Simmental

- The standout choice for a purebred red heifer bull, with so much added industry profit promotion.
- Out of the legendary Electra donor.
- Siring extra thickness, depth and much more performance than can be logically expected from a sire with this much calving ease.
- Breed-leading values for STAY and Marbling just help push his Maternal Index values to among the highest available for proven red genetics.


Son of Charger

ASA# 4104220 • PB SM • Red • Homozygous Polled

IR Imperial D948
Sire: MR SR Red October G1761
Miss SR E1761

CDI Verdict 220Y
Dam: WS Electra E88
HSF Miss Sky 87U

Semen: $30/unit
Semen available through owners or: Stored at Origen

ALLIED GENETIC RESOURCES www.alliedgeneticresources.com

ORIgen www.origenbeef.org

Trait	CE	BW	WW	YW	ADG	DMI	$Gain	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	18.9	-4.9	75.9	114	.24	.46	.05	9.2	20.4	58.3	22.4	12.7	10.6	-.47	.75	-.069	.95	-.34	199.4	101.9
ACC	.58	.68	.59	.60	.60	.33	.34	.32	.27	.36	.36	.50	.48	.36	.45	.38	.42	.03		
%	2	1	65	60	55	30	35	10	75	70	2	40	99	20	2	65	30	55	1	3

EPD as of 2.21.25

Diamond H Ranch
Justin and Jade Herl
Victoria, KS

Keller Broken Heart Ranch
Dwight, Susan, Luke and Katy, Jake and Tess Keller
Mandan, ND
701-445-7350 • kbhr@westriv.com

All Beef
Marty Ropp
406-581-7835

required to account for 100% of the genetic variance of the trait. While genotypes can account for a certain portion of the variation in each trait, the ability of genotype information to account for all genetic variation has not been achieved in any trait. Also, the amount of variation that the genotype can account for does improve over time as more animals have both genotypes and phenotypes included in the evaluation.

There are, however, cases where genomic data may be the only feasible option for predicting genetic traits, especially when collecting phenotypic data is prohibitively expensive. In such cases, phenotypic data can be collected from a subset of animals with genomic data, which helps identify key genomic markers that influence the trait. These markers can then be applied to a larger group of animals.

To maximize the accuracy of genetic predictions, it is essential to include as much data as possible — especially when selecting young animals for breeding. While genomics offers significant benefits, phenotypic data remains crucial for achieving the highest possible accuracy in EPD. By combining both types of data, we can make more precise breeding decisions, which ultimately leads to better long-term genetic improvement. ■