson, South Dakota
sorenson@augie.edu

PLEASE SEE OUR WEBSITE OR CALL/TEXT FOR MORE INFORMATION

www.smfleckvieh.com





SC Robins Kiss H33

HPF/PCCC Duracell 524E x SC Robins Kiss 284F
Sells with a calf at side by SC Innovator H22



SC Versace H129

W/C Fort Knox x HILB Miss Versace E57C
Bred to KBHR Sriracha H127 for a fall calf



SC Daisy Duke H123

OBCC CMFM Deplorabull x SC Daisy Duke C1
Bred to LLSF Vantage Point for a fall calf

SC Donna H17

SC Pay The Price C11 x SC Donna F20 • Sells with a calf at side by WHF Double Up



SC Dew The Stroke H1

WLE Copacetic E02 x WLE Dew T Stroke F39 • WHF Double Up calf at side



SC Sheza Dandi 219H

PVF Surveillance 4129 x HPF/Lazy H Sheza Dandi
Sells with a calf at side by WHF Double Up



SC Deplorabull 223J

OBCC CMFM Deplorabull D148 x Sandeen Donna 4532 • PB Herd Bull Prospect



SC Innovator J17

CDI Innovator 325X x Bram/Lusk Beautiful G413 • PB Herd Bull Prospect



11th Anniversary Sale
OFFERING OUR BEST

Saturday, April 2, 2022 - 12:00 PM
Shoal Creek Sale Facility, Excelsior Springs, MO

70 ELITE LOTS



ED & KATHI RULE
Cell 816.582.9966
9402 Cameron Road
Excelsior Springs, MO
shoalcreekcattle@aol.com
J.R. Richburg, Cattle Mgr.
386.717.1827
Scott Akey, Herdsman
816.835.5332

Guest Breeder: RS&T Simmentals & Vestlane Farms

www.shoalcreeklاندandcattle.com

View full sale offering online
www.ebersale.com

Professional Sale
Management:



Val & Lori Eberspacher 507.532.6694
Cell 612.805.7405 • sales@ebersale.com
www.ebersale.com

enterprise. The heifer calf could have been sold at weaning or she could have been sold after being developed as a bred heifer. Knowing the economic cost of developing a replacement heifer can give insight into understanding where value is being created and where costs are occurring on the ranch. If the market value of a bred replacement heifer is less than what it costs the ranch to develop her, buying replacements may be a better option.

Cow depreciation expenses can be addressed in three ways for a cow-calf enterprise:

1. Reduce the cost to get a cow into the herd.
2. Create and capture more value from a cow when she leaves the herd.
3. Find ways to increase the number of years that a cow is productive in the herd.

For many ranchers, creatively finding ways to reduce or even eliminate cow depreciation can be a significant way to reduce annual cow costs. An abbreviated way to calculate the cost of depreciation to a cow herd inventory that basically remains constant is to annually compare the market price of bred females entering the herd to the revenue being generated by cows leaving the herd. Don't forget to include death loss when counting the cows that

leave the herd! If bred heifers have a market value of \$1,500 and cull cows leaving the herd have a value of \$700, this is \$800 of depreciation. If a cow is in the herd for an average of four years, this is a cost of \$200/year for cow depreciation.

Now is a great time to evaluate all of the costs associated with the cow-calf enterprise. In particular take a look at the "Big Three" of feed, labor/equipment, and cow depreciation. Consider where there are opportunities to make changes that could improve profitability in the upcoming year and develop a plan to implement them.

Calf Hernia Repair in the Field

by Rhonda Brooks, Bovine Veterinarian

Hernias in young calves can often be addressed surgically in the field. But before taking that step, Amanda Hartnack says it's important to evaluate whether the case you face is one you can correct with lasting success.

In simple terms, "you need to know when to cut and when to run," says Hartnack, DVM, MS, DACVS, who spoke on the topic at the 2020 American Association of Bovine Practitioners annual conference.

CONTINUED ON PAGE 62

• 20TH ANNUAL BULL SALE •

SCHRADER

ranch

TUESDAY, MARCH 15, 2022 | 1:00 PM AT THE RANCH

Top End Bid Off | 80 Charolais & SimAngus™ Bulls on Test

Offering a high caliber set of sons from these breed leading sires to enhance predictability and uniformity in your next calf crop.

Charolais Sires: LT Affinity, LT Anthem, LT Patriot, Saint Christopher, TR CAG Carbon Copy, WC Milestone
 Simmental Sires: KCC1 Exclusive, TJ Gold, OMF Epic, CCR Boulder, CCR Cowboy Cut



128J

ASA# 3976627 • 3/4 SimAngus
TJ Gold x NLC Protean



1124J

ASA# 3976711 • 1/2 SimAngus
CCR Boulder x CLRS Dividend



1148J

ASA# 3976695 • 3/4 SimAngus
KCC1 Exclusive x CCR Cowboy Cut

SCHRADER RANCH

Spencer, Laci, Weston & Josi Schrader
 Home. 785-488-2135 | Spencer. 785-488-7204
 2118 Oxbow Road Wells, Kansas 67467
 email: schrader@twinvalley.net



SUTHER FEEDS - DIRECT LINK
 Dan Suderman. 620-381-1014
 Spencer Schrader. 785-488-7204

For more sale information, videos & the sale catalog visit our website
www.schraderanch.com

VOLUME 5

Passion for Perfection

Saturday, April 9, 2022
12:00 Noon Event \ Clara City, MN



HILB MISS MARYSE H429F
HILB/SHER Miss Paige X HILB Oracle
3/4 SM 1/4 AN
Sells with a heifer calf by W/C Fort Knox



**HILB EMERALD
ELEGANCE H859**
HILB Miss Versace X HILB Oracle
PB SM • Bred to W/C Fort Knox



HILB MISS HENSLEY HT04A
HILB Eleanor E905 X W/C Executive Order
PB SM • Sells with a heifer calf by
HILB/SHER Data Breach



HILB/JASS UNSHAKABLE LOVE G120W
HILB Crazy N Love X HILB/SHER Data Breach
PB SM • Sells with a heifer calf by W/C Need4Speed



HILB BIG BANG J507D
HILB Stop & Wish X HILB Oracle • 3/4 SM 1/4 AN • Herd Bull Prospect



Champion & Reserve
Denver Pens Sell!

Hilbrands Cattle Co., 11020 10th St NE, Clara City, MN 56222

Mark 320-894-5953 \ Amanda 507-828-7089

Sale Managed by:
Eberspacher Enterprises
www.ebersale.com
SALE WILL BE LIVE ON
WWW.LIVEAUCTIONS.TV

Guest Partners:
Jass Simmentals
Anderson Cattle Co.
Pearson Cattle Co.

If you opt for surgery, you want to do it while the problem is new and the calf is young. The reason for that is straightforward.

“When you fix hernias in a young calf, there’s not a lot of weight on the abdomen from the rumen and intestines,” Hartnack explains. “So, you won’t have as much tension on your incision; your incision is going to hold a little better, and you’re going to end up, generally, with a better outcome.”

The opposite is true as well. Larger animals tend to have larger hernias, which are more challenging to address, especially outside the clinic or hospital.

Here are four additional considerations before you opt for surgery in the field: 1. Maybe it’s obvious, but take the time to do a thorough physical exam. At first glance, some abnormalities look like simple hernias but are instead something more complicated to address, such as a Richter’s hernia or an abomasal fistula. 2. Determine whether the hernia is non-reducible. Aubrey N. Baird, DVM, DACVS, Purdue University, says classically, simple hernias either contain small intestine (enterocele) or omentum (epiplocele) that is easily replaced in the abdominal cavity by depressing the hernia sac. The contents slide with little to no resistance from the hernia sac into the abdomen. When one

releases the sac, the contents return readily. He adds that it is important to note the size of the body wall when the hernia is reduced. 3. Evaluate whether infected umbilical structures are present. If so, in these scenarios, the hernia often requires more intensive surgery than what you may be able to accomplish in the field. “You might also end up in a situation where you need to do more than your field anesthesia allows you to do,” Hartnack notes. For an in-field anesthesia, she typically opts for sedation with a local block or epidural. 4. Consider the size of the hernia. Most simple hernias successfully treated in the field will be no more than four to five centimeters (three fingers in size) and have a hernia ring that appears thick and easily palpated, says Baird.

Hartnack adds that she recommends not addressing hernias in the field that are larger than 10 to 15 centimeters. “This depends on what you feel comfortable with,” she says. “I do recommend that you run away from hernias that have previously been repaired. Refer them or tell the rancher to consider culling that animal. It is important to consider that hernias may be heritable as well.”

CONTINUED ON PAGE 64

2022 Annual ASA Fall Focus

Mark Your Calendar!

August 26-30, 2022
Roanoke, Virginia

Friday, August 26
 Tours of local farms and Virginia Tech

Saturday, August 27
 Symposium and Award Dinner

Sunday, August 27 - Tuesday, August 30
 Board Meetings

Hotel Headquarters:
 Hotel Roanoke, Roanoke, VA

Co-hosted by
Virginia Simmental Association
www.virginiasimmental.com

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



PB SM
**RS&T WTDS
 AUTOBAHN J4**
 Sired by Rubys Turnpike 956G
 BW 3.4 WW 87 YW 141 API 130 TI 82

RS & T

Simmentals

Selling 35
 Performance
 Tested Bulls &
 15 Elite
 First Calf
 Spring Pairs

Performance & POUNDS BULL SALE 2022

Saturday, April 16th • 12:00 Noon
 Maryville Livestock Auction • Maryville, MO

For more information:

Scott Cowger
 816-304-0371
Bill Graebe
 816-387-7694
John Cowger

Eberspacher
 ENTERPRISES INC.

Sale Managers: Val & Lori Eberspacher
 507-532-6694 • Val 612-805-7405
 sales@ebersale.com

View full sale offering
 online at
www.ebersale.com



RS&T SUPREME TOUCH J010
 Sired by Mr SR 71 Right Now E1538
 BW 0 WW 74 YW 114 API 136 TI 78



COWG MR NAVARRE J003
 Sired by Damar Next D852
 Calving Ease Purebred Red Angus Bull



RS&T MAIN FRAME J221
 CDI The Dealer 318D Grandson
 BW 2.4 WW 77 YW 117 API 131 TI 77



RS&T ROULETTE LADY G010
 Sired by Yardley High Regard W242
 Sells with a HEIFER CALF at side by LCDR Progressive



RS&T HEADS UP H003
 Sired by W/C Loaded Up 1119Y
 Sells with a HEIFER CALF at side by LCDR Progressive

CONTINUED

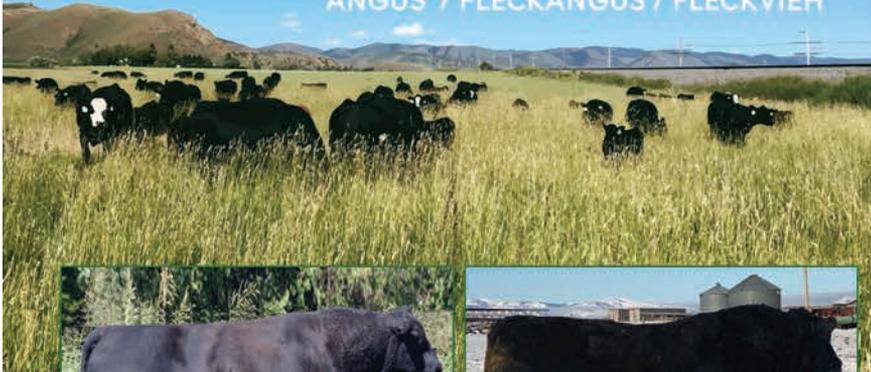
ANNUAL PRODUCTION SALE / FRIDAY, MARCH 25, 2022
1:00 PM / AT THE RANCH NEAR BANCROFT, IDAHO

OFFERING OVER 100 HEAD! / 60 REGISTERED YEARLING BULLS
[Negative BVD-PI Tested, Performance Tested, Fertility Tested and PAP Tested]

10 REGISTERED AND 35 COMMERCIAL ANGUS & FLECKANGUS YEARLING HEIFERS

PROFITABLE BALANCED BREEDING, SUPERIOR IN FUNCTION

PAP TESTED & PROVEN
ANGUS / FLECKANGUS / FLECKVIEH



OCC UNLIMITED 940U / AAA# 16573087
OCC Linebred x OCC Linebred
Angus and FleckAngus Grandsons Sell



DREAM OF HAGUE 618 / AAA# 19076279 / PAP 43
Resurgam Blu-Print x DDA Ally 69C
Angus & FleckAngus Sons Sell



TCM TRI-STAR MR BRICK 50G / ASA #3861729
PAP 34 / SRH Brick x Silverlake Zeeman
FleckAngus Sons Sell



FGAF GUERRERO 810Y / ASA #3298136
FGAF Seldom x Anchor T Legend
Fullblood Fleckvieh & FleckAngus Grandsons Sell

Also selling sons of OCC Zamir, OCC Juneau, ACW Ironhide, VE Raider Elip and Maple.

Dirk & Marnie Johnson
Cell: 208-390-6619 / Home: 208-425-9169
2055 Ivins Road • Bancroft, ID 83217
simroot57@yahoo.com



Call or email to join our mailing list. Stay tuned to website for pictures & videos.

www.verticaledgegenetics.com

When hernias are less than five centimeters in diameter, Hartnack says she considers using abdominal support bandages as a first option rather than surgery. “In a young Holstein calf, for instance, I’d recommend trying a belly band first, because a month isn’t going to make that big of a difference,” she notes. “If it works that’s great — you’ve avoided a surgery — but if it doesn’t, they’re still not that big at two months of age.”

She recommends checking the band about every two weeks to see if the animal is tolerating it well. If so, the hernia usually heals within about three months. The downside if the band doesn’t work is you will have a larger calf and a larger hernia, usually, to deal with. “Still, in commercial calves, this might be a good option to try before going to a surgical option,” she says.

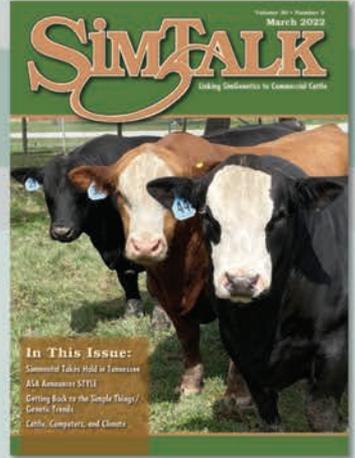
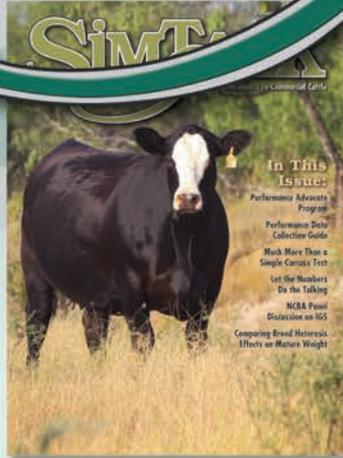
Hartnack often constructs belly bands out of brown cling gauze and vet wrap and will put elastic tape on the edges to keep the band from sliding. Duct tape can be applied to the outside to help keep the area waterproof. In bulls and steers, a hole lined with duct tape can be made in the band to allow for urination. Commercial belly bands are also available for purchase.

The number one rule for post-op hernia success is to restrict the animal’s movement, says Hartnack. That usually is easiest to achieve with a dairy calf. With beef calves, she says to not return them straight to pasture. Instead, keep them in a small pen for four to six weeks. Also consider using an abdominal bandage for 24 to 72 hours to provide support. Depending on the animal’s anatomy and incision size, an alternative would be the use of a stent bandage.

CONTINUED ON PAGE 68

SIMTALK

Linking SimGenetics to Commercial Cattle



To receive a free subscription of *SimTalk* do one of the following:

- Subscribe online — www.simmental.org
- Drop in the mail

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

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

3/22 ST

Profit Through Science

We do the science, you make the profit.

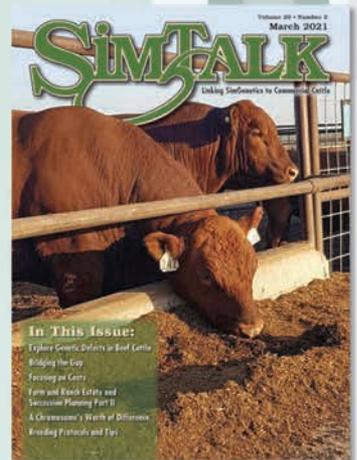
SIMTALK

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
Breeder Directory 2022	May 2	May 10	May 24	June 14
Early Fall 2022	July 22	July 29	Aug 12	Aug 30
Late Fall 2022	Sept 19	Sept 23	Oct 7	Oct 25
January 2023	Dec 2	Dec 9	Dec 16	Jan 13
March 2023	Jan 21	Jan 28	Feb 10	Mar 1



First-Class
Postage
Required

Post Office will
not deliver without
proper postage.

SIMTALK

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

Return today to receive your free subscription.

SATURDAY, APRIL 23RD • 5:00 PM • Waverly Livestock Auction, Waverly, IA • 120 Elite Lots



HL Red Paint J36
PB SM #4008022
PBF Red Paint F88 x
LBS Foreman 702T

70 Bulls Performance Tested & 50 Spring Calving Pairs



BULL & FEMALE SALE • 2022
PERFORMANCE WITH CLASS



HL Mayhem J78
PB SM #4008037
WMCC Mayhem 810F
x OLF Odin U5

HEARTLAND SIMMENTALS

Kirk & Mary Lynch
New Hampton, IA
Cell 563-379-1190

Tom & Cora Lynch • Nashua, IA
563-380-1098

ONLINE BIDDING
AVAILABLE WITH
WWW.LIVEAUCTIONS.TV



Sale Managers:
Eberspacher Enterprises Inc.
Office 507-532-6694
Val's Cell 612-805-7405
sales@ebersale.com

Catalog online at
www.ebersale.com



HL Guardian K37J

PB SM #3866286
CLRS Guardian 317G x TKCC Carver 65C



HL Ms Smooth Criminal H68

PB SM • Sire: SK Smooth Criminal E174
Bred to CLRS Guardian 317G



HL Guardian J93

PB SM #3866288
CLRS Guardian 317G x Koch Big Timber 685D



HL Ms Kong H67

PB SM • Sire: THSR Kong F848
Bred to CLRS Guardian 317G

Two additional treatment factors to consider are the use of anti-inflammatory drugs and antibiotics. “I’ll often use a dose of penicillin at the time of surgery, especially if it’s just a simple, uncomplicated repair with no sign of infection, just to cover for any contamination—especially if it’s a field surgery,” she says. “I find that is usually adequate.”

From a management perspective, Hartnack instructs clients to gradually re-introduce animals to forage over a three- to five-day period to prevent excessive rumen fill and pressure on the incision.

Importance of Winter Water Access for Cattle

Kansas State University

Water is an essential nutrient for people and animals alike. And while water consumption often increases on hot days, it is also an important nutrient in the winter, said the experts at the Kansas State University Beef Cattle Institute on a recent Cattle Chat podcast episode.

“A cow typically drinks a gallon and a half of water per 100 pounds in the summer, but in the

winter that will drop to a half-gallon to three-quarters of a gallon per 100 pounds,” veterinarian Brad White said. “Still, she is drinking water and producers need to manage the water supply in the winter.”

Veterinarian Bob Larson added that easy access to water is crucial. “The ground around water sources can get muddy with the changing weather, making it difficult for the cattle to come up and get access to the water,” he said.

Veterinarian Brian Lubbers added: “In the winter, producers need to make sure the water sources aren’t frozen.”

Larson agreed and said cattle cannot be without water very long without having health challenges. “Water is the most important nutrient, so in a winter event such as a snow and ice storm producers need to have a plan on how they are going to get water to the cattle,” he said. “Producers who use electricity to keep the cattle waterers open need to have a backup generator for the water pumps in a power outage.”

Nutritionist Phillip Lancaster said producers need to routinely check for electrical shorts in the tanks. “Sometimes there will be a short that will

CONTINUED ON PAGE 70

65th ANNUAL SALE

WI BEEF IMPROVEMENT ASSOCIATION | **BULL DEVELOPMENT PROGRAM**

SALE FEATURING:

HIGH QUALITY ANGUS, RED ANGUS, SIMMENTAL, COMPOSITE, CHAROLAIS AND HEREFORD BULLS

SALE HOSTED BY DVAUCTION ON **APRIL 2ND, 2022**

LOCATION: UW-PLATTEVILLE PIONEER FARM
29200 COLLEGE FARM RD | PLATTEVILLE, WI

WWW.WISCONSINBEEF.COM



GENEBROKERS

A new way to BUY and SELL genetics
GENEBROKERS.COM

BREEDER SEMEN · RARE SEMEN · FROZEN EMBRYOS

It's as EASY as 1, 2, 3



LIST

LIST

1. Create your account at GENEBROKERS.COM
2. Intuitively design your storefront on the marketplace
3. NO fees until you sell. A 10% transaction fee at time of sale



SHOP

SHOP

1. Browse anytime, anywhere
2. Semen, Embryos and AI Certs from all breeds
3. Purchase with a click of your mouse



SHIP

SHIP

1. Select preferred shipping at checkout
2. Seller is notified and genetics are shipped direct to buyer
3. Seller receives sale proceeds within 24 hrs of completion

*The industry's first true **BREEDER TO BREEDER** marketplace!*

SELLERS – GENEKROKERS.COM provides a platform for breeders to showcase their genetics to breeders from around the globe. Our totally intuitive portal allows you to customize your storefront and track inventory. There are no hosting fees and a modest 10% transaction fee at the time of sale, which means more \$ in your pocket! Receive your proceeds as soon as the sale is complete.

BUYERS – With dynamic sorting functions, shop genetics from around the globe. Purchase with a click of the mouse and have the genetics delivered right to your door. It is fast, easy and convenient with 100% safe and secure transactions. Every transaction is backed by GENEKROKERS guarantee.

GENEBROKERS.COM · *Genetics at the speed of commerce* · For info 775.375.0556

Follow us:   

give the cattle a bit of a shock when they drink and they will stop drinking,” he said. “If the cattle aren’t drinking, they will often stop eating or reduce the amount of feed they consume, so that is something to watch for.”

For producers who routinely take water to the cattle out on pasture, the experts stressed the importance of making sure the transport tanks — as well as the pumps and hoses — were not used for ag chemicals.

“Avoid hauling water in a tank that had herbicides or insecticides in it, as well as making sure the pumps and hoses weren’t used for the delivery of any chemicals,” Larson said.

White added: “Depending on what chemicals were used, a small amount can cause severe side effects.”

“When cows have toxicology problems,” Larson said, “they aren’t just sick; a lot of times they are dead.”

North Dakota Puts Local Beef in Schools

A program developed by the Independent Beef Association of North Dakota (I-BAND) in partnership with state agencies is giving schoolchildren a taste of locally grown beef.

The North Dakota Beef to School Pilot Program, funded through a donation from I-BAND, allows participating schools to compare beef that has been raised and processed fully in the state to USDA commodity or commercially available ground beef they are currently using, according to the organization. The aim is to promote the purchase of local beef by school meal programs.

John Roswech, operator of South Forty Beef, a USDA processing plant in Mott, ND, delivers beef to schools in the program. He told KFYP-TV: “We actually received feedback already from the chef that it smells like beef. It cooks like beef.”

I-BAND has donated 1,000 pounds of North Dakota-produced ground beef to 12 schools across the state, according to the KFYP report.

ST

#1 BOS INDICUS

#2 FLECKVIEH SIMMENTAL

WORLD BEEF CATTLE POPULATION



THERE ARE MANY REASONS WHY, PLAIN AND SIMPLE!

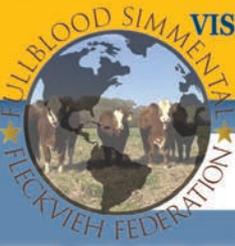
ADAPTABILITY

LONGEVITY

PERFORMANCE

PRODUCTIVITY

VISIT WWW.FLECKVIEH.COM TO RESEARCH
OR FIND A BREEDER NEAR YOU.



**THE FULLBLOOD SIMMENTAL
FLECKVIEH FEDERATION**

FSFF - P.O. BOX 458 HURLEY, MS 39555 **FLECKVIEH.COM**

PHONE - (251) 402-8671 **EMAIL - FLECKVIEH.FSFF@GMAIL.COM**

CLASSIFIEDS

◆ **Galant, Galleo, Extra, Landrover, L.Achilles, Polled Future, Savior, Sovereign**, 65 sires.
316-799-2477.

◆ **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: **SimTalk Classifieds, One Genetics Way, Bozeman, MT 59718.**

Simbrah-SimGenetics Feedout 2022

When: Spring born calves delivered early November 2022

Where: Graham Land and Cattle, Gonzales, TX

Open to all SimGenetics Cattle; Simbrah, Purebred Simmental, Percentage, SimAngus™ HT



 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association

**Thought about benefits of retaining ownership?
Want to know more about the cattle you raise?
Want to be able to speak with knowledge about the
growth and carcass merit of your calves?**

Contact Luke Bowman, ASA, for more details: lbowman@simmgene.com or 765.993.6681

State Marketplace

American Simbrah Breeders



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

Jane and Bill Travis
billtravis@simbrah.com

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

www.simbrah.com

T-HEART RANCH
True High Altitude Cattle
Shane & Beth Temple
719-850-3082
www.t-heartranch.com
HIGH ALTITUDE BULL SALE • MARCH 26, 2022 • LA GARITA, CO

Idaho

LANTING ENTERPRISES
REGISTERED SIMANGUS CATTLE
PRIVATE TREATY SALES
208-539-4371 OR 208-731-2697
LANTINGENTLLC@HOTMAIL.COM
2181B NORTH 2300 EAST TWIN FALLS, ID 83301

Illinois

Haven Hill Simmentals
Bob and Kathy Fitzpatrick
1011 155th Avenue West
Milan, IL 61264
309-236-7330
hhscows@gmail.com

Colorado

Altenburg Super Baldy 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

BRIDLE BIT SIMMENTALS
ERROLL COOK & SONS
PO Box 507, Walsh, CO 81090
Chad Cook 719-529-0564
bridlebitsimm@gmail.com
www.bridlebitsimmentals.com
Annual bull and female sale March 21, 2022

Lechleiter Simmentals
34th Annual Bull Sale
March 19, 2022
Loma, Colorado
57011 Ida Road
Montrose, CO 81403
970-209-8008 (days)
970-249-5938 (evenings)

Phoenix Cattle Company
Fleckvieh and Fleck x Black and Red Angus
Roger Schager
PO Box 596 Louisville, CO 80027 303-550-5592 cows_1@q.com

Rhodes Angus
217-854-5200
Angus Simmental/Angus
LARRY RHODES
217-473-5868 cell
217-854-5200 office
rhodesangus@royell.org
9350 Rte 108
Carlinville, IL 62626
www.RhodesAngus.com

RINCKER SIMMENTALS
997 N 2050 East Road • Shelbyville, IL 62565
Curt and Pam Rincker Cell: 217-871-5741
Brent Rincker 217-246-3550
Cari Rincker 217-531-2179
crincker@lakelandcollege.edu rincker@gmail.com rinckercattle@gmail.com
Visitors always welcome! Sale info at: www.rincker.com

Owner: Jim Berry
Cattle Manager: Ben Lehman
563-920-0315
6502 Rt. 84 South Hanover, IL 61041
815-297-5562
Commercially Targeted Seedstock
WILDBERRY FARMS
Simmental Cattle
www.wildberrymfarms.net

Indiana

CLEAR WATER SIMMENTALS
Jeff & Leah Meinders
812-498-2840 | Milan, IN
Simmental & SimAngus™
2022 Clear Choice Sale Events
Bull Sale: 3/26 • Customer Sale: 4/23
Female Sale: 10/22
WWW.CLEARWATERSIMMENTALS.COM

Iowa

RL Fleckvieh Limerock Ranch
Randy, Jen Lehman Family
3251 Brandon Diagonal Blvd • Brandon, IA 52210-9774
319-521-4389 • 815-990-2312
rlimerockranch@yahoo.com • www.rlimerockranch.com
Specializing in Fleckvieh-Based SimGenetics

SPRINGER SIMMENTAL
Jeff & Lynda Springer
Michelle, Todd, Eli & Noah Christensen
Steve, Bri, Paisley & Porter Springer
3119 310th St • Cresco, IA 52136
641-330-6654
springsim@iowatelecom.net
WWW.SPRINGERSIMMENTAL.COM

Kansas

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
Spring Bull Sale - Friday, February 3, 2023

Dixson Farms, Inc.
Carol Dixon, Kevin Dixon,
& Lyle Dixon, D.V.M.
13703 Beaver Creek Rd • Atwood, KS 67730
785-626-3744 • drlyle@live.com
www.dixsonfarms.com
DX

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

(Continued on page 74)



MAR. 18. 2022

26th Annual Production Sale

CALVING EASE...PERFORMANCE...REAL WORLD

THE SUNFLOWER PACKAGE

4 YEAR BULL GUARANTEE - EXCLUSIVE BRED HEIFER OPTION
FREE DELIVERY TO KS, MO, NE, OK & AR



Perfect Blend of Genetics Designed for **Profits**
Simmental - Angus - SimAngus™

SFG J105 :: S-Cowboy Logic :: ASA# 3980192 :: CE 15 • WW 95 • API 149 • TI 94

LiveAuctionsTV

G

GLEASON FAMILY - MAPLE HILL, KS
STEVE: (785) 640-8060 BEN: (785) 640-9390
JAKE: (785) 640-8062
LEARN MORE AT WWW.SUNFLOWERGENETICS.COM



SFG H0509 :: S-Cowboy Logic :: ASA# 3960213 :: CE 17 • WW 78 • API 170 • TI 92



SFG 0503H :: S-Niagra :: AAA# 20242550 :: CED 10 • WW 61 • \$C 242 • \$B 151



SFG J134 :: S-McClintock :: ASA# 3980086 :: CE 16 • WW 87 • API 155 • TI 90



SFG J130 :: S-Cowboy Way :: ASA# 3980124 :: CE 15 • WW 89 • API 137 • TI 85

State Marketplace

(Continued from page 72)

HOFMAN N
Simmental
F A R M S

"Proof • Performance • Profit"

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

RVR CRK

Joe & Kim Mertz 785-458-9494
Abram & Dani Mertz 785-456-3986
7160 Zeandale Road
Manhattan, KS 66502
www.rivercreekfarms.com

**33rd Annual "Built to Work"
SimAngus Bull Sale, February 8, 2023**

Minnesota

Clear Springs
Cattle Company
Travis Wulf
320-288-6433

**BRED FOR
BALANCE**

STARBUCK, MN - FEBRUARY 10, 2023

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

Performance with Quality

Oak Meadow Farms
Simmentals
Harmony, MN 55939
www.oakmfarm.com

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

Mississippi

LITTLE CREEK CATTLE

2638 Turkey Creek Road
Starkville, Mississippi

Dr. Jason & Nikki Gress
Jason 301.331.1773
Nikki 304.676.7382
info@littlecreekcattle.com
www.LittleCreekCattle.com

FULLBLOOD FLECKVIEH AND FLECK INFLUENCED CATTLE

ROCKHILL RANCH

Rickey Nicholas
601.818.1456
rrnicholas@hughes.net
1152 Rockhill to Brooklyn Road
Purvis, MS 39475
Simmental, Angus, SimAngus™ & Simbrah Cattle

Missouri

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
Jeff Reed 417-399-1241

Forrest & Charlotte Lucas, Owners
26511 County Rd. 50
Cross Timbers, MO 65634
Office 417-998-6512

www.lucascattlecompany.com Visitors Always Welcome

Montana

HILL'S RANCH
Simmentals

Hill's Ranch
Simmentals
Box 186
Stanford, MT 59479
406-566-2479

Bull Sale • March 1, 2022
hillssimmentalmt@yahoo.com • www.hillsimmental.com

Little Bitterroot Ranch
Frank & Marilyn Carr
748 Little Bitterroot Rd • Hot Springs, MT 59845
406-741-2523 • lbsimmental@gmail.com
Simmental, SimAngus™ - Since 1972
View data and videos at littlebitterrootranch.com
PRIVATE TREATY

**Stay ahead
with CMP**

"If we think our competition isn't getting better, we're simply not paying attention." - Marty Ropp
carcdata@simmgene.com

Miller SIMMENTAL

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

BULLS OF THE BIG SKY
February 20, 2023
Billings, MT

NELSON
LIVESTOCK COMPANY
Simmental • Sim-Angus • Angus

Watch for our Annual Bull Sale
February 13, 2023

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

Nebraska

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"

J & C SIMMENTALS

**Black Simmental Bulls & Females
Purebred to Percentage**

Jay & Kim Volk
Clark & Leslie Volk
Bob & Jeanette Volk

Jay 402-720-7596 • Clark 402-720-3323
20604 US Hwy 30 • Arlington, NE 68002
volkjk@aol.com • www.jandcsimmentals.com

**J&C Annual Bull Sale -
January 28, 2023**

JD Anderson
Arapahoe, NE
308-962-6146
powerlinegenetics.com
powerlinegenetics@gmail.com

Bull Sale - Feb. 17, 2023
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

(Continued on page 76)

GENETICS THAT PAY



SimGenetics
PROFIT THROUGH SCIENCE
American Simmental Association

\$20+
**MORE PER
CARCASS**

Success on the ranch is measured in dollars.

Data from the Tri-County Steer Carcass Futurity Cooperative finds packers pay **\$20 to \$34** more for SimAngus[®] and Simmental-sired cattle than English-sired counterparts.^a

Simmental influence also pays at auction. SimAngus-sired steer calves sold through Superior Livestock Auction earn more at sale time than all other calves.^b

It's no wonder the percentage of SimAngus calves marketed through the industry's largest video auction has grown **eightfold** since 2010.

**STAND STRONG
SIMMENTAL**

406-587-4531 • simmental.org

^a Effect of sire breed group on carcass value of feedlot cattle harvested through Tri-County Steer Carcass Futurity Cooperative, Lewis, Iowa, 2002 to 2018. Odde, K. & King, M. (March 2021). Kansas State University. Relationships Among Sire-Breed Group, Calf Sex and Year Group on Carcass Traits. Breeds represented in the English-sired group: Angus, Red Angus, South Devon, Hereford and Shorthorn.

^b Effect of sire breed on sale price of beef steer calves sold through Superior Livestock Auction, summer 2020. Odde, K. & King, M. (December 2020). Kansas State University analysis of 394,900 head of beef calves. Estimating the Value of SimAngus-Sired Calves: Superior Livestock Auction – Summer Sales, 2020. For lots of 50 head or more.

State Marketplace

(Continued from page 74)

Nebraska cont.

SLOUP
SIMMENTALS 402-641-2936 Cell

Nick and Andrea
303 Northern Heights Drive • Seward, NE 68434
sloupsimmentals@gmail.com • sloupsimmentals.com

Join us at the Farm, October 8, 2022
for our 28th Annual Production Sale.

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

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

North Carolina

FRED SMITH COMPANY
RANCH
EXTRA effort SALE
Saturday • October 15, 2022 • 1 PM
2102 Pritchard Rd. • Clayton • NC
Selling Registered SimAngus™
Bulls and Females
Learn more at FSCRanch.com
Fred Smith (919) 422-4094
Irvin Smith (919) 422-3216

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

North Dakota

BATA BROS.
SIMMENTAL CATTLE
6322 Highway 35
Adams, North Dakota 58210
Joe: 701-331-0344 • Mark: 701-331-3055
Annual Production Sale • February 10, 2023

"BBS"
THE MARK OF
QUALITY

Dakota Express
Wade & Merri Staigle
Center, ND 701-794-3351
Kevin & Liz Hansen
Ryder, ND 701-758-2571
Annual bull & female sale
February 17, 2023
www.dakotapress.com

Terry Ellingson & Family Phone: 701-384-6225
Cell: 701-741-3045
Ellingson Simmentals
5065 125th Ave. NE • Dahlen, ND 58224
tellings@polarcomm.com • www.ellingsonsimmentals.com
Annual Production Sale, January 27, 2023

Kaelberer Simmentals
Claye and Michelle Kaelberer and Family
4215 County Road 85 • New Salem, ND 58563
701-220-3124 (cell) • 701-843-8342 (home)
Edge of the West Bull and Female
Production Sale each February

Keller Broken Heart Ranch
Dwight & Susan Keller Family
Luke, Jake & Tess Keller
1573 55th St., Mandan, ND 58554
701-445-7350 (home)
701-471-5215 (Dwight cell)
701-471-1142 (Luke cell)
701-471-5065 (Jake cell)
kbhr@westriv.com
www.kbhersimmental.com
"Simmental Beef on the Cutting Edge!"
Annual Production Sale
March 3, 2022

KENNER Roger, Jeanette,
& Erika Kenner
SIMMENTALS 5606 57th St. NE
Leeds, ND 58346
Phone 701-466-2800
Erika 406-581-1188
erika.kenner@gmail.com
www.kennersimmental.com Fax 701-466-2769

JOSH & TRISTA RUST
759 7th Ave NW
Mercer, ND 58559
p: 701.447.2479
f: 701.447.2478
c: 701.391.9769
RUST MOUNTAIN VIEW RANCH
Simmental - Red Angus | Mercer, North Dakota
e: rustmountainviewranch@hotmail.com
w: www.rustmountainviewranch.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 14, 2023

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

TNT Simmental Ranch
38th Annual "Carrying On" The Genetic Explosion Bull Sale!
Friday, February 10, 2023 • At The Ranch, Lehr, ND
www.tntsimmentals.com DVAAuction.com
Shanon & Gabe Erbe Lehr, ND Kevin & Lynette Thompson Almont, ND
S 701-527-5885 • G 701-426-9445 H 701-843-8454 • K 701-391-1631
gserbele@hotmail.com kevinandlynette@westriv.com
facebook.com/tntsimmentalaranch

Ohio

ROLLING HILLS FARMS
Simmentals LLC
Bob and Marcia Hoovler
3437 St. Rt. 67 Belle Center, Ohio 43310
Bob's Cell: 937-538-1329 • Marcia's Cell: 937-538-1537
rollinghillsfarmssimmentals@hotmail.com
www.rollinghillsfarmssimmentals.com
Annual Production Sale 1st Saturday in
October, Buckeye's Finest Sale

Oklahoma

Willis Simmentals
5759 Enville Road
Marietta OK 73448
willissimmentals@arbuckleonline.com
Quality Simmental Breeding Cattle
10 miles east on Hwy. 32,
1/4 mile north on Enville Road.
Bobby 580-276-2781 (ph. & fax) Jon 580-795-4601

Prove It.
You know your
calves are worth it.
Give buyers facts
so they know it too.
Feeder Profit
CALCULATOR™ beef@internationalgeneticsolutions.com

(Continued on page 78)

Anchor D Outlook 255D



CSA# 1219254 • Full Fleckvieh • Horned • Red

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	10.3	2.7	63.7	102.5	-	5.3	43	74.9	17.3	11.6	20.8	-	-.13	-.143	.90	-	113.7	65.6
ACC	.60	.71	.67	.64	-	.027	.14	.32	.26	.51	.51	-	.30	.33	.49	-		
%	20						2	15					5					

CSA EPD as of 1.4.22

Virginia Radison 5Z
Sire: Virginia Precision 16C
Brock Yoda

FGAF Barbossa 707X
Dam: Anchor D Kael 255C
Anchor D Ruby Red 198A

- 100% Full Fleckvieh, Non-Diluter
- Proven across Canada, First Time available in USA
- BW: 72 lbs.
- Top 20% for calving ease
- Stylish and uniform progeny with excellent growth
- Excellent udders on daughters
- Sons averaged over \$9,000 in '21 Crossroads Farms bull sale to commercial producers

"I would say they are the best Full Fleckvieh calves I have ever raised."

- Mike McCart, Alliance Simmental Farms, Ontario, CA.

U.S. Semen available through
Ruby Lane Farm



John Smith - 979-224-5144
Casey Smith - 979-820-9255
4704 County Road 106
Caldwell, TX 77836
johncaseysmith@yahoo.com
www.rubylanefarms.com

Like us on



Sons of Anchor D Outlook
from Crossroads Farms,
Shell Lake, SK



Crossroad Officer 90H



Crossroad Omaha 74H



Crossroad Octane 15H



Dam - Anchor D Kael 255C

State Marketplace

(Continued from page 76)

South Dakota

Benda Simmentals

Jim and Jay Benda

26106 366th Ave. Black & Red Breeding Stock
Kimball, SD 57355 Jim: 605-730-6703 (Cell)
605-778-6703 Jay: 605-730-0215 (Cell)
www.bendaranch.com bendaranch@midstatesd.net



Christensen ★ Dunsmore

3C Christensen Ranch

John Christensen, Cam & Tyler Fagerhaug
37273 216th Street • Wessington, SD 57381
605-458-2218 home • 605-458-2231 fax
605-350-1278 cell
458-350-2018 Cam

3C

Annual Production Sale

March 18, 2022 • Wessington, SD



NLC Simmental Ranch

Rick & Nalani L. Christensen
Dunsmore & NaLea, Chase & Swayzee
21830 372nd Ave • Wessington, SD 57381
605-458-2425 • 605-354-7523 cell
605-350-5216 cell

NLC

Kipp Julson • 605-351-9088
48672 252nd St
Garretson, SD 57030
doublejfarms@alliancecom.net
www.doublejsimmentals.com
Double J Farms 49th Annual
Bull and Female Sale, January 27, 2023,
Garretson, SD



Steve & Cathy Eichacker

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

Annual Bull Sale • March 4, 2022

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
dayekstrum@midstatesd.net • ekstrumsimmentals.com

JACKPOT
cattle.co.

Neil Duxbury 605-354-3458 • Clay Duxbury 605-461-1494
jackpotcattle@yahoo.com
21060 375th Avenue • Wessington, SD

Bull Sale – February 15, 2023, at the ranch

STAVICK SIMMENTAL

Veblen, SD
605-237-4663 (Mike)
605-551-9016 (Owen)
stavickx@tnics.com
stavicksimmental.com

ANNUAL SALE — FIRST THURSDAY IN FEBRUARY

TRAXINGER SIMMENTAL

Reds, Blacks • Bulls and Females
Private Treaty Sales

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

WERNING CATTLE COMPANY

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

Tennessee

MARTIN FARMS

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

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 XVII, Bull and Female Sale
March 19, 2022

Washington

Trinity Farms

Angus
SimAngus™
Simmental

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

More than a Carcass Test

The CMP collects birth-to-harvest data, genomics, and mature cow information.
carcdata@simmgene.com

Wyoming

BLACK SUMMIT

The LaFollette Family
Powell, Wyoming
Quin 307-899-3553 Gavin 307-899-1764
info@blacksummitcattle.com

Where cattle that perform get the ribbon.

Livestock Services

Auctioneers and Marketing

Jered Shipman, Auctioneer

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

Genetics

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
COREY WILKINS	256-590-2487

WWW.ALLIEDGENETICRESOURCES.COM

CATTLE VISIONS

Semen Available on
Today's Hottest AI Sires

573-641-5270
www.cattlevisions.com

clear
ADVANTAGE

CLRWTR

H4G



PB SIMMENTAL | ASA # 3858588 | 09 07 20 | HOMO BLACK, HOMO POLLED

LLSF VANTAGE POINT F398 X WS MISS SUGAR C4

semen
 available

CONTACT AN OWNER
 OR CATTLE *Visions* TODAY!

	CE	BW	WW	YW	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	Shr	API	TI
EPD	16.1	-0.5	100.6	151.9	9.2	31.6	81.8	12.1	16.7	44.1	-0.31	0.64	-0.068	0.88	-0.31	170.3	108.6
%	4	15	2	3	5	10	1	90	4	10	95	1	90	50	70	3	1



BESHEARS SIMMENTALS
 Kenny, Bobby & David Beshears and Family
 1560 W. 500 N • Winchester, IN 47394
 765-717-4789



CLEARWATER SIMMENTALS
 Jeff & Leah Meinders • 812-498-2840
 3687 N. Co. Rd. 500 E • Milan, IN 47031
 www.clearwatersimmentals.com

BEST PRACTICES FOR SEEDSTOCK PRODUCERS

Best Practices to Receive the Most Accurate Genetic Predictions

1 Clearly define breeding objectives

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

2 Use whole herd reporting

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

3 Properly define contemporary groups

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

4 Take data collection and reporting seriously

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

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

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

6 Use index-based selection

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

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



Jackie Atkins, Ph.D.



Matt Spangler, Ph.D.



Bob Weaver, Ph.D.



Wade Shafer, Ph.D.

7 Use genomics

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

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

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

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



Best Practices for Genomic Testing

1 All animals within a contemporary group should be genotyped.

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

2 Both male and female animals should be genotyped.

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

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

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

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

Total Herd Enrollment (THE)

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



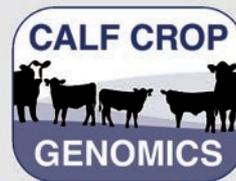
Cow Herd DNA Roundup (CHR)

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



Calf Crop Genomics (CCG)

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



Carcass Expansion Project (CXP)

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

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



CALENDAR

MARCH

- 1 Barker Cattle Company's Bull and Female Production Sale — Burley, ID
- 1 Doll Simmental Ranch's 42nd Annual Production Sale — Mandan, ND
- 1 Hill's Ranch Bull Sale — Stanford, MT (pg. 74)
- 2 Klein Ranch's "Heart of the Herd" Sale — Atwood, KS
- 3 18th Annual Cattlemen's Kind Sale — San Saba, TX
- 3 Keller Broken Heart Ranch Annual Production Sale — Mandan, ND (pg. 76)
- 3 Kearns Cattle Co. 33rd Annual Bull Sale — Rushville, NE
- 4 Eichacker Simmentals' Annual Production Sale — Salem, SD (pg. 78)
- 4 KSU's Annual Legacy Sale — Manhattan, KS
- 5 Cason's Pride and Joy Bull Sale — Russell, IA
- 5 Kentucky Beef Expo Simmental Sale — Louisville, KY
- 5 Powerline Genetics PAP-Tested Bull Sale — Castle Dale, UT
- 5 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (pg. 78)
- 6 Gateway Genetics Versatility+ Bull Sale — Pierce, NE
- 6 Gold Bullion Group's Annual Bull Sale — Westmoreland, KS
- 6 Windy Creek Cattle Company's Production Sale — Spencer, SD
- 7 Hanel's Black Simmentals' Black and White Bull Sale — Courtland, KS
- 7 Rincker Simmentals' Sweet 16 Bull Sale — www.sconlinesales.com
- 9 R.A. Brown Ranch's Spring Bull Sale — Throckmorton, TX
- 10 Brink Simmentals' Phone Auction — Elkader, IA (pg. 46)
- 10 Schmig Simmental Ranch's 39th Annual Production Sale — Stockholm, SD
- 11 Yardley Cattle Company's Bull Sale — Beaver, UT (pg. 9)
- 12 22nd Annual Gonsior Simmentals' "In The Heartland" Sale — Fullerton, NE
- 12 Carcass Performance Partners Bull and Female Sale — Lucedale, MS
- 12 Dikeman and Huninghake Premium Genetics Simmental and Angus Bull Sale — Frankfort, KS
- 12 Great Lakes Beef Connection Bull Sale — Clare, MI (pg. 90)
- 12 Northwest Select Simmental Sale — Ross, ND
- 12 Rains Simmental's Bulls of the Prairie Sale — Oakley, KS (pg. 50)
- 15 Powerline Genetics Arapahoe 2 Sale — Arapahoe, NE
- 15 Schrader Ranch SimAngus™ and Charolais Bid Off Sale — Wells, KS (pg. 60)
- 16 26th Annual Mid-Kansas Angus and Simmental Breeders Sale — LaCrosse, KS
- 18 3C Christensen Ranch and NLC Simmental Ranch 51st Annual Production Sale — Wessington, SD (pg. 78)
- 18 Black Summit's Break Out Bull Sale — Powell, WY (pg. 47)
- 18 Sunflower Genetics' Annual Production Sale — Maple Hill, KS (pg. 73)
- 19 51st Annual Eastern Spring Simmental Sale at the Ohio Beef Expo — Columbus, OH (pg. 93)
- 19 Altenburg Super Baldy Ranch's 30th Anniversary Annual Bull and Heifer Sale — Fort Collins, CO (pg. 25)
- 19 Dickinson Simmental and Angus Ranch 51st Annual Production Sale — Gorham, KS (pg. 37)
- 19 High-Bred Simmentals and Marple Simmentals Cattlemen's Choice Sale — Fredonia, KS
- 19 Lechleiter Simmentals' 34th Annual Bull Sale — Loma, CO (pg. 72)
- 19 R&R Genetics' 12th Annual Bull and Heifer Sale — Tremonton, UT
- 19 Red Hill Farms' "More Than a Bull XVII", Bull and Female Sale — Lafayette, TN (pg. 78, 96)
- 19 Rockin H Simmentals' Production Sale — Canby, MN (pg. 57)
- 21 Bridle Bit Simmentals' All Terrain Bull Sale — Walsh, CO (pgs. 72, 92)
- 21 Volk Livestock's Online Sale — www.sconlinesales.com
- 22 Superior Beef Genetics' 21st Annual Sale — Lamar, MO (pg. 34)
- 22 Three Cedars Farms' Bull and Replacement Female Sale — www.bigiron.com (pg. 41)
- 23 Diamond H Ranch's Annual Production Sale — LaCrosse, KS (pg. 43)
- 24 Wardensville WV Bull Test Sale — Wardensville, WV (pg. 23)
- 24 Western Cattle Source's Production Sale, Crawford, NE
- 25 The Great Northern Bull Sale — Clear Lake, MN
- 25 Vertical Edge Genetics' Annual Production Sale — Bancroft, ID (pg. 64)
- 26 Arkansas Bull and Commercial Female Sale — Heber Springs, AR
- 26 Southwest VA Bull Test Sale — Wytheville, VA (pg. 23)
- 26 T Heart Ranch's High Altitude Bull Sale — La Garita, CO (pgs. 14-15, 72)
- 26 The Clear Choice Bull Sale — Milan, IN (pgs. 31, 72)
- 26 Wildberry Farms' Annual Production Sale — Hanover, IL (pgs. 94-95)
- 31 Open Gate Ranch's 42nd Annual Bull Sale — Simms, MT (pg. 51)

APRIL

- 1 CK Bar Ranch's Bull Sale — St. Onge, SD (pg. 44)
- 2 19th Annual "Pick of the Pen" Bull Sale — Blacksburg, VA (pg. 29)
- 2 Belles and Bulls of the Bluegrass — Lexington, KY (pg. 39)
- 2 Big Country Genetics Bull Sale — Cody, WY



**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 & Charlette Lucas

AMERICA'S COW

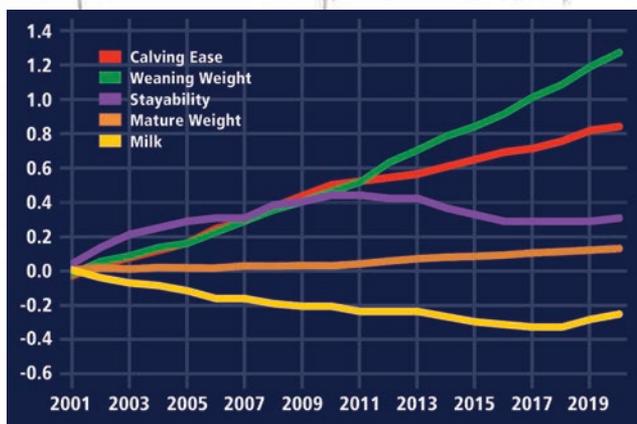
Simmental, SimAngus™, SimAngus HT, and Simbrah.

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

Simmental cows set the bar for fertility, weaning weights and exceptional calving ease suited to a variety of environments. Simmental cows are adaptable, built to last in heat, fescue or high altitudes.

Maternal Trait Genetic Trends

Purebred Simmental in past 20 years



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

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

Source: USDA MARC

\$All Purpose Index (\$API)

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

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

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

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

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

MORE MEANS MORE

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

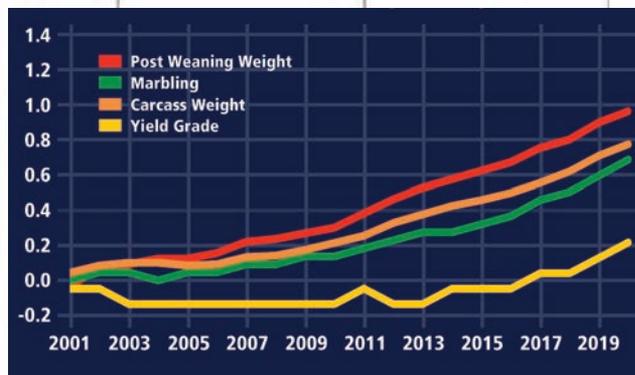
Simmental calves reliably perform in the feedyard – with better growth, better structure and fewer health problems. Simmental cattle add pounds without sacrificing marbling.

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

All to strengthen your bottom line.

Terminal Trait Genetic Trends

Purebred Simmental in past 20 years



\$Terminal Index (\$TI)

predicts profitability when all calves are harvested.

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

Source: USDA MARC

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

Did You Know?

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



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



**CHECK US
OUT ONLINE**



www.simmental.org

Have you visited simmental.org lately?

The main page of the website has a new look highlighting ASA spotlight articles, industry news, and easy to navigate location for articles in a series.

simmental.org
makes it easy for you.

Sections include:

- ◆ Industry News and Events
- ◆ ASA Spotlight
- ◆ EPD FAQs
- ◆ Women of ASA
- ◆ Down to the Genes

CALENDAR

CONTINUED

- 2 The Gathering at Shoal Creek — Excelsior Springs, MO (pg. 59)
- 2 Wisconsin Beef Improvement Association's 65th Performance Selected Bull Sale — Platteville, WI (pg. 68)
- 6 81st Kansas Bull Test Sale — Green, KS (pg. 7)
- 7 Midland Bull Test Sale — Columbus, MT
- 8 South Dakota State University Angus and SimAngus™ Bull Sale — Brookings, SD (pg. 54)
- 9 Hilbrands Cattle Company's Passion 4 Perfection Sale — Clara City, MN (pg. 61)
- 9 New Day Genetics' Spring Bull Sale — Salem, MO
- 9 The Spring Turnout — Worthing, SD (pg. 33)
- 15 Henry's Fork Private Treaty Sale — Rexburg, ID
- 15 VSA Spring SimSensation Sale, — Harrisonburg, VA
- 16 Diamonds and Spurs SimGenetic Sale — Bois d'Arc, MO
- 16 Pigeon Mountain Spring Beef Builder Bull and Female Sale — Rome, GA
- 16 RS&T Herd Bull and Spring Pair Sale — Savannah, MO (pg. 63)
- 23 Heartland Performance with Class Production Sale — Waverly, IA (pg. 67)
- 23 The Clear Choice Customer Sale — Milan, IN (pg. 72)
- 30 Classic Farms' 3rd Annual Spring Fever Sale — Jackson's Mill, WV

MAY

- 5 Nelson Ranch Production Auction, Glasgow, MT
- 5 Powerline Genetics/Seward Cattle Co. High Altitude Bull Sale — Lone Tree, WY
- 7 Stars and Stripes Sale — Hummesltown, PA
- 9 The Southern Blend Online Sale — www.dponlinesales.com
- 14 Banners & Beyond Sale, Clarkesville, GA
- 14 Mississippi/Alabama Simmental Sale — Cullman, AL
- 16 Red Hill "Maternal Monday" Online Sale — www.dponlinesales.com
- 21 3rd Annual Back To Grass Sale — Henderson, TX
- 28 Plank Simmental and Red Angus Farm's Complete Dispersal — Crystal, MI (pg. 56)

JUNE

- 8-11 AJSA Eastern Regional Classic — Lebanon, IN
- 24-30 AJSA National Classic — Madison, WI

JULY

- 23 Simmental Breeders' Sweepstakes Sale — Springfield, MO

SEPTEMBER

- 3 North Carolina Fall Harvest — Union Grove, NC
- 10 Kentucky Simmental Fall Sale — Lexington, KY
- 17 Family Matters Sale — Auburn, KY
- 21 Gonsalves Ranch's Bulls Eye Breeders Angus and SimAngus Bull Sale — Modesto, CA
- 22 Circle Ranch Beef Solutions Bull Sale — Ione, CA

OCTOBER

- 1 Buckeye's Finest — Zanesville, OH (pg. 76)
- 1 Generation After Generation Sale — Blountville, TN
- 8 Ponderosa Farms and Guest 3rd Annual Bull and Commercial Female Sale — Taylorsville, MS
- 8 The New Direction Sale — Seward, NE (pg. 76)
- 15 Fred Smith Company's Extra Effort Sale — Clayton, NC (pg. 76)
- 22 Clear Choice Female Sale — Milan, IN (pg. 72)
- 22 MN Beef Expo - White Satin Onn Ice and All Breeds Sale — Minneapolis, MN
- 29 Bred For Success Sale — Marion, MI
- 29 Cattlemen's Preferred All Breed Bull and Commercial Female Sale — Harrison, AR
- 29 H2Os Farm's Laser Focused Production Sale — Walkerton, IN
- 29 Red Hill Farms' Bulls and Females of Fall VIII — Lafayette, TN
- 29 Yon Family Farms Sale — Ridge Spring, SC

NOVEMBER

- 5 Cason's Pride and Joy Elite Female Sale — Russell, IA
- 5 Dakota Ladies Sale, Worthing, SD
- 5 Irvine Ranch's 18th Annual Production Sale — Manhattan, KS
- 6 Triangle J Ranch's Female Sale — Miller, NE
- 12 Gibbs Farms' 17th Annual Bull and Replacement Female Sale — Ranburne, AL
- 15 Elliott Livestock and Wild Rose Cattle Company's Bull and Bred Heifer Sale — Clifford, ND
- 20 49th Annual MSA Simmental Sale — Cannon Falls, MN
- 26 The Event, Vol. III at Tucker Cattle Company — Pleasant Dale, NE

ST

SAS COOL DIRECTIVE J909

SIRE: WS PROCLAMATION E202 // MGS: W/C NIGHT WATCH 84E // PB SM // ASA# 3952092
 HETERO BLK // HOMO POLLED // BW 82 // ADJ WW 826 // IMF 5.42 (158) // REA 15.56 (110) // SC 40.5 CM

CE	BW	WW	YW	MM	MB	REA	API	TI
11	2.6	98	142	37	.43	.82	153	97



CATTLE Visions
 (866) 365-4565

*EPD as of 2/11/2022

\$30 UNIT

S&J FARM

Steve and Jessica Campbell
 (507) 380-3074

Springer Simmental

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

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

Subscriptions

- Domestic \$50/year
- First Class \$100/year
- All International \$150/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
Early Fall 2022	July 22	July 29	Aug 12	Aug 30
Late Fall 2022	Sept 19	Sept 23	Oct 7	Oct 25
January 2023	Dec 2	Dec 9	Dec 16	Jan 13
March 2023	Jan 21	Jan 28	Feb 10	Mar 1

ASA/*SimTalk* Membership Directory 2022 Deadlines for Publication:

May 2	May 10	May 24	June 14
-------	--------	--------	---------

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, if all ad material arrive in the *SimTalk* office prior to the deadline and a correct email address or fax number is provided.

Terms

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

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

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



\$API: 135
STI: 81

Long's Red Answer H8

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



\$API: 147
STI: 86

Mr SR Mic Drop G1534

Mr SR 71 Right Now E1538 x
JBS Big Casino 336Y
ASA# 3568352 • Homo Black • Homo Polled
A true spread bull with extra MCE, Docility,
Marbling and production profit potential.



\$API: 167
STI: 104

WS Proclamation E202

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



\$API: 119
STI: 89

KRJ Dakota Outlaw G974

ASA# 3632499 • Homo Black • Homo Polled
Dakota Outlaw's first calves are "the talk"
of the country when it comes to fresh genes
to use in 2022!



\$API: 114
STI: 77

SC Pay the Price C11

Pays to Dream x Trademark
ASA# 2988788 • Homo black • Hetero polled
Two-time NWSS Grand Champion Bull



\$API: 104
STI: 76

WCL No Limits G302

Mr. CCF 20-20 x American Pride
ASA# 3659712 • Homo black • Homo polled
No Limits is a neat patterned bull out of
the legendary 20-20!



\$API: 119
STI: 74

Mr CCF Clarified E3

Mr CCF 20-20 x
Miss CCF Sheza Superstar by Duracell
ASA# 3275273 • Homo black • Homo polled
Backed by the Louisville and Denver Champion
Sheza Bonnie, Clarified offers elite phenotype,
proven genetics, and a balanced EPD profile.



\$API: 125
STI: 75

OBCC CMFM Deplorabull D148

W/C Executive Order x LazyH/Adkins Blkstr Z15
ASA# 3150188 • Homo Black • Homo Polled
Newly on the open market for 2021! Deplorabull
is the \$100,000 valued herd sire prospect that
was the talk of Kansas City and Louisville in the
fall of 2016. He was named Bull Calf Champion
at both the American Royal and the NAILE.



\$API: 114
STI: 81

GSC GCCO Dew North 102C

Duracell x Dew It Right
ASA# 3141837 • Homo black • Homo polled
Calving ease combined with tremendous
structural soundness! 2018 Fort Worth
Champion!



\$API: 111
STI: 82

Longs Pay the Man E16

Pays to Believe x Shear Pleasure
ASA# 3327014 • Homo black • Homo polled
Great-built, stout, double-homozygous
Pays to Believe son!



\$API: 132
STI: 87

LLSF Vantage Point F398

CCR Anchor x Uprising x Quantum Leap's Dam
ASA# 3492381 • Hetero Black • Homo Polled
3/4 Lead-off Bull in the 2019 NWS 5%
Champion for Lee.



\$API: 112
STI: 72

Felt Perseverance 302F

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



\$API: 173
STI: 104

LCDR Affirmed 212H

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



\$API: 117
STI: 71

WHF/JS/CCS Double Up G365

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



\$API: 123
STI: 75

VOLK Backdraft CC F810

W/C Executive Order 8543B x JS Flatout Flirty
ASA# 3528566 • Red • Polled
Backdraft owns unrivaled maternal strength,
combining noted breed-leaders "Flatout Flirty"
and "Miss Werning KP 8543U".



\$API: 118
STI: 75

PBF Red Paint F88

W/C Executive Order x Built Right
ASA# 3500551 • Red • Polled
Hot, red, calving ease bull. 2019 Iowa State
Fair Division Champion!



\$API: 117
STI: 70

KSIG Steelin His Style 6D

Silveiras Style x Steel Force x SS Babys Breath
ASA# 3130639 • Homo black • Homo polled
1/2 SimAngus™, calving ease from the 2012
American Royal Champion!



\$API: 115
STI: 72

GEFF County O 736E

Loaded Up x RAJE/PB Montecito 63W
ASA# 3289219 • Hetero Black • Homo Polled
County O goes back to the Rhythm donor at
Ruby's! He's a featured herdsire at Griswold
Cattle Co, OK and is making the right kind!



\$API: 113
STI: 72

W/C Double Down 5014E

W/C Executive Order X Yardley Utah
ASA# 3336150 • Homo black • Homo polled
Double Down has now proven himself with scores
of very nice calves, and as expected, has stretched
the necks, yet provides the rib the industry is
demanding in the show room and the pastures.



\$API: 116
STI: 73

JSUL Something About Mary 8421

W/C Relentless 32C x JBSF Proud Mary
ASA# 3565879 • Black • Polled
His pedigree, Relentless (Utah x 8543U) x
JBSF Proud Mary (High Regard x Steel Magnolia),
solidifies the ability to transmit maternal, in
fact it shouts it!

COOL Additions!

CATTLE *Visions*

573-641-5270

www.cattlevisions.com



\$API: 114
STI: 73

SIW Exit 44 7111E

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



\$API: 141
STI: 79

Rocking P Private Stock H010

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



\$API: 211
STI: 116

CLRS Guardian 317G

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



\$API: 134
STI: 87

CCS/WHF OI' Son 48F

CDI Innovator 325D x WHF Summer 365C
ASA# 3452997 • Homo Black • Homo Polled
OI' Son is one of the newest and HOTTEST bulls on the market! Siring champs for JS Simmental in his first calf crop!



\$API: 102
STI: 70

Ruby/SWC Gentleman's Jack

One Eyed Jack x Upgrade
ASA# 3134708 • Homo Black • Homo Polled
Producing extremely sound, deep-sided, high-quality progeny! His first crop of heifer calves has produced champions at the highest levels!



\$API: 134
STI: 84

W/C Bet On Red 481H

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



\$API: 170
STI: 109

CLWTR Clear Advantage H4G

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



\$API: 127
STI: 79

W/C Bank On It 273H

PWW Bankroll 811D x Hooks/ KS Sequoia
ASA# 3808104 • Hetero • Black Homo Polled
Griswold selected him at the \$202,000 high seller at Werning's 2021 sale!



\$API: 138
STI: 84

W/C Express Lane 29G

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



\$API: 98
STI: 71

SWSN Cash Flow 81E

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



\$API: 147
STI: 101

SAS Infra-Red H804

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



\$API: 124
STI: 79

SAS Big Casino H214

Drake Poker Face x Erixon Bitten
ASA# 3803217 • Homo Black • Homo Polled
Big-bodied performance driven baldy!



\$API: 187
STI: 91

Bar CK Red Empire 9153G

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



\$API: 145
STI: 79

W/C Fort Knox 69H Hardwire

W/C Fort Knox 609F x W/C Relentless 32C
ASA# 3808092 • Red • Homo Polled
Sloup's purchase at WC 2021 sale!



\$API: 161
STI: 100

W/C Sugar Daddy 9002H

CDI innovator x WS Miss Sugar C4
ASA# 3808126 • Homo Black • Homo Polled
Maternal brother to WS Proclamation and LCDR Impact and Favor. 9002H is the CE leader Innovator son and higher \$API.



\$API: 150
STI: 93

RBS Upper Hand H288

W/C Bankroll 4254F x RBS Uptown
ASA# 3827413 • Hetero Black • Homo Polled
Reck's 2021 high seller to Hart's, SD. Reck's describe him as impressive a bull they've raised. 902# WW combined with excellent feet, joints and profile!



\$API: 119
STI: 77

CKCC Relevant 0639H

ES Right Time x WCS Mr Razor
ASA# 3786555 • Homo Black • Homo Polled
One of the few Right Time sons to be available this season. He's a powerfully constructed, heavy muscled 3/4 who was the second high seller at CK/Wager Sale.



\$API: 102
STI: 72

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

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

AD INDEX

Alabama

Gibbs Farms 3, 97

California

R/G Ron Gilliland 91

Colorado

Altenburg Super Baldy Ranch, LLC 25, 72
 Bridle Bit Simmentals 72, 92
 Far Out Cattle Ranch 92
 L-Cross Ranch 14, 15
 Lechleiter Simmentals 72
 Phoenix Cattle Company 72
 T-Heart Ranch 14, 15, 35, 72

Georgia

Jenkins Cattle Company 32
 Rustic Oak Ranch 52

Idaho

Lanting Enterprises 72

Illinois

Allied Genetic Resources 14, 19, 25, 29, 35, 47,
 51, 78, 90, 95, 92, 96, 97, IBC
 Haven Hill Simmentals 72
 Rhodes Angus 72
 Rincker Simmentals 72
 Vertical Edge Genetics 64

Welsh, Shannon 18
 Wildberry Farms 72, 94, 95

Indiana

Beshears Simmentals 31, 79
 Boyle Ranch 6
 Clear Choice Bull Sale 31
 ClearWater Simmentals 31, 72, 79
 H2O's Cattle 45
 Lucky Penny Cattle Co. 31
 Neal Brothers 31

Iowa

Brink Genetics 46
 Hadden Simmentals 33
 Heartland Simmentals 67
 Iron Creek Cattle Company 18
 Jass Simmentals 61
 Louwerse Cattle 33
 RL Fleckvieh Limerock Ranch 72
 Schooley Cattle Co. 3
 Springer Simmental 27, 32, 40, 72, 85
 Stanley Martins Farms 4

Kansas

Cow Camp Ranch 35, 72
 Diamond H Ranch 43
 Dickinson Ranch 37
 Dixon Farms, Inc. 72
 High Prairie Genetics 45
 Hofmann Simmental Farms 74
 Jones Red Angus 92
 Kansas Bull Test 7
 Layton Auction Services, LLC 7
 Rains Simmental 50
 River Creek Farms 74
 Schrader Ranch 60
 Sunflower Genetics LLC 73
 Suther Feeds, Inc. 60
 Teter Farms 22, 23

Kentucky

Belles & Bulls of the Bluegrass 39
 DP Sales Management LLC 31, 33, 39, 93
 HTP Simmentals 33
 Kentucky Proud™ 39
 Misty Meadows Farm 39
 Swain Select Simmental 39
 Three Cedars Farms 41
 Wayward Hill Farms 39

Maryland

Rolling Vale Farms 22

Michigan

Great Lakes Beef Connection 90
 Green Valley Farm 90
 JC Simmentals 90
 Plank Simmental & Red Angus Farm 56
 Salinas Farms 90
 SD Simmentals 90
 Sheridan Realty & Auction Co. 56

Minnesota

Clear Springs Cattle Company 74
 Eberspacher Enterprises Inc. 57, 59, 61, 63, 67
 Hilbrands Cattle Co. 61
 Oak Meadow Farms 74
 Pearson Cattle Co. 61
 Riverside Simmentals 33
 Rockin H Simmentals 57
 Rydeen Farms 35, 74
 S&J Farms 27, 40, 85
 Stevens Cattle Company 27



12th Annual Bull Sale March 12, 2022

BREED LEADING GENETICS AT SENSIBLE PRICES

Our group of breeders includes the #6 and #7 ranking API herds in the nation.

100 POWERHOUSE YEARLING
SIMANGUS™ &
SIMMENTAL BULLS

3 ELITE OPEN HEIFERS

NIGHTRIDE and MR NATIONAL both were
produced at Great Lakes
and sold in previous sales.

QUALITY TOP TO BOTTOM, YEAR AFTER YEAR.

Catalog requests and reasonable delivery arrangements
anywhere in the US, contact John Miller, 989-429-2834 or
john@jcsimmentals.com



1/2 SM 1/2 AN HOOK'S FRONTLINE 40F SON



3/4 SM 1/4 AN GIBBS 6176D FACEBOOK SON



PB SM TJ GOLD 274G SON

Attend our Open House
March 5, 2022 || 11:00 AM - 3:00 PM

Great Lakes Beef Connection:

John Miller, JC Simmentals	989-429-2834
Andy Salinas, Salinas Farms	231-245-6750
Brian Harris, Green Valley Farm	517-749-4117
Steve Oman, SD Simmentals	989-429-3600



Marty Ropp
406-581-7835

Corey Wilkins
256-590-2487

JC Simmentals Sale Facility, Clare, MI || 1:00 PM ET

JHW PLG POWER BALL 228



**Homozygous Black
Homozygous Polled**

Hook's Black Hawk 50B Sand Ranch Hand ASA# 3702548
Sire: Hook's Eagle 6E Dam: JHW Ranch Hand 802U 5/8 SM 5/16 AN 1/16 CS
Hook's Crystal 1C J502

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	13.1	-.5	97.5	156.2	.37	7.5	23.6	72.3	16.3	19.3	51.6	-.34	.37	-.040	1.31	-.38	149.9	95.1
ACC	.43	.45	.44	.45	.45	.26	.22	.30	.28	.37	.47	.39	.42	.41	.48	.07		
%			2	2	3			10		1	5	20			1		20	4

EPD as of 1.25.22

SimAngus™

- Adj. BW: 77 lbs.
- Adj. WW: 825 lbs.
- Adj. YW: 1,495 lbs.

- Scanned a 18.24-inch ribeye.

- Calving ease, curve-bending growth, with phenotype all in one package.

- First calves are hitting the ground. Coming easy with birth weights in the low 70 lb. range, then exploding with growth in a couple of weeks with tons of vigor. Up and sucking right away.

- His calves will pound down the scale at sale time, keep every one of his daughters.



Semen: \$20/unit volume pricing available

Semen available through owner

Watch his video: <https://vimeo.com/496125870>

R/G Ron Gilliland

8787 Mace Blvd, Davis, CA
916-612-1340
rongilliland7@gmail.com

LHT GOLDEN EYE 76H



**Homozygous Black
Homozygous Polled**

TJ Main Event 503B S A V Final Answer 0035 ASA# 3805540
Sire: TJ Teardrop 783F Dam: LHT Ms. Answer 47B 5/8 SM 3/8 AN
TJ Ms 38W LHT Ms Superior

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	11.7	.9	95.6	149.6	.34	5.6	32.5	80.3	20.1	15.1	40.5	-.19	.13	-.019	.85	-.34	138.0	86.1
ACC	.43	.48	.46	.47	.47	.22	.15	.26	.28	.38	.47	.37	.43	.40	.44	.02		
%			3	4	10			3	1	10	15				20		20	

EPD as of 1.25.22

SimAngus™

- Massive rib shape.
- Tons of muscle and growth.
- Top 3% WW and top 4% YW.
- Enormous ribeye – 19+ inches at 11 months of age.
- BW: 85 lbs.; WW: 781 lbs.; YW: 1,501 lbs.
- Calving ease with explosive growth.
- Gained five plus pounds a day on test.
- He's the go-to bull to put some middle in your cattle, deep, soggy, long as a train.
- Super sound-footed moves around like a cat.
- From the now-deceased TJ Teardrop and the legendary SAV Final Answer.
- Easy-fleshing Performance Bull.

Semen: \$20/unit volume pricing available

Semen available through owners

Watch his video: <https://vimeo.com/showcase/8123731/video/510989856>

R/G

Ron Gilliland

8787 Mace Blvd, Davis, CA
916-612-1340
rongilliland7@gmail.com



Loren & Scott Trauernicht
Wymore, NE
Scott - 402-239-1272 - cell
Loren - 402-230-0812 - cell
www.trauernichtsimmentals.com

Mississippi

Fullblood Simmental Fleckvieh Federation, The 70
 Little Creek Farm, LLC 74
 Rockhill Ranch 74

Missouri

Cattle Visions 10, 11, 27, 40, 45, 78, 79, 85, 88, 89
 Gerloff Farms 74
 Lucas Cattle Company 74, 82
 RS&T Simmentals 59, 63
 Shoal Creek Land & Cattle 59
 Steaks Alive BC
 Superior Beef Genetics 34
 Vestlane Farms 59

Montana

Bulls of the Big Sky 74
 Gateway Simmental & Lucky Cross IBC
 Hill's Ranch Simmentals 74
 Lassle Ranch Simmentals 35
 Little Bitterroot Ranch 74
 Miller Simmentals 74
 Nelson Livestock Company 74
 Open Gate Ranch 51

Nebraska

Anderson Cattle Co. 61
 BigIron Auctions 41
 BigIron Livestock 41

Eckhout Cattle 19
 Forster Farms 74
 J&C Simmentals 74
 Powerline Genetics 74
 Sandy Acres Simmental 74
 Sloup Simmentals 33, 76
 Trauernicht Simmentals 18, 91
 Triangle J Ranch 3, 18, 19, 76
 Western Cattle Source 76

Nevada

Gene Brokers LLC 69

North Carolina

Fred Smith Company Ranch 76

North Dakota

Bata Brothers 76
 C Diamond Ranch 3
 Dakota Xpress 76
 Ellingson Simmentals 76
 Kaelberer Simmentals 76
 Keller Broken Heart Ranch 18, 76
 Kenner Simmentals 76
 Lazy C Diamond Ranch 3
 Rust Mountain View Ranch 76
 SRF Simmentals 76
 SYS Simmentals 76
 TNT Simmental Ranch 76

Ohio

Eastern Spring Simmental Sale 93
 Ohio Beef Expo 93
 Ohio Simmental Association 93
 Rolling Hills Farms Simmentals LLC 76
 Select Sires®, Inc. 3, 18, 97

Oklahoma

Willis Simmentals 76

South Dakota

3C Christensen Ranch 78
 Benda Simmentals 78
 C-Lock Inc. 92
 CK Bar Ranch 44
 Double J Farms Simmental Cattle 78
 Eichacker Simmentals 78
 Ekstrum Simmentals 78
 Hilltop Simmentals 3, 33
 Jackpot Cattle Co. 78
 NLC Simmental Ranch 78
 S/M Fleckvieh Cattle 58
 Schnabel Ranch 3
 South Dakota State University 54
 Spring Turnout, The 33
 Stavick Simmental 78
 TCM Simmentals 44
 Traxinger Simmental 78
 Werning Cattle Company 78

Tennessee

Martin Farms 78
 Red Hill Farms 78, 96

Texas

Graham Land and Cattle 71
 Pine Ridge Ranch, LLC 72
 Reavis Farms 2
 Ruby Lane Farms 77
 Shipman, Jered, Auctioneer 78
 Simbrah-SimGenetics Feedout 2022 71
 Smith Genetics 2

BRIDLE BIT SIMMENTALS

ALL TERRAIN

BULL SALE

AFFORDABLE, ROUGH TERRAIN READY
 BULLS BACKED BY YEARS OF PERFORMANCE
 TESTING, ULTRASOUND, GENOMICS AND
 FEED EFFICIENCY DATA.

Walsh, Colorado

March
21



J111 ASA# 3897310

\$API 158.7
\$TI 95.1



J1102 ASA# 3891148

\$API 147.7
\$TI 103.2



J158 ASA# 3891251

\$API 139.1
\$TI 88.7



J104 ASA# 3891229

\$API 158.8
\$TI 83.7

**80 ALL TERRAIN BULLS
 20 HEIFERS**

Bulls sell with 100% possession
 and semen interest.

PERFORMANCE ADAPTABILITY



BRIDLE BIT *Simmentals*

ERROLL COOK & SONS
 PO Box 507, Walsh, CO 81090
 Chad Cook 719-529-0564 cell
 bridlebitsimm@gmail.com

SALE PARTNERS: FAR OUT CATTLE RANCH - Walsh, CO - Jerrid Brisendine 719-353-1747 cell
 JONES RED ANGUS - Richfield, KS - Jordan Jones 719-353-1023 cell



51ST ANNUAL
EASTERN SPRING
Simmental Sale
AT THE OHIO BEEF EXPO

SATURDAY, MARCH 19, 2022 | 1:00 EST | COLUMBUS, OH
 SIMGENETIC BULLS, OPEN & BRED FEMALES, COW-CALF PAIRS & GENETIC LOTS



CHRISTINA FISHER, PRESIDENT
 CLIFF LINDER, VICE PRESIDENT
 PAM HALEY, SECRETARY/TREASURER
WWW.OHIOSIMMENTAL.COM



DOUG & DEBBIE PARKE | DREW & HOLLI HATMAKER
OFFICE@DPSALESLLC.COM | DOUG, 859-421-6100
 DREW, 423-506-8844 | HOLLI, 859-707-5248
WWW.PARKELIVESTOCK.COM

OHIO SIMMENTAL ASSOCIATION **SPRING ONLINE SALE**
 MARCH 29, 2022 • WWW.DPONLINEALES.COM

REQUEST A CATALOG TODAY!
WWW.PARKELIVESTOCK.COM



WILDBERRY

Annual Production Sale

60 BULLS AND 25 BRED HEIFERS SELL

FARMS

March 26, 2022

1:00 pm • Hanover, IL



H857 // ASA 3723549 // 1/2 SM 1/2 AN
BLACK, POLLED WBF DEEP POCKETS D092 COW

CE	BW	WW	YW	MCE	MILK	MWW
4.9	3.5	81.6	128.1	1.1	26.9	67.6
DOC	CW	YG	MARB	REA	API	TI
12.6	43.6	-0.22	0.07	0.87	107.4	71.2



H867 // ASA 3723559 // 3/8 SM 5/8 AN
BLACK, POLLED WBF DEEP POCKETS D092 COW

CE	BW	WW	YW	MCE	MILK	MWW
5.7	3.3	75	123.3	2.5	22.8	60.3
DOC	CW	YG	MARB	REA	API	TI
14.5	44.2	-0.14	0.19	0.68	111.3	68.5



H890 // ASA 3723580 // 1/2 SM 1/2 AN
BLACK, HOMO POLLED CCR 707 COWBOY 6055B COW

CE	BW	WW	YW	MCE	MILK	MWW
7.8	3.9	90.4	135.1	4.4	24.3	69.4
DOC	CW	YG	MARB	REA	API	TI
11.7	41.8	-0.1	0.35	0.58	134.5	82.4



H920 // ASA 3723608 // 1/4 SM 3/4 AN
BLACK, POLLED WBF DEEP POCKETS D092 COW

CE	BW	WW	YW	MCE	MILK	MWW
11.7	0.4	71.7	115.1	7.3	19.1	54.9
DOC	CW	YG	MARB	REA	API	TI
12.8	44.9	-0.02	0.31	0.62	126.6	73



H957 // ASA 3723636 // 3/4 SM 1/4 AN
BLACK, POLLED NLC GEN TEN 82E COW

CE	BW	WW	YW	MCE	MILK	MWW
8.4	2.9	80.4	118.1	6.4	33.3	73.4
DOC	CW	YG	MARB	REA	API	TI
6.4	35.8	-0.15	0.26	0.56	130.1	76.5



H861 // ASA 3723553 // 1/2 SM 1/2 AN
BLACK, HOMO POLLED WBF IRON CLAD E053 COW

CE	BW	WW	YW	MCE	MILK	MWW
1.6	7.9	94.2	153.8	-0.8	27.8	74.9
DOC	CW	YG	MARB	REA	API	TI
13.9	55.1	-0.07	0.26	0.54	108.6	77.2

SELLING CHOICE OF 128 OPEN HEIFERS



J402
ASA 3889809



J408
ASA 3889813



J456
ASA 3889856



J476
ASA 3889875



J469
ASA 3889868



J465
ASA 3889865

THE WILDBERRY FARMS ADVANTAGE...

- Balanced trait bulls sorted for structural soundness, growth, calving ease, maternal values, carcass traits and disposition.
- Developed in large groups on a high roughage TMR to ensure longevity.
- Semen checked and carry a first breeding season guarantee.
- Volume discounts and free delivery within the first 200 miles on all bull purchases.
- Visit www.wildberrymfarms.net for updated information on the sale.
- Follow Wildberrym Farms Simmentals on Facebook.





J016 // ASA 3889637 // 3/4 SM 1/4 AN
BLACK, POLLED MR SR HIGHLIFE G1609 BULL

CE	BW	WW	YW	MCE	MILK	MWW
16.9	-0.4	95.5	147.9	9.1	30.5	78.2
DOC	CW	YG	MARB	REA	API	TI
13.6	46.4	-0.32	0.39	0.96	156.9	94.9



J018 // ASA 3889639 // 1/2 SM 1/2 AN
BLACK, POLLED WERNER FLAT TOP 4136 BULL

CE	BW	WW	YW	MCE	MILK	MWW
18.1	-2.7	72.1	123.2	11.6	30.8	66.8
DOC	CW	YG	MARB	REA	API	TI
8.8	29.8	-0.07	0.57	0.37	157.2	87.8



J085 // ASA 3889701 // 5/8 SM 3/8 AN
BLACK, POLLED KBHR HIGH HEAT G087 BULL

CE	BW	WW	YW	MCE	MILK	MWW
16.6	-1.7	74.6	121	9.9	31.3	68.6
DOC	CW	YG	MARB	REA	API	TI
14.4	38.9	-0.24	0.66	0.88	166.3	90.7



J055 // ASA 3889672 // PB SM
BLACK, POLLED KBHR HIGH HEAT G087 BULL

CE	BW	WW	YW	MCE	MILK	MWW
18.2	-2.4	71.3	112.7	10.4	25.1	60.7
DOC	CW	YG	MARB	REA	API	TI
15.1	33.9	-0.42	0.41	1.01	167.5	87.9



J096 // ASA 3889712 // PB SM
RED, POLLED PBF RED PAINT F88 BULL

CE	BW	WW	YW	MCE	MILK	MWW
14.6	-1.2	63.3	91.5	7.6	30.7	62.3
DOC	CW	YG	MARB	REA	API	TI
1.9	22.3	-0.25	0.32	0.45	146.1	78.1



J043 // ASA 3889661 // PB SM
BLACK, POLLED CLRS DIVIDEND 405D BULL

CE	BW	WW	YW	MCE	MILK	MWW
12.3	0.9	83	124.9	6.1	17.9	59.4
DOC	CW	YG	MARB	REA	API	TI
8.7	32.1	-0.28	0.22	0.72	144.8	83.8



J135 // ASA 3889748 // 1/2 SM 3/8 AN 1/8 AR
BLACK, HOMO POLLED GW MARLBORO MAN 973G BULL

CE	BW	WW	YW	MCE	MILK	MWW
13.5	1.1	78.8	128.2	9.3	22.3	61.6
DOC	CW	YG	MARB	REA	API	TI
15.7	40.8	-0.07	0.52	0.45	150.4	84.3



J013 // ASA 3889634 // PB SM
BLACK, HOMO POLLED WBF FIRST RESPONSE F029 BULL

CE	BW	WW	YW	MCE	MILK	MWW
13.9	1.4	82.5	127.5	8.5	27.7	68.9
DOC	CW	YG	MARB	REA	API	TI
17.4	40.2	-0.33	0.29	0.94	137.9	81.9



J040 // ASA 3889658 // 3/4 SM 1/4 AN
BLACK, HOMO POLLED SFG COWBOY LOGIC D627 BULL

CE	BW	WW	YW	MCE	MILK	MWW
13.4	0.7	83.3	129	6.4	23.4	65
DOC	CW	YG	MARB	REA	API	TI
14.1	42.3	-0.18	0.35	0.61	142.8	83.3

Seedstock for both the commercial and purebred producer.



WILDBERRY FARMS
BEN LEHMAN, CATTLE MANAGER: 563-920-0315
DEAN ELDER, HERDSMAN: 712-269-1261
JIM BERRY, OWNER: 815-297-5562 evenings • simgene@msn.com



FARMS

6502 IL RT 84 South, Hanover, IL 61041

www.wildberryfarms.net

EPD current 2/9/2022.

DVAuction
Broadcasting Real-Time Auctions

Utah

Yardley Cattle Company 9

Virginia

Fall Focus 62
 Gingerich Family Farms 55
 McDonald Farms 29
 Virginia Simmental Association 62

Washington

Trinity Farms 78

West Virginia

End-O-Way Farms 22

Wisconsin

ABS® Global, Inc. 1, 19, 78, 97, IBC
 GENEX™ 5, 18, 197
 Wisconsin Beef Improvement Association 68

Wyoming

Black Summit 47, 78

Canada

Rocky Meadow Ranch 22

Associations

American Simmental Association IFC, 26, 30, 36,
 38, 48, 49, 53, 62, 65,
 66, 71, 75, 80, 81, 83, 84, 98
 American Simmental-Simbrah Foundation 49
 Fullblood Simmental Fleckvieh Federation, The 70
 International Genetic Solutions (IGS) 36, 76, 80, 87
 Ohio Simmental Association 93
 Virginia Simmental Association 62
 Wisconsin Beef Improvement Association 68

Livestock Services

ABS® Global, Inc. 1, 19, 78, 97, IBC
 All Purpose Index (\$API) 83
 Allied Genetic Resources 14, 19, 25, 29, 35, 47,
 51, 78, 90, 95, 92, 96, 97, IBC
 BigIron Auctions 41
 C-Lock Inc. 92
 Carcass Expansion Project (CXP) 81
 Carcass Merit Program (CMP) IFC, 29, 53, 74, 78
 Cattle USA 25
 Cattle Visions 10, 11, 27, 40, 45, 78, 79, 85, 88, 89
 CCI.Live 9
 Classifieds 70
 DP Sales Management LLC 31, 33, 39, 93
 DVAuction 25, 31, 33, 34, 39, 43, 68, 95, 96
 Eberspacher Enterprises Inc. 57, 59, 61, 63, 67
 Fall Focus 62
 Fullblood Simmental Fleckvieh Federation, The 70
 Gene Brokers LLC 69
 GENEX™ 5, 18, 197
 IGS Feeder Profit Calculator™ 26, 76, 87
 IGS Multi-breed Genetic Evaluation 80
 International Genetic Solutions (IGS) 36, 76, 80, 87
 Layton Auction Services, LLC 7
 LiveAuctions.TV 7, 57, 59, 61, 67, 73
 Select Sires®, Inc. 3, 18, 97
 Sheridan Realty & Auction Co. 56
 Shipman, Jered, Auctioneer 78
 Simbrah-SimGenetics Feedout 2022 71
 Superior Productions 14, IBC
 Suther Feeds, Inc. 60
 Terminal Index (\$TI) 83
 Total Herd Enrollment
 (THE) 29, 38, 72, 74, 76, 78, 81, 92

Miscellaneous

All Purpose Index (\$API) 83
 ASA DNA 91
 ASA Performance Advocate 29, 74, 78, 92, 96
 ASA Publication, Inc. 65, 66
 Calf Crop Genomics (CCG) 81
 Carcass Expansion Project (CXP) 81
 Carcass Merit Program (CMP) IFC, 29, 53, 74, 78
 Check Us Out Online 84
 Classifieds 70
 Cow Herd DNA Roundup (CHR) 81
 Fall Focus 62
 IGS Feeder Profit Calculator™ 26, 76, 87
 Maternal Traits 83
 Reduction in Foundation Animal Registration Fees 48
 Sales Call 72, 76
 SimAngus™ 37, 91
 SimGenetics Profit Through
 Science 26, 30, 36, 38, 248, 53, 62, 71, 75, 98
 SimTalk 65, 66
 Terminal Index (\$TI) 83
 Terminal Traits 83
 Total Herd Enrollment
 (THE) 29, 38, 72, 74, 76, 78, 81, 92
 Walton-Berry Graduate Student Support Grant 49

Who Said You Can't Have It All?



**Terminal Matters
 ... But Don't
 Forget the Cow!**

Red Hill focuses on breed-leading index values to produce cows that work and are adaptable to any environment.

At Red Hill, we know the cowherd is the basis for success and profitability, and we breed that philosophy into all our genetics.

308C #3089163

XVII

MORE THAN A BULL SALE

17th Annual Sale
Saturday, March 19, 2022
 1 p.m. CDT • At the Farm

Selling:
 80 Red Angus, SimAngus™,
 Charolais and Cross-Ty Bulls

DVAuction Broadcasting Real-time Auctions

ALLIED GENETIC RESOURCES ASA Performance Advocate 

Visit www.RedHillFarms.net for information about our sale and breeding program.

RED HILL FARMS
 HOME OF PRACTICAL GENETICS

Bart, Sarah & Ty Jones • (615) 666-3098
 466 Red Hill Road, Lafayette, TN 37083
 mail@redhillfarms.net
 Gordon & Susan Jones • (270) 991-2663

GF

Your **HERDSIRE** Headquarters



KBHR HONOR H060

ASA# 3789447 || PB SM

CE	YW	SAPI	STI
18.1	142.1	193.9	108.7



GIBBS 7382E BROAD RANGE

ASA# 3404807 || PB SM

CE	YW	SAPI	STI
15.0	152.0	153.8	94.5



GIBBS 9114G ESSENTIAL

ASA# 3716905 || PB SM

CE	YW	SAPI	STI
11.6	180.1	169.7	107.8



MR SR HIGHLIFE G1609

ASA# 3568376 || PB SM

CE	YW	SAPI	STI
14.8	148.1	157.5	94.7



NEW SIRE

GIBBS HILLTOP 0062H

ASA# 3882780 || 1/2 SM 1/2 AN

CE	YW	SAPI	STI
17.0	156.4	180.0	107.8



TJ STONE COLD 336G

ASA# 3611790 || 5/8 SM 3/8 AN

CE	YW	SAPI	STI
16.3	132.1	155.3	90.0



GIBBS 9121G KENWORTH

ASA# 3717071 || 1/2 SM 1/2 AN

CE	YW	SAPI	STI
9.9	151.4	153.9	94.9



C-3 GROUND BREAKER NS G953

ASA# 3708449 || 1/2 SM 1/2 AN

CE	YW	SAPI	STI
12.2	145.9	167.4	96.8

Order Semen Today.

GIBBS ARMS
2118 County Road 23
Ranburne, Alabama 36273

Doug Gibbs 404-717-2264
Bradley Gibbs 404-904-2914

facebook.com/gibbsfarmssimangus
gibbsfarms.net

SIMANGUS™ & SIMMENTAL || THE INDUSTRY CHOICE FOR HYBRID VIGOR

Since 1961

AMERICA'S COW



 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association

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

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

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

STAND STRONG SIMMENTAL

406-587-4531 • simmental.org

Thank You TO OUR CUSTOMERS

AT THE 42ND ANNUAL GATEWAY BULL SALE.



Whichever direction you are going,
they cross.



Thank you to Fred Smith Company Ranch and All Beef, LLC for your purchase of Lot 1, GW 555J (ASA 3877088).



Thank you to ABS Global, All Beef, LLC and Triangle J Ranch for your purchase of Lot 7, GW 285J (ASA 3875084).



Thank you to Walkin 5 Ranch for your purchase of Lot 27, GW 233J (ASA 3877152).



Thank you to Deckert Simmentals for your purchase of Lot 19, GW 731J (ASA 3875016).



Thank you to Cow Camp Ranch for your purchase of Lot 4, GW 491J (ASA 3876744).

What a great day
and a tremendous show of support for our program.

250 Commercial Bred Heifers
Available private treaty this Fall.

GATEWAY

SIMMENTAL & LUCKY CROSS

Jim and Tom Butcher

Jim 406-350-0467 • Tom 406-350-0979

butcher@3riversdbs.net • 2109 Joyland Road, Lewistown, MT 59457

www.gatewaysimmental.com

Chris Miller, Larry Hagenbuch, Logan Butcher, Brock Butcher

ALLIED
GENETIC RESOURCES

SUPERIOR

Productions



Fleck Influenced Purebred



Polled Full Fleck



Fleck Influenced Purebred



Full Fleck Spring Calvers



Fleck influenced



Calving ease Fleck Influenced

Steaks Alive
 John and Jeanne Scorse
 PO Box 3832
 Joplin, MO
 417-437-0911
 417-437-4434
 Flecks, Blacks and Reds
 Many of Our Girls and Boys are
 looking for Greener Pastures.
 Come See Some Today.



Fleck influenced Spring Calver



Full Fleck Spring Calver



Polled Full Fleck