

Volume 32 • Number 2

March 2024

SIMTALK

Linking SimGenetics to Commercial Cattle



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www.simmental.org Printed in USA

In This Issue:

**For the Future
of the Cattle Business**

**Considering
Sustainability**

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CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	Shr	API	TI
15.4	-2	87.9	146.2	.36	9.3	24.9	68.8	13.1	14	51.7	-.21	.25	0.012	1.3	-.43	150.2	93.3
10	10	20	10	3	10	10	35	80	25	3	99	35	99	2	-	25	15

From Gibbs Farms, AL; K Diamond Cattle and TNT Simmentals, ND; River Creek Ranch, KS and Trauernicht Simmentals, NE



7SM140 DUTTON

ASA: 4046516 | American Proud x Hooks Eagle

New to the scene, DUTTON is the power cow sire that offers the genetic merit breeders want. DUTTON offers extra muscle shape and power from every angle and excels for foot quality. His dam, 983G, is a rising star in the breed and exhibits extra frame, power and soundness.

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	Shr	API	TI
10.7	.2	93.7	148.1	.34	4.7	27.4	74.1	20.2	15.2	54.9	-.41	.44	-.061	1.38	-.47	166.7	99
65	30	10	5	10	75	75	20	10	15	2	45	15	70	1	-	10	5

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



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CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	Shr	API	TI
13.4	-1.9	81.4	127.3	.29	7.5	22.7	63.2	13.4	16.7	26.8	-.48	.09	-.08	1.12	-.3	135.8	85.2
25	10	35	30	25	25	25	55	75	10	55	15	70	50	10	-	45	35

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VOLUME 32 – NO. 2

Linking SimGenetics to
Commercial Cattle

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by Lilly Platts

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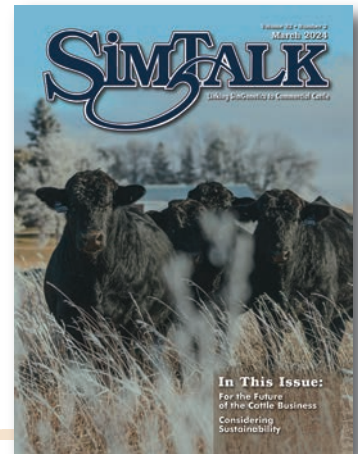
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*SimGenetics herd bulls on winter pasture
at Clear Springs Cattle Company,
Starbuck, Minnesota. Photo by Ashley Wulf.*



New Generation Leaders

Backed by Cow Sense & Science



15M00193 CLRS **KING JAMES** 616K

Reg#: 4031931 | LBR5 Genesis G69 x GW-WBF Substance 820Y
Homozygous Black | Homozygous Polled | Purebred Simmental

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SF	API	TI
12.3	0.5	95.9	146.1	0.31	6.7	24.5	72.4	18.2	14.1	46.0	-0.22	0.90	-0.043	0.82	-0.44	188.0	110.0
.43	.51	.49	.49	.49	.26	.31	.40	.34	.44	.44	.34	.40	.37	.40	.06		
	35%	5%	10%	15%			15%	20%	25%	10%		1%			3%	1%	1%

- > King James is super sound and flexible with added depth and capacity – all in a robust, powerful package.
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15M00194 WBF **PATTON** K059

Reg#: 4060597 | Bridle Bit Resource G9117 x CLRS Dividend 405D
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CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SF	API	TI
14.6	-0.8	82.6	139.5	0.36	7.8	26.2	67.4	16.2	10.0	30.2	-0.32	0.55	-0.032	1.02	-0.42	167.8	96.9
.45	.49	.51	.49	.49	.23	.17	.27	.31	.39	.39	.32	.39	.34	.38	.04		
	15%	15%	35%	15%	3%	20%	25%	30%				10%		20%	10%	10%	10%

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Gretchen Jensen

Jenna Wacker

American Simmental Association

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

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Executive Committee

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North Central Region

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

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

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

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

Eastern Region

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

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

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

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

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

Western Region

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

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

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

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

South Central Region

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

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

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

Greg Walthall (2027)
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PB SM | WS HEAD START 11H x HSF ALLABOARD 42A 11F

CED	BW	WW	YW	MILK	REA	MARB	TI	API
13	0.2	97	140	18	1.01	0.36	96	145



306L | ASA# 4320758 | 1/29/23 | Offered by Kaser Brothers

PB SM | WS PRIME BEEF Z8 x LCDR 823F

CED	BW	WW	YW	MILK	REA	MARB	TI	API
13	0.4	78	116	22	0.81	0.36	85	147



L004 | ASA# 4280001 | 2/22/23 | Offered by Arrow H Cattle

PB SM | KBHR HONOR H060 x HILB ORACLE C033R

CED	BW	WW	YW	MILK	REA	MARB	TI	API
15	0.6	81	123	24	0.94	0.38	89	154



K122 | ASA# 4280012 | 11/22/22 | Offered by Arrow H Cattle

PB SM | KBHR HONOR H060 x HILB ORACLE C033R

CED	BW	WW	YW	MILK	REA	MARB	TI	API
14	0.6	81	123	24	0.94	0.38	89	153



K123 | ASA# 4280013 | 11/23/22 | Offered by Arrow H Cattle

PB SM | KBHR HONOR H060 x HILB ORACLE C033R

CED	BW	WW	YW	MILK	REA	MARB	TI	API
15	0.6	81	123	24	0.94	0.38	89	154



L007 | ASA# 4279998 | 2/23/23 | Offered by Arrow H Cattle

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CED	BW	WW	YW	MILK	REA	MARB	TI	API
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FROM THE EDITOR

by Lilly Platts, managing editor



I hope this issue of *SimTalk* finds everyone well, and that spring is off to a good start. For the most part, the topics we cover in *SimTalk* are only of concern within the industry — genetics, EPD selection, and the intricacies of management. For this issue, we veered off that path to focus on a larger topic

that both producers and consumers care a great deal about: sustainability.

In addition to heart health in beef cattle, which was covered in the January edition of *SimTalk*, Fall Focus 2023 included expert talks about the subject of sustainability, which are summarized in this issue.

This subject can be difficult to tackle, especially since it applies to every sector of the industry and encompasses so many elements of beef production. However, it matters a great deal to many consumers, even if they aren't entirely sure what it means. In response, corporations like Walmart have announced investment in producing sustainable beef, and we hear social media influencers share about how they only purchase "sustainable, regeneratively farmed beef." If you were to ask one of those influencers if they actually knew what sustainability

means, I doubt they would have a solid answer for you. Many of us who are knowledgeable about the industry have a hard time nailing down the complexities of sustainability, which makes it especially important that we learn how to discuss the subject.

Steve Wooten, who presented at Fall Focus 2023, breaks down the six elements of the US Roundtable for Sustainable Beef's approach to the topic, which I found to be very helpful. Categorizing the elements of sustainability is useful both for producers wanting to employ management practices, and anyone trying to communicate with the consumer. There are several areas, like animal welfare, and efficiency and yield, that we are already well-equipped to discuss. These areas can be a great starting point if you find yourself in conversation with someone about sustainability.

I also had the pleasure of speaking to David Schuler, a young producer from Nebraska. In addition to operating a successful family business, which is featured in this issue, he answers questions about what sustainability means on his family ranch and the practices they employ. His real-world perspective is interesting and valuable.

The next issue of *SimTalk* will be our special *Membership Directory* edition. This is a great resource for anyone interested in SimGenetics cattle, so please keep an eye out for it in June!

ST

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Rockin H Mr Rightnow L63
Mr SR 71 Right Now x Rockin H Ms Loverboy J29

PB
Herd Bull
Prospect



Rockin H Mr Loverboy L70
THSF Lover Boy B33 x Rockin H Ms Dakota D07

3/4
Herd Bull
Prospect



Rockin H Ms Lainey L55
THSF Lover Boy B33 x Rockin H Ms Carolina

PB
February
Open Heifer



Rockin H Mr Outlaw L66
KRJ Dakota Outlaw G974 x LHT Ms Olie 233Y

PB
Herd Bull
Prospect



Rockin H Mr Rightnow L06
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3/4
Herd Bull
Prospect



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BEST PRACTICES FOR SEEDSTOCK PRODUCERS

Best Practices to Receive the Most Accurate Genetic Predictions

1 Clearly define breeding objectives

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

2 Use whole herd reporting

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

3 Properly define contemporary groups

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

4 Take data collection and reporting seriously

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

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

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

6 Use index-based selection

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

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



Jackie Atkins, PhD



Matt Spangler, PhD



Bob Weaver, PhD



Wade Shafer, PhD

7 Use genomics

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

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- ◆ 10 marbling scores
- ◆ 8 ribeye area measurements

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



Best Practices for Genomic Testing

1 All animals within a contemporary group should be genotyped.

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

2 Both male and female animals should be genotyped.

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

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

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

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

Total Herd Enrollment (THE)

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



Cow Herd DNA Roundup (CHR)

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



Calf Crop Genomics (CCG)

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



Carcass Expansion Project (CXP)

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

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



For the **Future** of the Cattle Business

by Lilly Platts

Schuler Red Angus, located south of Bridgeport, Nebraska, has built a multi-generational family business with a focus on moving the beef industry forward. From crossbreeding to sustainability, the Schuler family employs practices that are not only profitable for their business, but that also contribute to the future of the industry.

David Schuler is the fourth generation to raise cattle on the productive Nebraska grassland. The ranch area was operated by Guy Lang and Hank Redington; Redington is the namesake of a small town the Schuler family now lives near. They raised horses and cattle, and were early settlers in the area. Lang helped finance Buffalo Bill Cody's early shows, also providing horses for the western showman. The log house they built at the headquarters still stands.

The land changed hands several times before being purchased by Schuler's great-grandfather, Ole Olsen. He passed away young, leaving his daughter Mary Lou, who married Darrell Schuler. The couple, in their early twenties, picked up operating the ranch; the Schuler family has now been there for four generations. "We

are the longest-tenured operators on this piece of land, and are proud of that," Schuler shares.

Continuing the Family Business

Schuler attended the University of Nebraska–Lincoln, obtaining a degree in animal science. In January of 2019 he returned to the family ranch. "I knew my entire life that if this opportunity was available, I was going to come back," he says.

As the succession of ranches continues to be difficult for young producers, Schuler notes that his parents did an excellent job setting him up for success. "It's always been a priority to know there is a future for the ranch. They made sure to think about that in every step they made in ranching," Schuler explains.

Southwestern Nebraska is harsh but productive, with grassland and adequate irrigation for growing feedstuffs. "We have hard winters and hot summers," Schuler shares.

This environment sets cattle up to succeed. "Our customers need cattle that have good hair in the winter, and shed easily in the summer. The environment changes so much in these landlocked states," he adds.





Clockwise, from opposite:
 Taking care of the cow herd is a priority for the Schuler family.
 The original ranch house, back in the day and present-day
 The Schuler family (L to R) Christy, David, Butch, Susan, and Stephanie.

A strong business has also helped Schuler step back onto the family place. For three generations, Red Angus and Schuler's Red Composite — a Simmental, Red Angus cross — have been the focus of the program. A commitment to data and performance, priorities in both breeds, have pushed the business forward. "We put all of our effort into research and data, and that has allowed our cattle to be very good in the market," Schuler explains.

The Schuler program's mission statement is centered around a three-part model. The first priority is the female. Schuler shares, "Number one is that we get the cow right. We have to make sure our cow factory is well taken care of, and that they are healthy, have adequate nutrition, and are happy."

The second priority is the calf, considering the direction each will go, genetically and with the end product in mind. Third, Schuler considers bull selection. "We have the opportunity to get the bull right every time. Each year we make those decisions for each cow specifically, which is something we shouldn't take lightly. We choose where our herd can go each year," he explains.

Champions of Crossbreeding

Simmental became a part of the Schuler program to fill a demand for crossbred, heterosis-focused bulls. Crosses are tracked and evaluated each year. "They can

be five-thirds, all the way up to seven-eighths cross Red Angus and Simmental, or vice versa," Schuler shares.

The benefit of crossbreeding is a core value at Schuler Red Angus. "The data says that on average a Schuler Red Composite will give us one more calf in her lifetime than a purebred would," Schuler explains. "We're practicing what we preach, and showing people that it works, it's profitable, and the bulls speak for themselves."

Schuler and his father, Butch, are eager to share about the benefits of crossbreeding. Their philosophy veers off the standard seedstock path of sticking to one breed, with their website including research and data to this point.

Crossbred bulls are not only a valuable offering for their customer base, but also essential to their own cow herd. Stayability is one of the most valuable traits long-term, and Schuler recognizes that the modern beef system asks a lot of females. "There are 365 days in a year. A cow's gestation is around nine months. It takes around 80 days to fully recuperate after birth and be healthy enough to have another calf. During that year, there are winter storms, drought, and fires. If you consider each phase, a cow might have five days off in one calendar year where she isn't growing a calf, raising a calf, and milking," Schuler explains.


Feeding out the lower end of each calf crop — only the top 200 bulls out of a 1,000-head calf crop make it to

(CONTINUED ON PAGE 14)

There Are No Magic Beans

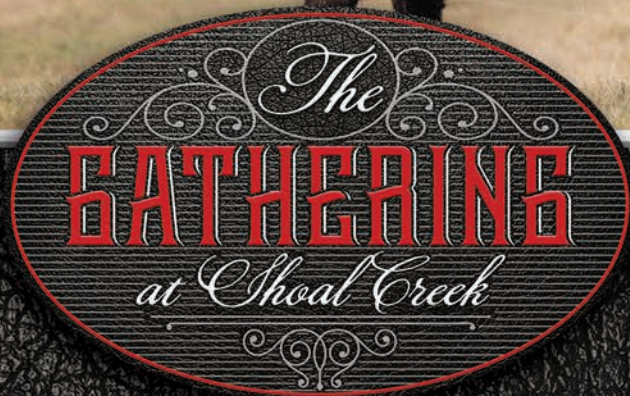
Keeping your family on the ranch
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13th Anniversary Sale

Saturday, April 6, 2024 - 12:00 PM

Shoal Creek Sale Facility, Excelsior Springs, MO



SC Sniper K113

KBHR Sniper E036 x HILB/SHER G749E (Bliss)
3/4 SM Herd Bull Prospect



SC Lola E28

TKCC Carver 65C x Limestone Lola W232
Bred to RVR Revolution 063K



SC Fort Knox K115

W/C Fort Knox 609F x SC Sadie F105
PB SM Herd Bull Prospect



SC Sacerac K103

Mr SR 71 Right Now x Bramlets/
HSF Sacerac H853
PB SM Herd Bull Prospect



SC Excellent Lady K1

CLRS Guardian 317G x WLE
Dew T Stroke F39
Bred to RVR Revolution 063K



SC Untouchable E20

Sandeen Upperclass 2386 x
LLSF Untouchable U925
Bred to LLSF High Profile J903



SC Up The Ante K144

Ruby Up The Ante 9171G x SC
Daisy Duke C1
PB SM Herd Bull Prospect



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ENTERPRISES INC.

For the Future of the Cattle Business

(CONTINUED FROM PAGE 11)



the sale pen — allows for valuable data collection and evaluation. Finished cattle are sold directly to the packer, and the returned carcass data is linked to each animal, and their relatives, through the Cow Sense program.

They began collecting carcass data in 1991, and continue to purchase customer cattle each year to feed and develop, in addition to their own retained cattle. Today, they have a rich dataset, and generations of carcass information to reference.

Utilizing technologies has vastly improved the Schuler family's ability to track genetics, make decisions, and efficiently manage the operation. Schuler's mother, Susan, leads this effort, organizing the various sets of data. "I have a Google form on my phone and will put the data right in there, including tattoo number, birth weight, sex, or any comments I want to make on the cow," Schuler explains. "I press submit, and it gets shared. Mom will transition that into the Cow Sense database."

Leading the Charge

Industry and community involvement are important to Schuler as a young person in the industry. His wife, Christy, teaches agricultural programs in Bridgeport, keeping them connected to the local community. The couple has served on the Young Farmers and Ranchers committee for the Nebraska Farm Bureau, and Schuler has also been a part of the Young Cattlemen's Connection group.

Schuler is a part of the growing group, Sustainable Angus, which aims to utilize things like genetic selection tools and regenerative practices to help bridge the gap between the industry and consumer demands.

From top: Data is collected and submitted for tracking as soon as calves are born.

Schuler puts a great deal of thought into breeding decisions, ensuring bulls work for their commercial customers.

Schuler checking on a group of bulls being developed for sale.

Schuler is actively involved in the sustainability movement. He provided his insight on the subject, and what it means for him as a young beef producer.

What does sustainability mean on your ranch?

Schuler: Sustainability can mean a breadth of things, but to me, it is the ability to produce more with less, with the vision and mission that those practices can be done for generations to come. We can measure it by our profits more than we think. More value year after year is a great marker. Land health and herd health is more than a year-by-year basis; the longer we can measure this, the better we can practice it. Healthy cattle plus healthy land equals healthy profits in the long run.

Any specific practices you employ?

We love to work hand-in-hand with our local county Farm Service Agency office. They do an incredible job working with us to find cost-shares that help fund sustainable projects such as pasture pipelines, solar wells to replace wind wells, bird ladders in tanks, Conservation Reserve Programs, invasive species control, and many other projects. They not only help with caring for the resources and land we are graciously gifted to operate, but also help create generational infrastructure to our operation. I am forever grateful for my mom and dad on how they think in decades, and not months, on “ranch maintenance and fixes” across the land. All wells are on flow meters and we keep track of all feedstuffs and shrinks. Knowing what we can do better when it comes to resource consumption is the first step into finding ways to be more efficient.

How might genetic selection be a part of the sustainability conversation?

This is sort of the “Wild West” in my opinion on where we can go on this subject. We are working with a couple groups and Universities to find possibilities within this space. It can be carbon credits all the way to “check boxes” on sustainability practices on our ranches. At the end of the day, it needs to be profitable for the common producer. “More sustainable genetics lines (such as feed efficiency, heifer pregnancy, etc)” — those days are coming, it will just take time to adjust our marketing and accuracy of our data we collect on these traits. My goal would be to allow and push the market to find the value of these sustainable steps respectfully before any government mandates come into effect.

Any tips for communicating with consumers?

There are many social media personalities that do a way better job than I do when it comes down to these communications. But for me, it comes down to connecting with them as people, sharing that I care for my land and cattle as if they are family. I started making “cattle art” with my cows with feed on the ground just for fun, making shapes and fun messages with photos from my drone. But when I found out that consumers and others outside agriculture enjoyed my art just as much as I did, I started making shapes and messages supporting things that I care about outside agriculture, and we found a common bond doing that. I found my connection that way to the consumer, and I never thought that would happen in a million years. Now, every Christmas I share a certain “Cattle Art” for all my followers and friends to see, and I love the community it has built. Our cows and I got to be on a Super Bowl commercial for my bank in Nebraska and surrounding states this last year performing our cattle art we make — it doesn’t get much better than that!

ST

Schuler feeds cows in various shapes, posting the images to social media. The family’s brand is shown here.



\$API: 135
STI: 80

Long's Redwood H8

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



\$API: 108
STI: 66

BTYL Doc Holliday 202G

Loaded Up x JS Black Satin 9B "Boots" donor
ASA# 3565419 • Black • Homo Polled
Doc Holliday is a great new baldy who was
Champion Bull in Denver! Ultra sound and
stout by the Boots donor!



\$API: 174
STI: 103

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: 117
STI: 90

KRJ Dakota Outlaw G974

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



\$API: 120
STI: 73

SJF SMJ Payroll 7245J

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



\$API: 96
STI: 64

Only One 905K

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



\$API: 119
STI: 80

LLSF High Profile J903

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



\$API: 112
STI: 71

SFIS Unstoppable J3

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



\$API: 150
STI: 86

WHF/JS/CCS Woodford J001

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



\$API: 92
STI: 66

2K

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



\$API: 116
STI: 85

LLSF Vantage Point F398

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



\$API: 123
STI: 74

Felt Perseverance 302F

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



\$API: 186
STI: 108

LCDR Affirmed 212H

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



\$API: 108
STI: 74

WHF/JS/CCS Double Up G365

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



\$API: 115
STI: 73

JBSF Berwick 41F

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



\$API: 172
STI: 105

HL Tommy Boy K65

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



\$API: 116
STI: 69

Wood Ruthless 151H

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



\$API: 128
STI: 79

ZTGC Just Cuz 52K

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



\$API: 121
STI: 77

GOE Lets Roll 749J

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



\$API: 166
STI: 98

TSN Architect J618

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

COOL Additions!

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www.cattlevisions.com



\$API: 114
STI: 73

SJW Exit 44 7111E

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



\$API: 136
STI: 78

Rocking P Private Stock H010

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



\$API: 206
STI: 117

CLRS Guardian 317G

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



\$API: 127
STI: 76

KJK1 38 Special 801J

JSUL Something About Mary 8421 x R Built To Believe 801F
ASA# 3927280 • Hetero Black • Hetero Polled
Cool profiled SAM son with a cool face backed by a great cow family!



\$API: 111
STI: 76

SO Remnant 418J

SO Remedy 7F x STCC Ms Persistent 7161
ASA# 4035943 • Black • Polled
Great Remedy son who was Reserve Champ at NAILE & Cattlemen's Congress!



\$API: 128
STI: 79

W/C Bet On Red 481H

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



\$API: 164
STI: 102

CLWTR Clear Advantage H4G

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



\$API: 113
STI: 74

W/C Red Bird 269J

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



\$API: 139
STI: 86

W/C Express Lane 29G

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



\$API: 99
STI: 72

SWSN Cash Flow 81E

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



\$API: 129
STI: 94

SAS Infra-Red H804

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



\$API: 201
STI: 116

BAS Money Maker J801

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



\$API: 176
STI: 92

Bar CK Red Empire 9153G

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



\$API: 148
STI: 87

ES Right Time FA110-4

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



\$API: 130
STI: 78

WHF Entourage H450

KCC1 Exclusive 116E x WHF Delilah 45D by TJ Main Event
ASA# 3924201 • Hetero Black • Homo Polled
WHF & Boyert's exciting new herdsire!



\$API: 95
STI: 62

ALL/FCF Hot Topic 099H

Profit x FCF Phyllis 532
ASA# 3926810 • Hetero Black • Homo Polled
Hot Topic was the 2021 NAILE Grand Champion % Bull! His dam is one of the hottest Angus donors in the world!



\$API: 100
STI: 72

LLSF Draft Pick H383

LLSF Better Believe It D64 x Kenco Steel Magnolia
ASA# 3804789 • Homo Black • Homo Polled
Reserve National Purebred Bull Calf Champion and leadoff in Lee's Champion Pen! Add power!



\$API: 109
STI: 71

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

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

AMERICA'S COW

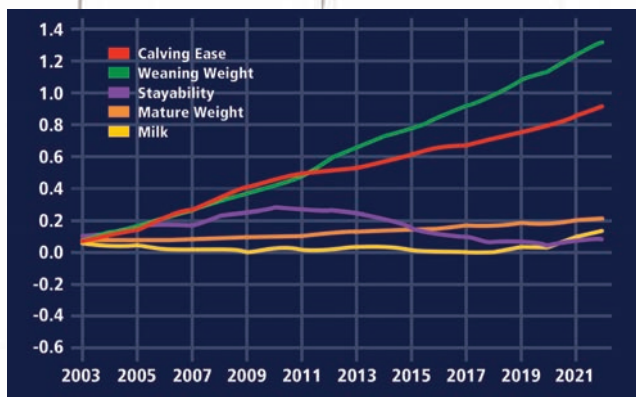
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Simmental cows set the bar for fertility, weaning weights and exceptional calving ease suited to a variety of environments. Simmental cows are adaptable, built to last in heat, fescue or high altitudes.

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.

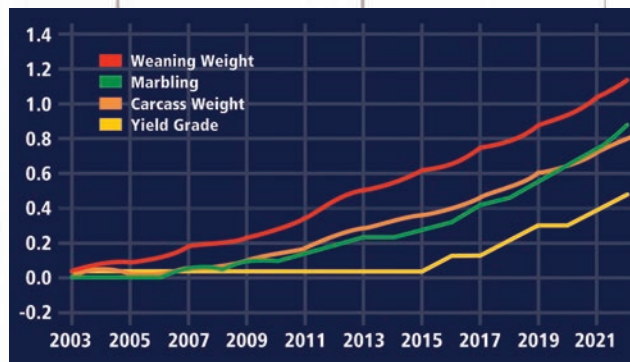
Simmental calves reliably perform in the feedyard – with better growth, better structure and fewer health problems. Simmental cattle add pounds without sacrificing marbling.

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.

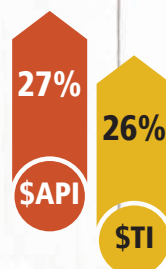
Trait	Simmental rank compared to other Continental breeds
Marbling	First
Carcass Weight	Second
Back Fat	Second
Post Weaning Gain	First

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.

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Considering Sustainability

by Lilly Platts

The term “sustainability” is increasingly common in conversations surrounding beef production. What does it mean, and how might it apply to your operation? Fall Focus 2023, held in Denver, Colorado, featured expert talks focused on this subject. The following features Steve Wooten, an industry leader with both real-world and organizational experience in industry sustainability.

Wooten is the immediate past chair of the US Roundtable for Sustainable Beef (USRSB). He is also the owner and operator of Beatty Canyon Ranch, which began utilizing rotational grazing practices 30 years ago. Their primary focus is on maximizing rest periods after grazing, in addition to a number of management practices focused on sustainability.

Wooten has seen the conversation surrounding sustainability taking shape, noting the importance of the National Cattlemen’s Beef Association’s support of the USRSB in 2015, which put beef industry experts at the table during important conversations.

The USRSB focuses on six areas: air and greenhouse gas emissions, land resources, water resources, employee safety and well-being, animal health and well-being, and efficiency and yield. “We engage the entire supply chain,” Wooten said.

A thought-out grazing plan is a management practice Wooten strongly encourages, across all operations. This plan would include knowing the animal unit per month (AUM) calculation for each piece of land, letting land rest, especially during growth, and planning for changes in weather. “It’s a dynamic annual process that gets adjusted no matter how much you plan in January. I promise you, you will be making adjustments in it and making critical management decisions,” Wooten explained. “We try to create a really resilient, robust carryover of forage in our operation.”

Generational turnover, and “keeping working lands in working hands” is another consideration. “We want it [land] in families because families have a vested interest when they’re on the ground working there. Second,

if you can do some sort of creative management with a young couple with people outside the family until the family can come back around, there are a plethora of techniques to keep working lands and working hands. But like I said, primarily we want to keep families on the land. They’re important to the community that they’re in.”

Water is another critical piece. “We can do a lot with our grazing management to hold what [water] falls, especially in the Western two-thirds of the United States. When it finally falls, we want it to stay where it is. We don’t want it running off eroding our pasture land, but then also putting sedimentation into the downstream water flows,” Wooten said.

Invasive species can interrupt optimal water retention, requiring a strategic, long-term plan for minimizing these plants. “We doubled carrying capacity and pastures that we cleared pinion juniper out. Everyone is fighting the encroachment of some sort of woody element that wants to come in and take your pastures from you,” Wooten explained.

Wooten then discussed animal welfare and well-being, highlighting a roundtable discussion about consumer perception of the beef industry. Consumer polls showed that the environment and animal welfare were the top concerns. He then discussed elements of animal welfare that are important to both the consumer and the producer, like dystocia and prolapse. “Animal welfare was number one by a factor of 7% over the environment. They [consumers] love our product. They still have huge confidence in all of you out there and what you’re doing,” Wooten shared. “They just want to know that from the time an animal is born, when they’re on pasture, and as they move through the process that we take the measures to make sure that there’s quality of life. That’s important to them and turns out to be a relatively easy thing for us to do.”

Worker safety is another important factor that both consumers and producers care about. “We decided this [safety] has to be something that we address, and say that it is important within our industry that we train and try to prevent injuries at all levels. Our young people learn as they’re growing up and we hope that it keeps them safe. But the other thing that happens is as we hire employees. We have to train them to our philosophy,

and to our standards of how we're going to interact with cattle, and how we're going to interact with equipment, making sure that their safety is foremost in our mind," Wooten said.

Profit is a commonly discussed measure of sustainability; however, discussing this area with the general public is difficult due to the misconception that producers only care about making money, so the USRSB chose to call this category "efficiency and yield." Nutrition is one element Wooten discussed. "We need to push nutrition as an efficiency to performances. If you have key performance indicators on your operation that you want to hit, nutrition is definitely a part of it," he said. "It's our job to make sure that they have a tremendous amount of forage availability at all seasons, that they can survive a three-foot blizzard, and that we meet them with the right nutrition so that their body is functioning properly. They have a highly active immune system. And that that calf is also getting that immune system brought up because one of the key indicators for us as our calves leave the ranch is that the immune system is at peak. And we do that by working with nutritionists and building a product."

Genetics are an evolving element of efficiency and yield. Wooten shared, "This is where I think the most exciting changes and advancements are going to take place in the next ten years as more and more commercial producers get into the field of genomics to try to get a baseline of what their operation looks like."

While weaning weights are a part of efficiency and yield, Wooten explained that simply trying for bigger numbers each year doesn't fit under a sustainable model. "For us, it's not all about weaning weights. It's about profitability," he shared.

Greenhouse gas emission is a broader, more difficult issue for many in the industry. Wooten said, "The elephant in the room is greenhouse gasses. A 2019 study said that US agriculture is responsible for 10% of all US greenhouse gasses. The same study said that beef is responsible for 3% of those greenhouse gasses."

Extensive research is taking place in this area, and while this work and future developments may be out of actual producers' hands, Wooten noted that the benefits of running beef cattle on range far outweigh this issue. "We keep healthy ecosystems functioning," Wooten



Wooten presenting at Fall Focus 2023. He believes that beef cattle are an integral part of caring for rangeland, and feeding the world.

said. "The beef community uses a technology that produces high-quality protein from solar energy locked within plants inedible to humans. The technology produces a natural organic fertilizer. It's mobile without fossil fuels and it self-replicates. And that's our cattle."

Wooten then discussed the USRSB's long-term goals, which include getting producers both within and outside of their organization to adopt several practices that improve sustainability. The shared goal of caring for working lands and helping the next generation is at the core of both the USRSB's mission, and the industry's. "These are the future land stewards, these are the future managers, these are the future advocates for this incredible industry. And that's what we work for every day to make sure that they have an opportunity to follow our footsteps," Wooten concluded.

ST

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 PhD 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, 2024, with announcement by May 15, 2024.

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.

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Calving Interval and Gestation Length

Brian Freking, Oklahoma State University Extension

Breeding efficient cows is usually measured by a cow's ability to calve each year and maintain a yearly calving interval. Recently, one of my cows provided a calf on February 14, 2023, and turned around and provided another one on December 20, 2023. This cow has reached the pinnacle of reproductive efficiency. Normal beef cow gestation length is 283 days; therefore, subtracting those number of days from the latest calf puts conception for March 12. Now subtracting this conception date to the Valentine's Day calf only allows for 26 days of uterine involution and recovery from the previous birthing process. This is quite unusual. My management has bulls exposed to the cows during a limited breeding season resulting in a defined calving season, so apparently there was a visitor during the night to allow this immaculate conception to occur.

This example shows that selecting for reproductively efficient cows can be achieved. One of my main record-keeping goals is to keep track of birth dates and target for the start of calving season around March 1, which has a corresponding Julian day of 60. Some cows will not read the book and can have unique gestation lengths. The easiest way to find these cows is through artificial insemination because then you know the day of hopeful ovulation/conception and once the calf is born then gestation length can be calculated within an individual or breed differences.

Below is a chart showing breed differences in gestation length and age at puberty:

Breed (abbr.)	Gestation Length	Age at Puberty
Angus (AN)	282	359
Hereford (HP)	284	366
Holstein (HO)	281	345
Jersey (JE)	283	300
Brahman (BR)	293	426
Simmental (SM)	289	372
Charolais (CH)	290	398
Limousin (LM)	291	398

Source: USDA-MARC GermPlasm Evaluation Project Cycles I, II, and III.

Cow-Calf Producers: Are You on Offense or Defense in 2024?

Derrell S. Peel, Oklahoma State University Extension

The majority of the cow-calf sector has been on the defense for the past two to three years due to adverse weather and production cost conditions. Widespread drought has forced significant herd liquidation and resulted in additional feed and other production costs. It appears that the beef cow herd has decreased by roughly

11% since the last cyclical peak in 2019, and has decreased perhaps six percent in just the last two years due to drought. USDA released the January 1 cattle inventory numbers on January 31 and confirmed herd changes in 2023. The drought resulted in record-high hay prices in 2022 with only slight decreases in 2023. High prices for supplement feeds, fertilizer, fuel, and other production inputs have added to the cost challenges.

Going into 2024, production costs have eased somewhat, and drought conditions have improved in many regions, though considerable drought remains around the country. Many regions that have less drought or are recently removed from drought still need time for forage recovery or, particularly important in many areas, water recovery. With considerable uncertainty remaining about moisture and forage conditions for the coming growing season, many producers are logically taking a very cautious approach to animal stocking. Restocking drought-reduced cow herds will be a slower process in many situations.

On the other hand, some producers will be in a position to be more aggressive in 2024. Higher cattle prices and some moderation in production costs means higher profit potential and incentives to increase calf production. For some producers, this means retaining heifers or purchasing breeding females to restock to full production levels. Other producers, who are at full production capacity, can focus on maximizing calf production and sales in response to growing market incentives to increase cattle and beef production.

Cattle markets began transitioning in 2023. Though herd liquidation continued, beef production began to drop from the record 2022 level. Beef production will continue declining in 2024 and beyond. Beef cow herd liquidation will likely slow, perhaps stop in 2024, though there is little chance of any significant rebuild for a year or more. It will, of course, depend on weather and forage conditions in the coming year. The heifer retention needed to rebuild the herd will squeeze feeder supplies, feedlot production, cattle slaughter and beef production going forward. However, it is unclear how aggressive that process will be. Attempts for a faster herd rebuild will provoke bigger impact on cattle and beef prices; while a slower herd expansion will be less dramatic but will sustain tighter cattle and beef supplies, and higher prices, longer.

In general, cattle markets are encouraging more aggressive production. Individually, cattle producers may be able to respond immediately or may be forced to remain on the defensive due to physical or financial reasons. In all cases, producers should be thinking about how and when they can go on offense to take advantage of current and future market opportunities.

CONTINUED ON PAGE 30

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15.3	-0.8	94.3	155.7	0.38	8.4	20.4	67.4	19.5	12.0	47.5	-.33	.81	-.053	1.1	-.37	194.5	109.8
10%	15%	10%	2%	1%	15%	75%	25%	10%	45%	10%	80%	1%	85%	15%	35%	1%	1%

EPD's as of 1/30/24

Finding a Balance between Biggest and Best: Moving a Cow Herd toward Optimum Productivity

by Aaron Berger, University of Nebraska Extension

The use of genetic selection tools by cattle breeders has resulted in significant changes within the majority of major breeds over the last 30 years. With a few exceptions, the overwhelming genetic trend has been for more milk, higher weaning weight, and bigger mature weight. Without question, the use of Expected Progeny Differences (EPD) has enabled this change. While we have achieved our goals of more, have we achieved our goals of better? The late Dr. Bob Taylor from Colorado State University said it well: "Profitable cattle are usually productive, but productive cattle are not always profitable."

Weaning weight questions

Four different benchmark data sets for commercial cow-calf producers from the states of Minnesota, North Dakota, Kansas, as well as Texas, New Mexico, and Oklahoma have shown little to no change in average weaning weights or calf weaning rates in terms of the percentage of calves weaned per cow exposed over the last 15 years. This has to prompt the question why? How can it be that there has been such significant genetic

change in several breeds that should increase weaning weights, but records from several commercial cow-calf datasets would indicate that there has been relatively no change?

In 2014, Dr. David Lalman from Oklahoma State University made a presentation at the Applied Reproductive Strategies in Beef Cattle meeting titled "Matching Cows to Forage Resources in a World of Mixed Messages." In that presentation, Dr. Lalman made the case that the genetic potential of many cattle today is not supported by the forage resources available, so the animals never fully express their genetic potential. He presented data that shows the cost of maintaining larger cows with higher milk potential exceeds the value produced by small increases in calf weaning weights.

In 1988, Dr. Rick Bourdon wrote a paper titled "Bovine Nirvana – From the Perspective of a Modeler and Purebred Breeder" in which he presented the case that genetic selection should be toward the optimum for what a set of resources or environment could support. Dr. Bourdon stated, "To breed for optimum means to have a target in sight beyond which you don't want to go. If your goal is to maintain an optimum level for any trait, the evidence of your accomplishment is not visible change, but lack of it."

CONTINUED ON PAGE 34

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1DRA POWER STATION 3027

REG# 4803094
KBHR POWER STATION X MILWILLAH MARBLE BAR
BIRTH 77 ADJ. WW 625
BW -2.0 WW +76 YW +123 MILK +28

Lot 81

1DRA CAPTAIN 3002

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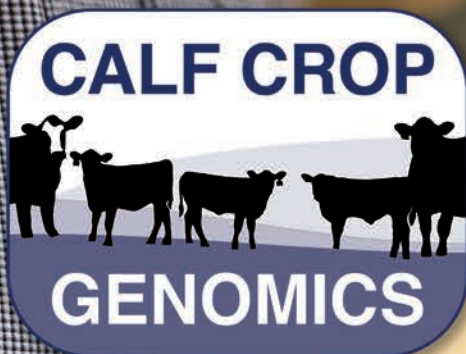
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Replacement heifer considerations

Cow-calf producers have EPD and index tools to make genetic selection decisions related to traits that impact levels of productivity and longevity. Producers selecting sires from which to develop replacement heifers may want to evaluate where their cow herd is compared to what they believe optimum to be. Producers can work with beef cattle genetic specialists and breed association representatives to help them identify what EPD levels for milk, weaning weight, and mature weight best meet their target. What a producer identifies as optimum in terms of milk production, weaning weight, and mature size can vary significantly from one operation to another depending

upon resources available and management. When optimum is identified, sires can be selected to produce daughters whose maintenance energy, longevity, level of milk production, and mature weight will move the cow herd toward identified goals given available resources.

Identifying and selecting optimum genetics for milk production and mature weight is a genetics selection approach that may require a change in focus for many cow-calf producers. It may mean selecting sires at a bull sale that are at or below breed average to move the cow herd genetically toward a desired level for certain traits. Selecting a bull that is “below breed average” is a paradigm shift for many cow-calf producers. Identifying a window of optimum given a set of resources and then selecting cattle that hit the optimum target is the goal under this method of cattle breeding. Success in selecting for optimum means that for many producers they will be selecting sires whose EPD for milk production and mature weight will decrease the average in their herd. Simultaneously, they should be using EPD to select for traits that will maintain or improve fertility and longevity. Genetic selection and breeding programs should focus on increased profit, and in many cases this may mean selection for decreased mature weight and milk production to move future replacements for the cow herd toward optimum.

AI-Powered Feed Bunk Reader Launched by PLT

The first system using artificial intelligence (AI) to predict cattle feed intake and make feeding recommendations has been announced by Precision Livestock Technologies (PLT).

The system generates daily quantitative feeding predictions based on hundreds of data points gathered

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W/C Fort Knox 609F
By W/C Bankroll 811D
EPD: CE: 11 \$API: 134 \$TI: 85



LTS Succession 29J
By W/C Relentless 32C
EPD: CE: 13 \$API: 97 \$TI: 64



W/C Night Watch 84E
By CCR Anchor 9071B
EPD: CE: 18 \$API: 139 \$TI: 83



Rocking P Private Stock H010
By WLE Copacetic E02
EPD: CE: 13 \$API: 136 \$TI: 78



SSC Shell Shocked 44B
By Remington Secret Weapon 185
EPD: CE: 18 \$API: 138 \$TI: 74



THSF Lover Boy B3J
By HTP/SVF Duracell T52
EPD: CE: 12 \$API: 148 \$TI: 91



JC King of the Road 468H
By KBHR High Road E283
EPD: CE: 14 \$API: 174 \$TI: 95



Ruby NFF Up The Ante 9171G
By Ruby's Currency 7134E
EPD: CE: 12 \$API: 120 \$TI: 68



ACLL Fortune 393D
By MR TR Hammer 308A ET
EPD: CE: 10 \$API: 91 \$TI: 67



LLW CARD Compass 086K
By LLW Card True North G71
EPD: CE: 13 \$API: 127 \$TI: 83



Only One 905K
By SFI Platinum F5Y
EPD: CE: 9 \$API: 96 \$TI: 64



Mr SR 71 Right Now E1538
By Hook's Bozeman 8B
EPD: CE: 15 \$API: 152 \$TI: 94



HOF New Era 1882J
By CLRS Guardian
EPD: CE: 15 \$API: 195 \$TI: 106



PAL/CLAC Meant To Be 823E
By Mr HOC Broker
EPD: CE: 11 \$API: 109 \$TI: 68



Reckoning 711F
By W/C Relentless 32C
EPD: CE: 8 \$API: 105 \$TI: 63



TJSC King of Diamonds 165E
By LLSF Pays To Believe ZU194
EPD: CE: 13 \$API: 114 \$TI: 69



KBHR Revolution H071
By HHS Mr 847D
EPD: CE: 13 \$API: 175 \$TI: 108



SC Pay the Price C11
By CNS Pays to Dream T759
EPD: CE: 7 \$API: 113 \$TI: 78



HLTS/CLRWTR Ahead of Time F1
By ES Right Time FA 110-4
EPD: CE: 17 \$API: 172 \$TI: 95



W/C Relentless 32C
By Yardley Utah Y361
EPD: CE: 10 \$API: 114 \$TI: 74



WLE Copacetic E02
By HPF Quantum Leap Z952
EPD: CE: 13 \$API: 108 \$TI: 77



Holtkamp Clac Change Is Coming 7H
By WLE Copacetic E02
EPD: CE: 13 \$API: 105 \$TI: 73



W/C Cyclone 385H
By W/C Bankroll 811D
EPD: CE: 11 \$API: 137 \$TI: 80



LLSF Vantage Point F398
By CCR Anchor 9071B
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WS Revival B26

By LLSF Uprising Z925
EPD: CE: 9 \$API: 104 \$TI: 66



LLSF Pays To Believe ZU194

By CNS Pays To Dream T759
EPD: CE: 10 \$API: 119 \$TI: 77



LLSF Dauntless K07

By HPF/HILL Uprising C104
EPD: CE: 13 \$API: 110 \$TI: 65



CLRS Guardian 317G

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EPD: CE: 16 \$API: 206 \$TI: 117



KSU Bald Eagle 53G

By Hook's Eagle 6E
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WLE Black Mamba G203

By WLE Copacetic E02
EPD: CE: 15 \$API: 138 \$TI: 82



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I Reckon 043J

By Reckoning 711F
EPD: CE: 11 \$API: 123 \$TI: 74



W/C Express Lane 29G

By Rubys Turnpike 771E
EPD: CE: 11 \$API: 123 \$TI: 74



CLRWTR Clear Advantage H4G

By LLSF Vantage Point F398
EPD: CE: 15 \$API: 164 \$TI: 102



NEW
3/4

Schooley Krown 28K

By KBHR Revolution H071
EPD: CE: 13 \$API: 172 \$TI: 108



LCDR Favor 149F

By LCDR Witness 541C
EPD: CE: 7 \$API: 128 \$TI: 95



LLW Card Merit 03H

By TL Ledger
EPD: CE: 10 \$API: 113 \$TI: 72



TL Ledger 106D

By Profit
EPD: CE: 11 \$API: 114 \$TI: 70



GCC New California 131J

By GEFF County O
EPD: CE: 3 \$API: 91 \$TI: 64



OBCC Kavanaugh F236

By OBCC Unfinished Business
EPD: CE: 13 \$API: 140 \$TI: 82



LLSF Favored One H98

By LCDR Favor
EPD: CE: 7 \$API: 128 \$TI: 95



Wheatland 3-D 1142J

By CKCC LD Dimension 8965
EPD: CE: 7 \$API: 121 \$TI: 75



WHF/JS/CCS Double Up G365

By W/C Double Down
EPD: CE: 11 \$API: 108 \$TI: 74



TJ 50K 485H

By TJ Teardrop
EPD: CE: 11 \$API: 158 \$TI: 88



W/C Style 69E

By Style 9303
EPD: CE: 15 \$API: 131 \$TI: 68



Mr Ishee Triple Trailblazer 018H

By KOCH Big Timber 685D
EPD: CE: 14 \$API: 145 \$TI: 81



NEW

Second Chance 601H

By VCL Foresight
EPD: CE: 8 \$API: 102 \$TI: 74



CDI Innovator 325D

By TJ Main Event 503B
EPD: CE: 12 \$API: 135 \$TI: 92

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from PLT's machine vision Bunk Management System and external data sources, taking into account feeding rates, feeding times, feeding cycles, cattle behavior, ration type, weather, and other factors. The company developed its AI-based algorithms through machine learning techniques, based on over 150,000 discrete pen days.

The system replicates the capabilities of a hyper-observant and highly trained cattle feeding professional. Using the system, PLT clients can both automate feeding decisions and give their employees an expert system against which to check assumptions and make corrections before costly mistakes are made. Rather than apply a "one size fits all" approach, the technology is configured to allow PLT to efficiently tune the output to match specific feeding protocols.

"Developing this capability has always been a high-priority goal for the company, and it is extremely gratifying to see the system adding value for our customers," said Andrew McKenzie, CEO. "Though we only released the system recently, customers have already confirmed that they are receiving valuable guidance. We are confident that the unique, objective data of our Bunk Management System can be harnessed to increase profits and improve animal health."

"Our team worked through many iterations and pilot rollouts to get the technology to this point, and we are very excited about its potential to overcome the factors that limit productivity in the cattle industry — having good data and the ability to use it to make well-informed, optimized decisions."

McKenzie added, "One powerful aspect of machine learning is that applications can continuously improve as more data is generated. As the company continues to add clients and expand system use to cover more cattle, the technology will continue to improve and generate higher returns for PLT customers."

Husker Team Receives \$5M Grant to Reduce Methane Emissions From Cattle

by Eric Buck, University of Nebraska

The research team is composed of University of Nebraska–Lincoln faculty members from the Department of Animal Science and Department of Biological Systems Engineering, along with researchers from the US Meat Animal Research Center in Clay Center, Nebraska. The team will study the interrelationships among animal genetics, the gut microbiome, and nutrition, with the ultimate goal of developing tools and management practices that can lower methane emissions from livestock.

The funding, which is through the USDA's National Institute of Food and Agriculture, is part of the US government's \$10 million investment toward projects

reducing intestinal methane emissions from ruminant animals. The response aligns with President Joe Biden's Global Methane Pledge made in September 2021.

The project is led by Paul Kononoff, along with fellow Husker faculty Samodha Fernando, Matt Spangler, Galen Erickson, Jessica Sperber, Richard Stowell, and Tammy Brown-Brandl. Additional researchers include James Wells and Bryan Neville from the Meat Animal Research Center.

Ruminant animals such as cattle, sheep, and goats have a digestive system containing microbes that break down plant materials and feed byproducts through fermentation. This process supplies vital nutrients to the animal while converting plants and other materials that humans are unable to digest into an important protein source.

However, a byproduct of rumen fermentation is the creation of methane, a greenhouse gas. Cattle may produce between 200 and 500 liters of methane daily. Once produced, methane is then belched into the environment. The volume produced highly depends on an animal's size and the feed consumed, as well as on its genetics and unique gut microbiome.

"We're developing a better understanding of the role of animal genetics and gut microbiome on not only methane production, but energy use and feed efficiency," Kononoff said.

Kononoff and his team will also investigate ways to establish a healthy microbiome in young animals that supports normal growth and production while reducing the amount of methane an individual animal produces.

"This work will ensure that young animals get off to an even better start in life," he said.

The research results will be used to develop new tools and practices for producers to continue producing food while reducing methane production from the animals that they care for. It will also help producers make better breeding decisions and improve feed efficiency for their animals. These science-based solutions will be delivered to producers through university Extension programs, aiding in the profitability and sustainability of family dairy and beef operations.

"This is innovative, high-impact research that is going to point us in a direction where we will have a better understanding of the interconnected factors that impact methane production in cattle and build a more comprehensive understanding of cattle nutrition and performance," said Derek McLean, dean and director of the Agricultural Research Division at Nebraska.

Ultimately, Kononoff hopes the research improves efficiency and profitability for livestock producers, too.

"Beef and dairy products are some of the most healthy, nutrient-dense and best-tasting foods we can enjoy," he said. "This research should further support the many

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8	3.6	94	142	.3	4	25	72	.38	144	92



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LBRS Genesis G69 x GLS Dash of Class D612
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Combines pedigree, look, and growth.

CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	\$TI
12	.4	98	149	.32	5	22	71	.61	163	104



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Top 30% \$API Top 35% BW
Balanced bull with calving ease and growth.

CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	\$TI
12	-.5	88	131	.27	8	23	67	.22	144	89



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HTG Watson 157J x MPC Sheesa C2
Top 10% CW Top 15% YW and ADG
Top 25% BW and WW
Balanced bull with calving ease and performance.

CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	\$TI
12	-.1	86	136	.31	6	22	64	.07	125	84



MPC Right On L8

ASA# 4231067 • PB SM
MR SR 71 Right Now E1538 x MPC Jenny J38
Top 20% BW, WW, MCE and \$TI
Top 30% CE and \$API
Unique blend of calving ease and growth.

CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	\$TI
13	-.5	88	131	.27	8	23	67	.19	144	89



MPC Kaboom L21

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Top 25% BW
Top 45% CE, WW, and Doc
Crowd favorite with a balanced set of traits.

CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	\$TI
12	-.2	80	110	.19	6	21	61	.12	131	81



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sustainable practices that beef and dairy producers currently employ in delivering food to consumers, opening new doors so that this food is produced in a manner that lessens the effect on the climate and Earth we all live on.”

Winter Weather Challenges for Bulls Can Affect Breeding Season

by Chabella Guzman, Bovine Veterinarian

Livestock producers know winter can be a challenge for their cow herds, and Karla Wilke, Nebraska Extension cow-calf/stocker specialist, reminds them not to forget about their bulls in their winter management plans.

“Bulls are one of our bigger investments in the cow herd, and 90% of the cows are still impregnated through natural service with a bull rather than artificial insemination,” Wilke said. “So, they also require year-round maintenance.”

While most cows are in larger groups, bulls tend to be in small groups, resulting in more exposure to the elements. Keeping them protected from the elements is crucial. A bull’s testicles can get frostbite, which could decrease semen production and quality, making it hard to pass their breeding soundness exams. Wilke suggests

windbreaks and some bedding of poorer quality feed bales or corn stalk residue bales to protect and maintain the bull. Winter weather can also create scenarios where bulls can be injured, such as on ice. If it doesn’t recover by the breeding season, it can create a loss, having to be sold or culled in the spring.

Winter is not the only season a bull can be at risk. Young Bulls especially can lose weight with low-quality forages in drought. A young bull can lose one to two points on a body condition score of one to nine during the breeding season. Maintaining a body condition score of five to six in winter will result in higher-quality semen than when bulls have a body condition score of four.

A livestock producer will also need more bulls for the breeding season if all their bulls are young. “A young bull, who is typically 12–16 months old, can breed 10–15 cows. A mature bull of 30 months or more can breed 25–30,” Wilke said. When mixing young and older bulls, keep an eye on the older bull. Older, larger bulls can injure younger bulls when fighting for dominance.

“It’s really important to have yearly breeding soundness exams done on all bulls,” she said. When a bull breeder sells a new yearling, that bull will have had to pass to go through sale. Producers will want to make sure older bulls continue to get soundness exams. A

CONTINUED ON PAGE 46



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^aUSMARC, Zimmerman, M., et al., "Breed and heterotic effects for mature weight in beef cattle," *J. of Anim. Sci.*, Vol. 99, 2021. ^bAdjusted for sire sampling, Angus was the heaviest at maturity among the 16 breeds evaluated. Solutions are deviations from Angus. YW EPDs were extracted from genetic evaluations conducted in 2019. ^cEstimate of MWT differences at 6 years of age. ^dThe study considered 108,857 weight records from 5,156 crossbred cows sired by 787 bulls.

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%	50	10	1	99	1	3	85	55

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dominant bull who cannot pass a breeding soundness exam and prevents younger bulls from having access to the cows can result in cows that do not get bred or get bred late in the breeding season. It takes a bull two months to produce semen. Again, younger bulls are still growing and will sometimes fall apart in the winter if their nutritional needs are not met.

What to Do with Cows that Have Lost Calves

by Aaron Berger, Jay Parsons, and Mary Drewnoski, University of Nebraska Extension

Due to severe weather, many cow-calf producers may have a significant number of first-calf heifers or cows that have lost calves in the spring. The following are things to evaluate and think through in making decisions regarding what to do with these cows.

Options with cows that have lost calves:

1. Keep and expose cows to rebreeding for spring calving the next year.
2. Put weight on and sell as cull cows later this spring or summer.
3. Sell cows immediately and replace immediately with a cow-calf pair or wait to replace in the fall with a bred heifer / cow.

Factors to consider when evaluating options:

1. Age and potential productivity of cows that have lost calves.

Evaluating the value of a cow today based on her expected future production potential minus her remaining production costs is referred to as net present value. Develop a partial budget for the estimated cost to retain a cow that has lost a calf from now until she will next wean a calf. How many calves can she be expected to wean based on her current age? Young cows (ages two to five) have a greater potential to have the life expectancy needed to cover the costs of holding and rebreeding them. Older cows with dental deterioration have less remaining production potential and it may be best to sell them immediately or in the late spring or summer, prior to historical seasonal cull cow market declines in the fall.

2. Cost and availability of summer pasture as well as fall and winter feed.

For many cow-calf producers, summer pasture is in short supply. All available grass or harvested feed may be needed for cows that have calves. If an abundance of pasture is available, will it be fully utilized with producing cows or replacement heifers? If pastures will not be fully stocked, then retaining cows that lost calves for weight gain or rebreeding may be a good use of this resource.

3. Current cattle cycle and projected cattle prices.

Will current projected calf prices be adequate to cover costs of holding non-productive cows? Cows retained this summer for breeding are essentially replacement animals. They won't be providing any income from calf production till the next fall. Does this added cost fit into your herd management plans and the number of productive cows you want to have in the herd for the next several years?

4. Biosecurity risk of bringing in bred cows or cow-calf pairs.

Bringing outside cattle into a herd brings with it biosecurity risks. Use care when purchasing bred cows or cow-calf pairs and then integrating these new purchases into the herd. Young calves can be especially susceptible to disease risks.

5. Selling Cull Cows and Purchasing Cow-calf Pairs.

Selling a cow that has lost her calf and buying back a cow-calf pair is an option that many producers will consider. Besides the biosecurity risk, evaluating this option financially involves comparing the value of a cull cow today, against the price of a cow-calf pair and the expected value of a weaned calf in the fall. Then take into account the additional cost of carrying a cow-calf pair through the summer and early fall versus a dry cow. Assuming the cow brought into the herd was of equal future productive value to the

CONTINUED ON PAGE 50

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4.2	6.2	95.2	150.8	0.35	5	24.1	71.6	11.4
DOC	CW	YG	MARB	BF	REA	SHR	API	TI
14.2	46.4	-0.25	0.16	-0.04	0.94	-0.2	102.8	78.9



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cow culled from the herd, this would give you the net cost of the exchange. Doing this allows a person to compare what would be the estimated cost/value of the bred cow in the fall that came from the purchased cow-calf pair versus retaining and breeding the cow that is currently part of the herd and lost her calf.

6. Cost of Production.

Knowing the cost of production will be important when evaluating replacement options. Costs for overheads related to labor and equipment in caring for cattle don't change very much based on the number of cows that are in the herd. If overhead costs remain the same while productive cow numbers drop, the overhead costs per cow will increase. Carefully evaluate the impact of having fewer productive cows in the herd and the impact of that on overhead costs per cow.

7. Cash flow and financial needs.

The need to meet financial obligations and service debt may require that any cows without calves be sold. Visit with your ag lender about what may be best for the overall financial needs of the operation when evaluating what to do with cows that have lost calves.

Deciding what to do with cows that have lost their calves is a decision that needs to be thought through in order to effectively evaluate what options may be best.

Several factors can influence the best choice to make in your situation. Whether keeping the cows and rebreeding them or selling them now as cull cows, careful considerations of cost and benefits is key to figuring out the best option.

Nutrition at Conception and Early Gestation Influences Gene Expression

by Aaron Berger, Nebraska Extension Beef Educator

This is a review of a 2017 North Dakota State University Beef Report article titled "Moderate nutrient restriction influences expression of genes impacting production efficiencies of beef cattle in fetal liver, muscle, and cerebrum by day 50 of gestation."

Research continues to demonstrate the impact of maternal nutrition on the developing fetus in beef cattle. A recent study at North Dakota State University with yearling beef heifers in early pregnancy examined and compared two groups of heifers that were managed the same prior to breeding, but after breeding were assigned to different levels of nutrition. Heifers in this study were estrus synchronized and bred via artificial insemination. Immediately after heifers were bred, they were randomly assigned to one of two diets for 50 days.

The first diet was a total mixed ration that was projected to provide nutrition at a level that would result in approximately one pound/day gain. The second diet was the same ration, only it was fed at 60% of the first diet, which resulted in a moderate nutrient restriction. A total of 14 heifers were used in the study with seven heifers being assigned to each diet. The seven heifers fed the first diet gained 1.12 pounds on average per day over the 50-day trial. The seven heifers fed the second diet, which was moderately restrictive, lost on average 0.18 pounds per day over the 50-day trial.

On day 50 of gestation for all of the heifers, an ovariohysterectomy procedure was conducted. Through this process, the fetal liver, muscle from the hind limb, and cerebrum tissue was collected. Ribonucleic acid (RNA) was extracted and RNA-seq analysis was conducted to determine differences in expression of genes. For the fetal liver, muscle, and cerebrum, a total of 548, 317, and 151 genes respectively were identified as being differentially expressed between the two groups of heifers.

This study shows that the nutritional status of beef heifers in the very earliest stages of pregnancy impacts how genes are expressed in their developing fetus. What isn't known is how this change in gene expression would impact the developing fetus as a calf throughout its life. Future research into the impact of nutrient status of dams in early stages of pregnancy on fetal development may provide producers with information to help them make strategic nutrition management decisions. Research may also provide insight into the impact of events such as

CONTINUED ON PAGE 54

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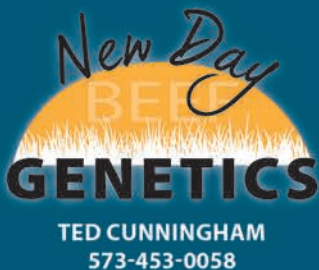
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drought on gene expression in cattle developing and growing in-utero when such events occur.

USDA Launches Remote Beef Grading Pilot Project

by Greg Henderson, Bovine Veterinarian

Secretary of Agriculture Tom Vilsack announced a pilot project on Friday that will allow more producers and meat processors to utilize USDA carcass quality grades.

The Remote Grading Pilot for Beef, developed by USDA's Agricultural Marketing Service (AMS), matches simple technology with robust data management and program oversight to allow a USDA grader to assess beef carcass characteristics and assign the official quality grade from a remote location, reducing costs and location as barriers to participation in voluntary grading services.

Secretary Vilsack announced the new pilot during a panelist discussion with livestock producers and independent meat processing business owners in conjunction with the National Western Stock Show in Denver, Colorado.

"On average, a beef carcass that grades as USDA Prime is valued at hundreds of dollars more than an ungraded carcass, but costs for this voluntary USDA service often prevents smaller-scale processors and the farmers and ranchers they serve from using this valuable marketing tool," Secretary Vilsack said. "This remote grading pilot opens the door for additional packers and processors to receive grading and certification services allowing them to access new, better, and more diverse marketing opportunities."

Cattle groups immediately voiced their support of the project. The National Cattlemen's Beef Association and the US Cattlemen's Association issued statements welcoming the project they believe will lead to better marketing opportunities for more producers.

"The USDA quality grades of prime, choice, and select are instantly recognized by consumers and an important way for cattle producers to be rewarded for raising high-quality beef," said NCBA Vice President of Government Affairs Ethan Lane. "NCBA is glad that USDA is launching this Remote Grading Pilot program and expanding opportunities for meat grading to occur in smaller, local processing facilities. This will increase marketing opportunities for cattle producers and help them capture more value from their product."

CONTINUED ON PAGE 58





L655 | ASA# 4322062

3/4 SM 1/4 AN | ADJ BW 92 | ADJ WW 854
OMF EPIC E27 x TJ SHARPER IMAGE 809U
10 1.4 93 141 8 17 59 API 142 TI88

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MARCH 15

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CLRS HOMELAND 327H son.



385L ASA 4206446



Homo Black, Homo Polled SimAngus™
\$API 157 \$TI 92
CCR COMMANDER 4404H son.



303L ASA 4206364



Homo Black, Homo Polled SimAngus™
\$API 183 \$TI 104
GIBBS FAST TRACK 0634H son.



337L ASA 4206398



Homo Black, Homo Polled SimAngus™
\$API 177 \$TI 93
GIBBS FAST TRACK 0634H son.



366L ASA 4206427



Homo Black, Homo Polled SimAngus™
\$API 155 \$TI 89
CLRS HOMELAND 327H son.



381L ASA 4206442



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3546L 3/4 SM 1/4 AN \$API 161 \$TI 87
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PAP 42
3012L SimAngus \$API 153 \$TI 80
ASA 4211764 - REDHILL 672X X004 231A son.



PAP 40
3476L SimAngus \$API 160 \$TI 93
ASA 4201722 - REDHILL ACCELERATE 12B 23H son.



PAP 42
3574L SimAngus \$API 143 \$TI 85
ASA 4201749 - LCRR STETSON 1228J son.



PAP 38
3465L SimAngus \$API 159 \$TI 88
ASA 4202422 - J-J720E son.



PAP 39
3001L PB SM \$API 180 \$TI 97
ASA 4211746 - HOOK'S EAGLE 6E son.

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FleckAngus Sons Sell

Other sires represented – OCC Hard To Leave, OCC Unlimited,
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US Cattlemen's Association independent beef processing chairman Patrick Robinette said, "Before today's announcement, it was simply unaffordable for an independent producer or processor to participate in providing quality-graded beef to the marketplace. On my operation, the cost would have averaged \$410 per head to receive grading services, which I would have never recouped."

"The pilot program would reduce that cost to \$4.56 per head," Robinette continued. "Now, the producers I serve will be able to access value-added programs that were previously unavailable to them. With the free ribeye grid device that will be provided to participating processing facilities, independent producers and processors can qualify for programs like Certified Angus Beef."

In addition to the pilot, Secretary Vilsack highlighted USDA programs in the West that create economic prosperity for farms, ranches, and rural communities by supporting on-farm conservation, bolstering new markets, creating jobs, and keeping farming and ranching viable for the next generation. The announcement builds on USDA's comprehensive approach to increase competition in agricultural markets, create a fairer playing field for small- and mid-size farmers and ranchers, and provide producers more options to market their products.

Consumers as well as buyers and sellers of beef rely on USDA quality grades, including prime, choice, and select, as a clear and standardized way to indicate quality. Everyone involved in the beef supply chain, from cattle producers to beef consumers, benefits from the greater efficiency permitted by the application of official US grade standards.

USDA offers these services to packers and processors on a user-fee basis. While over 90% of America's

CONTINUED ON PAGE 62



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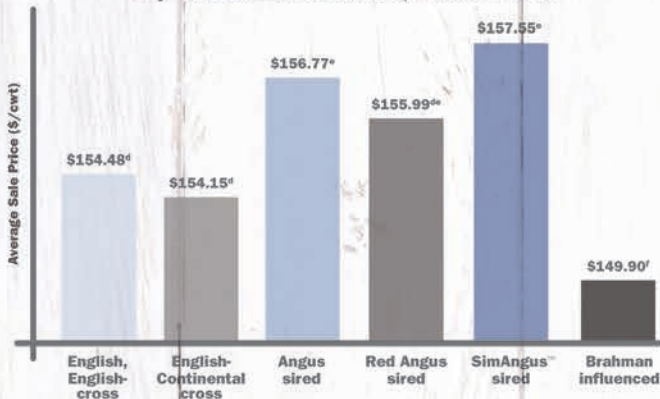
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^a For lots of 50 head or more. ^b Kansas State University, December 2020, Superior Livestock Auction data analysis of 3,280 lots, 394,900 head of beef calves marketed during summer 2020. (P<.0001)
^c Lots that qualified for breed-related programs were excluded from the model due to potential confounding effects with sire breed analysis and, for many, few lots in the data.
^{d, e, f} Means without a common superscript differ (P<0.05). Lots of calves in breed-identified groups were sired by bulls from the respective breeds and out of dams with no Brahman influence.



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SFG L308 :: S-Jailbreak :: ASA# 4238111 :: CE 15 • WW 92 • API 141 • TI 89



SFG L341 :: S-Cowboy Logic :: ASA# 4307189 :: CE 13 • WW 97 • API 148 • TI 97



SFG 353L:: S-Growth Fund :: ASA# 4238093 :: CE 13 • WW 86 • API 139 • TI 85

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fed beef supply is officially graded by USDA, most users are large beef packing operations. USDA's meat grading and certification services are significantly underutilized by small, independent processors, in large part due to the expense of paying for a highly trained USDA grader to travel to their facility to perform service in-person for a relatively small number of cattle that may not require a full day of the graders' work. Experience with remote grading so far has shown it dramatically reduces travel-related expenses, which makes the service more accessible to smaller processors.

In this pilot, trained plant employees capture specific images of the live animal and beef carcass. These images are submitted electronically to a USDA grader already stationed elsewhere in the US, likely located in another rural community, who reviews the images and accompanying plant records and product data, assigns the USDA Quality Grade and applicable carcass certification programs, and communicates the official grade back to the plant to be applied to the carcass. Plants can then use this information in their retail marketing and transmit carcass performance information back to producers.

The pilot will build on lessons learned during AMS' feasibility study of a "remote grading" process conducted during the second half of 2023. AMS will expand

its testing by engaging a larger and more diverse number of beef packers to participate in the development of this procedure. Through the pilot, AMS will gather additional information on actual cost and the level of in-person surveillance needed to ensure program consistency and integrity to formalize this innovative service option as part of the USDA Quality Grading Service.

The Remote Grading Pilot for Beef is limited to domestic beef slaughter facilities operating under federal inspection and producing products that meet the eligibility criteria for the USDA grading program.

What's a Good Bull Worth in 2024?

Mark Z. Johnson, Oklahoma State University Extension

The spring bull buying season is here and it's time to revisit the age-old question. The question has been asked forever, or at least as long as we have been breeding cattle with a notion of trying to make the next generation better. It is a classic and timeless question. It is an important question. At this time of year, when many bulls are being marketed and we are planning ahead for the spring breeding season, it is a question that is asked a lot!

CONTINUED ON PAGE 66

South Dakota State University

Annual Bull Sale

Friday, April 12 at 1:00 pm

South Dakota State University
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Join us for lunch prior to the sale!

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



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S D S Patriarch 325L (AAA 20696748)

	EPD	%
CED	5	60
BW	1.5	60
WW	91	2
YW	157	3
Marb	0.59	60
RE	1.00	10
\$W	82	3
\$B	156	35

As of 2/6/2024



S D S Patriarch 321L (ASA 4226412)

	EPD	%
CE	17.7	10
BW	-2.3	15
WW	83.2	25
YW	146.2	10
Marb	0.55	25
REA	0.96	15
API	166.4	10
TI	92.9	15

As of 2/6/2024

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\$API 154.3 \$TI 95.7



911L ASA# 4216491 SimAngus™
SAS COPPERHEAD G354 SON
\$API 95.3 \$TI 81.7



1373L ASA# 4217084 SimAngus™
KBHR BOLD RULER H152 SON
\$API 155.6 \$TI 88.3



947L ASA# 4217340 PB SM
GIBBS 8025F RANGER SON
\$API 143.3 \$TI 91.9



659L ASA# 4216461 SimAngus™
HOOK`S EAGLE 6E SON
\$API 138.7 \$TI 94.6



869L ASA# 4217138 PB SM
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K5105N - 4217956

Homozygous Polled
LCDR Intrigue X LRS Turning Point



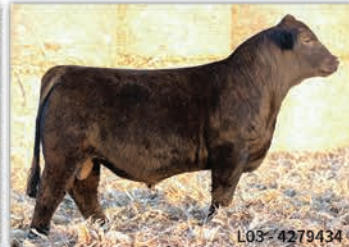
K5105W - 4217951

Homozygous Polled
Mr. SR 71 Right Now x GEFF County O



K79 - 4246518

Homozygous Polled
SFG Cowboy Logic X EO X Jestress B79



L03 - 4279434

Homozygous Black • Homozygous Polled
CLRWR Clear Advantage x PVF Blacklist



KH35 - 4093535

Homozygous Black • Homozygous Polled
W/C Need For Speed X WLE Copacetic



KL2 - 4292826

Homozygous Black • Homozygous Polled
CLRWR Clear Advantage X W/C Innocent Man



L71 - 4289912

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241K - 4246021

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JSUL Something About Mary x HILB Miss Versace



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CE	9.9
BW	2.7
WW	89.1
YW	138.4
MCE	4.3
Milk	27.4
MWW	71.9
Marb	0.13
API	141.3
TI	84.1

- A bull that can put some power and growth back into the shorter frame cattle.
- Out of a first calf heifer he boasted a 901 lb 205 day weight and a 1444 lb yearling.
- The power of his Dam, Art Miss E720 has created a strong interest in the purebred circle.
- The daughters in production have excellent udders and a feminine stature.
- Outcross pedigree that will complement most of the bulls in today's sire catalogs.
- One of the few true power bulls out there.

COLORADO BRIDLE BIT • ASA#: 3271382 • PB SM

CE	19.7
BW	-3.3
WW	72.1
YW	104.0
MCE	10.6
Milk	36.8
MWW	72.8
Marb	0.36
API	162.1
TI	89.0

- Colorado has proven himself with seedstock and commercial cattle producers alike as a go-to heifer bull.
- Daughters have beautiful udders and great dispositions.
- Chad Cook- "We now have used Colorado every year since he was sold to the Traxinger's. His progeny have impressed us each year and in 2023 a Colorado daughter produced the Re-charge bull which sold for \$100,000. Beautiful udders, feet and a quiet disposition.



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DCR KILLIAN • ASA#: 4118728 • PB SM

CE	16.9
BW	-2.6
WW	84.0
YW	128.0
MCE	10.2
Milk	26.3
MWW	68.2
Marb	0.46
API	163.2
TI	96.4

- A unique individual with a BW of 73 lbs to rank 4/80, WW 860 ranked 2/21 and YW 1399 rank 2/17.
- Outcross cherry red heifer bull candidate.
- First calves are dark red and are coming easy at birth.
- Tremendous set of EPD's that have calving ease, and high growth.
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The Answer

I remember first hearing the answer nearly 40 years ago as a student at Oklahoma State University: "A good bull is worth the value of five calves he sires." I've heard that answer again many times over the years. It is a good answer and a good rule of thumb to follow. The problem is it doesn't exactly narrow down the range. If we do a little "cowboy math," this answer may in fact lead to more questions. Such as ...

What is considered a "Good Bull"?

For this discussion, qualifications to meet "Good Bull" status are:

- A bull that sells with a registration paper that includes pedigree information and a complete set of genetic values (including EPD and economic indices) to be considered in the selection process.
- A bull that has passed a Breeding Soundness Exam (BSE) and sells with a breeding soundness warranty (terms will vary).

When are we marketing our calves? What is their value?

According to the most recent Oklahoma Market Report:

- 521-lb. weaned steer calves (Large, 1) are worth about \$2.96/lb. for a value of approximately \$1,542 per head. Therefore, if my future marketing plan is to sell weaned steers, $\$1,542 \times 5 = \$7,710$ is the answer.
- 910-lb. yearling steers (Large, 1) are worth about \$2.09/lb. for a value of \$1,902 per head. Therefore, if my future marketing plan is to sell yearling steers, $\$1,902 \times 5 = \$9,510$ is the answer.
- 1,400-lb. finished beef steers are worth \$172.50/cwt live for a value of \$2,415 each. Therefore, if my future marketing plan is to retain ownership through finishing and sell fed cattle on a live weight basis, $\$2,415 \times 5 = \$12,075$ is the answer.

So, in the current market, a good bull is worth somewhere between \$7,710–\$12,075 to a commercial cattle operation. Where exactly in that range depends on your marketing plan and the market conditions at that time. Not an exact number because there are many variables in play. One key point illustrated here is that the longer you own the offspring before marketing, the greater the value of the bull to your operation. Retained ownership gives you more time and opportunity to capture the value of your investment in genetics. It is noteworthy that we haven't considered the value added to replacement females if we select daughters as our next generation of cows. Bulls used to sire the next generation of cows have a greater long-term economic impact on the profit potential of your operation.

I encourage cow-calf operations to consider their production system and marketing plan. Doing so should

dictate where to apply selection pressure. Genetic values pay when you purchase bulls capable of improving genetic potential for the specific traits that will translate to added value at your intended marketing endpoint.

Keep the following chart in mind as another way to evaluate ownership cost of bulls on a per calf sired basis.

Bull Purchase Price:	\$6,000	\$9,000	\$12,000
Cost per calf sired*:	\$40	\$60	\$80

*assuming 150 calves sired over the duration of time as a herd bull.

Shareholder Proposal Pushes Tyson on Sustainable Packaging

Ahead of Tyson Foods' annual shareholders meeting, held in February, a nonprofit corporate sustainability watchdog continued its push for the processor to support a circular economy for packaging.

Tyson Foods recommended a proposal by As You Sow be rejected, saying the company is actively pursuing ways to reduce plastic and packaging waste and recognizes the need to promote a circular economy. The company's board also contended its current practices and disclosures would make the requested assessment and reporting duplicative.

"The Company shares proponents' concerns for reducing plastic pollution and is already engaged in efforts to improve packaging sustainability as well as providing public disclosure on progress on these initiatives," Tyson officials wrote in a proxy statement. "The Board therefore believes that the actions requested by the proponent are unnecessary and would not add meaningfully to our ongoing efforts in this area or to our current public disclosures about such efforts."

A new filing on Wednesday by As You Sow argues that Tyson's efforts fall short, contending the company doesn't publicly provide "any substantive" packaging data, lagging behind many other companies and putting it at risk of violating Extended Producer Responsibility (ERP) laws.

The organization credited Tyson for recently taking steps toward ERP by naming possible partnerships for collaboration on packaging, but reiterated its call for Tyson to evaluate the "full range of opportunities" available to support a circular economy.

"Our Company must avoid these risks by evaluating new circularity actions for packaging, such as setting a quantifiable and time-bound goal for reducing use of plastic packaging, voluntarily contributing financial support for recycling infrastructure, and disclosing packaging data," As You Sow officials said.

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L129 // ASA 4240750 // 3/4 SM 1/4 AN
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K370 // ASA 4062032 // 3/4 SM 7/32 AN 1/32 MX
GIBBS 9290G BAMA x TSN 1407 N150
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K279 // ASA 4061947 // PB SM
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SELLS WITH JC MR HURON CALF AT SIDE



K210 // ASA 4061886 // 5/8 SM 3/8 AN
WBF RL DEETS H126 x WBF DOWNTOWN D054
SELLS WITH INGRAM ICONIC CALF AT SIDE



K315 // ASA 4061983 // PB SM
PBF RED PAINT F88 x LCHMN BRIGHT LIGHT L122L
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L048 // ASA 4240671 // PB SM
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L053 // ASA 4240676 // 5/8 SM 3/8 AN
TJ STONE COLD 336G x GIBBS 1100Y HY DEACON



L059 // ASA 4240682 // PB SM
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L060 // ASA 4240683 // 3/4 SM 1/4 AN
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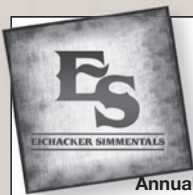
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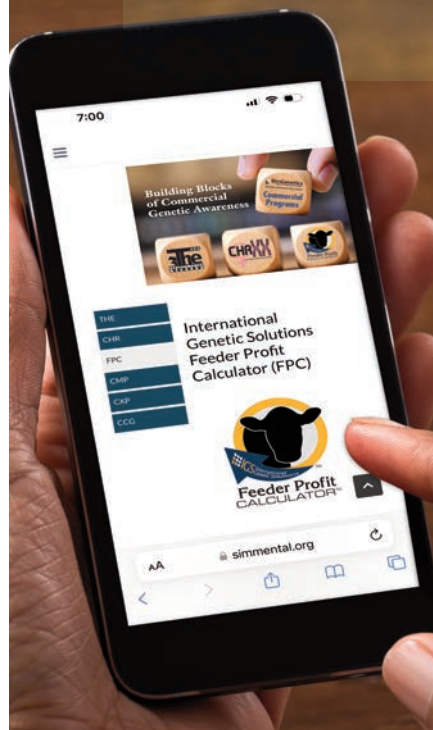
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CALENDAR OF EVENTS

MARCH

- 1 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 73)
- 2 Cason's Pride & Joy Bull Sale — Russell, IA
- 2 Gibbs Farms' Bull and Female Sale Spring Edition — Ranburne, AL
- 2 Moriondo Farms & MM Cattle Company's Spring Bull Sale — Mount Vernon, MO
- 2 Powerline Genetics' PAP Tested Bull Sale — Castle Dale, UT
- 2 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (pg. 73)
- 3 Gold Bullion Group's 22nd Annual Bull Sale — Westmoreland, KS
- 3 Windy Creek Cattle Company Production Sale — Spencer, SD
- 4 Hanel's Black Simmentals Annual Production Sale — Courtland, KS
- 4 Hill's Ranch Production Sale — Stanford, MT (pg. 71)
- 4 Rincker Simmentals' Sweet 16 Bull and Female Sale — www.sconlinesales.com
- 4 S/M Fleckvieh Cattle's Private Treaty Bid-Off — Garretson, SD
- 5 Doll Simmental Ranch 44th Annual Production Sale — Mandan, ND
- 6 Klein Ranch's Heart of the Herd Sale — Atwood, KS
- 7 Cattleman's Kind Bull Sale — San Saba, TX
- 7 Kearns Cattle Company's 35th Annual Bull Sale — Rushville, NE
- 7 Keller Broken Heart Ranch Annual Production Sale — Mandan, ND (pg. 72)
- 9 24th Annual Gonsior Simmentals' In the Heartland Sale — Fullerton, NE
- 9 Carcass Performance Partners Bull and Female Sale — Lucedale, MS
- 9 Great Lakes Beef Connection — Clare, MI (pg. 81)
- 9 Rains Simmental's Bulls of the Prairie — Oakley, KS
- 9 TN Beef Agribition — Lebanon, TN
- 9 Yardley Cattle Company's 51st Annual Bull Sale — Beaver, UT
- 12 Powerline Genetics' March Edition Bull Sale — Arapahoe, NE
- 13 RA Brown Ranch's Spring Bull Sale — Throckmorton, TX
- 14 B&B Simmental Cattle's Annual Sale — Gregory, SD
- 14 Brink Simmentals' Sale — Elkader, IA (pg. 82)
- 15 3C Christensen Ranch and NLC Simmental Ranch's Annual Production Sale — Wessington, SD (pg. 73)
- 15 Black Summit Bull Sale — Powell, WY
- 15 Marshall and Fenner Farms' 15th Annual Performance Tested Bull and Female Sale — Boonville, MO
- 15 Sunflower Genetics' Annual Sale — Maple Hill, KS (pg. 61)
- 16 Buck Creek Ranch's Bull Sale — Yale, OK
- 16 Colorado Select Bull Sale — Fort Collins, CO (pgs. 63, 70)
- 16 Eastern Spring Classic Simmental Sale — Columbus, OH
- 16 Lechleiter 36th Annual Bull Sale — Loma, CO (pg. 70)
- 16 MCA-MSU Bull Sale — Remus, MI (pg. 6)
- 16 Red Hill Farms' More Than A Bull Sale XIX — Lafayette, TN (pgs. 73, 80)
- 16 Rockin H Simmentals' Production Sale — Canby, MN (pg. 7)
- 18 Bridle Bit Simmentals All Terrain Bull Sale — Walsh, CO (pgs. 34, 70)
- 21 Western Cattle Source's 3rd Annual Bull Sale — Crawford, NE
- 22 7L Diamond Ranch's 4th Annual Bull Sale — Monte Vista, CO (pg. 41)
- 22 Great Northern Bull and Female Sale — Clear Lake, MN (pg. 39)
- 23 Clear Choice Bull Sale — Milan, IN (pgs. 64, 70)
- 23 R&R Genetics' Annual Bull and Heifer Sale — Willard, UT
- 23 T Heart Ranch High Altitude Bull Sale — La Garita, CO (pgs. 56, 57)
- 25 SWMO All Breed Performance Tested Bull Sale — Springfield, MO
- 27 Diamond H Ranch's Annual Production Sale — La Crosse, KS (pg. 31)
- 28 Wardensville Bull Test Sale — Wardensville, WV (pg. 49)
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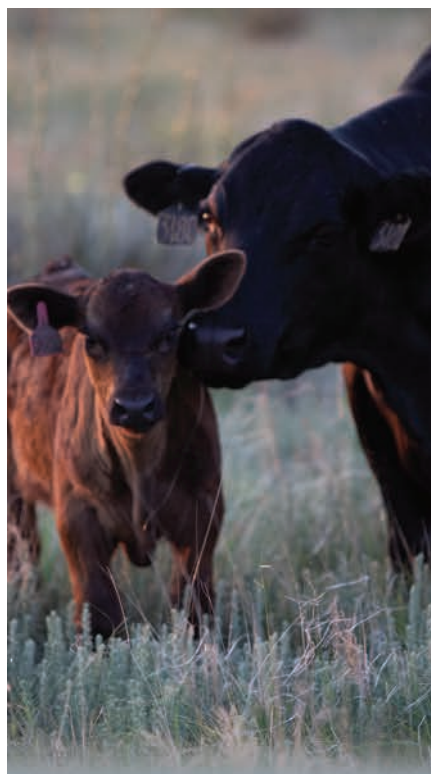
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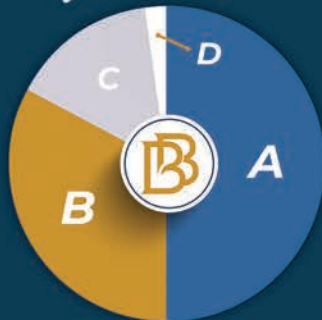
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Ad Sales Staff

For All Your Advertising Needs



Nancy Chesterfield
406-587-2778

nchesterfield@simmgene.com



Rebecca Price
406-587-2778

rprice@simmgene.com

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ASA# 4120968 || PB SM

CE	WW	YW	MARB	RE	SAPI	STI
15.9	93.2	165.2	0.45	1.08	174.8	100.3



FF ALLEGIANCE L1562

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- Name included on sponsor poster
- Name on fallfocus.org

Silver (\$500 – \$3,499):

In addition to the above perks, silver donors also receive:

- Banner ad on fallfocus.org
- Designed 20- x 30-inch poster
- eNews recognition.
- Tabletop space by registration desk for business promotion.
- Slideshow promotion during breaks

Gold (\$3,500 and above):

In addition to the above perks, gold donors also receive:

- Ten minutes to address attendees

Thank You TO OUR CUSTOMERS

AT THE 44TH ANNUAL GATEWAY BULL SALE



Whichever direction you are going,
they cross.



Thank you to Lyman Livestock of Spanish Fork, UT, for your purchase of Lot 3, GW 047L (ASA 4184948), a GW High Ball 102H son.



Thank you to Kenner Simmental of Leeds, ND, for your purchase of Lot 1, GW 552L (ASA 4184976), a GW High Ball 102H son.

Top sire group was the
High Balls - 52 sons averaged \$8,602.



Thank you to Bar K Cattle Co. of Tonasket, WA,
for your purchase of Lot 13, GW 432L
(ASA 4185260), a GW Triple Crown 018C son.



Thank you to Klein Ranch of Atwood, KS for
your purchase of Lot 2, GW 452L (ASA 4184964),
a GW High Ball 102H son.

What a great day

We had a great crowd and a real good sale.
We appreciate all the support.

Private Treaty Cattle For Sale

40 bulls available this spring and
400 bred heifers available in the 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

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