

Welcome to the 2025 Sire Source

The beef business doesn't rest. It doesn't sit still. And neither can you.

That is why the American Simmental Association is taking yet another step to better serve you and your family as you seek meaningful genetics to help navigate the industry's various requirements. You need cow longevity. Your family expects valuable feeder calves. The buyer demands calves that can grow efficiently and make those desirable heavy weights. The consumer and packer pay handsomely for the eating experience marbling provides.

Let's face it: That is a lot to ask of any single bull. You need all the tools at your disposal to seek out the right genetics. Oh, and you don't have the time or the interest in figuring out how to adjust one breed's EPD to another breed's metrics. It is about time someone somewhere started putting your needs over pride and politics.

Welcome to the 2025 Sire Source. Every bull in this offering has directly comparable EPD derived from the International Genetic Solutions multi-breed genetic evaluation. Hence, you can trust the ability to compare the genetics across this group, regardless of breed or breed

makeup. What is more, every bull already has genomic enhancement of his EPD using the 100K GGP DNA panel. That means higher accuracies, less risk, and these exciting young sires are already AI-qualified by the Association so you don't need to worry about that step down the road. These breeders have done the heavy lifting so you don't have to.

Let's lay more value on the table. You get direct access to the owner of the bull. No need to filter through some third party. If you have semen interest, then you have the ability to reach out to those who know that bull best. You can do what is becoming more and more rare in our business: directly deal and negotiate with another beef producer. Not a salesperson.

The 2025 Sire Source offers you more than ever before. With more to come. Benefit from informational material throughout the catalog, appreciate the most credible and directly comparable genetic information you will find anywhere, and enjoy a free-market platform that allows one American rancher to reach out to another American rancher. ■

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CLARITY IS CASH

Today's industry pays big for heavy fat steers, but your pocketbook demands smaller cows. What to do?

The answer is clear, dependable data and the courage to bypass traditional straightbreeding.

Simmental-influenced cows are an average **74 lb. lighter** at maturity than Angus-sired counterparts.²

Meanwhile, packers pay **\$20 to \$34 more** for SimAngusSM and Simmental-sired steers than English-sired calves.²

Finally, raise efficient cows and high-performance calves. The proof is in the data – and the cash.

\$20+ 74lb.

MORE PER CARCASS LIGHTER COWS

STAND STRONG SIMMENTAL

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²USMARC, 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. Effect of sire breed group on carcass value of feedlot cattle harvested through Tri-County Steer Carcass Futurity Cooperative, Lewis, Iowa, 2002 to 2018. Odde, K. & King, M. (March 2021). Kansas State University, Relationships Among Sire-Breed Group, Calf Sex and Year Group on Carcass Traits. Breeds represented in the English-sired group: Angus, Red Angus, South Devon, Hereford and Shorthorn.

SimGenetics
PROFIT THROUGH SCIENCE
American Simmental Association