

Volume 34 • Number 1

January/Winter 2026

# SimTalk

Linking SimGenetics to Commercial Cattle



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**A Look at Beef Consumer Behavior**

**Balancing Cow Weight with Industry Demand**

**IGS Multi-breed Genetic Evaluation EPD Updates**

**Selecting for Success with Sex-sorted Semen**





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VOLUME 34 – NO. 1

# SimTALK

Linking SimGenetics to Commercial Cattle

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*Photo by the Grant Company.*



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10	15	25	30	35	10	40	30	4	75	50	60	35	85	25	-	10	15

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10	1	25	20	20	15	15	15	45	15	3	40	10	15	20	-	4	3

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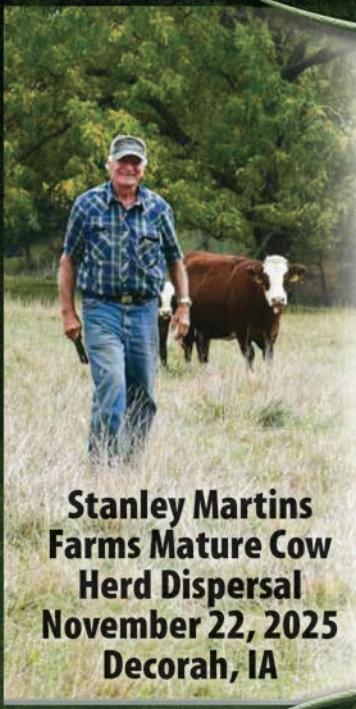
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# FROM THE EDITOR

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by Lilly Platts, managing editor



I had the privilege of attending several industry conferences last year, including the Beef Improvement Federation symposium in Amarillo, Texas. They covered many topics over the course of the event, and one of my favorite presentations was about consumer behavior

and demand. For producers, and people like myself, it can be hard to understand what the average consumer thinks when they make decisions about beef. Most of us simply don't know what it's like to be removed from the industry. I grew up being able to walk out to a freezer and grab packages of home-raised beef, and while my beef-buying behavior has changed a lot since then, that understanding is still firmly in place. Many of you know exactly where the beef you eat comes from, and might sell it to your neighbors. Where you live, your family, and many other factors are going to shape your understanding, and ability to understand the average consumer. This happens to all of us, which is why statistics, and looking at a situation from a wide lens, are so incredibly valuable.

Dr. Mandy Carr Johnson's presentation focused on large consumer surveys about beef-buying behavior, in comparison with other proteins like chicken and pork. This information was based on data leading up to June of 2025, which is important to mention, but the key takeaway was that demand for beef is high, and consumers are willing to pay for it. The data she presented on the widening gap between consumer willingness to pay and price per pound was interesting, and is even more topical today since beef prices have continued to rise. As Dr. Johnson said, we don't want that gap to get so wide that consumers start choosing another protein over beef. I know this is one of the most frustrating topics for producers, who have very little to no say in the price of beef, but it's one we can't avoid.

Eating experience, as expected, is still one of the most important factors influencing consumer behavior. Consumer satisfaction is high, especially compared to previous decades, which is great news considering the focus that has been dedicated to a quality end product.

I am really picky when it comes to beef — anything that is tough, watery, dry, or rubbery — is an absolute no-go for me. Having said that, I know many people who would rather eat a tough steak than a chicken breast purely out of principle. This is to each their own, but again we have to consider the larger view here. You are probably choosing that sub-par steak because of your own investment in the industry, but the average consumer has no personal attachment to it. One poorly prepared steak might influence someone to never order steak again, especially if it was expensive. As producers, your main contribution is obviously raising high-quality animals, but you can also send an email to a restaurant manager when your steak is done poorly, or offer feedback to your local grocer when you notice something that could negatively affect eating experience. You don't have to go on a personal crusade, but simply saying something could improve things for the next customer.

Throughout all of these conversations, it's critical that we maintain perspective, and respect for consumers. Whether it's understanding that the value you place on beef is going to differ from the average consumer, or being open to answering basic questions, there is a lot we can all do to make sure beef remains a top choice.

I hope this issue finds everyone well, and ready to tackle 2026. Please keep an eye out for the March *SimTalk*, and *Sire Source*, which will be hitting the mail in a few months!

ST

## CORRECTION

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Black Summit Cattle, Powell, Wyoming, was mistakenly omitted from the Performance Advocate feature on page 8 of the 2025 Late Fall *SimTalk*. Black Summit Cattle should have been listed as a Dedicated Performance Advocate, with a score of 9.

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15	71	118	24	38	0.65	0.79	177	90



ASA 4499561 || Homo Black, Homo Polled  
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CE	WW	YW	STAY	CW	MARB	REA	SAPI	STI
18	93	151	15	51	1.32	1.16	198	116



ASA 4499199 || Homo Black, Homo Polled  
WOODHILL COMSTOCK x CCR MS GALILEO 1447J

CE	WW	YW	STAY	CW	MARB	REA	SAPI	STI
18	77	125	20	52	1.04	0.88	195	105



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# A Look *at* Beef Consumer Behavior

by Lilly Platts

Beef is one of the most popular proteins in the US, with demand remaining strong despite a higher per-pound price. Increased interest in protein intake and nutrient density has helped keep beef on dinner plates, as individuals cook more at home, and seek to maximize their diet. The modern consumer's decisions surrounding food are far from simple, and always evolving. Dr. Mandy Carr Johnson shared about the factors that affect consumer behavior, trends, and what the industry needs to consider during the 2025 Beef Improvement Federation Symposium in Amarillo, Texas.

## Who is eating beef?

Age demographics show who is buying the most beef, and which group will be the most important in the near future. Currently, Millennials (born 1981–1996) and Gen Z (born 1997–2012) make up the largest segment of the US population. Millennials are one of the largest-consuming populations influencing spending and buying habits across all foods, including beef.

Despite this, buying power still lies with Gen X, born from 1965 to 1980. "What distinctly differs is buying power," Johnson said. "If you look at the ones with the greatest buying power, it's Gen X. Most of their children

are out, or close to being out of the home, but they are still working, so they have more disposable income."

With the Millennial generation being the largest age group in the US, their buying power will be especially strong once they reach this same life stage. "What we know is that today, there are consumers in more distinct categories in the marketplace than ever before," Johnson explained.

The National Cattlemen's Beef Association and Beef Checkoff regularly survey consumers about the key things that make up the decision to purchase or not purchase beef. Eating experience is consistently a top priority. "If you have a bad eating experience with any product, particularly beef, then for a consumer it might cause them to not eat it the next time," Johnson said. "It is still one of the most critical factors influencing consumer decision to buy and consume beef."

Convenience and versatility are priorities for consumers. Price is also a consistent factor in consumer choice, and Johnson emphasized that while producers have very little say in the price of beef on grocery store shelves, they can help promote the value of the product. "What we can do is help consumers know how to utilize beef so they feel that the price they paid is worth it," she said.

How beef is raised and grown, and nutrition are also top priorities among consumers in these surveys. Consumers have shown a steady increase in knowledge about how the food they eat is raised. Ounce per ounce, beef is the most nutritionally dense protein on the market, which continues to support demand.



Above: Most consumers source their beef in traditional grocery stores.

Opposite: Consumers continue to put the most trust in those who deal with the raising of beef cattle, as opposed to the media.

## What are consumers choosing?

Chicken continues to outperform beef, with 43% of consumers saying it's their number one choice compared to 36% saying they reach for beef first. Other proteins, including fish, pork, and plant-based fall far below at 13%, 4%, and 4% respectively.

The low price of chicken, convenience, and knowledge of how to prepare the protein all contribute to this preference. When surveyed about weekly choices, 83% of consumers said they eat chicken weekly, and 71% said they eat beef every week.

Data shows that consumers generally prioritize variety in their protein choices, which bodes well for beef. "Consumers want choice," Johnson explained. "They choose all of the different proteins across the week."

Meat alternatives remain a topic of conversation within the industry, but consumer data puts this influence in perspective. Lab grown meats are not readily available to consumers in retail or food service, but many plant-based alternatives including alternative hamburger patties, chicken nuggets, breakfast sausage, and more can be found on most grocery store shelves. Around 25% of consumers surveyed said they eat a meat alternative each week. Among this 25%, most also ate chicken, pork, beef, or another animal protein as well. Again, Johnson emphasized that choice and variety are a priority.

From the perspective of market share, alternative proteins take up less than a percentage point of the overall market. "We often hear a lot about plant-based proteins and taking market share, but I think it's important to understand and have perspective," Johnson said.

## Why are consumers choosing beef?

As the most expensive protein on the market, consumers who choose beef have to place real value in their decision, especially when choosing higher-end cuts. The dollars consumers spend on beef have grown fairly steadily since 2010, and were up a full 100% by 2024. This means that the eating experience is more important than ever. "One thing we do know is that now more than ever, consumers are spending more money on protein, particularly on beef. We have to be aware of that. It does provide a great opportunity as producers, and value for the animals we raise," Johnson explained. "However, for consumers, we have to be cognizant of the money they are spending on proteins, including beef, being more of their budget. We have to be worth it."

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**Consumers who choose beef have to place real value in their decision, especially when choosing higher-end cuts.**

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Eating experience can mean a lot of things. Johnson explained that as a meat scientist, her analysis of a cut of beef is going to differ greatly from that of the average consumer. Taste is a fundamental part of eating experience, and when asked to pick their favorite protein based on this single factor, beef wins by 25 percentage points over chicken.

(CONTINUED ON PAGE 10)



# A Look at Beef Consumer Behavior

(CONTINUED FROM PAGE 9)

Tenderness became a major topic of conversation in the 1980s and early '90s. The National Beef Quality Audit, and National Beef Tenderness Survey were born out of the realization that beef needed to be more tender to improve consumer experience. At the time, consumers said one out of every four steaks they consumed were not satisfactory. Today, that has improved dramatically, with 85–95% of consumers reporting a favorable eating experience both at home and in restaurants.

## Where are consumers eating beef?

The Covid-19 pandemic shifted eating habits dramatically, with at-home cooking no longer being optional. This trend has stuck since, with 94% of consumers reporting that they are preparing more meals at home.

Where consumers purchase beef is also an important consideration. Most consumers — 73% — primarily purchase beef at a traditional grocery store. Mass merchandisers like Walmart account for 38%, and club stores like Costco are the primary choice for 24% of consumers. Only 3% of consumers report primarily purchasing their beef directly from producers.

Online shopping, including grocery pickup or delivery, has increased steadily. Data shows that the younger the consumer is, the more likely they are to purchase their groceries online. Across all age groups, the majority of consumers shop mainly in-store, and partly online. "As you move toward metro areas, online grocery shopping is more and more a part of everyday life. We want to be there for consumers," Johnson explained.

## How much are consumers spending and why?

In terms of dollars, beef occupies the majority of retail fresh meat sales. The price is higher, and consumers are also purchasing more beef. "Consumers want beef, and they are willing to purchase any that we have that we are not exporting," Johnson said.

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**The gap that is appearing between consumer willingness to pay and average price needs to be monitored.**

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This is good news for the industry, but Johnson warns that the gap that is appearing between consumer willingness to pay, and average price needs to be monitored. Higher beef prices have caused shifts in the cuts consumers are choosing, with many moving to lower-priced cuts. "They still want beef, but they may not pick

steak as often and trade to another beef item. What we don't want is them trading out of the beef category for another protein," Johnson shared.

Consumers report increased measures to help with their budget, including looking for deals and coupons, less dining out, finding more ways to use leftovers, stocking up, and buying store or private labels instead of name brand.

Other proteins, with the exception of plant-based, are also trending upward. Mediterranean, keto, and other diets that prioritize protein have become increasingly popular. The increased use of GLP-1 medications is also contributing to increased protein intake, with doctors encouraging patients to also focus on hydrating, eating vegetables, and consuming protein.

Many consumers are reaching for beef while following these diets, but chicken continues to be perceived as the most healthy. Studies in the 1980s and '90s, which encouraged low-fat diets, did damage to consumer perception of beef that still has an effect today. "They [consumers] still believe chicken is a healthier protein, which goes back decades," Johnson explained.

## Do consumers trust beef?

How beef is raised matters to many consumers, and this interest has increased steadily over the years. Animal husbandry and environmental impact are considered by some consumers, which has led to the increase in "raising claims" on beef products, from grass-fed and sustainable, to antibiotic-free.

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**How beef is raised matters to many consumers, and this interest has increased steadily over the years.**

---

The news and media have a major influence on consumer interest in this area. Data analyzed by the NCBA and Beef Checkoff showed that the sentiment of the traditional news media, including TV and print, was overwhelmingly neutral, with positive mentions outweighing negative. On social media, these mentions were still overwhelmingly neutral, but negative narratives outweighed the positive.

Once again, chicken outperforms beef in public perception, with 70% viewing beef as positive, and 81% viewing chicken as positive. When specifically asked about production, 43% viewed beef as positive, with 37% being neutral, and 19% negative. Johnson explained that this large swath that reported being neutral either wants to know more information, or does not care.

Animal welfare was the top priority reported by consumers, with two-thirds claiming to consider how the animal was raised when purchasing meat. One-quarter of consumers reported that they are familiar with how cattle are raised for food. Among Gen Z consumers — the youngest group with buying power — 89% claimed to consider animal welfare.

Farmers and ranchers, veterinarians, and federal agencies were chosen as the most trustworthy sources by surveyed consumers. “Consumers have more trust in individuals who are actually engaged with the animals,” Johnson said.

When presented with information about Beef Quality Assurance, consumer perception of the program was good, with positive perceptions of the overall industry improving by 26 points after exposure to the program. Johnson concluded that being open to questions is the number one thing producers can do to close this gap in understanding among consumers. “When we look at those things, the most important thing we can do to alleviate those concerns is talk about the care we give to cattle under our purview,” she said.

ST

## Key Takeaways

**Beef demand remains strong**, but buyers are more diverse and selective than ever—spanning multiple generations with different expectations for taste, convenience, and values.

**Taste and eating quality drive purchases**, with beef maintaining a strong lead in flavor satisfaction, though price sensitivity may cause some consumers to “trade down” within the beef case.

**Shopping habits are changing** in that younger generations increasingly prefer online grocery options. This means beef must be easy to find and buy digitally as well as in-store.

**Health and nutrition trends favor protein**, positioning beef well if producers and marketers clearly communicate its lean, nutrient-rich qualities and modern trimming standards.

**Trust and transparency are crucial**, as consumers want to know how cattle are raised. Programs like BQA and authentic storytelling from producers build confidence and keep beef relevant for future generations.

How cattle are raised, and husbandry, are top concerns for consumers.





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13	-1.4	104	167	11	25	77
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CW	MRB	REA	API	TI
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CATALOG REQUEST

# Balancing Cow Weight with Industry Demand

by Lilly Platts

The industry's push for larger carcass weights continues to put pressure on commercial producers who must also maintain a productive, profitable cow herd. Dr. Jamie Courter, Assistant Professor and State Beef Extension Specialist at the University of Missouri, explored this dichotomy during Fall Focus 2025.

**O**ptimizing efficiency and productivity are central goals for all cow-calf producers. The end product and the demands of the packer are also a consideration, and often go against what is best for long-term cow-calf profitability. Bigger cows can produce bigger calves, but at what cost? Courter shared that the push for bigger carcass weights will continue in the future, and because of this, focusing on cow herd efficiency and profitability is more important than ever. "Whether we're talking about the end product, or selling a weaned calf, your motivation should still be the cow," Courter shared.

Mature cow size has been steadily increasing over time, which is evident in data across breed associations. Courter evaluated Angus, Red Angus, and Simmental trends, and saw a uniform trend throughout. "Regardless of breed, we are increasing cow size," she said.

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**The cow-calf phase of the production cycle accounts for 74% of the overall input required to produce one pound of carcass weight, and the bigger the cow, the higher this number is.**

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The cow-calf phase of the production cycle accounts for 74% of the overall input required to produce one pound of carcass weight, and the bigger the cow, the higher this number is. "A 30% larger cow will consume 22–28% more dry forage matter," Courter shared. "Mature cow weight matters."

Courter encourages producers to think about their cow herd as a whole unit, as opposed to individual animals. Heavier calves may bring more on sale day,

but if the female that raised that calf required more input, those extra dollars may cancel out. "Yes, heavier calves make more money, but if we think about fixed resources, smaller cow size and more moderate weaning weights aren't always a bad thing," she said.

Many beef cattle traits are optimized somewhere in the middle, like docility, and Courter believes the same is true for cow size. An 1,100- to 1,200-pound cow usually strikes the right balance between input and productivity, and Courter encourages producers to look at their output as pounds weaned per acre, as opposed to individual cow performance. "The key is to avoid cows that are over 1,400 pounds, and that are consuming more nutrients than they are providing you in profit," she said. "The data shows that mature cow size is an intermediate-optimum trait."

Birth weight is as frequently discussed as mature cow size, and is another important factor in optimizing productivity. There are several EPD associated with birth, including calving ease direct, calving ease maternal, and birth weight. Calving ease direct predicts the probability of a first-calf heifer experiencing dystocia; calving ease maternal predicts the probability of first-calf daughters experiencing dystocia; and birth weight predicts the calf's weight compared to the breed average.



Crossbreeding is one of the most valuable tools for increasing productivity without increasing input costs.

Courter shared that producers often put emphasis on the wrong trait. "Time and time again, producers think that birth weight is equivalent to calving ease, especially on the commercial side," she explained.

Using correlations, Courter explained that birth weight and calving ease are genetically related, but not the same trait. Conversely, the correlation between calving ease direct and the percentage of unassisted births is high. This means that producers who select primarily for birth weight may only be starting off with lighter, more issue-prone calves, and not actually solving dystocia problems. "When we select for low birth weight, we are not solving the problem," Courter shared. "Selection for birth weight does not ensure calving ease. It just creates light calves."

---

**"Selection for birth weight  
does not ensure calving ease.  
It just creates light calves."**

---

Data shows that calves that start out lighter will also be lighter at weaning and yearling. Commercial producers often use birth weight over other calving EPD when selecting bulls, which may lead to long-term financial loss. If calving ease direct predicts that a first-calf heifer can have a 60-pound calf unassisted, then putting emphasis on birth weight and pushing that weight down to 50 pounds is only taking pounds away long-term. "We need to be having these tough conversations with our commercial buyers," Courter shared.

Crossbreeding is one of the most reliable methods for increasing productivity while maintaining input costs,



**Above:** Dr. Jamie Courter shared about the implications of cow size, and potential strategies for balancing productivity with cost.

**Below:** Cow size has a significant impact on input and overall production cost.

and Courter emphasized this. "We know that crossbred cows raising crossbred calves wean over 23% more weaning weight per cow exposed," Courter said. "Crossbreeding and mating systems will increase the resources we have while keeping cow size moderate."

Courter encouraged producers to consider crossbreeding systems, as well as maternal and terminal herds.

*(CONTINUED ON PAGE 16)*



## Balancing Cow Weight with Industry Demand

(CONTINUED FROM PAGE 15)

Increasing carcass weights while keeping cow size moderate is difficult, and while genetics and technology have produced bulls and cows that "do it all," genetic potential can only go so far. Pushing the cow herd to meet end-product demands could have negative long-term effects. "If we want to avoid doing that to our cow herd, we need to start thinking about the story differently," Counter explained. "We need to start thinking about creating maternal cows that will be the factory, while also creating terminal animals that are all pounds weaned," Counter shared.

Specific crossbreeding systems have been considered labor- and resource-intensive in the past, but Counter countered this belief. Other industries, like dairy, have been successfully using sexed semen and technology to create maternal and terminal crosses. "With the advent of AI, sexed semen, and genomic testing, we are past that. We are past the argument of it being labor-, cost-, and resource-intensive," she said.

Through crossbreeding and technology, producers can meet the demands of the industry while also maintaining profitability in the cow herd.

Counter concluded that through crossbreeding and technology, producers can meet the demands of the industry while also maintaining profitability in the cow herd. "My challenge to you is this. How can we adopt technology to meet what the market is telling us, and at the same time, not detrimentally impact our cow herd?"

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# IGS Multi-breed Genetic Evaluation EPD Updates

by Dr. Elizabeth Dressler, ASA Geneticist

The International Genetic Solutions (IGS) and ASA team have recently made updates to four important maternal traits.

## Mature Weight and Cow Energy Requirement EPD Released in Research Format

Expected progeny differences (EPD) for mature weight (MW) and cow energy requirement (CER) have been released by the American Simmental Association (ASA) in a research release format. Mature weight and energy requirements have a direct economic impact through cow salvage value and annual feed costs. These EPD provide breeders with tools to better assess cow productivity and efficiency.

The MW and CER EPD were developed by International Genetic Solutions (IGS). IGS and ASA are committed to the development of genetic tools that aid breeders in making selection decisions on economically and commercially relevant traits.

### MW EPD

The MW EPD is expressed as the difference in pounds of cow body weight at six years of age and a body condition score (BCS) of 5. A higher MW EPD indicates a genetic tendency for heavier daughters at maturity, while a lower MW EPD indicates a genetic tendency for lighter daughters at maturity. For example:

Bull A = 100 MW EPD

Bull B = 50 MW EPD

You would expect daughters from Bull B to weigh 50 pounds less, on average, at age six and BCS 5 compared to daughters from Bull A.

Mature cow weights can be collected at any age after yearling. Entire cow groups should be weighed on the same day and within 45 days of weaning their calf. Members are encouraged to take a BCS at the same time as mature weight collection. Entire cow groups should be scored on the same day, and by the same person, for contemporary grouping.

Members can submit weights and BCS for cows of any age between two and 12. Records on the same cow across multiple years are also accepted.



Please scan the QR code for more information on mature cow weight and BCS.

### CER EPD

The CER EPD is expressed as the yearly difference in pounds of total digestible nutrients (TDN) required for a cow aged six years. A lower CER EPD indicates a genetic tendency for daughters that require less energy to support production, while a higher CER EPD indicates a genetic tendency for daughters that have higher energy demands. For example:

Bull A = 100 CER EPD

Bull B = 50 CER EPD



You would expect daughters from Bull B to require 50 pounds of TDN less per year at age six, on average, compared to daughters from Bull A.

Birth weight, milk, and mature weight EPD are utilized in prediction equations to estimate cow energy requirements representing the primary cow energy expenditures: gestation, lactation, and maintenance.

To view the research release of MW and CER EPD on high-use sires and high-accuracy MW and CER EPD animals, please scan the QR code below. As research EPD, these traits will not yet be evaluated weekly or published on an animal page on Herdbook.org.

As part of their development, these EPD have undergone an extensive validation process. Membership is encouraged to review the research release predictions for MW and CER.



To view the research release of MW and CER EPD on high-use sires and high-accuracy MW and CER EPD animals, scan the QR code.

## Updates to CED and CEM Genetic Evaluation

IGS has updated the calving ease direct (CED) and calving ease maternal (CEM) genetic evaluation. These updates have increased the efficiency and prediction accuracy of the evaluation. Three updates were made as outlined below.

1. Breed and Decade Interaction Effect. Previously, a breed and decade interaction was fit as a random effect. Some breed x decade groups had sparse representation causing decreased evaluation efficiency. Now, breed and decade effects are decoupled, or fit as two separate effects.
2. External EPD Incorporation. Previously, external EPD were included directly in the coefficient matrix. Now, external EPD are included after the internal EPD analysis. This will allow the impact of external EPD information to be more clearly compared.
3. Marker Effects. Previously, marker effects for maternal effects were not included. Now, methodology has been developed that has the ability to fit marker effects for direct and maternal effects simultaneously. CEM EPD are now genetically enhanced. In addition, updates to the covariances between marker effects for different traits included in the evaluation were also updated.



**Opposite:** Mature cow weight and energy requirements are critical measurements for predicting profitability.

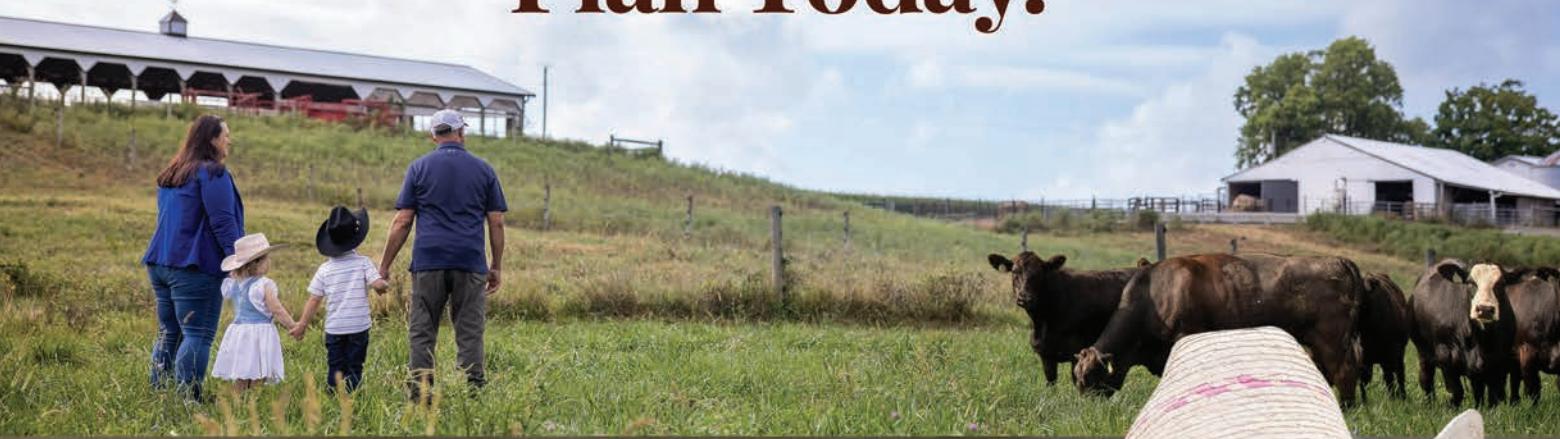
**Above:** The predictions for both calving ease direct (CED), and calving ease maternal (CEM), have recently been updated and improved.

These updates have undergone an extensive validation process and prediction accuracy of the CED and CEM genetic evaluation has improved. Members may see slight re-ranking as a result of these changes.

Members with any questions regarding either of these updates or specific animals' EPD can reach out to Dr. Elizabeth Dressler, ASA Geneticist, at [edressler@simmgene.com](mailto:edressler@simmgene.com).

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# Selecting *for* Success with Sex-sorted Semen

by Lilly Platts

Sex-sorted semen opens up many possibilities for producers, from targeted replacement heifer production to planned terminal matings. The process of sorting semen creates challenges, which Dr. Jordan Thomas, University of Missouri, discussed during Fall Focus 2025.

Sex-sorted semen allows producers to make more specific mating choices.



## Sex-sorted Semen Adds Options

Thomas began by explaining that to understand the potential benefits of sex-sorted semen, producers need to consider the basic financials of the cow-calf cycle. The number one cost cow-calf producers incur is feed, most of which goes into the cow herd. The second highest cost is replacing open cows, either by developing replacements or purchasing females. For producers who breed for their own replacements, setting those females up for success starts at conception. Females that breed earlier in the season and calve earlier not only have more time to recover and re-breed, but their female offspring are older and consequently start their productive cycle in a better place.

Using 60-day breeding and calving seasons as an example, Thomas explained that the yearly cow-calf cycle is undeniably demanding for females. A cow that gets bred early in the 60-day breeding season will calve at the start of the 60-day calving season. Factoring in a 283-day gestation period, that female will have around 82 days between calving and the next breeding season to recover. A female that breeds at the end of that 60-day cycle will also calve at the end of the 60-day calving season, and only have around 22 days to recover. Females go through a postpartum anestrus period (no heat cycle), and the female that only has 22 days to recover is not going to suddenly jump to the beginning of the 60-day breeding season. "These later-conceiving, later-calving cows don't just magically become earlier-conceiving cows next year," Thomas said.

The first breeding and calving season is especially demanding for heifers. Thomas shared that common advice has been to only select heifers born toward the beginning of their calving season, which ensures that they will be more mature when they enter the production cycle. Sex-sorted semen can give producers the option to further home in on the production of replacement heifers both by selecting specific genetics, and also selecting a group of cows to calve earlier in the season. While it might be prohibitive to breed the entire cow herd earlier in the season due to weather or other factors, it could be feasible to do so with a smaller group of females selected exclusively for producing replacements.

Maternal crosses are only one side of the coin with sex-sorted semen. Commercial producers can select more heavily for terminal traits, like carcass and growth, or seedstock producers can be more specific in their matings to produce registered bulls.

## Common Challenges

Thomas and his team are currently working on a USDA-funded research project focused on improving the success of sex-sorted semen. The process of sorting semen changes the structure of the sperm cell, which can create challenges. The head of each sperm cell has projections sticking out, and signaling molecules, which are eventually cleaved off in order to interact with the reproductive tract. "What happens with sex sorting is sort of like what normally happens with capacitation, which is this process of sperm cells acquiring the capacity to fertilize an oocyte. This normally happens in the tract, and with sex-sorted sperm cells, often a larger proportion of them have those important molecules cleaved off. This isn't necessarily bad because they would go through a process like that anyway, but it changes their useful lifespan," Thomas explained.

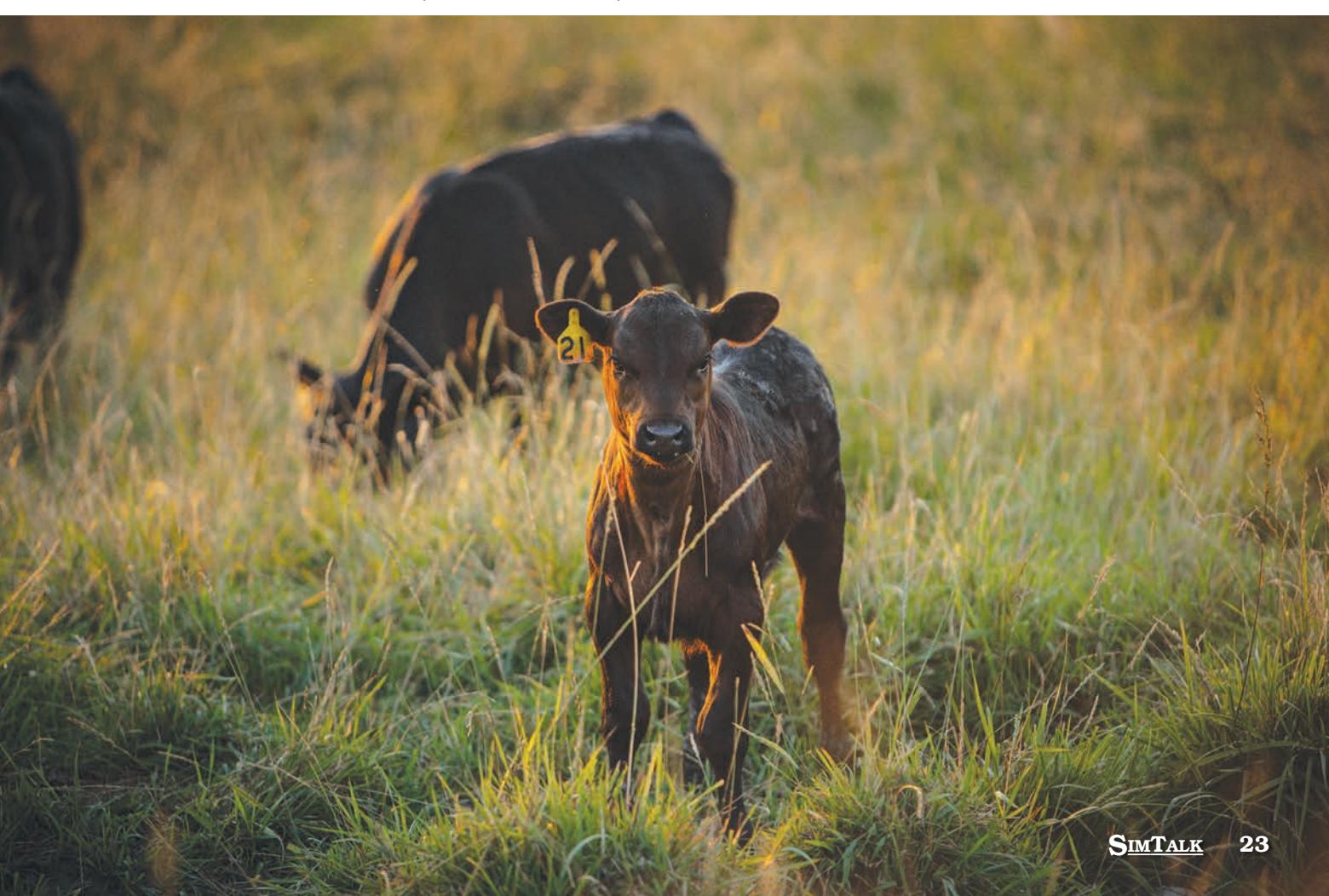
With conventional semen, the timeframe during which sperm cells are traveling and still fertile is longer than with sex-sorted semen. This means that breeding has to be closer in time to a female's actual ovulation window with sex-sorted semen. Fresh semen can improve this, but logically this is prohibitive for producers.

(CONTINUED ON PAGE 24)



Above: Dr. Jordan Thomas presenting at Fall Focus 2025.

Below: Sex-sorted semen can give producers the option to further home in on the production of replacement heifers both by selecting specific genetics, and also selecting a group of cows to calve earlier in the season.



# Selecting for Success with Sex-sorted Semen

(CONTINUED FROM PAGE 23)

Another challenge Thomas and his team are interested in is the differences in fertility rates among bulls. In some scenarios, a bull's fertility will be different between conventional and sex-sorted semen. "Another thing we propose to address with this grant, which we have honestly really struggled with, is addressing that there are bull-to-bull differences in fertility with sex-sorted semen. Just because a bull has high fertility with conventional semen, believe it or not, doesn't even mean that he will successfully sort and freeze sexed semen that is viable," Thomas said.

## Tips for Success

The shorter fertile lifespan of sex-sorted semen requires more accurately timed AI breeding. Tracking when estrus expression happens—riding, restlessness, etc.—is especially important when using sex-sorted semen. Thomas said, "I think we all forget this, but ovulation occurs quite a long time after the onset of behavioral estrus in cattle. It's closer to 30 hours after the onset of estrus."

AI synchronization protocols can be effective, but Thomas cautioned that with sex-sorted semen, tracking estrus expression is still important. Estrus detection aids, like patches, are a good tool for making sure a female has actually come into heat. Additionally, checking females for heat more frequently can improve the success of sex-sorted semen. "Devote time to check those animals at least three times per day," Thomas shared. "The reason is, our best recommendation with AI and sex-sorted semen following detected estrus is to be closer to the 18–24-hour window after the detection of estrus for the actual AI to occur, rather than the 12-hour time window that might be more acceptable with conventional semen."

For example, a female in heat in the morning would still be bred at night with sex-sorted semen, but by adding a check in the afternoon, a female that is in heat midday could be bred the next morning instead of that evening.

Timed AI protocols are popular because when done correctly, producers can get high conception rates in less time, and with less labor. Thomas shared that if a producer wants to utilize sex-sorted semen, they should pick a synchronization protocol that is well-validated with sex-sorted semen, and one where animals actually express estrus before breeding.



Being prepared and having a plan is essential for successfully using sex-sorted semen.

Sex-sorted semen can open up many possibilities for producers who want to be extremely selective in their mating decisions. Sex-sorted semen is more expensive than conventional, and producers should ensure that their system is set up for success. "I would only consider using sex-sorted semen if females have an activated estrus detection aid, and I would also have conventional semen on hand," Thomas concluded.



Please scan the QR code for more information from the University of Missouri on using sex-sorted semen.

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# INDUSTRY UPDATE

## Build Back Better — Replacement Heifers Series

Mark Z. Johnson, Oklahoma State University Extension

### Part 1

In spite of recent market volatility, the strong market fundamentals and current status of the US beef industry remain unchanged, and can be distilled into a few short bullet points:

- The lowest beef cow inventory since the early 1960s
- The lowest number of feeder calves in the production chain since the 1950s
- Strongest consumer demand for beef in several decades
- Very little evidence (over past several calf crops) of heifer calves being retained to develop as the next generation of cows

These factors indicate the robust values of all classes of cattle (and beef) we are seeing now should continue for several years. Why? Because of the biological time lag between heifers selected now to develop as replacements, and the 24 months before they would potentially wean their first calf to enter the production system. Furthermore, it is most likely the beef cow inventory of 2026 will be lower than 2025.

This current status is the result of droughts, the threat of New World Screwworm, the resilience of cattle producers, high input cost, and the great success story of cattle breeders improving the additive genetic merit of US cattle to consistently yield a high-quality, great tasting beef product to meet consumer demand.

The existing cow inventory will age out of production; therefore, replacement heifers are needed! This three-part piece targets cow-calf producers who are motivated by sustainable profit. Analysis of your production system, proper breeding objectives, mating decisions, and development ensure the replacement heifers you are bringing into production are the right fit for your environment and set your operation up for success over the long-term.

### Heifer Development

In order to maximize profit potential it is important to have heifers calving at two years of age. Research shows heifers becoming pregnant early in their first breeding season (specifically the first 21 days) remain in the herd longer and produce more total calf weaning weight over their lifetime in production.

How do we select and manage replacement heifers so that they are having fertile heats and ready to conceive by 14–15 months of age? Genetics, photoperiod, level of nutrition, and growth rate all influence when beef heifers reach puberty; that being said, heifers that have reached 65% of their mature weight by this age should have reached puberty and be ready to breed. Obviously,

age should be taken into account (along with other selection criteria) when selecting replacements, with older heifers having an advantage. Heifer calves born earlier in the calving season are produced by cows that conceived earlier in the breeding season.

After heifers are selected, how do we arrive at the target weight they need to gain from weaning until their first breeding season? First we need an accurate estimate of the average mature weight of the cow herd that produced the heifers. This can be calculated from weights taken at weaning time on the four- to seven-year-old cows, and adjusting to a Body Condition Score (BCS) of 5. If developing purchased heifers, target an optimum plane of growth having the heifers in a BCS of 6 by 14–15 months of age.

What is the best way to feed to reach that target weight? In a normal Oklahoma year, spring-born heifers weaned in fall can be grown on wheat pasture typically available by late November and gain 1.5 pounds per day (or better) to reach target weight. With wheat pasture conditions currently sporadic in Oklahoma, it is comforting to know that heifers can grow very slowly through the winter months and be fed harder for the couple of months going into breeding season in order to reach target weight by breeding season. In regard to gestating bred heifers due to calve next spring, target a body condition of 6 and 80% of their mature weight at first calving.

### Part 2: Breeding Objectives and Selection Pressure

A breeding objective is the general goal of a breeding program — the notion of what constitutes the best animal. Selection pressure is applied to specific traits in order to meet breeding objectives. Selection pressure is a precious commodity and should not be squandered. Especially in beef cattle breeding programs where the biological time lag from selection and mating decisions until replacement heifers become cows is lengthy, as compared to other meat animal species.

Determining the correct selection criteria and breeding objectives for your cow-calf operation is critically important (especially as it pertains to generating replacement heifers) as these have long-term impact on cow herd productivity and profit potential. For example, applying all selection pressure to weaning and yearling growth with no consideration of (strongly genetically correlated) mature cow size can leave a producer tethered to an excessively sized, higher-maintenance-input cow herd for at least a decade. Thereby, selection pressure applied to weaning and yearling growth relative to an acceptable upper limit of mature weight or mature height may lead to a more optimum outcome with regard to the value of calves sold annually and maintenance cost of the cow herd year-round.

Whether it is the purchase of herd bulls, picking AI sires, or which heifers will be kept from this calf crop to

CONTINUED ON PAGE 32

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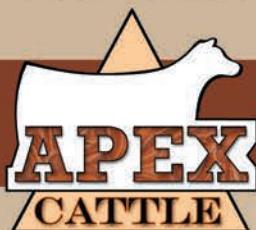
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develop as herd replacements, over time, 80–90% of genetic change is the result of sire selection. Additive genetic change is cumulative and permanent.

Four facts should be known about a trait before applying selection pressure to it or including it in your breeding objectives. These are:

1. Heritability of the trait
2. Economic importance of the trait
3. Genetic correlation of the trait to other economically important traits
4. Measurability of the trait

The final take-home point is this: determining breeding objectives and where selection pressure should be applied is unique to your operation. It should not be determined by your seedstock vendor who sells you bulls, or your neighboring cow-calf operation whose financial situation, forage base, and marketing endpoint for calves may be different from your own. Now is the time to consider the unique nature of your operation and give thought to breeding goals and where selection pressure should be applied in the next bull-buying season.

## Part 3: Analyzing Your System

How do you develop breeding objectives and identify economically important traits on which to apply selec-

tion pressure in your cow-calf operation? The answer lies in understanding that your cattle (and their underlying genotype) are just one component of a much larger system. Your production system is a group of interdependent components. Animal-related systems vary from large, extremely complex systems such as the beef industry as a whole, to smaller (but still complex) systems like an individual farm or ranch.

To analyze your own unique cow-calf production system, consider the following:

- Your cattle – specifically their genotypes
- Your production environment
- Your fixed resources and management
- Economics

Your cow inventory and bulls used are the means to produce the calves marketed. How would you describe the genetic potential and phenotype of your cow herd, bull battery, and calves produced? Is this description a good fit with the other components of your system?

Your production environment refers to all the elements involved in your cow-calf operation over which you have little influence. Examples would include altitude and soils; climate conditions like rainfall, wind, and temperature; as well as the quantity and quality of your forage base. Cow-calf production takes place in an

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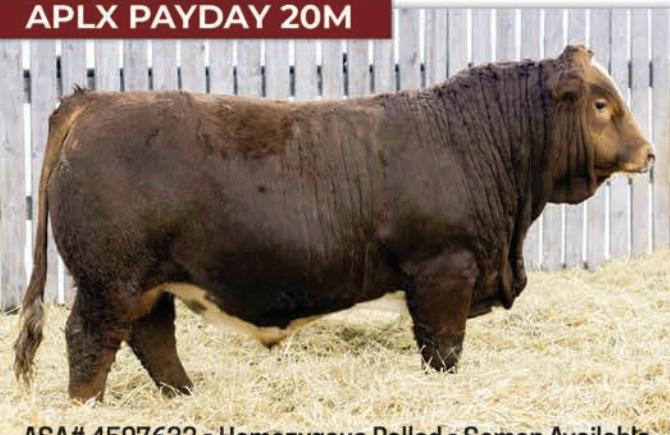
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<sup>a</sup>USMARC, Zimmerman, M., et al., "Breed and heterotic effects for mature weight in beef cattle," *J. of Anim. Sci.*, Vol. 99, 2021. Adjusted for sire sampling, Angus was the heaviest at maturity among the 16 breeds evaluated. Solutions are deviations from Angus. YW EPDs were extracted from genetic evaluations conducted in 2019. Estimate of MWT differences at 6 years of age. The study considered 108,857 weight records from 5,156 crossbred cows sired by 787 bulls. <sup>b</sup>Effect of sire breed group on carcass value of feedlot cattle harvested through Tri-County Steer Carcass Futurity Cooperative, Lewis, Iowa, 2002 to 2018. Odde, K. & King, M. (March 2021). Kansas State University. Relationships Among Sire-Breed Group, Calf Sex and Year Group on Carcass Traits. Breeds represented in the English-sired group: Angus, Red Angus, South Devon, Hereford and Shorthorn.

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extremely wide variety of production environments. A cow herd of the correct genotype to fit their production environment will more efficiently convert grazed forage into pounds of calf raised.

Fixed resources include factors such as the amount of pasture you have for grazing, your ability to grow (or have access to) supplemental feeds, and available labor. Management involves all the practices implemented by you. Examples include vaccination protocols, supplemental feeding, how long mature cows remain in production, and (very importantly), how and when calves will be marketed. Management also involves the selection and mating decisions you make to optimize genotypes in your production system in order to create profit potential.

Economics encompasses all the financial factors unique to your operation: the cost of inputs and value of outputs. Feed, fuel, fertilizer, equipment, and labor are input costs. Input expenses are significantly influenced by the cost of maintaining your breeding herd. Further, interest rates on debt and the equity you have in your land and cattle are very important economic factors that often influence marketing plans.

Considering all the components of your production system and how they interact with each other should determine breeding objectives and where selection pressure should be applied. This can result in genotypes that are an environmental fit, are aligned with marketing plans, and optimize the use of your resources.

## Can We Shape Calves before Birth?

by Andrea Bedford, Bovine Veterinarian

What if the most powerful determinant of a calf's lifetime performance isn't the genetics you select or the ration you feed, but the environment that calf experienced as a one-cell embryo? As research accelerates, developmental programming is becoming one of the most promising frontiers in cattle reproduction.

For two decades, the beef and dairy industries have focused relentlessly on improving fertility — and it worked. Conception rates rose, days open stabilized, and the long slide in reproductive performance reversed. With conventional reproductive efficiency nearing a functional ceiling, scientists are shifting attention upstream, where the environment itself may program the future trajectory of the calf. It's well known that a resulting phenotype represents the consequence of genotype and environmental interactions. The performance of an animal depends on the genes they inherited, how much feed they get, whether they get sick, whether it's hot or cold, and a plethora of other environmental factors.

"We've made tremendous progress in optimizing the environment that those animals are raised in by providing

CONTINUED ON PAGE 40

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the best nutrition, the best housing, the optimal photo period, and treating disease with pharmaceuticals to optimize phenotype," says Peter Hansen of the University of Florida. "But we usually do that after the animals are born. We don't really think too much about what is happening to those animals when they're embryos or when they're fetuses or even when the germ cells are being produced."

## Evidence of Developmental Programming

Recent work has shown us the environment of the mother and the early embryo can affect the postnatal phenotype of that embryo. The environment of the fetus can affect what kind of calf it becomes.

When embryos are produced in vitro, they are put in an artificial medium. Under normal protocols, this culture medium is choline-free. Choline is a methyl donor that may factor into the one-carbon metabolism of bovine embryos. In the uterus, choline is present at millimolar concentrations.

Work led by Eliam Estrada-Cortes in Dr. Hansen's lab investigated the effect of culturing bovine embryos with or without choline. They found choline-cultured embryos resulted in calves that were heavier at weaning with altered muscle DNA methylation.

"We've done this experiment three times, and each time the choline calves weigh more than the calves without choline. And that goes all the way through to slaughter," Hansen says. A nutrient present (or absent) in the culture dish during critical development time can make a big difference.

The condition of the fertilizing bull can also affect embryonic development and quality. Arslan Tariq from the University of Florida investigated the effect of bull overnutrition on fertility, finding heavier bulls produced semen that delayed embryonic development and decreased embryo quality, without changes to sperm motility or fertilization rate.

Historically, seminal plasma is removed from sperm for artificial insemination as it contains elements that can be detrimental during storage. That being said, seminal plasma modulates the maternal environment in a significant way, impacting the establishment and maintenance of pregnancy. As a part of her PhD thesis, Gabriela Macay at the University of Florida evaluated the reproductive, health, and production performance of female offspring conceived in the presence of seminal plasma. These animals had increased birth weights, increased milk yield, and had greater persistence in the herd compared to controls.

"What we now know is the environment of the mother that the early embryo is in can affect the postnatal phenotype of that embryo. The environment of the fetus can affect what kind of calf it becomes," Hansen says. "And the environment of the bull."

## How Does This Affect Reproductive Management?

Developmental programming shifts reproductive management from a focus on achieving conception to a broader view of how early-life conditions shape an animal's long-term health, productivity, and resilience. This expands the veterinary role from problem-solver to long-term system designer who helps producers make choices that shape herd-level outcomes years down the line.

The next revolution in cattle reproduction may come from understanding the earliest biological environment that determines how a calf learns to grow, metabolize, and perform.

## Winter Supplementation and Body Condition Change Affect Cow Performance and Long-Term Calf Outcomes in Spring-Calving Herds

by Paul Beck, Oklahoma State University Extension

Nutritional management of beef cows during the winter months has lasting impacts on reproductive performance of the cow, calf health, and overall herd productivity in spring-calving herds. Recent research evaluating minimal and flexible supplementation strategies using distillers grains-based protein supplements for May-calving cows grazing native range compared three programs: a low daily rate (0.5 pound/cow/day), a standard rate (one pound/cow/day), and a flexible strategy where cows were supplemented only during periods of environmental stress such as snow cover or cold rain. Supplementation began in January and ended about 30 days before calving.

Although cows receiving the lower supplementation rate were lighter at calving and tended to remain lighter at breeding, there were no differences among treatments in body condition score, pregnancy rate, calf birth weight, weaning weight, or subsequent feedlot performance and carcass characteristics. These results indicate that flexible supplementation during stressful weather can maintain productivity while reducing feed costs — a valuable option when winter feed prices are high.

Maintaining adequate cow body condition during late gestation, however, remains critical for both cow and calf success. Loss of body condition late in pregnancy can reduce colostrum quality and immunoglobulin content, weakening calf immunity, and increasing disease susceptibility. Severe nutritional restriction in late gestation also decreases birth weight, especially in young cows, and can compromise the calf's immune development. Additionally, nutrient restriction during pregnancy has been shown to result in calves with lower weaning weights, reduced post-weaning and

CONTINUED ON PAGE 44

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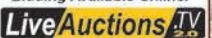


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finishing performance, lighter carcasses, and less marbling — clear evidence that maternal nutrition influences lifetime growth and carcass quality.

This phenomenon, known as fetal programming, describes how poor nutrition, heat stress, or other challenges during gestation can permanently affect offspring performance and reproduction. Maternal undernutrition can delay puberty and lower fertility in replacement heifers while reducing feedlot performance and carcass quality in steers.

Collectively, these studies underscore the importance of managing cow nutrition strategically through the winter. Flexible supplementation programs can reduce costs without sacrificing reproductive success, but cows must maintain moderate body condition to support calf health, feedlot efficiency, and long-term productivity. Well-planned winter nutrition programs enhance economic efficiency, animal resilience, and the sustainability of beef production systems in variable environments.

## Take-Home Message

Flexible supplementation programs that target environmental stress periods can help reduce winter feed costs without compromising cow performance. However, maintaining adequate body condition through late

gestation is essential to ensure optimal calf immunity, fertility, growth, and carcass quality. Investing in balanced winter nutrition not only supports this year's calf crop — it builds long-term productivity, fertility, and resilience across the cow herd.

## Healthy Lungs, Better Beef

by Maureen Hanson, Bovine Veterinarian

The beef-on-dairy revolution has transformed the cattle industry in the US. In less than a decade, beef-on-dairy calves have evolved from virtually non-existent to making up nearly one-fifth of the US fed beef supply.

The journey to the feedyard for those calves is quite different from that of their native beef pen mates. As this unique segment of the industry evolves, interest is growing in improving the systems that eventually bring those calves to market, from their dairy of origin to the packer.

In a recent I-29 Moo University webinar, Penn State University animal science graduate student Ingrid Fernandes presented results of her master's degree research. The study examined the incidence of bovine respiratory disease (BRD) in beef-cross calves and its potential influence on fed beef performance.

CONTINUED ON PAGE 48

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PB SM • BW 0.5 WW 100 YW 148 API 150 TI 95



LHT Mr Fire Power 128N 3/4 SM

CCR Fire Power 8081J x LHT Ms Significant 56G

BW 1.3 WW 77 YW 128 API 144 TI 85



LHT Mr Dutton 66N 3/4 SM

LRS Dutton 611K x LHT Ms Progressive 140J

BW -1.2 WW 97 YW 149 API 150 TI 96



LHT Mr War Paint 498M 3/4 SM

TJ War Paint 759J x LHT Ms Sniper 224K

BW -0.5 WW 86 YW 126 API 137 TI 66



LHT Mr Red 246M 3/4 SM

BC1 Mr H060 x LHT Ms Beef King 326C

BW -0.3 WW 86 YW 136 API 131 TI 86



LHT Mr Justice 59N 3/4 SM

HA Justice 30J x LHT TOD 59G

BW 1.6 WW 89 YW 142 API 156 TI 96



LHT Mr Grindstone 230M 3/8 SM

HXC Grindstone 9908G x LHT Ms Beef King 660

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Her presentation, "Long-term Impacts of Early-life Bovine Respiratory Disease on Growth and Carcass Traits in Dairy Cross Cattle," described the study that followed 143 calves from two Pennsylvania dairies from birth to harvest. The trial specifically focused on respiratory health and its long-term influence on animal performance.

Fernandes notes that according to 2017 USDA data, respiratory disease accounted for 32.7% of dairy calf mortality and 23% of death loss in beef calves. The same metric for beef-on-dairy calves is not currently known. She says dairy-style production systems, which vary considerably from a native beef calf's upbringing, can leave calves vulnerable to BRD. "A calf's immune system develops gradually over its first eight months of life," she says. "Everything that happens in that period can put them at risk of disease."

Important stressors include castration, dehorning, transportation, dietary changes, dehydration, weaning, commingling, and vaccination. Fernandes notes these stressors are often stacked together in dairy-style systems. Additionally, beef-on-dairy calves might make several ownership changes in their first eight months of life.

"Major BRD pathogens are commensal; they are part of the natural microbiota of the upper respiratory tract in cattle," she explains. "Stressful events lead to compromised immune systems. This may create an imbalance in the microbiota, allowing the pathogens to travel to the lower respiratory tract, where they can cause inflammation, tissue damage, and lung consolidation."

Fernandes notes some calves with BRD exhibit obvious symptoms, while others display none. To positively diagnose BRD in the study, she and her team relied on thoracic ultrasonography at four days postweaning to detect

lung consolidation. Based on a number of criteria, including the size of lung consolidation area, they ultimately sorted calves in the first phase of the study into one group of 37 BRD-positive calves and another of 106 healthy controls. None of the calves in either group received any sort of treatment for BRD.

In terms of gain, an interesting phenomenon occurred. When evaluated up to 83 days of age, the calves with BRD suffered a loss in average daily gain (ADG) of about one-third pound per day. But when their performance was followed up to 238 days of age, they compensated for that lost gain and actually weighed slightly more than the controls by the end of that study period.

So, if they recovered, why worry? The answer: meat quality. When the same animals were observed in the second phase of the study, which followed them through the feedlot and ultimately harvest, some surprising findings emerged.

Compared to the controls, the BRD-affected cattle showed no significant difference in ADG, hot carcass weight, dressing percentage, ribeye area, 12th rib fat thickness, or yield grade. But one area of vast difference did show up: marbling.

The calves with BRD had 7% lower marbling scores overall. In terms of quality grades, 34% of the healthy controls graded High Choice or Prime, while only 14% of the BRD calves achieved one of those grades. More specifically, the controls produced seven animals that graded Prime, while the BRD group had none. Cattle with BRD at weaning also tended to have 3.05 times greater odds of having a carcass graded Select than the control cattle that were healthy at weaning.

Fernandes attributes these results to intramuscular adipogenesis, or the development of fat cells within the muscle. It's a process that begins early in life, and that's where a health challenge like BRD can make a difference.

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"This is evidence that our management of beef-cross calves early in life can have lasting effects on their performance and ultimate value," Fernandes says. "It points to our need for communication between industry segments and calf-rearing practices that reduce stress and disease opportunism."

## Striving for Improvements in Reproductive Performance

by Sandy Johnson, K-State Extension

Producers know the importance of reproductive performance to the bottom line. Those who use artificial insemination want to maximize the number of AI-sired calves. This raises the question: what are reasonable expectations for AI and season-long pregnancy rates? While industry-wide data on fertility is limited, several pieces of information shed light on this question.

First, consider a hypothetical herd of 100 cows, 60% of which conceive in the first 21 days, leaving 40 cows to breed in the second cycle. If the conception rate remains the same for the second cycle, then 24 ( $40 \times .6$ ) additional cows would be bred, leaving 16 head. Using the same logic for the third 21 days, ten ( $16 \times .6$ ) cows would calve

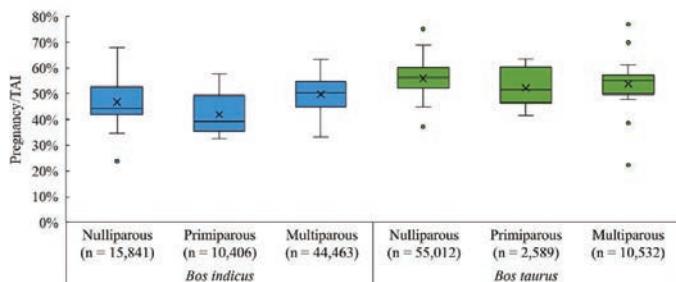
in the third cycle for a total of 94 of 100 bred in three cycles. These values are similar to the calving distributions reported by NDSU in their Cow Herd Appraisal Performance Software database. The summary includes 88,000 cows from 2010 to 2017 and reports 60% and 87% calving by 21 and 42 days of the season, respectively. For yearling heifers, they report 42% calving early, 76% at 21 days, and 88% at 42 days. The overall pregnancy rate is reported at 93.7%.

Data from the Show-Me-Select Heifer program provides information on season-long heifer pregnancy rates. The overall average from 2010 to 2024, spring and fall seasons, is 85.6% with a range of 77 to 89%. The length of the breeding season is generally 60 days, but is not part of the data set.

How do AI and natural service inseminations compare? A report from Australian dairies from 1973 and 1974 found the first service pregnancy rate to AI was  $57.5 \pm 9.2\%$  ( $n=13,942$  inseminations) and  $58 \pm 13.1\%$  ( $n=6,310$ ) for natural service.

A review summarized results from fixed-time artificial insemination studies in beef cattle from 1995 to 2021 (Montero et al., 2023). A total of 228 manuscripts and 272,688 timed inseminations were included, and a minimum of 100 animals per treatment were required for inclusion.

Figure 1 shows box and whisker plots, which illustrate the distribution of the data. Briefly, the shaded box represents 50% of the values, the line that divides the shaded box is the median (50% of values above this line and 50% below), and the "x" is the mean or average. The point at which the vertical lines end represents the upper and lower values, and the dots represent values considered to be outliers.



Pregnancy per timed artificial insemination divided by genetic group and parity. Monteiro et al., 2023

For *Bos taurus* cattle, average fixed-timed AI pregnancy rates were 55.1% for heifers (nulliparous), 52.5% for first-calf heifers (primiparous), and 51.6% for mature cows (multiparous). Pregnancy rates in *Bos indicus* females with fixed-timed AI were 47% for heifers, 39.4% for first-calf heifers, and 50.9% for mature cows. Most of the inseminations were in Brazil, 56%, and largely *Bos*



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**PRODUCTION SALE**

**SATURDAY APRIL 4TH, 2026**  
1:00PM MST | DUBOIS, IDAHO | RODEO GROUNDS

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K07

REG #  
4128302

DOB  
4.28.22

BREED  
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HOMOZYGOUS POLLED



HPF/HILL UPRISING C104 X TJSC ONYX 44B

CONVENTIONAL SEMEN

\$50/UNIT

SEXED FEMALE SEMEN

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Daughter sold for \$30,000



Daughter sold for \$17,500



Daughter sold for \$5,250



TJSC Onyx 44B - dam of K07

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Sired by TSN Eagle G618

BW: 86 • EPDs: BW 0.2 WW 81 YW 125 API 154 TI 91



### CASON'S MR OAKTON N851 [ PB SM ]

Sired by TSN High Road K028

BW: 85 • EPDs: BW -0.1 WW 86  
YW 131 API 142 TI 89



### CASON'S MR JUNEAU M566G [ 3/4 SM ]

Sired by WS Proclamation E202

BW: 81 • EPDs: BW 0.3 WW 83  
YW 124 API 132 TI 84

### CASON'S MR WYATT N410J [ PB SM ]

Sired by Rubys Guardian 107J

BW: 85 • EPDs: BW -0.6 WW 78  
YW 115 API 151 TI 85



### CASON'S MR MORAN M97 [ X SM ]

Sired by WS Proclamation E202

BW: 80 • EPDs: BW 0.0 WW 84  
YW 126 API 139 TI 86



### CASON'S MR UTAH 93M [ PB SM ]

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BW: 79 • EPDs: BW 0.5 WW 81  
YW 118 API 153 TI 89



### CASON'S MR WINSTON N29C [ X SM ]

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BW: 85 • EPDs: BW 2.5 WW 96  
YW 146 API 153 TI 97

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BW: 87 • WW: 760  
EPDs: BW 0.5 WW 96 YW 146 API 153 TI 95

*indicus* breeding, followed by 36% in the US, representing a majority of *Bos taurus* genetics. Pregnancy per timed-AI increased 4.6% in *Bos taurus* females from the 2006–2010 period (52.9%) to the 2016–2021 period (55.1%). The increase during the same period was 6.6% in *Bos indicus* cattle.

Fixed-time AI pregnancy rates between 2010 to 2017 were compiled from the Show-Me-Select Heifer program. Heifers with infantile reproductive tracts were excluded. The most common protocol used was the 14-day CIDR+PG. Heifers considered pubertal by reproductive tract scoring four to six weeks before AI had an average fixed-time AI pregnancy rate to this protocol of 52% (11,674/22,625), and those classified as pre- or peripubertal were 46% (4,765/10,280) for an overall average of 50%.

How did your expectations align with the data presented? Are you above average or below average? There are numerous factors that influence fertility outcomes, from cow and bull factors to the ways people interact with the process along the way.

## References

Bonacker, R., J. Thomas, J. Locke, E. Knickmeyer, J. Decker, S. Pooch, and D. Patterson. 2023. The Missouri Show-Me-Select Replacement Heifer Program: II. Comparing pregnancy rates

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Williamson, N.B., R.S. Morris, and G.A. Anderson. 1978. Pregnancy rates and non-return rates following artificial and natural breeding in dairy herds. *Aust. Vet. Journal* 54:111-114. Monteiro, P.L.J., Consentini, C.E.C., Andrade, J.P.N., Beard, A.D., Garcia-Guerra, A., Sartori, R., and M.C. Wiltbank. 2023. Research on timed AI in beef cattle: Past, present and future, a 27-year perspective. *Therio* 211:161-171. doi: 10.1016/j.theriogenology.2023.07.037

## Five Tips for Vaccine Handling

by Andrea Bedford, Bovine Veterinarian

Vaccines are one of the most effective and economical tools available to maintain herd health, reduce disease loss, and support animal well-being. However, even the best vaccine can fail if it's not handled correctly. Dr. Jon Townsend, dairy technical services veterinarian with Merck Animal Health, recently touched on the topic.

"You've made the investment in those vaccines. You want to get the best response out of them. You want to get the best cow health possible," Townsend says.

CONTINUED ON PAGE 60



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14th Annual Production Sale

# 02.01.26

2pm CST • at the Ranch • Hurdsfield, ND

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4574288 - KLSR ENGAGE N19 - DOB: 2/23/25  
PB SM - Homozygous Polled - Red Non Dilutor



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4574271 - KLSR ENGAGE N20 - DOB: 2/22/25  
PB SM - Homozygous Polled - Red Non Dilutor



**N30**

4574253 - KLSR ENGAGE N30 - DOB: 2/26/25  
PB SM - Homozygous Polled - Red Non Dilutor



**N83**

4590452 - KLSR ENGAGE N83 - DOB: 3/8/25  
PB SM - Homozygous Polled - Red Non Dilutor



**N90**

4574251 - KLSR ENGAGE N90 - DOB: 3/12/25  
PB SM - Homozygous Polled - Red Non Dilutor



**N91**

4574238 - KLSR ENGAGE N91 - DOB: 3/12/25  
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*Pictured: Crossroad Engage 125K*

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4574256 - KLSR CAPTIVATE N9 - DOB: 2/17/25  
3/4 SM 1/4 AN - Homozygous Polled, Heterozygous Black



4574318 - KLSR ALPHA N38 - DOB: 2/27/25  
PB SM - Homozygous Polled, Heterozygous Black



4574234 - KLSR SPECIAL OPS N40 - DOB: 2/28/25  
PB SM - Homozygous Polled & Black



4574236 - KLSR GENESIS N69 - DOB: 3/4/25  
PB SM - Homozygous Polled & Black



4574307 - KLSR ALPHA N77 - DOB: 3/7/25  
PB SM - Homozygous Polled, Heterozygous Black



4574313 - KLSR RANCHER N45 - DOB: 2/28/25  
PB SM - Homozygous Polled - Red Non Dilutor

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5/8 SM 1/4 AR 1/8 AN | API: 140.7 · TI: 92.8



**GW REBEL YELL 731J**  
#3875016 | Sire: GW MOVIN ON 183C  
1/2 SM 5/16 AR 3/16 AN | API: 166.4 · TI: 93.2



**TJ 652L**  
#4216835 | Sire: KBHR BOLD RULER H152  
Purebred Simmental | API: 165.2 · TI: 96.5

EPDs as of 12-2-26

50 Annual Production Sale

**Tuesday,  
February 24,  
2026**

Sale: 2 p.m. CST  
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Selling:  
50 Yearling Bulls  
20 Bred Heifers

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## INDUSTRY UPDATE

CONTINUED

Whether you're working with calves, replacement heifers or mature cattle, following consistent vaccine handling practices ensures your investment delivers the intended immunity. Here are five key guidelines to keep in mind.

### 1. Store Vaccines at the Right Temperature

Vaccines are sensitive, biological products. Many must be kept refrigerated at a specific temperature range to remain effective.

- Use a dedicated refrigerator (not the one used for drinks and lunches), as frequent door opening causes temperature swings.
- Place a thermometer in the fridge to monitor temperature regularly.
- Avoid storing vaccines in the refrigerator door where temperatures fluctuate the most.

### 2. Don't Mix All Your Vaccine at Once

Many livestock vaccines are sold as two-part products. Once mixed, the live organisms begin to break down. "Only mix what you'll use in the next one to two hours if you have to mix up a vaccine," Townsend advises. "Your modified live vaccines have to be mixed. So don't mix a huge bottle that's going to take the whole day to use. By the time you get to the last dose that vaccine has potentially degraded, and you won't get the same response that you would have immediately after reconstitution."

### 3. Keep Mixed Vaccines Cool and Out of Sunlight

Heat and sunlight can rapidly damage vaccines, particularly modified-live vaccines.

- Keep syringes and mixed bottles in an insulated cooler with cold packs.
- Do not place vaccine bottles on the chute, in your shirt pocket, or on a truck dashboard.

CONTINUED ON PAGE 64

# 14<sup>th</sup> Annual LYMAN LIVESTOCK BULL SALE

## REFERENCE Sires



1:00 PM MT | PRODUCERS LIVESTOCK MARKET  
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1:00 PM (CT) • At the Ranch, Miller, NE

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ASA 4528037 3/4 SM 1/4 AN \$API 157 • \$TI 85



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**626N** DB ICONIC G95 SON  
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**634N** FIVE STAR JACKSON J10 SON  
ASA 4529022 PB SM \$API 150 • \$TI 91



**755N** TJ GOLD 274G SON  
ASA 4528160 PB SM \$API 174 • \$TI 103



**680N** GIBBS SIGNATURE 2510K SON  
ASA 4528052 PB SM \$API 169 • \$TI 99



**699N** TJ HEISMAN 388F SON  
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\$API 139.4 \$TI 79.3



1081N ASA# 4529051  
GW WINDFALL 285J SON  
\$API 151.0 \$TI 89.7



808N ASA# 4528299  
TJ FROSTY 318E SON  
\$API 127.3 \$TI 94.6



1101N ASA# 4529139  
CDI/NF HONOR GUARD 267H SON  
\$API 156.9 \$TI 89.9



997N ASA# 4528820  
SQUARE B TRUE NORTH 8052 SON  
\$API 162.7 \$TI 99.9



875N ASA# 4528489  
SAS COPPERHEAD G354 SON  
\$API 131.5 \$TI 86.2

9

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W A

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- Check your cooler throughout the day to ensure cold packs are still cold and not melted.

Unsure about what cooler to use? Consider making it yourself. "You can either buy a fancy one, or you can make one yourself with an Igloo cooler and drill some holes," Townsend says. In the end, the goal is the same. "It's really important to keep that vaccine cool. If you're using a multi-dose syringe, make sure you're keeping [it] cool between calves."

## 4. Maintain Needle Cleanliness

Contamination can destroy vaccine potency and introduce infection to animals.

- Use new clean needles when drawing vaccine from the bottle.
- Do not set uncapped syringes or needles down on surfaces like tailgates or barn rails.
- If a needle becomes dirty, bent, or touches anything questionable, replace it.

"We need to be thinking about changing out needles more frequently than [we] did 30 years ago," Townsend says. "Then disinfect the needle and syringes after use or dispose of them, and think about disinfecting multi-dose syringes."

Townsend also highlights the importance of making sure there is no disinfectant residue remaining after cleaning as it has the potential to inactivate your vaccines. Producers and veterinarians should work together to set up protocols for syringe reuse.

## 5. Use Sharp, Appropriate Needles

A sharp needle ensures a clean injection and reduces animal discomfort.

- Replace needles regularly and check for sharpness.
- Choose needle size based on animal size, vaccine viscosity, and route of administration:
  - Subcutaneous: typically 16 to 18 gauge,  $\frac{1}{2}$ " to  $\frac{3}{4}$ "
  - Intramuscular: typically 16 to 20 gauge, 1" to  $1\frac{1}{2}$ "

Townsend specifically warns about the development of burrs, small barbs or defects that can catch on skin, on your needles after too many uses. "If you wouldn't want it going into your arm for a vaccine, you shouldn't be putting it into a cow or calf either," he says.

## Tyson Announces Plant Closures and Changes

Tyson Foods announced plans to close its beef processing plant in Lexington, Nebraska, as well as convert its beef facility in Amarillo into a "single, full-capacity shift." The announcement comes after the meatpacker reportedly suffered major financial losses and as the US cattle herd dropped to a nearly 75-year low.

The US beef cow herd inventory is at the lowest point since the 1960s. Several years of drought, herd liquidation, and record-high feed costs have reduced the US cattle herd. Reports show Tyson's beef business suffered a combined \$1.5 billion in operating losses over the last two fiscal years. The major meatpacker is projecting an additional \$400 million to \$600 million in losses for the 2026 fiscal year.

### Nebraska plant

The beef processing plant in Lexington, Nebraska, will permanently close in early 2026. As of November, Tyson had not announced a final closure date. The facility has reportedly been operating below capacity in recent months. The plant can process an estimated 5,000 cattle per day. Tyson said production will be increased at other plants to maintain supply. The plant has employed around 3,000 people.

"To meet customer demand, production will be increased at other company beef facilities, optimizing volumes across our network," Tyson said in a statement. "With these changes, Tyson Foods is ensuring that it will continue to deliver high-quality, affordable, and nutritious protein for generations to come."

### Amarillo plant

As part of the same restructuring effort, the company said it will eliminate the second shift (B-shift) at the Amarillo plant and convert the facility to a single, full-capacity shift around January 20, 2026. Tyson's Amarillo plant can harvest about 6,000 cattle per day, according to industry estimates.

Tyson said in a statement on its website that the restructuring aims to "right-size its beef business and position it for long-term success" by "optimizing volumes across our network." This change will cut over 1,700 jobs.

## USDA Launches Screwworm.gov

by Angie Stump Denton, Bovine Veterinarian

The US Department of Agriculture (USDA) recently launched the new unified New World Screwworm (NWS) website, screwworm.gov. This dynamic new site centralizes NWS information available across the federal government and reflects the whole-of-government effort to fight this pest through implementation of Secretary Rollins' comprehensive five-pronged plan.

"The Trump Administration is leading a whole-of-government effort to protect our nation's cattle industry from the New World Screwworm. To ensure timely and effective communications, this new unified website will be a one-stop shop for all screwworm-related information and will help our stakeholders be better informed as new information comes available," Rollins says in a

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Arguably the best red calves born this year are sons of Jack Red. Adds the CE, MB and look in the red world.



Big spread, high STAY, top 1% MW and top 2% MB. Calves are truly special in all environments.



Big growth, maternal and carcass in one good looking package. Surprise PB bull of 2025.



Growth and balance with 10 traits in the top 5% overall. Little different pedigree and a deep, wide made standout.



Insane \$API backed by the Hook's Fantasia 94F cow family. Top 3% CED and +1.4 for MB.

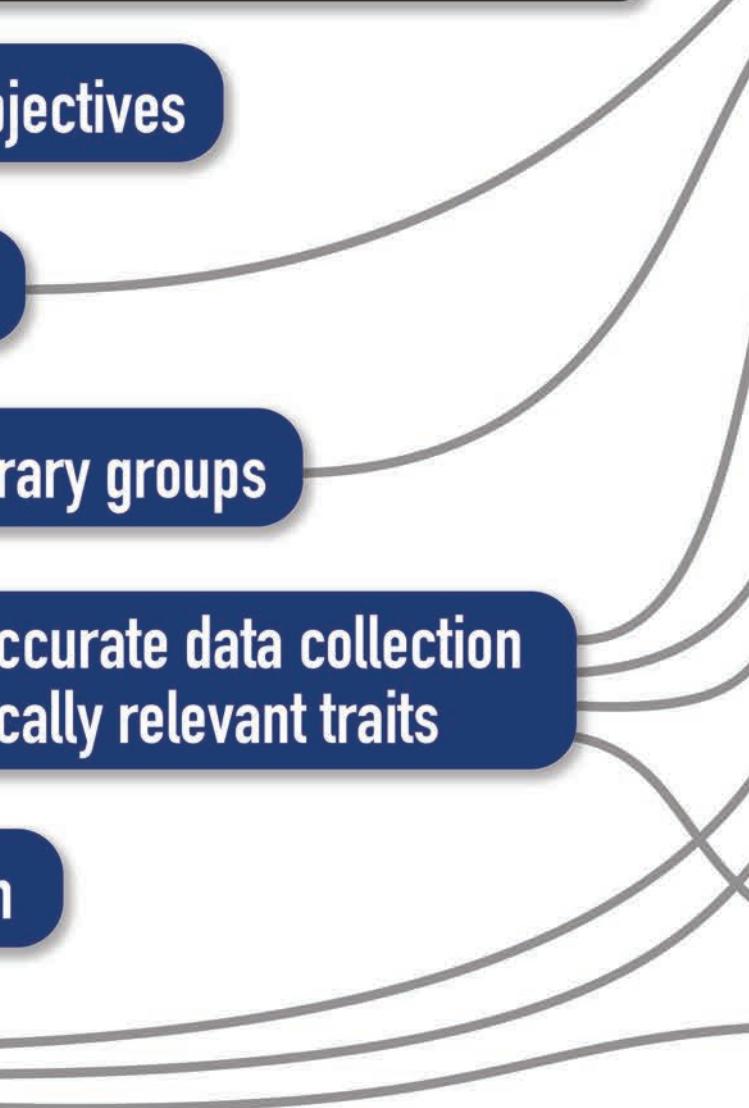
**EVERYONE CAN ACCESS GREAT GENETICS WITH ALL BEEF SEMEN AND EMBRYOS - CONTACT US TODAY.**

# BUILD, BREED, ACHIEVE

— BUILD YOUR SYSTEM. ACHIEVE YOUR GENETIC IMPROVEMENT GOALS. —

## — 6 Steps to Achieve Your Genetic Goals —

1. Clearly define breeding objectives
2. Use whole herd reporting
3. Properly define contemporary groups
4. Commit to thorough and accurate data collection and reporting on economically relevant traits
5. Use index-based selection
6. Incorporate genomics



## GENOMIC TESTING SYSTEM TO REACH YOUR GOALS

**You do not rise to the level of your goals.**

**You fall to the level of your systems.**

**- James Clear, *Atomic Habits* -**

## TOTAL HERD ENROLLMENT



THE is a whole herd reporting program that benefits participants by providing improved female records, more informative EPD, and faster genetic improvement.

## COW HERD DNA ROUNDUP



CHR facilitates DNA testing on entire cow herds to improve female trait predictions, improve all genetically enhanced EPD, and establish parentage markers on the entire cow herd for easier parent verification in future calves.

## CALF CROP GENOMICS



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

## CARCASS EXPANSION PROJECT & CARCASS MERIT PROGRAM



CXP and CMP collect vital carcass data on genotyped calves, which improves carcass trait predictions and DNA marker predictions for all cattle in the IGS genetic evaluation and supports breeders in advancing their genetic programs.

1. Genotype all animals within a contemporary group
2. Genotype males and females
3. Incorporate genomic enhanced predictions into selection decisions as early as possible

news release. "We are grateful for the robust interagency collaboration, and we continue to work every day with our state and industry partners to implement our screw-worm plan. This is a national security priority and it has the full attention of our team."

Screwworm.gov has targeted resources for a wide range of stakeholders including livestock producers, veterinarians, animal health officials, wildlife professionals, healthcare providers, pet owners, researchers, drug manufacturers, and the general public. It also has the latest USDA-verified information on cases and response activities in Mexico and US preparedness efforts.

## NWS Update

In a press release Friday, APHIS shared an update on the battle against NWS. According to the release, USDA in close collaboration with its interagency partners and Mexico's El Servicio Nacional de Sanidad, Inocuidad y Calidad Agroalimentaria (SENASICA), has made considerable progress in reducing the overall threat of NWS to US agriculture and mitigating northern movement of the fly within Mexico.

As of late November, NWS has not been detected in any animals or traps in the US, and the vast majority of cases within Mexico remain concentrated in southern parts of the country. The Trump Administration remains

steadfast in its resolve to safeguard America's rural economy, domestic food supply, and public health from this invasive pest.

"USDA is actively investing in physical infrastructure to expand our capacity for sterile fly production and dispersal, while APHIS' technical experts continue their intensive work across multiple programs and disciplines to further strengthen our strategic planning and domestic preparedness," the press release says.

## Cross-Border Response and Collaboration

In October, USDA conducted its most recent audit of NWS response activities in Mexico. Evaluators documented great progress in management of NWS, with robust outreach and education, effective emergency response and treatment protocols, and expansion of the workforce and surveillance. While there is still work to be done, USDA and SENASICA are committed to continued collaboration to implement the joint NWS action plan.

"In the event of case detection in a new (previously NWS-'Free') location within Mexico, USDA teams are on the ground working alongside SENASICA counterparts to ensure treatment of affected animals, epidemiological tracing, local surveillance, and timely dispersal of sterile flies," the release explains.

CONTINUED ON PAGE 72

**THE**  
**RIGHT**  
**CHOICE**  
*Production Sale*

**Schnabel** Ranch Simmentals

**Lazy J Bar** Ranch  
RED ANGUS & BOER GOATS

**SATURDAY, FEBRUARY 21, 2026**

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ASA #4428684



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Purebred Simmental 463M

HOOKS HOPE 208H X LBRS GENESIS G69

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SF	API	TI
11.0	-0.7	89.9	139.8	0.31	5.4	23.6	68.5	21.8	17.2	42.1	-0.13	0.99	-0.017	0.7	-0.49	198.9	109.6
60%	20%	20%	15%	20%	60%	50%	25%	3%	4%	25%	99%	1%	99%	85%	-	1%	1%

SEmen \$50 a unit through owners or Cattle Visions.



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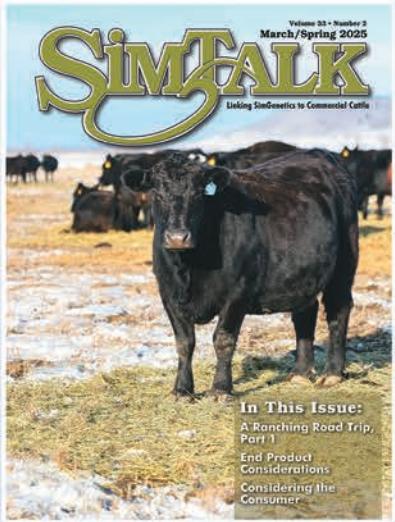
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612-272-2913

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Deadline: January 16



Deadline: January 29

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[nchesterfield@simmgene.com](mailto:nchesterfield@simmgene.com)

Rebecca Price  
[rprice@simmgene.com](mailto:rprice@simmgene.com)

or call 406-587-2778



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## 45TH ANNUAL PRODUCTION SALE

FEBRUARY 10, 2026 | NOON | EMERY, SOUTH DAKOTA

**NEW IN 2026**

FROZEN GENETICS WILL SELL ON MONDAY NIGHT, FEBRUARY 9, 2026

**DVAuction**



### W/C MISS WERNING 6175D

This prolific female has influenced several past W/C production sales and 10 progeny will sell alongside her on February 10, 2026!

THE DAM OF THE \$100,000 W/C DABO 703J WILL SELL IN HER ENTIRETY!

### OFFERING...

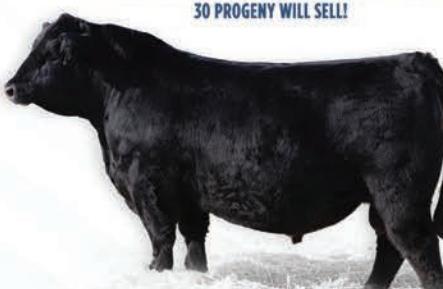
130 Yearling Bulls, 30 Age Advantage Bulls,  
80 Bred Heifers, Semen & Embryos!



### OMF JOURNEYMAN J24

The \$110,000 stud that continues to inject power, real-world performance, carcass merit and maternal strength into his progeny!

30 PROGENY WILL SELL!



### TSN STATESMAN K006

The ONLY Purebred Simmental bull in the ASA database with his unique combination of calving ease, growth, and carcass merit!

TOP 1% WW, STAY, API, TI; TOP 2% BW, MCE; TOP 2% CE; TOP 4% YW

20 SONS & 10 DAUGHTERS SELL ALONG WITH HIS SERVICE!

### RFS HEAVY HITTER H45

The #1 WW, #5 YW & #3 REA active parent  
Purebred Simmental bull in the ASA database!

50 SONS & 20 DAUGHTERS SELL!



### TJ SANDHILLS SWAG 816L

This elite phenotype calving ease stud continues to impress with his superior skeletal quality and genomic data. His first sons will be among the favorites on sale day!

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**W/C**  
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The two isolated NWS cases in cattle in Nuevo León were categorized as “inactive” by SENASICA last month, after the animals received antiparasitic treatment and completed 21-day quarantines. No additional NWS cases or non-sterile flies have been identified through intensive surveillance and trapping in Nuevo León or any other border State.

As a precaution, APHIS will continue to direct the release of sterile flies across these northernmost detection areas until December. On November 11, an NWS case was detected in Guerrero State (502 miles from the US border). As with the Nuevo León cases, USDA had a sterile fly dispersal plan in place within 12 hours of notification. As of November 21, the active case closest to

the US is in central Veracruz State, around 425 miles from the border.

In early November, President Claudia Sheinbaum welcomed Secretary Rollins and her team to the National Palace to discuss continued collaboration on shared challenges including NWS, and the Secretary attended a separate meeting with SENASICA to review bilateral response activities. USDA Undersecretary for Marketing and Regulatory Programs Dudley Hoskins accompanied Rollins on the trip and visited the State of Chiapas to review NWS containment practices and enforcement.

## Protecting the Border and Maximizing Our Readiness

USDA personnel at the southern border continue to strengthen monitoring systems for NWS. APHIS has equipped counties along the southern border in Texas, Arizona, New Mexico, and California with approximately 120 monitored NWS-specific fly traps and more than 7,000 fruit fly “double duty” traps. To date, more than 30,000 US-trapped flies have been submitted for NWS analysis; as of November 21, all flies have been confirmed to be negative. Meanwhile, APHIS Wildlife Services teams have examined at least 6,642 wild animals across 28 species in 120 US counties, finding all to be free of NWS infestation.

“Should this pest enter the United States in the future, we have the tools, resources, and response plans in place to rapidly contain and eradicate it,” the release stresses. Following the October 17 release of the draft NWS Response Playbook, APHIS Veterinary Services has been actively collecting stakeholder feedback to ensure the playbook’s operational usability and alignment with State and Federal response capabilities. The playbook and accompanying materials are living, dynamic documents that will continue to be refined in the coming months; comments and suggestions may be submitted to [fad.prep.comments@usda.gov](mailto:fad.prep.comments@usda.gov).

CONTINUED ON PAGE 76

# J&C SIMMENTALS

Saturday, January 24, 2026 | 12:30 pm

Washington County Fairgrounds, Arlington, Nebraska



**N083** 3/4 Blood  
Revolution x Main Event



**N174** Purebred  
Bold Ruler x Longhaul



**N222** 5/8 Blood  
Stonecold x Boulder



**N675** Purebred  
Bold Ruler x Favor



**N911** 5/8 Blood  
Woodford x Innovator



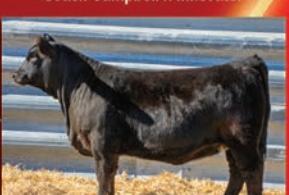
**N932** Purebred  
Coach Campbell x Innovator



**N50** Purebred  
Resource x Cash Flow



**N915** 3/4 Blood  
Woodford x Innocent Man



**N444** 5/8 Blood  
Stonecold x Boulder



**J&C**  
**SIMMENTALS**

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Adam Bierstedt 507-215-3177    [volkj@aol.com](mailto:volkj@aol.com)

[www.jandcsimmentals.com](http://www.jandcsimmentals.com) 

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**30** Open Heifers Show Prospects and Top Replacement Heifers.

**30** Bred Heifers AI bred to trait leading calving ease bulls

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KS Jolie J2800  
Colorado Bridle Bit x KS Wandy W82 (BC Matrix x KS Kayla)  
Several sons by Diligence in the sale!



N684 - PB  
LCDR Diligence x KS Jolie J2800  
EPDs 10 1.3 98 151 5 27 76 API 150 TI 94  
One of the Diligence sons by our new donor J2800!



N143 - 1/2 SimAngus  
KS Caymus x KS Kamila K306  
EPDs 16 -1.1 84 127 11 23 64 API 156 TI 87  
One of the Caymus sons by our new donor K306!



KS Kamila K306  
TT Hercules x KS Carla C3015 (Ellingson Identity x KS Y601)  
Several sons by KS Caymus in the sale!



N189B - PB  
GW Hilger One x 3D Red Power  
EPDs 1 4.8 112 169 4 30 85 API 128 TI 94



N56 - 3/4 SimAngus  
BCLR Bond K9161 x STRA Admiral  
EPDs 9 -1.5 92 137 6 29 75 API 140 TI 90



N947 - PB  
BCLR Bond K9161 x GW Major Move  
EPDs 7 0.6 80 122 3 29 69 API 149 TI 89



N959  
1/2 SimAngus  
KS Caymus x TT Hercules  
EPDs 12 -0.7 94 146 10 25 71 API 132 TI 85



N997 - PB  
BCLR Pursuit K385 x Mr GD Triple Crown  
EPDs 6 2.9 96 152 4 28 75 API 133 TI 89



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N809 bull calf with his dam (KS Vanderbilt x KS Elsie E820) on summer pasture.



N350C - 1/2 SimAngus



LCDR Diligence x Red Mountain  
EPDs 4 3.8 98 153 2 31 80 API 154 TI 197



N735 - 3/4 SimAngus

KS Creed x CLRS Dividend  
EPDs 5 3.4 93 140 4 20 66 API 129 TI 82

**ENTER TO WIN!**

Visit the farm to view the sale  
offering from December 1<sup>st</sup> through  
February 13<sup>th</sup> to be entered to win a  
**\$500 SALE CREDIT** to be used  
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## Taking the Fight to NWS

The release says COPEG's sterile NWS production facility in Pacora, Panama, is operating at maximum production capacity (approximately 100 million flies per week). Aerial dispersal of sterile flies has continued uninterrupted in NWS-affected areas of southern Mexico, where joint response activities with SENASICA are largely focused.

On November 13, APHIS announced the opening of a new sterile insect dispersal center in Tampico (Tamaulipas State), allowing for aerial dispersal over the detection sites in Nuevo León and replacing the use of ground release chambers in that location.

"This investment represents an important step forward in the NWS response as it creates greater flexibility and predictability in our deployment of sterile insects across northern Mexico and along the border, if necessary," according to the release.

Construction is progressing on the sterile fly dispersal facility at Moore Air Base in McAllen, Texas, and it is on track to be operational in early 2026. USDA also continues to work closely with the US Army Corps of Engineers (USACE) on planning for the domestic production facility for sterile flies.

In early November, COPEG hosted a team of technical experts from USACE, who were able to observe the production process firsthand and learn about facility requirements.

USDA is in the process of finalizing details for the NWS Grand Challenge — up to \$100 million of new funding to combat the pest and prevent its spread northward. They're calling on innovators, researchers, and industry leaders to help enhance sterile NWS fly production and strengthen preparedness. Potential projects might include: enhancement of sterile NWS fly production; development of novel NWS traps and lures; increased understanding of NWS therapeutics/treatments in animals; or other tools to bolster US preparedness or response to NWS. Monitor screwworm.gov and the APHIS stakeholder registry for updates on this opportunity.

ST

## NELSON LIVESTOCK COMPANY annual Bull Sale

80 SIMANGUS AND SIMMENTAL BULLS

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1:00 PM (MT) AT THE RANCH NEAR WIBAUX, MONTANA

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SAPI: 106  
STI: 72

### TJSC H-Town 131L

STCC Tecumseh 058J x TJSC Diamond 312H  
ASA# 4274275 • Black • Polled  
2024 NWSS Champion Bull by STCC Tecumseh



SAPI: 90  
STI: 68

### RJ Trust Fund 212K

W/C Bankroll 811D x Hara's Kim Kardashian 1C  
ASA# 4147173 • Black • Polled  
Exciting, NEW, 3/4 Bankroll x Broker x Harietta  
for elite type!



SAPI: 116  
STI: 74

### Walsh Against The Odds

Bet on Red x WLE Big Deal  
ASA# 4256400 • Red • Homo Polled  
ATO has foot size, excellent design & body dimension! His dam was a popular champion for Walsh, WI.



SAPI: 98  
STI: 67

### Revelation 2K

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



SAPI: 137  
STI: 90

### OMF Journeyman J24

Mr SR Mic Drop G1534 x OMF Deka D23  
ASA# 3953637 • Homo Black • Homo Polled  
Hot outcross producing high sellers!



SAPI: 105  
STI: 67

### TL Off The Record 11M

TL Ledger x RJ Miss Ellie 7052E  
ASA# 4486508 • Black • Polled  
New, exciting sire from Tree Lane/Griswold



SAPI: 133  
STI: 86

### LLSF Point of Proof M741

WHF Point Proven H45 x HPF Rite 2 Luv 398D  
ASA# 4443743 • Hetero Black • Homo Polled  
Improving calving ease, build, and eye appeal!



SAPI: 125  
STI: 77

### SFIS Unstoppable J3

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



SAPI: 143  
STI: 84

### WHF/JS/CCS Woodford J001

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



SAPI: 97  
STI: 71

### Herbster Dynamic 451M

4/B Dynamo x FRKG Countess 924J  
ASA# 4450609 • Homo Black • Homo Polled  
2025 Hartman Sale Feature to Bailey, ND!  
Ultrasound with wild phenotype! Dam was  
\$225,000 Freking record-seller.



SAPI: 107  
STI: 69

### Brand New Man 001H

W/C Relentless 32C x Mr HOC Broker  
ASA# 3770588 • Black • Polled  
Ultra flexible joints with awesome design!



SAPI: 121  
STI: 75

### Felt Perseverance 302F

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



SAPI: 174  
STI: 102

### LCDR Affirmed 212H

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



SAPI: 97  
STI: 71

### WHF/JS/CCS Double Up G365

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



SAPI: 103  
STI: 74

### JBSF Berwick 41F

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



SAPI: 162  
STI: 106

### HL Tommy Boy K65

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



SAPI: 129  
STI: 83

### SAS Black Majic L334

SRH Hannibal x Silver Lake Gold Digger  
ASA# 4265277 • Hetero Black • Homo Polled  
\$55,000 high-seller at Springer Simmentals 2024.  
Add mass & outcross pedigree!



SAPI: 141  
STI: 91

### ZTGC Just Cuz 52K

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



SAPI: 124  
STI: 76

### GOE Lets Roll 749J

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



SAPI: 121  
STI: 72

### WHF Entourage H450

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

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**TJSC Coping with Destiny 9K**  
WLE Copacetic E02 x TJSC Diamonds Destiny 134C  
ASA# 4103854 • Black • Polled  
2023–2024 dominante Grand Champion!



**Rocking P Private Stock H010**  
WLE Copacetic E02 x Rubys Wide Open 909W  
ASA# 3775641 • Homo Black • Homo Polled  
Private Stock was the 2022 Fort Worth Champion Bull and the 2021 NAILE Champion Bull.



**JWC Engage 144M**  
Mr Hoc Broker x Miss Werning 8543U  
ASA# 4389117 • Hetero Black • Hetero Polled  
\$230,000 JWC 2025 high seller!



**RP/BCR Eminence H005**  
WLE Copacetic x Rubys Wide Open  
ASA# 3701500 • Homo Black • Homo Polled  
Power & profile highlight at Buck Creek & RJ's!



**KJK1 38 Special 801J**  
JSUL Something About Mary 8421 x  
R Built To Believe 801F  
ASA# 3972780 • Hetero Black • Hetero Polled  
Cool profiled SAM son with a cool face backed by a great cow family!



**SO Remnant 418J**  
SO Remedy 7F x STCC Ms Persistant 7161  
ASA# 4035943 • Black • Polled  
Great Remedy son who was Reserve Champ at NAILE & Cattlemen's Congress!



**Potter Artisan L358**  
OMF Journeyman J24 x Hook's Eagle 6E  
ASA# 4262152 • Homo Black • Homo Polled  
New, exciting spread genetics with ideal build.



**CLWTR Clear Advantage H4G**  
LLSF Vantage Point F398 x Miss Sugar C4  
ASA# 3858588 • Homo Black • Homo Polled  
Exciting, new sire that's ultra-complete out of one of the hottest donors!



**B C R Dialed In L111**  
RP/BCR Eminence H005 x DWC Becca 35F  
ASA# 4323168 • Homo Black • Homo Polled  
New, exciting ¾ bull at Beshears!



**R/C SFI Creedence 417J**  
SAM x SFI Love Me Later A9X  
ASA# 3980387 • Homo Black • Homo Polled  
2023 Cattlemen's Congress Grand Champion Purebred Simmental Bull!



**W/C Right Now 2302K**  
Mr SR 71 Right Now E1538 x W/C Miss Werning 899F  
ASA# 4122781 • Homo Black • Homo Polled  
Werning's calving ease replacement for Right Now!



**SAS Infra-Red H804**  
All Aboard x Erixon Bitten  
ASA# 3803257 • Red • Homo Polled  
One of the hottest red bulls to sell in 2021!



**S B C Buffalo Trace**  
W/C Relentless x WLE Shez It D056  
ASA# 4129329 • Homo polled • Hetero black  
JS & Stephens new addition, exciting red gene Relentless son!



**WLSF Firehouse 911K**  
Double Up G365 x CCR Wide Range 9005A  
ASA# 4178795 • Homo Black • Homo Polled  
New calving ease sire at JS with type!



**WHF/JS The Duece**  
WHF/JS/CCS Double Up G365 x WHF Delilah 45D  
ASA# 4144750 • Homo Black • Homo Polled  
New calving ease sire at WHF/JS combining Summer & Delilah!



**2/F JWC Unassisted 675K**  
W/C Double Down x W/C RJ Miss 8543 6105D  
ASA# 4154132 • Homo Black • Homo Polled  
Exciting calving ease 3/4 blood in the top 2% for low BW. \$40,000 second top seller in JWC's 2024 Bull sale.



**ALL/FCF Hot Topic 099H**  
Profit x FCF Phyllis 532  
ASA# 3926810 • Hetero Black • Homo Polled  
Hot Topic was the 2021 NAILE Grand Champion % Bull! His dam is one of the hottest Angus donors in the world!



**RP/CMFM John B 104**  
HPF Quantum Leap Z952 x RP/BCR Stylish Love F158  
ASA# 4109070 • Hetero Black • Homo Polled  
Current 2023 Champion PTP % Bull! Champ at Ft. Worth, OKC, Am Royal!



**S&S TSSC Limitless 041H (1/2)**  
Conley No Limit x WS Revival  
ASA# 3776857 • Black • Polled  
Calf champion at 2020 NAILE and 2021 Royal!

# LARGE SELECTION. GUARANTEED. VALUABLE.



**SCHOOLEY JACQUE 823J :: ASA 3908790**

Eye appealing, high carass and all purpose type percentage cattle- many sons sell!



**GIBBS 9114G ESSENTIAL :: ASA 3716905**

Large group of front end purebred sons of this multi-trait leading sire.



**CCR BEDROCK 5171J :: ASA 4028738**

An outstanding set of percentage bulls in the offering by this eye appealing, multi-use sire.



**3C Emerge 4004M :: ASA 4451567**

2025 high selling bull purchased by ABS Global  
Look for his progeny born in the spring of 2026!

55th Annual Production Sale AT THE RANCH, WESSINGTON, SD

# FRIDAY, MARCH 20, 2026

Offering 120+ Top Tier Simmental & SimAngus<sup>TM</sup> yearling bulls



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

**3C CHRISTENSEN RANCH**  
Wessington, SD

John & Carly Christensen  
Tyler, Cam, Law, Cecil & Kit Fagerhaug  
37273 216th St • Wessington, SD 57381  
Home: 605-458-2218 • John Cell: 605-350-1278  
Tyler Cell: 605-280-1416 • Cam Cell: 605-350-2018



DEMAND PERFORMANCE BULL SALE  
THURSDAY, MARCH 5\* 2026

**70 Simmental and SimAngus™ Bulls available!**

Introducing new progeny sired by LBR Simmental bulls!  
33 Head averaged **708 pounds**, adjusted wean weight.

*Returning Simmental Sons from:*

**WS Sniper 22K**  
**RYMO American Maker E63K**  
**JJK K254 Guardian**

*SimAngus™ Sons:*

**Connealy Black Granite**  
**Connealy Liberty 837A**  
**Sterling Pacific 904**



Be sure to check [www.hillsimmental.com](http://www.hillsimmental.com) for catalog request and more bull information.

**We also have some 2025 born females available private treaty.**

This sale will be broadcast live on the internet.



Tom & Kathy Hill and Family  
1045 Simmental Ln \* Box 186  
Stanford, MT 59479  
(406) 566-2479  
[hillssimmentalmt@yahoo.com](mailto:hillssimmentalmt@yahoo.com)

Find us on

[www.hillsimmental.com](http://www.hillsimmental.com)



 **SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association

# BALANCE THE SCALES

## BREED EFFECTS FOR COW MATURE WEIGHT (MWT)<sup>abc</sup>

Angus	0
Charolais	-20 lb.
Hereford	-39 lb.
<b>Simmental</b>	<b>-74 lb.</b>

Big cows come with big feed bills.

Simmental-influenced cows are an average **74 lb. lighter** at maturity than Angus-sired counterparts, according to a recent U.S. Meat Animal Research Center study.<sup>a,d</sup>

While Simmental is sized for more efficient gains, 20-year genetic trendlines also show the breed offers reliable calving ease, early growth and cow longevity.

That's a balanced herd built for profit.

# STAND STRONG SIMMENTAL

406-587-4531 • [simmental.org](http://simmental.org)

<sup>a</sup>USMARC, Zimmerman, M., et al., "Breed and heterotic effects for mature weight in beef cattle," *J. of Anim. Sci.*, Vol. 99, 2021. <sup>b</sup>Adjusted for sire sampling, Angus was the heaviest at maturity among the 16 breeds evaluated. Solutions are deviations from Angus. YW EPDs were extracted from genetic evaluations conducted in 2019. <sup>c</sup>Estimate of MWT differences at 6 years of age. <sup>d</sup>The study considered 108,857 weight records from 5,156 crossbred cows sired by 787 bulls.



Annual Production Sale:  
**FEB. 20, 2026**  
 KIST LIVESTOCK, MANDAN, ND • 1 P.M.

**130 BULLS**  
**50 BRED HEIFERS**  
 RED • BLACK • SIMMENTAL • SIMANGUS™



**SIMMENTAL  
 PERFORMANCE  
 with MATERNAL  
 RESILIENCE!**



**MATERNAL RESILIENCE** • *Noun* •  
 Definition: The innate ability of Dakota Xpress  
 cows to withstand challenges, adapt, and continue  
 to effectively raise healthy, heavy calves. *It's what  
 they've been bred to do since the 1970's!*

Contact us to be added to the mailing list:

DAKOTAXPRESS.COM • **DVAuction**

**WADE STAIGLE FAMILY (701) 226-6464**  
**KEVIN HANSEN FAMILY (701) 720-6551**

# KING OF THE RANGE

26th Annual ★★★★ PRODUCTION SALE

Thursday, February 5, 2026

1 PM CST | At the Ranch **DVAuction**

Selling 100 Simmental Bulls | Black & Red



STAV AMPLIFIED 21L



STAV AMERICAN OUTLAW 34L



HOOK'S GALILEO 210G



TERS LATIGO 312L



STAV SWEET CRUDE 69K



SCHOOLEY KROWN 28K

Developed by *Cattlemen*, for *Cattlemen*.

Bulls that stay, pay. We focus on *longevity* and *quality* in our herd, so it pays in yours.

*Commercial cattlemen's source for functional, honest, and problem-free cattle.*

**S** STAVICK  
**M** SIMMENTAL

Mike, Myra, Owen and Liv Stavick  
10752 BlA Road 15, Veblein, SD  
605-237-4663 (Mike) • 605-551-9016 (Owen) • 605-290-9202 (Liv)  
stavicksim@gmail.com • [stavicksimmental.com](http://stavicksimmental.com)  

TRINITY FARMS

# **BETTER** **BULLS. BRIGHTER FUTURES.**



The perfect solution for advanced beef production

**250 Bulls Available  
Ellensburg, WA  
3.7.2026**



[www.trinityfarms.info](http://www.trinityfarms.info) (509) 201-0775 [solutions@trinityfarms.info](mailto:solutions@trinityfarms.info)



LONG SIMMENTALS

# The Sixth ANNUAL PRODUCTION SALE

FEBRUARY 2, 2026 | 1:00 PM | CRESTON, IA

SIMMENTAL, SIMANGUS™ & ANGUS BULLS | ELITE SIMMENTAL BRED FEMALES  
ALSO SELLING SEVERAL EXCLUSIVE GENETIC LOTS AND ELITE OPEN HEIFER CHOICE LOTS!



SFI LONGS IN CHARGE K28

A proven calving ease specialist that has worked with extreme success in our breeding program. His progeny were met with tremendous demand in 2025 and the best is yet to come. This proven sire sells in his entirety on February 2, 2026!



LONGS CARMEN

The high-income-generating donor at Long Simmentals that continues to serve as a reliable source for elite seedstock annually! This past National Champion continues to influence the program. Her progeny will be featured again in 2026!



LONGS F12

Longs F12 is the dam of the \$35,000 50% embryo interest bred heifer purchased by TSC Livestock. Her progeny will be in high demand on sale day in Creston, Iowa. This proven donor will sell in her entirety and is safe in calf to SFI Longs In Charge!



2025 NWSS Grand Champion Pen of Three  
Purebred Simmental Heifers

sale management by  
**INNOVATION**  
AgMarketing, LLC

Graham Blagg: 530-913-6418

Tim Anderson: 605-682-9343

Auctioneer Jered Shipman: 806-983-7726

[INNOVATIONAGMARKETING.COM](http://INNOVATIONAGMARKETING.COM)



## LONG SIMMENTALS

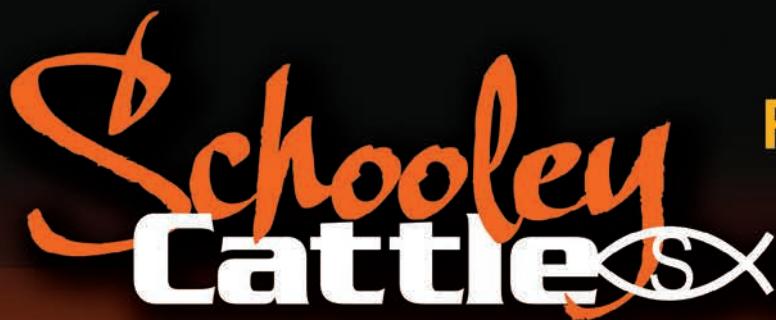
3272 320th Street | Creston, IA 50801

Rob: 641-344-3028 | Tyler: 641-344-5085

Cody: 641-344-4357

[LONGSIMMENTAL.COM](http://LONGSIMMENTAL.COM)





FRIDAY, FEBRUARY 6, 2026

SALE LOCATION & TIME!

1:00 P.M. CST at the Ranch (Bull Barn)

24046 190th Street, Bloomfield, IA 52537

# PRODUCTION SALE 2026



PROVEN  
HERD  
SIRE!

SCHOOLEY KROWN 28K

ASA#4115546 • Homo Black Homo Polled 3/4 SM 1/4 AN Bull  
KBHRR Revolution H071 x Schooley Miss 3000A 823F  
BD: 2/14/22 • API 162 • TI 103



021HN

ASA#(4566994) • Homo Black Homo Polled 3/4 SM 1/4 AN Bull  
TERS Kodiak 206K x Schooley Miss 823F 068H  
BD: 1/24/25 • API 165 • TI 101



019HN

ASA#(4567001) • Homo Black Homo Polled 5/8 SM 3/8 AN Bull  
JC Lawless 738L x Schooley Miss 3000A 823F  
BD: 1/28/25 • API 155 • TI 101



144JN

ASA#(4567002) • Homo Black Homo Polled PB SM Bull  
Schooley Knight 739K x Schooley Miss E69 171J  
BD: 1/28/25 • API 184 • TI 111



017HN

ASA#(4567019) • Homo Black Homo Polled PB SM Bull  
Schooley Krown 28K x Schooley Miss E69 171J  
BD: 1/31/25 • API 195 • TI 104



C103N

ASA#(4567057) • Homo Black Homo Polled 3/4 SM 1/4 AN Bull  
Schooley Longshot 302L x Schooley Miss E69 216K  
BD: 2/10/25 • API 163 • TI 109



M0104NA

ASA#(4567062) • Homo Black Homo Polled 3/4 SM 1/4 AN Bull  
Schooley Lifesaver 25L x Schooley Miss 068H 371L  
BD: 2/10/25 • API 179 • TI 106



835FN

ASA#(4567079) • Homo Black Homo Polled 5/8 SM 3/8 AN Bull  
Schooley Longshot 302L x Schooley Miss 30G 2009K  
BD: 2/12/25 • API 178 • TI 106

## Schooley ADVANTAGE

### 3 YEAR FEET AND SEMEN GUARANTEE ON BULL CALVES

- ✗ Bulls developed on high roughage ration designed from longevity
- ✗ Bulls bred to maximize commercial cattlemen's bottom line
- ✗ Providing top market for feeder steers and replacement females through Bloomfield Livestock Market
- ✗ All bulls sell with Genomic Enhanced EPDS
- ✗ Bulls stay at ranch until May 1 NO CHARGE

Simmental SimAngus™ Angus

# Selling 160 Head

100 Yearling & Long Yearling Simmental/SimAngus™/Angus

Bulls (every bull sells with Genomic Enhanced EPDs)

50 Bred Heifers & 10 Open Heifers

Bull Barn is always open to view sale offering prior to sale day!



SCHOOLEY MISS 823F 068H

We will be offering many calves out of this proven beautiful donor on February 6th!



SCHOOLEY MISS 122J 436M

ASA#(4424922) • Black Homo Polled PB SM Cow  
Schooley Krown 28K x Schooley Miss E69 122J  
BD: 2/12/24 • API 181 • TI 105 ~ AI to KBHR Motivated due 2/21/26



SCHOOLEY MISS 849F 426M

ASA#(4424937) • Homo Black Homo Polled PB SM Cow  
KBHR Revolution H071 x Schooley Fashion Queen  
BD: 2/15/24 • API 156 • TI 92 ~ AI to Schooley Knight due 2/22/2026



SCHOOLEY MISS 189J 4112M

ASA#(4425000) • Black Homo Polled 1/2 SM 1/2 AN Cow  
KBHR Revolution H071 x Schooley Lady 8149 189J  
BD: 2/29/24 • API 149 • TI 97 ~ AI to Schooley Knight due 2/22/26



SCHOOLEY MISS 003H 491M

ASA#(4425017) • Homo Black Homo Polled PB SM Cow  
Schooley Krown 28K x Schooley Miss 505 003H  
BD: 3/5/24 • API 148 • TI 90 ~ AI to TERS Kodiak due 3/23/26



317LN

ASA#(4566957) • Black Homo Polled PB SM Cow  
Schooley Krown 28K x Schooley Miss E69 317L  
BD: 1/18/25 • API 180 • TI 104



D360N

ASA#(4567051) • Homo Black Homo Polled 5/8 SM 3/8 AN Cow  
RFS Roll Call x Schooley Miss 823F 068H  
BD: 2/9/25 • API 169 • TI 103



230KN

ASA#(4567067) • Homo Black Homo Polled PB SM Cow  
Schooley Krown 28K x Schooley Miss 420B 230K  
BD: 2/11/25 • API 164 • TI 99



885FN

ASA#(4567080) • Homo Black Homo Polled 3/4 SM 1/4 AN Cow  
RFS Roll Call x Schooley Miss 823F 200K  
BD: 2/12/25 • API 155 • TI 96



060HN

ASA#(4567170) • Homo Black Homo Polled 3/4 SM 1/4 AN Cow  
JC Lawless 738L x Schooley Miss 068H 363L  
BD: 3/2/25 • API 180 • TI 103

"Bred by Cattlemen for Cattlemen"

FOR MORE INFORMATION:

Roman Schooley, Owner 515-450-3685

Tyler Schooley, Owner 641-208-5442

Isaiah Gagnon 559-748-6581

**DVAuction**  
Broadcasting Real-Time Auctions

[www.schooleycattle.com](http://www.schooleycattle.com)

Follow us on Facebook: Schooley Cattle Company

EPDs 12.1.25

**Schooley**  
**Cattle**



# PLAN AHEAD

## NEW DNA REQUIREMENT FOR HERD SIRES

### New DNA Rule:

All walking sires born **on or after January 1, 2025** must have a high-density genomic DNA test completed before their progeny can be registered with ASA. The rule also applies to foundation/foreign sires (bulls registered with other breed associations).



### Why it matters:

- ✓ Parent verification = accurate pedigrees
- ✓ GE-EPD = more accurate genetic predictions
- ✓ Faster genetic improvement

**Learn more:**

**Don't wait.**

Collect and submit DNA samples early to prevent delays in future registrations.



Contact the ASA DNA Department at [dna@simmgene.com](mailto:dna@simmgene.com) with questions.

# MORE with less

For over 50 years, Bridle Bit Simmentals has built a cow herd known for performance adaptability, that produces cattle that perform in any environment.

TODAY performance adaptability is only one piece of what we do.

With the rising cost of every input, our greatest tool is the efficiency data we are generating to benefit our customers' bottom line.



BRIDLE BIT SIMMENTALS

## ALL TERRAIN

BULL SALE

AFFORDABLE, ROUGH TERRAIN READY BULLS BACKED  
BY YEARS OF PERFORMANCE TESTING, ULTRASOUND,  
GENOMICS AND FEED EFFICIENCY DATA.

Walsh, Colorado

90 SIMMENTAL AND SIMANGUS™ BULLS

12 ELITE REGISTERED HEIFER CALVES - 10 COMMERCIAL HEIFERS CALVES

March  
**23**

PERFORMANCE ADAPTABILITY

  
ERROLL COOK & SONS  
PO Box 507, Walsh, CO 81090  
Chad Cook 719-529-0564 cell  
bridlebitsimm@gmail.com



SALE PARTNERS: FAR OUT CATTLE RANCH - Walsh, CO - Jerrid Brisendine 719-353-1747 cell  
WHITBY CANYON CATTLE - Pritchett, CO - Megan Wait 719-523-3002

# 02.07.26.

## KLAIN SIMMENTAL RANCH PRODUCTION SALE

### 44<sup>TH</sup> ANNUAL - RUSO, ND

Trey Klain: 701-531-2008



Durnell Klain: 701-720-1318



**KSR 38N**

**#4580894 - 2/24/25**

PB SM, Homo-Polled, Homo-Black  
BW: 96 lbs WW: 743 lbs

LCDR DILIGENCE 215J x KSR TRIUMPH 38G



**KSR 167N**

**#4580932 - 3/1/25**

PB SM, Homo-Polled, Hetero-Black  
BW: 95 lbs WW: 736 lbs

LTS HOTZ TOP SHELF 5J x KSR CHYRSTAL 167H



**KSR 288N**

**#4580967 - 2/20/25**

PB SM, Homo-Polled, Homo-Black  
BW: 87 lbs WW: 808 lbs

LCDR DILIGENCE 215J x KSR JOEY 288J

CE	BW	WW	YW	MCE	MILK
7.6	3.7	108.7	170	4.6	30.4
MWW	STAY	YG	MB	API	TI
84.6	17.4	-0.17	0.28	147.1	98.5

CE	BW	WW	YW	MCE	MILK
7.3	2.7	94.9	141	3.8	24.4
MWW	STAY	YG	MB	API	TI
71.7	11.8	-0.44	0.07	119.9	86.1

CE	BW	WW	YW	MCE	MILK
9.3	2.7	96	153.3	4.8	16.8
MWW	STAY	YG	MB	API	TI
64.7	15.3	-0.23	0.59	159.6	99.1



**KSR 499N**

**#4581047 - 2/23/25**

3/4 SM, Homo-Polled, Homo-Black  
BW: 85 lbs WW: 767 lbs

JC MR PONTIAC D114K x KSR LIZZIE 499L



**KSR 734N**

**#4581070 - 3/1/25**

3/4 SM, Homo-Polled, Homo-Black  
BW: 103 lbs WW: 757 lbs

LCDR DILIGENCE 215J x KSR DEANNA 734D



**KSR 821N**

**#4581080 - 2/24/25**

PB SM, Homo-Polled, Homo-Black  
BW: 102 lbs WW: 674 lbs

CLEMSON ELITE 41J x KSR EXMAE 821E

CE	BW	WW	YW	MCE	MILK
15.7	0.3	85.8	133.1	10.3	29.7
MWW	STAY	YG	MB	API	TI
72.4	17.1	-0.28	0.42	148.4	88.8

CE	BW	WW	YW	MCE	MILK
8	0.7	92.8	144.6	4.6	24.9
MWW	STAY	YG	MB	API	TI
71.2	22.5	0.05	0.52	155.1	91.9

CE	BW	WW	YW	MCE	MILK
7.8	2.9	75.9	117.6	4.5	15.3
MWW	STAY	YG	MB	API	TI
53.1	16.6	-0.23	0.07	121.9	72.8

*Lots available for viewing at any time - EPDs pulled 11/24/25*

[klainsimmentalranch.com](http://klainsimmentalranch.com)

# Doll Simmental Ranch

Raising Simmental since 1968, Charolais since 1958. We would like to thank our new and returning customers.



**N102**

**ASA# (4603782)**

BD: 2/8/2025

Adj. 205 WT: 881 lbs. • WWR: 108

Sire: MYY/SAS Honor L90 • Dam: DCR Ms Batman L522

BW	WW	YW	Milk	MWW	\$API	\$TI
.1	94	147	34	80	141	89



**N122**

**ASA# (4603708)**

BD: 2/11/2025

Adj. 205 WT: 812 lbs. • WWR: 104

Sire: BC1 Stucture J111 • Dam: DCR Ms B Hawk K140

BW	WW	YW	Milk	MWW	\$API	\$TI
2.1	96	128	25	73	147	92



**N214**

**ASA# (4603850)**

BD: 2/22/2025

Adj. 205 WT: 846 lbs. • WWR: 108

Sire: LBRs Genesis G69 • Dam: DCR Ms High Road J1076

BW	WW	YW	Milk	MWW	\$API	\$TI
1.3	102	153	26	77	160	103



**N358**

**ASA# (4603840)**

BD: 3/3/2025

Adj. 205 WT: 804 lbs. • WWR: 103

Sire: LCDR Innovation 163L • Dam: DCR Miss Revival H522

BW	WW	YW	Milk	MWW	\$API	\$TI
2.8	97	145	28	76	137	94



**N061**

**ASA# (4603746)**

BD: 2/3/2025

Adj. 205 WT: 836 lbs. • WWR: 103

Sire: DCR Mr Hard Impact H69 • Dam: DCR Ms Vander L050

BW	WW	YW	Milk	MWW	\$API	\$TI
.5	107	162	26	80	146	98



**N243**

**ASA# (4603696)**

BD: 2/25/2025

Adj. 205 WT: 854 lbs. • WWR: 109

Sire: TRAXS Longmire L43 • Dam: DCR Ms Red D Impact K2571

BW	WW	YW	Milk	MWW	\$API	\$TI
5.4	106	156	28	81	119	90



**N270**

**ASA# (4603818)**

BD: 2/27/2025

Adj. 205 WT: 949 lbs. • WWR: 122

Sire: SVS Rancher 42H • Dam: DCR Ms G110 Galaxy J214

BW	WW	YW	Milk	MWW	\$API	\$TI
7.6	108	164	30	85	103	86



**N409**

**ASA# (4603631)**

BD: 3/8/2025

Adj. 205 WT: 851 lbs. • WWR: 109

Sire: Redhill Burley 99J • Dam: DCR Ms U302 Red Deputy J160 ET

BW	WW	YW	Milk	MWW	\$API	\$TI
2.9	94	141	27	74	142	90

EPD as of 11.25.2025

65th Annual  
Production Sale  
Tuesday,  
March 3, 2026

1:30 p.m. CST  
Kist Livestock, Mandan, ND

*Selling Top Genetics  
for Both Breeds!*

**80 Simmentals**

**100 Charolais**

**4 Open Females  
from both breeds**

*Other Sires:*

Bridle Bit G9117  
DCR Mr Hang Over H238  
BC1 Structure J111  
IR/JLN Boomer J425  
Mr SR Highlife G1609  
CDI/NF Honor Guard 267H  
KS Calibrate K209  
LCDR Diligence 215J  
DCR Mr Landmark ET L076  
KS Vanderbilt G220  
SFG Dynasty K204

# Doll

**Simmental Ranch**

3991 36th St.  
New Salem, ND 58563  
Charles & Pamela Doll  
701-843-8673  
dollboyz@westriv.com  
Harlan & Jodie Doll  
701-843-8771  
David & Donna Doll  
701-843-7947  
dolfarm@westriv.com

[www.dollfarms.com](http://www.dollfarms.com)

## HIGH \$API

**LCDR Anthem 33K**

By HHS Entourage  
EPD: CE: 14 \$API: 180 \$TI: 110

**KSU Bald Eagle 53G**

By Hook's Eagle 6E  
EPD: CE: 16 \$API: 192 \$TI: 104

**CLRS Guardian 317G**

By Hook's Beacon  
EPD: CE: 15 \$API: 190 \$TI: 109

**Gibbs Culmination 2411K**

By LBRS Gene205  
EPD: CE: 15 \$API: 200 \$TI: 115

**KBHR Revolution H071**

By HHS Mr 847D  
EPD: CE: 12 \$API: 163 \$TI: 103

**KBHR Keynote K229**

By CLRS Guardian  
EPD: CE: 18 \$API: 235 \$TI: 120

**OMF Rest Assured J18**

By OMF Epic E27  
EPD: CE: 15 \$API: 163 \$TI: 84

**TERS Kodiak 206K**

By Gibbs Essential  
EPD: CE: 17 \$API: 175 \$TI: 93

**HLTS/CLRWTR Ahead of Time K1**

By ES Right Time FA 110-4  
EPD: CE: 19 \$API: 167 \$TI: 92

**CLRWTR Clear Advantage H4G**

By LLSF Vantage Point F398  
EPD: CE: 13 \$API: 147 \$TI: 95

**Bar CK Red Empire 9153G**

By IR Imperial  
EPD: CE: 17 \$API: 165 \$TI: 92

**LCDR Patriot 8K**

By HHS Mr Entourage 867B  
EPD: CE: 13. \$API: 167. \$TI: 101

## % BULLS



5/8 SimAngus™

**HA Magnifique 72L**

By Hook's Galileo 210G  
EPD: CE: 23 \$API: 119 \$TI: 76



3/4 SimAngus™

**Schooley Krown 28K**

By KBHR Revolution H071  
EPD: CE: 13 \$API: 166 \$TI: 104



3/4 SimAngus™

**LLSF Vantage Point F398**

By CCR Anchor 9071B  
EPD: CE: 13 \$API: 108 \$TI: 83



1/2 SimAngus™

**W/C Style 69E**

By Style 9303  
EPD: CE: 14 \$API: 132 \$TI: 75



3/4 NAILE and  
NWSS Champ  
3/4 SimAngus™

**Reckoning 711F**

By W/C Relentless 32C  
EPD: CE: 7 \$API: 103 \$TI: 67



3/4 SimAngus™

**W/C Fort Knox 609F**

By W/C Bankroll 811D  
EPD: CE: 11 \$API: 139 \$TI: 86



3/4 SimAngus™

**LTS Succession 29J**

By W/C Relentless 32C  
EPD: CE: 13 \$API: 93 \$TI: 64



3/4 SimAngus™

**WHF/JS/CSS Woodford J001**

By EGL Firesteel  
EPD: CE: 14 \$API: 143 \$TI: 84



3/4 SimAngus™

**CLRS Jet Black 706J**

By Redhill 231A  
EPD: CE: 15 \$API: 143 \$TI: 86



3/4 SimAngus™

**Harkers Medicine Man 0105L**

By SO Remedy  
EPD: CE: 7 \$API: 90 \$TI: 73



1/2 SimAngus™

**TSN Architect J618**

by GAR Home Town  
EPD: CE: 16 \$API: 173 \$TI: 99



3/4 SimAngus™

**Hook's Galileo 210G**

By Bridle Bit Eclipse  
EPD: CE: 18 \$API: 202 \$TI: 116

## NEW HOTTIES



**GCC Night Owl 3104L**

By Rocking P Private Stock H010  
EPD: CE: 19 \$API: 171 \$TI: 90



**FRKG Classic 948K**

By SO Remedy 7F  
EPD: CE: 14 \$API: 116 \$TI: 76



**LLSF Dauntless K07**

By HPF/HILL Uprising C104  
EPD: CE: 11 \$API: 103 \$TI: 65



**WINC All Right 213K**

By OMF Epic  
EPD: CE: 12 \$API: 137 \$TI: 85



**SFI High Velocity K7F**

By WLE Copacetic E02  
EPD: CE: 14 \$API: 115 \$TI: 77



**W/C Satisfy 161L**

By Mr SR 71 Right Now E538  
EPD: CE: 14 \$API: 136 \$TI: 89



**I Reckon 043J**

By Reckoning 711F  
EPD: CE: 10 \$API: 126 \$TI: 76



**JWC Western Feel 354M**

By OMF Journeyman  
EPD: CE: 10 \$API: 119 \$TI: 76



**Only One 905K**

By SFI Platinum F5Y  
EPD: CE: 9 \$API: 93 \$TI: 65



**Pays To Win L38**

By SC Pay The Price C11  
EPD: CE: 7 \$API: 113 \$TI: 77



**TL On the Run 106K**

By Second Chance  
EPD: CE: 11 \$API: 109 \$TI: 71



**Winslow's Redman 85J**

By Bailey's One Of A Kind  
EPD: CE: 8 \$API: 113 \$TI: 75

## PROVEN



**THSF Lover Boy B33**

By HTP/SVF Duracell T52  
EPD: CE: 13 \$API: 140 \$TI: 91



**Holtkamp Clac Change Is Coming 7H**

By WLE Copacetic E02  
EPD: CE: 9 \$API: 99 \$TI: 76



**Rocking P Private Stock H010**

By WLE Copacetic E02  
EPD: CE: 15 \$API: 145 \$TI: 87



**SSC Shell Shocked 44B**

By Remington Secret Weapon 185  
EPD: CE: 17 \$API: 122 \$TI: 74



**WLE Black Mamba G203**

By WLE Copacetic E02  
EPD: CE: 16 \$API: 137 \$TI: 83



**WHF/JS/CCS Double Up G365**

By W/C Double Down  
EPD: CE: 11 \$API: 97 \$TI: 71



**LLSF Pays To Believe ZU194**

By CNS Pays To Dream T759  
EPD: CE: 10 \$API: 129 \$TI: 80



**Wheatland 3-D 1142J**

By CKCC LD Dimension 8965  
EPD: CE: 7 \$API: 114 \$TI: 76



**W/C Night Watch 84E**

By CCR Anchor 9071B  
EPD: CE: 18 \$API: 147 \$TI: 83



**Mr SR 71 Right Now E1538**

By Hook's Bozeman 8B  
EPD: CE: 15 \$API: 135 \$TI: 94



**LLW CARD Compass 086K**

By LLW CARD True North G71  
EPD: CE: 13 \$API: 129 \$TI: 83

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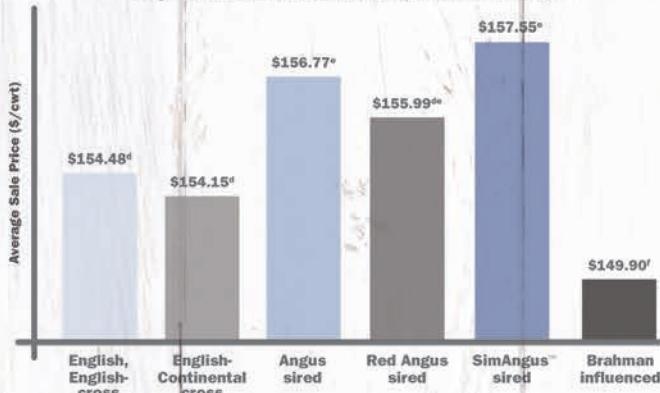
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Superior Livestock Auction, Summer 2020<sup>a</sup>



SimAngus™-sired steer calves sold through Superior Livestock Auction in summer 2020 earned more at sale time than all other calves.<sup>ab</sup>

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<sup>a</sup> For lots of 50 head or more. <sup>b</sup> Kansas State University, December 2020, Superior Livestock Auction data analysis of 3,280 lots, 394,900 head of beef calves marketed during summer 2020. ( $P < .0001$ )

<sup>c</sup> Lots that qualified for breed-related programs were excluded from the model due to potential confounding effects with sire breed analysis and, for many, few lots in the data.

<sup>d, e, f</sup> Means without a common superscript differ ( $P < .05$ ) Lots of calves in breed-identified groups were sired by bulls from the respective breeds and out of dams with no Brahman influence.

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N216

IPU Rawhide 59J  
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148C  
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Adj. 205: 779  
Homo Polled

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**2/6/26**

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ASA: 4579242 • Adj. 205: 822 • Homo Polled



N127 RF Caliber 014G x BBS Batman F4  
ASA: 4579168 • Adj. 205: 829  
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N170 QB Sonic K36 x BGL Rooster D181B  
ASA: 4579211 • Adj. 205: 781 • Homo Polled



N168 WS God's Country 6L x CMS Sochi 307A  
ASA: 4579209 • Adj. 205: 765 • Homo Polled



N174 LRS Dutton 611K x Hook's Black Hawk 50B  
ASA: 4579215 • Adj. 205: 859  
Homo Black/Homo Polled



N132 WS Proclamation E202 x BBS Batman F4  
ASA: 4579173 • Adj. 205: 829  
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WW: 917 LBS - SIRE: BRINK NESTLE L354

**N544**



DOB: 2/2/25 - ASA# 4544205

WW: 877 LBS - SIRE: BRINK LOCKETT J1035

**N574**



DOB: 2/5/25 - ASA# 4544210 - POLLED

WW: 900 LBS - SIRE: BRINK POLL BP L350

**N510**



DOB: 1/8/25 - ASA# 4544160

WW: 800 LBS - SIRE: BRINK POSTER K201

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Raven Powerball

## SIMMENTAL AND SIMANGUS™ LONG-YEARLING BULLS

SIRE	ASA #	CE	BW	WW	YW	ADG	DMI	\$GN	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SF	API	TI
Mr SR 71 Right Now	4453340	15.6	-2.4	79.5	128.0	.30	.90	.082	11.0	26.0	64.7	16.5	15.3	24.3	-.34	.44	-.042	.92	-.42	151.9	89.1
KBHR High Road	4453341	17.2	-2.5	75.1	115.2	.25	.54	.072	9.9	26.6	64.5	14.7	16.1	31.2	-.35	.30	-.048	1.00	-.38	140.4	83.0
BCLR Cash Flow	4454804	11.6	.3	90.2	135.5	.28	.56	.092	5.9	16.1	60.6	18.0	9.8	42.8	-.47	.16	-.091	1.19	-.35	145.8	88.6
Hook's Eagle	4454815	11.2	1.0	100.0	151.1	.32	1.02	.082	4.5	23.0	71.8	15.1	11.0	43.1	-.37	.26	-.06	1.11	-.46	134.4	91.6
Hook's Eagle	4454816	12.9	-1.0	100.4	160.6	.38	1.38	.092	5.8	19.8	69.9	14.1	20.8	47.0	-.25	.54	-.038	.98	-.46	155.0	101.4
Hook's Yellowstone	4454818	17.6	-1.6	69.3	101.5	.20	.48	.012	9.3	25.9	61.3	17.6	13.8	34.0	-.31	.35	-.063	.80	-.43	156.8	83.7

## ANGUS LONG-YEARLING BULLS

SIRE	AAA #	CED	BW	WW	YW	RADG	DMI	SC	HP	CEM	MILK	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
S A V Cattlemaster	21145337	7	2.5	76	129	.26	1.32	.50	10.9	8	30	59	1.09	.66	.033	68	78	99	73	172	291
Connealy Legendary	21145367	11	-.6	-.6	110	.26	.30	1.54	14.9	12	19	44	1.18	.83	-.014	71	61	95	83	178	302
BigK/WSC Iron Horse	21145403	12	-1.0	82	144	.28	1.52	.77	13.6	10	29	69	1.20	1.21	-.006	108	96	115	88	203	371
BigK/WSC Iron Horse	21145404	9	.9	72	135	.30	.97	.89	12.0	10	24	49	.61	1.18	-.088	78	67	93	65	159	284
EZAR Step Up	21145412	3	1.8	83	142	.29	1.43	1.44	8.8	10	29	65	1.34	.65	.047	82	89	110	84	195	335
EZAR Step Up	21145413	7	1.5	76	131	.28	1.11	.89	14.2	13	36	57	1.30	1.21	.018	106	90	97	91	189	351
Poss Rawhide	21145674	18	-2.8	68	114	.25	.72	.85	10.4	11	26	37	1.10	.44	.069	89	76	77	68	146	278
Connealy Upscale	21147223	4	1.8	77	141	.29	1.51	1.29	13.6	7	35	66	.80	.92	-.014	81	84	110	66	176	309
Raven Powerball	21154412	3	2.2	68	116	.23	1.03	.70	11.5	8	26	44	.44	.87	-.059	83	65	84	51	135	258

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# DRAKE SIMMENTAL 1.30.26

## Bull and Female Sale

Drake Sale Facility, Centerville, IA at 1:00 PM (CT)

Iron Creek Bellait J107M



RVR HAYMAKER 414K x IRON CREEK RIVER GIRL 107

ASA 4592105 5/8 SM 3/8 AN

CE 10 | YW 175 | MARB 0.67 | RE 0.75 | \$API 145 | \$TI 103

First sons of RVR Haymaker sell and they are powerful and exciting.

Drake J207M



RVR HAYMAKER 414K x DRAKE MISS D207

ASA 4584333 1/2 SM 1/2 AN

CE 14 | YW 150 | MARB 0.57 | RE 0.25 | \$API 156 | \$TI 95

Another intriguing Haymaker son.

Iron Creek Red Hawk J040M



BIEBER JUMPSTART J137 x FIVE STAR JAZZY J14

ASA 4545752 1/2 SM 1/2 AR

CE 13 | YW 155 | MARB 0.45 | RE 0.80 | \$API 146 | \$TI 94

Dam is full sister to Five Star Jackson.

Drake K21M



I.C.D. BILLY SUNDAY x DRAKE MISS YH21K

ASA 4584359 5/8 SM 3/8 AN

CE 13 | YW 146 | MARB 0.61 | RE 0.43 | \$API 147 | \$TI 97

Billy Sunday is a Deadwood x Full Sister to TJ 50K- an impressive set of bulls by this sire.

Iron Creek Deadwood 9827M



POSS DEADWOOD x MONTANA BLACKBIRD 7250

ASA 4611597 PB AN

CE 15 | YW 158 | MARB 1.16 | RE 0.57 | \$API 174 | \$TI 102

A powerful son of the always impressive Montana Blackbird cow.

Drake Miss M5



FIVE STAR JACKSON J10 x TJ 20H

ASA 4612892 PB SM

CE 13 | YW 132 | MARB 0.29 | RE 0.75 | \$API 150 | \$TI 90

Dam is full sister to TJ 50K.

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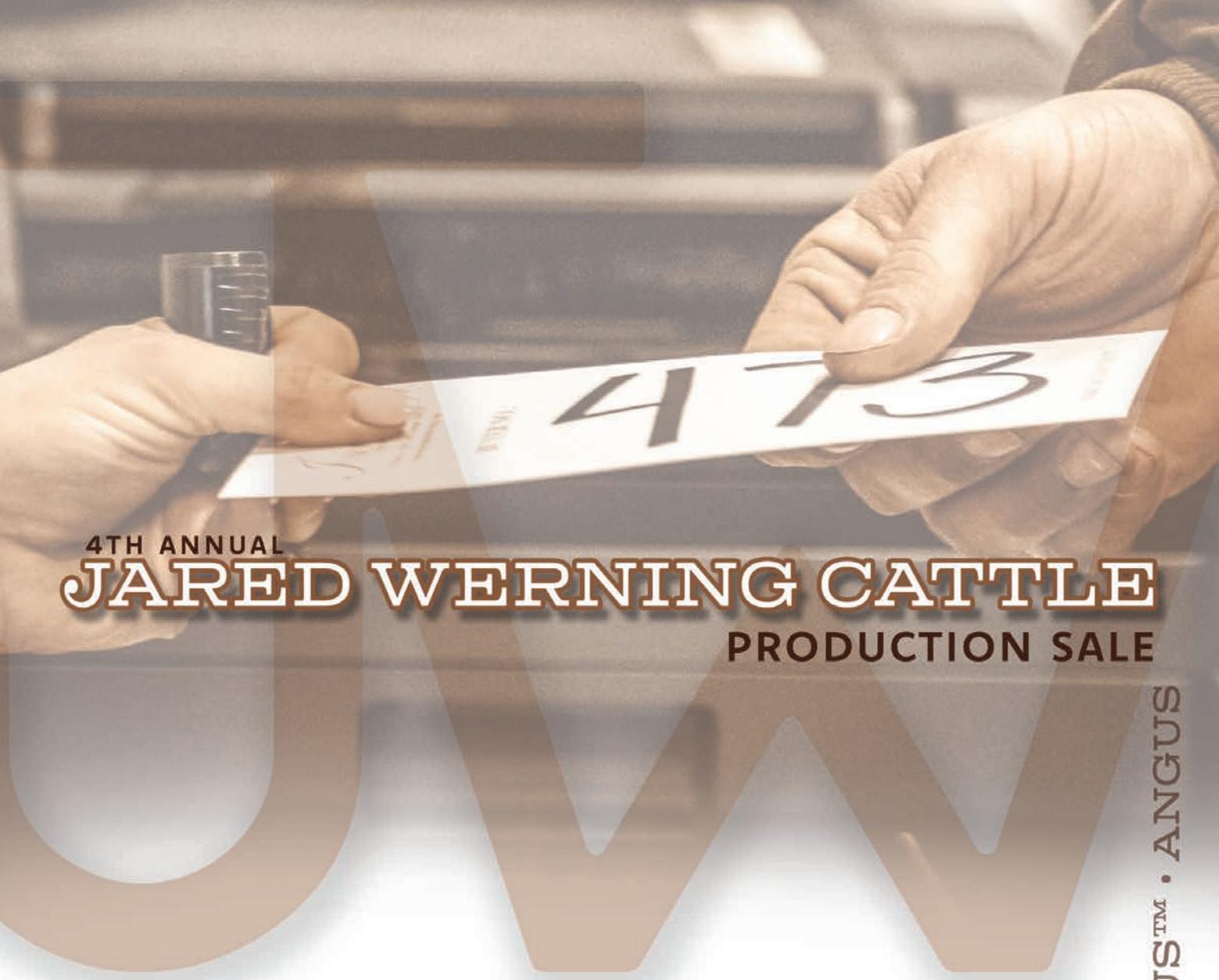
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# THE PROFIT PREDICTOR.

BUILD A HERD THAT WORKS AS HARD AS YOU DO.



The American Simmental Association's \$All Purpose Index, or \$API, considers the cow herd while keeping pressure on terminal traits. And data from the last 25 years show it's working.

28%  
\$API  
AVERAGE

\$3,440  
MORE PROFIT  
PER BULL

[SIMMENTAL.ORG](http://SIMMENTAL.ORG) | 406.587.4531

STAND STRONG  
SIMMENTAL

# Cattle CONNECT

at Franzen Simmentals

1.20.26  
Production Sale

Franzen Sale Facility -  
Leigh, NE - 1:00 PM CT

Cattle viewing Monday afternoon  
and prior to the sale.



*He sells.* M514 (4473166)  
5/8 SM 3/8 AN - Black, Homo Pld  
CLRS Homeland son  
\$API 137.7 \$TI 77.5



*He sells.* M9 (4473130)  
3/4 SM 7/32 AR - Red, Homo Pld  
HSF Cardinal 133G son  
\$API 138.2 \$TI 82.8



*He sells.* M192 (4473168)  
PB SM - Homo Black, Homo Pld  
LCDR Reserve 210J son  
\$API 160.7 \$TI 92.0



*She sells.* M7 (4473108)  
PB SM - Black, Homo Pld  
TJ Rage 437H daughter  
\$API 140.7 \$TI 83.2  
AI Bred to TJ Supreme

## OFFERING

Black and Red Bulls - Developed slowly on a growing ration for ultimate longevity.  
37 Age-Advantaged Purebred and Percentage Bulls  
32 Registered Bred Heifers



1538 Road 3, Leigh, NE  
[www.franzensimmentals.com](http://www.franzensimmentals.com)

Lawrence Franzen  
402-487-2678 home - 402-276-1197 cell  
[franzensimmentals@gmail.com](mailto:franzensimmentals@gmail.com)

FOR SALE CATALOG, CALL 402-487-2678  
OR TEXT 402-276-1197.

Craig Franzen 402-276-2400  
Caleb Franzen 402-276-1925



Marty Ropp 406-581-7835  
Corey Wilkins 256-590-2487  
Jared Murnin 406-321-1542  
[www.alliedgeneticresources.com](http://www.alliedgeneticresources.com)

Sale catalog and online bidding at

**DVAuction**  
Broadcasting Real-Time Auctions

## YOUR #1 SOURCE FOR PAP TESTED GENETICS

At T-Heart Ranch we offer more than just a PAP score. We take it a step further in testing every one of our registered cows to ensure we can stack multiple generations of PAP testing to allow our customers to get the most information. Our entire herd lives at or above 8,000 feet for 12 months out of the year. We are confident that you are receiving genetics that will ultimately help your program excel in the high country.



# Taking the lead...



*True High Altitude Cattle*

## HIGH ALTITUDE Bull Sale

### SIRE GROUPS INCLUDE:

CCR THR El Dorado 4142J

ASA 4028670

Redhill Accelerate 23H

ASA 3805276

TJ High Mark 2426K

ASA 4049412

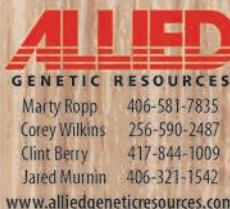
CAMP Outlaw L3122

ASA 4247622

March 28, 2026 || LaGarita, CO

### 200 BULLS OFFERED

- Born, Bred & Developed at 8,000 ft Elevation
- Every Bull PAP Tested Twice Prior to Sale Day
- Multiple Generations of PAP Testing in Every Pedigree
- Large Uniform Sire Groups to Increase Consistency



Shane & Beth Temple  
T-HEART RANCH and L-CROSS RANCH

719-850-3082 • 719-850-3083

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*Genetics with a progressive mindset....*



*The Oak Meadow Farms*

# 8<sup>TH</sup> ANNUAL PRODUCTION SALE

## FEB. 8, 2026 AT 1 PM - CRESCO, IA

*Simmental and SimAngus™ Genetics*

OFFERING 60+ BULLS AND 40+ BRED HEIFERS!



 Sale Management by:  
**INNOVATION**  
AgMarketing, LLC

Graham Blagg - (530) 913-6418  
Tim Anderson - (605) 682-9343  
Auctioneer Jered Shipman - (806) 983-7226  
[innovationagmarketing.com](http://innovationagmarketing.com)

  
**Oak Meadow Farms**  
Dr. Lynn Aggen - (507) 421-3813  
Matt Aggen - (701) 866-3544  
Hunter Aggen - (507) 923-0815  
[oakmfarm.com](http://oakmfarm.com)

*Guest Breeders*  
**Diamond K Simmentals**  
Dr. Kory Bigalk - (507) 251-0983

**Five Star Ranch**  
Jared Seinola - (507) 271-2634  
**DVAuction**



**Lucas Liberty 1719L  
ASA# 4343991  
CMP Class of 2025**

# If Beef Is Your Business



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

## Participants receive:

- ◆ \$200 for each AI-sired calf with carcass information
- ◆ Free semen on top young herdsires
- ◆ Free ASA Genetic Evaluation on your cow herd
- ◆ Free genotyping on terminal progeny
- ◆ Keep any or all replacement females



**American Simmental Association**

To learn more about the CMP visit [www.simmental.org](http://www.simmental.org), then click Carcass Merit Program under the ASA Programs tab.

Questions, contact [cmp@simmgen.com](mailto:cmp@simmgen.com) for more information regarding this program.

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



Industry leading genetics that are right for the times...

Simmental, SimAngus™, and Angus seedstock that are bred and developed with your operation's bottom line in mind!

*The 9th Annual*

# CK CATTLE & WAGER CATTLE PRODUCTION SALE

SATURDAY | FEBRUARY 14, 2026

*Highmore, South Dakota*



## Offering 120+ Bulls & 50+ Bred Heifers

Sons of Bridle Bit Recharge K256, ES Right Time FA110-4, WAGR Patriot 1008J,  
CKCC Lincoln 0631H ET, ES Titan LJ44, Deer Valley Growth Fund, Musgrave Jumbo & more!



**CKEFFLING.COM**  
**DVAuction**

**CK**  
**cattle**

CHRIS & KRISTI EFFLING

Chesney & Kenidey  
Hadley & Cagney Schotte

Chris: 605-769-0142 | Kristi: 605-769-1308

**Wager**  
**cattle**

LANNY & JAYNE WAGER

Dusty & Aimee Wager  
Lanny: 605-769-1211  
Dusty: 605-769-5010

Sale Management by:  
**INNOVATION**  
AgMarketing, LLC  
Jered Shipman: 806-983-7226  
Graham Blagg: 530-913-6418  
Tim Anderson: 605-682-9343  
[innovationagmarketing.com](http://innovationagmarketing.com)





# WISHBONE SIMMENTAL - ANNUAL BULL SALE

February 27, 2026 • 1:00 PM MST  
At the Ranch – 10 Lane 1, Frannie, Wyoming

*Join us for a powerful offering built on real world performance and maternal strength.*

## SELLING:

- 50+ Simmental, Angus & SimAngus™ Bulls  
Sound, stout, and ready to work.
- 55 Commercial Replacement Heifers  
Uniform, functional, ranch raised.
- “The Sexy Six” Registered Bred Heifers  
An elite set you won’t want to miss.

## VIEW & BID ONLINE:

[bid.live-ag.com](http://bid.live-ag.com) / Live Ag  
Bid from anywhere with  
real-time streaming.



**M4 W/B Redeye**  
**His first progeny sell**



**W/B Night Guard 018M**  
**6 half-sibs sell**



**VCL 266K – Her first flush bulls sell**  
**Average \$API 165, \$TI 104**



**W/B Electra 401M**  
**10 half-brothers sell**

## FOLLOW US:

Facebook: [@WishboneSimmental](https://www.facebook.com/WishboneSimmental)  
Jared Boardman 307-272-4009  
Wendy Boardman 406-690-3369



*Kearns Cattle Co.*

# 37TH ANNUAL BULL SALE

THURSDAY, MARCH 5, 2026 IN RUSHVILLE, NE

*Annually offering 100+ bulls!*



3BCC KCC1 KRYPTON 100K  
Owned with Hartman Cattle Co., Freking Cattle Co.,  
and Bowling Cattle Co.



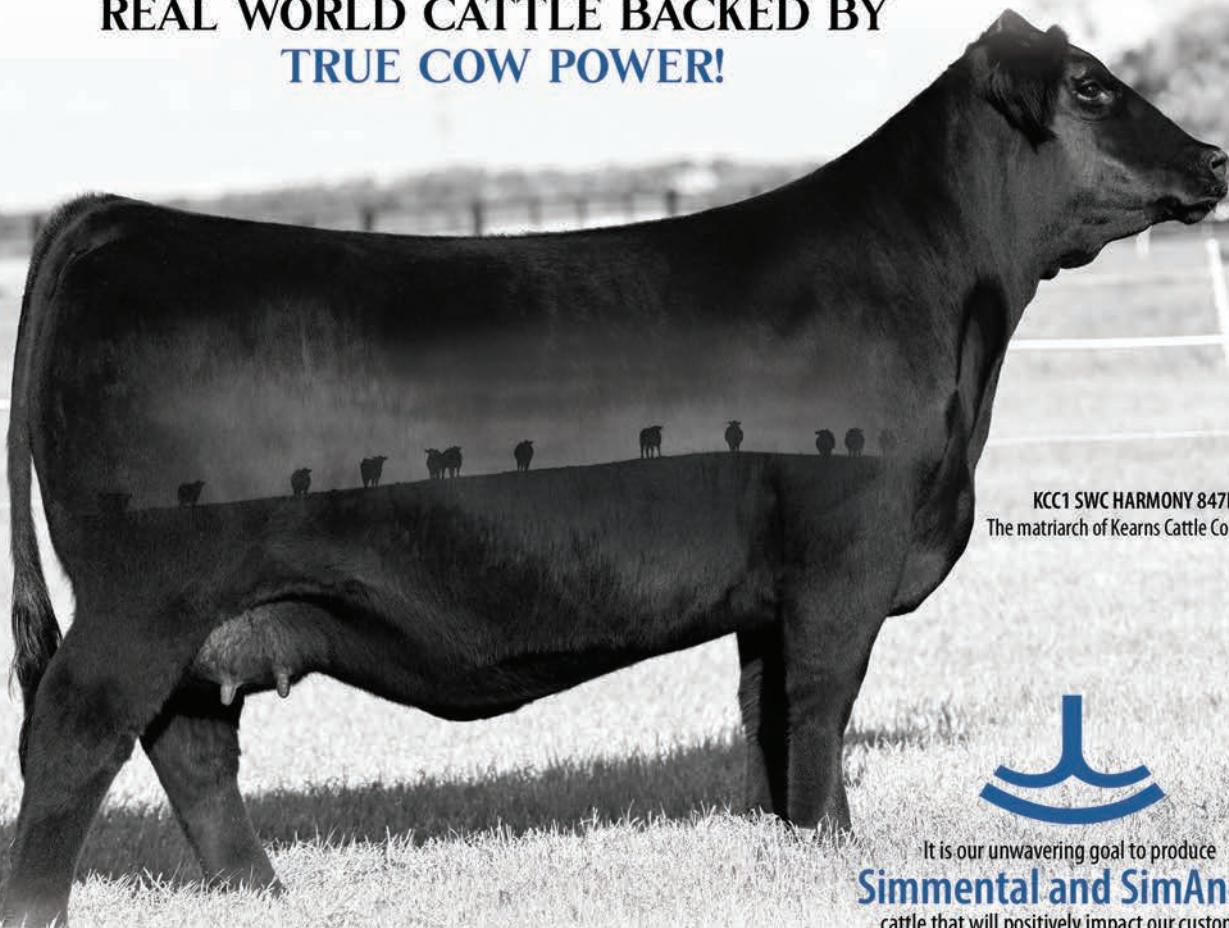
KCC1 3BCC NEXT PHASE 4L  
Owned with Hartman Cattle Co., Freking Cattle Co.,  
and M&E Cattle Co.



KCC1 3BCC BLACK LABEL 4016M  
Owned with Roller Ranch, Shipwreck Cattle Co.,  
and 3B Cattle Co.

*What you've been looking for is already here...*

**REAL WORLD CATTLE BACKED BY  
TRUE COW POWER!**



KCC1 SWC HARMONY 847H  
The matriarch of Kearns Cattle Company!



It is our unwavering goal to produce  
**Simmental and SimAngus™**  
cattle that will positively impact our customer's  
operations for generations to come!



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Auctioneer: Jered Shipman - (806) 983-7226  
Tim Anderson - (605) 682-9343  
INNOVATIONAGMARKETING.COM

*Kearns Cattle Co.*  
Tom Kearns - (308) 763-1394 | Zach Kearns - (308) 360-1783  
**KEARNSCATTLECO.COM**

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Watch and bid online at  
**LIVE-AG.COM**

# Simple Marketing, Effective Results

## Business Card Ads

### Grab the opportunity

- Build your brand's voice.
- Reach a bigger audience.
- Get more traffic, visibility, and sales for your business.
- Keep your name in front of customers.

### Bonus

- Your business card ad will be displayed alphabetically by state, making it easy for customers to find you.
- Sale dates listed on business card ads will automatically be included in Calendar of Events.
- Business name included in the Ad Index each issue.



For more information contact:

Nancy at [nchesterfield@simmgenec.com](mailto:nchesterfield@simmgenec.com) | Rebecca at [rprice@simmgenec.com](mailto:rprice@simmgenec.com)

Call 406-587-2778



Where we're also in  
the **people** business.

Profit Through Performance  
Sunday, March 1, 2026  
Spencer, SD

*Windy Creek*  
Cattle Company  
Jeremy, Bethany, Cash & Emerson Lehrman  
Jeremy: (605) 530-5909 | Cash: (605) 270-4848  
Find us on Facebook!

**Friday, March 13, 2026**  
**1:00 PM CST | Shelbyville, IL**

Selling Simmental & SimAngus™  
 Breeding Age Bulls, Fancy Open Heifers,  
 Bred Females, Young Cow-Calf Pairs,  
 Donors, Pregnancies, and Embryos



## SPRING BULL AND FEMALE SALE

**Sires Represented - Bulls That Impact The Bottom Line!**



LLSF Dauntless



JSUL Something About Mary (SAM)



HPF Quantum Leap



TJSC Coping with Destiny

**Donors Represented - Cows That Have Made a Difference!**



HILB Price of Staring 038H



RS BR Hairietta 275E



Hill Sister Love E2



IR Ms Vienna G965

**Embryo Dams - Matings That Matter**



Haras Miss Princess 04B



WHF Andi 365A



HS Girl Talk G45B



Lazy H Bar Forever Lady 319

**Elite Group of Consignors - Bulls Will Have Completed Their BSE Exams Before the Sale**  
**All Bulls Will Sell With Genetically Enhanced EPDs, Including Color and Polled Status**  
**Bred Cattle Will Be Preg Checked and Guaranteed • Many Females Will Sell With Calf At Side**

### GUEST CONSIGNORS

Hillstown Farms  
 618-978-0531

JR Simmentals  
 217-248-8447

Reiny Way Acres  
 715-573-7891, Kent  
 715-573-7828, Marcus

Jeff and Justin Lewis  
 217-251-2400, Jeff  
 217-251-5020, Justin

Russell Land and Cattle  
 618-262-6509

Black Diamond Genetics  
 217-433-0242

Travis Farms  
 618-843-5264

Huenefeld Simmental Farms  
 402-764-0981, Matt  
 815-238-6641, Steve

Gen3 Genetics  
 865-254-2998, Emily  
 517-932-8621, Kollin

Double J Ranch  
 715-965-1356

### SALE STAFF

Cody Lowderman  
 Auctioneer  
 309-313-2171

Dan Naughton  
 217-304-6502

Austin Rincker  
 217-825-5248

Zach Rincker  
 217-690-6845

### SALE CONSULTANTS

Roger Allen ..... 715-684-9222  
 Dalton Lundy ..... 502-727-6898

Larry Martin ..... 217-433-0242  
 Greg Miller ..... 608-778-8785

Doug Parke ..... 859-421-6100  
 Drew Hatmaker ... 423-506-8844

Ryan Haefner ..... 815-499-0522  
 Brandon Rutledge . 217-369-6729

Emily Ivey-Johnson. 865-254-2998  
 Bob Dwyer ..... 309-337-1404

Nick Dwyer ..... 309-337-6404

**RINCKER**  
 SIMMENTALS

Curt, Pam, Brent, Cari, Jace & Raelynn  
 Curt: 217-871-5741 | curt@rincker.com  
 Brent: 217-246-3550 | brent@rincker.com



Bid online at CCI.LIVE



VIEW SALE DETAILS AND REQUEST A CATALOG AT: [RINCKER.COM](http://RINCKER.COM) | [ILLINIELITESALE.COM](http://ILLINIELITESALE.COM)

## Sires Include:

KBHR HOMELANDER

3943783

G A R HOME TOWN x KBHR MEDORA G132



SEmen Available From RIVER CREEK FARMS

CE	BW	WW	YW	STAY	MARB	REA	\$API	STI
13	-1.4	104	167	15	1.47	1.20	206	125

KBHR KEYNOTE

4104347

CLRS GUARDIAN 317G x KBHR DEBUTANTE H113



SEmen Available From ORIGIN

CE	BW	WW	YW	STAY	MARB	REA	\$API	STI
16	-5.0	88	137	24	1.26	0.60	231	120

KBHR CHARGER

4104220

MR SR RED OCTOBER G7161 x WS ELECTRA E88



SEmen Available From GENEX

CE	BW	WW	YW	STAY	MARB	REA	\$API	STI
17	-3.0	78	117	23	0.68	0.80	192	99

KBHR MONACO

4387151

KBHR HOMELANDER J071 x KBHR DAISEY K092



SEmen Available From RIVER CREEK FARMS

CE	BW	WW	YW	STAY	MARB	REA	\$API	STI
9	1.2	121	190	16	1.26	1.24	195	128

# KELLER BROKEN HEART RANCH



## MARCH 5, 2026

120 HIGH-PERFORMANCE RED AND BLACK  
SIMMENTAL AND SIMANGUS BULLS

1:00 PM AT THE RANCH IN MANDAN, ND

ALSO SELLING SONS OF:

Bridle Bit Galaxy, 4211420 - ES Jack Red, 4257936 - G A R Fireproof, 4171224

KBHR Discipline, 4224722 - KBHR Homestead, 3789403

KBHR Visionary, 4104341 - KBHR Mcintosh, 3943875

KBHR El Dorado, 3943885 - CLRS KRN Octane, 4186229

WS Jam-Packed, 3911959

BID LIVE ONLINE

**DVAuction**  
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LUKE AND KATY 701-471-1142

JAKE AND MACKENZIE 701-471-5065

DWIGHT AND SUSAN 701-471-5215

1573 55TH STREET, MANDAN, ND 58554  
KBHR@WESTRIV.COM // KBHRSIMMENTAL.COM

# KNOW.

Or guess.



## Feeder Profit CALCULATOR™

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

## Choose KNOW.

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

Open to majority of breeds and breed compositions.

Market with confidence and maximize your purchasing dollars.

 **IGS** International  
Genetic Solutions

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www.internationalgeneticsolutions.com

# CROSSHAIR SIMMENTAL

*Sighting in on profitability!*



40M



134M

#4443189

New Date  
& Format!

Online Only Sale

**WEDNESDAY,  
FEB. 4, 2026**



83M



M502

#4367437

**DVAuction**  
Broadcasting Real-Time Auctions

Bidding Opens Feb. 2 and  
closes Feb 4 at 6 p.m.

## *Selling:*

- 40 Simmental & SimAngus™ Red & Black Age-Advantaged Bulls
- 100 Red SimAngus™ Open Heifers
- 20 Black SimAngus™ Open Heifers



M568



M584

#4367520

Bulls Available for Viewing Anytime  
Free Delivery 250 Miles  
Volume Discounts

## *Progeny By:*



TNT ASSURANCE J455 - #3942173



TNT EXEMPLIFY K508 - #4102913



ROCKIN H CAPTIVATE J75 - #3991776

TNT Tactic  
Bridle Bit Colorado  
DCR Killian  
CHSR Equalizer  
KS Vanderbilt

*Contact us*  
for more information or  
for a catalog.

**K**  
**R**

Ben & Cassie Kleppe  
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# TRIEFECTA

*Cattle Co.*

4 Sons Sell



CLRS GENOME 979G

3 Sons Sell



KBHR IR/JLN ASTORIA G119

Many Sons Sell



GIBBS ESSENTIAL

**JANUARY 29, 2026**

GLACIAL LAKES LIVESTOCK, WATERTOWN, SD • 1:00 PM

AVERAGE OF OFFERING 202 \$API - 106 \$TI

**SELLING**

32 AGE-ADVANTAGE SIMMENTAL  
AND SIMANGUS BULLS

**SIRES INCLUDE:**

LBRS Genesis - Gibbs Essential  
KBHR Gunsmoke - TRIF Kip - TRIF Kev

BID LIVE ONLINE

**DVAuction**  
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Cody Kenyon  
17615 480th Avenue, Clear Lake, SD 57226  
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Request a salebook on our website  
or at the numbers listed.

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Jared Murnin 406-321-1542  
[www.alliedgeneticresources.com](http://www.alliedgeneticresources.com)

KCC1 3BCC  
BLACK LABEL  
4016M



KCC1 SWC HARMONY 847H DAM



3BCC KCC1 HARMONY 4019M \$82,500 FULL SISTER

SIRE: WHF/JS/CCS WOODFORD J001

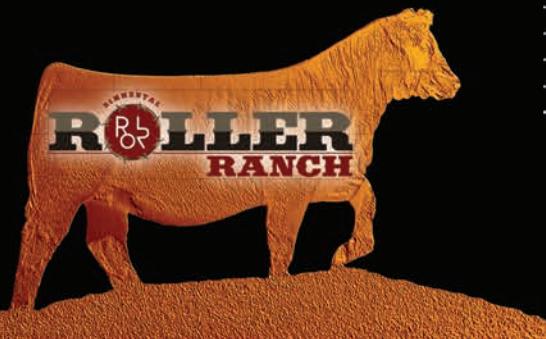
DAM: KCC1 SWC HARMONY 847H

HOMOZYGOUS BLACK & POLLED

PB SIMMENTAL

ASA: 4444386

- Genomically supported for use on heifers! Elite phenotype with the extra body, shape, and substance not synonymous with the calving ease standard!
- The \$100,000 high selling bull from the 2025 Kearns Cattle Company Bull Sale!
- His dam, KCC1 SWC Harmony 847H, sold for \$60,000 in the 2020 Black Label to Megan Brown!
- His FULL SISTER commanded \$82,500 in the 2024 Black Label to Makenzie DeBerry!
- Other maternal sibs have sold for \$450,000, \$95,000, \$49,000, \$38,000, and \$33,000.
- Supported by a cow family you can count on!



ROLLER RANCH  
Brent Roller: (218) 849-7414  
Jenny Roller: (320) 491-7284

INNOVATION AG MARKETING, LLC  
Graham Blagg: (530) 913-6418  
Jered Shipman: (806) 983-7226  
Tim Anderson: (605) 682-9343



# Is Carcass Merit Vital to Your Business?

We would like to work with you on your sire-identified, terminal calves.



- ◆ Free semen on the nation's top herdsire prospects
- ◆ Free genetic evaluation (EPDs and Selection Indexes) on your cowherd
- ◆ \$65 paid per CMP sired carcass record
- ◆ DNA tests performed on terminal calves

*\*This is a structured young sire test so please inquire about qualifications and expectations.*



- ◆ Free 100K GGP DNA test on all sire-identified terminal calves with carcass data
- ◆ DNA Parentage included
- ◆ Tissue Sampling Units provided at no cost

*\*This is an ongoing research project, participants are limited so please inquire about availability.*



For more information regarding both programs, please visit our website: [simmental.org](http://simmental.org) and by selecting on the programs tab, or scan the QR code to be directed:



**SimGenetics**  
PROFIT THROUGH SCIENCE

American Simmental Association

406-587-4531 • [www.simmental.org](http://www.simmental.org)

# Hofmann Simmental Farms BUY YOUR WAY Bull Sale<sup>(No. 17)</sup>

at the farm, Clay Center, Kansas

FEBRUARY 28 - MARCH 7, 2026

ONLINE BIDDING THROUGH MARCH 7, LIVE CLOSEOUT MARCH 7

*Selling*

**60 SIMMENTAL & SIMANGUS™ BULLS**  
SPRING & FALL | BLACK & NON-DILUTE RED



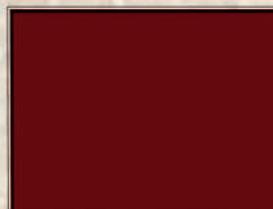
*Private Treaty / Limited Auction  
Buy Your Way!*

CONVENIENT, LOW PRESSURE, FAIR, TRANSPARENT | BUYERS DETERMINE THE SALE ORDER  
VISIT OUR WEBSITE TO LEARN MORE ABOUT OUR UNIQUE SALE FORMAT  
AND ASK ABOUT OUR EARLY BID DISCOUNTS!

*Tries represented include:*

Simmental - HSF Cardinal, Imperial, Honor Guard, Burley  
TJ Gold, TJ Stone Cold, KBHR Global, and others

Red Angus - Merlin 018A, Marksman  
Angus - Tehama Tahoe, Rainfall



HSF Cardinal 133G

Sold in our 2021 Buy Your Way Bull Sale - Sons sell!

**HOFMAN N**  
*Simmental*

F A R M S

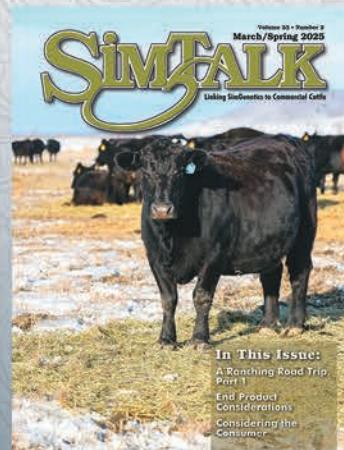
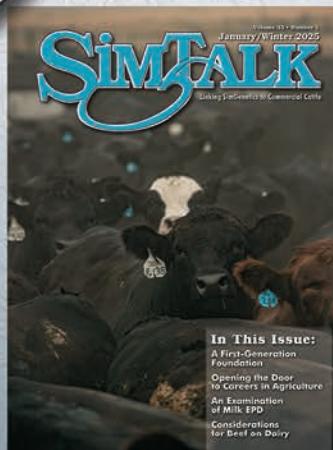
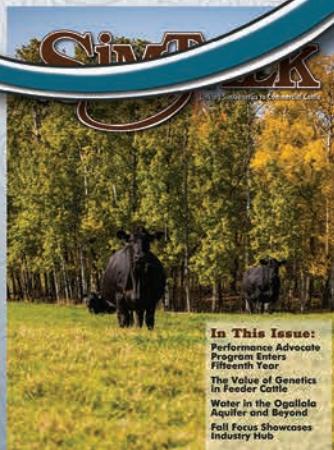
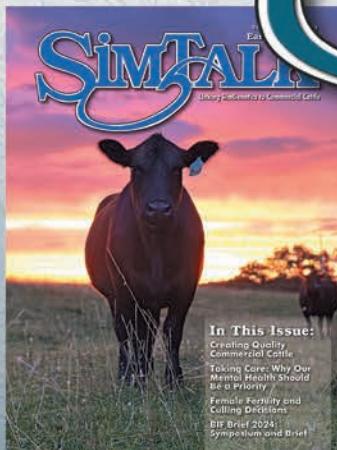
Rodney & Kim Hofmann  
Ph 785.944.3674 (Landline)  
[www.honestbulls.com](http://www.honestbulls.com)  
hsfcows@gmail.com

*"Proof + Performance = Profit"*

find the catalog, videos, bid links  
(available mid-February) and more:  
[www.HONESTBULLS.com](http://www.HONESTBULLS.com)

# SimTalk

Linking SimGenetics to Commercial Cattle



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Scan the QR code to claim your complimentary subscription today!

# Make an impact on the Heart of **YOUR** Herd ...

*Offering includes 50 black and red, genomic enhanced yearling bulls,  
as well as a group of yearling commercial open heifers...  
straight from the  
HEART of the HERD.*

*Bulls average 158 for \$API and 95 for \$TI. All genomics are enhanced  
with RightMate scores.*

*New option this year - Klein Ranch is offering to do all the work to get your  
heifers bred - pick up in October 2026.*



## HEART of the HERD

1:00 PM CT in Atwood, Kansas **MARCH 4** Simmental and SimAngus™  
Rawlins County Fair Grounds

*Selling sons of  
Basin True Grit, GW Lewistown, LBRS Logan, CCR Primal,  
LRS Dutton, JC Total Power and Basin Jameson.*



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Bid Live Online **LiveAg**

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**Klein Ranch**

HEATH AND AMI KLEIN  
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# Western

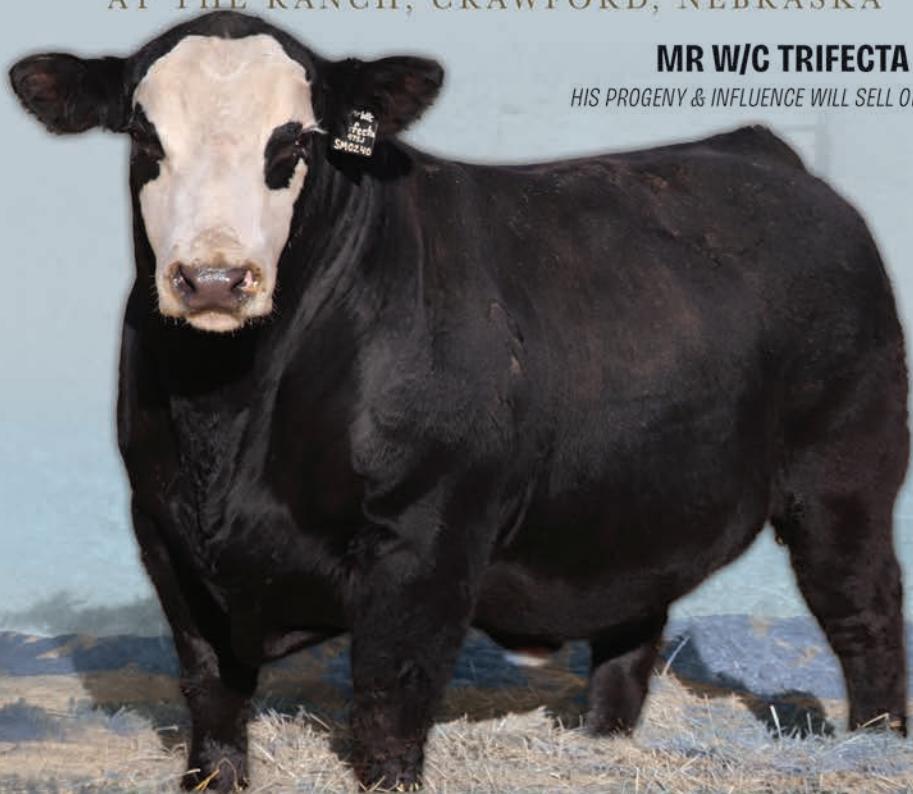
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*J* sale management by  
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AgMarketing, LLC

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Jered Shipman - 806-983-7226

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25 baldies selling including some calving ease!!!

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# State Marketplace

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

## Colorado

### Altenburg Super Baldy Ranch Triangle J Ranch

Annual Bull Sale • 150 bulls  
3rd Saturday of March  
Fort Collins, Colorado

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Darby Line 308-627-5085

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Chad Cook 719-529-0564  
[bridlebitsim@gmail.com](mailto:bridlebitsim@gmail.com)  
[www.bridlebitsimmentals.com](http://www.bridlebitsimmentals.com)  
Annual bull and female sale March 23, 2026

**Lechleiter Simmentals**  
38th Annual Bull Sale  
March 21, 2026  
Loma, Colorado

57011 Ida Road  
Montrose, CO 81403  
970-209-8008 (days)  
970-249-5938 (evenings)

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**Rhodes Angus**  
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Angus Simmental/Angus  
Rhodes Angus  
Open House and Bid Off  
Bull & Female Sale  
Saturday, February 14, 2026

**LARRY RHODES**  
217-473-5868 cell  
217-854-5200 office  
[rhodesangus@royall.org](http://rhodesangus@royall.org)  
9350 Rte 108  
Carlinville, IL 62626  
[www.RhodesAngus.com](http://www.RhodesAngus.com)

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[crincker@lakelandcollege.edu](mailto:crincker@lakelandcollege.edu)

Brent Rincker  
217-246-3550  
[rincker@gmail.com](mailto:rincker@gmail.com)

Cari Rincker  
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[rinckercattle@gmail.com](mailto:rinckercattle@gmail.com)

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Customer Sale. 4/25/26  
Spotlight Show. 4/25/26  
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[WWW.SPRINGSIMMENTAL.COM](http://WWW.SPRINGSIMMENTAL.COM)

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### Cow Camp Ranch

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3553 Upland Rd. • Lost Springs, KS  
785-466-6475 Kent  
785-466-1129 Nolan  
785-258-0173 Mark  
[nolan@cowcampbeef.com](mailto:nolan@cowcampbeef.com)

**Spring Bull Sale - Saturday, January 24, 2026**  
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**McKellen 785.953.0575**  
**RainsSimmental@gmail.com**

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info@littlecreekcattle.com  
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Cell: 406.270.2268  
lbriversimmental@gmail.com  
lbriversimmental.com

**Bulls of the Big Sky**  
February 16, 2026



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**Dale & Paula Miller**  
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Bulls of the Big Sky  
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Home: 507-886-4016

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Home: 507-772-4522  
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**J&C Annual Bull Sale –**  
**January 24, 2026**

Nebraska continued on page 136

# State Marketplace

## Nebraska cont.

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Cell: 701-741-3045

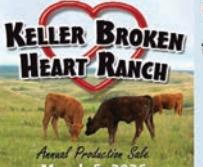
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Annual Production Sale, January 23, 2026

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C Production Sale 2nd Tuesday in February C

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w: [www.rustmountainviewranch.com](http://www.rustmountainviewranch.com)

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701-453-3157 Roger • 701-453-3105 Todd  
email: [srf@srt.com](mailto:srf@srt.com)  
Genetic Edge Production Sale  
February 5, 2026 • Mandan, ND

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Bull Sale – February 11, 2026 – Miller, SD

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Annual Production Sale  
March 20, 2026 • Wessington, SD



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Bull and Female Sale, January 23, 2026  
Garretson, SD

Steve & Cathy Eichacker  
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605-421-1152  
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Office 417-998-6512

[www.LucasCattleCompany.com](http://www.LucasCattleCompany.com)

# CALENDAR OF EVENTS

## JANUARY

- 5 Little Bitterroot Ranch's Private Treaty Sale (Beginning) — Hot Springs, MT (pg. 135)
- 9 Diamond Bar S Bull Sale — Great Falls, MT
- 11 Bricktown National Simmental Sale — Oklahoma City, OK
- 15 Walking 5 Ranch's Annual Bull Sale — Lavina, MT (pg. 147)
- 18 The One and Only Simmental Sale — Denver, CO
- 20 Franzen Simmental's Production Sale — Leigh, NE (pg. 113)
- 20 Powerline Genetics' Arapahoe Sale — Arapahoe, NE
- 23 Double J Farms' 52nd Annual Bull and Female Sale — Garretson, SD (pgs. 137, 143)
- 23 Ellingson Simmentals' Annual Production Sale — Dahmen, ND (pg. 136)
- 24 Cow Camp Ranch's Annual Spring Bull Sale — Lost Springs, KS (pgs. 7, 134)
- 24 Forster Farms' 47th Annual Production Sale — Smithfield, NE
- 24 J&C Simmentals' Annual Bull Sale — Arlington, NE (pgs. 72, 135)
- 25 Reck Brothers-N-Sons' Genetic Advantage Production Sale — Blakesburg, IA (pg. 41)
- 25 Triangle J Ranch's Bull Sale — Miller, NE (pgs. 62, 136)
- 26 APEX Cattle's Annual "Heterosis Headquarters" Bull and Female Sale — Dannebrog, NE (pgs. 30, 31)
- 29 Trifecta Cattle Company's Annual Bull Sale — Watertown, SD (pg. 126)
- 30 Drake Simmental's Bull and Female Sale — Centerville, IA (pg. 107)
- 31 The Vision Elite Bred Female Sale — Des Moines, IA

## FEBRUARY

- 1 Hartman Cattle Company's 12th Annual Simmental Bull Sale — Tecumseh, NE
- 1 Kline Simmental Ranch's 14th Annual Bull Sale — Hurdfield, ND (pgs. 58, 59)
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- 3 Koepplin's Black Simmental 38th Annual Bull Sale — Mandan ND (pg. 44)
- 4 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT (pgs. 25, 147)
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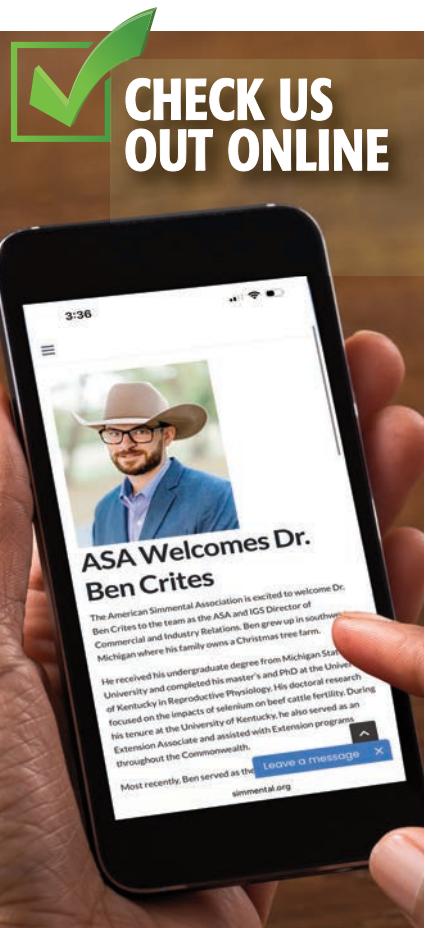
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- ◆ Genetic improvement tools
- ◆ Frequently asked questions

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- 14 Great Lakes Beef Connection Bull Sale — Clare, MI (pg. 98)
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- 21 TeKrony Brothers Simmental's 14th Annual Bull Sale — Clear Lake, SD

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- 28 Heishman Cattle Company's Blue Ridge Classic Sale — Mt Jackson, VA
- 28 T-Heart Ranch's High-Altitude Bull Sale — La Garita, CO (pgs. 114, 134)
- 28 Wildberry Farms' Annual Production Sale — Hanover, IL (pg. 149)

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- 4 Clarks Fork Angus and Simmental Ranch's Sale — Cody, WY (pg. 147)
- 4 Laird Simmentals' Production Sale — Dubois, ID (pgs. 52, 147)
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- 4 Belles and Bulls of the Bluegrass — Lexington, KY (pg. 29)
- 4 The Gathering at Shoal Creek — Excelsior Springs, MO
- 8 WD Cattle Company's Bull Sale — Washington, KS
- 11 Lucas Cattle Company's Bull Sale — Cross Timbers, MO
- 15 Trennepohl Farms' Top Ten Sale — Middletown, IN

- 17 Foster Brothers Farms' "Hybrid Advantage" Bull Sale — Wildorado, TX
- 17 Trennepohl Farms' Turn-Out Time Sale — Middletown, IN
- 18 New Day Beef Genetics' Bull Sale — Salem, MO
- 25 Clear Choice Customer Sale — Milan, IN (pg. 134)
- 25 Cow Camp Ranch's Spring Turn-Out Sale — Lost Springs, KS (pg. 134)
- 4/25 Heartland Simmentals' Annual Bull Sale — Bloomfield, IA

## MAY

- 2 Stars and Stripes Sale — Hummelstown, PA
- 16 Mississippi/Alabama Simmental State Sale — Cullman, AL
- 18 Red Hill Farms' Maternal Monday Online Sale — [www.redhillfarms.net](http://www.redhillfarms.net) (pg. 137)

## JUNE

- 10-13 AJSA Eastern Regional Classic — Lebanon, IN

## JULY

- 4-10 AJSA National Classic — Grand Island, NE

## SEPTEMBER

- 5 North Carolina Fall Harvest Sale — Union Grove, NC

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Rebecca Price  
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<sup>a</sup>USMARC, Zimmerman, M., et al. "Breed and heterotic effects for meat and weight in beef cattle." *J. of Anim. Sci.*, Vol. 93, 2005. Adjusted for sex sampling, Angus was the heaviest at maturity among the 16 breeds evaluated. Solutions are deviations from Angus. Yr1 EPDs were extracted from genetic evaluations conducted in 2010. Estimate of MWFT differences at 6 years of age. The study considered 10,857 weight records from 5,556 crossbred cows bred by 787 bulls. <sup>b</sup>Effect of sire breed group on carcass value of feedlot cattle harvested through Tri-County Steer-Carcass Future Cooperative, Lewistown, MT, 2000 to 2005. Odde, K. & King, M. (March 2005). Kansas State University. Relationships Among Sire-Breed Group, Calf Sex and Year Group on Carcass Traits. Breeds represented in the English-bred group: Angus, Red Angus, South Devon, Hereford and Shorthorn.

Date	Ranch/Sale	Sale Location	Phone
01/15/26	Walking 5 Ranch Annual Bull Sale	Broadview, MT	406-371-2207
02/02/26	Gateway Simmental Breeding Value Bull Sale	Lewistown, MT	406-538-9695
02/04/26	Begger's Diamond V Ranch Genetic Source Bull Sale	Wibaux, MT	406-796-2326
02/05/26	Genetic Edge Production Sale	Mandan, ND	701-240-7711
02/09/26	Nelson Livestock Company Annual Production Sale	Wibaux, MT	406-588-3371
02/12/26	Lassle Ranch Simmentals Annual Bull Sale	Glendive, MT	406-694-3722
02/16/26	Bulls of the Big Sky Bull Sale	Billings, MT	208-267-2668
02/23/26	Peterson Cattle Company Bull Sale	Twin Bridges, MT	406-596-7285
02/28/26	Emmons Ranch Bull Sale	Olive, MT	406-436-2277
3/9/2026	P/T Livestock High Country Performance Bull Sale	Riverton, WY	307-709-8351
03/20/26	Black Summit Cattle Annual Bull Sale	Powell, WY	307-899-3553
04/04/26	Clarks Fork Angus and Simmental Ranch	Cody, WY	406-860-1805
04/04/26	Laird Simmentals	Dubois, ID	208-608-3210
12/05/26	Western Choice Simmental Sale	Billings, MT	406-321-1542
Private Treaty	3 JM Simmental	Payette, ID	208-731-6646
Private Treaty	Forseth Livestock LLC	Fairfield, MT	406-590-7984
Private Treaty	Koch Cattle	Roberts, MT	406-860-0659
Private Treaty	Rocking L 4 Ranch	Bonners Ferry, ID	208-691-6656
Private Treaty	Rolling Hills Ranch	Polson, MT	406-239-7483
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Private Treaty	Table Rock Ranch	Ririe, ID	605-595-3726
Private Treaty	3H Simmental	Plains, MT	406-826-3765
Private Treaty	Bromenshenk Farms	Billings, MT	406-656-7173
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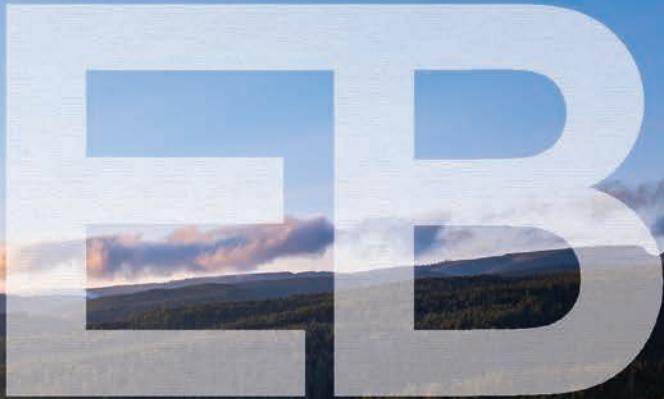
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