

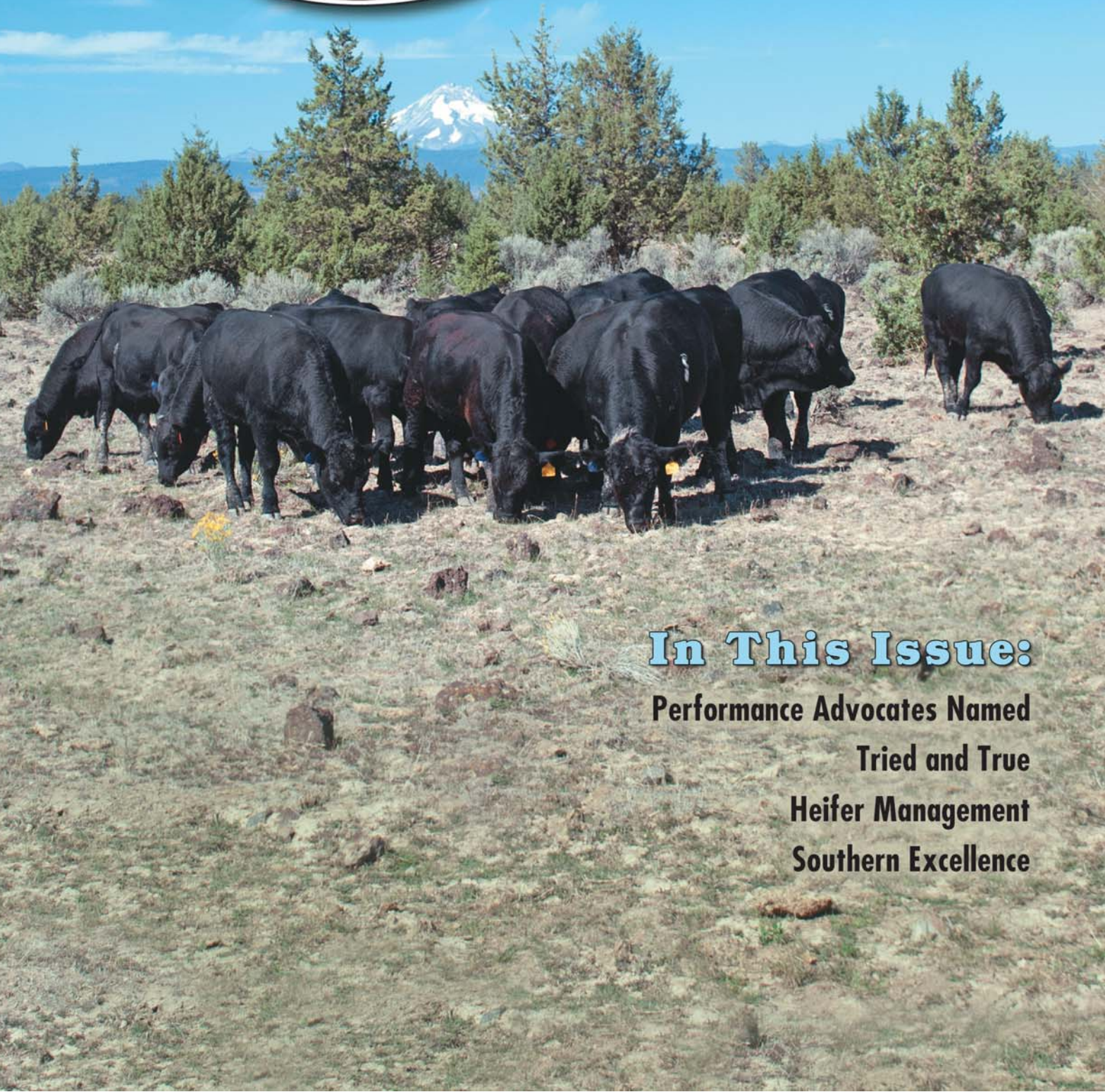
Volume 21 • Number 5

Late Fall 2013

SIM TALK

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In This Issue:

Performance Advocates Named

Tried and True

Heifer Management

Southern Excellence

ASA Area Representatives — “We’re Here to Serve You”



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ASA Area Representative Manager
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Foley, MN

“It is with great pride that we introduce ASA’s new field team,” said ASA Executive Vice President Wade Shafer. “This is a very impressive team with a wide array of expertise. Each member has extensive experience in the cattle industry and is highly motivated to serve, and we feel very privileged to have secured their services. Each representative will be attending sales and other member and industry events in their area — make sure to catch up with them when you have a chance.”

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that started the
breed years ago...*

If you haven't evaluated the Simbrah breed lately, then we invite you to do so!

Today's Simbrah are red and black, predominately polled, with emphasis on the non-spotter and non-diluter genes, but still with that touch of ear that makes them work in many environments. You will find the bulls to be high performing, moderately framed and clean sheathed.



SMITH WENTZ BLACKFOOT - A son of the #1 EPD bull of the breed, Smith Nu Wave II and LMC Diva. He has a top 10% ranking for API and a 1% for TI. Owned by Smith Genetics and Southwestern Farms.



RFI REAL DEAL - A son of Smith Evan, and out of a Smith Also N Red bred dam. He ranks in the top 2% of the breed for API and 3% for TI.



SMITH XTRAORDINARY - A son of Smith Isgrig Charismatic and out of Smith Madam W. He ranks in the top 1% of the breed for API and TI. Owned by Smith Genetics, Reavis Farms and Southwestern Farms.

FOR MORE INFORMATION ON TODAY'S SIMBRAH CONTACT



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smithgenetics1@gmail.com
www.smithgenetics.com

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VOLUME 21 - NO. 5

SimTALK

Linking SimGenetics to
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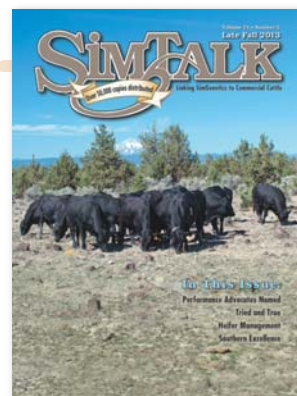
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About the cover:

Yearling bulls from the Bar CK Simmental operation, Culver, OR. Photo submitted by Mike Alley.

If you have recently advertised in *the Register* or *SimTalk*, you are automatically included in **Sales Call** for the month prior to your sale. **Sales Call** is broadcast to over 4,000 subscribers. **Sales Call** announces the date of your sale, location, provides a link to your sale catalog or website and a map.



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- ✓ Combines the strengths of IN FOCUS and Hummer into a complete package
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- ✓ Moderate framed, deep sided, heavy muscled and super easy fleshing

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+16.0	-0.3	+65.2	+101.0	+9.2	+21.2	+53.8		+12.2	+29.6	+0.0	+6.2	+0.0	+3.6	-.56	\$152	\$80
.91	.93	.92	.92	.88	.88	.89		.72	.61	.50	.65	.60	.61	.09		

(DDF)

FALL 2013 TOP 35%

29SM0390 SURE BET



DIKEMANS **SURE BET** ASA 2294262 PB SM
TJ 57J THE GAMBLER x GW LUCKY DICE 187H

The Total Package

- ✓ Homozygous black, homozygous polled
- ✓ Calving ease combined with proven, profit driven genetics and marketability
- ✓ One of the best overall EPD packages in all of AI - a must use sire
- ✓ Top 1% of the breed or better for MARB, REA and SHR
- ✓ Profit generating genetics ranking at the top of the breed for API and TI

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+10.1	-0.1	+65.1	+89.7	+10.1	+16.0	+48.5	+23.9	+17.5	+22.7	-.44	+.55	-.05	+1.28	-.78	\$155	\$81
.91	.94	.93	.93	.88	.88	.89	.26	.80	.61	.53	.64	.66	.67	.52		

FALL 2013 TOP 35%

29SM0449 CATALYST



MR ISHEE **CATALYST** ASA 2595882 PB SM
ELLINGSON LEGACY M229 OLIE x HC HUMMER 12M

ABS
SEXATION

Accelerate Your Herd's Potential

- ✓ Homozygous black, homozygous polled
- ✓ Curve bending 'OLIE' son that ranks in the top 5% of the breed for CE and top 10% for YW
- ✓ Great end product merit, ranks in the top 3% of the breed for Marbling and top 1% for REA
- ✓ Big performance, posted a 109 WWR, 110 YWR and a 17.71 REA
- ✓ Moderate framed, heavy muscled and posted a big 39 cm scrotal circumference

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+14.6	+1.6	+69.7	+114.5	+15.3	+27.2	+62.1	+19.3	+11.8	+40.7	-.47	+.35	-.08	+1.38	-.29	\$144	\$80
.23	.36	.33	.37	.22	.23	.26	.17	.16	.30	.22	.24	.25	.24	.14		

FALL 2013 TOP 35%

SIMMENTAL				Retail	30 Unit	50 Unit	100 Unit					Retail	30 Unit	50 Unit	100 Unit
29SM0385	BEEF MAKER	\$25	\$22	\$20	\$18	29SM0419	BREAK FREE	\$20	\$18	\$17	\$16				
29SM0390	SURE BET	\$22	\$20	\$18	\$17	29SM0427	SHARPER IMAGE	\$22	\$20	\$18	\$17				
29SM0404	GLS COMBINATION	\$22	\$20	\$18	\$17	29SM0432	RUSHMORE	\$20	\$18	\$16	\$15				
29SM0407	DUAL FOCUS	\$20	\$18	\$17	\$16	29SM0449	CATALYST	\$20	\$18	\$16	\$15				

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TAG NO. 153
Sim PB • (Xpectation x Ms Reality)



TAG NO. 15
SimAngus • (Step Out x Destiny Focus)



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PHENOTYPE AND ADDED MUSCLE MASS

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7.8	1.9	80.0	126.8	16.7	26.3	66.3	6.2	-.19	.23	.97	127.8	79.6
.80	.91	.90	.88	.67	.67	.72	.80	.44	.52	.49	Fall 2013	



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A A R TEN X 7008 S A
reg#: 2566684 | 014AN00377
IN FOCUS X ADAPTOR

THE ANGUS BREED'S LEADER FOR \$BEEF!
USE TO MAKE SUPERIOR SIMANGUS™!

CE	BW	WW	YW	MCE	MILK	MWW	DOC	YG	MARB	REA	API	TI
17.6	-2.8	72.3	148.7	9.0	36.0	72.1	14.7	.00	1.42	.74	174.6	98.2
.74	.77	.71	.71	.44	.46	.49	.19	.48	.62	.57	Fall 2013	



ANGUS

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HXC CONQUEST 4405P
reg#: 2376637 | 014AR02028
B571 X CHEROKEE CNYN

THE #1 RED ANGUS BULL FOR REGISTRATIONS IN THE
SIMMENTAL BREED!

CE	BW	WW	YW	MCE	MILK	MWW	DOC	YG	MARB	REA	API	TI
20.5	-6.5	56.1	92.4	10.2	17.3	45.3	11.2	-.01	.59	.28	144.0	68.3
.92	.94	.92	.92	.88	.88	.88	.63	.41	.45	.41	Fall 2013	



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ELLINGSON KLONDIKE Y123
reg#: 2616685 | 272SM00021
BEEF MAKER x RED TEDDY

ONE OF THE MOST IMPRESSIVE SIMMENTAL BULLS TO
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CE	BW	WW	YW	MCE	MILK	MWW	DOC	YG	MARB	REA	API	TI
10.3	1.9	84.6	130.7	11.1	28.0	70.3	11.9	-.44	.22	1.39	137.0	83.8
.22	.36	.33	.37	.20	.21	.25	.16	.22	.23	.22	Fall 2013	



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Performance Advocate Program Completes Fourth Year

Performance Advocate Program Showing Steady Growth

After four years, ASA's Performance Advocate (PA) program, which recognizes those breeders who consistently submit performance data on six different traits, has continued to expand. In the first year, a single breeder reached a perfect score of 600. During the second year, perfect scores expanded to eight breeders, and to 13 breeders after three years. The current listing shows 19 perfect scores.

In addition, 61 other breeders recorded scores between 500 and 599. The six traits, for which all data must be reported, are: calving ease, birth weight, weaning weight, yearling weight, yearling hip height and ultrasound. The maximum score for each of the six traits is 100, with the PA score calculated as the sum of the scores for each trait.

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

Circle H Cattle Farm, Marion Junction, AL

Circle H Cattle Farm, owned by Jimmy and Kathleen Holliman, is a pure-bred seed stock operation with the goal of producing quality homozygous black Simmental cattle. Science based decisions using EPDs, ultrasound measurements, as well as DNA profiles are used in selection decisions. Phenotype is also important as cattle are required to be structurally sound to remain in the herd. The first registered Simmental cows were recorded in

1982 at Circle H. These cows were the result of an intensive AI program and the use of detailed records to make selection decisions. Circle H, located in the Black Belt region of Alabama, where commercial cattle are a major contributor to the agriculture economy, strives to produce bulls that are in demand by the cattle producers in the area as well as throughout the Southeast. Their bulls are marketed through the Next Step Cattle Company Bull Sale, which is a group of progressive performance based breeders having a common goal of producing bulls that will keep their customers profitable. Heifers are marketed to select breeders through private treaty sales.

Holliman has served in many leadership positions in cattle organizations in Alabama and nationally. He has served as president of the Alabama Pure Bred Beef Breeds Association, the Alabama Beef Cattle Improvement Association and the Beef Improvement Federation where he received the Continuous Service Award. He currently serves as president of the 11,000 member Alabama Cattlemen's Association and also serves as a Trustee and Treasurer of the American Simmental Association Board of Trustees.

The philosophy at Circle H is to have complete performance records on all cattle which makes the Performance Advocate program a natural fit for their cattle operation.

Jimmy, Kathleen, their son, Bret and his wife, Mary Ellen are all advocates of the Simmental breed.

CONTINUED ON PAGE 8



From the left: Jimmy, Kathleen, daughter-in-law Mary Ellen, and son, Bret.

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YOUR SUCCESS *Our Passion*

Performance Advocate Program Completes Fourth Year

CONTINUED FROM PAGE 6

Ellis Simmentals, Tulsa, OK

After growing up on a farm, then leaving to spend 37 years in the business world, I decided to “retire” from the city and go back to my roots. I started a small cattle operation with a small Angus-based herd of young commercial cows. After raising a couple of calf crops with this herd and an Angus bull, I took a summer ranch tour sponsored by the Oklahoma Cattlemen’s Association. On this tour, I noticed that several of the larger ranches were adding thickness and increased weaning weights to their calves by replacing their Angus bulls with Continental breed bulls, especially Simmental and SimAngus™. At that point, I sold my Angus bull and bought a registered SimAngus bull from Willis Simmental Ranch in Marietta, Oklahoma, which I put with my commercial cows.

At the same time, I bought 10 registered SimAngus bred heifers as a seed stock herd for raising my own replacement heifers. After these heifers had their first heifers, I began using artificial insemination to breed these cows to a couple of the top API rated SimAngus bulls. I have been very pleased on both fronts. My commercial calves have been noticeably thicker and heavier, and my registered heifer calves have been outstanding additions to my herd. During this time I wanted to keep as much measurable information as possible about each of my registered calves. The best way I found to do that is by recording all of the performance measure information asked for by ASA. This information provides me with a key tool in improving the genetics of my herd.

A couple of AI calves sired by GW Premium Beef, which will be herd additions for the Ellis Ranch.



River Ridge 102 Cattle Company, Bedford, IA

We appreciate being involved in a breed that provides scientific leadership that is driven by data collection. The old adage that if we can measure it (a trait) we can improve the herd at home, our clients’ cows, and the nation’s cow herd. Economic relevance and improvement are paramount to the profit of our clients. Our goal is to provide attractive, highly productive, high performing trouble-free genetic material for our clients.

We visit many of our clients’ farms and ranches and help them get the most heterosis with some simple cross breeding systems. The Simmental breed offers the best opportunity to maximize heterosis on the nation’s commercial cow population of black and red Angus cows. The Simmental breed is the best continental breed to complement our clients and the nation’s cowherd.

CONTINUED ON PAGE 10

Roger Robison, left and Roger Brummett after weighing and tagging a new calf.



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Generations of Calving Ease, Growth & Carcass Merit Bred In.

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MCM TOP GRADE 018X



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- ✓ **Maternal powerhouse** - Cow family has a 103 BWR & 106 WWR on 19 calves.
- ✓ Calves born at River Creek Farms have all been solid black, born unassisted, small to moderate birth weights, with lots of vigor.

EPD	CE	BW	YW	MCE	MM	MWW	DOC	YG	MB	REA	\$API	\$TI
11	-2.2	99	17	39	68	13	-31	.51	1.14	149	80	
Rank	40%	10%	30%	1%	1%	2%	15%	15%	15%	1%	10%	10%

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Performance Advocate Program Completes Fourth Year

CONTINUED FROM PAGE 8

Most of our client base sell their cattle by the pound. Few finish them to the harvest weights. Our younger bull buyers spend a lot more time studying the data we provide. Several of our older clients trust that if we are offering bulls for sale that they are good ones both genetically and phenotypically and more than one have said that they appreciate and tend to rely on us keeping track of all the information.

We live in an area where corn and soybeans make up about one-third of the available acres. Forage crops and

CRP make up most of the rest. This is true here at the 102 River Ridge Cattle Company where we own 950 acres and rent another 215 acres of grass.

Our herd is about 135 spring calving cows, 25 fall females, and we retained over 30 heifer calves from the 2013 calf crop. We AI everything or put frozen embryos purchased from some of the leading seed stock producers in the country.

If you are ever in the neighborhood you are always welcome to stop by.

Breezin' B Simmentals, Mt. Vernon, MO

Breezin B Simmental Farm is owned by Gregg and Sandy Bailey and their daughter Ashley. Located in southwest Missouri in the heart of the Ozarks, the operation maintains 20-25 purebred Simmental cows utilizing both a spring and fall calving season with the majority of our cows calving in the spring.

As a seedstock producer our number one goal is to develop better performing cattle for the commercial cattlemen in our area. We believe that providing complete and accurate data helps our operation better analyze what is working and what is not. Collecting this data allows us to make adjustments as needed to improve our herd. Keeping complete records allows for a year in and year out comparison of cows within our herd and the ASA performance data is a part of our herd improvement process.



Calf from the herd of Breezin B Simmentals.

Cattle at Breezin B Simmentals are marketed mostly through private treaty sales throughout the year. Several of our heifers go to youth in the area to be shown at local, regional and national shows. Bred heifers are sold as replacements to both purebred and commercial operations. The steers are purchased by consumers that desire farm raised beef and appreciate knowing their food was raised locally. Breezin B bulls are marketed to commercial cattlemen that realize the importance of heterosis and the financial benefits of a managed crossbreeding program.

One of the areas we continue to work at improving are the All Purpose Index and Terminal Index of our Simmental genetics. Through the use of high API and TI index sires that exhibit good calving ease, growth, maternal and carcass traits we have maintained a cowherd that can produce quality genetics that commercial and purebred cattlemen alike can utilize with confidence. This past year our Simmental cowherd ranked 41st nationally in Stayability. Much of the improvement made in the past 10 years has been due to tracking cattle performance and providing complete and accurate information to the ASA data base. The Performance Advocate program can be another tool that progressive producers within the ASA utilize to measure the advancement of their herd.

CONTINUED ON PAGE 12

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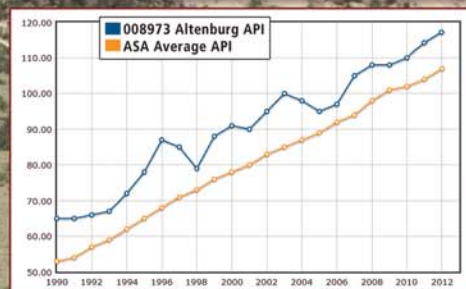
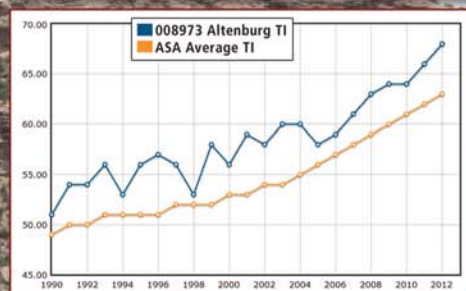
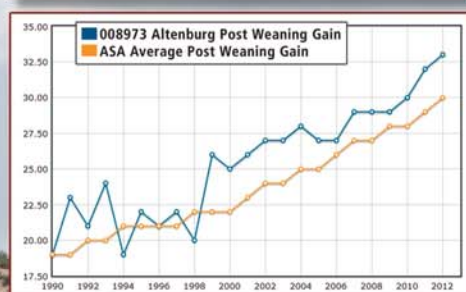
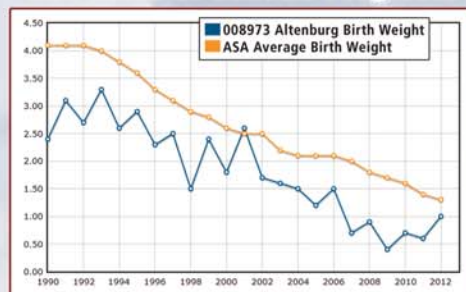
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AW

Performance Advocate Scores

Fall, 2011

Breeder	Score
River Creek Farms, Manhattan, KS	600
Jimmy Holliman, Marion Junction, AL	600
Brooks Simmentals, Manhattan, KS	600
Little Creek, LLC, Starkville, MS	600
Pinedale Farms, Clanton, AL	600
Bush Farms, Eufaula, AL	600
102 River Ridge Cattle Co., Bedford, IA	600
Spring Valley Farms, Castalia, IA	600
Lovaas Ranch, Canton, GA	600
Rocking W Cattle Co., Hollywood, AL	600
Irvine Ranch, Manhattan, KS	598
Tom Brothers, Campbellton, TX	596
Craig L. Hays, Maryville, MO	595
Red Hill Farms, Lafayette, TN	594
Bar CK Cattle Co., Culver, OR	593
WoodCo Cattle Co., Thomasville, AL	591
Meadow Lane Farms, Clanton, AL	590
Dixon Farms, Thomasville, AL	585
Sunshine Farms, Clanton, AL	583
Russell Gunter, Thomasville, AL	577
Mallett Simmentals, Lampasas, TX	566
Driggers Simmental Farm, Glennville, GA	566
Whelan Farms, Abanda, AL	559
Jeff Broadway, Monroe, NC	558
Gibbs Farms, Ranburne, AL	557
Deer Creek Farm, Lowesville, VA	557
Triple M Farms, Brent, AL	535
Calloway Cattle Co., Hogansville, GA	531
Virginia Tech, Blacksburg, VA	513
Martin & Son, Lyles, TN	500
Peck Simmentals, Whitehall, MT	500
Smoky Valley Farm, West Finley, PA	500
Select Cattle Enterprises, Rome, GA	500
Lodestar Simmentals, Wellington, MO	500
Rocky Hollow Farm, Poplarville, MS	500
Thomas E. Smith, Dickson, TN	500
CLO Simmentals, Lebanon, PA	500
Scott & Nancy Walbridge, Hinckley, MN	500
Jeff & Sherry Feight, Breezewood, PA	500
Breezin B Farm, Mount Vernon, MO	500
Lauren Grimes, Hillsboro, OH	500

Spring, 2012

Breeder	Score
Hook Farms, Tracy, MN	600
Promise Land Simmental, Plummer, ID	600
Brook's Simmentals, Manhattan, KS	600
Char-No Farm, Williamson, GA	600
Craig L. Hays, Maryville, MO	600
Tyrell Rousey, North Platte, NE	600
Jeff & Sherry Feight, Breezewood, PA	600
Red Hill Farm, Lafayette, TN	600
Kiburz/Hays, Afton, IA	600
Michael E. Dikeman, Manhattan, KS	595
McDonald Farms, Blacksburg, VA	595
Ellingson Simmentals, Dahlen, ND	587
102 River Ridge Cattle Co., Bedford, IA	580
R.A. Brown Ranch, Throckmorton, TX	578
Scott & Nancy Walbridge, Hinckley, MN	571
University of Nebraska, Lincoln, NE	565
Little Creek Farm, LLC, Starkville, MS	563
Jones Ranch, Telephone, TX	560
Mallett Simmentals, Lampasas, TX	552
J-C Simmentals, Clare, MI	549
Salinas Farms, Marion, MI	545
Virginia Tech, Blacksburg, VA	543
Bridle Bit Simmentals, Walsh, CO	542
Driggers Simmental Farm, Glennville, GA	542
Duffey Farms, Cincinnati, OH	539
T&T Cattle Co., Riverton, WY	532
Circle S Cattle Co., Dawson, MN	530
South Dakota St. Univ., Brookings, SD	527
Gerber Land & Cattle, Richmond, IN	509
Smoky Valley Farm, West Finley, PA	500
Lodestar Simmentals, Wellington, MO	500
M/S Stavick Simmental, Veblen, SD	500
Black Cypress Ranch, Greenville, TX	500
Double B Acres, Sterling, OH	500
Amanda Miller Wachs, Bear Creek, NC	500
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Tried and True

Rough terrain and severe climate are challenges to cattle production in the high desert of Eastern Oregon.



By Dan Rieder

Berry Anderson, ranch manager for Treetop Ranches' Eastern Oregon operation, has spent nearly 40 years closely allied with Simmental genetics, dating back to his days as a student at Brigham Young University (BYU) in his native state of Utah.

He is acutely aware of the value of hybrid vigor, especially under the rugged range conditions he works with on a daily basis. "I don't want a purebred or straightbred cow on the place, even a Simmental," he declares. "One of the main keys to the cow business is to make the mother cow fit your range. Some breeders get their cows too big and they're unproductive or come in open. We try real hard to make these cows fit our range and Simmental-cross cattle work extremely well on this high desert range."

Anderson's first exposure to Simmental genetics occurred in 1974, when his good friend, Paul Genho, later the ranch manager for the renowned Deseret Ranches in Florida, asked him to manage his Utah ranch, while he went to Texas A&M to work on his Ph.D. At the time, Anderson was working on his own education, a Bachelor of Science degree in Animal Science at BYU. "Paul had started Aling Simmental to a bunch of range cows the previous year and those crossbred calves left a lasting impression on me," he says.



Berry and Cathy Anderson, photographed at Treetop Ranches' headquarters in Parma, Idaho.

Since that time, Anderson has made a career out of managing large commercial cattle operations, emphasizing crossbred Simmental genetics at nearly every stop.

Following graduation from college, he went to work for the Utah-based Wheeler Enterprises. "Mr. Wheeler bought 500 F1 heifers from Deseret Ranches, which had bred 3,000 cows to some of those early Simmental bulls — Parisien, Galant, Beat and one other that I can't recall," Anderson said. "That's when I started to understand the value of Simmental cattle — while producing bulls, running a

heifer replacement program and managing a feedlot for Mr. Wheeler.”

It was during that time that Anderson also discovered the value of within-breed heterosis, breeding Abondance cattle, a strain of French Simmental, with Fleckvieh and Pie Rouge strains. “They were super cows — goggle-eyed, dark red, and the Abondance took the spots off them,” he explained.

After Mr. Wheeler passed away, his ranches were left to various charities. Anderson and a friend purchased a portion of the cowherd and moved them to Idaho, where they concentrated on producing bulls. “We crossed those high-percentage Simmental females with Salers and Angus, and even produced some Simbrahs for the J.R. Simplot Company,” he said.

Anderson’s next move was to a large, northern Montana ranch that was bordered on two sides by Glacier Park and the Canadian boundary. The “Double T” ranch, owned by a Canadian, concentrated on producing Stabilizer bulls for Leachman Cattle Company. Stabilizers are composites of equal parts Simmental, Hereford, Gelbvieh and Angus. “During my 11 years there, we built Stabilizers that became Leachman’s foundation herd,” he says. “We marketed 150 to 200 bulls each year through them.”

He then migrated to central Nevada where he managed the RO Ranch, a massive operation spread over 1.5 million acres. “In 2009, the owners made a decision to sell the ranch, and Larry Williams, who owns Tree Top Ranches, came down to look it over. He didn’t buy the ranch, but he did hire me to manage his Oregon operation,” he said.

Mr. Williams had sold his company, Idaho Timber, and shifted into the cattle business primarily in Idaho and Oregon. He also maintains a very successful thorough-

bred horse-racing program near Parma, Idaho. In 2012, William’s Horse Racing Nation’s “Rousing Sermon” finished eighth in the Kentucky Derby.

“Mr. Williams put the Oregon operation together over the last 10 years. It consists of six different ranches, totaling 750,000 acres. The ranches are not adjacent to each other, stretching about 150 miles long and 100 miles wide with other ranches interspersed among our properties,” Anderson said.

“We run about 6,000 cows and 1,000 replacement heifers each year. We’ve had a serious drought in recent years, so we’re cutting back our numbers a bit. It takes about 125 acres to run a cow in this rough, lava rock country,” he continued. “Our headquarters is very remote, about 50 miles southeast of Burns (population: 5,000), which is where we do most of our shopping. The nearest larger city is Boise, which is 180 miles to the northeast.”

It takes a large crew to handle the work for such a widespread outfit. Currently there are 24 employees, including mechanics, farmers and 10 full-time cowboys. A well-shod remuda of 50 saddle horses assures that fresh mounts are readily available.

“When I got here, they were using five different breeds of bulls that were just thrown into the cowherd to mate at random. There were Charolais, Red and Black Angus, Herefords, and Beefmaster,” he reported. “My philosophy is that you need hybrid vigor, but there needs to be a breeding strategy. Regardless of the composition of the cow herd, I want some Simmental blood in my bulls.”

Stabilizer bulls from Lee Leachman in Colorado, along with Simmental and SimAngus™ bulls purchased from Mike Alley of Bar CK Simmentals of Culver, Oregon, are being used in increasing numbers. “I’m a fervent believer

CONTINUED ON PAGE 16

**Bar CK Tebow, not long after
breeding 42 first calf heifers.**

Tried and True

CONTINUED FROM PAGE 15

in the API (All-Purpose Index) and Mike probably has the number one API herd of cows in the nation, in my opinion," Anderson pointed out. "Lee Leachman also has a dollar profit index that is similar to API and that works very well."

"I know that there are people who criticize API, but I know that it works!"

"In fact, I'm a partner with Mike on 'Bar CK Tebow,' a bull that I think may be the top API bull. He is currently 214 API and 101 TI. We bred him to 200 heifers just to test him, and we got super calving ease and high-quality calves. We weaned those calves at less than 200 days of age in a very dry year and averaged 550 pounds on the steers and 500 on the heifers. I know that there are people who criticize API, but I know that it works!" he exclaimed.

Farming is limited to hay production, more than 5,000 acres of irrigated grass and alfalfa hay in a normal year. "Usually, about half of the cowherd stays out on winter range, but in a short grass year like this, we'll have to supplement with hay," he says.

After pulling 1,000 replacement heifers, most of the remaining 5,000 calves are weaned, preconditioned and marketed through Western Video.

Anderson and his wife, Cathy, have been married for 39 years. They're the parents of four children, all involved in ranch management across the country. They're also grandparents to nine girls and five boys.

Their oldest is Seth, who manages 20,000 cows for Deseret Land and Livestock in Florida. Seth is the father of five, two boys and three girls.

The second Anderson offspring is Hollis, whose husband works for the Padlock Ranch at Ranchester, Wyoming. Hollis is the mother of four — three girls and a boy.

Austin, their third child, also works for Deseret, managing several ranches in Montana with total combined cowherds of 8,000 head. He has two children, a boy and a girl.



A first calf Stabilizer heifer with her Bar CK Tebow calf.



Berry and Cathy with their four children, from the left: Tyrell, Austin, Hollis, and Seth.

Finally, Tyrell, who just turned 30, is working on his masters degree in ranch management at the King Ranch Institute in Texas and is the father of three, two girls and a boy.

"Here in Oregon, we're trying to build a crossbred cow herd using F1s and composite bulls. I like Gelbvieh, Herefords, almost any breed under the right crossbreeding situation," he concluded. "If you cross commercial cows with a Simmental, they work. My goal is that within four to five years, we'll basically have a cow herd of SimAngus and Stabilizers."

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ACC	.45	.55	.45	.46	.32	.30	.34	.19	.38	.29	.29	.38	.27			
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Southern Excellence

A newly formed marketing coalition combines resources for marketing genetics.

By Dan Rieder



The Whelan family, from the left, Rick, Lisa, daughter Kimberly, daughter-in-law Amanda and son, Austin.

“We had been thinking about something like this for several years,” says Rick Wood of Woodlawn Farms, Clarkesville, Georgia. “My long-time friend, Rick Whelan (pronounced Wheelen) was a good candidate to serve as the primary caretaker and ideal site for a combination bull test and sale. First off, he is versatile, has a whole lot of resources that he wasn’t using, and also had time to handle whatever happened to come his way.”

The two friends consulted with former American Simmental Association Field Representative Jeremie Ruble, who advised them to link up with other mid-sized and smaller breeders. Ruble, who now runs his own independent Ruble Cattle Services based in Corydon, Iowa, convinced them that there is strength in numbers.

Ruble was familiar with the previous formation of several such marketing groups, and pointed out that prior experience would help them incorporate features from the successful groups’ operations, while avoiding the pitfalls of those whose efforts were less than successful.



"Getting Jeremie onboard was kind of a no-brainer for us," Whelan said. "His unique experience with ASA and his desire to build his own company has been invaluable to us."

Subsequently, ten breeders signed on to form the Southern Excellence Bull Development Group and the Southern Excellence Sale. The involved breeders, representing four different states, include: from Georgia: Barrett Farms, Mt. Airy, Lacoda Farms, Nicholson; Sills Brothers, Cleveland; and Woodlawn Farms, Clarksville. From Alabama: Dearmon Fork Farms, Millry; J&W Simmentals, Headland; Lee Boyd, New Brockton; and Whelan Farms, which is located at Wadley. Also joining the group were Clover Valley Simmentals, Ramsey, Indiana, and Katie's Simmentals, located at Wytheville, Virginia.

"Although we're mostly smaller breeders, every single one has exceptional genetics and a real passion for their breeding program," Wood said.

By July 1, the group had collectively consigned and delivered 67 bulls to Whelan Farms to be warmed up, fed and readied for the sale on December 14. The con-

signments are almost evenly split between purebred Simmentals and SimAngus™ composites.

"At this point, I am the chief cook and bottle washer," Whelan joked. "My wife, Lisa, and I provide the labor for feeding and monitoring the bulls."

After 18 years with the local power company, Whelan had resigned devote himself to breeding cattle. "I wasn't raised around cattle, but always had an interest in them," he reported. He was influenced toward Simmental by the Gibbs family, whose highly respected operation is located at Ranbourne, Alabama. His 40-head cowherd is primarily SimAngus and is run on 200 acres of quality grazing land.

"When we organized and made the decision to get this test up and running, I first had to get the facility ready. Lisa and I built our entire bull development facility this past summer by ourselves," he says. "I already had four 10- to 12-acre paddocks, but we set up feed bunks, built reinforced fences and put up shelters. We were ready when the bulls arrived."

The bulls are divided into groups of 16 to 17 animals and assigned to one of the paddocks. They're fed a ration developed by the Jackson Feed Mill at Ranbourne. "It's a proven ration that includes distiller's grain, corn gluten, soyal pellets, Vigortone mineral, Rumensin and corn," Whelan reported. "It's designed to keep them in good condition, not too fat, not too lean, but ready to go to work."

The bulls have been thriving, recording an average daily gain 3.68 pounds and all weighed between 1,100 and 1,400 on their September weigh date. "Because we're with them 3 to 4 times a day, all of them are very gentle and used to being handled. Health-wise, we haven't had any foot problems or other setbacks," he said.

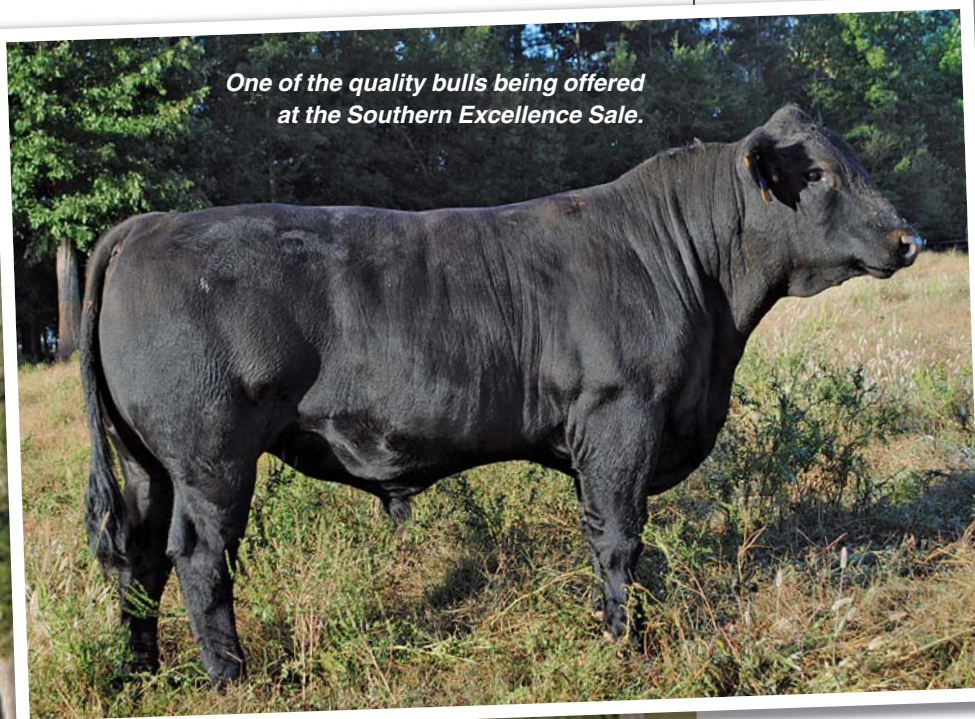
Whelan has consigned 19 bulls of his own to the effort and Wood has entered 16. Other consignments range from one animal on up.

Group members put up \$200 per bull to cover feed costs and promotion. "That's kind of an industry standard," Whelan said. "There will also be a sale commission, which will be returned to the individual consignors."

The Southern Excellence Sale will also be held at Whelan Farms. "On sale day, we'll have the bulls on display out in front of my house. After the buyers have looked them over, they'll move to a large tent, where we'll run video of the bulls on an over-sized screen. Our auctioneer, Scott Krosch of Kingsley, Iowa, will take it from there," he says.

The management team of Whelan, Wood and Ruble, who is serving as Sale Manager, has formulated a comprehensive promotional plan. Advertisements have been placed in both the *Alabama* and *Georgia Cattleman's* magazines, as well as in *SimTalk*. In addition, the sale is being promoted through whelanfarm.com and a monthly

CONTINUED ON PAGE 22



Southern Excellence

CONTINUED FROM PAGE 21

newsletter. A Field Day, co-hosted by Alabama Regional Extension Service Agent Jack Tatum, was held on October 29. The Chambers County Cattlemen's Association chipped in by sponsoring the Field Day lunch. "We're seeing a tremendous amount of enthusiasm from cattlemen throughout this region, so that's very encouraging," Whelan reported.

"My son, Austin, who is a youth (high school ages) minister in Douglasville, Georgia, has put the ads together, saving us the cost of ad development," he said, adding that his daughter, Kimberly, is studying to become a pediatric nurse.

Buyers will have a wealth of information upon which to base their buying decisions. In addition to current EPDs, weights and full pedigrees, the bulls will be subjected to ultrasounding, a breeding-soundness exam, and testicle circumference measurements. "We're being just as transparent as we can be," Whelan said.

CONTINUED ON PAGE 24



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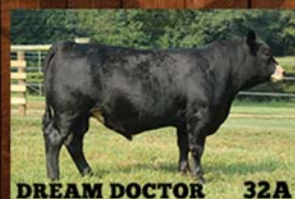
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Southern Excellence

CONTINUED FROM PAGE 22



“Our goal is production of cattle with above average genotype coupled with desirable phenotype.”

“We are looking at the potential for many of these same breeders being involved in the sale of females and perhaps feeder calf sales,” Ruble said. “If we can help the bull buyers sell their feeder calves, that will help create future demand for our bulls. We are planning to sell some open replacement heifers in the current sale, and bred heifers are definitely on our agenda for the next few years.”

Ruble, who doubles as a herd consultant for Whelan and Woods, maintains a focus on creation of superior cattle. “Our goal is production of cattle with above average genotype coupled with desirable phenotype. We know that there are cattlemen who purchase cattle chiefly on looks and others who buy strictly by the numbers. We are committed to combining both factors.”

Expansion of the bull development phase of their enterprise may be limited. “I think we can handle up to 80 bulls with my current facilities, although that’s about the limit,” Whelan said. “But, we certainly have a lot of potential for growth in the area of females and feeder calves.”

The partners are optimistic about the long-range prospects of the Southern Excellence Group. “We are definitely in this for the long haul,” Wood concluded. “We want it to be an annual event, growing and improving each year. We’ve put considerable thought and work into this endeavor and realize that people’s livelihoods and a lot of money are at stake.”

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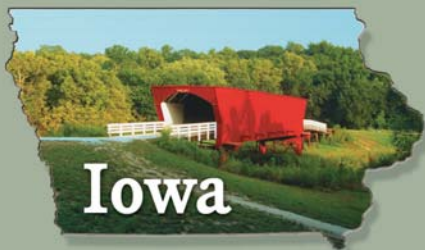
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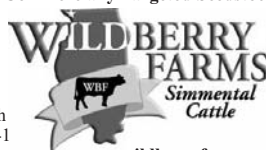
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MANAGEMENT PRACTICES OF DEVELOPING HEIFERS AFFECTS LIFETIME PRODUCTIVITY

By Dr. Jack C Whittier, Colorado State University



Editor's Note: The following paper, authored by Dr. Jack Whittier of Colorado State University was presented at the 2013 Beef Improvement Federation Annual Meeting. Part I appears in the Late fall issue of SimTalk, with part II to be presented in the January issue of SimTalk.

Introduction

The manner in which replacement heifers are managed during development has an impact on their lifetime productivity. Because beef production occurs across a wide range of environments and under many different production objectives, it is important for this presentation to focus on management practices that are somewhat "environment neutral". Therefore, I will focus primarily on fundamental principles related to heifer management and approaches that have proven beneficial under many different scenarios.

Heifer Management to Produce Early Calving Cows

As a boy, I recall my dad saying "Once an early calver, always an early calver". While Dad may have been exaggerating when he used the word "always", this fundamental principle has stuck with me and I accept it as a truism.

Principles from the 1950s and 60s in Montana (Lesmeister et al., 1973) An oft quoted study, to document the relationship of relative date of first calving compared to herd mates and subsequent calf production, was published in *Journal of Animal Science* in 1973 — forty years ago — by Lesmeister, Burfening and Blackwell (Lesmeister et al., 1973). I quote the summary from that article:

"A study was made of the effect of relative first calving date in beef heifers on lifetime production using production records from two beef herds [Bozeman and Havre, Montana]. The study involved 2,036 spring calves [born] from 481 cows weaned in October or November of each year. An initial calving group was determined for each heifer based on the relative birth date of her first calf. A subsequent calving group was similarly assigned to each additional calf from the same cow. Heifers calving initially in the early, first and second groups tended to calve earlier throughout the remainder of their productive lives than heifers calving initially in later groups. However, repeatability estimates for calving group in the two herds were 0.092 and 0.105 indicating that only moderate improvement might be made by culling cows that calve late during the normal calving season. Calves born in earlier groups grew significantly faster from birth to weaning and weighed more at weaning than calves born in later groups. Lifetime production was significantly affected by initial calving group. Early calving heifers had higher average annual lifetime calf production than late calving heifers. This study indicates the importance of managing and breeding heifers so they will calve early in the season and thus tend to maintain early calving throughout their productive lives. Such management should contribute profit in the cow-calf operation." (Lesmeister et al., 1973)

As mentioned, this study is frequently quoted since it describes and documents the benefits of managing heifers to calve in the first 21 days of their first calving season. Let's explore a few of the fundamental management principles that can be gleaned from this study and apply them to current opportunities in heifer development.

Principle #1 (Lesmeister) — Heifers that conceive early as yearlings during their first **breeding season appear to be "programmed" for productive lives.** The summary paragraph of this article demonstrates the wisdom of the authors in setting the stage for many of the management practices used in the beef industry currently. Today, the term "programmed" is frequently used in connection with "fetal programming", or the impact that the maternal environment plays on the performance of the individual throughout its life. The author's use of the term "programmed" did not encompass today's fetal programming meaning, but it is insightful that even in 1973, it was suggested that preparing heifers for early calving by nutrition and selection was a recommended practice. Here is a portion of the concluding paragraph:

"[T]hese data indicate the importance of managing first-calf heifers for early calving in the optimum season in herds with a limited breeding season and a definite time of weaning. A larger proportion of replacement heifers than needed should be bred, pregnancy tested and culled at the end of the breeding period if they are open. The heifers that conceive and calve the earliest immediately indicate their greater reproductive efficiency and lifetime potential. They should be given some preference in selection. The proper application of selection for rapid growth and early sexual maturity in yearling beef heifers and adequate nutritional regime are essential for "programming" beef cows for early, regular calving throughout their productive lives." (Lesmeister et al., 1973)

Principle #2 (Lesmeister) — Early-born calves performed better than later-born calves. The Lesmeister study was done with spring-calving cows in native range grazing environments near Bozeman and Havre, Montana (MT). The breeding season at Havre began approximately June 15 each year of the study and lasted for 60 days. The length of the breeding season at Bozeman ranged from 10 to 133 days. Weaning occurred each year in October and November across the 19 years at Bozeman and 15 years at Havre that were studied. The reported results for calf performance were:

"The calving group [early, mid or late] for a particular calf had a highly significant ($P < .01$) effect on its performance from birth to weaning. Calves born earlier in the normal season weighed more at weaning than later calves due to their older age and their faster rate of pre-weaning gain." (Lesmeister et al., 1973)



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Trait	CE	BW	WW	YW	MCE	MBW	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	API	TI	EPO	ACC	%	CE	BW	WW	YW	MCE	MBW	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	API	TI				
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EPO	8.1	3.0	69.1	102.1	9.6	26.1	50.7	20.7	9.6	34.8	36	39	31	1.16	6.7																								
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MANAGEMENT PRACTICES OF DEVELOPING HEIFERS AFFECTS LIFETIME PRODUCTIVITY

CONTINUED FROM PAGE 28

Calf survival from birth to weaning at Havre was also enhanced if calves were born early in the calving season. "Calving group significantly ($P<.01$) affected the percent of calves surviving from birth to weaning in the Havre herd but not in the Bozeman herd. The percent survival declined continually for each 21 days later that calves were born during the calving season at Havre." (Lesmeister et al., 1973)

Higher survival rate and greater weaning weights combined to improve the lifetime productivity of the cows. The authors emphasized this outcome when they stated:

"One of the most important findings of this study was the fact that cows calving early the first time produce more kilograms of calf ($P<.01$) in their lifetime than cows calving later the first time . . . Most of the difference in average annual lifetime production was associated with increased production at the first calving." (Lesmeister et al., 1973)

Principle #3 (Lesmeister) — Release of dominance expressed as heterosis in reproductive traits is real. The cow records in this study were collected during the 1950s and 1960s and included purebred Angus and Hereford cows in Bozeman and four different closed lines and one crossline of Herefords at Havre. The Havre crossline Hereford cows (line 5) resulted from mating line 1 cows with line 4 cows to evaluate the release of line-breeding dominance. The results of this crossing were:

"... cow line . . . significantly ($P<.01$) affected birth weight, weaning weight and ADG of calves . . . There was a consistent and statistically significant difference among the cow lines at Havre for all of the production traits analyzed. The crossline cows [line 5] consistently showed better performance than the straight line cows and earlier initial calving groups than the mean of straight line cows. The calves had heavier birth weights, heavier weaning weights, older weaning ages and higher average daily gains than the straight line calves. Inbreeding depression and heterosis were evident." (Lesmeister et al., 1973)

As noted, this study dealt with straightbred cows and cows of the same breed (Hereford) in a cross with selected lines. Numerous additional studies have clearly shown heterosis for reproductive traits when breeds are crossed. For example, Cundiff (Cundiff, 1970) reported the results of projects conducted by W-1, NC-1 and S-10 animal breeding regional committees. The reported conclusions from this report (Cundiff, 1970) identify the advantages of heterosis on reproductive traits as follows:

"... the major benefit will be accrued through the cumulative effects of heterosis on fertility, maternal ability and growth rate. It appears conservative to conclude that production per cow exposed for breeding can be increased 20 to 25 % by systematic crossing of British breeds. About half of this advantage is dependent upon the use of crossbred cows to take advantage of heterosis for maternal ability and reproduction." (Cundiff, 1970)

The advantage in herd survival rate to 12 years of age and longevity for crossbred cows compared to straightbred cows was reported by Núñez-Domínguez et al. (1991) from the population of Angus, Hereford and Shorthorn first-cross cows in the animal breeding regional projects described above by Cundiff (1970). Núñez-Domínguez et al. (1991) concluded:

"Survival of cows is an important component of lifetime productivity measured as the total calf weight weaned per initial replacement female. Longevity is an equivalent measure of cumulative survival at some final age. In either trait, performance of crossbreds was higher than that of straightbred cows. Thus, crossbreds needed fewer replacements than straightbreds and had a lower culling rate at any age." (Núñez-Domínguez et al., 1991)

Effect of Calving Distribution on Progeny Performance

The objectives of the Lesmeister paper published in 1973 from cows in the 50s and 60s discussed above were investigated recently in a paper by Rick Funston and co-workers (Funston, et al., 2012) in cows in Nebraska. The Funston paper reported on records from 1997 to 2010 for steer and heifer progeny from composite cows (Red Angus x Simmental) at the Gudmundsen Sandhills Laboratory, Whitman, Nebraska (NE). These two studies report on different environments (MT vs. NE), different breed-types (straightbred AN and HH vs. crossbred), and across a 40 to 50 year difference in time. Funston and co-workers also collected more detailed information, including feedlot and carcass characteristics of steer progeny and reproductive traits of heifer progeny, than Lesmeister and co-workers. This is expected with advances in sophistication of research approaches over the past 40 years since 1973. However, the outcomes of the importance of cows calving early in the calving season are very similar.

Principles from the 1990s and 2000s in Nebraska (Funston, et al., 2012)

In the introduction of the Funston paper (Funston, et al., 2012) the authors review additional advantages seen in other research reports as related to retention of cows in the herd and the influence of preweaning growth on puberty.

"Calving date can also influence the number of cows calving the next year. Cows that calved late 1 year tended to calve late or not calve the next year (Burris and Priode, 1958; Kill et al., 2012). In a review by Paterson et al. (1992), data are cited from the 1950s to early 1980s, indicating preweaning growth exerts a greater influence on puberty than postweaning growth." (Funston, et al., 2012)

Principle #4 (Funston) — Heifers born early in relation to herdmates, increases the likelihood that they will conceive early in their first breeding season. Funston and co-workers followed the heifer progeny through development and their first breeding and calving seasons.

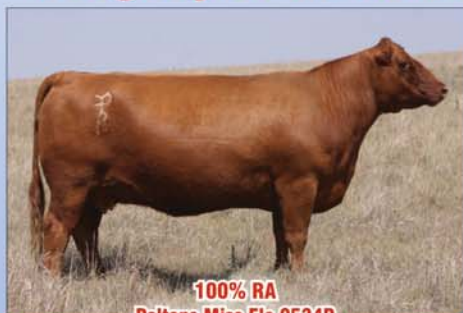
CONTINUED ON PAGE 32

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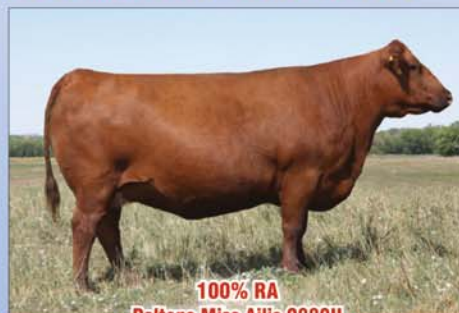
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100% RA
Peltons Miss Ailis 0880U
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3/4 SM 1/4 RA
Pelton Miss Kami 750T
WS Beef Maker R13 Daughter



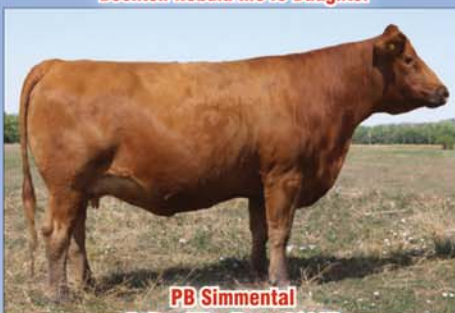
1/2 SM 1/2 RA
Pelton Mis Tay 6744X
Beckton Nebula M045 Daughter



1/2 RA 1/2 SM
Peltons Miss Bria 1404U
Bieber Romero 9136 Daughter



100% RA
Pelton Miss Addy 1535X
McPhee Done It 4345 (Dam is Jayla 0508S)



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Pelton Miss Force 9893T
Hooks Shear Force Daughter



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MANAGEMENT PRACTICES OF DEVELOPING HEIFERS AFFECTS LIFETIME PRODUCTIVITY

CONTINUED FROM PAGE 30

"Percentage of heifers cycling at the beginning of the breeding season decreased ($P < 0.01$) with advancing calving date (70, 58, and 39%, respectively) and 45 d pregnancy rates were lowest ($P = 0.02$) for heifers born in the third calving period (90, 86, and 78%, respectively)." (Funston, et al., 2012)

Dunn and Kaltenbach (1980) point out that females conceiving early in the breeding season result in increased postpartum recovery period the following year, thus increasing the probability of early conception again.

Principle #5 (Funston) — Early-born heifers tend to have early calves themselves. It is interesting, though not surprising, that heifers born as first calf progeny tended ($P \leq 0.10$) to have the greatest weaning weight if they were born to a heifer that was born in the first calving period. Thus, there was a generational advantage for early calvers.

"... more ($P < 0.01$) calves were born in the first 21 d of the calving season if the heifer herself was born in the first calving period." (Funston, et al., 2012)

Principle #6 (Funston) — Steer progeny from early calving cows produce higher value carcasses than late calving cows. The Funston study reported that steer progeny also displayed an advantage if they were born during the early portion of the calving season when compared with later born steer progeny.

"Carcasses of earlier born steers were more valuable on a [body weight] basis and received a greater premium on a carcass basis than later born steers." (Funston, et al., 2012)

A summary of the results reported in the Nebraska study is explained in the implications section of the Funston article as follows:

"Heifer calves born during the first 21 d of the spring calving season had greater weaning, prebreeding, and precalfing [body weight]; greater percent cycling before breeding; and greater pregnancy rates compared with heifers born in the third calving period. First calf progeny from heifers born in the first 21 d of the calving period also had an earlier birth date and greater weaning [body weight]. Calving period of heifer progeny significantly impacts development and first calf characteristics. Steer calves born earlier in the calving season have greater weaning [body weight], [hot carcass weight], and marbling scores. Increasing early calving frequency may increase progeny value at weaning and enhance carcass value of the steers. Managing groups of heifer and steer progeny by calving date may allow for more efficient use of resources and optimize reproductive performance of heifer calves and feedlot performance of steer calves." (Funston, et al., 2012)

Lifetime productivity has been shown to be greater in heifers managed so they calve early their first calving. This results from both older and faster growing calves that are born early relative to later-born herd-mates. Advantages of early-born calves are perpetuated by greater pregnancy rates at first mating in early-born heifers and greater carcass value in early-born steer calves.

Editor's Note: The concluding portion of this two-part series will address "Differences in Lifetime Productivity of Heifers Conceived by AI or Natural Service," and will appear in the January issue of SimTalk.

ST

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INDUSTRY UPDATE

Cow Herd Continues Decline

As of January 1, 2013, there were 29.3 million beef cows in the US, 2.9% less than one year ago and more than 10% lower than the most recent peak in 2006. In all, US beef cow numbers have declined during 15 of the last 17 years.

A spring increase in cow slaughter is attributed to producers culling open cows, cows without a calf, or other nonproductive animals before turning their cowherds out to pasture for the summer. High feed costs and drought-influenced pasture shortages have also contributed to the need for additional culling.

Cattle Gross Income Up

With production down by 1%, gross income on 2012 US cattle sales increased by 8% over 2011, according to USDA. Cash receipts from marketing of cattle and calves also increased 8% from \$63 billion to \$67.9 billion.

The USDA report does not include estimates for net income, which likely increased at a slow pace due to higher operating costs. All cattle marketed totaled 55.4 billion pounds, down 1%. Hog production was up 4% resulting in an overall increase in meat production of 1% when cattle and swine are combined.

North Dakota Passes Cruelty Bill

The North Dakota Legislature has approved an animal cruelty bill, which includes felony-level penalties for first-time offenders. The legislation provides for first-time offenders to be charged with cruelty, including animal neglect.

Animal neglect is defined as "failing to provide an animal with food, water, clean shelter and medical attention." The North Dakota action leaves neighboring South Dakota as the only US state without felony penalties for animal mistreatment.

Federal Grazing Rates May Increase

According to the Public Lands Council (PLC) and the National Cattlemen's Beef Association (NCBA), the administration's proposed budget includes a "74% increase" in government-owned grazing rates. The proposal would add \$1.00 per animal unit month (AUM) to the current rate of \$1.35, a figure that has seen a significant increase since the Reagan Administration.

Proponents of the added fee point out that the existing rate of \$1.35 for a cow/calf AUM amounts to about one pound of gain for the calf per month. Nursing calves on good grass, typically gain 50 to 75 pounds a month. Grazing leases on private land range from \$15.00 to more than \$30.00 per AUM.

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Migrant Labor Deal Approved

Farm groups generally approve of an agreement with the United Farm Workers that allows for hiring up to 112,000 foreign laborers to work in agriculture under a new visa program. An additional 112,000 slots will open up in subsequent years until a total capped number of 337,000 is reached.

Four US senators played key roles in reaching the bipartisan agreement: Republicans Marco Rubin of Florida and Orin Hatch of Utah, along with Democrats Dianne Feinstein of California and Michael Bennett of Colorado.

GMO Legislation Proposed

Federal legislation that would require food manufacturers to clearly label any product containing genetically modified organisms (GMO) has been introduced in the US Senate. If the labels are not attached, the manufacturer would run the risk of having the product classified as "misbranded" by the Food and Drug Administration.

The bill, titled "Genetically Engineered Food Right-To-Know Act," has 11 cosponsors in the Senate and 22 cosponsors in the House. The legislation has backing from a wide-ranging coalition of consumer groups, businesses, farmers, and fishermen.

Americans Skeptical of Organics

US consumers are growing increasingly skeptical of corporate "greenwashing." A recent Harris poll found that 60% of those polled believe that labeling food or other products as organic is just an excuse to charge more.

While Americans are showing increased concern for the environment, they aren't willing to pay extra to do something about it, the report concluded. Some of that doubt may be the result of recent research that indicates that organic foods are no more healthy for you than non-organics.

Red Meat Production Jumps

Commercial red meat product for the US reached 4.09 billion pounds in April, an increase of 6% from the 3.86 billion pounds produced in April of 2012. Beef production accounted for 2.13 billion pounds, followed by pork at 1.94 billion pounds.

The average live weight of processed cattle was up by 14 pounds to an average of 1,295 pounds. For the four month period of January through April, commercial red meat production was up slightly by 16.1 million pounds over the same period in 2012.

CONTINUED ON PAGE 36

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MWW 62.4 MARB 0.30 REA 0.78 API 125.5 TI 77.9



M2C PEACHES
Dream Doctor x 603P :: January Open Heifer

Expected Epd's
CE 9.0 BW 0.45 WW 49.6 YW 66.9 MCE 6.6 MILK 20.6
MWW 45.3 MARB 0.27 REA 0.45 API 106 TI 59



M2C MAGGIE 361A
Dewlt Right x 840 :: February Open Heifer

Expected Epd's
CE 7.65 BW 1.55 WW 62.2 YW 80.0 MCE 9.9 MILK 14.9
MWW 46.0 MARB 0.05 REA 0.58 API 100 TI 61

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Increased Fish Consumption

With the rapid population increases around the world, more and more food will have to be produced per acre of both land and water. Aquaculture has experienced sharp growth since 1990 with a record global total of 66 million tons in 2012, three million tons more than beef produced in the same year.

With higher feed prices and smaller herd sizes that limit beef production, aquaculture is in position to supply more of the global protein demand. The Earth Policy Institute reports that fish are more efficient at converting feed to weight, requiring two pounds of feed to add one pound of body weight.

Feral Hogs Spread to 38 States

Feral hogs, which have been around for close to 400 years, are continuing to widen their damage-causing range, while increasing in numbers despite ambitious efforts to control them. Currently, 38 of the 50 US states have breeding populations of the unwanted pests.

Texas has the greatest problem with estimates of more than 2 million animals, causing annual damage that exceeds \$59 million. Nationwide, it is estimated that the wild pigs cause more than \$1.5 billion in damage, both on private and public lands. Not only do they destroy crops, but they are notorious for using watering holes as wallows, rendering them unusable for other livestock and wildlife.

CONTINUED ON PAGE 40

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Montana's Choice
Simmental/SimAngus Sale
December 7, 2013
Billings Livestock Commission, Billings, MT - 1pm

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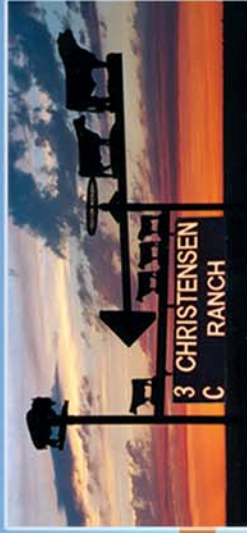
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December 7, 2013

Billings Livestock Commission, Billings, MT - 1pm



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LOT
7

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LOT
1

Sired by
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Ms NLC Bedazzled 3078A

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LOT
23

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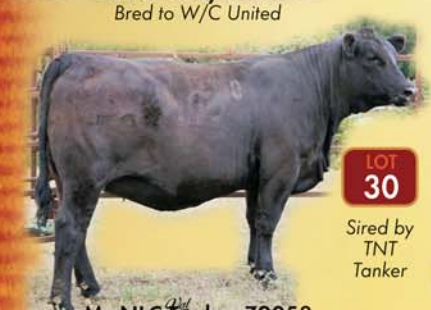
FBW Patty 735Z
Bred to W/C United



LOT
27

Sired by
SAV Bismarck
5682

Ms NLC Bismarck 34Z
Bred to Ellingson Legacy M229



LOT
30

Sired by
TNT
Tanker

Ms NLC Tanker Z2058
Bred to W/C United



LOT
34

Sired by
TNT
Tanker

Ms NLC Tanker Z2051
Bred to SAV Bismarck 5682

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INDUSTRY UPDATE

CONTINUED

New Orleans Tops Beef Eaters

The city of New Orleans tops the list of US cities when it comes to per capita beef consumption, a surprise to many, who assumed that honor might go to a city located in the nation's Midwest.

The other cities in the top 10 are a little more predictable. Behind New Orleans, in order, came St. Louis, Kansas City, Columbus, Detroit, Oklahoma City, Memphis, Indianapolis, Charlotte, and Austin.

Consumers Support COOL

A very strong majority of US citizens support mandatory country-of-origin labeling (COOL) of fresh meat and poultry, according to a survey conducted by the Consumer Federation of America. The survey found that 90% of 1,000 adults strongly or somewhat strongly supported COOL. An additional 87% support a requirement to include where the animals were born, raised and processed.

The National Farmer's Union and US Cattlemen's Association praised the survey, while meatpackers and their ally, the National Cattlemen's Beef Association, continue to fight COOL, saying that the program is too costly and discriminates against imports of Canadian and Mexican cattle.

Rural US Continues to Shrink

Young men and women are continuing to depart rural areas and the current aging population is still dwindling, according to an analysis by the US Census Bureau. Young people are migrating to more populated and prosperous locations.

Rural areas have declined for decades, but in certain areas the rural US has even seen some growth. In the Dakotas, for instance, many have returned to their roots because of good paying job opportunities related to the booming oil and gas sector. That's not the case in the Midwest and Rust Belt, which are being hit the hardest.

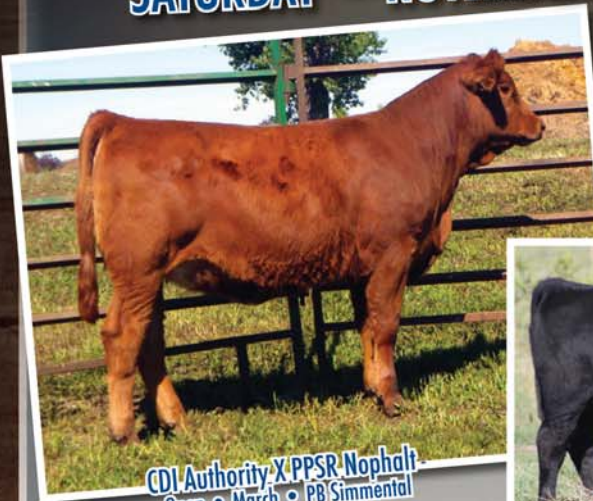
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Simmental - Sim Angus - Angus - Red Angus

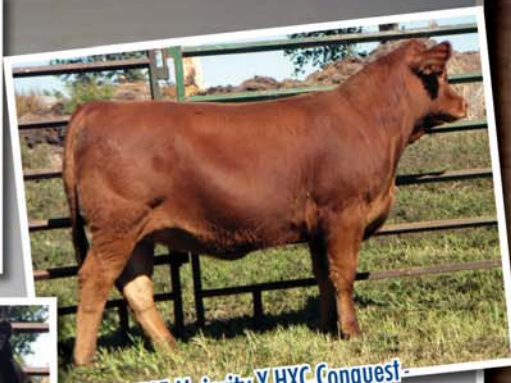
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20 Bred Heifers - Most are AI Sired and AI Bred
10 Commercial Bred Heifers - Ultrasounded and Grouped



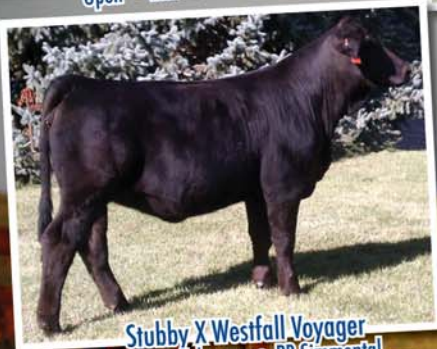
CDI Authority X PPSR Nophalt
Open • March • PB Simmental



S Summit X SAV Bismarck
Open • February • PB Angus



HSF Majority X HXC Conquest
Open • January • Sim Angus



Stubby X Westfall Voyager
Open • February • PB Simmental



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CDI Authority X TNT Tonner
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INDUSTRY UPDATE

CONTINUED

World Population Boom Projected

A statistical analysis shows that world population could reach 11 billion people by the end of this century, about 8% more than previously projected. The anticipated rise is due mostly to increased fertility in Africa, where expectations had been for the birth rate to decline.

The current African population is about 1.1 billion and is predicted to increase to 4.2 billion by 2100. In other areas, fewer major population changes are expected with Europe possibly seeing a small decline. Global population exceeded six billion in 1999 and seven billion in 2011.

AMA Labels Obesity as Disease

The American Medical Association (AMA) recently adopted a position that defines obesity as a disease and urges that medical interventions, such as those used for alcoholics and drug addicts, be used to prevent and treat it.

Obesity has doubled among adults and tripled among children in the last 20 years. By the year 2030, the AMA has projected that half of US adults will be so classified. The organization also linked obesity to other diseases, including cardiovascular, diabetes and certain types of cancer.

Farm Income Exceeds National Average

Average income of US farm households has exceeded average income of all households every year since 1996, a full decade before the start of the recent farm prosperity era. Since 1972, farm income has surpassed the national average in most years, based on net farm income.

The major exception was for the period from 1979 through 1984, a period that overlaps with the farm financial crisis. Farmers have not always had it so good, for instance, in 1960, farm income was just 65% of the national average.

CONTINUED ON PAGE 46

TraitTrac:



TraitTrac:



TraitTrac:



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TraitTrac:

Trait	Direct				Maternal				DOC	Carcass					\$ Index	
	CE	BW	WW	YW	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	API	TI
EPD	16.5	-.9	71.7	117.8	9.7	23.6	59.5	—	12.3	38.9	-.07	.85	.015	.81	170	93
ACC	.29	.32	.27	.29	.18	.17	.20	—	.17	.24	.19	.18	.29	.16		
%	4	20	15	5			15			10		1		15	1	1

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Tractors Leading Cause of Fatalities

Tractors continue to be the leading cause of farming fatalities, according to a study conducted by USDA's National Ag Statistics Service.

In 2011, there were an estimated 4.4 million tractors in use on the nation's farms and ranches. Just under 60% (2,563,000) were equipped with rollover protection structures, a proven engineering control in prevention of tractor overturn fatalities. In that year, more than 3,000 farms experienced tractor rollovers.

Vet Supply Now Exceeds Need

In a surprisingly quick turnaround, the American Veterinary Medical Association (AVMA) now says that there are an excessive number of veterinarians. The AVMA says that the number of practicing vets, at 90,200, exceeds the demand by 12.5%.

Only a few short years ago, the AVMA was bemoaning the fact that there was a real shortage, particularly in the area of large-animal veterinarians. Amazingly, there is a 15% oversupply in food animal veterinarians. The excess for all vets, ranges from a low of 6% in Arkansas to a high of 34% in Nebraska.

Food Innovation To Meet Population Increase

Warming global temperatures and an expanding population are making further innovation in food production an absolute necessity, as advocated by a report from the Information Technology and Innovation Foundation.

The report calls for policy reforms that will lead to increased investment in agriculture as well as significant changes in the regulatory framework necessary to increase the use of genetically modified (GM) foods, if the system is to feed an estimated 9 million people by 2050.

Irradiation Proposed

A petition, requesting that the government approve irradiation to help combat *E. coli* in beef, has been submitted by the Canadian Cattlemen's Association (CCA). The request is aimed primarily at ground beef, but could be used for a wide range of beef products.

The proposal calls for a labeling requirement where irradiated beef products would be labeled using the green and white Radura symbol. The US has been utilizing irradiation on beef since the late 1990s and on other products since the 1960s. Consumer skepticism over safety of the procedure has caused perception problems for both countries.

Hardware Disease Threat

As ranchers and farmers in the tornado-ravaged areas of the country's mid-section clean up after much destruction, livestock producers should scour their fields for objects that can be a danger to grazing livestock. They should also check their animals for so-called "hardware disease."

Swallowed metallic objects, such as nails, wire or screws, fall directly into a cow's digestive tract. Normal contractions that move food along can cause those items to perforate the walls of the digestive tract, leading to partially digested food and bacteria to be leaked into the abdominal cavity.

High-Tech Polledness

Dairy genetic scientists are studying the possibility of a different approach to polled cattle. Instead of simply breeding for the trait as has occurred in the beef industry, the scientists are trying to "edit" the genomes of existing Holstein bloodlines, which do not include the polled trait.

University of Minnesota scientists have worked on "gene editing" with UK scientists to take a small section of polled Red Angus DNA and "cutting-and-pasting" it into the Holstein DNA. Forty cloned embryos of a productive horned Holstein bull, all with the polled DNA patched in will be implanted into recipient dams shortly.

CONTINUED ON PAGE 48





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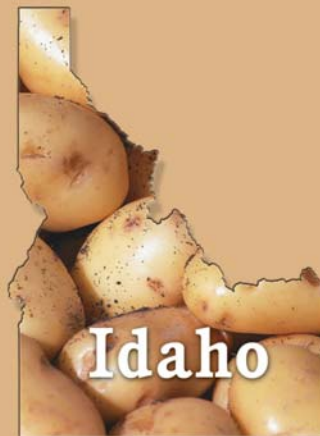
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When a cow loses a calf, many ranchers look to graft another calf onto that cow, sometimes from within the herd and many times, importing a calf from outside. Calves from outside the herd often pose risks, largely through importation of “different” sets of microorganisms. Viruses and bacteria that are normal in one operation may prove highly pathogenic in another herd.

When importing such a calf, certain guidelines should be followed: 1) isolate the calf and its new foster mother for at least four weeks; 2) ear-notch for BVD virus which can have devastating consequences; and 3) be realistic about the risks that remain.

Food Portions Affect Eating

How a portion is described size-wise impacts how much is eaten and how much consumers are willing to pay for their food, according to a study by Cornell University. The study found that people are willing to pay more for a portion that “sounds larger,” and are also apt to eat more of an enormous portion if they believe it is “regular” size.

The study concluded that size labels have a huge impact, suggesting that both consumers and producers could benefit from standardization of food-size labeling, clearly defining the actual amount of food in a “small” or “medium” or large portion.

Subway Favored

Subway has been named “Brand of the Year” in the quick-service restaurant category after receiving the highest rating from customers in the annual Harris Poll EquiTrend study.

Subway was among the first brands to provide calorie, sodium and fat content of its menu items. Furthermore, its sandwiches are served on bread that is fortified with calcium and vitamin D, and was the first restaurant chain to earn the American Heart Association’s Heart Check certification for heart-healthy meals. The chain has reduced its sodium content by 25% across its entire menu.

Domino’s Japan Offering Kobe Beef

Domino’s pizza is the latest company to add upscale ingredients to an everyday product. The pizza chain’s stores in Japan sell a large pizza with pricy delicacy Kobe beef, for \$66. Additional toppings include onions, potatoes, steak sauce and cheese.

The pizza, which is only available in Japan, has received very favorable reviews, in spite of its high price. Wendy’s, another American chain with outlets in Japan, has offered unexpected premium menu items in the past — including a hamburger with foie gras and a surf and turf burger topped with chunks of lobster.

McDonald’s Adds Sausage

The McDonald’s corporation has launched the Sausage Double Beef Burger in some Asian markets, priced at \$2.80. The sandwich offers two beef patties, topped by two plump sausages “drizzled” with mustard inside a split top bun.

The product is similar to a sandwich currently being promoted in Germany, which is called, in an offensive historical reference — “the Nuremburger,” which consists of a single beef patty and three sausages topped with fried onions and mustard sauce.

Target Incorporates Organics

Minneapolis-based Target is laying out plans for a new organic and natural store brand, in an attempt to fire up interest in its grocery business. The retailer said the new brand, called “Simply Balanced,” will begin with beverages and snacks like corn chips.

The line is described as an outgrowth of similar products within its existing Archer Farms store brand, which has been positioned as a premium alternative to national name brands. Organics presently account for about 10% of overall grocery sales in the US.

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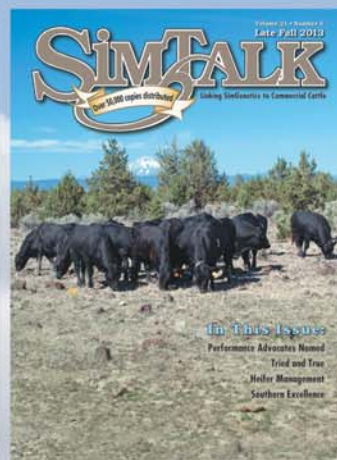
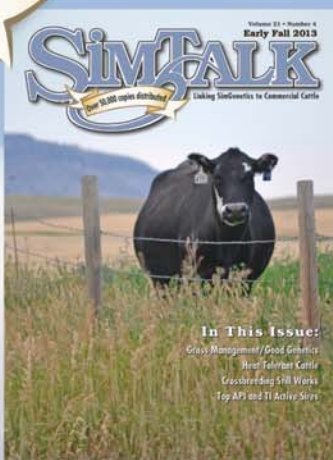
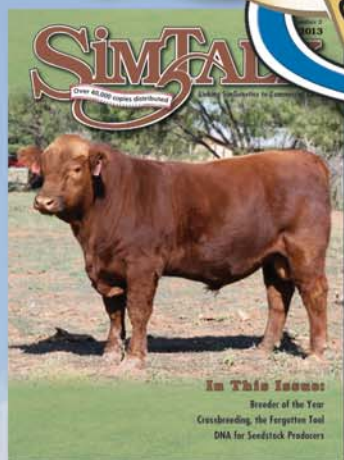
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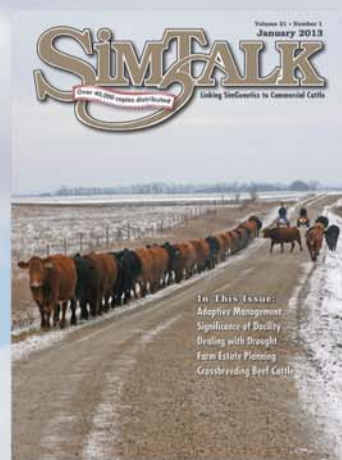
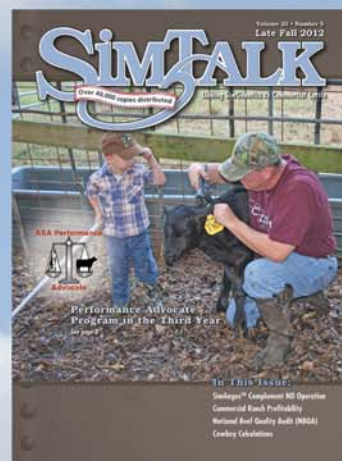
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Breeder Directory 2014	May 1	May 8	May 20	Jun 2
Early Fall 2014	July 25	Aug 1	Aug 11	Aug 22
Late Fall 2014	Sept 22	Sept 29	Oct 6	Oct 17



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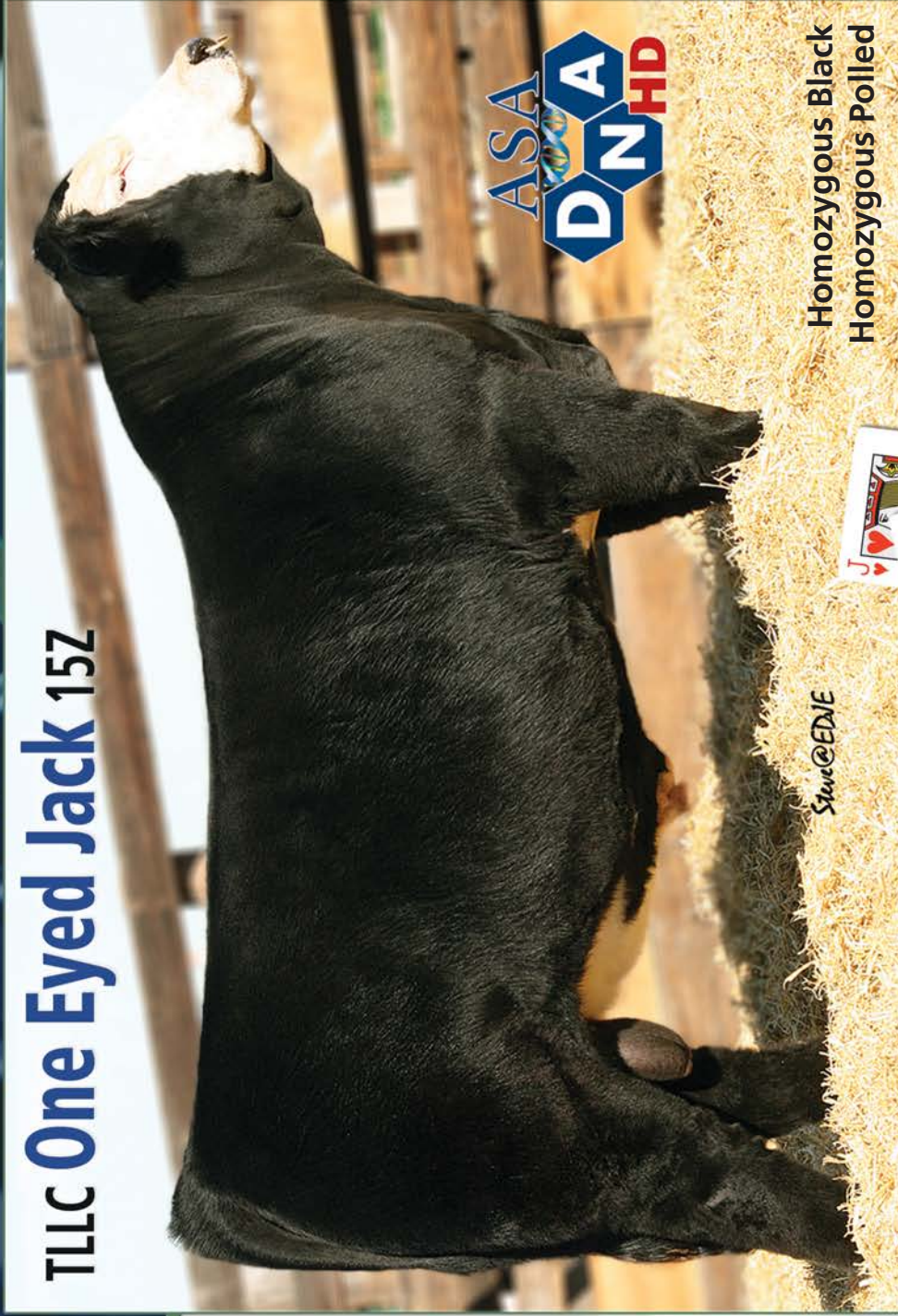
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Trait	CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	API	TI
EPD	7.5	2.2	70.3	98.9	8.7	27.7	62.8	—	12.1	31.5	-.32	.06	-.042	1.04	106	67
ACC	.16	.21	.20	.17	.11	.12	.14	—	.12	.15	.10	.10	.11	.09		
%						15	10		20					4		

Fall 2013 ASA Sire Summary

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HTP SVF Honey Dew

LRS Preferred Stock 370C
Dam: KS Kayla J497
DS Ms. Arapahoe Princess

ASA#: 2662119
PB SM

TraitTrac:

	Direct				Maternal					Carcass					\$ Index	
Trait	CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	API	TI
EPD	9.8	1.9	68.2	96.0	12.5	19.1	53.2	17.8	10.2	29.5	-.28	.09	-.053	.82	114	68
ACC	.28	.28	.28	.28	.28	.28	.28	.22	.21	.23	.23	.28	.28	.27		
%																

Fall 2013 ASA Sire Summary

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- Adj. WW: 767 lbs
- Adj. YW: 1,370 lbs.
- Adj. SC: 41.5
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TraitTrac:

	Direct				Maternal					Carcass					\$ Index
Trait	CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	API TI
EPD	8.1	3.0	69.1	102.1	9.6	26.1	60.7	20.7	9.6	34.8	-.06	.09	-.015	.51	116 67
ACC	.19	.22	.22	.20	.14	.14	.16	.07	.09	.17	.16	.18	.21	.17	
%							20								

Fall 2013 ASA Sire Summary

Simmental

- Act. BW: 82 lbs (ET)
- Act. WW: 789 lbs (ET)
- Marbling Ratio: 109
- Act. REA: 16.4 REA Ratio: 104
- Bruzer is one of the most physically impressive bulls we have ever seen. He combines perfect structure with great, yet smooth, bone standing upon a huge set of hooves.
- He combines a phenomenal amount of muscle with excellent skeletal width.
- For added-value seedstock use Bruzer for trouble free, high performing, and highly profitable progeny. Videos online at www.springersimmental.com.

Semen: \$40/unit

Semen available through owners and Cattle Visions



Springer Simmentals

Jeff & Lynda
Springer Family
Cresco, IA
641-330-6654

R Plus Simmentals

Marlin Leblanc Family
Estevean, SK
306-421-2470

Graesser Brothers

Dallas, SD
Kevin: 605-835-8223
Rod: 605-835-8039

The decision is CLEAR...

CLRS Austin 878A
API: 147
Top Grade X 87X (Dual Focus)



6 Top Grades and 3 Tuitions sell
from this Dual Focus Donor,
Hook's Xcellence 87X
API: 142



CLRS Anders 876A
API: 138
Tuition X 87X (Dual Focus)

CLRS Alberta 438A
API: 118
United X (Alberta Traveler)



It is an honor to be new in the SimGenetics business! As members of the Wulf family, we have been in the cattle business for many years and raising quality breeding stock is our passion. These bull calves are a sampling of our second calf crop to be sold in Mobridge, SD February 13th. Be sure to get on our mailing list. Feel free to call, email or stop by anytime!

Sale Date: February 13th, 2013

Sale Location: Mobridge Livestock, Mobridge, SD

Selling Approx. 25 Simmental and SimAngusTM Bulls



CLRS Adrian 436A
CLRS Archie 136A
Beef King X 36U (Sequoia)
4 Full Brothers sell (API's: 142)



Where to get your bulls!

The Jim Wulf Family

Call – Home – 320.239.2700

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E-mail – jimandtwyla@farmersmail.net

Jim Cell – 320.491.6312 Travis Cell -- 320.288.6433

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Cattle  Company



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commercial
cattlemen's
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Follett & Charlotte Lucas

CALENDAR

NOVEMBER

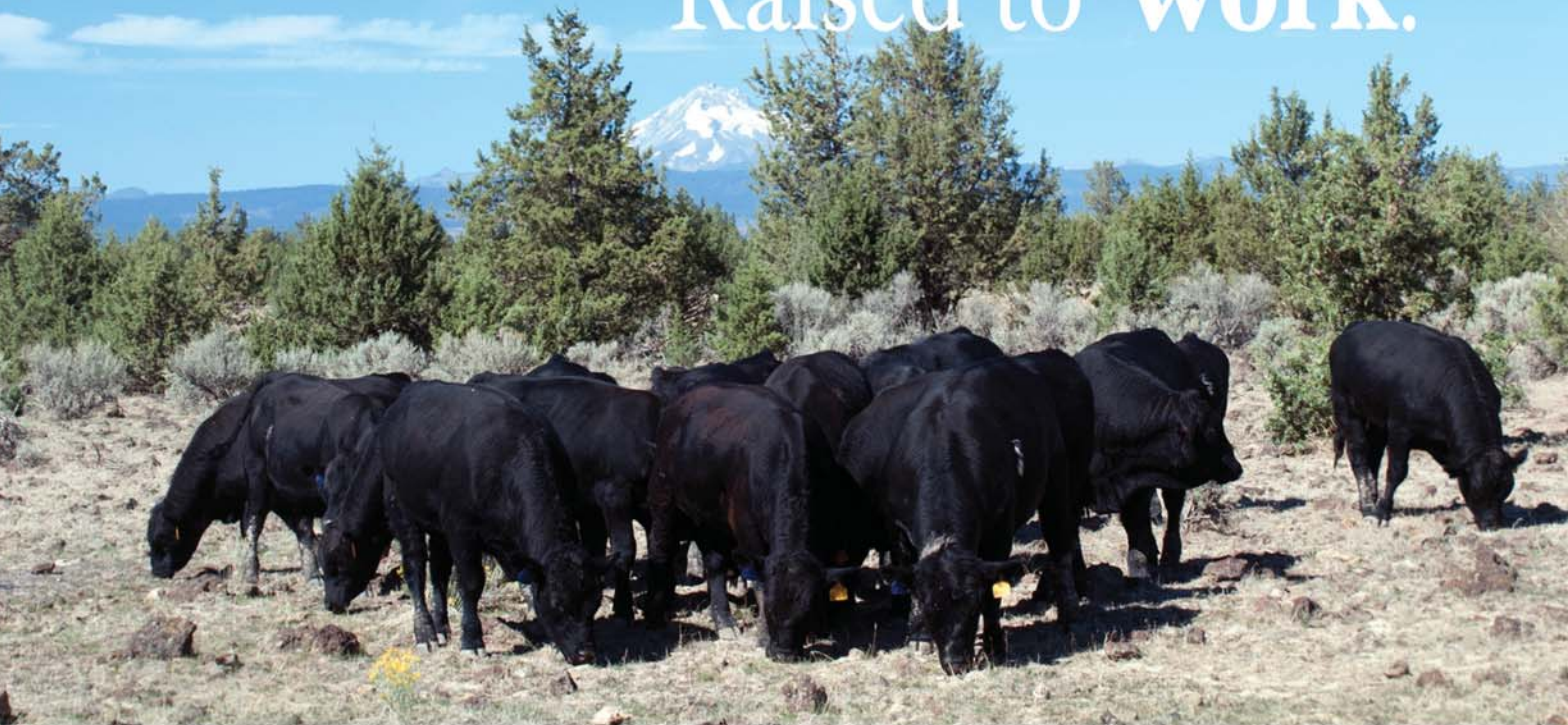
- 1 Bull Power IX — Colbert, GA (pgs. 64, 67)
- 2-5 Hester's Livestock Red Simmental Online Production Sale — Aurora, OR
- 2 Irvine Ranch Annual Production Sale — Manhattan, KS
- 2 Jones Show Cattle's High Standards Female Sale — Harrod, OH
- 2 JRW Farms' 1st Annual "Fall Harvest" Private Treaty Bull Sale — Seminary, MS
- 2 Land of Lincoln Sale — Altamont, IL
- 2 Pigeon Mountain "Beef Builders" Bull Sale — Rome GA (pg. 64)
- 2 Professional Beef Genetics Open House Bull Sale — Windsor, MO
- 2 Western Showcase Cattle Sale — Moses Lake, WA
- 8 NLC Simmental Ranch's Dynamic Ladies of the Dakotas Sale — Wessington, SD (pg. 40)
- 9 Bichler-Johnson "Quality Not Quantity" Female Sale — Linton, ND (pg. 41)
- 9 Gibbs Farms 8th Annual Bull and Replacement Heifer Sale — Ranburne, AL (pgs. 64, 72-73)
- 9 Moser Ranch 22nd Annual Production Sale — Wheaton, KS (pgs. 26, 61)
- 9 Ratcliff Ranches Fall Production and Customer Appreciation Sale — Vinita, OK (pg. 23)
- 16 Circle M Cattle Co.'s Fifth Annual SimAngus Solution "Pick of the Pen" Sale — Burlington, NC (pg. 58)
- 16 Timberland Cattle's Best-of-the-Black Angus & SimAngus Bull Sale — Vernon, AL (pg. 18)
- 17 Hudson Pines Farm Living Legacy IX Sale, Campbellsburg, KY
- 17 North Central Simmental Fall Classic — Hubbard, IA
- 18 NAILE Select Sale — Louisville, KY
- 23 Buckeye Best of Both Worlds Sale — Newark, OH (pg. 33)
- 23 Callaway & McCravy Angus & SimAngus Bull Sale — Carrollton, GA (pg. 64)
- 23 Missouri Simmental Association's Fall Harvest Sale — Springfield, MO
- 23 Shenandoah's Shining Stars 5th Annual Production Sale — Quicksburg, VA (pg. 34)
- 23 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE (pg. 25)
- 23 Yardley Cattle Company's Focus on the Female Sale — Beaver, UT
- 25 Rust Mountain View Ranch "Queens of the Pasture" Sale — Turtle Lake, ND (pg. 63)
- 29 Ruby Cattle Co. "Livin' The Dream" Production Sale — Murray, IA
- 30 74-51/Pembroke/Standridge Joint Female Production Sale — Marshall, OK
- 30 Foxy Ladies Bred Heifer Sale — West Point, NE (pg. 27)
- 30 Genetic Perfection Sale — Fremont, NE
- 30 Moore Land and Cattle's 2nd Annual Online Sale — www.moorelandandcattle.com (pg. 45)
- 30 Tanner Farms Bull Sale — Wiggins, MS (pg. 65)
- 30 Trennepohl Farms Right By Design Sale — Middletown, IN

DECEMBER

- 1 Cowtime Sale — Wahoo, NE
- 1 The Chosen Few at Janssen Farms — Gilmore City, IA
- 2 JS Simmental's Midwest Made Online Production Sale — www.cattleindemandlive.com
- 2 Paulsen Cattle's 2013 Divas and Donors Online Sale — www.breedersworld.com
- 3 K-Ler Cattle Co.'s Diamonds in the Rough Private Treaty Sale — St. Charles, MN
- 6 Tennessee Tech Bull Sale — Cookeville, TN (pg. 24)
- 7 December To Remember at Pleasant Hill Farms — Rockfield, KY (pgs. 35, 66)
- 7 J&C Simmentals Annual Female Sale — West Point, NE (pg. 27)
- 7 Jewels of the Northland Production Sale — Clara City, MN
- 7 Montana's Choice Simmental Sale — Billings, MT (pgs. 38-39)
- 7 Next Step Cattle Co.'s Carcass Merit Bull Sale — Auburn, AL (pg. 54)
- 8 Hartman Cattle Company's 18th Customer Appreciation Sale — Tecumseh, NE
- 9 Dakota Made Production Sale — Salem, SD
- 14 Brush Country 2nd Annual Bull Sale — Campbellton, TX (pgs. 13, 26, 46)
- 14 North Alabama Bull Evaluation Sale — Cullman, AL
- 14 Pride of the Prairie Simmental Sale — Seymour, IL
- 14 South Dakota Source Sale — Worthing, SD
- 14 Southern Excellence Bull Development Group's 1st Annual Bull Sale — Wadley, AL (pgs. 22, 64)
- 15 Value By Design Female Sale — Anita, IA (pg. 53)
- 20-21 Griswold Cattle Co.'s Female Classic Sale — Stillwater, OK
- 21 3J Farms Bull & Female Sale — Calhoun, GA (pg. 64)
- 21 Majestic Cattle Co.'s Dispersal Sale — Innisfail, AB (pg. 59)
- 27-31 66th Annual Arizona National Livestock Show — Phoenix, AZ
- 28 North Dakota Simmental Association's Showcase/Classic Sale — Mandan, ND (pg. 44)

CONTINUED ON PAGE 58

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Selling 90 Hi-API, Age
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& 70 Elite Nucleus
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mike@barckcattle.com • www.barckcattle.com • 541-948-3521

SIMANGUS SOLUTION



5TH ANNUAL BULL AND HEIFER SALE

November 16, 2013

12:00 Noon

**Bell Farm Sale Facility
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Elon, NC 27244**



OPEN HOUSE

November 2, 2013

9:30 AM

**Circle M Cattle Co.
1078 Boone Rd
Burlington, NC 27217**



Contact for more information:

**Jonathan Massey 336-260-2565
Johnny Massey 336-214-4144
Frank Bell 336-260-8190
simangussolution@gmail.com**

CALENDAR

CONTINUED

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- 11 Drigger's Simmental Farm Private Treaty Bull Sale — Glennville, GA (pg. 64)
- 13 Edge of the West Female Sale — Mandan, ND (pg. 18)
- 17-2/8 Forth Worth Stock Show and Rodeo — Fort Worth, TX
- 18 SimMagic on Ice — Denver, CO
- 20 National Western "The One-Volume XXI" Sale — Denver, CO
- 21 Wild Wild West Simmental Sale — Brighton, CO (pg. 69)
- 22 Sioux Empire Farm Simmental Show & Sale — Sioux Falls, SD
- 25 Double J Farms Private Treaty Bull Bid Sale — Garretson, SD (pg. 19)
- 25 J&C Simmentals Annual Bull Sale — West Point, NE (pg. 27)
- 25 Lazy S Bull Power Sale 2014 — Mayerthorpe, AB (pg. 68)
- 26 Triangle J Ranch's Annual Production Sale — Miller, NE (pg. 27)
- 27 Fort Worth Junior Simmental and Simbrah Show — Fort Worth, TX
- 31 Forth Worth Simmental and Simbrah Bull Shows — Fort Worth, TX
- 31 Forth Worth Simbrah Female Show — Fort Worth, TX

FEBRUARY

- 1 Forth Worth Simmental Female Show — Fort Worth, TX
- 1 Olrichs/Felt Farms Bull Sale — Norfolk, NE (pg. 27)
- 1 Prickly Pear Simmental's Made In Montana Sale — Helena, MT (pg. 19, 36)
- 1 Rock Creek Ranch Spring Private Treaty Bull Sale — Allen, KS
- 1 Springer Simmental's Value Based Genetics Sale — Decorah, IA
- 1 The Cowtown Classic National Sale — Fort Worth
- 3 Gateway Simmental's 34th Annual Breeding Value Bull Sale — Lewistown, MT (pg. IBC)
- 5 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT
- 6 Stavick Simmental's King of the Range Bull Sale — Aberdeen, SD
- 8 Berger's Herdmaster's Hybrid Bull Sale — North Platte, NE (pg. 43)
- 8 Black Hills Stock Show and Sale — Rapid City, SD
- 8 Dixie National Simmental Sale — Jackson, MS
- 8 Grass-Lunning Bulls-Eye Bonanza Sale — LeRoy, MN
- 8 Kenner Simmentals' 18th Annual Sale — Napoleon, ND
- 10 Annual Iowa Simmental Sale — Des Moines
- 10 Dakota Power Bull Sale — Valley City, ND
- 11 Bata/Olafson 17th Annual Joint Simmental Bull and Female Sale — Rugby, ND
- 12 River Creek Farms 24th Annual Production Sale — Manhattan, KS (pgs. 9, 26)
- 13 Clear Springs Cattle Co.'s Bull Sale — Mobridge, SD (pg. 55)
- 13 Lassle Ranch Simmental's 21st Anniversary Production Sale — Glendive, MT
- 14 Bar CK Cattle Company's Money Make Bull Sale — Culver, OR (pg. 57)
- 14 TNT Simmentals 29th Annual "Genetic Explosion Sale — Almont, ND (pg. 18)
- 14 Watertown Winter Farm Show & Sale — Watertown, SD
- 15 7P Ranch 20th Annual Spring Bull Sale — Tyler, TX
- 15 Dixon Farms, Inc., Private Treaty Sale and Open House — Atwood, KS
- 15 Double Bar D Farms Annual Bull Sale — Grenfell, SK
- 15 Ellingson Simmentals Annual Production Sale — Rugby, ND (pg. 18)
- 15 JRW Farms' 1st Annual "Spring Round-Up" Bull Sale — Seminary, MS
- 15 Kappes Simmental's Annual Production Sale — Aberdeen, SD
- 17 Bulls of the Big Sky — Billings, MT (pgs. 4, 19)
- 17-23 Nebraska Cattlemen's Classic Simmental Show and Sale — Kearney, NE
- 20 Bichler-Johnson "Quality Not Quantity" Production Sale — Linton, ND (pg. 41)
- 20 Dakota Classic Production Sale — Lisbon, ND
- 20-23 Illinois Beef Expo — Springfield, IL
- 20 Illinois Performance Tested (IPT) Bull Sale — Springfield
- 21 Dakota Xpress Bull and Female Sale — Mandan, ND (pg. 18)
- 22 Mid-America Sale — Springfield, IL
- 22-3/1 Hofmann Simmental's Annual "Buy Your Way" Bull Sale — Clay Center, KS
- 22 Gold Bullion Group's Annual Bull Sale — Wamego, KS
- 22 Sunset View Farms' Family Traditions Bull Sale — Auburn, KY
- 24 Rust Mountain View Ranch "Ace In the Hole" Bull Sale — Turtle Lake, ND (pg. 63)
- 28 Cow Camp Ranch's Spring Bull Sale — Lost Springs, KS (pg. 26)

MARCH

- 1 Hill's Ranch Production Sale — Stanford, MT
- 1 Trinity Farms Generations of Excellence Sale — Ellensburg, WA
- 4 Houston International Simmental/Simbrah Sale — Houston, TX
- 5 Houston Livestock Show and Rodeo-Simmental/Simbrah Open Shows — Houston, TX
- 5 Janssen Farms "JF Scalebuster" Bull Sale, Dunlap, IA
- 7 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 19)
- 7 KSU's Annual Legacy Sale — Manhattan, KS
- 7-16 Rio Grande Valley Livestock Show — Mercedes, TX
- 8 Tennessee Simmental Association's Spring Sale / Tennessee Beef Agribition — Lebanon, TN

ST



Majestic Cattle Co Dispersal Sale

December 21, 2013

*Innisfail, Alberta
Canada*

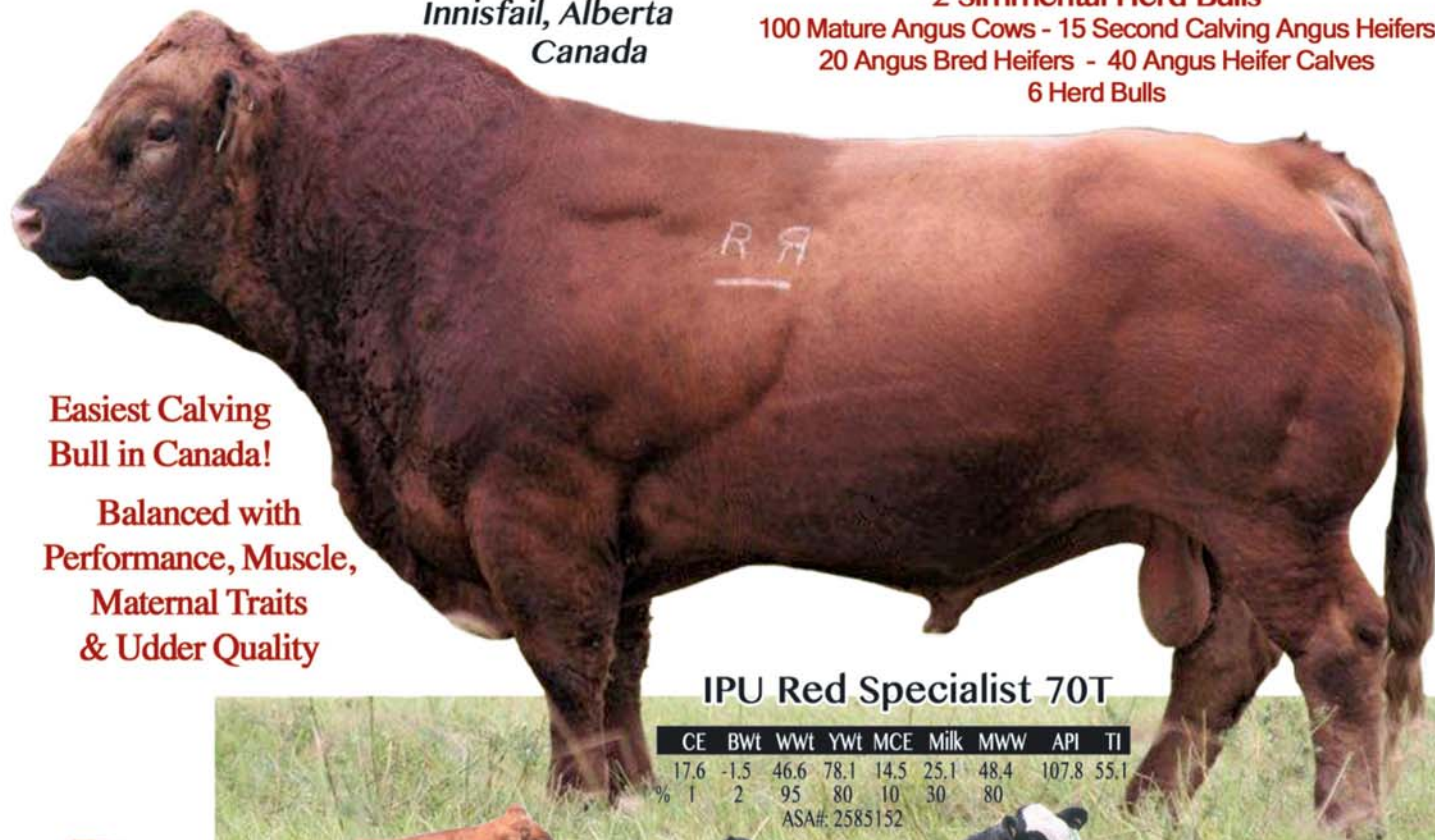
50 Black & Red Simmental Females

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20 Angus Bred Heifers - 40 Angus Heifer Calves

6 Herd Bulls



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Bull in Canada!**

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Performance, Muscle,
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& Udder Quality**

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17.6	-1.5	46.6	78.1	14.5	25.1	48.4	107.8	55.1
% 1	2	95	80	10	30	80		
ASA#: 2585152								



Ankony Ms Jacquelyn R132
- Full sister to Ankonian Caesar



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Subscriptions

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

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1/3 page	\$380	\$370	\$350	\$100
1/4 page	\$260	\$250	\$230	\$75
1/8 page	\$150			\$50
3-inch mini	\$115			\$30
2-inch mini	\$85			\$15
2-inch card	\$289/year, 4 insertion			\$60
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January 2014	Dec 5	Dec 12	Dec 20	Jan 10
March 2014	Jan 24	Jan 31	Feb 6	Feb 19
Early Fall 2014	July 25	Aug 1	Aug 11	Aug 22
Late Fall 2014	Sept 22	Sept 29	Oct 6	Oct 17

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May 1	May 8	May 21	June 2
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4 Full Brothers Sell

2603Z

2603Z
SimAngus™ BD: 4-1-12
Homozygous Black & Polled
Act.BW 92 (ET) Adj.WW 708 (ET)
CE 6.7 BW 2.4 WW 78 YW 124
MCE 9 MM 17 MWW 56
Marb .51 API 120 TI 80
Sire: TJ Sharper Image



2701Z

2701Z
3/4 Sim x 1/4 AR BD: 9-11-11
Non-Dilute Red, Homozygous Polled
Act.BW 60 (Twin) Adj.WW 517
CE 17.6 BW -1.4 WW 66 YW 102
MCE 11 MM 28 MWW 61
Marb .46 API 156 TI 81
Sire: Hoosier



2711Z

2711Z
SimAngus™ BD: 8-24-12
Homozygous Black & Polled
Act.BW 82 Adj.WW 679
CE 15.5 BW 0.7 WW 69 YW 114
MCE 11 MM 23 MWW 58
Marb .56 API 150 TI 81
Sire: GW Premium Beef

Our Family's 22nd Bull Sale November 9, 2013 1PM at the Ranch



6 Full Brothers Sell

2612Z

2612Z
SimAngus™ BD: 3-26-12
Homozygous Black & Polled
Act.BW 90 (ET) Adj.WW 655 (ET)
CE 8.6 BW 1.3 WW 75 YW 124
MCE 11 MM 24 MWW 61
Marb .70 API 139 TI 86
Sire: TJ Sharper Image



2010Z

2010Z
PB Simmental BD: 3-27-12
Homozygous Black & Polled
Act.BW 80 Adj.WW 593
CE 17.4 BW -1.1 WW 54 YW 86
MCE 12 MM 31 MWW 58
Marb .00 API 131 TI 65
Sire: Hoosier



05232Z

05232Z
SimAngus™ BD: 3-23-12
Homozygous Black
Act.BW 82 Adj.WW 666
CE 14.7 BW 0.4 WW 55 YW 93
MCE 10 MM 25 MWW 53
Marb .44 API 137 TI 68
Sire: GW Premium Beef

110 Bulls • 14 to 20 Months Old
75 SimAngus ← Blacks & Reds → 25 Simmental
10 Angus

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

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GENOMIC-ENHANCED EPDs—FIND THE BEST FASTER!

The Simmental and SimAngus™ Genomic Profile is now available from the American Simmental Association (ASA) through its partnership with GeneSeek®.



Genomic-enhanced EPDs (GE-EPDs) provide:

- **Confidence:** The ASA GeneSeek Genomic Profiler™ (GGP-HD) was developed by a team of scientists using almost 3,000 genotypes and millions of phenotypes.
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- **Simplicity:** Along with adding EPD accuracy, a single DNA sample can provide information on parentage, genetic defects, coat color and horned/poled status.
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To start using the power of the Simmental and SimAngus profile, please contact the American Simmental Association at 406-587-4531.



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of the Pasture

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Simmental • Red Angus | Mercer, North Dakota

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TNT Miss T135 // ASA#2427784



Peltons Miss Barb 0625P // ARAA#1024366 Red Cockburn Ms Fanny 191M // ARAA#1445636



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Cell - 701-391-9769

rustmountainviewranch@hotmail.com

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Home - 701-447-2667

-Jesse and Amy Rust

Cell - 701-391-8228

rustmountainviewranch@yahoo.com

**3rd Annual
"ACE IN THE HOLE" BULL SALE**
Monday, Feb 24, 2014

For more information on both sales visit

[HTTP://RUSTMOUNTAINVIEWRANCH.COM](http://rustmountainviewranch.com)

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GENETIC RESOURCES

Sale Managed by:

www.alliedgeneticresources.com

Garrett Thomas - 936-714-4591

Marty Ropp - 406-581-7835

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November 2 — Pigeon Mountain "Beef Builders" Bull Sale, Rome, GA. Bruce Van Meter 770-547-1433; John Howard 423-413-4442

November 9 — Gibbs Farms Bull & Replacement Female Sale, Ranburne, AL. Doug Gibbs 404-717-2264; Wendell Gibbs 404-535-8663; Gordon Hodges 336-469-0489

November 23 — Callaway & McCravy Angus & SimAngus™ Bull Sale, Carroll County Livestock Auction Barn, Carrollton, GA. John Callaway 770-355-2165; Mike McCravy 770-328-2047

December 14 — Southern Excellence Bull Sale, Rick Whelan Farms, Wadley, AL. Rick Whelan 404-473-6797; Rick Wood 706-499-2325

December 21 — 3J Farms Bull & Female Sale, Livestock Pavillion, Calhoun, GA. Burt Jeffords 706-676-8323 (c), 706-625-0005 (h); Jaren Jeffords 678-848-3453

January 11, 2014 — Driggers & Strickland Angus & Simmental Bull Sale, Glennville, GA. Jessie Driggers 912-237-0608



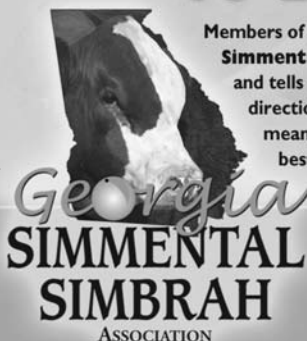
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CE +7 BW +8 WW +49 YW +70 CEM +7 MILK +29

Angus



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Simmental



WOMACK MISS DREAM X342

She sells with a September Broker bull calf at side!!
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CE 11.0 BW 1.0 WW 57.2 YW 90.3 MILK 20.0 MCE 9.0
MWW 48.5 MARB 0.21 REA 0.77 API 112 TI 61.4

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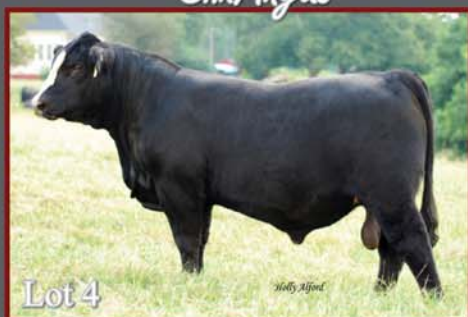
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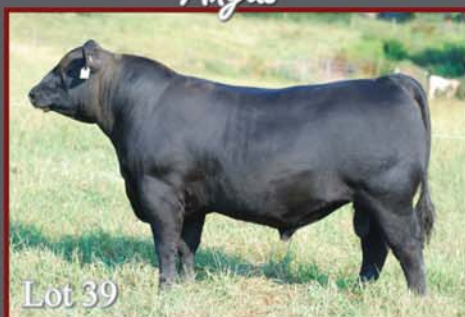
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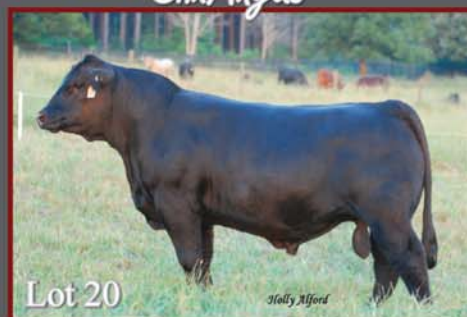
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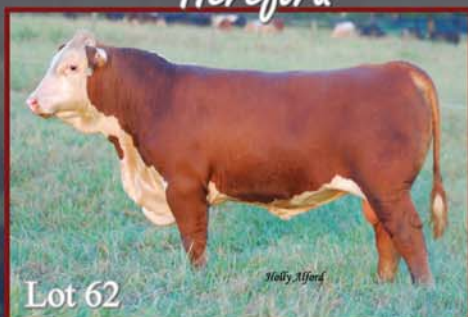
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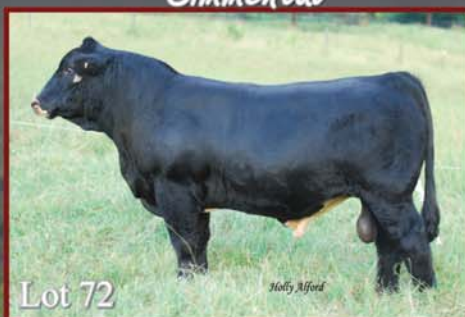
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Hereford



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Charolais



VIDEOS OF ALL BULLS WILL BE AVAILABLE ON THE BULL POWER WEBSITE OCTOBER 20TH.

Please join us!

Friday - November 1, 2013

12 Noon : Partisover Ranch : Colbert, GA

GPS Address: 348 Daniel Road - Colbert, GA 30628

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ASR Augustus Z2165

Will sell in the Wild Wild West Sale Tuesday, January 21, 2014,
during the Denver National Western Stock Show events.



Sire of ASR Augustus Z2165



RCR Augustus R54

**Sired by RCR Augustus R54 x
Hooks Shear Force x ASR Little Bear**

Statistics on ASR Augustus Z2165:

ASA#: 2653966

Born: 3/12/12

BW: 68 lbs. Ratio 117

Adj. WW: 534 lbs. Ratio 92

Adj. YW: 1,178 lbs. Ratio 109

PAP Score was 39 at 5,400 feet

Adj. IMF: 3.27 Ratio 105

Adj. BF: 0.24 Ratio 114

Adj. REA: 16.74 Ratio 109

ADG: 4.85 Ratio 161

Yearling Frame Score: 5.6

Yearling Scrotal: 35 cm

Enrolled in the ASA Carcass
Merit Program Fall 2013

DNA tested homozygous polled,
homozygous black,

DNA HD tested

	Direct				Maternal					Carcass					\$ Index	
Trait	CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	API	TI
EPD	16	-2.0	59	101	12	19	49	23	12.3	27.9	-.30	.24	-.033	1.01	149	44
ACC	.20	.35	.32	.36	.18	.19	.23	.11	.13	.29	.18	.17	.19	.16		
%	2	1						15	20			15		10	2	15

"ASR Augustus Z2165 is one of those once-in-a-lifetime bulls to come along. He will undoubtedly be a calving ease bull. He is very sound, moves well on a near perfect foot. I would expect him to make outstanding females, as does the RCR Augustus bull, acquired at a late age from Rock Creek Ranch, Kansas. The females are deep, soft, good footed and uddered and last a long time. **ASR Augustus Z2165** is leased to Genex Cooperative. Genex policy precludes employees from owning bulls in stud, therefore, I will sell Augustus in his entirety, retaining only a within-herd semen use. I plan to use him heavily on our heifers in the future."

Willie Altenburg

Selling will be:

- 100% possession + 25% semen revenue sharing interest and within-herd use of semen.
- Plus three equal packages of 25% semen revenue sharing interests and within-herd use of semen.

For more information regarding the Genex Lease contract, contact Jon Janssen, Beef Sire Procurement Manager, 515-468-8221 or Willie Altenburg, 970-481-2570.

For More Information, Contact:

Altenburg Super Baldy Ranch, LLC

Willie & Sharon Altenburg

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Nick Winterhalder, Manager • 925-202-9636

willie@rmi.net • www.altenburgsuperbaldy.com



Also Selling this Heifer!!!



ASR Miss Jordan A3146

Full sister to ASR Augustus Z2165

Dam in photo is **ASR Jordan W916**
(Hooks Shear Force x ASR Little Bear),
dam of ASR Augustus Z2165.

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Homozygous Polled, Homozygous Black

1SM00139 SVF **ALLEGIANCE** Y802

MR NLC Upgrade U8676 x Circlet Antoinettes Star / Reg: 2638036

Allegiance is a top baldy prospect that's homozygous black, homozygous polled. He's a standout Upgrade son that has style and mass and is a complete package both on paper and on foot.

CED	BW	WW	YW	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
7.8	2.2	73.9	111.4	10.8	24.6	61.6	16.4	9.2	39.2	-0.38	0.25	-0.013	1.56	-0.29	121.9	76.5
.21	.21	.21	.21	.20	.21	.21	.07	.16	.18	.17	.19	.21	.18	.10		5%
		15%	10%			15%			15%	15%	15%		1%			

RIMROCK



Homozygous Polled

1SM00137 CDI **RIMROCK** 325Z

WS Beef King W107 x TNT Top Gun R244 / Reg: 2700121

Rimrock is a young calf whose HD 50K testing revealed an awesome set of EPDs and enhanced his appeal as an outcross sire. A must-use red homozygous polled young sire.

CED	BW	WW	YW	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
12.9	0.2	79.3	110.5	12.2	20.5	60.1	20.9	10.5	35.1	-0.35	0.29	-0.061	1.05	-0.33	143.3	82.8
.22	.36	.33	.37	.20	.20	.24	.06	.17	.30	.21	.22	.23	.20	.09		
15%	15%	10%	10%			20%			20%	25%	10%		4%		3%	1%

AUGUSTUS



Homozygous Polled, Homozygous Black

1SM00140 ASR **AUGUSTUS** Z2165

RCR AUGUSTUS R54 x Hooks Shear Force 38K / Reg: 2653966

Augustus is a potential calving ease sire with an outcross pedigree sired by RCR Augustus out of a SHEAR FORCE x ASR Little Bear female. Ideal mating for the Tanker and Upgrade daughters. PAP Score 39.

CED	BW	WW	YW	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
16.2	-2.0	59.0	101.3	11.8	19.4	48.9	23	12.3	27.9	-0.30	0.24	-0.033	1.01	-0.46	148.9	73.5
.20	.35	.32	.36	.18	.19	.23	.11	.13	.29	.18	.17	.19	.16	.10		
2%	1%		25%				15%	20%			15%		10%	10%	2%	15%

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SimAngus™ & Simmental

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100 SimAngus™ & 40 Simmental

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115 SimAngus™, 25 Simmental, & 10 Angus

40 pairs with fall babies on the ground, selected right from our own replacement pastures

30 heavy bred females due to calve Dec. & Jan.

80 open fall yearlings, ready to breed

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Saturday, October 26, 2013 • Dawn 'til Dark

Sale cattle on display & farm tours all day

ALSO OFFERING AN ADDITIONAL

40 Fall Yearling Bulls by Private Treaty

Opening Bid-Off . . . to begin at 10:00 AM CT

on Friday, November 15, 2013

SimAngus & Simmental

the industry choice for Hybrid Vigor!



Lot 116 Simmental ASA# 2723098
sire: GIBBS 0689X CRIMSON TIDE
dam: GIBBS R860 MABELLE N341

Lot 115 Simmental ASA# 2723100
sire: GIBBS 0689X CRIMSON TIDE
dam: GIBBS R860 MABELLE N341

The two Purebred Simmental bulls above are two of seven embryo full brothers selling out of our R860 Mabelle donor. We are also selling three full sisters to these bulls and eight embryo full sibs sired by Upgrade, all from this great cow! She also has a granddaughter selling as Lot 245.



Selling 40 cow & calf pairs,
right from the heart of our herd,
all with fall calves at side!



Lot 234 Simmental ASA# 2723115
sire: GIBBS 0689X CRIMSON TIDE
dam: GIBBS R860 MABELLE N341



Lot 245 Simmental ASA# 2722957
sire: GIBBS 8148U SM BLACKOUT
dam: GIBBS 0575X MABELLE R860



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Operations Manager
Doug Gibbs
C: 404-717-2264
gibbsfarms8@bellsouth.net

Genetic & Marketing Manager
Gordon Hodges
C: 336-469-0489
pvfghodges@yadtel.net





Lot 142 Simmental ASA# 2723103

sire: GIBBS 0601X RAISIN' CAIN

When Raisin' Cain sold in our sale two years ago, he was referred to as one of the most complete, soundest structured Simmental bulls to be sold all year. This son raises the bar even higher... a must see!



Lot 1 SimAngus™ ASA# 2723069

sire: S D S GRADUATE 006X

This Graduate son is one of six embryo full brothers selling and is truly an outlier as he recorded our number one yearling weight for the year and comes from a line-bred low birth weight pedigree.



Lot 73 SimAngus™ ASA# 2723072

sire: W/C PALEFACE 756X



Lot 74 SimAngus™ ASA# 2723689

sire: GIBBS 0689X CRIMSON TIDE



Lot 172 SimAngus™ ASA# 2723062

sire: W/C PALEFACE 756X

Fancy look with good numbers!

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Over 600 cows enrolled in THE this fall & the buyer has the choice pick of them all... none held back!

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Lot 193 SimAngus™ ASA# 2722726

sire: CCR DIESEL 3060W

Selling 15 powerful Diesel daughters!



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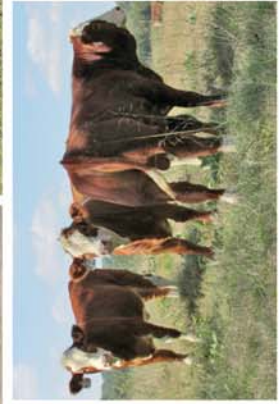
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