

There's never been a better time to promote your genetics.

The 2026 Sire Source found its way into the hands of more than 40,000 members of the beef industry.



Sire Source 2027

www.simmental.org/siresource

a special issue of

SIM TALK

SimGenetics
PROFIT THROUGH SCIENCE

American Simmental Association

The 2026 edition reached over 40,000 ASA members, commercial producers, universities, and industry professionals. That's an incredible opportunity to get your bulls in front of the people who matter most.

Your bull isn't just listed; he's promoted directly to a nationwide audience of cattle producers who are looking to introduce new genetics into their herds.

More eyes. More potential buyers. More value for your dollar.

Even better? You don't have to wait. Sign up now and your bull's listing will go live on simmental.org, appear in the full-color 2027 print edition, and remain accessible for a full year. That's unbeatable long-term visibility.

Don't miss this chance to be part of the most impactful *Sire Source* yet.

Call us at 406-587-2778 or

Contact Nancy Chesterfield:

nchesterfield@simmgene.com

or Rebecca Price: rprice@simmgene.com

to get started today.

Pricing: \$450 for the first bull, \$300 for each additional