

SIMTALK

Linking SimGenetics to Commercial Cattle

Volume 34 • Number 2

March/Spring 2026

Printed in USA
www.simmental.org

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

In This Issue:

Adding Pounds and Profit with SimAngus

Measuring Male Fertility

Bull Buying Behavior

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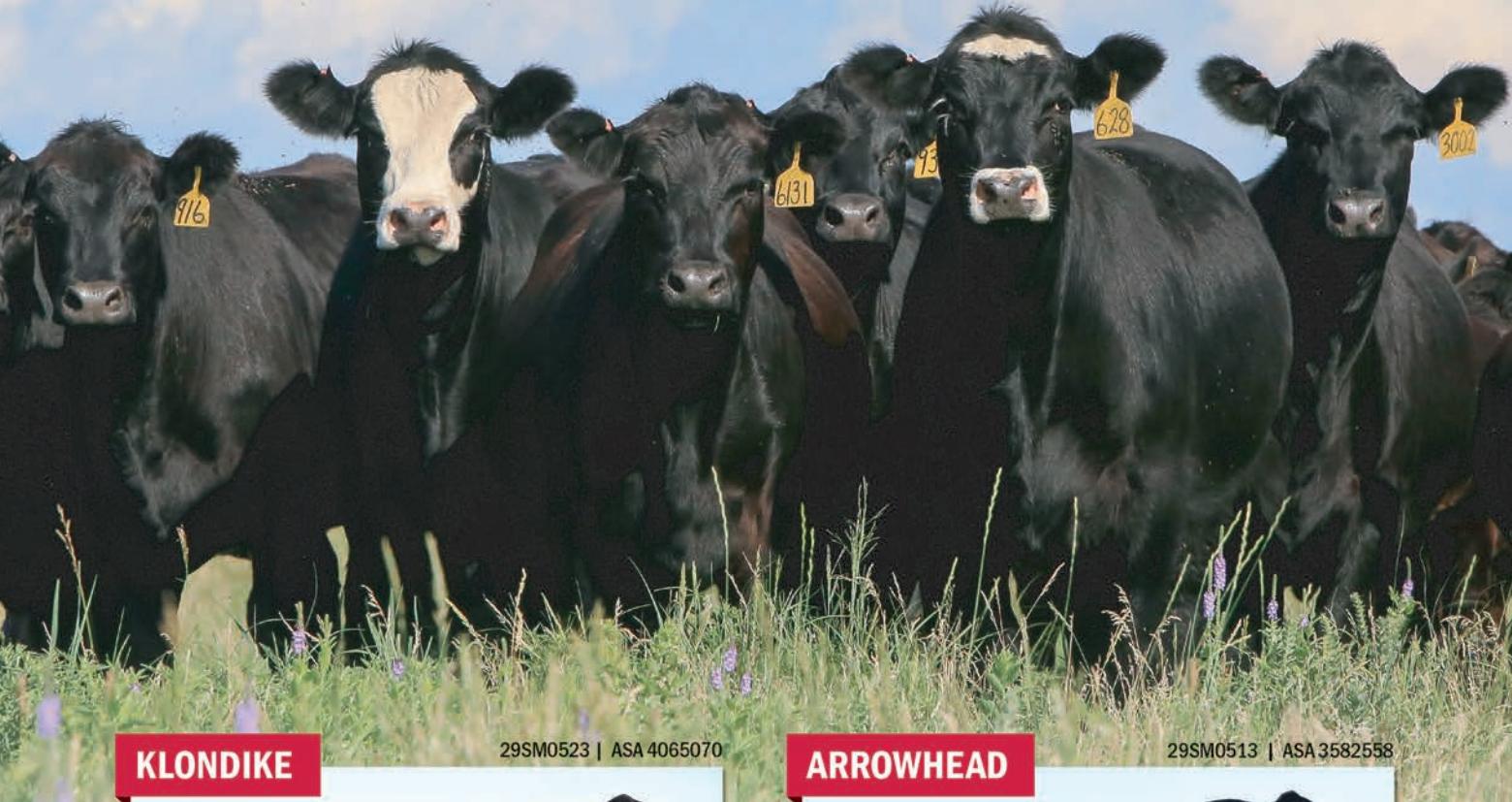
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VOLUME 34 – NO. 2

SIM TALK

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Commercial Cattle

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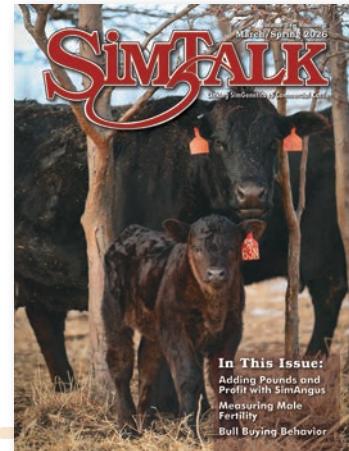
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A SimGenetics pair at Stavick Simmental, Veblen, South Dakota.



POUNDS- *Profit*

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55	40	1	2	10	70	55	10	10
Doc	CW	YG	Marb	BF	REA	Shr	API	TI
14.1	68.6	-.37	.37	-0.058	1.45	-0.47	161.7	102
25	1	45	25	80	1	-	10	3

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80	80	2	2	5	95	5	1	35
Doc	CW	YG	Marb	BF	REA	Shr	API	TI
16.2	71.3	-0.2	0.67	-0.039	1.12	-0.4	159.2	104.6
10	2	60	15	50	10	-	15	3

From: M4 Simmentals, KS

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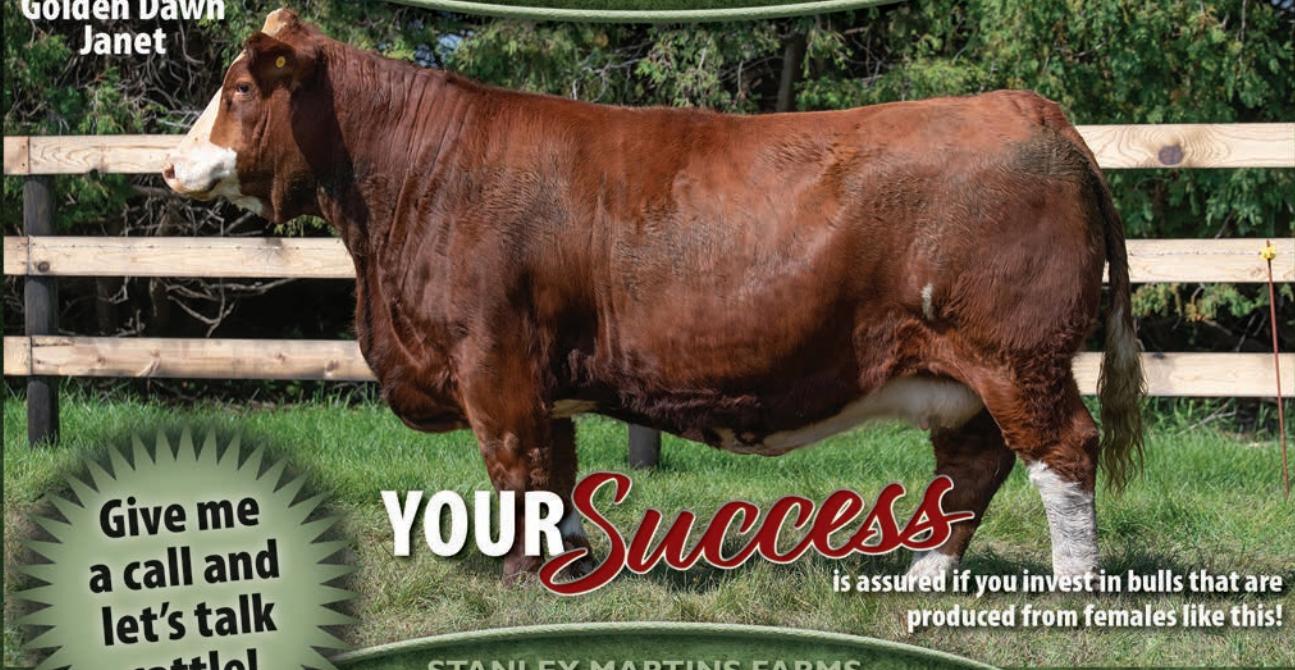
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Linking SimGenetics to Commercial Cattle

published by

ASA Publication, Inc.

One Genetics Way, Bozeman, Montana 59718 USA

406-587-2778 • fax: 406-587-9301

www.simmental.org • email: register@simmgen.com

Canada Publications Agreement Number: 1875183

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20.9	-5.4	87.8	130.9	0.27	12.4	33.5	77.3	20.8
2%	2%	25%	35%	55%	1%	2%	5%	5%
DOC	CW	YG	MARB	BF	REA	\$API	\$TI	
15.9	40.4	-0.1	1.2	0.002	0.75	214	116.1	
15%	45%		1%		40%	1%	1%	

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FROM THE EDITOR

by Lilly Platts, managing editor



Another year is off to an incredibly busy start for the American Simmental Association. I recently attended our January Board Meeting in Oklahoma City, which also included our yearly Annual Meeting. New trustees were seated, and we recognized those who ended their terms serving the Association. Here in a few weeks, I will be taking off for Nashville to attend the 2026 NCBA Cattle Con. The bustle of the holiday season always rolls right into one of the busiest times of the year for our team, and I am really grateful to work with people who make it a little less stressful, and a lot more manageable.

One of the highlights of the board meeting, and something I'm looking forward to in Nashville, is spending time with two new ASA employees. Before the start of 2026, ASA hired Dr. Elizabeth Dressler to serve as Lead ASA Geneticist, and Dr. Ben Crites to fill the role of Director of Commercial and Industry Operations. Elizabeth and Ben are both key members of the team,

and their work ultimately serves to support both seed-stock and commercial producers. The ASA team has a wealth of experience and knowledge, and that only got stronger with the hires of Elizabeth and Ben. With that, I wanted to take a minute to introduce the *SimTalk* readership to them.

Elizabeth recently graduated from Kansas State University (KSU) with her doctoral degree in animal breeding and genetics. A native of the Sunflower State, she grew up on her family's cow-calf operation, and has combined her real-world experience in the industry with her studies at KSU. Here at ASA she has already accomplished so much. The science team is always working on improving existing EPD, and developing new, useful trait measurements. Elizabeth has been especially focused on communicating with producers about these updates, and providing useful educational content. She's an absolute pleasure to work with, and it already feels like she's been a part of our team for a long time.

Ben came to ASA from STGenetics, bringing with him really valuable experience in all facets of the industry. He received his doctoral degree in reproductive physiology from the University of Kentucky, where he also worked in Extension. Ben's role at ASA focuses on a lot, from commercial industry outreach to education and promotion. I work closely with Ben on the communications team, and can attest to his passion for this industry. If you ever have questions about ASA programs, or how SimGenetics could further support your operation, Ben is a great resource.

Again, I really want to encourage everyone who reads *SimTalk* to take advantage of the knowledge we have on our team. My job is simply to spread the word about all things SimGenetics, and I couldn't do it without people like Elizabeth and Ben. ASA's mission is to support the larger commercial industry, and our team is up to that task.

This is the last issue of *SimTalk* until fall, but I do want you to be looking out for the Sire Source publication that will hit your mailbox very soon. Sire Source distribution was increased to include everyone who receives *SimTalk*, putting the best bulls in the breed, and from other International Genetic Solutions partner breeds, in the hands of around 40,000 people. It's a great resource that our team is really proud of, so please check it out!

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MONTANA SIMMENTAL ASSOCIATION'S CATTLE DRIVE

Montana Stockgrowers Foundation raised over \$300,000 through the generosity of 90 steer donors in the 2024 Cattle Drive. These funds go toward supporting educational and leadership programs, as well as granting funds to complementary organizations and events that work to ensure the future of Montana's cattle industry.

Eight Simmental members and customers participated in the cattle drive and within the two categories represented, Average Daily Gain & Carcass Value, four Simmental-sired steers placed in the top ten, and one took the \$1,000 cash prize home from Montana Simmental Association for the top carcass value.



Group photo pictured from L to R some of the Simmental steer donors in 2024: Geoff Heiken (Walking 5), Jim Butcher (Gateway), John Grande (Grande Ranch), Tammy Heiken (Walking 5), Marty Ropp (Allied Genetic Resources), Connie Olsen (Olsen Ranch), Gary Heiken (Walking 5), Rocky Forseth (Forseth Livestock) and Todd Olsen (Olsen Ranch).

The Montana Simmental Association was proud to present them with a \$1,000 cash prize as part of an ongoing cattle drive partnership with the MSGA Foundation. Thank you for representing Simmental genetics and for your generous steer donation to the MSGA Foundation!

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"The Montana Simmental Association has been an important and valued partner in the Montana Stockgrowers Foundation Cattle Drive. Their commitment to producer leadership, education, and the long-term strength of Montana's cattle industry helps make this program and its mission possible. Partnerships like this demonstrate how breed associations and producer organizations can work together to invest in the future of ranching while honoring the values that define our industry."

- Montana Stockgrowers Foundation



Congratulations going out to Walking 5 Ranch on winning the carcass value division of the Montana Stockgrowers Association Foundation Cattle Drive contest with a steer sire-verified to their herdsire, ASA 3389642 GW Hitman 540F. Pictured from L to R: Tammy, Gary & Geoff Heiken.

We want to thank the participants and widespread interest in Simmental genetics. We look forward to the 2025 contest kicking off here in February 2026 and if you're interested in getting involved in 2027, please let us know.



Adding Pounds *and* Profit with SimAngus

by Lilly Platts

Brett Crowser has built his Quarter Circle Ranch business from scratch, alongside his wife, Melanie, and children, Connor and Chloe. Starting from ground zero meant every dollar counted, which is a practice Crowser has continued. SimAngus bulls are helping Crowser make the most of his thrifty cow herd, increasing pounds — and profit — on sale day.

of leased ground in the area, increased the carrying capacity. In 2018, the Crowsers were able to purchase that original lease. "We were very fortunate to be right where we were, at the right time," Crowser said.

Today, Crowser operates Quarter Circle Ranch alongside Melanie, and their two children, Connor (17) and Chloe (15). The Crowsers raise horses, and both Connor and Chloe are passionate rodeo competitors. Connor is following in his dad's footsteps, competing in bronc riding, and Chloe competes in every girls' event in the National High School Rodeo Association.

The Right Place at the Right Time

Brett Crowser grew up ranching in South Dakota, and watched his father build a cow herd from the ground up. Ranching was always of interest, but rodeo and his career as a professional bronc rider took Crowser away from home after high school. He spent over 20 years in Arizona rodeoing, and working in the Western industry. He rode horses, worked behind the scenes for Western movies, and traded cattle. He met his wife, Melanie, who moved to the States from Germany, during this time.

After the couple started a family, they considered whether they wanted to raise kids in the busy Tucson area. South Dakota was calling Crowser back home, so they decided to move north. The Crowsers started looking for a small place to lease, with plans to run a few cows and horses, and slowly build their lives in South Dakota. An acquaintance in real estate tipped Crowser off about a 2,500-acre lease that had just come up. This was more than he intended to start with, but the situation was simply too good to pass on. He signed the lease, got a loan from the bank, and started looking for cows to buy.

The drought of 2012 was still sending producers to town with loads of high-quality cows. Crowser was the beneficiary of this difficult time in the cattle business, purchasing two- and three-year-old females for much less than they were worth. "I probably had \$1,150 in each of them," Crowser recalled. "A year later, they were probably worth double that."

The Quarter Circle Ranch was born, and since then, Crowser has been growing the business. He leased additional ground near the original lease, converted ground that had been in winter wheat back to grass, and also planted dryland hay. This, and adding additional pieces



Brett, Connor, Chloe, and Melanie Crowser.

Increasing Profit with SimAngus

Crowser's cow herd has always been crossbred, with Angus, Hereford, Charolais, Red Angus, and other breeds in the mix. During the first year, in an effort to keep costs down as much as possible, Crowser borrowed an extra bull from a neighbor. In the following years, he utilized Hereford bulls, and found value in the resulting baldie calves. Crowser saw a group of SimAngus calves at a branding, and noticed their muscle and consistency. Steve Stoddard, a SimGenetics producer from Montana, encouraged Crowser to think about using SimAngus bulls himself. "I started studying, and talking to Steve about it," Crowser said. "I was hearing rumors about how they [SimAngus] were doing in the feedlots."

The industry demands uniform black-hided calves, and while Crowser personally had nothing against the red calves his black-hided cows would occasionally throw, he didn't like getting hit with a discount. When he learned that a homozygous black SimAngus bull could improve color uniformity, he was especially intrigued. Crowser was directed to Eagle Pass Ranch and CK Cattle to source new bulls. He sold all of his existing bull battery, and purchased around a dozen new SimAngus herdsires.

The first calf crop, born three years ago, showed improvement, which has continued in recent years. "That first set of calves hit, and they were great. It was an average year, and they did really well. They were definitely better," Crowser recalled.

(CONTINUED ON PAGE 10)



Above: A new SimAngus calf at the Quarter Circle Ranch.

Below: Western South Dakota is productive, and sometimes harsh, rangeland.

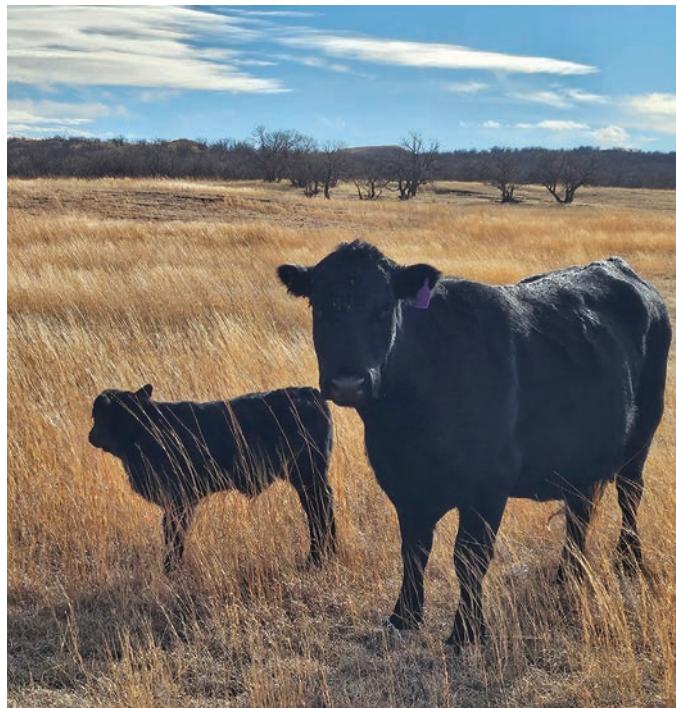


Adding Pounds and Profit with SimAngus

(CONTINUED FROM PAGE 9)

Progress can be difficult to accurately measure in the cattle business, with a laundry list of variables always at play. To overcome this, Crowser identifies similar years, considering the weather, market conditions, the overall quality of his cow herd, and other factors to determine whether a change, like switching to SimAngus bulls, has actually led to improvement. Crowser shared that in western South Dakota, the 2024/2025 production cycle was very similar to 2014/2015; in comparing his cow herd, profit, and other factors he can see measurable progress.

Crowser has marketed his calves through Superior Livestock's Country Page for many years. This platform allows producers to set their own asking price, and offers more marketing flexibility than a traditional auction. The last year that Crowser used Hereford bulls, his calves averaged 660 pounds. In the fall of 2025, Crowser had to sort over a dozen head of SimAngus-sired calves off the heavy load to account for the 25-pound weight stop, and also had to give away the last 17 pounds to stay under the maximum load weight. Ending the fall with calves that are too heavy is a good problem to have, and Crowser estimates that his calf crop averaged 700 pounds. "It's a straight 40-pound increase, across the board. I did nothing different, so it has to be the SimAngus bulls," he said.



Crowser runs his crossbred commercial cow herd with minimal inputs.

Maximizing Efficiency

Crowser is quick to say that his cows are "nothing fancy" to look at. Eye appeal ultimately doesn't matter in the commercial cow-calf business. Pounds do, and Crowser's cow herd is proof of this, turning limited resources into profit.

Even in times like the present, when cattle prices are breaking records, Crowser runs a lean operation. Back when the Crowsers started the Quarter Circle Ranch, they were under the immense pressure of having to make lease payments, and pay the bank back for their cow herd. Crowser grew up watching his dad build a business with common commercial cows, so he knew he could do the same. "I needed to make pounds to make money, so I could make land payments. I watched my dad do it with pretty common cows," Crowser shared.

The quality of the females Crowser purchased in 2013 built a solid foundation, which Crowser continued building on by sourcing the highest-quality females he could for a reasonable price. Because of this conservative approach, Crowser doesn't lose sleep over culling and turnover. If a cow isn't pulling her weight, there aren't other reasons to keep her around, like having paid a high price, or knowing that she comes from a special pedigree.

Crowser purchases replacements through a number of avenues, always keeping cost in check. "I'm going to buy the cheapest replacements that I can," he shared. "I'm not just buying anything — I'm still buying cows with good bags and structure — but I have \$1,000 less in replacements than most people do."



Melanie Crowser and one of the family's docile cows.



Above: Chloe and a foal raised by the Crowser family.
Below: Horses are a significant part of the family's operation.



Crowser's cow herd calves almost entirely unassisted, with a little help when the weather is especially frigid.

Delicate cows don't last in western South Dakota, and Crowser's cow herd is extremely thrifty. These females are also moderate in size, which keeps input costs down. "I hate big cows, other than when they need to go to town," Crowser laughed. "I have several cows that don't weigh over 1,000, and most aren't over 1,200. I like a smaller cow, and that's what I try to run."

Crowser calves his cows out on pasture, and during inclement weather, they are moved away from the home place to a pasture with deep draws and thick cover. While daily checks are a part of Crowser's routine, it's impossible to put eyes on each cow. When sourcing bulls, Crowser prioritizes a balance between calving ease and growth to set his cows up for success during calving season. "There's no way you're ever going to see every cow," he explained. "I haven't had one that's had any trouble."

SimAngus bulls have allowed Crowser to maintain a fiscally conservative approach, while increasing pounds on weaning day. "You can take a very common cow, and you'd be amazed what she comes in with in the fall," he said.

By using SimAngus bulls, Crowser is harnessing the benefits of crossbreeding, while maintaining color and consistency in his calf crop. He believes other producers could also benefit from this. "I don't know why everyone isn't switching," he said. "I heard the rumors about SimAngus, and now I'm living it. Everything is true."





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11	97	161	79	17.7	16.5	1.18	.89	190	113

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MWW 78.5 3% | **Stay** 14.9% 55% | **DOC** 16 15%

MARB .88 5% | **REA** 1.06 10% | **\$API** 170.1 10%

\$TI 107 2%

Measuring Male Fertility

by Lilly Platts

Male fertility measurements have long been confined to the standard yearly breeding soundness exam. While this practice does identify bulls that fall short, is there more that can be done to fine-tune the prediction of male fertility?

Fertility is most often focused on females, with traits for pregnancy, fertility, and stayability becoming more common throughout the industry. Male fertility traits are not as robust, and are mostly confined to scrotal circumference and motility measurements. Changes in male fertility can have a major impact on female pregnancy. If fertility is heritable, or there are strong relationships between different fertility measurements, understanding this could have a major impact on breeding decisions.

Dr. Megan Rolf, alongside Dr. Jennifer Bormann, Dr. Bob Weaber, and a team of graduate students, targeted male fertility in a recent study. This study was funded in part by the American Simmental-Simbrah Foundation. Rolf presented this research at the 2025 Beef Improvement Federation Symposium. "One of the challenges in my mind, and one of the things that spurred us to really pursue this project, is that if you look at the selection tools available in the industry, we have things centered on female fertility — like heifer pregnancy, functional longevity, and things like that — but we don't have many tools on the male side," Rolf explained.

"If you look at the selection tools available in the industry, we have things centered on female fertility — like heifer pregnancy, functional longevity, and things like that — but we don't have many tools on the male side."

Scrotal circumference is a standard measurement taken during breeding soundness exams (BSE). Throughout the beef industry, scrotal circumference has been on an upward trend for years. Rolf explained that the intent behind measuring scrotal circumference was to

tie something measurable to age at puberty. While many producers rely on scrotal circumference, often noting it in simple visual appraisal, there is likely more to long-term fertility.

BSE also includes measures of sperm motility, which is the percentage of sperm moving forward progressively, and morphology, which is the percentage of sperm that are properly shaped. These measures are typically taken once a year by producers, and are measured each time a bull at stud is collected. Rolf and her team identified these two datasets for potential evaluation. A notable difference between these two datasets is that a large number of professionals are conducting BSE for producers, while a much smaller group is collecting semen data at studs. "At bull studs, we have a very defined collection protocol," Rolf explained.

The team collected data from several bull studs, and BSE data from breeders. The top four breeds with BSE data from producers included: Angus (6,759 bulls); Limousin (4,803 bulls), Red Angus (2,520 bulls); and Simmental (1,539 bulls). Rolf noted that her team is always looking for more data, and encouraged producers to reach out if they are interested in providing it.

Motility, motility scores, percentage of normal sperm, percentage of primary abnormality, and percentage of secondary abnormality were identified as measures. Primary abnormalities are due to the actual production of the sperm in the testes, while secondary abnormalities can be caused after production, sometimes caused by stress or handling.

The primary question Rolf's team intended to answer is if these traits are heritable. Identifying heritability is the first step in determining if tools can be developed for real-world use in the beef industry. They also questioned commonalities between the two datasets, as well as if the data could be combined.

Angus bulls were the biggest population, with data collected from two bull studs totalling over 1,800 individual bulls. Combined with BSE data, over 70,000 fertility assessments were available to evaluate.

Using contemporary groups, both pedigree and genomic data were analyzed. R software (statistical analysis) was used for phenotypic analysis, and to generate summary statistics and phenotypic correlations. BLUP (best linear unbiased prediction) software was used to complete genetic analysis, with the addition of ssGBLUP (single-step genomic best linear unbiased predictor).

Rolf noted several things in the data, including the difference between motility score and percent motility. More motility scores were available than percent motility, because percent motility can be used to get a motility

score, but not vice versa. Because BSE records varied, there were a smaller number of scores for percent motility. The number of records for percent motility was similar to abnormalities, simply because there were more records with normal measures/no abnormalities.

When it came to heritability, Rolf's team found that scrotal circumference is moderately heritable. Quality traits like motility are lowly heritable. The BSE scrotal measurements and bull stud scrotal measurements were pulled out as two different data sets, and analysis generated similar results. Throughout, strong relationships were not observed. The team did note some oddities in the relationship between scrotal circumference and motility. Rolf and her team proposed two considerations for scrotal circumference as it relates to semen quality. One hypothesis assumes that there is a threshold for scrotal circumference; past a certain point there are diminishing returns to larger scrotal circumference, meaning the relationship between scrotal circumference and semen quality plateaus. Another hypothesis is that due to physiology, relative to the cooling of the testes there could be a point at which scrotal circumference can be too large; if the animal can't properly cool during hot weather, semen quality could suffer. Other questions, like the inclusion of older bulls, were also considered.

Rolf concluded that this study shows that more investigation is needed. The genetic correlations between semen quality and scrotal circumference were weak, which does not align with conventional industry wisdom. The genetic correlations between semen quality

One hypothesis assumes that there is a threshold for scrotal circumference; past a certain point there are diminishing returns to larger scrotal circumference.

traits were favorable, which is to be expected from a physiological standpoint. Rolf and her team are looking forward to expanding this study to the other breeds with data, including Simmental, and further exploring how male fertility could be better predicted. The team is also interested in exploring how semen collection quality ties directly to actual pregnancies, both at stud and in the pasture. Rolf's team is also interested in pulling sire effects out of heifer pregnancy evaluations, and treating them as their own phenotype for evaluation.

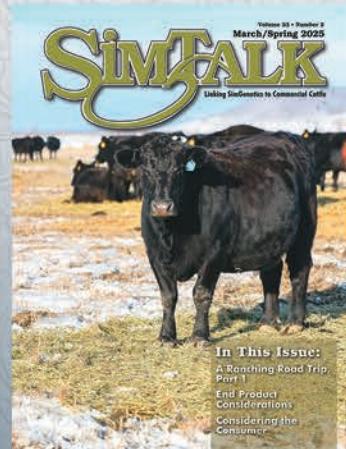
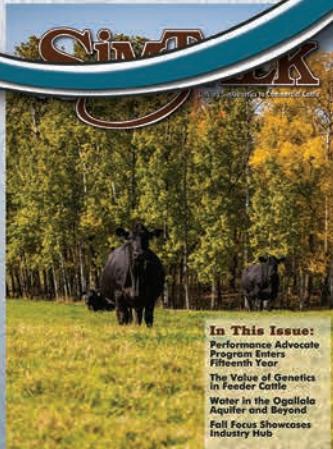
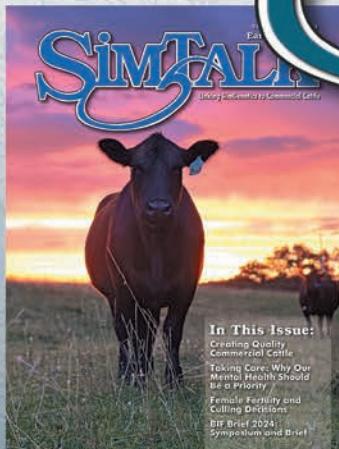
Rolf concluded, "Our goal here isn't to say that 'this is how we need to evaluate male fertility.' Our goal here is — since we have all of these semen quality metrics, and we have pregnancy outcomes — identifying which of these semen quality metrics is most predictive of a successful pregnancy."

ST



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Bull Buying Behavior: What are Your Customers *Really* Thinking?

by Lilly Platts

Seedstock producers work consistently to make sure catalogs present the most pertinent information to commercial customers. With the ever-expanding suite of EPD, deciding what to put in a catalog can be challenging, especially considering the fast-paced nature of many bull sales. Dr. Charley Martinez studies bull-buying behavior through the use of eye-tracking software. He presented his work and findings during Fall Focus 2025 in Columbia, Missouri.

Dr. Charley Martinez grew up in the American Junior Simmental Association, and went on to receive his PhD from Texas A&M. Today, he teaches agricultural and resource economics at the University of Tennessee. Martinez became interested in the factors that influence a bull-buying decision, with the goal of removing bias. When asked to speak about decisions, a producer may feel compelled to say they put more emphasis on EPD evaluation than they actually do, or oversell the importance they place on economic indexes, for example. Visual appraisal often takes place

in-person, but how a bull is pictured, and how that picture is presented in a catalog, also matters.

Martinez and his team first started working on this research in 2021. Martinez ran his idea by Dr. Troy Rowan to formulate experiments in Alabama and Tennessee, which evaluated whether or not producers were using EPD to make sale selections, and tested the ability to predict value. "We were just trying to elicit their belief about what a bull is worth," Martinez shared.

Next, Martinez purchased state-of-the-art eye-tracking equipment, which uses movement and heat tracking technology to reveal where a person's eye goes first, how long their attention is focused on a single thing, and other behaviors. Martinez and his team published their first study, which posed the question, "do EPD matter?" After finding that the answer was yes, their next question was, "what EPD matter?"

EPD systems have developed drastically since their introduction. The earliest EPD were for the basics: birth weight, weaning weight, yearling weight, and milk, for example. In the early 2000s, percentile rankings became a part of the system. During this same time, researchers started developing economic selection indexes, which provide a single monetary measure. Over time, more EPD and selection indexes have been added.



Economic selection indexes are typically placed at the far right-hand side of the overall EPD profile. Martinez shared that this decision may have had an unintended effect on behavior.

Economic selection indexes are typically placed at the far right-hand side of the overall EPD profile. Martinez shared that this decision may have had an unintended effect on behavior. "Visual cognition literature supports the idea of 'what comes first is seen first,' which is known as the primacy effect," Martinez shared.

Under this assumption, the first EPD that producers see are not the indexes, which have been developed to simplify decisions, and have been proven to improve selection decisions. Instead, they are likely taking in those foundational EPD like Milk, and potentially missing the indexes entirely. Recent eye-tracking studies suggest that people often skip information on the far-right, especially when the information is dense or busy. "If we can't get people to look at or understand them [indexes], then how are they supposed to use them?" Martinez said.

The objectives of Martinez's latest study were: 1.) To understand the influence of different EPD profile layouts on buyers' accuracy of seedstock bull price prediction; 2.) To understand producers' characteristics that affect accurate decision-making when buying a bull; 3.) To understand producers' accurate decision-making across different states and breeds; and 4.) To understand the factors that affect accurate prediction of quality-differentiated bulls by producers.

The team collected data through "lab in the field" experiments, using the eye-tracking computers and software. Participants were paid a small amount to participate, with an extra incentive for answering all of the questions correctly. Across several states, 208 participants looked at 18 bulls, with the challenge of predicting value. These bulls had been sold, which gave the researchers a baseline for the actual real-world value of the animals.

The participants looked at a looping video of each bull, as well as an EPD profile. There were three treatment groups and a control. The bulls were Angus, Simmental, and Hereford, and were chosen to represent high, average, and low EPD profiles. The "control" group saw what is typically presented in a bull sale catalog. The treatment groups either saw the EPD in the typical order with percentile ranks, the EPD in the typical order without percentile ranks, the EPD in the reverse order with percentile ranks, or the EPD in reverse order without percentile ranks.



Opposite: Economic selection indexes can help producers simplify their selection decisions on sale day. Where these figures are placed in a sale catalog is important. Photo by Susan Russell.

Above: Data shows that phenotypic appraisal is a top priority for most producers. Photo by Liv Stavick.

Below: A significant amount of information is available for registered cattle, which can easily lead to information overload. Photo by the Grant Company.



(CONTINUED ON PAGE 22)

PLAN AHEAD

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Bull Buying Behavior: What are Your Customers Really Thinking?

(CONTINUED FROM PAGE 19)

The participants were given minimum and maximum values to keep their estimation within, and challenged with predicting the value of the bulls. The participants were also surveyed on things like their involvement in the beef industry, the breeds used in their own operation, age, income, comfort with risk, and other general measures. The survey also asked if the participants used EPD in real life, or genetically enhanced (GE) EPD. Just over 80% said they use EPD, and around 50% said they use GE-EPD. Around 90% said they use phenotype in making selections.

This study showed that participants were most successful at predicting value when the EPD were presented in an “inverted” or opposite order, and when percentile ranks were displayed, with the index measures on the left. The study also showed that participants who said they utilize GE-EPD were better at predicting the price of the bulls. People who reported being more risk-seeking were also more likely to be wrong on the bull predictions. The study also measured a person’s relationship to delayed gratification. The participants who reported being more ok with delayed gratification were more likely to accurately predict the value of the bulls. “The folks who are thinking of and tolerant of setting aside something to have a bigger gain at the end are better off,” Martinez said.

The eye tracking technology used in the study creates a heatmap based on the amount of time a person spends

looking at one area. For example, if someone looked at the CE EPD for five seconds, and the bull’s head for one second, the CE EPD area would be a more red color, while the bull’s head would be green. These “areas of interest” reveal what people are actually looking at and considering when evaluating animals and EPD profiles. The aggregate map of this data shows the percentage of time that people spend “fixated” on an area (spending more time), or simply “gazing” (a passing glance).

This data shows that people overwhelmingly spend more time looking at an animal’s phenotype, versus EPD and indexes. Only 11% gazed at the indexes, with 10% fixating. The opposite was true for phenotype, with over 97% gazing, and 100% fixating. Martinez shared that this data shows that more education is needed on indexes, as well as how to differentiate the measures across breeds.

People overwhelmingly spend more time looking at an animal’s phenotype, versus EPD and indexes. This data shows that more education is needed on indexes.

Ensuring that customers have the most important information in front of them on sale day is a priority for seedstock producers. Photo by Kelly Finke.



The results of this study also bring up the important question of how producers should be laying out their bull sale catalogs. With the number of EPD and data points available today, choosing what to include is a challenge, and it's easy to create information overload. This is especially true for producers who cater to the commercial industry. "Information overload has been proven to cause confusion, and uncertainty in decision-making," Martinez said.

If less is better, the challenge becomes choosing which measures matter the most. EPD ranks and percentiles, as well as having the economic indexes appear on the left, improved the ability to accurately predict bull value, and Martinez suggests that producers should consider better placement of these numbers. "Our study suggests that emphasizing economic selection indexes in catalogs can enhance producers' evaluation accuracy by better helping them connect merit with economic value," Martinez shared.

"Our study suggests that emphasizing economic selection indexes in catalogs can enhance producers' evaluation accuracy by better helping them connect merit with economic value."



Dr. Charley Martinez presented his research on bull buying behavior during Fall Focus 2025.

Martinez staged an on-site study during Fall Focus 2025, with results being compiled just minutes before his presentation. With the help of graduate students, computers with the eye-tracking software were set up outside the conference room during the day-long educational symposium. Throughout the day, attendees were asked if they wanted to participate in a bull-buying simulation, with Martinez and his graduate students walking each through signup and the process. In total, 100 people participated in the study throughout the day.

Each participant was offered a small sum of money for participating, with the addition of a bonus for each person who answered each bull selection question correctly. Paying participants a moderate sum to participate in a study is standard practice in research. The dollar amount is typically too low to be a primary motivator, but it does compensate each person for their time, and convey the importance of taking the process seriously. Those with a 100% score on their selections received a small bonus.

When participants sat down, they went through a quick eye calibration process, which allowed the computers to accurately track where their eyes were going during the study. As in past studies Martinez has organized, participants were asked demographic questions, like if their primary income is from the cattle business, their age, how much money they make, etc. They were also asked behavior questions, which gauged their risk aversion, tolerance, and patience.

The bull selection process at Fall Focus was especially insightful for SimGenetics producers, with the focus being placed on \$TI. Participants were not explicitly told to use \$TI as their primary selection tool, and were instead presented with the following scenario. You are consulting a producer with 35 cows, who retains every calf through their feed yard. Profit is their primary objective, and they want a bull ranked in the upper third for the breed. Can you find a bull out of the pair, or neither, that matches their goals?

As each participant worked through the selection process, they were presented with two bulls on each screen. Half of the participants were given percentile rank under, and the other half were not. For the first set that was presented, for example, half of the participants saw that bull A was in the top 1% for \$TI, and bull B was in the bottom 70th percentile. This percentile rank made the selection fairly simple, with bull A being the best choice.

Some bulls were closer in their \$TI EPD and / or ranking, and participants were also looking out for pairs of bulls where neither matched. As each participant worked through the pairs of bulls, they simply clicked on a multiple choice list, which was consistent throughout, where they could choose bull A, bull B, or neither.

(CONTINUED ON PAGE 24)

Bull Buying Behavior: What are Your Customers Really Thinking?

(CONTINUED FROM PAGE 23)

Linking behavior to measurable data is difficult in the beef industry. "The key takeaway today is that percentile ranks do help."

Some selections were easier than others. In the fourth set of bulls, bull A was in the 50th percentile for \$TI, and bull B was in the 60th. "Neither" was the correct answer, but many participants were tripped up by this pair. Martinez shared what the eye tracking record looked like for one person, which revealed more time spent on the page, and the person ultimately looking at \$API as well. As Martinez shared, this data can't reveal any actual reasoning behind the behavior, but it would be plausible to assume that once the \$TI choice wasn't obvious, this person went to \$API as a secondary tool.

Martinez pooled the results of the day, and presented summary statistics for the study. For the first set of bulls, which presented very different \$TI for the two bulls, the participants who saw percentile rank and those who didn't were similarly successful in choosing the right bull. In set four, only 17% of people without percentile rank picked the right bull, and 62% with percentile rank were correct. "Whenever it's a closer decision, like set four was designed to be, information matters," Martinez said. "The percentile rank allowed people to make that decision."

Martinez shared that he created set four to prove that while his previous research has shown percentile rank not being widely used, it is significant. In set four, the participants with percentile rank were given an extra

tool for choosing between two bulls that were not a fit for the scenario, and it was significant in their ability to make the correct choice.

Participants were asked if they use genetically enhanced EPD in their real-life decisions. The large majority said yes, which Martinez shared is much higher than what he typically sees when surveying producers. The setting — a science-focused educational symposium — lends to this.

Overall, of participants who saw percentile rank, 14% got all of the selections right; 11% without percentile rank were correct throughout. The questionnaire also asked participants the following question: "Is 99% or 1% higher/better when looking at an EPD rank?" Only 83% of participants picked the correct choice. This is especially revealing, since an understanding of percentile rank is fundamental to a person's ability to sort through EPD. Martinez shared that results like this prove the need for education. "For those of us in academia and Extension, that is something we have to work on. If we're going to continue pushing these EPD, we have to do our jobs in terms of making sure you know what they mean," he said.

Martinez concluded that the study at Fall Focus, which primarily targeted the use of \$TI and percentile rankings, added valuable information to his team's larger pool of research. Past studies focused on the ability to accurately predict the value of animals, and the addition of data on specific selection criteria, is especially valuable. Linking behavior to measurable data is difficult in the beef industry, and seeing results the day of was especially insightful, and interesting, for participants at Fall Focus. Martinez concluded, "The key takeaway today is that percentile ranks do help."

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INDUSTRY UPDATE

Leasing Bulls

Mark Z. Johnson, Oklahoma State University Extension

One potential way for a commercial cow-calf operation to reduce expenses is to lease, rather than own, a bull. Producers should compare the costs and benefits of leasing versus owning. Leasing eliminates the capital expenditure of purchasing a bull. Whether leasing or purchasing bulls, the expense will be highly dependent on the cattle market and quality of the bull. A leased bull is usually kept only during the breeding season so maintenance costs associated with bull ownership are reduced. For example, the cost of feeding a bull is realistically at least \$1 per day. In addition, veterinary and medicine, labor, potential death loss, the facilities needed to keep bulls safe and secure during the off-season as well as depreciation and interest. All these things considered, bull ownership has a price tag of several hundred dollars annually when bulls aren't breeding cows.

On the other hand, leasing bulls may not be an option. Commercial cow-calf operations need to plan in advance of breeding season, checking with seedstock vendors to make sure they are in the bull-leasing business and will have bulls available for lease when needed. If seedstock producers are receptive to bull leasing, both the lessor and lessee need to consider how leasing a bull could affect the health of the herd. Leasing virgin bulls is ideal to ensure that a venereal disease such as vibriosis or trichomoniasis is not introduced into the lessee's herd. A negative test for trichomoniasis (at very least) is a standard part of the lease agreement before the leased bull can be returned to the lessor's herd. In addition, leasing bulls does not come with the benefit of the salvage value when older bulls are sold. Other considerations of a typical bull lease agreement for the benefit of both parties should include:

1. A daily, monthly, or breeding season fee. These fees typically start at \$25/day depending on the quality and genetic value of the bull(s). The lessor would guarantee a bull has passed a breeding soundness exam.
2. A value per pound of bull weight loss during the lease. This typically is based on the cost of regaining the weight after the bull is returned. In the current market, \$1/pound is reasonable. Both parties should agree on a reasonable weight loss and cost of regaining the weight and include this in the agreement.
3. Cattle mortality insurance to protect the lessor (bull owner) from death loss. Both parties should agree on the value of the bull. Typically the lessee would purchase a policy covering the value of the bull, pay the premium and the policy would be paid to the lessor in the event of the bull's death. Currently, a 60-day policy could be purchased for 3.5%, a 90-day policy could be purchased for 4% of the established value of the bull.

4. Health. Typically, a negative test for trichomoniasis at completion of the lease and prior to the bull's return is a standard part of the lease agreement. This cost (usually \$50-\$100), is covered by the lessor.

Given the current circumstances, what is the realistic cost of leasing a 15-month-old bull, valued at \$10,000, assumed to lose 100 pounds during the lease, at \$25/day, for a 60-day breeding season?

Breeding Fee: $\$25 \times 60 \text{ days} = \$1,500$

Weight Loss: $100 \text{ pounds} \times \$1 \text{ per pound cost of gain} = \100

Insurance: $\$10,000 \times 3.5\% = \350

Trichomoniasis Test = \$75

Total = \$2,025*

**In the current market, based on the quality and genetic value of the bull, prices will vary.*

So assuming the 15-month-old bull will cover 15 cows/heifers during the breeding season, the cost per female bred is \$135. How does this compare to owning bulls? The following chart assumes a bull provides service until the age of six. It serves as another way to evaluate the cost per female bred, based on various purchase prices of ownership.

Bull Purchase Price:	\$5,600	\$8,400	\$11,200	\$14,000
	\$40	\$60	\$80	\$100

Cost per female bred, assuming 140 calves sired over duration of time as a herd bull.

Haptoglobin Tracks Disease and Recovery in Feedlot Bovine Respiratory Disease

by Andrea Bedford, Bovine Veterinarian

Bovine Respiratory Disease (BRD) remains a persistent challenge in feedlot systems because early detection and objective assessment of recovery remain difficult. Visual appraisal and clinical scoring are valuable tools, yet they can be inconsistent across observers and environments.

A recent collaborative study between researchers at the USDA-ARS US Meat Animal Research Center and the College of Veterinary Medicine at Kansas State University explores whether inflammatory biomarkers track BRD in ways that could meaningfully support veterinary decision-making.

To accomplish this, researchers followed the inflammatory response of BRD cattle over time. Blood samples were collected from feedlot cattle on the day of purchase, the time of diagnosis, and five days after treatment. Several clear patterns emerged that are relevant to clinical practice.

What the Data Showed: Key Inflammatory Patterns in BRD

Haptoglobin, a glycoprotein that plays a critical role in tissue protection and prevention of oxidative damage,

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Kate Roberts

ASA# 4366331
TJ Full Court 502M
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American Simmental Association

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

Questions, contact 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.



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MARCH 21, 2026

SATURDAY 1 PM
MT

Fort Collins, Colorado
Centennial Livestock Auction



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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
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SAS COPPERHEAD G354 SON
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showed the most consistent and biologically meaningful response to BRD. Concentrations rose significantly from arrival to the time of clinical diagnosis, then declined within five days following treatment.

- Haptoglobin levels increased markedly at BRD diagnosis compared with baseline
- Levels declined after treatment, indicating resolution of inflammation
- The rise and fall pattern closely mirrored disease presence and early recovery

This response supports haptoglobin's role as a true acute-phase protein in BRD, rather than a nonspecific indicator of arrival stress alone. Importantly, the post-treatment decline suggests haptoglobin reflects treatment response, not just disease detection.

Interleukin-6 (IL-6) followed a similar temporal pattern, increasing at diagnosis and decreasing after treatment.

- IL-6 concentrations rose significantly with active BRD
- Levels declined post-treatment as inflammation resolved
- The response aligned with IL-6's known role in driving acute-phase protein production

While IL-6 is not likely to be a practical field biomarker due to its short, variable half-life and higher

sensitivity to non-disease stressors, its behavior reinforces the biological relevance of haptoglobin as a downstream indicator of inflammatory activity.

Other Cytokines Showed Limited or Inconsistent Shifts

Not all inflammatory markers changed meaningfully across disease stages.

- TNF- α differed between baseline and disease time points but showed less consistent normalization after treatment
- IL-1 β and IFN- γ did not change significantly through BRD
- These cytokines could reflect background immune signaling rather than actionable disease markers

Correlations were observed among some of these cytokines, particularly IL-1 β and TNF- α , reflecting interconnected inflammatory pathways. However, these were not necessarily helpful for monitoring the course of BRD. Haptoglobin remained the clearest marker tied to both disease and recovery.

What This Means for BRD Diagnosis

The pattern of haptoglobin observed in BRD cattle in this study indicates systemic inflammation is measurably active through the disease course and that

CONTINUED ON PAGE 38

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March 18, 2026 | La Crosse Livestock Market

Lunch at 12:00 PM. Sale at 1:00 PM in La Crosse, KS.

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Great cows make great calves...great calves make great bulls...great bulls make great herd sires... great herd sires make great genetics...but it all starts with great cows!

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%	10	4	55	50	50	35	45	50	1	99	35	4	60	65	1	10

ANNUAL PRODUCTION SALE *March 25, 2020* LOCATED AT THE RANCH



ASA #4097000 » RFS BRUNO K18 « PB SM
10 EPDS IN THE TOP 25% OF THE BREED



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10 EPDS IN THE TOP 25% OF THE BREED

	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	CW	MARB	REA	API	TI	
EPD	9.6	0.1	102.4	154.8	0.33	5.9	21	72.1	20.3	63.3	0.18	1.04	152.7	95.9	
%	55	30	3	5	15	50	70	20	10	2	50	20	25	15	

	CE	BW	WW	YW	ADG	CEM	MILK	STAY	YG	CW	MARB	REA	ProS	GM
EPD	14	-2	83	142	0.36	7	28	15	-0.09	47	0.60	0.65	137	97
%	42	46	9	6	5	48	33	49	8	6	25	4	15	4

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haptoglobin tracks early resolution of that response during therapy.

While field-ready diagnostic tools continue to advance, understanding which biomarkers reflect BRD becomes increasingly important. This work helps narrow that field and provides biological justification for further exploration of acute-phase proteins, particularly haptoglobin, as decision support tools.

What is a Good Bull Worth in 2026?

Mark Z. Johnson, Oklahoma State University Extension

The spring 2026 bull-buying season is in full swing. Bull-buying season will continue into the spring months, in Oklahoma and across the nation, with progressive seedstock operations offering yearling bulls. Accordingly, it's time to revisit the age-old question. What is a Good Bull Worth in 2026?

The Answer

As a student at Oklahoma State University in the mid-1980s, I was taught "A good bull is worth the value of five calves he sires." It is a good answer and a good rule of thumb to follow; the problem is it doesn't exactly narrow down the range. As always, we need to define "a good bull," check current market reports, answer some questions about how we intend to market future calf crops, and do some "cowboy math" to arrive at a more precise answer.

What is Considered a "Good Bull"?

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

- A bull that sells with a registration paper that includes pedigree information and a complete set of genetic values (including EPD and Bio-economic indices) to be considered in the selection process.
- A bull that has passed a Breeding Soundness Exam (BSE) and sells with a breeding soundness warranty (terms will vary).
- A bull that will add value to calves sired because he fits your breeding objectives, production system and marketing plans.

When are we marketing our calves? What is their value? Using the end-of-year market prices for 2025 from Dr. Derrell Peel's article in the December 29, 2025, issue of the Cow-Calf Corner newsletter:

- 500-lb. weaned steer calves were worth about \$4.80/lb. for a value of approximately \$2,400 per head. Therefore, if my future marketing plan is to sell weaned steers, $\$2,400 \times 5 = \$12,000$ is the answer.
- 800-lb. yearling steers were worth about \$3.50/lb. for a value of \$2,800 per head. Therefore, if my future marketing plan is to sell yearling steers, $\$2,800 \times 5 = \$14,000$ is the answer.

- 1,500-lb. finished beef steers were worth \$2.29/lb. live for a value of \$3,435 each. Therefore, if my future marketing plan is to retain ownership through finishing and sell fed cattle on a live weight basis, $\$3,435 \times 5 = \$17,175$ is the answer.

So, in the current market, a good bull is worth somewhere between \$12,000–\$17,175 to a commercial cow-calf operation. Where exactly in that range depends on your marketing plan and the market conditions at that time. Not an exact number because there are many variables in play. One key point illustrated here is that the longer you own the offspring before marketing, the greater the value of the bull to your operation. Retained ownership gives you more time and opportunity to capture the value of your investment in genetics. It is noteworthy that we haven't considered the value added to replacement females a bull will sire. Bulls used to sire the next generation of cows have an even greater long-term economic impact on the profit potential of your operation and should be valued accordingly.

I encourage cow-calf operations to consider their breeding goals, production system, and marketing plan. Doing so should dictate where to apply selection pressure. Genetic values pay when you purchase bulls capable of improving genetic potential for the specific traits that will translate to added value at your intended marketing endpoint.

Managing Hay Quality for Cows

by Sandy Johnson, Kansas State University Extension

Cattle operations typically produce or have access to several different types and qualities of hay. Strategically managing hay inventories requires an accurate assessment of the nutrient content of the forage(s) and a basic understanding of cow nutrient requirements. Our objective is to match the forage resources to the nutrient demands of the cow herd and avoid under/over-supplying nutrients (i.e., energy and protein).

The first step in managing a hay inventory is to sort hay into lots. This is essentially sorting hay into groups that will become the units of hay that will be sampled and submitted to a laboratory for analysis. Hay lots are generally based on forage type (grass, alfalfa, forage sorghum) and then by cutting, field, or source. Hay should be stacked by lot and labeled in a manner that can easily be identified. Larger operations or hay brokerages will commonly use spray paint to identify individual lots of hay. Additionally, any high-risk forages that may contain weeds or elevated concentrations of anti-nutritional components (nitrates, mold, etc.) should also be separated into lots as well. I generally recommend that any potentially high-risk forages be stacked in a predetermined area away from other hay so they may easily be identified.



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Mark Smith
1605 Hwy 11 North • Suite A
Picayune, MS 39466
601-310-6695

Email:
smith5785@bellsouth.net

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

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



Applications may be submitted electronically or in hard copy to the:
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Bozeman, MT 59718
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Entry Deadline: April 15

LLSF

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\$API: 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



\$API: 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!



\$API: 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.



\$API: 98
STI: 67

Revelation 2K

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



\$API: 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!



\$API: 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



\$API: 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!



\$API: 127
STI: 81

STCC Tecumseh 058J

VCL Foresight x HL Serena
ASA# 3958195 • Homo Black • Polled
Newly available to the public after
Embryos on Snow!



\$API: 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!



\$API: 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.



\$API: 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!



\$API: 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.



\$API: 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.



\$API: 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.



\$API: 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!



\$API: 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.



\$API: 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!



\$API: 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!



\$API: 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!



\$API: 121
STI: 72

WHF Entourage H450

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



TJSC Coping with Destiny 9K
WLE Copacetic E02 x TJSC Diamonds Destiny 134C
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2023–2024 dominante Grand Champion!



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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!

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WLE Copacetic x Rubys Wide Open
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Reckoning x Proud Mary
ASA# 4497620 • Black • Polled
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SO Remnant 418J
SO Remedy 7F x STCC Ms Persistant 7161
ASA# 4035943 • Black • Polled
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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!



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All Aboard x Erixon Bitten
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One of the hottest red bulls to sell in 2021!



S B C Buffalo Trace
W/C Relentless x WLE Shez It D056
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JS & Stephens new addition, exciting red gene Relentless son!



WLSF Firehouse 911K
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WHF/JS The Duece
WHF/JS/CCS Double Up G365 x WHF Delilah 45D
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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.



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Profit x FCF Phyllis 532
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Hot Topic was the 2021 NAILE Grand Champion % Bull! His dam is one of the hottest Angus donors in the world!



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S&S TSSC Limitless 041H (1/2)
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Calf champion at 2020 NAILE and 2021 Royal!

Once hay has been grouped into lots, the next step is to obtain a representative sample of the bales. Obtaining a representative sample is essential, and sampling is an often-overlooked source of error. Commercial labs use less than a gram of sample for an individual analysis. Thus, it is imperative that the grams of sample used in those analytical procedures represent the tons of hay on the farm. A general rule of thumb is that 20% of the bales in the lot should be sampled using a forage probe, which takes a core or cross-section of the bale. Using a forage probe ensures a consistent sample with the same leaf-to-stem ratio. There are many different types of forage probes available from commercial retailers. Once the appropriate amount of hay cores has

been obtained, samples should be stored in a plastic zipper bag and appropriately labeled. Samples may be stored in the refrigerator or frozen prior to shipping to a commercial laboratory for testing.

Analytical laboratories often have a standardized sample submission form that will ask the type of forage and the specific analyses requested. The type of forage is a key piece of information that allows the lab to apply the appropriate reference standards and equations. Producers will also need to select the type of analysis; most commercial labs offer Near Infrared Reflectance Spectroscopy (NIRS or NIR) or wet chemistry procedures. Wet chemistry analysis is often more expensive and is considered the "gold standard" as it offers a direct measurement of the chemical composition of the forage. NIRS is an indirect measurement of the composition of the forage, is less expensive as they require less preparation, and can be performed more rapidly in the laboratory. Most labs will offer a number of different analysis packages that encompass the most common procedures. These packages will typically include the basic procedures — dry matter (DM), crude protein (CP), total digestible nutrients (TDN) — and then add on specific analyses such as macro-minerals (Ca, P, Mg, K, Na, Cl, S). Some laboratories may also group analysis packages by the type of sample (forage vs. mixed ration), or production purposes (dairy vs. beef).

When submitting a forage sample for testing, the basic components of a forage analysis are dry matter (moisture), crude protein, an estimate of the energy content of the feedstuff (total digestible nutrients), net energy for maintenance (NEm), net energy for gain (NEg), and the macro-minerals calcium and phosphorous. These are the most basic analytical procedures that are required to evaluate forages and balance rations. If the forage will be

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STI 117



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SAPI 204
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N5113 ASA# 4516398

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Homo Black, Homo Polled SimAngus™
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Lot 2 5101N ASA 4502573



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Lot 50 5103N ASA 4502575



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Lot 107 5130N ASA 4502602



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^aUSMARC, Zimmerman, M., et al., "Breed and heterotic effects for mature weight in beef cattle," *J. of Anim. Sci.*, Vol. 99, 2021. 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. ^bEffect 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.

fed in combination with a byproduct feedstuff such as wet distillers grain or corn gluten feed, including an analysis for sulfur can be beneficial. There are also additional analyses that are not essential but can offer insight into the quality of the forage or improve our ability to predict animal performance. I recommend that the report include acid detergent fiber (ADF), and neutral detergent fiber (NDF).

The amount of NDF in forage reflects the amount of cell wall contents (hemicellulose, cellulose, and lignin) within the sample. The NDF fraction is often associated with the respective bulkiness of forage and is correlated with dry matter intake of the forage or feedstuff. Therefore, the amount of NDF may be used to estimate the expected dry matter intake associated with the forage. The ADF number represents the amount of cellulose and lignin within the forage and is correlated with the respective digestibility of the forage. In general, a higher ADF value is associated with forage that has a greater proportion of cellulose and lignin and would likely be more mature. Additionally, the ADF fraction is used to calculate the energy estimates TDN, NEm, and NEg. As forages mature, ADF increases and energy content decreases.

If the hay was put up under less-than-ideal harvest conditions or contains a large proportion of weeds, mold may be a concern. A generic mold count may be requested. This analysis does not identify specific molds but simply reports the concentration of mold within the forage sample. In addition, if the forage is a known nitrate accumulator (forage sorghums, crop residues, cereal hay), contains weeds that accumulate nitrates (kochia, pigweed, Johnsongrass), or was stressed (e.g., drought, hail damage) prior to harvesting, a nitrate analysis is recommended. Nitrates and mold can be managed by blending forages to dilute out the mold or nitrates. However, the concentrations must be known to accurately dilute the mold and nitrates to safe concentrations. Mold counts or nitrate analyses are usually offered as separate analytical procedures and must be requested separately for additional fees. In addition, some labs may not offer all services in-house and may send samples to other laboratories for analysis, which can require additional time.

Once we have the results of the forage analysis, producers should consider managing hay on their operations by placing hay in four management/feeding categories based on forage quality and the approximate nutrient requirements of beef cows. These four hay management categories I recommend are outlined below.

CONTINUED ON PAGE 56

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CE 20.5 BW 72 STAY 23.1 MARB 1.24 \$API 219 STI 109

We are excited to partner with Wilkinson Farms Simmentals, Jordan Schlenker, on this maternal genetic masterpiece. Matilda is the #1 API Red % female in the 1/20/2026 ASA database. She is also the #1 API daughter of the great Electra cow with 69 female progeny listed. Carrying a CLRS/KRN OCTANE 979L (Jay Leno x Genome) pregnancy due in mid March. Matilda is a true genetic maternal gem along with an exceptionally wide body mass.

JC CLARET MONET 225K 401M 4345941

WW 109 YW 178 ADG 0.43 MARB 1.03 \$API 196 STI 117

Huge thank you to JC Simmentals in letting go what we truly believe is a genetic giant in the Red Simmental seedstock business. Monet is the #1 TI Red % female in the 1/20/2026 ASA database. She is a rare genetic combination of CE-BW-YW-STAY and MARB. Carrying a WS Marvel 8M heifer calf due mid May. Part of our long range program to introduce new genetics to the Red population. We will have 13 heifers calves to hit the ground this spring from Monet sired by a select group of elite Red and Black sires. Monet is a high volume, beautiful fronted, maternal cow with tremendous power.



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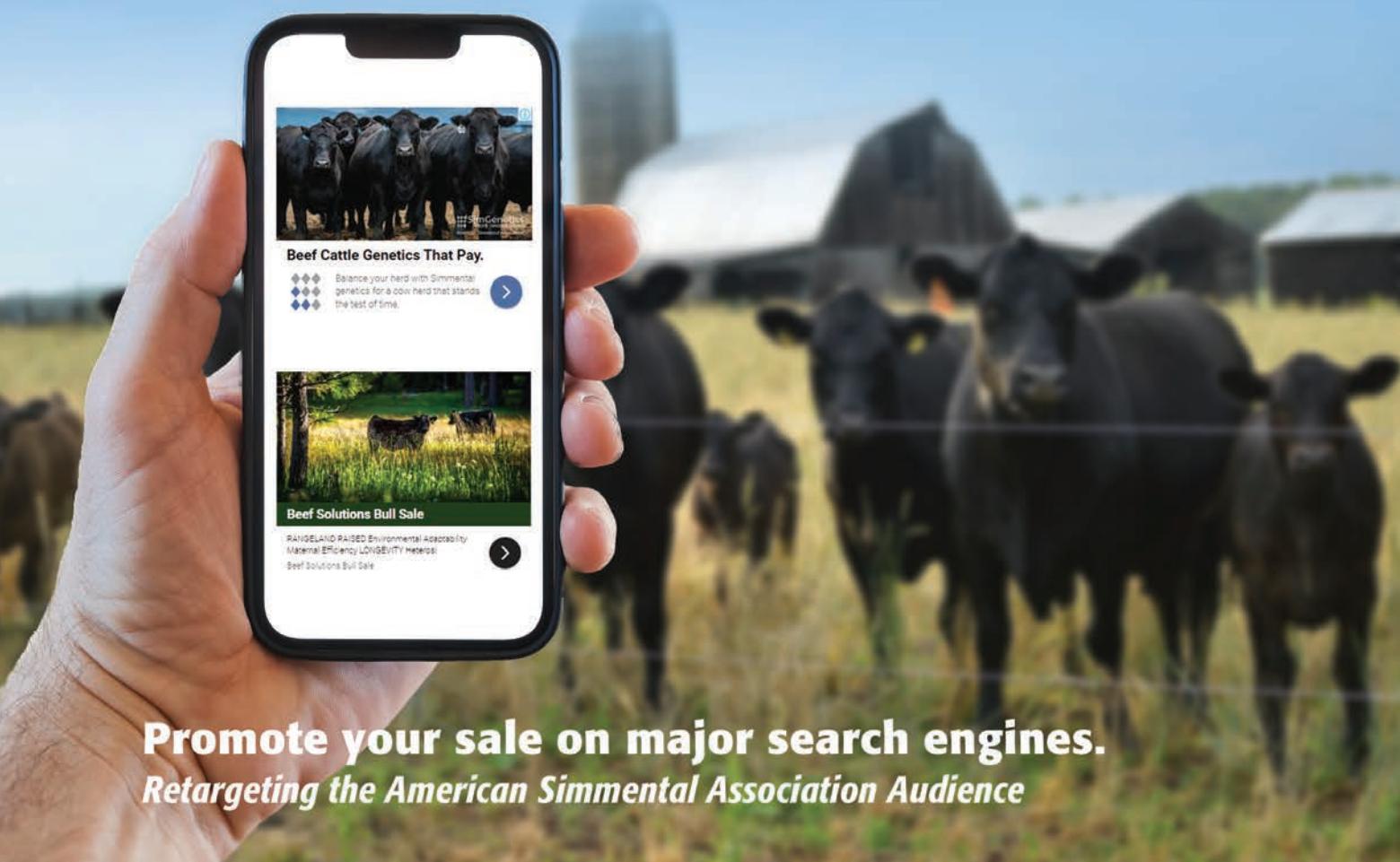
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1. Low-Quality Hay. Forage contains less than 7% crude protein and an ADF value greater than 45%. Mature grass hays and crop residues would be common forages in this category. These forages are often used to replace dormant native range and in some cases are capable of meeting the nutrient requirements of dry, bred cows post-weaning. Energy supplementation may be required, especially if forage NDF content limits intake.
2. Moderate-Quality Hay. Forage contains 8–15% crude protein and approximate ADF values of 40–45%. Cool season grass hays, cereal grain hay, and forage sorghum fit into this category if harvested appropriately. These forages match the nutrient requirements of gestating cows (second and third trimester).
3. High-Quality Hay. Forage contains more than 16% crude protein, and approximate ADF values from 31–40%. Alfalfa and most legume hays would be represented in this category. The nutrient content of forages in this category are sufficient to meet or exceed the nutrient requirements of cows during most production phases. These forages are often used to supplement grazed forages or fed in combination with lower-quality forages to meet cow requirements. These forages are often best utilized post-calving when cow nutrient requirements are greatest.
4. High-Risk Hay. Forages contain potentially dangerous or toxic levels of nitrate, molds, etc. The concentrations of these compounds in these bales are high enough that they must be diluted to safe levels. These forages may be fed in combination with other feedstuffs or intake must be limited. Consulting with an Extension specialist or nutritionist is advised when working with hay in this category.

Strategically managing hay quality comes down to the old adage “don’t guess...test.” A forage nutrient analysis is essential. It is imperative to know the dry matter, crude protein, energy, calcium, and phosphorous content in forages. The fiber fractions (ADF, NDF) are used to estimate forage intake and digestibility. Although not essential, ADF and NDF values allow us to more accurately predict animal performance and avoid under/over-supplying nutrients.

Using Ionophores to Increase Efficiency of Heifer Development

Paul Beck, Oklahoma State University Cooperative Extension

Ionophores are feed additives that improve ruminal efficiency by shifting fermentation toward greater propionate production and reducing energy lost as methane in the rumen. The ionophores monensin (marketed as Rumensin® by Elanco Animal Health and as the FDA-approved generic Monovet® by Huvepharma) and lasalocid (marketed as Bovatec® by Zoetis) are approved

for growing cattle on pasture or in confinement and are commonly used in heifer development programs.

Multiple studies show that both monensin and lasalocid increase weight gain of growing heifers; however, lasalocid has not been widely studied for reproductive performance. In contrast, there is a large body of research evaluating the pioneer monensin product, Rumensin, on heifer efficiency and reproductive development. A recent analysis (Gadberry and others, 2022) pooled these studies to quantify growth and reproductive responses of beef replacement heifers fed monensin during development.

Feeding monensin to developing heifers increased average daily gain by 5% and reduced feed intake by 4.3%, resulting in a 14% improvement in feed efficiency. Beyond growth and efficiency, monensin reduced age at puberty by approximately nine days and increased the proportion of heifers cycling prior to breeding by 16%. Earlier puberty and increased cycling activity before the breeding season improve the likelihood of early conception. Cows that calve early in the calving season tend to have higher reproductive rates and greater longevity in the herd, making these responses highly valuable for improving lifetime productivity of replacement heifers.

A study from the early 1980s by Corah and Riley reported that lasalocid increased gain of replacement heifers by 0.2 lb./day and reduced age at puberty; however, additional research evaluating reproductive responses to lasalocid is limited.

Importantly, feeding monensin did not increase mature size or weight at puberty and did not negatively affect pregnancy rate. Improvements in feed efficiency, earlier puberty, and enhanced cyclicity make monensin a valuable tool for heifer development.

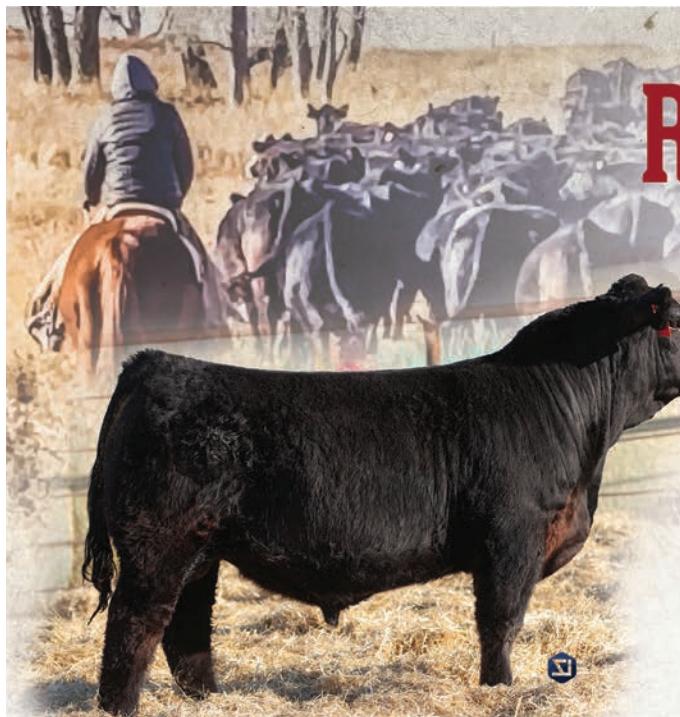
As the US beef herd moves into expansion, the role of ionophores in improving efficiency, lowering development costs, and strengthening reproductive performance of developing heifers is increasingly important.

Managing Disease Risk Before it Arrives

by Andrea Bedford, Bovine Veterinarian

As cattle move more frequently across regions and production systems, veterinarians are increasingly tasked with helping clients prevent the introduction of infectious disease that can persist silently and erode herd performance over time. In many cases, the greatest risk is not an outbreak, but the gradual establishment of a pathogen that is difficult or impossible to eliminate once introduced.

While biosecurity includes people, equipment, and environmental considerations, animal movement remains the most important driver of infectious disease



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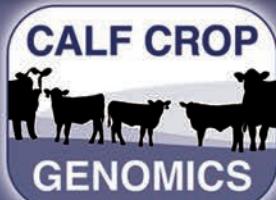
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3. Incorporate genomic enhanced predictions into selection decisions as early as possible

risk. This was the central topic of discussion on a recent episode of Dr. Dan Thomson's "DocTalk."

Why Animal Movement Drives Disease Risk

"Our biggest risk is going to come from the animal itself," said Dr. Dustin Loy, director of the Veterinary Diagnostic Center at the University of Nebraska-Lincoln. "This is going to be something that's going to move with the animal and be transmitted from that animal to the rest of the herd."

Transport and commingling represent peak risk periods for disease transmission. The stressors associated with hauling, dietary change, and social disruption can suppress immune function and allow latent or subclinical infections to emerge. When cattle with different exposure histories mix, pathogens can spread rapidly through immunologically naive groups.

"If we can make sure that those animals we're sourcing have a herd health program, they've had those calfhood vaccines and the boosters, that they have a high level of immunity to the common diseases, that's going to really help us prevent some amount of problems," Loy says.

However, while vaccination programs reduce risk, they are insufficient for a number of diseases of biosecurity concern. Performing diagnostic testing before animals are purchased or moved can help identify infected animals before they enter herds.

Diseases that Define Biosecurity Risk

Several diseases are consistently central to cattle biosecurity planning due to their transition dynamics, diagnostic challenges, and long-term herd impact. Johne's disease remains one of the most difficult infections to control as clinical signs don't appear until years after the animal has been infected.

"The challenge with Johne's is that those calves are infected when they're a month or less in age," Loy says. "We're not able to test those calves until they're at least a year and a half, and usually we want to wait until they're two or three years old just to know if they're infected. And so that's a real diagnostic challenge: being able to identify those animals early."

Due to this prolonged subclinical phase, infected animals can shed *Mycobacterium avium* subspecies *paratuberculosis*, contaminating the environment and exposing young calves. Clinical signs include progressive weight loss, decreased production, and chronic diarrhea, with no effective treatment. Because diagnostic sensitivity improves with age, Loy says fecal testing at pregnancy checks provides a practical surveillance point for identifying infected adults and limiting further transmission.

Anaplasmosis

Anaplasmosis is increasingly detected outside historically endemic regions, likely due to cattle

movement. Caused by *Anaplasma marginale*, this disease is transmitted mechanically by ticks, biting flies, and contaminated instruments. Calves exposed early often develop immunity with minimal clinical disease, but infection in naive cattle can cause severe anemia, abortions, and sudden death.

Importantly, vectors can only transmit the organism if infected animals are present, making the testing of incoming cattle a key biosecurity step to prevent establishing a persistent reservoir within a herd. "If we don't have animals with anaplasmosis coming into the area, the ticks don't transmit anaplasmosis," Thomson says.

Bovine Viral Diarrhea (BVD)

Despite routine vaccination, BVD remains a biosecurity concern due to persistently infected (PI) animals. "You get cows that are infected when they're pregnant, they infect the fetus, and then the fetus does not have an immune response to the virus, so that calf is born infected. It never clears the virus and continues to shed that throughout its life," Loy explains.

PI animals serve as powerful sources of infection, contributing to reproductive failure, immunosuppression, respiratory disease, and poor performance, even in vaccinated herds. Ear-notch testing is a practical, cost-effective method for identifying PI animals prior to commingling.

Bovine Leukosis Virus (BLV)

BLV transmission occurs through blood transfer, including needles, equipment, and biting insects. While many infected cattle remain asymptomatic, a subset develop lymphoma later in life, reducing longevity and productivity. Screening animals intended for long-term retention, such as breeding stock or embryo recipients, can help prevent gradual spread within expanding herds.

Core Biosecurity Questions for Veterinarians

When advising clients on cattle purchases or movements, consider asking the following questions:

- Where are the animals coming from and have they been commingled with cattle from other sources?
- Are these animals being moved between groups, pastures, or regions with different disease exposure histories?
- Do the source animals have an established herd health program, including appropriate core vaccinations and boosters?
- Can diagnostic testing be used before or shortly after movement to reduce quarantine time and uncertainty?

Effective biosecurity does not eliminate all disease risk. Instead, it allows for the identification of the most consequential threats early, before they become entrenched, expensive, and difficult to control.

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 HOMO BLACK & POLLED
 WW:716 YW1371

CE	BW	WW	YW	ADG	MCE	MLK	MWW	STAY
10.5	0.6	101	161	0.37	7.2	25.6	76	18
DOC	CW	YG	MARB	BF	REA	SF	API	TI
15.4	64.7	-0.17	0.46	-0.028	1.01	-0.3	165.5	102

EPD's as of 2/1/2026



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 ASA#4256880 5/8 SM 3/8 AN
 HOMO BLACK & POLLED
 WW:677 YW1336

CE	BW	WW	YW	ADG	MCE	MLK	MWW	STAY
13.5	0.7	107.2	172.4	0.41	7.9	30.9	84.4	14.1
DOC	CW	YG	MARB	BF	REA	SF	API	TI
21	70.1	-0.18	1.17	-0.049	0.95	-0.28	189.1	120

EPD's as of 2/1/2026



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ASA#4574440
SIRE: SCHOOLEY LONGSHOT 302L



5106N
ASA#4574432
SIRE: SCHOOLEY LONGSHOT 302L



5215N
ASA#4574439
SIRE: SCHOOLEY LONGSHOT 302L



5687N
ASA#4574473
SIRE: SAS TROUBADOR L42



5973N
ASA#4574491
SIRE: W/C BANK NOTE 6152F



5010N
ASA#4574416
SIRE: WBF APOLLO L059

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Ten Tips to Bulletproof Your Beef Operation

by Linda Geist, University of Missouri Extension

Beef producers can use a window of profitability to make their farm business more bulletproof. University of Missouri Extension agricultural economist Joe Horner says successful beef producers can make small changes in three areas to make their farm less vulnerable to risks: plants, animals, and business. Being good in just one of those three areas is not enough.

Longtime producers see the big picture and plan to withstand cycles in the industry. Drought is a recurring theme for Missouri farmers, Horner says. Producers should not look at drought as an emergency. "Drought is going to happen. Build a standard operating procedure on your farm to manage it," he advises. "Prepare yourself to glide through it."

One safeguard against drought is to invest one time in making or buying 50% more hay than you normally need. Carry that hay inventory over every year. That becomes a strategy to keep drought from forcing you to buy hay or sell cattle in a drought. A 50% hay cushion you can rotate through every year comes as a one-time investment that is tax-deductible.

Younger farmers are looking at interest rates they've never seen in their lifetimes, says Horner. Since the great recession in 2008, lending rates were artificially low until this year. Normal times have returned. Older producers have seen these high-interest cycles before and will manage differently than younger producers. Managing cash and reducing debt becomes more important, says Horner.

Livestock producers are now ten years into a ten-year cycle, he says. Cow inventories are tight. Feeder calves available to feed will get tighter as higher prices encourage people to keep more heifers on-farm. Economists are forecasting good prices ahead. "2024 will be as good as any time we've seen since 2014," he says, with producers holding back heifers. "Periods like the next two to three years only happen a few times in a 50-year farming career."

Horner predicts that these higher margins will lead farmers to look for tax deductions. Rather than buying a new pickup or farm equipment, Horner recommends that producers first invest in a Top Ten list to make their farm business more profitable and resilient when the cattle cycle inevitably turns with lower prices.

Horner gives ten tips to increase profits:

1. Have a separate bull pasture. A defined breeding season reduces odd lots at the sale barn. Lots of like calves sell at higher prices. Batch calving is easier to manage.

CONTINUED ON PAGE 74

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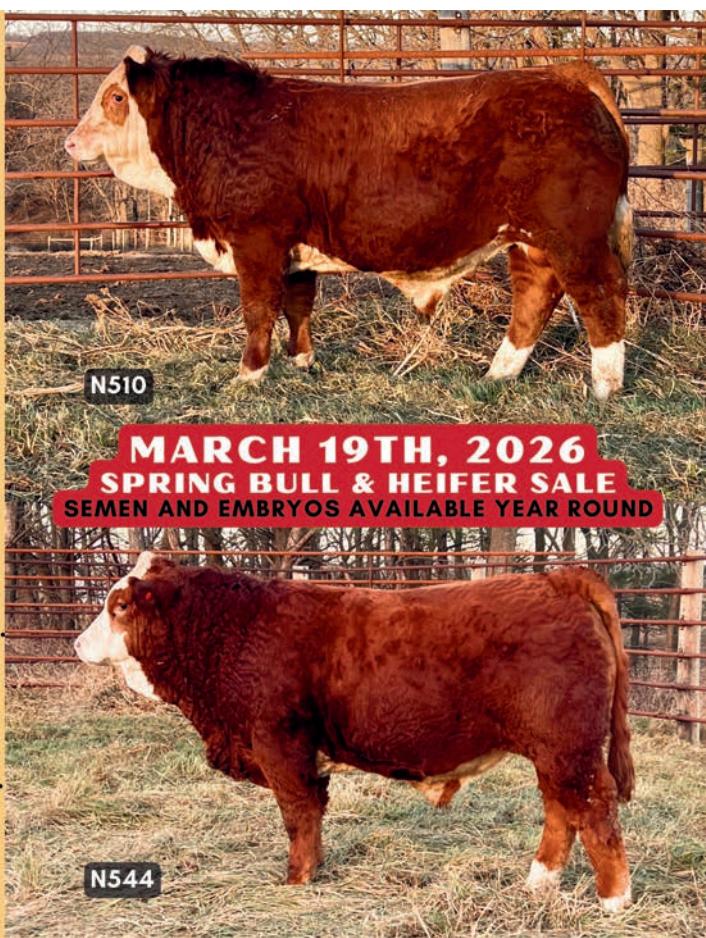
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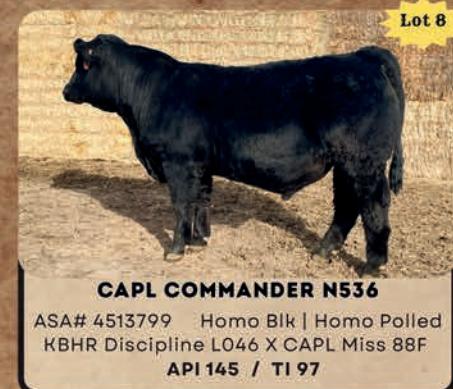
CAPL CONTINENTAL N547
ASA# 4513798 Homo Blk | Homo Polled
Gibbs Culmination X CAPL Miss K217
API 180 / TI 112



HC7 TOP SECRET N522
ASA# 4513796 Homo Blk | Homo Polled
B&B Preeminent (AN) x HA Kept Secret 202K
API 186 / TI 123



HC7 DIRTY HARRY N512
ASA# 4513809 Homo Blk | Homo Polled
GW Highball 102H x CAPL Miss 757E
API 181 / TI 100



CAPL COMMANDER N536
ASA# 4513799 Homo Blk | Homo Polled
KBHR Discipline L046 X CAPL Miss 88F
API 145 / TI 97



CAPL MISS HAILEY M490
ASA # 4358317 Homo Blk | Homo Polled
CLRS Guardian 317G X CAPL Miss 88F
API 161 / TI 97
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ASA# 4513773 Hetero Blk | Homo Polled
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By Hook's Eagle 6E
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**KLER Maximus M3**

By KBHR Revolution H071
EPD: CE: 13 \$API: 161 \$TI: 98

**Gibbs Culmination 2411K**

By LBRS Genesis G69
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

**HTG Perfection 463M**

By LBRS Genesis G69
EPD: CE: 9 \$API: 192 \$TI: 108

**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

**HA Magnifique 72L**

By Hook's Galileo 210G
EPD: CE: 23 \$API: 216 \$TI: 116

**Schooley Krown 28K**

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

**LLSF Vantage Point F398**

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

**W/C Style 69E**

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

**Reckoning 71F**

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

**W/C Fort Knox 609F**

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

**LTS Succession 29J**

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

**W/HF/JS/CSS Woodford J001**

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

**CLRS Jet Black 706J**

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

**Harkers Medicine Man 0105L**

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

**TSN Architect J618**

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

**Hook's Galileo 210G**

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

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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



KLER DFS1 Majority Rules M140

By KLER Greater Good 2064K
EPD: CE: 6 \$API: 122 \$TI: 92



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



WHD/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



Next Level 4014J

By K RJ Dakota Outlaw G974
EPD: CE: 4 \$API: 104 \$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
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2. Follow your veterinarian's advice. Follow vaccination schedules and test for bull soundness. "Veterinarians create value on your farm because of what they know. Pick your vet's brain and follow their suggested protocol," Horner says.
3. Invest in good cattle-handling facilities. Properly designed and maintained handling facilities make cattle working easier. Easy jobs get done, and good facilities lead to fewer injuries. "You can't put a price on your family's safety," he says.
4. Invest in good fences for weaning. Bawling calves bring less money at the sale barn, so do the extra work. Wean calves before selling. Buyers pay more for weaned calves.
5. Carry 50% extra hay inventory. Add 50% more hay stock once and rotate out hay yearly. The carrying cost is a good investment. "That's your drought insurance, and it is easier than finding hay and it makes life less stressful," says Horner.
6. Do soil tests. A soil test will tell you if you need to add nutrients to boost yields. Lime is a cheap, undervalued nutrient.
7. Convert some pastures to native warm-season grasses. Warm-season grasses make your operation more drought-resilient, need less fertilizer, boost summer calf gains, and can improve herd reproduction performance. State and federal incentives are available to plant natives.
8. Convert to rotational grazing. Rotational grazing systems make managing cattle and forages easier. A system allows producers to mitigate drought, improve soil health, increase forage production, and extend the grazing period. Contact your local Extension office for more information on federal cost-share funds for rotational grazing.
9. Understand risk insurance programs. Study the MU Extension publications "Pasture, Rangeland, Forage (PRF) Insurance in Missouri" and "Livestock Risk Protection (LRP) Insurance," and work with a trusted insurance agent. PRF insures against drought. LRP insures against low prices.
10. Seek the advice of a farm tax preparer. The IRS has new resources to measure compliance. Talk to your tax preparer to make sure your farm is bulletproof. Comply with reporting rules for contractors and laborers who need to receive 1099 or W-2 forms.

New Dietary Guidelines Emphasize Beef's Place in a Healthy Diet

NCBA

The National Cattlemen's Beef Association (NCBA) welcomed the release of the 2025–2030 Dietary Guidelines for Americans (DGAs). The updated DGAs nearly

double the recommended daily amount for protein intake, increasing it to 1.2–1.6 grams per kilogram body weight, depending on your age group and individual caloric needs. The document focuses on building a healthy diet around whole foods, limiting highly processed foods and added sugars, and prioritizing protein like nutrient-dense beef at every meal. Red meat is specifically mentioned as a healthy source of protein in a varied, balanced diet.

"As a mom, I understand the importance of eating nutritious wholesome protein, and as a rancher, I see the hard work that goes into providing the best possible food for our communities. The updated and simplified Dietary Guidelines will help more families like mine learn the facts about beef's nutritional value and make the best decisions when they're shopping for a nutrient-rich, whole, and delicious protein," said Kim Brackett, an Idaho rancher and NCBA vice president. "Beef provides high amounts of protein plus nine other essential nutrients like iron and B vitamins, and gold-standard clinical studies have consistently shown that it is easy to incorporate beef into a balanced, heart-healthy diet. We appreciate Secretary Rollins and Secretary Kennedy underlining the role of beef as an important part of a healthy diet."

The Dietary Guidelines released today are simplified and more consumer-friendly than previous cycles. The streamlined approach taken by Secretary of Agriculture Brooke Rollins and Secretary of Health and Human Services Robert F. Kennedy Jr. keeps science-backed recommendations at the heart of the DGAs, but makes them far more practical for the families, caregivers, school administrators, and medical professionals who are making decisions every day about what to feed our children, seniors, and Americans of all ages. Other recommendations in the DGAs include:

- Incorporate beef tallow and other healthy fats into the cooking process.
- Use healthier cooking methods like baking, broiling, roasting, stir-frying, or grilling, all of which can be used with the wide variety of retail beef cuts available to American families.
- Introducing nutrient-dense foods like meat during infancy and early childhood to support growing children.

Although much-discussed in recent months, the DGAs do not make any changes to the existing recommendation that saturated fats should not make up more than 10% of daily calories. The guidelines do note that healthy fats are a natural part of real foods like meat, and these fats support many important functions in the body like nutrient absorption.

"As Americans face the double burden of being overfed and undernourished, they are searching for reliable, affordable solutions to meet their nutritional needs

CONTINUED ON PAGE 80

South Dakota State University

Annual Bull Sale



SDS Security 561N (AAA 21338124)

	EPD	%
CED	10	20
BW	0.8	40
WW	80	20
YW	143	20
Marb	0.63	60
RE	1.11	10
SW	90	10
SB	173	30

As of 1/26/2026



SDS Arrowhead 516N (ASA 4565462)

	EPD	%
CE	13.7	30
BW	-1.4	30
WW	91.6	15
YW	152.5	10
Marb	0.59	25
REA	0.98	15
API	160.4	15
TI	98.8	10

As of 1/26/2026

Friday, April 10 at 1:00 pm

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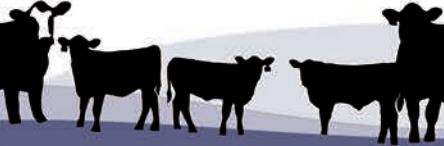
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CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	STI
11	.2	93	146	.33	7	23	70	.81	184	106

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CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	STI
10	.2	99	143	.28	6	23	72	.48	137	95

Top 2% CW, Top 5% WW & REA, Top 15% MWW & \$TI,

Top 20% YW

Attractive and sound with great carcass traits.



HTG Bravo 546N

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CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	STI
3	3.6	107	160	.33	5	23	77	.66	159	105

Top 1% WW, Top 2% CW, Top 3% YW & \$TI, Top 5% Marb,

Top 15% ADG & Doc, Top 20% \$API

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12	-1.8	86	129	.27	6	21	64	.25	141	91

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CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	STI
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and personal preferences. Thankfully, there are a wide range of beef options in the marketplace," said Registered Dietitian and nutrition scientist Dr. Shalene McNeill, executive director of nutrition science for NCBA. "On a per-gram basis, beef offers more nutrient value than many other animal and plant options. Incorporating beef in the diet can help support the overall health and well-being for all Americans."

Cattle Prices: A Look Back, and a Look Ahead

by Derrell S. Peel, Oklahoma State University Extension

Cattle prices advanced for a third consecutive year in 2025. Prices for all classes of cattle moved higher, setting frequent records for most of the first three quarters of the year before experiencing a sharp correction in the fourth quarter. Cattle prices recovered in December to end the year and set the stage for markets in 2026. Table 1 summarizes 2025 prices for calves, feeders, fed cattle, and cull cows.

Oklahoma auction prices for 500-pound steer calves picked up from year-end highs in 2024 and increased even more sharply in 2025. Prices started the year at \$353.45/cwt. and ended at \$480.48/cwt., a 35.9% increase for the year. By the end of December, these calf prices had fully recovered from the fourth quarter correction, when prices that were at \$479.89/cwt. by mid-October dropped to \$413.71/cwt. at the end of November — a 13.7% drop — before recovering to a new high in December.

	500-lb. steers	800-lb. steers	5-Market steers	Cull Cows boning
Beginning of year	\$353.45	\$267.91	\$198.93	\$120.57
Intra-year maximum	\$479.89 (10/17/25)	\$382.93 (10/17/25)	\$244.25 (8/24/25)	\$169.41 (8/30/25)
Fourth quarter minimum	\$413.71 (11/28/25)	\$315.97 (11/28/25)	\$211.53 (11/30/25)	\$147.17 (11/28/25)
End of year	\$480.48	\$349.89	\$228.79	\$156.39

Table 1. 2025 Oklahoma Auction and 5-Market Fed Cattle Prices, Weekly, \$/cwt.

Prices for 800-pound feeder steers at Oklahoma auctions began 2025 at \$267.91/cwt., and ended with a December price of \$349.89/cwt. — a net increase of 30.6% for the year. Feeder prices peaked earlier in mid-October at \$382.93/cwt., dropping to a late November low of \$315.97/cwt. before partially recovering in December. The correction from October through November was 17.5%, and the recovery in December left prices down 8.6% from the October high.

Fed cattle price started 2025 at \$198.93/cwt., peaked at \$244.25/cwt in August, and ended the year at \$228.79/cwt. — a net increase of 15% for the year. The five-market price drifted slightly lower from the summer peak through the third quarter, before correcting down to \$211.53/cwt. in late November. The fourth quarter correction was a drop by 13.4% to the November low. Fed prices then recovered to finish the year and, by the end of the year, fed prices were down 6.3% from the August peak.

Cull cow prices rose from \$120.57/cwt in January to a late August peak of \$169.41/cwt, before finishing the year at \$156.39/cwt. From the beginning to the end of the year, cull cow prices increased 29.7%. Cull cow prices were also subject to the fourth quarter correction, dropping to a late November low of \$147.17, before recovering in December. Prices dropped 13.1% from the summer high to late November but by the end of the year were down just 7.7% from the August peak.

What to expect in 2026

1. Higher Feeder and Fed Cattle Prices. Seven years of declining calf crops, culminating in the 2025 calf crop at the lowest level since 1941, and limited signs of heifer retention means the feeder cattle supplies will be tighter going into 2026, and may tighten even more during the year if heifer retention picks up.
2. Prices Advancing More Slowly. Feeder and fed cattle prices, though expected to increase, are likely to increase relatively less in 2026 compared to 2025. In 2025, feeder cattle prices increased roughly 25–35%, while fed cattle prices increased 15–20%. Both feeder and fed prices are likely to see prices increase in the range of 5–15% in 2026.
3. Continued Volatility. Unfortunately, volatility is likely to continue to be a risk for cattle producers. The big fourth quarter 2025 correction should remove the tendency for a market or technical correction for quite some time, but external sources of uncertainty are likely to continue injecting volatility into cattle markets going forward. With cattle and beef markets continuing to be a focus of political scrutiny, markets are subject to additional political rhetoric and meddling.

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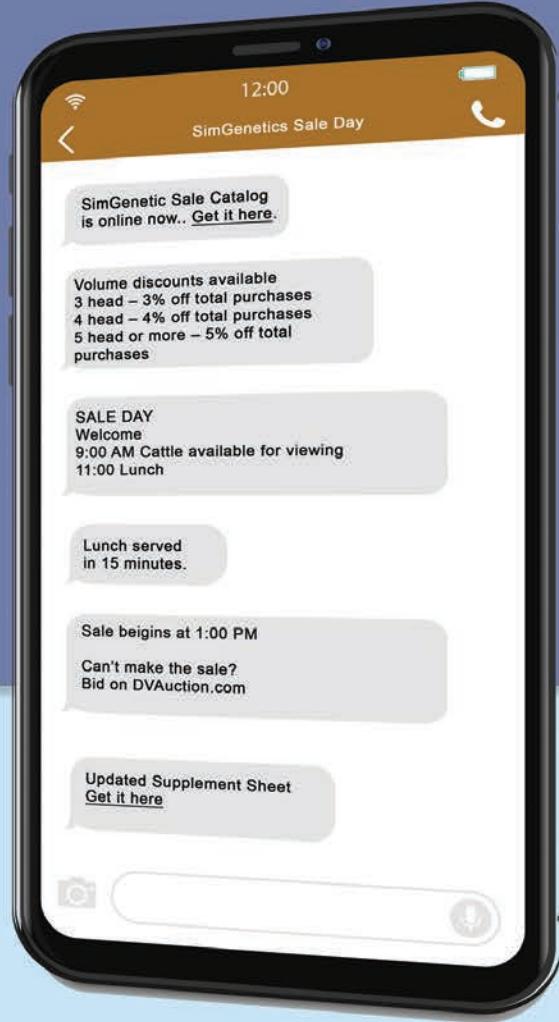
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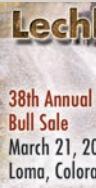
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402-641-2936 Cell

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

Join us at the Farm, October 17, 2026
for our 30th Annual Production Sale.



Triangle J Ranch

Darby & Annette Line
35355 Arrow Road • Miller, NE 68858
308-627-5085 Darby Cell
www.trianglejranch.com

Bull Sale last Sunday in January
and Female Sale first Sunday
in November.

Western Cattle Source

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



North Carolina



EXTRA effort SALE

Saturday • October 17, 2026 • 12 PM

2102 Pritchard Rd. • Clayton • NC

Selling Registered SimAngus™
Bulls and Females

Learn more at FSCRanch.com
Fred Smith (919) 422-4092

North Dakota

BELL SIMMENTALS

Annual Production Sale

February 8th, 2027

Fordville, ND 58231



Travis Bell

701-360-1597

TBell@polarcomm.com



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

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

Annual bull & female sale
February 19, 2027

www.dakotaxpress.com

Terry Ellingson & Family



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

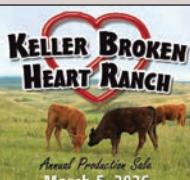
5065 125th Ave. NE • Dahlen, ND 58224
tellings@polarcomm.com • www.ellingsonsimmentals.com

Annual Production Sale, January 22, 2027

Kaelberer Family Simmentals

4241 County Road 85 • New Salem, ND 58563
701-400-7323 Conner • 701-220-3124 Claye

C Production Sale 2nd Tuesday in February C



Dwight & Susan Keller Family

Luke, Jake & Tess Keller

1573 55th St., Mandan, ND 58554

701-445-7350 (home)

701-471-5215 (Dwight cell)

701-471-1142 (Luke cell)

701-471-5065 (Jake cell)

kbhr@westriv.com

www.kbhrsimmental.com

"Simmental Beef on the Cutting Edge!"



Roger, Jeanette,
& Erika Kenner

5606 57th St. NE

Leeds, ND 58346

Phone 701-466-2800

Erika 406-581-1188

erika.kenner@gmail.com

Fax 701-466-2769



Klain

kainsimmentalranch.com

Ruso, ND

Trey Klain • 701-531-2008

KSR Production Sale hosted the first Saturday in February

JOSH & TRISTA RUST

759 7th Ave NW

Mercer, ND 58559

p: 701.447.2479

f: 701.447.2478

c: 701.391.9769



rustmountainviewranch@hotmail.com

www.rustmountainviewranch.com

Jaedyn Pesek

701-331-2379

Eric Haugland

701-270-9695

Dale Pesek

701-360-0642

11287 61st ST. NE • Lawton, ND

SRF Simmentals

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

email: srf@srt.com

Genetic Edge Production Sale
February 4, 2027 • Mandan, ND

SYS SIMMENTALS

Gary Sys

9400 205th Ave. SW

Douglas, ND 58735

701-722-3244

TNT Simmental Ranch

42nd Annual "Carrying On" The Genetic Explosion Bull Sale!
Friday, February 12, 2027 • At The Ranch, Lehr, ND

www.tntsimentals.com DVAAuction.com

Shanon & Gabe Erbele

Lehr, ND

S 701-527-5885 • G 701-426-9445

gserbele@hotmail.com

Kevin & Lynette Thompson

Almont, ND

H 701-843-8454 • K 701-391-1631

kevindlynnette@westriv.com

facebook.com/tntsimentalranch

Oklahoma

Willis Simmentals

5759 Enville Road
Marietta OK 73448
wiliessimmentals@aruckle.com

Quality Simmental Breeding Cattle

10 miles east on Hwy. 32,
1/4 mile north on Enville Road.

Bobby 580-276-2781 (ph. & fax) Jon 580-795-4601

Stay ahead with CMP

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

carcdatal@simmgen.com



Oregon

PRICE Cattle Company

Tom Price and Family
PO Box 487 • Pendleton, OR 97801
541-969-8970 • tom@pricecattlecompany.com
Since 1984 • Best Quality Angus and SimAngus™ Bulls and Females.
Sale • Stanfield, Oregon • Fourth Wednesday in February

South Dakota

Benda Simmentals

Jim and Jay Benda
26106 366th Ave.
Kimball, SD 57355
605-778-6703
www.bendaranch.com

Black & Red Breeding Stock
Jim: 605-730-6703 (Cell)
Jay: 605-730-0215 (Cell)
bendaranch@midstatesd.net



Christensen ★ Dunsmore

3C Christensen Ranch
John Christensen, Cam & Tyler Fagerhaug
37273 216th Street • Wessington, SD 57381
605-458-2218 home • 605-458-2231 fax
605-350-1278 cell
458-350-2018 Cam



Annual Production Sale
March 20, 2026 • Wessington, SD

NLC Simmental Ranch

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



Kipp Julson • 605-351-9088
48672 252nd St
Garretson, SD 57030
doublejfarms@alliancecom.net
www.doublejsimmentals.com
Double J Farms 53rd Annual
Bull and Female Sale, January 22, 2027
Garretson, SD



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

Annual Bull Sale • March 6, 2026

EKSTRUM
EK
SIMMENTALS

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

John Ekstrum
605-778-6414

36220 257th St., Kimball, SD 57355
clayekstrum@midstatesd.net • ekstrumsimmentals.com

South Dakota's
Source for
Outcross
Performance
Simmentals!

& SimGenetics
— Specializing in Hard to Find
Red Breeding Stock —

S STAVICK
SIMMENTAL

M

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

ANNUAL SALE — FIRST THURSDAY IN FEBRUARY

TRAXINGER
SIMMENTAL

S

Reds, Blacks • Bulls and Females
Private Treaty Sales

Mike and Terri Traxinger
11176 – 406th Avenue
Houghton, SD 57449
Home: 605-885-6347
Mike's cell: 605-294-7227
mtrax@nvc.net
www.traxinger.com

WERNING CATTLE COMPANY

Simmental – Angus – SimAngus
27262 424th Ave. • Emery, SD 57322
Date: 605-825-4219
Scott: 605-682-9610
www.werningcattle.com

MARTIN FARMS

Homozygous Black & Polled Simmental & SimAngus

M

Neil Martin
931-623-2634 c
931-670-3646 h

Christopher Martin
931-580-6821 c
martin.farms@yahoo.com
9387 S Lick Creek Rd
Lyles, TN 37098
MartinFarmsBeef.com

RED HILL FARMS
HOME OF PRACTICAL GENETICS

RH

Sales:
3rd Sat. of March
3rd Mon. of May
Last Sat. of Oct.

Bart, Sarah & Ty Jones • (615) 666-3098
466 Red Hill Road, Lafayette, TN 37083
RedHillFarms.net • mail@redhillfarms.net

Gordon & Susan Jones • (270) 991-2663

Accuracy Matters

Carcass predictions take time
and progeny, accelerate this
process with the CMP.

caredata@simmgen.com

Wyoming

BLACK SUMMIT

R

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

Where cattle that perform get the ribbon.

Livestock Services

Auctioneers and Marketing

Jered Shipman,
Auctioneer

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

Genetics

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MARTY ROSS	406-581-7835
CLINT BERRY	417-844-1009
JULIE MURNIN	325-370-3103
ROCKY FORSETH	406-590-7984
COREY WILKINS	256-590-2487

WWW.ALLIEDGENETICRESOURCES.COM

CATTLE Visions

Semen Available on
Today's Hottest AI Sires

573-641-5270
www.cattlevisions.com

Mark Your Calendar

August 28–September 1, 2026 | Bozeman, Montana

2026 Annual ASA

**FALL
FOCUS**



SimGenetics
PROFIT THROUGH SCIENCE
American Simmental Association



Co-hosted by the
Montana Simmental Association

August 28

Local tours highlighting Montana's
beef industry and ASA's headquarters

August 29

Educational Symposium
featuring industry experts

Aug. 30–Sep. 1

Committee meetings
& ASA Board Meeting



Visit fallfocus.org
for more information.



LEE SIMMENTAL FARMS

ASA# 033420
Jerry, Barb, and Zach Lee
1818 Country Road 269
Columbia, MO 65202-5136
537-387-4368
573-881-5629

Email:
jandblee@ktis.net

Website:
www.leesimmentalfarms.com

Sale Dates:
Online Heifer Sale – November 2026
Online Bull Sale – March 2026
Your trusted source for Simmental genetics.
We believe in sound, functional cattle.



Lynch Farms Lone Oak Beef

ASA# 272115

Lynch Farms Lone Oak Beef
17008 618th Avenue
Pemberton, MN 56078
Mike Lynch: 641-590-3604
Dave Lynch: 507-340-7006

Website:
www.lynchaloneoak.com

Email:
lynchlon oak@gmail.com

Sale:

Bulls available at the Heartland Performance with Class Sale.
Females available for sale year-round.

Lynch Farms is a family farm located just south of Mankato, MN, on Hwy 83. We are a purebred Simmental and SimAngus™ cattle operation producing genetics for both registered and commercial producers alike. Please contact us with any questions you may have or stop by our farm for a visit.

ASA PUBLICATION, INC.

Your Source for Everything Simmental

The Official Publisher for the *American Simmental Association*

One Genetics Way
Bozeman Montana 59718
406-587-2778
www.simmental.org
register@simmgen.com

Linking Simmental Genetics to the Beef Business!

Back in 1987, when the American Simmental Association decided to bring its official magazine in-house, the staff was given a mission: "to provide communication, education, and information" to the membership.

First, under the banner of *the Register*, and later when *SimTalk*, and, for a time, *American Simbrah*, were added under the larger umbrella of ASA Publication, Inc., the editorial and advertising staff has upheld the original mission.

Today, numerous other responsibilities have been added, including an Annual Report, a Membership Directory, *Sire Source*, sale catalogs, press releases, and web marketing, among many others.

Communication

◆ ASA's magazines, *the Register* and *SimTalk*, keep members up-to-date on industry events, fellow breeders' sales, and state association events, while also allowing members the opportunity to communicate their events.

Education

◆ ASA taps into the rich knowledge of the staff by creating educational articles, and gives members access to additional educational resources through a variety of platforms ranging from print to social media.

Information

◆ Keeping abreast of industry news, the state of SimGenetics in the marketplace, and having a source for accurate information is important for producers. ASA Publication, Inc., is committed to providing up-to-date industry news and information.

An Effective Outlet for Advertisers

With the increasing demand for SimGenetics, now is the perfect time to create a specific marketing plan to access the growing number of breeders and potential customers. ASA Publication, Inc., has all of the resources to help you create an effective marketing strategy.

Advertising with ASA provides added value beyond the ad. Your sale date will be published in *the Register* and *SimTalk* Date Books; on simmental.org; and sales reports with averages, high-sellers, and up to four photos printed in *the Register*.



 **SimGenetics**
PROFIT THROUGH SCIENCE

American Simmental Association

ASA PUBLICATION, INC.

Your Source for Everything Simmental

The Official Publisher for the *American Simmental Association*



the Register

Serving as ASA's official publication, *the Register* has a circulation of 7,500 and focuses primarily on the active membership. Mailed nine times annually, *the Register* provides a direct and consistent line of communication to the ASA membership in a glossy, full-color format.

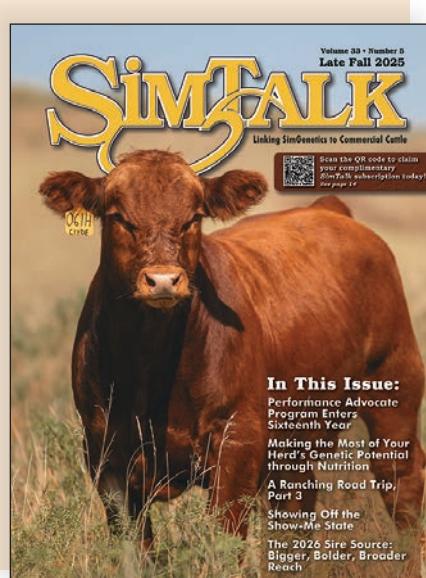
Circulation — 7,500 +



SimTalk

SimTalk, a glossy, full-color publication, is published four times annually, and has a circulation of over 40,000. With a focus on the Simmental breed's role in the commercial industry, each issue of *SimTalk* finds its way to commercial cow-calf producers, feedlots, and much more.

Circulation — 40,000 +



Sire Source

A directory mailed each spring to more than 40,000, targeting potential clients at the height of the semen sales season. More are handed out at trade shows and industry events, and carried by ASA SimSpecialists throughout the year. We also offer the opportunity to promote additional sires in the online version of *Sire Source* anytime during the next year. Promoting your bull in the online version opens huge marketing avenues for you.

Circulation — 40,000 +



One Genetics Way
Bozeman Montana 59718
406-587-2778
www.simmental.org
register@simmgene.com

the Register Subscriptions

- Domestic \$50/year
- First Class \$100/year
- All International \$150/year (US)



SimTalk Free Subscriptions

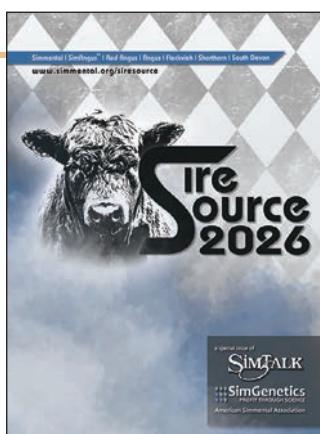
- Subscribe online simmental.org
- Call us at 406-587-2778



Sire Source

The cost is:

- \$450 for one bull
- \$300 each for more than one bull



Space Rates	Non-Contract	5X Contract	9X Contract	Four Color
Full page	\$770	\$730	\$700	\$300
2/3 page	\$660	\$630	\$600	\$200
1/2 page	\$440	\$420	\$400	\$150
1/3 page	\$330	\$315	\$300	\$100
1/4 page	\$220	\$210	\$200	\$75
1/8 page	\$150			\$50
3-inch mini	\$100			\$30
2-inch mini	\$85			\$15
2-inch card	\$700/year, 9 insertions			\$135
1-inch card	\$390/year, 9 insertions			\$90

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

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

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

Here's what you get

- ◆ Instant access through online Sire Source catalog.
- ◆ Print version.
- ◆ Discount on a full- or half-page ad in *the Register* or *SimTalk* any time during the online post.

Contact:
Nancy Chesterfield
406-587-2778
nchesterfield@simmgene.com

ZING Just Cuz	Simmental
<small>ZING JUST CUS • PB 50 • Homozygous Black • Homozygous Polled Sire: ZING • Mother: PB 50 Dam: ZING The Bull Sire: ZING The Bull Mother: PB 50 Dam: ZING The Bull</small>	<small>ZING JUST CUS • PB 50 • Homozygous Black • Homozygous Polled Sire: ZING • Mother: PB 50 Dam: ZING The Bull Sire: ZING The Bull Mother: PB 50 Dam: ZING The Bull</small>
JW	Simmental
<small>JW BORN JUST Sire: ZING JUST CUS • PB 50 • Homozygous Polled Mother: ZING JUST CUS Dam: ZING JUST CUS Sire: ZING JUST CUS Mother: ZING JUST CUS Dam: ZING JUST CUS</small>	<small>ZING JUST CUS • PB 50 • Homozygous Black • Homozygous Polled Sire: ZING • Mother: PB 50 Dam: ZING The Bull Sire: ZING The Bull Mother: PB 50 Dam: ZING The Bull</small>
KONNIE	Simmental
<small>KONNIE • PB 50 • Homozygous Black • Homozygous Polled Sire: ZING JUST CUS • PB 50 • Homozygous Polled Mother: ZING JUST CUS Dam: ZING JUST CUS Sire: ZING JUST CUS Mother: ZING JUST CUS Dam: ZING JUST CUS</small>	<small>ZING JUST CUS • PB 50 • Homozygous Black • Homozygous Polled Sire: ZING • Mother: PB 50 Dam: ZING The Bull Sire: ZING The Bull Mother: PB 50 Dam: ZING The Bull</small>

40 New Bullseye / 2026

ASA PUBLICATION, INC.

Your Source for Everything Simmental

The Official Publisher for the *American Simmental Association*

Date Book & Calendar of Events

Listing of sales by month. Printed in each issue of *the Register* and *SimTalk*. No charge, no requirements.



Mailing Lists

Whether you are mailing a sale catalog or one of our specially designed promotional products, we can help you obtain a custom mailing list that specifically targets your ideal demographic.

Sales Call

If you have recently advertised in *the Register* or *SimTalk*, you are automatically included in Sales Call prior to your sale. Sales Call announces the date of your sale, and provides a link to your catalog or website.

Digital Marketing, Promotion & Communications

- ◆ Simmental.org, FallFocus.org, JuniorSimmental.org, and InternationalGeneticSolutions.com.
- ◆ Social Media outlets — ASA, AJSA, and IGS are on most popular social media platforms. Advertising space is now available through the ASA and AJSA Facebook pages.
- ◆ eBlasts, with thousands in circulation
- ◆ SimAPP
- ◆ FPCAPP (IGS Feeder Profit Calculator)
- ◆ Stock photos and Cost Share ads available at simmental.org

Additional Services

Our experienced design staff can assist you in developing any form of creative printed promotion. Products we can produce include

◆ Banners	◆ Photo retouching
◆ Booths	◆ Postcards
◆ Brochures	◆ Posters
◆ Business cards	◆ State Directories
◆ Downloadable PDFs	◆ Website development and hosting
◆ Flyers	
◆ Logos	

Transfer Services

For advertisers, we provide a simple spreadsheet that contains all of the sale lots. Following the sale, return the completed spreadsheet to ASA — all we need is a record of the buyer number(s) on each lot and a list of your buyers.

Contact Nancy Chesterfield at 406-587-2778 or nchesterfield@simmgene.com

One Genetics Way
 Bozeman Montana 59718
 406-587-2778
www.simmental.org
register@simmgene.com

Print + Digital Combination Advertising Packages

Maximize your brand's impact through a balanced approach to marketing – combining the trusted reach of print media with the immediacy and precision of digital advertising.

Package #1: Print-Focused Advertising

This package emphasizes lasting connections through the American Simmental Association's trusted industry publications, and is perfect for engaging with established buyers who value reliability and credibility. To provide a lasting impression that reinforces your message, this package is for you.

What you get:

- ◆ Two full-page print ads placed in *the Register* or *SimTalk*
- ◆ Business card ad placed in *the Register* or *SimTalk*
- ◆ One exclusive eBlast
- ◆ Sale listed in Sales Call and ASA's online sale calendar with a link to sale information

Price: \$2,500

Package #2: Print + Facebook Engagement

This package combines the reliability of print with the reach of social media to engage both traditional buyers and younger generations. Showcase your genetic strengths dynamically across platforms with this package.

What you get:

- ◆ One full-page and one half-page print ad placed in *the Register* or *SimTalk*
- ◆ Business card ad placed in *the Register* or *SimTalk*
- ◆ One exclusive eBlast
- ◆ One boosted post shared on the American Simmental Association Facebook page
- ◆ Sale listed in Sales Call and ASA's online sale calendar with a link to sale information

Price: \$2,500

Package #3: Digital-Focused Advertising

This package maintains print visibility while leveraging precision-targeted digital tools to attract new buyers, reaching them exactly when they're searching for quality Simmental genetics. If you're looking to beef up your digital advertising efforts, this package makes it possible.

What you get:

- ◆ One full-page print ad placed in *the Register* or *SimTalk*
- ◆ One Simmental Strong Google Search ad
- ◆ One boosted post shared on the American Simmental Association Facebook page
- ◆ One exclusive eBlast
- ◆ Sale listed in Sales Call and ASA's online sale calendar with a link to sale information

Price: \$2,500

Digital Marketing Options

The American Simmental Association offers a range of powerful digital marketing tools designed to put your message, services, and genetics in front of the right audience – when and where it matters most.

Social Media

Connect with our engaged community of breeders, commercial producers, and ag professionals through highly targeted Facebook ads on the American Simmental Association Facebook page, which boasts over 12,000 followers.

Price: \$500

Email

Send your message straight to our subscribers' inboxes via eBlast. Our eBlast service delivers your custom-designed advertisement to thousands of seedstock producers, commercial cow-calf producers, and beef industry representatives.

Price: \$250

Simmental.org

Get featured in the bi-weekly Sales Call and the ASA Online Sale Calendar – complete with a direct link to your sale details, making it easy for buyers to find and engage with your offering.

Price: \$200 (free with qualifying ad placement)

Search Engine

Join the Strand Strong Search Campaign and put your cattle in front of the right buyers by leveraging our Google Ad reach to boost your visibility and drive serious customers to your website and sales catalog.

Price: \$500 (2-week campaign)

ASA PUBLICATION, INC.

Your Source for Everything Simmental

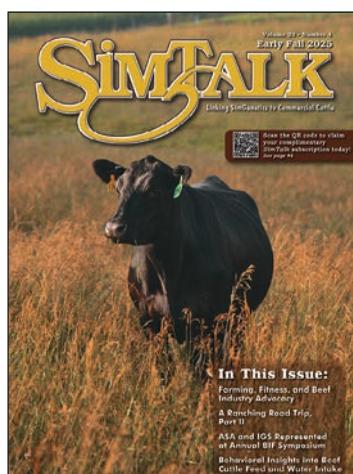
The Official Publisher for the *American Simmental Association*

Production Schedule Deadlines

* dates subject to minor adjustment



	Ad Sales Close	Ad Materials Due	Camera-Ready Ads Due	Approximate Mail Date
<i>the Register 2026</i>				
May/June '26	March 30	April 2	April 10	May 18
July/August '26	May 22	May 27	June 5	July 13
September '26	July 31	August 4	August 13	Sept 18
October '26	August 17	August 19	August 28	Oct 5
November '26	Sept 28	Sept 30	Oct 9	Nov 16
<i>the Register 2027</i>				
2027 Calendar	Oct 25	Oct 27	Nov 5	Dec 18
Dec '26/Jan '27	Oct 26	Oct 28	Nov 10	Dec 18
February '27*	Dec 21	Dec 23	Jan 5	Feb 8
March '27*	Jan 28	Feb 2	Feb 10	March 19



	Ad Sales Close	Ad Materials Due	Camera-Ready Ads Due	Approximate Mail Date
<i>SimTalk 2026</i>				
Early Fall 2026	July 20	July 23	July 31	Sept 8
Late Fall 2026	Sept 17	Sept 22	Sept 30	Nov 6
<i>SimTalk 2027</i>				
January (Winter) 2027	Nov 19	Nov 24	Dec 2	Jan 8
March (Spring) 2027	Jan 18	Jan 21	Jan 29	March 9

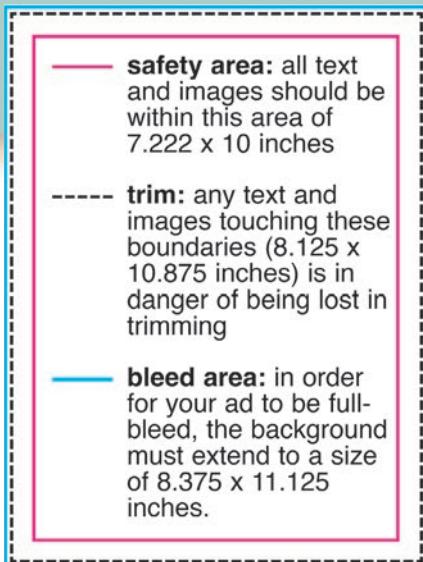


	Ad Sales Close	Ad Materials Due	Camera-Ready Ads Due	Approximate Mail Date
<i>Sire Source Printed 2027*</i>				
March 4	March 8	March 12	April 19	

Sire Source Online

Bulls can be added year-round. Reach out to us for details.

One Genetics Way
 Bozeman Montana 59718
 406-587-2778
www.simmental.org
register@simmgene.com



Full Page Ad Guide

Ad Sizes and Dimensions

Send all ad materials to: register@simmgene.com
the Register and SimTalk are printed on a web press.

Line Screen

150 lines per inch

Camera Ready

Press quality (300 dpi)

TIFF, JPEG, or PDF

CMYK [US Web Coated (SWOP)
 or GRACoL 2006]

Bleed Size

8.375 x 11.125 inches

Trim Size

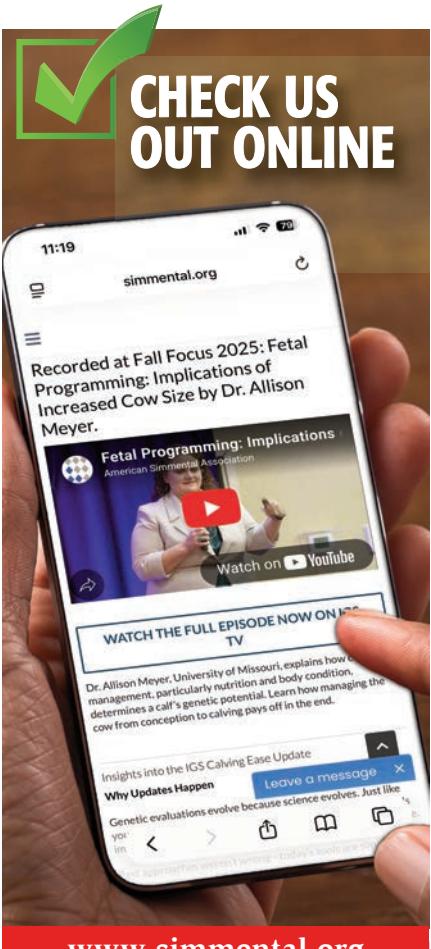
8.125 x 10.875 inches

Live/Safety Area

7.222 x 10 inches

*camera-ready ads that are sent in as RGB will be converted to CMYK





www.simmental.org

Have you visited simmental.org lately?

The entire website has a new look highlighting cattle sales, industry events, ASA's programs, marketing opportunities, and breeders' resources.

simmental.org makes it easy for you.

Breeders' resources include information on:

- ◆ SimGenetics
- ◆ Simple trait selection
- ◆ Genetic improvement tools
- ◆ Frequently asked questions

CALENDAR OF EVENTS

MARCH

- 1 Gold Bullion Group's 24th Annual Bull Sale — Westmoreland, KS
- 1 Windy Creek Cattle Company's Bull Sale — Spencer, SD
- 2 Hanel's Black Simmentals' 8th Annual Production Sale — Courtland, KS
- 2 S/M Fleckvieh Cattle's Private Treaty Bull Sale — Garretson, SD
- 3 Doll Ranch's 46th Annual Bull and Female Sale — New Salem, ND
- 4 Klein Ranch's Heart of the Herd Sale — Atwood, KS
- 5 22nd Annual Cattleman's Kind Bull Sale — San Saba, TX
- 5 Hill's Ranch Production Sale — Stanford, MT (pg. 85)
- 5 Kearns Cattle Company's 37th Annual Bull Sale — Rushville, NE
- 5 Keller Broken Heart Ranch's Annual Production Sale — Mandan, ND (pg. 86)
- 6 Eichacker Simmentals' Annual Production Sale — Salem, SD (pg. 87)
- 6 P/T Livestock High Country Performance Bull Sale — Big Piney, WY
- 7 Banks Cattle's Double Down Bull and Horse Sale — Nephi, UT
- 7 Cason's Price and Joy Spring Bull Sale — Albia, IA
- 7 Gibbs Farms' 3rd Annual Spring Sale — Ranburne, AL
- 7 MO Select Genetics Production Sale — Keytesville, MO
- 7 Moriondo Farms and MM Cattle Company's Spring Production Sale — Mount Vernon, MO
- 7 Powerline Genetics' PAP-Tested Bull Sale — Castle Dale, UT
- 7 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA
- 12 B&B Simmental's Bull and Heifer Auction Sale — Gregory, SD (pg. 27)
- 13 Powerline Genetics' March Edition Bull Sale — Arapahoe, NE
- 13 Rincker Simmentals' Illini Elite Spring Sale — Shelbyville, IL
- 14 Carcass Performance Partners' Bull Sale — Lucedale, MS
- 14 Great Lakes Beef Connection Bull Sale — Clare, MI (pg. 105)
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Sale Dates:

Bulls and Females of Fall XII

Bull and Female Sale,
October 31, 2026

More Than a Bull XXII

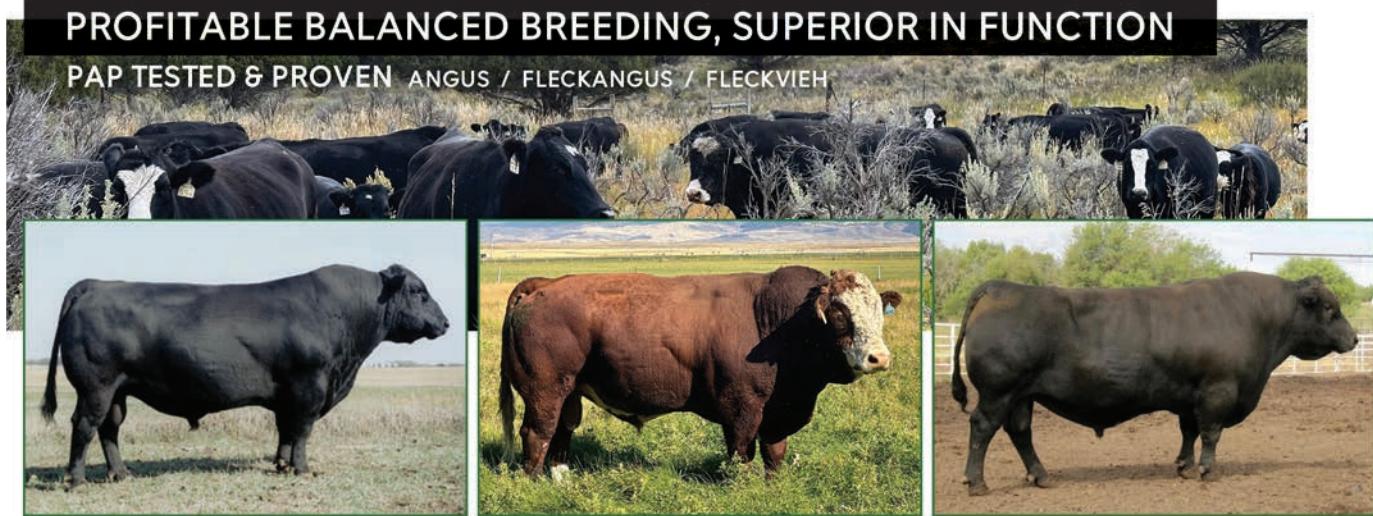
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Email:

rymocattle@gmail.com

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Sale Dates:

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December 5, 2026

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February 15, 2027



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- 17 Foster Brothers Farms' "Hybrid Advantage" Bull Sale — Wildorado, TX
- 17 Trennepohl Farms' Turn-Out Time Sale — Middletown, IN
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- 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

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- 17-20 AJSA Western Regional Classic — Filer, ID

JULY

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

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

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- 2 Birk Genetics' Fall Production Sale — Jackson, MO (pg. 13)
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- 17 Fred Smith Company's Extra Effort Sale — Clayton, NC (pg. 86)
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- 14 Lazy C Diamond Ranch's Annual Production Sale — Kintyre, ND
- 16 Bichler Simmentals' 22nd Annual Production Sale — Linton, ND

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- 11 NDSA's Simmental Classic Sale — Mandan, ND
- 13 Trauernicht Simmental's Nebraska Platinum Standard Sale — Beatrice, NE
- 18 Buck Creek Cattle's Grand Event Sale — Yale, OK

ST

ASA# 004485
Leonard Miller
Melanie Miller
85405 523rd Avenue
Neigh, NE 68756
402-841-1450

Email:
revdocmel@gmail.com

Website:
www.sandyacressimmental.com

Sale Date:
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ST

Ad Sales Staff

For All Your Advertising Needs



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MARCH 14 2026

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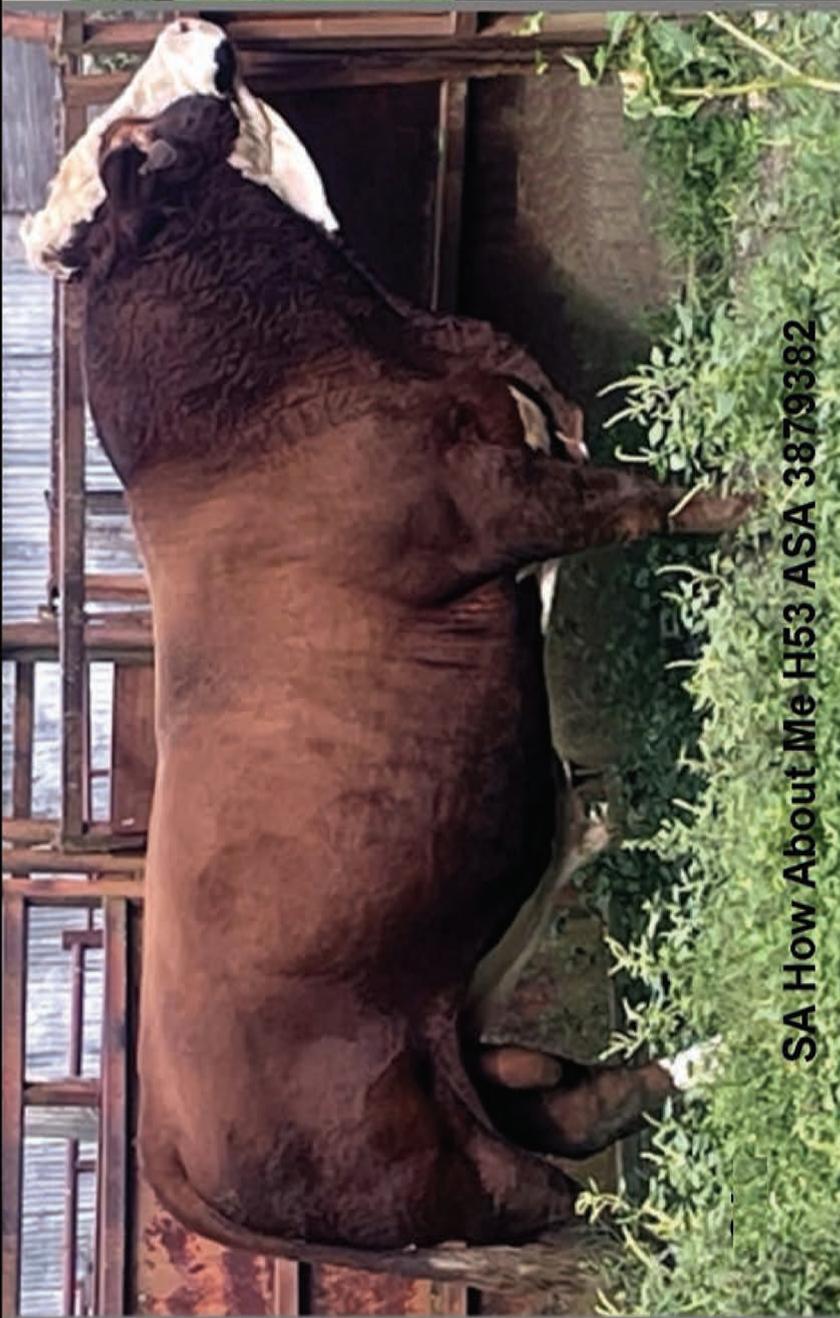
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