

the Register

www.simmental.org



AJSA LEADERSHIP PASSES TO HOUSLEY

Tennessee's Walker Housley is the
new American Junior Simmental
Association President.

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Inside

Considering the Consumer
An Examination of Milk EPD

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TRAIT	CE	BW	WW	YW	ADG	CEM	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+19.7	-5.6	+80.9	+119.0	+.24	+11.2	+38.5	+78.5	+13.4	+14.2	+35.6	-.20	+.53	-.050	+.59		+160	+96
ACC	.75	.87	.83	.81	.81	.47	.33	.44	.44	.70	.57	.42	.50	.47	.46			
%	3	2	35			4	1	2		30		25					15	10

EPDs as of 10/22/2024 **TOP 35%**

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GW **COPPERHEAD** 919G

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TRAIT	CE	BW	WW	YW	ADG	CEM	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+13.8	-1.5	+88.0	+139.5	+.32	+10.8	+32.8	+76.7	+14.2	+23.1	+28.1	-.35	+.90	-.057	+.88	-.18	+172	+105
ACC	.72	.87	.82	.82	.82	.48	.46	.55	.43	.72	.59	.46	.59	.50	.57	.05		
%	35	25	15	15	20	10	3	4		1		15	3	30	20		5	1

EPDs as of 10/22/2024 **TOP 35%**

For a full data set, progeny photos, and more, visit Bull Search at ABSbullsearch.ABSglobal.com or contact your local ABS Representative.



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OUT ONLINE**



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simmental.org makes it easy for you.

Breeders' resources include information on:

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

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by Dr. Wade Shafer, ASA EVP

The Milk EPD is used by many producers in selection and breeding decisions. How is the EPD calculated, and how accurate is it?

Cow Camp Ranch

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Ten questions to test your beef industry knowledge:

1. What is the primary function of iron as a trace mineral?
2. What are the common names for the genetic defect known scientifically as Brachygnathia Inferior?
3. An animal's olfactory system is associated with what sense?
4. What is the maximum age at which a steer or heifer can still grade Prime or Choice?
5. What single part of the animal comprises the largest part of total byproduct value?
6. Weaning weight records are considered "irregular" if taken outside of what age range?
7. As a bull produces more and more progeny, what happens to the accuracy of evaluating his genetic merit as a sire?
8. What percentage of the genetic makeup of a calf does its great-granddam contribute?
9. In performance terms, what do the letters WDA signify?
10. The loss of weight an animal experiences during shipping is known by what common term? ■

Answers:

1. Formation of Hemoglobin; 2. Parrot
3. Smell;
4. 42 months; 5. Hide; 6. 160 to 250 days;
7. It increases; 8. One-eighth or 12.5%;
9. Weight Per Day of Age; 10. Shrinkage.

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The winter feed line at Emmons Ranch, Olive, Montana. Photo by the Horizon Marketing Agency.

About the Cover

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%	1	2	65	65	1	2	3	1	1	1



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SATURDAY, JANUARY 18, 2025

Progress Through Performance (PTP) Pen Show - 9:00 AM - Witwer Show Arena - Stockyards Events Center

PERCENTAGE PEN OF 5 BULLS
PUREBRED PEN OF 5 BULLS

PERCENTAGE PEN OF 3 BULLS
PUREBRED PEN OF 3 BULLS

Judges: Jay Hennessey, ND and associate Johnny Johnson, NE

PHENOTYPE AND GENOTYPE (P&G) SHOW

PUREBRED PEN OF THREE BULLS

Judges: Steve Eichacker, SD and associate Tim Curran, CA

SUNDAY, JANUARY 19, 2025

Female Pen Show - 9:00 AM - Witwer Show Arena - Stockyards Events Center

PERCENTAGE PEN OF 3 FEMALES

PUREBRED PEN OF 3 FEMALES

Judges: Jay Hennessey, ND and associate Johnny Johnson, NE

One and Only Sale Preview - 1:00 PM - location depends upon weather

Power Simmental Selection - American Simmental Foundation Fundraising - One and Only Simmental Sale

2:00 PM - Wagner Equipment Auction Arena - Stockyards Events Center

MONDAY, JANUARY 20, 2025

PTP Youth Shows - 9:00 AM - On the Hill

PERCENTAGE HEIFERS

PUREBRED HEIFERS

Judges: Justin Adcock, IL and associate Bob Adcock, IL

TUESDAY, JANUARY 21, 2025

PTP National Simmental Show - 9:00 AM - On the Hill

PERCENTAGE HEIFERS

COW/CALF PAIRS

PERCENTAGE BULLS

PUREBRED HEIFERS

Judges: Chris Mullinix, KS and associate Daniel Dobbs, GA



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by Dr. Lane Giess, ASA Geneticist

It's bull sale season. Which means there is a ton of effort into getting animals fed and managed to look the right way and have the right body condition before spring turnout, producers are organizing help for torching and clipping, photographers are being scheduled, and catalogs are being prepped. It's a wonder so much

effort goes into a single day of business for seedstock producers, but when that single day is the primary source of revenue for your business in a calendar year, all of those details become extra important. In this business, we place so much emphasis on the success of sale day that I sometimes wonder if it is necessary. As a family member to the business of selling seedstock, I understand the stress and requirement to try to set our business apart from other seedstock alternatives to stay financially viable, but how much of our marketing efforts are bravado? The seedstock business is changing; I think that is easy to see for everyone in the business paying attention. Commercial cow-calf operators are inundated with marketing material, most of which ends up in the trash, I imagine. And the entities with serious marketing budgets continue to chip away at the market share of family-owned seedstock enterprises. So how then do you, the independent

seedstock provider, continue to scale your business, stay financially stable, and stay in business long enough so the next generation can take over? How do you stay competitive with corporate interest in the beef genetics space?

Collaboration. The word is tossed around flippantly in our society, but I truly believe that through collaboration, independent seedstock providers can maintain their place in the beef business. Collaboration requires open-mindedness, the ability to accept criticism, working together with your neighbor, and understanding your customer. It is sometimes frighteningly common to hear of seedstock producers celebrating when a neighboring seedstock provider goes out of business because that means they have access to a larger pool of local potential customers. But in the act of celebrating a potential new pool of customers, we are selling our future for a larger entity to step into that market and slowly siphon away our own loyal customers. In my mind, collaboration is the first of two steps to staying viable in the long-term, and the second is:

Integrity. The responsibility of every seedstock provider is to develop genetics that are better than the generation that preceded them. Yet the reality of animal breeding is that not every animal is going to be better than the average of the generations before. So what do we do with these animals? Do we find the one trait that makes them marketable in order to turn a profit? Too often when I ask members if they view expected progeny differences (EPD) or selection indexes as marketing tools first, and animal improvement tools second (or vice versa), the collective answer I receive is lopsided to marketing tools. This is an inherent integrity issue in our business because too often I see seedstock providers marketing an animal in the top 20% of the breed for growth, but also in the bottom 90% of the breed in \$API. The reason is to sell the animal no matter the cost, but is this truly helping your commercial client? As mentioned before, commercial breeders are flooded with marketing material and sale catalogs with so much information that it is a challenge for them to separate the honest purveyors of quality seedstock that will improve their herd. Remove the data points that lost all utility for the comparison of genetic merit 30 years ago (actual weights, ratios, non-economically relevant trait predictions, etc.) between animals in your catalogs, and be honest with yourself and with your customers about what your animals are designed to do.

As a young person in this business, perhaps the most discouraging thing I've witnessed over the last ten years is that despite great innovation in management techniques, vastly superior genetic evaluation tools, and unprecedented collaboration among breed associations, with few exceptions, breeding programs and business plans haven't changed and we are still doing the same things and using the same tactics to market our animals. ■

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PB SM • 2054L • S: Erixon Bitten 203A • MGS: R Plus Reload
BW 81 • Red • Homo Polled
Full brother to SAS Copperhead @ Select Sires

ASA 4362939 • CE 11 • WW 78 • YW 103 • API 112 • TI 69



PB SM • L423 • S: SRH Patriot • MGS: R Plus King of the Yukon
BW 88 • Homo Black • Homo Polled

ASA 4423364 • CE 12 • WW 93 • YW 143 • API 160 • TI 95



PB SM • M334 • S: KBHR Honor • MGS: Silver Lake Gold Digger
BW 90 • WW 736 • Homo Black • Homo Polled
Maternal brother to \$55,000 evaluation SAS Black Majic

ASA 4423381 • CE 11 • WW 85 • YW 128 • API 128 • TI 82



PB SM • M131 • S: SRH Hannibal 5H • MGS: Hook's Zebulon
BW 80 • Red • Homo Polled
Maternal-sib to SAS Antidote

ASA 4423374 • CE 11 • WW 96 • YW 133 • API 136 • TI 89



PB SM • M802 • S: Erixon Bitten • MGS: Erixon Bitten
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*EPD as of 11/6/2024





by Loren Trauernicht, North Central Region

Greetings from Nebraska! As I sit down to write this, harvesting is finishing up locally here in the Beef State. Considering how dry we have been, the crops were better than anticipated. This was a welcome surprise and a blessing for us all. Here at Trauernicht Simmentals, we are finishing up pulling cows from grass and moving them onto the stalk fields.

Now onto what's going on with the Simmental breed! I'm very excited about where this great breed is going — we have many things to be proud of. First of all, the Association continues to work hard and diligently on furthering our research endeavors and ASA programs to benefit the membership. Secondly, we are fortunate to have one of the strongest junior programs in the country. As a senior board, we are excited about the direction this breed is going and are excited to support Mia Bayer, the AJSA Board of Trustees, and the junior membership to keep the momentum going now and in the future. Last, but certainly not least, I would like to commend our amazing office staff for taking on the daunting task of serving the Simmental membership from coast to coast with professionalism and enthusiasm. I know it's not always easy for them to keep up with the day-to-day demands, but I have always found them happy to help as the need arises.

In conclusion, I would like to extend an enormous thank you to the membership for putting your trust in me to serve another term on the Board. It is a privilege to represent the American Simmental Association and to be a part of such an outstanding organization and a board that works so well together. Additionally, with the upcoming retirement of Wade Shafer, I would like to wish him well and thank him for his years of service.

Finally, I would like to personally wish all of you fellow breeders the best in your upcoming sales. With the momentum of the breed and Simmental genetics in demand it should be a fun and prosperous sales season. ■

MSU Livestock Pavilion East Lansing, Michigan
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AJSA Leadership Passes *to* Housley

Current American Junior Simmental Association president, Walker Housley, shares about his experience on the AJSA Board, and what he hopes to accomplish in the future.

by Lilly Platts

Walker Housley was raised in the small mountain town of Dayton, Tennessee. Housley's family operates a fourth-generation farm, focusing on commercial beef cattle and forage production. After trying out several breeds over the years, the family settled on Simmental genetics, with the goal of capitalizing on the breed's maternal and carcass strengths. In 2014, Housley purchased his first registered show heifer from Hudson Pines Farms. Since then, he has successfully raised and exhibited quality, competitive SimGenetics cattle.

Housley is currently a sophomore at Lake Land College, where he competes on the livestock judging team. Following graduation in May, he plans to continue his education and judging career at a four-year university, and pursue a degree in agricultural business. Following college, Housley hopes to return to the family operation and continue building the Sunset Oaks program. Cattle and education currently take up most of his time, but Housley also enjoys playing the guitar, and spending time with friends and family.

Platts: What were your thoughts as you became an AJSA member, trustee, and AJSA president?

Housley: I can still distinctly remember my first ever AJSA event. In 2016 I attended the Eastern Regional Classic in Cookeville, Tennessee. My parents saw the benefits and value in the AJSA and educational contests, and since it was close to home, we made the trip. Being a participant opened my eyes to the opportunities within the AJSA and show cattle community in general. Four years later I ran for the AJSA Board to take a leadership position in the Association that had contributed so much to my development. For the first three years I served as the vice president of Leadership, and vice president of Membership and Communications. When the opportunity arose to run for president, I was excited to step up to the

plate. Being a part of all levels of the AJSA allowed me to see the perspective of general contestants and leaders alike. It has proved to be some of the most impactful experiences of my life.

What would you like to see accomplished during your term as president?

Obviously, there is always a lot that needs to be accomplished year after year. From small rule details to large tasks, as a board we are constantly trying to improve our Association for the betterment of our members. A large part of our role revolves around the National Classic every summer. A big goal of mine is to continue improving the exhibitor experience through contest modifications, enjoyable networking, and cattle show specifications. Luckily, in that regard, the staff at ASA, the ASA Board, and the junior board leaders in the past have helped make my job easy. They have laid a solid foundation for the success of our national classic. Possibly one of my biggest goals, however, is to continue to strengthen the relationship between the AJSA Board and ASA Board and staff. Communication and networking with one another will continue to fuel larger strides as an Association as a whole, so that we can better serve the general membership and continue to allow the Simmental breed to grow.

What is the impact of the IGS Youth Leadership Summit? How has it been received among your peers?

The IGS Youth Leadership Summit, which takes place every two years, is an incredible event that promotes team building, networking with other junior leaders in the beef



Housley loves showing cattle, and has had many successes in the ring.

industry, and critical thinking to better our associations. We spend several days in a designated location in the US where we learn professional development skills and agriculture knowledge within the area. The collaboration of juniors representing IGS breed participants has allowed the Summit to flourish and become a must-attend event.

Any particular AJSA events or experiences that are especially memorable to you?

The AJSA has provided me with a multitude of memorable experiences, so highlighting just one is rather difficult. However, the moment that comes to the forefront of my mind was winning my first Swiss cow bell in 2018 at the National Classic in Saint Paul, Minnesota. That spring and summer, I studied religiously and practiced public speaking and sales talk skills until I had it mastered. Watching my hard work pay off at the highest level was very rewarding.

What are the strengths of the AJSA program?

I could write about the strengths of the AJSA for days. I'm not even sure if I can cover it all. The AJSA is unique because unlike any other breed organization, we provide opportunities for our youth that are truly one of a kind. Because we mandate contest participation in order to participate in the cattle show, we put juniors in positions to better their skills from general cattle knowledge and understanding EPD to cattle evaluation and speaking skills. Our contests cover the basics of the skills that progressive agriculturists must attain in order to be the next generation of successful and profitable beef producers. Furthermore, many events and associations only glorify the champions that are slapped on the shavings of the show ring. In the AJSA, we put emphasis on our members' success in the contests and other facets of the Association, because the reality of it is that not every family can exhibit a heifer that will win the show, but the contests create an avenue for juniors to promote themselves and engage in competition on a level playing field. Other strengths of the AJSA are networking opportunities, fellowshiping with friends, and making connections with industry professionals that otherwise might not be possible.

Why is it important for our organization to encourage youth in the breed, and larger industry?

The cattle industry always revolves around the future. We breed now, so we can calve in nine months, wean in seven more months, and harvest 12 months after that. The decisions that we make today affect what we reap in years to come. The future is where it matters. That statement holds true when we discuss youth development. The juniors are the future of the AJSA, Simmental breed, and beef industry as a whole. If we do not promote our juniors, our future is dead. That is why the leaders of the ASA and the junior board put so much emphasis on junior development. We need leaders to follow in our shoes, so it's imperative that we present our juniors with development



Above: Housley attended his first AJSA event in 2016, and has since held several leadership positions. Below: Housley taking care of the details prior to showing one of his animals.



opportunities so that they are equipped to be the next generation of Simmental and beef industry professionals.

What advice would you offer to juniors who are reluctant, for whatever reason, to become involved in AJSA programs?

I completely understand why juniors may be reluctant to get involved in the AJSA. I was in that same position when I participated in my first AJSA event. It is overwhelming to say the least. My advice for those juniors is to bite the bullet and get involved. I've always heard that stepping out of your comfort zone allows you to grow and expand your horizons. Think, if I would have never attended my first event, I would have not met some of my best friends and mentors, developed valuable skills, or opened doors

(Continued on page 14)

AJSA Leadership Passes to Housley

(Continued from page 13)



After serving as the vice president of Leadership and vice president of Membership and Communications for the AJSA Board, Housley was elected as president.

that I have today. The AJSA is the reason I am judging in college, the reason I am passionate about raising Simmental cattle, and the reason I have a network of livestock family that I get to call dear friends. Just like learning to swim, although it may be overwhelming, you just have to dive in and begin paddling.

What helped you decide to step up as a leader in the AJSA? Any mentors or advice that comes to mind?

Becoming an AJSA Trustee was a goal of mine for several years. As I became more familiar with the scenes of the AJSA, I began to meet more and more of the current trustees at the time, many of whom I get to call close friends to this day. Having those people as mentors in my life lit a passion to be an AJSA leader and give back to the Association that made me who I am today.

What is the value of the Steer Profitability Competition (SPC)?

Another unique thing about the ASA and AJSA is their programs outside of the show ring setting. The SPC is an opportunity for juniors to send SimGenetics feeder cattle to a feedlot testing facility that gathers data on growth, feed efficiency, and carcass quality. Throughout the program, juniors must submit reports and participate in interviews. Not only does this show the value of Simmental cattle in the food chain, but helps develop youth with its data analysis, writing, and speaking skills.

How do the Register and SimTalk magazines benefit the AJSA and larger Association?

The media outlets that the ASA uses are also very beneficial for our Association. If you are reading this article now, it is likely because you have opened the pages to the Register magazine. Another ASA publication is the SimTalk magazine. With these publications, the ASA can reach a broad array of its membership, informing them of show

results, DNA technologies, Association updates, trending genetics, and much more. I know, at least for me, I look forward to the first part of the month when those magazines hit my mailbox.

How significant is it for ASA to be recognized for leadership in the science of animal breeding?

Many members, from the outside looking in, do not realize the extensiveness of the ASA. Sure, while it's a registry and helps put on cattle shows, that is only a small sector of the Association. After taking a tour of headquarters in Bozeman, Montana, I was amazed to learn just how much the folks at ASA emphasize other aspects of the business outside of the show ring. As big contributors to International Genetic Solutions, and industry-leading genetic evaluations, the ASA is largely involved in the science of animal breeding. Much of the research, information, and DNA testing that is necessary for the efficiency of the beef industry surfaces through ASA efforts. So, while we focus on youth development in the show ring, another large facet of the Association is to emphasize the utilization of SimGenetics in animal breeding technologies.

What should be the role of SimGenetics within the beef industry?

Again, SimGenetics are not only cut out to be successful in the show ring. In fact, that is the beauty of Simmental cattle. Very few breeds can capitalize on the terminal, maternal, and seedstock strengths of the Simmental cow. Big picture, the world demands beef, and in order to efficiently produce and provide red meat to plates across the globe, we can't facilitate all emphasis on making sleek-necked, big-haired show cattle. SimGenetics play a very influential role in the beef industry itself. Not only do our genetic evaluations and DNA technologies help fuel feedlot efficiency, but our cattle have proven to perform at the highest levels. Because of our crossbreeding versatility, many times SimGenetics are mated with British-based cows to perfect the blend of yield and quality grade strengths on the grid. This versatility and performance have made SimGenetics a staple in the beef industry and food chain alike.

What are you most looking forward to as president of the AJSA?

There's a lot to look forward to! My teammates on the junior board are phenomenal, and we have big things planned for the next 12 months. Working alongside the ASA Board and Youth Coordinator Mia Bayer will be incredible, and I hope to continue building on the momentum of the Simmental breed. In the coming year, I look forward to meeting new members, interacting with other breed leaders, and capitalizing on opportunities to make the Simmental breed stronger. ■

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\$API
AVERAGE

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MORE PROFIT
PER BULL

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SIMMENTAL**

Considering *the* Consumer

by Lilly Platts

What does the consumer want, and how can the industry respond to demand?

Consumer demand, purchasing habits, and understanding the factors that go into a person's decision to purchase (or not purchase) beef is the ultimate consideration at the end of the beef production system. Knowing what the consumer wants, and following trends, can help inform many decisions throughout the beef system.

Bryon Wiegand is currently professor of Animal Science at the University of Missouri. He has a broad range of teaching and research experience in meat sciences, and shared about consumer demand during the 2024 Fall Focus Educational Symposium.

Wiegand opened by saying, "I think today you'll find that beef producers have some things to be very happy about. We're very competitive in this space, in terms of protein. I think we also have some challenges, and we should not get complacent as beef producers."

The US consumes a significant amount of beef, and as Wiegand explained, situations like the COVID-19 pandemic demonstrate that when people are faced with feeding themselves during times of unrest, they are going to reach for animal proteins. Chicken is the most consumed protein in the US, followed by beef.

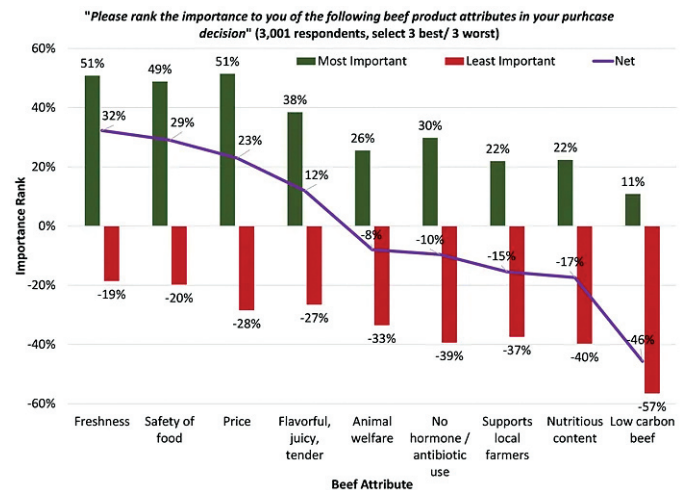
Wiegand discussed alternative proteins, which were making headway in the market until recently. "Quite frankly, the alternative protein market is getting crushed in the economy right now," he said.

Beef stands apart from other proteins because of the focus on consistency, and measurable quality. Looking at the history of beef demand, Wiegand pointed to the period through the late 1990s when consumers demanded that beef be more tender. The industry responded, and today most beef, across quality grades, is tender when cooked correctly.

When evaluating the factors that consumers care about the most, Wiegand shared that data shows price, freshness, and taste as top priorities for many.

Quality grades have also improved steadily over the last 20 years. According to the USDA, in 2000, 3.3% of beef cattle graded prime; in 2010 that number had climbed to 10.5%. As cattle continue to be fatter at finish and genetics improve, this trend is expected to continue.

When evaluating the factors that consumers care about the most, Wiegand shared that data shows price, freshness, and taste as top priorities for many. One of the more difficult priorities to evaluate is how social values affect consumer behavior. Wiegand explained that animal welfare is an increasingly important issue for consumers, especially as social media makes it easier for information — true or false — to be shared. However, data shows that social media and other factors might actually be overemphasizing the importance to consumers, compared to other factors like cost. "At the end of the day, consumers care about what it costs, what it tastes like, and they don't seem to be upset about how we're making it," he said. "A big portion of consumers have a positive perception of beef as a food item."



Consumers were asked to rank their top three factors when purchasing beef, and bottom three. Image courtesy of Kansas State University.

Beef prices are currently high, which is a concern for both producers and consumers. Wiegand posed the question of how long consumers will be willing to continue to buy beef if the price continues to go up. So far,



Understanding what the customer will reach for at the grocery store informs many decisions throughout the beef supply chain.

consumers have continued purchasing beef. “The consumer has stayed with us, and we should feel good about that,” Wiegand said, sharing data comparing price with the amount of beef purchased from September of 2019 to June of 2022.

E-commerce and direct-to-consumer marketing has changed consumer behavior. Wiegand represents small processors in Missouri, and has had conversations with many producers who are interested in building their finished beef business. For some time, these businesses were challenged by having high demand for premium cuts, like steaks, and lower demand for middle cuts, which are generally ground into hamburger. Wiegand explained that because of lower supply and stronger demand, that has been less of an issue. When grocery prices are high, consumers are more likely to reach for lower-priced products.

Wiegand also discussed how cow inventory affects the industry’s ability to meet consumer demand. Historically, when demand and price are strong, any gaps in the market are filled with fat open cows and cull bulls. The current cow inventory is low, but market weights are up, and consumer demand continues to be met. “We are, for the most part, meeting the demand of our consumer,” he said.

Beef producers are constantly faced with volatility, from the weather to feed prices, which Wiegand also discussed. Land price and availability is another major factor — farming, development, and conservation programs often entice landowners to move away from grazing, which ultimately makes it more difficult for new producers, and for existing producers who want to expand their herd. New farming technology has made it easier, and more profitable, for land to be tilled. “If

we’re in the business today, we’re probably not going to see a huge cow herd rebuild. That’s good for those of us who are still in the game, because we’ll see consumer demand hang in there with us,” he said.

This [economic] environment, and the general tightening of budgets, hasn’t affected beef consumption notably, but that the industry is going to have to wait and see how it ultimately shakes out.

The economy as a whole affects producers and consumers. Currently, interest rates are high, cash deposits are down, and credit card debt is up. Wiegand shared that this environment, and the general tightening of budgets, hasn’t affected beef consumption notably, but that the industry is going to have to wait and see how it ultimately shakes out. “We should feel good about where we’re at. We should also be a little cautious about the consumer’s ability to stay with us. I think we’re going to feel a bit of a squeeze, but you should feel good about what you’re producing,” Wiegand concluded. ■



\$API: 109
STI: 70

TJSC H-Town 131L

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



\$API: 93
STI: 70

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: 125
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: 135
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: 120
STI: 76

SJF SMJ Payroll 7245J

W/C Bankroll 811D x Profit
ASA# 3992818 • Red • Polled
Exciting combination of look, power, pedigree!



\$API: 99
STI: 63

Only One 905K

SFI Platinum FS5 x TLLC One Eyed Jack
ASA# 4132878 Black, Polled
Added hair, flexibility, rib & eye appeal!



\$API: 118
STI: 80

LLSF High Profile J903

W/C Executive Order 8543B x
PSCS Alley's Lady 902G ET
ASA# 4062764 • Hetero Black • Homo Polled
Outstanding balance and look! 2023 MO State Fair Champion!



\$API: 125
STI: 77

SFIS Unstoppable J3

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



\$API: 148
STI: 87

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: 68

Revelation 2K

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



\$API: 113
STI: 84

LLSF Vantage Point F398

CCR Anchor x Uprising x Quantum Leap's Dam
ASA# 3492381 • Hetero Black • Homo Polled
3/4 Lead-off Bull in the 2019 NWSS Percentage Champion for Lee.



\$API: 125
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: 181
STI: 106

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: 104
STI: 74

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/Steenhoek multiple time champion WHF Summer 365C.



\$API: 112
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: 172
STI: 105

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: 110
STI: 70

Wood Ruthless 151H

Relentless x High Regard x Aubreys BlackBlaze II
ASA# 3878993 • Homo Black • Homo Polled
Exciting outline and build with phenomenal cow families on both sides!



\$API: 140
STI: 85

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: 121
STI: 77

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: 166
STI: 98

TSN Architect J618

G A R Home Town x TSN Miss Cowboy D350
ASA# 3928828 • Homo Black • Homo Polled
The most exciting calving ease SimAngus™ in the land with top % ranks in every trait!

COOL Additions!

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\$API: 108
STI: 72

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



\$API: 141
STI: 83

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



\$API: 200
STI: 112

CLRS Guardian 317G
Hook's Beacon 56B x CLRS Always Xcellent
ASA# 3563436 • Homo Black • Homo Polled
Guardian was the \$85,000 selection in the 2020 "Bred For Balance" Sale. He's the breed's #1 \$API Purebred and #2 Marbling Purebred!



\$API: 130
STI: 75

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



\$API: 109
STI: 75

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



\$API: 128
STI: 80

W/C Bet On Red 481H
W/C Fort Knox x W/C Relentless
ASA# 3808091 • Red • Homo Polled
Griswold's red bull purchase from the 2021 Werning sale!



\$API: 155
STI: 96

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!



\$API: 118
STI: 77

W/C Red Bird 269J
W/C Bankroll 811D x W/C Miss Angel 2870Z
ASA# 3974327 • Red • Homo Polled
Red Bird is the \$90,000 Brandon Bird & Jared Werning owned HOT red sire by Bankroll & National Champion ANGEL!



\$API: 134
STI: 88

W/C Express Lane 29G
Rubys Turnpike 771E x Hooks Shear Force 38K
ASA# 3644933 • Homo Black • Homo Polled
Complete Turnpike son at Western Cattle Source, NE!



\$API: 105
STI: 71

SWSN Cash Flow 81E
Profit x MR CCF Vision
ASA# 3348420 • Black • Polled
Cash Flow sired some of Hartman's and Vogler's high selling lots this past year!



\$API: 130
STI: 97

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



\$API: 203
STI: 115

BAS Money Maker J801
Hook's Eagle 6E x BAS Miss Beacon F801
ASA# 3978845 • Homo Black • Homo Polled
Exciting herdsire at Heartland, IA!
HIGH \$API WITH GREAT BUILD!



\$API: 173
STI: 92

Bar CK Red Empire 9153G
IR Imperial x CDI Verdict
ASA# 3766616 • Homo Polled
High-selling bull at BAR CKs 2021 Sale! Top 1%



\$API: 150
STI: 88

ES Right Time FA110-4
Welsh Dew It Right 067T x ES A110
ASA# 3481590 • Homo Black • Homo Polled
Newly available power, phenotype and marketability sire!



\$API: 132
STI: 76

WHF Entourage H450
KCC1 Exclusive 116E x WHF Delilah 45D by TJ Main Event
ASA# 3924201 • Hetero Black • Homo Polled
WHF & Boyert's exciting new herdsire!



\$API: 98
STI: 61

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



\$API: 104
STI: 81

RP/CMFM John B J104
HPF Quantum Leap Z952 x RP/BCR Stylish Love F158
ASA# 4109070 • Hetero Black • Homo Polled
Current 2023 Champion PTP % Bull! Champ at Ft. Worth, OKC, Am Royal!



\$API: 106
STI: 72

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

An Examination of Milk EPD

by Dr. Wade Shafer, ASA EVP

The Milk EPD is used by many producers in selection and breeding decisions. How is the EPD calculated, and how accurate is it? High-producing cows don't always possess a top-end Milk EPD, and the opposite scenario is sometimes true. Why? A cow's milk production ability may be very different from the genes she possesses for the trait.

Over the last several years I have fielded too many calls to count from breeders feeling that Milk EPD do not do justice in gauging their herd's genetic milking ability. Though you may not be one of the many breeders who have voiced reservations about Milk EPD to me directly, I suspect you may have had qualms with them from time to time. In talking with people of other breeds, this sentiment is not unique to Simmental breeders. Though many breeders may question the validity of milk EPD, they are without a doubt the best predictor we have of animals' genetic level for milk. That said, when we scrutinize the situation, breeders' skepticism about Milk EPD is understandable. In the following paragraphs I will explain why EPD gauge genetic level for milk as accurately as possible and offer up my opinions as to why breeders often question their validity.

Breeders seldom question Milk EPD on sires – rather, doubt tends to permeate when cows in their herd wean big calves yet have lower-percentile Milk EPD.

To understand a widely held belief, it usually helps to get at the root of it. What is at the core of breeders' misgivings about Milk EPD? From my experience, breeders seldom question Milk EPD on sires — rather, doubt tends to permeate when cows in their herd wean big calves yet have lower-percentile Milk EPD. On the surface, their skepticism seems justified. It just seems logical that high-producing cows should have upper-end Milk EPD. It turns out there are solid reasons why a top-producing cow does not necessarily possess genes for high levels of milk production — and, therefore, should not have high-level Milk EPD.

To gain some perspective, let's take a look at factors affecting the measurement we use to gauge milking ability: weaning weights. Obviously, we do not have the latitude to measure milk directly, as does the dairy industry. Even

if we could, the trait we are concerned with in the beef business is the pounds of weaned calf expected from a cow due to the genes she possesses for milk and mothering ability, which we can compute using weaning weights. From a cow's genetic perspective, the weaning weight of her calf is affected by her own milk genes and half of her weaning weight genes (the calf carries half of her genes). This fact is the reason Maternal Weaning Weight EPD is calculated as Milk EPD + $\frac{1}{2}$ Weaning Weight EPD. Beyond that, there are non-genetic factors affecting the calf's weaning weight, such as age of its dam, stocking rate, weather, creep feed, and many other non-genetic effects we are not able to distinguish.

Due to the myriad of factors affecting weaning weight, using actual and/or adjusted weaning weights and/or ratios will not serve us well in predicting an animal's genetic value for milk production. One glaring shortcoming of these statistics is that they do not partition weaning weight into separate growth and milk components — an obvious requisite for assessing milk genetics. Beside that monumental failing, weights and ratios do little to nothing when it comes to sifting through the non-genetic influences on weaning weight, and they ignore information on relatives.

Because the methodology used to calculate EPD (Best Linear Unbiased Prediction or BLUP) allows us to parse weaning weight by the factors that impact it, EPD permit us to zero in on an animal's genetics for milk, independent of all the other factors. This is accomplished by leveraging the sophisticated statistical techniques of BLUP on the 6 million+ weaning weights in our database. These features make EPD vastly superior to other methods of gauging milk genetics. After extolling the virtues of EPD, how is it that we can have cows that wean heavy calves with poor Milk EPD (and vice versa)? One obvious reason is that these cows may be weaning heavy calves via exceptional growth genes they pass to their calves. Just look through ASA's database and you will find plenty of animals that have low Milk EPD but high Maternal Weaning Weight EPD due to their extreme growth. Remember, Maternal Weaning Weight EPD = Milk EPD + $\frac{1}{2}$ Weaning Weight. A typical retort to this assertion is "how could the calf express exceptional growth



Photo taken by Nancy Shirley at McDonald Farms, Blacksburg, Virginia.

if the cow did not give loads of milk?” Though high levels of milk certainly help a calf express its growth potential, a calf gets a significant amount of its nutrients from sources other than milk, particularly after the first few months.

Another plausible cause for a heavy weaning calf out of a low Milk EPD cow is simply that she produced lots of milk. In these circumstances, our genetic evaluation is telling us that the reason for the souped-up milk production is likely non-genetic in nature. This is a big pill to swallow, as we tend to assume that a heavy milking cow must be genetically outstanding for milk production; however, since milk production is only low to moderately heritable we should not be surprised to have heavy milking cows that are below average genetically, and vice versa.¹

From a genetic evaluation standpoint, milk's meager heritability means that it takes more data to move Milk EPD and improve accuracies than it does with more heritable traits (e.g., growth and carcass). Since a cow is quite limited in the number of calves she can have naturally, unless she has numerous daughters (typically only possible for donor cows) and they have many calves, or her sire or maternal grandsire change dramatically for milk, a colossal shift in her milk EPD from where she starts is not in the cards. A big jump in accuracy is just as unlikely.

From a genetic evaluation standpoint, milk's meager heritability means that it takes more data to move Milk EPD and improve accuracies than it does with more heritable traits.

These limitations do not in any way imply fault with EPD; the limitations are simply a function of biology. Low heritability and small numbers of offspring are not conducive to accurate estimation. Always keep in mind, however, even though a cow's Milk EPD may not be highly accurate, research has clearly shown that they are far and away the most accurate estimate of her genetic merit for milk. ■

¹ In our population we have estimated the heritability of milk to be 16%. This means 84% (100% – 16%) of the differences in milk production between cows during a lactation are due to non-genetic factors — and that is after we remove differences due to age and contemporary group (i.e., herd, pasture). Given these circumstances, it is easy to see that a cow's milk production ability may be very different from the genes she possesses for the trait.



Progress Through Performance Shows

Mark Your Calendars for 2024–2025 Major PTP Open Shows

Visit event websites for show schedules.

American Royal

October 2024

www.americanroyal.com

North American International Livestock Exposition

November 2024

www.livestockexpo.org

Cattlemen's Congress

January 2025

www.cattlemenscongress.com

National Western Stock Show

January 2025

www.nationalwestern.com

This is the National SimGenetics Show for 2024-2025

Fort Worth Stock Show

January 2025

www.fwssr.com

Dixie National Livestock Show

February 2025

www.dixienational.org

The American Simmental Association

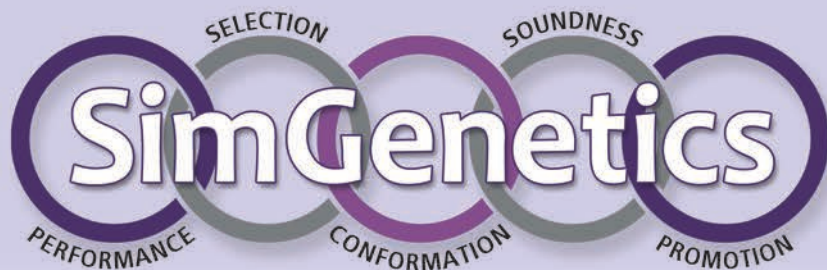
is proud to sanction high-quality Purebred Simmental, Fullblood Simmental, Percentage Simmental, and Simbrah Progress Through Performance (PTP) shows throughout the country. The PTP program is designed to promote multi-level progress within the SimGenetics industry. PTP shows effectively combine the assessment of statistical data, such as EPD and actual measurements, with traditional phenotype evaluation.

PTP Judges

PTP approved judges have been deemed as respectable and knowledgeable cattle evaluators by the ASA Board of Trustees Activities & Events (A&E) Committee. View the PTP approved judges list at: www.simmental.org.



ASA PTP RING OF CHAMPIONS 2024-2025



Only the Major PTP Shows involved in the National Show rotation are eligible for ASA PTP RING OF CHAMPIONS 2024-2025.

Shows include: 2024 American Royal
2024 North American International Livestock Exposition
2025 Cattlemen's Congress
2025 National Western Stock Show
2025 Fort Worth Stock Show
2025 Dixie National Livestock Show

Award Divisions

- ◆ Purebred Simmental Female and Bull of the Year
- ◆ Percentage Simmental Female and Bull of the Year
- ◆ Simbrah Female and Bull of the Year
- ◆ Percentage Simbrah Female and Bull of the Year
- ◆ Fullblood Simmental Female and Bull of the Year

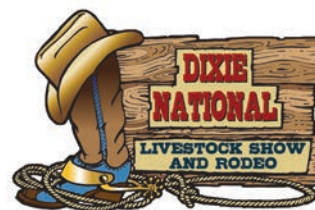
*If fewer than four animals earn points at multiple events, no winners will be recognized.
If fewer than three shows recognize a breed division, that division will be excluded.*

Qualifications

- ◆ Exhibitors must be active members in good standing with the American Simmental Association
- ◆ Animals and their exhibitors must abide by the rules of the show(s) in which they participate
- ◆ All ASA Ring of Champions award winners must at a minimum complete an ultra-low density DNA test before awards are given

Additional information

PTP Coordinator
Chance Ujazdowski
920-740-7536
chanceu@simmgene.com





by Larry H. Maxey,
founder and superintendent, NAILE Fullblood Simmental Shows

Our Pioneers – Old Cattlemen of the Southern California Deserts

In the Our Pioneer series, cowboy life is a common thread, woven throughout many of the stories I have shared. It is the cowboy's unrelenting determination to survive under the harshest of conditions that best exemplifies the cowboy spirit. Of course, this includes the cattle and other livestock entrusted to their care as well.

Old Time Cattlemen and Other Pioneers of the Anza-Borrego Area, a book written by Lester Reed, was first published in 1963. This work contains many accounts of the daily lives of cowboy and settler life in the deserts of Southern California from the mid-1800s on. It is a highly recommended resource, providing details about the remarkable people of that era. The following is Reed's dedication to his book.

"He was a man whose code of honor was founded mainly upon loyalty, truth, honesty, sober dependability, the keeping of faith, and the word of God. The nearest anyone could have come to knowing how many friends he had would have been to know how many people were acquainted with him. As a boy of 14 years, he came from Comanche County, Texas, to Southern California, in 1867, taking his turn, the same as the men, driving one of the ox teams in a covered wagon train, helping to drive a small herd of cattle. And taking his turn, standing guard at night. This wagon train crossed the Colorado River at Yuma, Arizona, and continued to follow the Butterfield Stage Route by way of Carrizo Creek and Vallecito. His name was Quitman Reed, and to him, my wonderful father, I dedicate this book."

Reed easily qualifies as a pioneer. He was born October 29, 1890, in San Bernardino, and passed away at age 93 on January 29, 1984. He grew up in Reed Valley 15 miles south of Hemet. It was there that he learned the cattle business, doing all the jobs cowboys do. In the process, he became an expert in the art of breaking horses. In partnership with his three brothers, he formed a livestock firm, supplying bucking horses and calves to shows throughout the region.

During his exploits, he encountered many people with their own stories to tell. He listened deeply and became acutely interested in their accounts. Most were verbal, but several had the diaries created by the hardy people who trekked from points east and south to the harsh desert climate of Southern California, which they gladly shared with him. Reed's book is a compilation of those accounts. In this piece, a description of the unimaginable conditions and daily obstacles those settlers faced in taming the unforgiving desert must be noted.

Admittedly, the Anza-Borrego Desert was an unknown area to me prior to reading Reed's book. Located in the Colorado Desert of Southern California, today the area is the largest California State Park, comprising almost 600,000 acres. It is also the third largest state park in the US. Its name is derived from the 18th century Spanish explorer Juan Bautista de Anza, and *borrego*, Spanish for sheep. The sheep that de Anza observed were bighorn sheep, and they were in abundance at that time. However, many circumstances since have rendered them an endangered species. Yet, they still exist in this desert environment.

The park is part of the Mojave and Colorado Desert Biosphere Reserve. It is surrounded by the Vallecito Mountains to the south, and the high Santa Rosa Mountains to the north. Inhospitable is a huge understatement in describing the conditions and weather common to the area. Summer temperatures can exceed 120°F. Average annual rainfall is less than seven inches.



A bighorn sheep in California.

In my opening paragraph I used the phrase "unrelenting determination." I can't think of a more fitting description for the cowboys and settlers who migrated to the desert regions of Southern California and carved out a life in that unforgiving habitat. Throughout Reed's stories, the quest to find water dominated the settler's existence. It was a brutal struggle with sacrifices beyond our comprehension. Remarkably, they survived and called the Anza-Borrego home.

In the future, individual accounts of these pioneers will be covered here. This edition is intended to serve as background information and basis for future profiles of the hardy cadre of cowboys and settlers who staked their claims to desert land. Thanks to Lester Reed — his work is a reputable resource covering the lives of countless pioneers and their sacrifices. They struggled in the Southwestern deserts to survive and had the "unrelenting determination" to do so. ■

Editor's note: This is the forty-first in the series Our Pioneers.

Is there a Simmental pioneer who you would like to see profiled in this series? Reach out to Larry Maxey or the editor to submit your suggestions:

larryhmaxey@gmail.com • editor@simmgene.com



FSCR K048 Freelance
ASA# 4049838
CMP Class of 2024

If Beef Is Your Business

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

CMP
ASA
CARCASS MERIT PROGRAM

SimGenetics
PROFIT THROUGH SCIENCE

American Simmental Association

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

Questions, contact cmp@simmgene.com for more information regarding this program.

Participants receive:

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

Become a Carcass Merit Program test herd today

**The CMP is a structured young sire progeny test. Participating cooperator herds will random 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 cooperator herds 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.*

Colorado Simmental Association Holds Annual Meeting

Honors, elections, and networking were part of the Colorado Simmental Association's 54th annual meeting on October 19, hosted by Baty Livestock. Cattle viewing kicked off the events, followed by reports and planning for upcoming events, including highlights for the 2025 National Western Stock Show.



Baty Livestock hosted the CSA's annual meeting.

President Willie Altenburg of Fort Collins presented honors, including naming Bridle Bit Simmentals as Breeder of the Year. The Erroll Cook family was praised for their exceptional, high-selling lots at recent production sales, which helped elevate the recognition of the breed in Colorado. In addition to its commitment to Simmentals, Chad Cook serves on the ASA Board of Trustees. Third generation, Austin Cook, is back on the Walsh ranch, actively helping build Bridle Bit Simmentals, which received the framed hide.

The CSA also recognized two outstanding youth with scholarships. Jason Dias of Fort Morgan and Bradie Midcap of Wray both received CSA Youth Education Grants. Both are pursuing



The Cook family was honored by the CSA with their Breeder of the Year Award.

animal science degrees, with Dias attending Colorado State University, and Midcap attending Texas Tech University. They each received \$500 scholarships.

Outgoing directors Jay Hill of Sterling, and Mitchell Jergensen of Ramah, were thanked with engraved cowbells for their long-time service. They were term-limited after nine consecutive years on the CSA board.

Paul Hill of Nunn was re-elected to a second term on the board, with Jane Delling-Baty of Loveland and Duane Yearous of Fort Morgan elected to their initial three-year term as directors. Willie Altenburg of Fort Collins and Jolynn Midcap of Wray were term-limited in their current offices and thanked for serving for three years as president and vice president, respectively. They remain on the seven-member board.

In a separate board meeting, Paul Hill was elected as president and Cody Pitt of Hotchkiss as vice president. Susan Russell of Sugar City was reappointed as secretary/treasurer. ■



American Junior Simmental Association Board of Trustees



www.bullsofthebigsky.com



www.JUNIORSIMMENTAL.ORG

americanJUNIORSIMMENTAL

2025 Dates

MERIT AWARD & AJSA TRUSTEE APPLICATION DEADLINE

JUNE 1 | JUNIORSIMMENTAL.ORG

EASTERN REGIONAL CLASSIC

JUNE 4-7 | HARRISONBURG, VA

AJSA NATIONAL CLASSIC

JULY 6-12 | MADISON, WI

THE SUMMIT

IGS YOUTH LEADERSHIP CONFERENCE

JULY 20-23 | PHILADELPHIA, PA

STAY TUNED TO THE AJSA WEBSITE AND SOCIAL MEDIA FOR ADDITIONAL EVENTS AND DEADLINES



2024-25 AJSA BOARD OF DIRECTORS

President: Walker Housley, TN • Membership VP: Hallie Hackett, TX • Finance VP: Chase Harker, IN • Leadership VP: Emerson Tarr, IL • Marketing VP: Anna Webel, IL

Directors: Aribella Beins, UT • Ella Fischer, MO • Noah Goss, KS • Carter Hall, WV • Cecillia Newby, KS • Anna Sweat, AR

Mia Bayer, ASA Director of Youth Activities and Foundation Manager | ajsa@simmgene.com | 406.587.4531

Developing leaders through friendship, networking, and communication skills!



by Hallie Hackett

Capitalizing on Opportunities

Howdy and happy New Year! As we are in the midst of the coldest months of the year, colder than I can even imagine for our northern

friends, we find ourselves stumbling on the beginning of a new year. One word that is always thrown around during this time is “resolution.” These plans are designed to change, and hopefully improve ourselves for the upcoming year. As we step into 2025, I am hoping to capitalize on every opportunity I am given; whether it be internships, classes, leadership, or extracurriculars.

Within our junior association, we are blessed with a plethora of opportunities just like those I have listed. From contests, to leadership, to networking, to friendships, the AJSA offers it all. At our National and Regional Classics, we find some of the stiffest competition in every area of contest, and more than enough opportunities to learn. I have never walked out of a quiz or speaking contest without having

learned at least one thing; even if it was just constructive criticism. Our AJSA board is one of the best leadership opportunities I have ever had the honor of experiencing. The level of professionalism that our trustees exhibit, while also maintaining a sense of connectivity to our junior members, is unmatched. As SimGenetics exhibitors, we also have the opportunity to network with current industry professionals at every turn. This could be throughout the year at shows, at National and Regional Classics, or at the Summit Leadership Conference. In this same vein, we are able to connect with other juniors (future industry professionals) and make lifelong friends at these same events.

I know that I have just listed opportunities that we promote at every AJSA event, but my intention is to express just how easy it is to be involved. Juniors: capitalize on every opportunity possible! You can never have too much experience. This new year, I urge our juniors to make this resolution: capitalize on the AJSA; do all of the contests, run for a leadership position, attend conferences, and, of course, make plenty of friends along the way. ■



2024–2025 American Junior Simmental Association Board of Trustees

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309-351-9223
anna.g.webel@gmail.com



www.juniorsimmental.org



Selling January 12, 2025 • 4:00 PM CT
Cattlemen's Congress • Bricktown National



DSC *Bailey* 84M

Purebred Simmental | ASA# 4421349 | DOB. 3/27/24
Sire. Rocking P Private Stock H010
Dam. DSC Miss Bailey 85H (Ruby's Currency 7134E)

We knew we wanted to showcase one of our most dominant cow families in this donation opportunity. When this heifer was born, we knew she was the perfect fit. DSC Bailey 84M's dam is a full sib to our \$40,000 female that sold in 2019 Hartman Cattle Company's Customer Appreciation Sale to Freking Cattle. If you study four generations down on the cow side, this female goes back to the great WAR Sheza Dandy M751, daughter of the legendary JBH Sheza Dandy who was bred by Breck Ellison Farms, which was managed by our longtime family friend, Doug Parke. This just happens to be one of Doug's favorite cow families that has worked time and time again. M751, owned in partnership with SVJ in Pennsylvania and bred by Wendell Reeder in Texas, was a catalyst in our operation and has built the foundation for most of our herd. She was in production for 19 years and has over 40 direct progeny registered for ourselves and SVJ. Nearly 50% of our herd are descendants of M751. 84M is backed by one of the matriarch cow families in the breed, and to mix that with the popularity of Rocking P Private Stock is simply a home run. Buy this female with confidence in longevity and productivity. But most of all, it's about providing and donating to create and support more opportunities for the AJSA and its junior members.

DICKSON FARMS St. Louisville, OH
Mike. 740-501-1508 | Rachel. 740-915-1160
Contact us for more information today!

YOUTH, EDUCATION & RESEARCH
www.simmental.org/foundation
f American Simmental-Simbrah Foundation
Mia Bayer, 715-573-0139
Youth and Foundation Manager



DSC BAILEY 84M



Foundation Female

Donated By: Dickson Farms, OH
Sells At: Bricktown National

DSC BAILEY 84M

ASA# 4421349
BD: 03/27/2024 • Purebred Simmental
ROCKING P PRIVATE STOCK H010 x
DSC MISS BAILEY 85H

Proceeds from the sale of this female go directly to the Merit Scholarship Program.

To pledge a donation prior to the sale, contact Mia Bayer at 715-573-0139

Simmentals, Food, and Fellowship

Sunday, January 12, 2025 • 4:00 pm

Join us prior to the Bricktown National Sale at the Cattlemen's Congress in Oklahoma City to view this outstanding female.

AUCTION 2025

Bass Fishing Trip

Donated by: Fenton Farms Simmentals, MS
Sells at: Bricktown National Simmental Sale at the Cattlemen's Congress, Oklahoma City, OK

One night lodging and a full day of fishing for two people.

Adventure Lake is a private 80-acre lake in Ellisville, MS, stocked with large-mouth bass, copperside bream, and white perch. The wide variety gives the angler much to choose from for enjoying the fishing experience.

Adventure Lake has been fished by several professional anglers including Shaw Grisby, Cliff Pace, and Paul Elias. Our beautiful lodge sits overlooking the lake for a great view. Spend the night in our lodge and wake to a great full day of fishing. If timing is right, we may be able to include a local professional angler to accompany you. Current record for largemouth bass is 13 lbs 4 ounces.



Marketing Opportunities

Donated by: American Simmental Association
Sells at: Upcoming PTP Shows and Events

Selling back cover ad space in the following show programs:

- 2025 National Classic
- 2025 ASA Sire Source Directory
- 2026 Cattlemen's Congress Open Show
- 2026 Cattlemen's Congress Jr Show
- 2026 National Western Open Show
- 2026 National Western Jr Show
- 2026 National Western Pen Show
- 2026 Fort Worth Stock Show Open Show

For additional details, including photos or samples of these items, visit American Simmental Association on Facebook.

Two Events, Many Opportunities

to support

AMERICAN SIMMENTAL-SIMBRAH
FOUNDATION



January 12, 2025 | 4:00 pm
At Cattlemen's Congress
Oklahoma City, OK

January 19, 2025 | 2:00 pm
At National Western Stock Show
Denver, CO

Rifle and Unique Liquor Assortment



Rifle donated by: Circle M Farms, TX
Liquor donated by: Val & Lori Eberspacher
and Steve & Cathy Eichacker
The One and Only Sale, Denver, CO



20 Gauge Benelli Shotgun



One Genetics Way
Bozeman, MT 59718
asf@simmgene.com

Visit simmental.org/foundation
to learn more about the ASF

Please consider making a taxable donation.
Making a difference for the future of our
youth and the breed.

If you're interested in purchasing
or making a donation,
contact Mia Bayer at 715-573-0139.

Steps to Keep Membership Account in Active Status

Accounts with unpaid annual membership fees (AMF) were changed to inactive status on October 17. In order to keep your account active, AMFs must be paid and at least one animal record must be registered and/or transferred within the last two years. If you have any questions, contact ASA's Membership Department at 406-587-4531 or members@simmgene.com.

Sale Catalog Resources Added to ASA Website

Looking to add some information about EPD and indexes, genomics, the IGS multi-breed genetic evaluation, or the benefits of participating in ASA's programs to your sale catalog? Look no further! ASA has compiled a folder with various resources like logos, camera-ready ads, and answers to frequently asked questions that can be used in sale catalogs or other marketing materials. Visit www.simmental.org and click on "Sale Catalog Resources" under the Marketing tab to view the material.

Hydrops Update: TraitTrac and a Recommended Marketing Statement

ASA has been investigating a developing genetic condition that causes Hydrops pregnancies in a certain line of Simmental genetics. Here are some updates in relation to this research and ASA's actions/suggestions:

Hydrops has been added to Herdbook's TraitTrac with WS All Aboard B80 listed as a documented carrier. At this time there are no genetic holds placed on his descendants as there is not a DNA test available yet. Once there is a test, then Hydrops will follow the same policy as other genetic conditions.

Female progeny who are descendants of or are directly sired by WS All Aboard B80 (ASA# 2852207) are at risk for carrying a genetic abnormality called Hydrops. Daughters may develop a serious condition during late gestation that results in excess fluid in the fetal membrane, which typically causes the loss of the calf and occasionally the dam. There is no current test at this time to identify animals carrying this mutation. Research is ongoing regarding the transmission of the abnormality, and to develop a genetic test. Helping our producers navigate this issue is of the utmost importance to us. Therefore, given that there is neither a full understanding of this condition nor a test, careful consideration should be given regarding the question of whether to breed WS All Aboard B80 descendant females until more information is available to breeders.

For questions regarding established WS All Aboard B80 genetics, Hydrops symptoms, reporting an active case, or additional information, please visit the Hydrops Information Center at www.simmental.org or reach out to Jackie Atkins at jatkins@simmgene.com.

DNA Updates

DNA Research Fee Application

DNA research fees are \$1/minute and may apply to parentage rechecks, misidentified samples, or other scenarios involving

unusual increase in staff time. Each case is unique, so estimating the final charge is difficult. If there are a significant number of animals not qualifying to a parent(s), please reach out to the DNA Department to discuss a rough estimate of time and cost.

Testing Timeline

Allow 4–5 weeks. Please communicate any deadlines you may be working with to the ASA DNA staff. Expedited and tracked shipping is always recommended when ordering kits and shipping samples to Neogen.

\$30 DNA Research Fee

Sample packages sent to the ASA office (with or without paperwork), instead of the lab, will incur a \$30 research fee. With the exception of research projects (CHR, CCG, CXP), all samples are to be sent directly to the lab with ASA paperwork.

TSU/Applicator Price Increase

Due to rising costs from the TSU manufacturer AllFlex™, ASA has increased the price of TSU sampling kits to \$22 per box. Each box will still include ten individual tissue sampling units. The cost of TSU applicators has also been increased to \$90 each.

Semen Sample Fee

There is a \$7.20 processing fee for all semen straws and/or semen samples submitted to Neogen for DNA testing.

Second Quarter Check-Off Dollars Available

December 31 marks the end of the second quarter in ASA's fiscal year. State associations wishing to claim their second quarter check-off dollars can do so at any time by visiting simmental.org and completing the "Promotional Check-off Dollars Request Form" found in the Membership/State Association section. Remember that cost share reimbursement requests can be sent at any time. For the complete cost share program guidelines and reimbursement request directions, visit ASA's website. Contact Callie Cooley at stateassoc@simmgene.com with any questions.

2024 Year-Letter is M

In accordance with the Beef Improvement Federation guidelines, the year-letter animal identification for 2024 is M, and will be followed by N in 2025, and P in 2026. The letter L was the year-letter designated during 2023. Per the BIF guidelines, the following letters are not used: I, O, Q, and V.

Digital Certificates Available

ASA now offers members the option to download official digital certificates for registered animals. ASA no longer scans and emails or faxes copies of printed certificates, and is encouraging shows, sales, and other events to utilize digital certificates. Digital certificates are the easiest, most reliable way to obtain an official record quickly. To download a digital certificate, search for your registered animal on Herdbook. If you are logged in and the animal is registered in good standing, there will be a button to download a digital certificate. Only the current owner of an animal can access the digital certificate. Please contact the registrations department at simmental@simmgene.com with questions.

DNA Research Programs Continue



The Calf Crop Genomic (CCG) testing project and Cow Herd DNA Roundup (CHR) continue to accept new submissions. The CCG offers a 50% off GGP-100K genomic test including parentage (\$25 compared to \$50 equivalent test) to participating breeders who test their entire calf crop group.



The CHR program also continues to accept new herds. The project tests females at \$25 per sample for a GGP-100K genomic test. Members must test 90% of their calving-age cows to qualify for the reduced price. When members submit mature cow body weights and

body condition scores or hip heights on 90% of their calving-age cows, they will receive a \$5 credit to their account for each reported cow. Cows must be 18 months of age or older when mature cow measurements are taken to qualify for the \$5 credit. The \$5 credit will only be applied once in an animal's life. For example, if a member received a credit for the phenotypes in 2018 for that cow, they cannot receive another credit for the same cow with a new weight and BCS in 2019.

Additional requirements apply for both programs. Please visit simmental.org, and email researchdna@simmgene.com for full program requirements and more information.

Office Holiday Schedule

Thursday, November 28 & Friday, November 29

Thanksgiving

Wednesday, December 25, Thursday, December 26,
& Friday, December 27

Christmas

Wednesday, January 1

New Year's Day ■

MAILBAG

Register

Cow Sense Correction

In the October issue of *the Register* magazine, the Cow Sense column incorrectly stated in question #3 that a purebred Simmental animal is 15/16 Simmental. The correct answer is 7/8. Thank you to the breeder who called in to clarify. ■

SAVE THE DATE!

HART SIMMENTALS

POWER BULL SALE

*Wednesday, February 19, 2025
1:00 PM at the farm
2 miles south of Frederick, SD*

HART SIMMENTALS
Mara, Justin & Jamie • 4hooves@nvc.net
JUSTIN HART 605-216-6469

Sale Managed by:
Eberspacher
ENTERPRISES INC.
Follow our Facebook page for sale updates!

Val & Lori Eberspacher
Office 507-532-6694
Cell 612-805-7405
sales@ebersale.com



Merry Christmas
Virginia Simmental Association

Please visit www.virginiasimmental.com for member information and upcoming events.

2025 Trustee Nomination Results

The nomination results are in for the ASA Board of Trustees. There are no qualifying write-in candidates this year, as none received the required ten votes needed to be added to the election ballot. The board nominees have won by acclamation.

Congratulations to Loren Trauernicht; North Central Region, Maureen Mai; Western Region, Ryan Thorson; Western Region, and Joseph Hensgens; South Central Region, who will begin their second terms in 2025. ■



Trauernicht

Mai

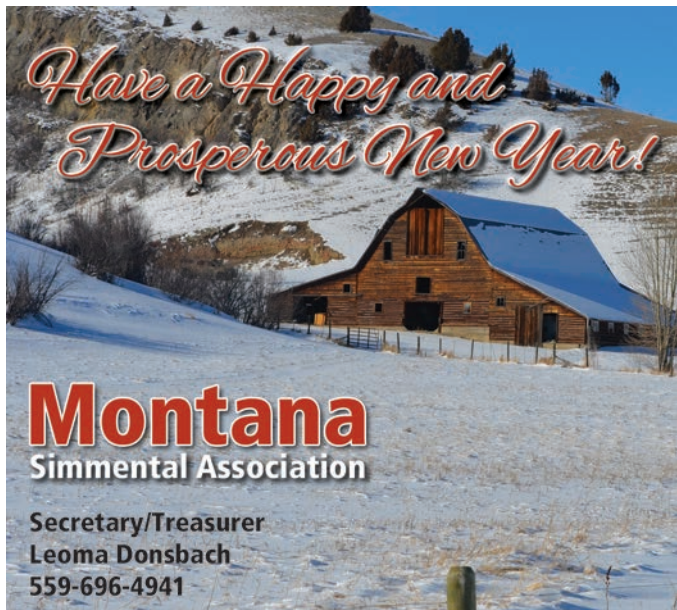
Thorson

Hensgens



Happy Holidays from all of the Springer Simmental crew!!!

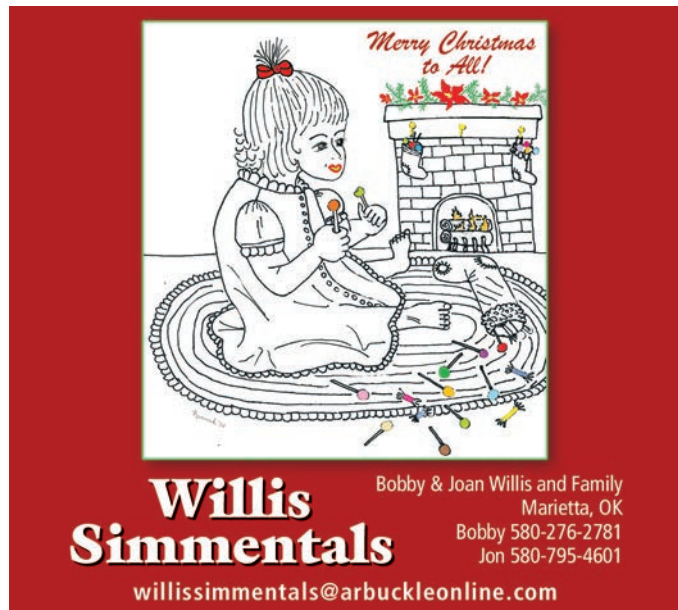
Jeff & Lynda Springer
 Michelle, Todd, Elijah, Noah and Evelyn Rose Christianson
 Steve, Bri, Paisley Grace and Porter Springer 641-330-6654



Have a Happy and Prosperous New Year!

Montana Simmental Association

Secretary/Treasurer
 Leoma Donsbach
 559-696-4941



Merry Christmas to All!

Willis Simmentals

Bobby & Joan Willis and Family
 Marietta, OK
 Bobby 580-276-2781
 Jon 580-795-4601

willissimmentals@arbuckleonline.com

Looking for Performance?

Ellingson Simmental Performance Bull & Female Sale



Friday, January 24, 2025 • 1 pm CST

Sale Location: At the farm, Dahlen, ND

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CE	BW	VV	YW	ADG	MCE	MM	MMW	MB	REA	SAPI	STI
7.3	3.5	76.1	114.6	0.24	5.6	25.3	63.3	.05	.94	111.1	73.8

Selling 2 ET sons

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HHS GEORGIA 802G ASA 3979131

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15.6	-1.2	81.9	122.8	0.26	9.8	21.7	62.5	.35	.65	165.3	90.4

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R Plus Yuma 9087G



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The catalog & updated information (homozygous polled test, ultrasound & scrotal measurements) will be available online.

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Estimating Hay Needs

by Mark Z. Johnson, Oklahoma State University Extension

Below are some basic rules of thumb to follow when determining the hay supplies you will need to sustain your cow herd over the next few months.

Determine your average mature cow size. This can be done by weighing your four- to seven-year-old cows and calculating the average weight. From mature cow size, we can approximate the amount of forage dry matter cows will need to consume per year or per day. For example, a 1,000-pound cow will consume about 26 pounds of forage dry matter per day. A 1,400-pound cow will consume around 36.4 pounds of forage dry matter per day.

Determine your cow inventory. Estimate the amount of time you expect to be feeding cows. From this information, you can calculate the total amount of hay needed. For example, 100 cows weighing 1,400 pounds will consume around 3,640 pounds of hay per day. We should take into account that a certain amount of the hay will be wasted, and there will be a certain amount of spoilage in each bale that won't be consumed. With this in mind, we will add another 10% to the daily total to bump it up to around 4,000 pounds (two tons) per day.

Remember, the amount of hay wasted or spoiled could be higher. If you are feeding hay from last year, expect a higher percentage spoiled in each bale. If we are expecting to feed hay from mid-October to mid-May, that is approximately 200 days of feeding hay. With 4,000 pounds of hay needed per day, for 200 days, you will need a total of 800,000 pounds (400 tons) of dry matter forage. If we are feeding or buying large rounds with an average weight of 1,250 pounds, that equates to 640 (800,000 divided by 1,250) big bales needed to sustain the 100 cows.

If possible, purchase hay by the ton. It leads to less error in securing the amount of hay you will need to purchase or have on hand. If buying hay by the bale is your only option, make sure to weigh enough of the bales to have an accurate representation of bale weight. Also, take into account the amount of spoilage of each bale. One of the upsides of hay baled this summer (and the drought we are dealing with now) is less spoilage of warm-season grass.

Other factors such as weather, stage of gestation or lactating, or if cows are dry, will obviously impact the nutritional requirements of each cow from day to day. Provide hay and other nutritional supplementation accordingly.

Don't Let Cow Herd Condition Slip

by T.L. Meyer and Travis Mulliniks, University of Nebraska-Lincoln

To build a nutrition program for a cow-calf system, it is important to know the herd's nutritional requirements, have set trigger points to make rapid changes in nutritional management if needed, and know the quality and quantity of your forage resources. With many producers starting to or already weaning calves, it's a good time to note the body condition score (BCS) of the cow herd. For many spring-calving herds, the time between fall and when winter hits is the best time to increase the condition score of the cow herd prior to winter weather. The last chance to economically increase cow BCS during late gestation is the last 90 days prior to calving. However, weather changes and forage availability/quality can make achieving an optimum BCS 60 to 90 days before calving difficult. After that, adding additional body condition on a thin cow that has calved and is

lactating can require large amounts of high-quality feeds to meet her increased nutrient requirements.

Weather and Temperature

When the effective temperature is below the animal's lower critical temperature, the animal must increase heat production to maintain a constant body temperature. To produce more heat, a cow must either receive more energy from the feed ration or draw on her body stores. Seven days or more of cold, windy, or wet weather will increase cow energy requirements by 10 to 30%. If hay or forage quality is good, intake will increase; however, the increased intake and overall energy intake may not meet requirements. With low-quality forage, cows will need additional energy supplementation during extreme weather. If cows are not fed enough during cold stress periods, they can easily drop a body condition score (BCS) in 30 days or less. Thin cows going into a wet, cold winter have less body condition or fat reserves available to help offset the lack of dietary energy. These types of cows will be more susceptible to decreased performance and health of both them and subsequent offspring.

Body Condition Scores

Current BCS of the cow herd determines supplementation goals and strategies. Thin (BCS \leq 4) or young cows can be sorted and fed separately from the mature cow herd. This would allow for more strategic supplementation and decrease overall feed costs. Typically, a cow must gain 75 to 100 lbs. to increase one full BCS, but during late gestation that number increases to account for fetal growth and placental weight. Cows in a BCS of 6 or slightly greater prior to winter influence the winter supplementation strategy, too. This additional fat cover on the cow can be utilized as an energy supplement to offset potential energy deficiencies. However, this needs to be done mindfully, not allowing cows to lose too much BCS prior to calving.

At the end of the day, BCS is an insurance policy or risk management. It is easier to stay ahead while maintaining adequate BCS than letting cows slip and get behind. Getting behind during late gestation and early lactation can decrease pregnancy rates and calf performance.

Things to consider for winter management:

- Use body condition score (BCS) as a guide to proactively monitor the cow herd now and throughout the winter.
- Obtain a nutrient analysis of forage resources.
- Inventory forage resources by nutrient quality.
- Sort and manage cow herd by their nutritional needs (thin and young cows vs mature, adequate BCS cows).
- Match forage resources (i.e., quality of feedstuffs) for each management group to minimize cost.
- Adjust supplemental energy for periods of cold stress, especially for thin cows.

Saying Goodbye to Metal "Bangs" Tags and Hello to EID Tags

by Bethany Johnston, University of Nebraska Extension

If your heifers are "bangs" tagged, those orange metal clips will soon be a relic of the past. As of November 5, 2024, your veterinarian is no longer tagging with metal clips, but instead will use electronic identification (EID) tags.

Veterinarians used metal clips to identify heifers receiving the brucellosis vaccine (“bangs”), and to identify animals moving between states. In the spring of 2024, the Animal and Plant Health Inspection Service (APHIS) announced mandatory EID tags for certain bovine classes. This builds upon the 2013 ruling that only requested visual ID tags. The electronic version will be used to track and contain animal disease outbreaks, just as the metal identification clips did.

What is a USDA 840 EID Tag? The EID tags replacing the metal clips are USDA 840, showing the country code for the United States (840), with the official USDA shield. The remaining 12 numbers are unique to the tag/animal. The 840 tags provide animal identification to trace animal movements in the event of an animal disease. The 15 numbers can be visually read off of the EID button, or can be read with a computerized EID reader or wand. There are other types of EID tags, but only 840 EID tags will fulfill the APHIS ruling to replace the metal clips.

What does the EID mandate mean for cattle producers? Animals with the old metal tags already in their ears are “grandfathered in” and will not need new 840 EID tags. 840 EID tags can come as “buttons” with no hanging tag, as long as the 15-digit number is visible on the top of the button.

The buttons can come with matching visual hanging tags. Some 840 EID tags should be placed in the middle rib of the ear, unlike the metal clips that were placed in the top portion of the ear.

This could be an issue if you have a visual tag in each ear, plus a fly tag in each ear. Adding an EID tag would make five tags per animal, and you may run out of room in their middle ribs. Reach out to the tag manufacturer for tag placement recommendations.

Producers will need to establish a premise ID number or use the premise ID number of their veterinarian. You or your veterinarian may put in 840 EID tags. Your vet will put 840 EID tags only into animals that used to require a metal clip for identification. For example, if a producer tags all their calves at weaning with 840 EID tags, your vet will record those EID numbers when they give the “bangs” vaccine to your heifers. The vet would not have to put a new EID tag in.

Check with your sale barn on what records are required. For example, if you are selling breeding heifers, records showing the EID numbers matching the “bangs” vaccination might be helpful.

What will change for your veterinarian? As of November 5, 2024, your vet will be tagging with 840 EID tags instead of the metal tags. The United State Department of Agriculture (USDA) is providing a certain number of tags for each state, during the transition. If a disease is traced back to that veterinarian’s premise ID number, then the vet will work with the appropriate state department of agriculture to track the path of that animal. Ideally, the EID tags will speed up the process and reduce losses during a disease outbreak. ■



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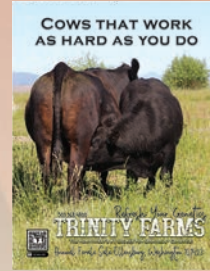
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McDonald's Sues Beef Packers

Fast food giant McDonald's is suing the "Big Four" packers (JBS, Cargill, Tyson, and National Beef Packing) for allegedly conspiring to raise the price of beef. Filed in a New York federal court, the lawsuit alleges that the packers violated antitrust laws by coordinating to lower prices, slow production, and ultimately raise the price for buyers like McDonald's. Similar cases have been filed in the past against the "Big Four," which control 80% of the US beef production. In 2022, JBS USA agreed to pay \$52.5 million to settle price-fixing allegations from grocery stores and wholesalers. McDonald's is the world's largest buyer of beef and pork.

Lawsuit Filed Against McDonald's

The national food safety law firm of Ron Simon and Associates, along with Meyers and Flowers, LLC, filed the first McDonald's *E. coli* lawsuit, on behalf of Colorado resident Eric Stelly. The lawsuit was filed in Cook County, Illinois.

On October 4, 2024, Eric Stelly purchased and consumed food from his local McDonald's, located in Greeley, Colorado. Two days later, he began experiencing gastrointestinal symptoms such as nausea, stomach cramps, nausea, and dehydration, as well as bloody stools — the most common symptom of *E. coli* poisoning.

On October 8, after he could no longer bear the pain of his illness, he sought medical attention at the emergency room at UHealth in West Greeley. His doctor performed a stool culture, which returned positive for *E. coli*. His physician also referred him to specialists at the Centers for Gastroenterology to determine the extent of his illness. A few days later, the Weld County Department of Public Health contacted Mr. Stelly regarding his *E. coli* diagnosis, and confirmed he had consumed food from McDonald's. Over ten victims in Colorado have already been identified.

According to the Centers for Disease Control and Prevention (CDC), along with the Food and Drug Administration and the US Department of Agriculture's Food Safety and Inspection Service, at least 49 victims have been identified, including one death, in the McDonald's *E. coli* outbreak.

Carbon Robotics Raises Funds for AI-Powered Laser Weeder

Carbon Robotics, a leader in AI-powered farming, announced that it has raised \$70 million in Series D financing. The financing was led by new investor BOND with participation from existing investors.

This new funding round will help scale Carbon Robotics' LaserWeeder™ business, introduce new software and hardware products, and expand state-of-the-art manufacturing capabilities in Eastern Washington. It will also support the company's growth in new markets and continue its geographic expansion into Eastern and Southern Europe, as well as the Asia-Pacific region.

"Carbon Robotics is uniquely positioned to deploy AI to transform the massive agriculture industry at a critical time," said Mood Rowghani, general partner at BOND. "Its proven ability to execute and scale, combined with a visionary leadership team, makes it a clear standout in the space. This investment reflects our strong conviction in the central role Carbon Robotics will play in shaping the future of farming."

Growers in North America, Europe, and Australia have eliminated more than ten billion weeds across 100 crop types without the use of chemical herbicides, hand labor, or soil disruption.

"This funding represents a pivotal milestone not just for our company but for farmers and consumers worldwide," said Paul Mikesell, CEO and founder of Carbon Robotics. "We're leading a transformative shift, and this investment accelerates our ability to pioneer AI and robotics that will reshape farming for generations to come." ■



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Merck Announces SenseHub for Cow-Calf Herds

Merck Animal Health recently introduced SenseHub Cow Calf, remote monitoring technology designed to help optimize breeding results with less labor for cow-calf producers, including seedstock and club calf producers, who use artificial insemination (AI) or embryo transfer (ET).

SenseHub Cow Calf monitors behaviors that help to detect estrus, determine ideal insemination windows, and uncover potential reproductive issues faster than human observation alone. The technology continuously analyzes data being collected and delivers convenient alerts to smartphones, tablets, or desktop computers, saving producers time typically required for visually observing heats.

“For producers using AI or ET, SenseHub Cow Calf takes the guesswork out of identifying the breeding window,” said Lauren Wottlin, research and development field trials manager, Merck Animal Health. “Reproductive efficiency is critical, especially in high-value animals. Automated heat detection helps to determine when an individual cow or heifer is in estrus, so you can inseminate her at the best time to optimize conception rates and minimize calving intervals.”

The technology, which features a new algorithm, also improves the ability to address reproductive issues. It helps to identify a heifer or cow that does not conceive earlier than ultrasound or traditional pregnancy checks. Animals not having regular cycles are identified, and a report can be generated for animals suspected of aborting.

An additional benefit to the technology is the ability to continuously keep an eye on herd and individual animal well-being. “By tracking activity and rumination with an ear-mounted accelerometer in real-time, the system can alert you early when a cow or heifer needs attention,” Wottlin said. “Early detection and intervention can improve treatment outcomes, plus give you peace of mind knowing your animals are being monitored.”

SenseHub Cow Calf integrates with several cattle management platforms and will be available directly via online ordering through the Merck Animal Health website.

Minimal hardware is needed, and the system is easy to install. Data recorded and analyzed by SenseHub Cow Calf is used to create simple-to-read, understandable dashboards. It is backed up and stored in a secure, cloud-based system. SenseHub Cow Calf ear tags also illuminate and flash, making it easier for caregivers to find animals flagged by the system.

“Merck Animal Health is committed to advancing the health, productivity and well-being of cattle and contributing to the ongoing success of our customers’ operations,” said Kevin Mobley, executive director of cattle sales and marketing at Merck Animal Health.

Purdue University Researches Benefits of Fatty Acids Found in Meat

by Maggie Malson, Bovine Veterinarian

The impact of arachidonic acid, an omega-6 polyunsaturated fat found only in animal products, upon human health remains mostly misunderstood, according to an article released by Purdue University. Researchers aim to study the subject further.

Led by James Markworth, assistant professor of animal sciences, the team will carefully test the health effects of omega-6 in laboratory experiments. The US Department of Agriculture’s National Institute of Food and Agriculture will fund the research, and the experiments will clarify which omega-3 fatty acids found in fish oil and seafood are responsible for yielding their health benefits.

“These polyunsaturated fatty acids are essential because you need to acquire them through the diet,” Markworth says. “They can’t be made in the body. And in particular it’s the long-chain versions, which are found in products of animal or marine origin, that are thought to potentially influence human health.”

Both omega-3 and omega-6 are long-chain, polyunsaturated fatty acids, and some of these fatty acids are also essential fatty acids. The long-chain omega-6 fat arachidonic acid is found only in meat, poultry, and eggs. “You can’t get it from vegetable sources, and you can’t get it from fish. We think that these nutrients found in meat and poultry products might have similar benefits as, say, fish oil or fish products. And that’s something you don’t hear very often,” Markworth says.

Previous research has well established that fish oil fatty acids have metabolic benefits. But which fatty acids convey those benefits and how remains unclear. The major ones are eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA).

Collaborating with Markworth on the project are: Tzu-Wen Cross in the College of Health and Human Sciences, along with Tim Johnson and Kolapo Ajuwon, both in the College of Agriculture’s Department of Animal Sciences.

“What we’re suggesting is when you eat these lipids in the diet or dietary supplements, the systemic response your body has might depend on the resident microbes first encountered in the gastrointestinal tract,” Markworth says. “And we’re proposing that the systemic response is largely mediated by the effect on the skeletal muscle.”

Markworth notes the skeletal muscle determines metabolic health, obesity, and diabetes as it is the largest site of glucose disposal and insulin sensitivity.

USDA Announces Actions to Lower Food Prices, Bring Fairness to Farmers, and Promote More Competitive Food Supply Chains

USDA Press Release

On October 8, the US Department of Agriculture (USDA) announced multiple steps to deliver on President Biden’s Executive Order on “Promoting Competition in the American Economy” to promote fair and competitive markets for American farmers and ranchers, and lower food prices for American families. The following actions were announced by Secretary of Agriculture Tom Vilsack during a Farmers and Ranchers in Action event hosted by the White House.

First, through a multipart framework, USDA is leveraging its funding and research capacity, as well as interagency partnerships, to increase transparency and improve researcher access to seed germplasm, the starting materials plant breeders need to create diverse, resilient, and competitive seed varieties. These were key recommendations identified in USDA’s 2023 report,

“More and Better Choices for Farmers: Promoting Fair Competition and Innovation in Seeds and Other Agricultural Inputs.”

Second, the USDA published an interim report that assesses competitive conditions in the meat retail industry. The report draws on over 1,600 comments received from the public in response to USDA requests for information; interviews with small, medium, and large meatpackers; distributors, retailers, academics; and farmer or advocacy organizations. It identifies hidden fees and unjust/anti-competitive pricing strategies present in the beef market as a case study.

Third, the USDA announced the next steps in a new rulemaking effort under the Packers and Stockyards Act of 1921 to enhance price discovery and fairness in cattle markets. For years, the USDA has fielded complaints from producers around beef packers using reported regional cash or spot prices as base prices for fed cattle formula pricing agreements, commonly known as Alternative Marketing Agreements (AMAs). USDA is issuing an Advanced Notice of Proposed Rulemaking (ANPR) to seek comment on several possible interventions to develop new benchmarks as AMA base prices and approaches to trading when using benchmarks.

“Over these last four years, the Biden–Harris Administration has made historic investments in agriculture to help farmers, small businesses, and rural communities get a fair shake,” said Secretary of Agriculture Tom Vilsack. “Our work on competition is about opening up new markets for farmers and delivering fairer, more competitive choices. Today’s actions will help to deliver on more choice and lower costs for seeds used by farmers, more choice and lower food costs for consumers, and a fairer marketplace for ranchers.”

“With today’s announcements, the Biden–Harris Administration is taking action to lower food prices for working families by enabling small businesses and family farms to compete fairly,” said National Economic Advisor Lael Brainard. “For too long, consolidation in the agriculture industry has been swallowing up family farms, lowering incomes and choices for farmers, and raising prices at the grocery store. Today’s announcements build on our work to restore fair competition in farming and food markets and to lower grocery prices for working families.”

“USDA is taking smart, strategic steps to open up pathways for continued innovation and improved competition in seed markets, new retail choices for small businesses and working family consumers alike, and fairer, more competitive trading in America’s world-leading cattle market,” said Andy Green, USDA’s Senior Advisor for Fair and Competitive Markets. “These represent the first steps into these markets in a long time, and so we’re both listening to all while we’re doing so but we’re putting the relevant industries on notice that in the coming months, the USDA, alongside its federal partners, will be amping up our scrutiny of these markets closely to protect fair, open, and honest competition.”

As President Biden outlined in the Competition Executive Order, consolidation in the agricultural industry is making it too hard for small family farms to survive as they face concentrated market power in the channels for selling agricultural products. In part due to the Administration’s efforts to tackle predatory pricing throughout the American economy, grocery inflation has improved as have certain key agricultural inputs such as fertilizer, but meat prices remain too high and competition in seed markets remains highly constrained. ■



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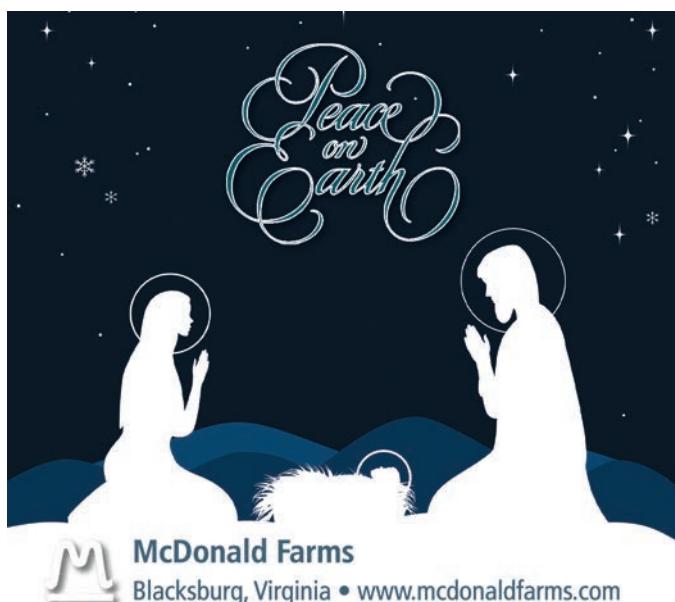


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^aUSMARC, Zimmerman, M., et al., "Breed and heterotic effects for mature weight in beef cattle," *J. of Anim. Sci.*, Vol. 99, 2021. ^bAdjusted for sire sampling, Angus was the heaviest at maturity among the 16 breeds evaluated. Solutions are deviations from Angus. YW EPDs were extracted from genetic evaluations conducted in 2019. ^cEstimate of MWT differences at 6 years of age. ^dThe study considered 108,857 weight records from 5,156 crossbred cows sired by 787 bulls.

World Bank Group Increases Ag Financing

The World Bank Group recently announced a strategic pivot in its approach to agribusiness with a goal to create a comprehensive ecosystem for the industry. The shift will combine a new way of working with a new level of investment — doubling its agrifinance and agribusiness commitments to \$9 billion annually by 2030.

The new approach arrives as four trends are fundamentally reshaping the agribusiness landscape: climate change, innovations in finance, digitalization, and solutions to fragmentation. It also aims to take advantage of demand for food that is set to increase by 60% in the coming decades, and respond to a critical need for jobs in emerging markets.

“We stand at a crossroads, and the path we choose today will determine the future,” said World Bank Group President Ajay Banga. “The World Bank’s ecosystem approach moves us beyond fragmented efforts to a constellation of solutions that includes everything from warehousing to logistics to production, but with smallholder farmers and producer organizations at the center.”

The ecosystem is made possible because of the work the World Bank Group has advanced over the past 16 months to become a better, simpler, more coordinated institution. The more integrated approach will bring together all the institution’s resources to offer comprehensive support and tailored solutions.

The Bank is developing a continuum with International Bank for Reconstruction and Development (IBRD) and International Development Association’s (IDA) experience building capacity and services of the public sector; and International Finance Corporation (IFC) and Multilateral Investment Guarantee Agency (MIGA) financing and private sector access. Ultimately, this contiguous way of working will be seen and felt by business and government partners alike — with a goal to increase mobilization to \$5 billion in 2030.

Three examples of this approach:

1. The World Bank Group’s public sector arms can help countries develop regulations and standards, like those that ensure products comply with export market requirements. They can advise on land tenure solutions or develop national irrigation networks. In the area of climate finance, they can help governments repurpose some of the \$1.25 trillion of fossil fuel, agriculture, and fishery subsidies to incentivize greener practices, unlocking a significant source of financing for the agricultural sector.
2. The World Bank Group’s private sector teams can focus on everything from debt and equity funding to mitigating risk with guarantees, overcoming access challenges. The new, simplified World Bank Group Guarantee Platform is a key step in this transformation, making it easier to deliver tailored solutions that meet the diverse demands of partners.
3. The World Bank Group together can help smallholder farmers connect into the supply chains. IBRD can work with smallholder and producer organizations to improve their productivity and climate resilience, making them viable suppliers that can meet the scale, consistency, and high standards that larger companies need. IFC can come in at later stages to provide financing for equipment, and connect these cooperatives with companies seeking reliable sources of production when ready for private investment.

The increase in agricultural productivity — and incomes — will help create jobs, boost revenues, and improve the quality of food and nutrition. Climate-smart production practices will mean fewer emissions and cleaner air and water. Overall, a better quality of life. ■

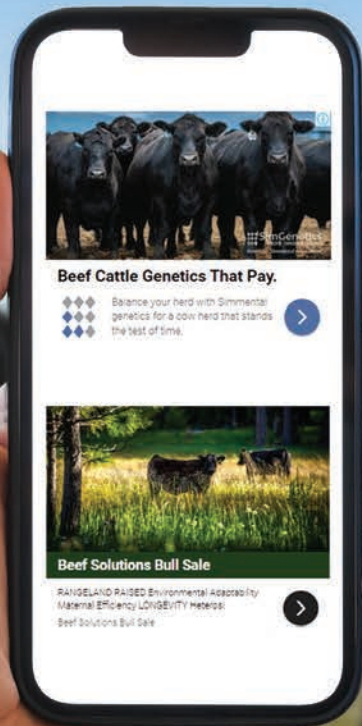


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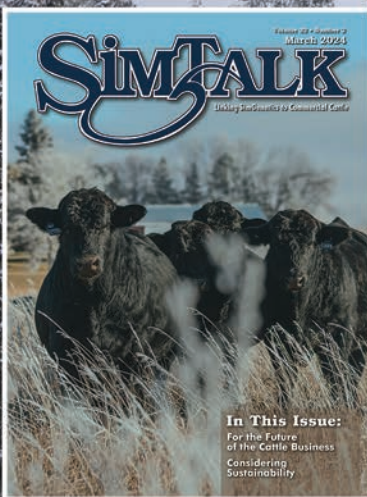
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19th Annual Illini Elite Sale

September 15, 2024 • Shelbyville, IL

No.	Category	Average
62	Total Lots	\$4,280

Auctioneer: Duane Stephens, West Salem

Sale Consultants: Larry Martin, Greg Miller, Doug Parke, Drew Hatmaker, Ryan Haefner, Bandon Rutledge, David Guyer, Emily Ivey, Roger Allen and Adam Swigart.

Ringmen: Dan Naughton, Austin Rincker, Zach Rincker, Rob Nekirk

Representing ASA: Doug Parke

High-Selling Lots:

- \$8,200** – Open Female, “RS Mirage 137M,” s. by SO Remedy 7F, cons. by Rincker Simmentals, sold to Molly Ogle, Stewardson.
- \$8,000** – Open Female, “RS/HLC Mystique 195M,” s. by Next Level, cons. by Hanson Land and Cattle and Rincker Simmentals, sold to Carmally Pritchett, Pylesville, MD.
- \$7,100** – Open Female, “TF4 Samantha M124,” s. by JSUL Something About Mary, cons. by Travis Farms, sold to Kady Kuhn, Olney.
- \$7,000** – Open Female, “FC Jewels Deuces,” s. by WHF/JS/CCS Double Up, cons. by Fox Creek Cattle, sold to Cobbles Valley Farm, Morristown, TN.
- \$6,100** – Cow/Calf Pair, “HILL/RS Hairietta K30,” s. by SWSN Cash Flow, Heifer Calf s. by HILL South Point, cons. by Hillstown Farms and Rincker Simmentals, sold to Ben Elmore, Vanita, OK.
- \$6,100** – Donor, “RS/HILL What a Girl,” s. by WLE Copacetic, cons. by Hanson Land and Cattle and Rincker Simmentals, sold to Ben Elmore, Vanita, OK.
- \$5,700** – Bred Cow, “JS Miss Broker 21G,” s. by CDI Innovator, bred to LLSF Dauntless, cons. by Rincker Simmentals, sold to John Justice, Ashland City, TN.
- \$6,000** – Open Female, “FC Diamond Dolly,” s. by OMF Epic, cons. by Fox Creek Cattle, sold to Huenefeld Simmental Farms, Dakota.

Comments: The sale was broadcast with live bidding from CCI.Live.



Inside the sale facility.



Emily Ivey with sale host, Curt Rincker.



Roger Allen, IL, looking over the offering.

Fleckvieh Heritage Sale

September 21, 2024 • Roland, OK

No.	Category	Average
35	Bred Heifers	\$6,329
15	Open Heifers	\$5,900
28	Semen Packages	\$1,580
2	Embryo Packages	\$2,225
80	Total Lots	\$4,484

Auctioneer: Justin Stout, KS

Sale Staff: Dennis Huggins; Aaron Pitts, AP Auction Service; and Becky Rennert, Superior Livestock.

Representing ASA: Bill Zimmerman

High-Selling Lots:

- \$15,500** – Pick of Fall Heifer Crop, cons. by Simmentals of Texas, sold to Knox Farms, NSW.
 - \$11,000** – Bred Female, “Rugged R Ferrari 2086K,” s. by Double Bar D Jagged Ice, cons. by Rugged R Cattle Company, sold to Heritage Farms, NWA.
 - \$10,500** – Bred Female, “Rich McPol Make It Sweet 4L,” s. by Skywest Pol Havoc, cons. by Rich McFarms, LTD, sold to Heritage Farms, NWA.
 - \$10,500** – Bred Female, “Circle E Kallai,” s. by FSS Quantavius, cons. by Circle E Farms, sold to Heritage Farms, NWA.
 - \$9,500** – Bred Female, “Rich McLady In Red,” s. by Rich McHero 35H, cons. by Rich McFarms, LTD, sold to Log Land Farms, OK.
 - \$9,500** – Bred Female, “Rich McPol Sweet Thing 49L,” s. by Rich McFarms, LTD, sold to Knox Farms, NSW.
 - \$8,500** – Bred Female, “Rugged R Miss Aster 3015L,” s. by Willow Oaks Endicott, cons. by Rugged R Cattle Company, sold to Cottonwood Cattle Company, LA.
 - \$8,500** – Bred Female, “Willow Oaks Keve,” s. by FSS Polled Hendrix, cons. by Willow Oaks Farm, sold to Isbell Land and Livestock, AL.
- Comments:** Cattle sold into AL, AR, IA, IL, KS, KY, LA, MO, MS, OK, TN, TX, Australia, and Canada.



Sale Host Lance Smith with Auctioneer, Justin Stout.



A festive venue for the sale lunch.



A capacity crowd braved 100-degree heat.

Kentucky Simmental Association Fall Sale

September 28, 2024 • Lexington, KY

No.	Category	Average
49	Total Lots	\$3,509

Auctioneer: Duane Stephens, IL

Sale Manager: Gold Buckle Cattle Services, IL

High Selling Lots:

- \$10,100** – 5/8 Bred Cow, “CAJS Tanya Jane J72,” cons. by Cramer Schneider, sold to Rocky Hill Farms, GA; and Wilson Homestead Simmentals, KY.
- \$5,500** – Choice Mating of ET Heifer Calf, MRH Magic Pearl x Geff County O, cons. by Highline Hills Farm, sold to Full Circle Farms, PA.
- \$5,500** – PB Bred Heifer, “M2C Lauren 317L,” cons. by Metzger Cattle Co., sold to John Justice, TN.
- \$5,000** – PB Cow/Calf Pair, “Brklnd Dawn’s Early Light G595,” cons. by Brookland Farm Simmentals, sold to John Lockaby, Independence, KY.
- \$4,000** – PB Cow/Calf, “RGH Miss Envy 7134K,” cons. by Hoffman Farms, sold to Brookland Simmentals, KY.

Comments: Bidding was active on DV Auction and in the crowd.

Synergy XVII Sale

September 28, 2024 • Giddings, TX

No.	Category	Average
115	Total Lots	\$13,617

Auctioneer: Terry Reagan, San Antonio

High-Selling Lots:

- \$40,000** – PB Bred Simbrah Female, “Smith Bella Sunshine 327F,” s. by Smith Satisfies, bred to Smith Something Red, sold to Mike and Susan Williamson, Austin.
- \$40,000** – Sexed Embryos out of Smith Divas Dancing Queen 20F, s. by Smith Follow My Lead, sold to 4S Simbrah, Brenham; and Wesley and Alexandra Ratcliff, Giddings.
- \$39,000** – PB Bred Simbrah Female, “Smith Sunny Flicka,” s. by Smith Follow My Lead, bred to Smith Steppin’ Up Your Game, sold to J&L Simbrah, Planterville.
- \$35,000** – 1/2 interest in 3/4 Simbrah Female, “Smith Superior Eyes On Juliet 015M,” s. by JSUL Something About Mary, sold to J&L Simbrah, Planterville.
- \$35,000** – 3/4 Simbrah Female, “Smiths Diva Oops I Did It Again,” s. by JSUL Something About Mary, sold to Nate and Karli Robb, Montgomery.
- \$30,000** – PB Bred Simbrah Female, “Smith Paul’s Abbie 914G,” s. by RFI Go-To 708E, bred to Smith Follow My Lead, sold to Jason and Rachel Taylor, Humble.
- \$30,000** – PB SM Bred Female, “Smith Full of Joy 204L,” s. by WLE Copacetic, bred to Smith 3JK Ironclad 188L, sold to Cody Triesch, Blanco.
- \$30,000** – PB Bred Simbrah Female, “Smith Taste of Sangria 43L,” s. by Smith Luke Benjamin, bred to Smith Stay Humble 39L, sold to Lori and Jeff Williams, Royce City.
- \$25,000** – 1/2 interest in 3/4 Simbrah Female, “Smith Superior Eyes Meet 18M,” s. by JSUL Something About Mary, sold to 4S Simbrah, Brenham.
- \$10,000** – Simbrah Bull, “Smith Sandifer Curious 21L,” s. by Smith Follow My Lead, sold to Tracy and Julie Wright, Robstown.

Volume Buyers: Eric and Marisa Garza, Buda; Randy Prince, Leander; Nate and Karli Robb, Montgomery; Lori and Jeff Williams, Royce City; Bob and Tammy Maiorano, Driftwood; Fisher Family, Hearne; and Adam Brown, Missouri City.

Comments: 2024 Synergy participants included: Triple J Ranch, Sour Lake; TMP Livestock, Henderson; Strack Farms, Marquez; Reavis Farms, Mission; Monte Christo Cattle Co., Mission; McCrary Farms, DeKalb; Hensgens Bros., Berwick, LA; Fralise Farm & Ranch, Sour Lake; Burch Cattle, Hempstead; 7N Ranch, Donna; and Smith Genetics, Giddings.



Julie and Tracy Wright, Robstown, Texas, were new buyers.



Wesley and Alexandra Ratcliff, Giddings, Texas, were buyers.

Pennsylvania Fall Classic Sale

October 26, 2024 • Waynesburg, PA

No.	Category	Average
90	SM Lots	\$3,755

Auctioneer: John Spiker, WV

High-Selling Lots:

- \$8,400** – Open Female, “Classic Something Unique,” s. by JSUL Something About Mary, cons. by OkClassic Farms, Fairmont, WV; sold to Lynwood Wolfe, Jane Lew, WV.
- \$8,000** – Open Female, “Winslow’s Precision,” s. by VCL Foresight, cons. by Full Circle Farm, Dayton; sold to Brian Jenkins, Broadway, VA.
- \$7,050** – Cow/Calf Pair, “Moco’s Ms Power Drive,” s. by HC Power Drive 88H, cons. by VanHorn Farms, Malta, OH; sold to Jeff Mooney, Sycamore; and Hyland Farm, Mt. Savage, MD.
- \$6,900** – Cow/Calf Pair, “Crum 180 Brokette,” s. by GOET 180, cons. by Crum’s Circle C, Woodfield, OH; sold to James Wood, Cameron, WV; and Everett Reitz, Brookville.
- \$6,900** – Cow/Calf Pair, “SSC Sally Jo,” s. by SSC Shell Shocked 44B, cons. by Stewart’s Simmental Cattle, Halifax; sold to John Bob McDonough, Salem, WV; and Ben Heavner, Seneca Rocks, WV.
- \$6,600** – Bred Female, “CWL Reva,” s. by SAS Copperhead G354, cons. by CWL Simmentals, Fairmont, WV; sold to Gum Farm, Camden, WV.
- \$6,500** – Pregnancy out of “JPLF Miss Matlock,” s. by SSC SCH 24 Karat 838, cons. by Full Circle Farm, sold to Junior McElroy, Georgetown, OH.
- \$6,100** – Cow/Calf Pair, “TX Lady Di,” s. by W/C Relentless 32C, cons. by Buena Vista Simmentals, Old Fields, WV; sold to Katie Spiller, Ripley, OH. ■

Simbrah Synergy Showcase XVII

Date: Sept. 28–29, 2024
Location: Giddings, TX
Judges: Brent Cromwell (Cattle) and Robert Cromwell (Showmanship), Giddings

Percentage Simmental Females



Grand Champion
 Exh. by Kaden Pilat, “Smith Dancing Diva Georgia Gal,” s. by CMFM Caught Lookin D929, sponsored by Smith Genetics, Giddings.

Purebred Simmental Females



Grand Champion
 Exh. by Jake Tortorice III, “Smith Vibrance N Black 101M,” s. by WLE Fusion S770, sponsored by Smith Genetics, Giddings.



Reserve Grand Champion
 Exh. by Callie Heaton, “DMM Smith Star Maiden 13M,” s. by WLE Black Mamba G203, sponsored by Smith Genetics, Giddings.

Simbrah Females

Purebreds



Grand Champion and Calf Champion
 Exh. by Kannon Hill, “Smith Fabled Farmers Daughter,” s. by Smith Follow My Lead, sponsored by Smith Genetics, Giddings.

Reserve Grand Champion and Reserve Calf Champion
 Exh. by Jenna Tyler, “Smith Miss Darling Diva 20M,” s. by Smith Follow My Lead, sponsored by Smith Genetics, Giddings.



Junior Champion
 Exh. by Parker Pilat, “Smith DMM Sassy Kiwi 523L,” s. by Smith Follow My Lead, sponsored by Smith Genetics, Giddings.

Reserve Junior Champion
 Exh. by Brynn Pilat, “Smith RFI Sweet Debutante 820L,” s. by Smith Follow My Lead, sponsored by Smith Genetics, Giddings.

Senior Champion
 Exh. by Kannon Hill, “Smith Juliet Homecoming Queen,” s. by Smith Follow My Lead, sponsored by Smith Genetics, Giddings.

Reserve Senior Champion
 Exh. by Gavin Hinckley, “Smith GHG Don’t Stop Believing” s. by Smith Follow My Lead, sponsored by Smith Genetics, Giddings.

Percentage



Grand Champion
 Exh. by Avery Glueck, “Smith Glueck Fancy Flicka,” s. by WLE Smith Big Wig H39, sponsored by Smith Genetics, Giddings.



Reserve Grand Champion
 Exh. by Lela Morgan, “Smith Eyes On Juliet 015M” s. by JSUL Something About Mary 8421, sponsored by Smith Genetics, Giddings.

Showmanship Winners



9 and Under
 (Winners L–R, 1st–4th): Taylor Glueck, Brentley Sandifer, William Burch, and Leighton Macri.



10–11-Year-Old Division
 (Winners L–R, 1st–5th): Jacob Merriitt, Kannon Hill, Brynn Pilat, Bryleigh Sandifer, and Reese Dodson.



12–13-Year-Old Division
 (Winners L–R, 1st–5th): Parker Pilat, Griffin Dodson, Patton Reavis, Addison Lucas, and Ben Burch.



14–15-Year-Old Division
 (Winners L–R, 1st–4th): Emily Burch, Jenna Tyler, Madi-lynn Bradley, and Kaden Pilat.



16 Years and Older
 (Winners L–R, 1st–10th): Laikyn Rich, Gavin Hinckley, Morgan Crane, Avery Glueck, Hannah Wright, Kate Martin, Leah Thorp, Lela Morgan, Callie Heaton, and Savannah Daniel.



Laikyn Rich (L) was named the Synergy Overall Grand Champion Showman and received \$1,000 and Parker Pilat (R) added a check for \$500 to her winnings as the Overall Reserve Grand. They are pictured with Tim Smith, host for Synergy.

The Simbrah Synergy Showcase was held for junior members with heifers from participating sponsors. The show featured \$15,000 in premiums and awards, with half of that money awarded in showmanship. ■

Save the Date!

02.01.25

43rd Annual KSR Production Sale
Ruso, ND

Offering progeny from:



LTS HOTZ Top Shelf 5J - #3900593



DMF Epic E27 - #3317371



KRJ Dakota Outlaw G974 - #3632499



Six Mile Private Stock 32H - #4108702

Plus bred heifers serviced to:

Klain
Simmental Ranch



JC MR Pontiac D114K - #4029546

Check out our ND State Simmental Sale Offering
Selling December 14th!



KSR Milly 4490M
SimAngus™ Open Heifer
#4412983
DOB: 03/05/2024



KSR Lou 459L
PB Bred Heifer #4346358
AI Safe to JC MR Pontiac D114K
[4029546] with bull calf, due 2/21/25.



ALABAMA

Branscomb Family Show Cattle
183 Lee Road 40
Opelika, AL 36804

Clean Image Ranch
379 Briarleigh Rd
Russellville, AL 35653

Greg Sheppard
250 Bettinger Mtn Rd
Union Grove, AL 35175

ARKANSAS

Stavelly Farms
102 N Main Street
Nashville, AR 71852

Bar W Cattle Company
267 Harveyjobe Rd
Romance, AR 72136

FLORIDA

Madison Hurm
3629 NE 159th Pl
Gainesville, FL 32609

INDIANA

Cody Heavin
5680 S County Road 700E
Greensburg, IN 47240

IOWA

Rath Show Calves
31504 Highway 92
Treynor, IA 51575

Kyle Martz
8425 140th St
Blue Grass, IA 52726

Hawkins/Collins Cattle
16878 25th Street
Ottumwa, IA 52501

Grayson Willimack
1046 125th Street
Oxford Junction, IA 52323

KC Show Cattle
2149 2200th Street
Manilla, IA 51454

John Clark
2580 330th St
Orchard, IA 50460

Mikyla Hefti
623 Apricot Ave
Dows, IA 50071

KANSAS

Rafter Dollar Cattle Company
10306 W 1700 Rd
Parker, KS 66072

LOUISIANA

Williams Double Diamond
5591 Williams
Keithville, LA 71047

MAINE

Cedar Spring Cattle Co
501 Western Avenue
Hampden, ME 04444

MICHIGAN

TK Cattle Co
2630 West Popple Road
Bad Axe, MI 48413

Triple C Cattle Company
3675 W Meyering Rd
McBain, MI 49657

MINNESOTA

Scottie Qualls
1118 Meadow St
Thief River Falls, MN 56701

MISSOURI

Williams & Sons Livestock LLC
19561 Hwy Y
Milan, MO 63556

**Lawson Land
and Cattle Company**
9388 W Farm Road 156
Republic, MO 65738

Cedar Bottom Farms LLC
674 Ferguson Road
Fredericktown, MO 63645

MONTANA

Tanner Phipps
231 Glenwood Ave
Glendive, MT 59330

NEBRASKA

Dustin Myers
PO Box 86
Sumner, NE 68878

NEW JERSEY

Haring Family Farm LLC
867 County Rd 519
Frenchtown, NJ 8825

NORTH CAROLINA

Healthy Beefs
3707 White Plains Road
Roaring River, NC 28669

OHIO

Stacey Morrison
32778 Skin Creek Rd
Lewisville, OH 43754

Black Eye Farm
15009 Nash Rd
Burton, OH 44021

Courtne Kilby
33616 Skin Creek Rd
Lewisville, OH 43754

Cody Haddix
2807 Upper Five Mile Rd
Williamsburg, OH 45176

Goering Cattle Company
4621 County Road 24
Archbold, OH 43502

Thornton Family Show Cattle
2370 Flint Ridge Rd
Hopewell, OH 43746

Mark Johnson
45844 Cornstalk Rd
Caldwell, OH 43724

OKLAHOMA

Robin Mann
3734 Highway 81
Ninnekah, OK 73067

Buck Melton
10002 SE Goodin Rd
Lawton, OK 73501

Carroll Cattle Company
506 Blue Duck Lane
Stillwater, OK 74074

Ford Farms
PO Box 467
Cheyenne, OK 73628

OREGON

E&J Cattle
1799 2nd Ave
Gold Hill, OR 97525

PENNSYLVANIA

Lindsey Ruppert
83 Bumbee Hollow Rd
Landisburg, PA 17040

SOUTH DAKOTA

Willert Meadows
20577 475th Avenue
Aurora, SD 57002

**Kalen & Klay Harris/Jace
Shearer**
29301 216th Ave
Martin, SD 57551

Lee Sivertsen
621 South Dakota Avenue
Ree Heights, SD 57371

TEXAS

Smith & Robb
PO Box 330
Giddings, TX 78942

Smith & Lehmann
PO Box 330
Giddings, TX 78942

Smith & Bee
PO Box 330
Giddings, TX 78942

H&T Ranch and Cattle Services
3599 FM 2540 N
Bay City, TX 77414

Twisted Cat Ranch
485 Russell Lane
Weatherford, TX 76087

VIRGINIA

Oak Creek Farm
25840 Independence Rd
Unionville, VA 22567

WASHINGTON

Hajny Land & Livestock
PO Box 1360
Ellensburg, WA 98926

Hall Cattle Co
14104 Dubuque Rd
Snohomish, WA 98290

Cairus Showstock
5411 Pioneer Hwy
Stanwood, WA 98292

WEST VIRGINIA

Adam McCallister
345 Sycamore Rd
Griffithsville, WV 25521

John McDonough
2617 Big Flint Rd
Salem, WV 26426

Luke Bolyard
2330 S Mountaineer Hwy
Thornton, WV 26440

WISCONSIN

Brooke Peters
425 Rubicon St
Hustisford, WI 53034

Large offerings of these top sires!

Joint Production Sale

Saturday, February 15, 2025

Hub City Livestock, Aberdeen, SD - 1 p.m. CST
 Flittie Simmental // Schnabel Simmental // Lazy J Bar Ranch

90 Simmental Bulls - 40 Red Angus Bulls



SQUARE B TRUE NORTH



REDHILL BURLEY 99J



KBHR GLOBAL J138



SCHOONEY KROWN 28K



GIBBS HILLTOP 0062H



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Merry Christmas
 HAPPY NEW YEAR

Nebraska Simmental Association
 402-367-2272 • www.nesimmental.com

Merry Christmas from the
 TNT Simmental Ranch Family!

May you be Blessed with a Wonderful Christmas and a Happy New Year, remembering the "Reason for the Season!"

Shanon & Gabe Erbele • Kevin & Lynette Thompson

DNA Services (Contact ASA For Testing Kits)

Genomic Tests:

*GGP-100K	\$50
GGP-uLD	\$33

**Add-on tests available*

	Stand Alone ↓	Add-on ↓
SNP Parental Verification	\$20	Free
STR Parental Verification	\$40	\$18
Coat Color	\$22	\$9
Red Charlie	\$26	\$19
Horned/Polled	\$38	\$22
PMel (Diluter)	\$22	\$3
Oculocutaneous Hypopigmentation (OH) ..	\$29	\$16
BVD PI	\$6	
Semen Sample Processing Fee	\$7.20	

Genetic Conditions Panel \$29

(Must run with GGP-100K)

- Arthrogryposis Multiplex (AM)
- Neuropathic Hydrocephalus (NH)
- Developmental Duplication (DD)
- Tibial Hemimelia (TH)
- Pulmonary Hypoplasia with Anasarca (PHA)
- Osteopetrosis (OS)
- Contractural Arachnodactyly (CA)

(Individual defect tests can be ordered for \$29.)

***Research Fee charged at \$1.00/min – Includes but is not limited to: DNA re-checks to more than 2 additional parents, multi-sire pastures, excess time spent to confirm parentage, mis-identified samples, and samples arriving at lab without proper ASA paperwork.*

****Prices are subject to change*

DNA Collector Fees: AllFlex TSU - \$22.00 (box of 10) • AllFlex Applicator - \$90.00 • Blood Cards - \$1.00 ea. (processing fee)
Hair Cards - \$5.00 ea. (processing fee) • Sample Pull Fee – \$3.00 ea.

THE Enrollment

Spring 2024 THE Enrollment – (dams calve January 1–June 30) –
Early enrollment open October 15 through **December 15, 2023**.
Late enrollment available until February 15, 2024.

Fall 2024 THE Enrollment – (dams calve July 1–December 31) –
Early enrollment open April 15 through **June 15, 2024**.
Late enrollment available until August 15, 2024.

A re-enrollment fee of \$35.00 applies to any dam that is removed from inventory and re-enters the herd at a later date.

A member who has dropped out of THE and wishes to return, may do so for the next enrollment season. Re-enrollment fee is \$35 per animal (maximum of \$350) plus enrollment fees. Non-THE registration fees will apply to the calendar year when a member did not participate in THE.

	Option A (TR)	Option B (SR)	Option C	Option D (CM)
Early Enrollment	\$15.00	FREE	\$7.50	\$500/herd
*Late Enrollment	\$16.00	\$1.00	\$8.50	\$500/herd
*Late enrollment fees				

American Simmental Association Fees

First Time Membership Fee:

Adult First Time Membership Fee*	\$160
<i>(Includes: \$50 set-up fee and \$110 AMF)</i>	
Junior First Time Membership Fee*	\$40
Prefix Registration	\$10

**After January 1: \$105 for Adults and \$40 for Juniors*

Annual Membership Fee (AMF)*:

Adult Membership	\$110
Junior Membership	\$40

Fiscal year runs from July 1 – June 30

Registration Fees:

Registration Fees enrolled in THE

Enrolled in Option A	No Charge
Enrolled in Opt B or C <10 months	\$30
Enrolled in Opt B or C 10 months <15 months ...	\$40
Enrolled in Opt B or C >15 months	\$50

Transfer Fees:

First Transfer	No Charge
<i>Subsequent Transfers</i>	
Within 60 calendar days of sale	\$10
Over 60 calendar days after sale	\$30

Additional Transactions:

Priority Processing <i>(not including shipping or mailing)</i>	\$50
Corrections	\$5

Registration Foreign/Foundation Fees:

Register Foundation Cow	\$5
Register Foundation Bull	\$25

Registration Fees not enrolled in THE:

Non-THE <10 months	\$42
Non-THE 10 months <15 months	\$52
Non-THE >15 months	\$62

The Grand Event



CMFM TIME TO SHINE 99D

ASA: 3138089 | PB SM

HPF QUANTUM LEAP Z952 x MISS TIME TO SHINE Y251

*This incredibly proven and prolific donor dam sells in her entirety!
A direct daughter of the \$140,000 Miss Time To Shine Y251 donor
that has been a foundation matriarch at Buck Creek Ranch!*

DECEMBER 20, 2024

**AT BUCK CREEK RANCH
6:00 PM IN YALE, OKLAHOMA**
*An elite offering of Simmental, SimAngus™, and
Angus show heifer/donor prospects, bred heifers,
and proven bred cows!*



B C R ARKDALE PRIDE M001

ASA: 4428815 | 3/4 SM 1/4 AN

RP/BCR EMINENCE H005 x SJW ARKDALE PRIDE 4104B

*A tremendous set of Percentage Simmental females will sell,
including this January daughter of the many times champion,
SJW Arkdale Pride 4104B!*



B C R BUILT TO LOVE 075M

ASA: 4434561 | PB SM

JSUL SOMETHING ABOUT MARY 8421 x B C R COPACETIC 315J

*075M is a captivating March born female that is out of a
FULL SISTER to RP/BCR Eminence H005 and
Rocking P Private Stock H010!*



B C R TIME TO SHINE M017

ASA: 4427663 | PB SM

RECKONING 711F x B C R TIME TO SHINE 105G

*One of the best Purebred females that we have EVER raised!
This elite female is backed by the many times champion,
B C R Time To Shine 105G!*



B C R SWEET SATISFACTION 061L

ASA: 4428087 | 3/4 SM 1/4 AN

RP/BCR EMINENCE H005 x B C R SWEET SATISFACTION 106G

*One of the most impressive sets of bred females that we
have ever offered. . . 061L is a true sale feature!
AI Bred to 2/F JWC Unassisted 675K!*



B C R ONYX 506L

ASA: 4428089 | PB SM

RECKONING 711F x STF BS45

*This breathtaking daughter of Reckoning 711F is backed by the
MR HOC Broker x STF Onyx 451W genetic combination!
AI Bred to 2/F JWC Unassisted 675K!*



B C R TIME TO SHINE 163K

ASA: 4428091 | PB SM

RP/BCR EMINENCE H005 x CMFM TIME TO SHINE 99D

*A sharp featured blaze faced beauty that is a direct daughter of
the legendary donor, CMFM Time To Shine 99D!
AI Bred to 2/F JWC Unassisted 675K!*

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DECEMBER

20 2024



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and cattle you can
count on!**

Forrest & Charlotte Lucas

DECEMBER

- 13 JS Simmentals' "Midwest Made" Female Sale — Prairie City, IA
- 14 NDSA's Classic Sale — Mandan, ND
- 14 North Alabama Bull Evaluation Sale — Cullman, AL
- 14 Sandeen Genetics' 15th Annual Buildin' a Brand Production Sale — Blakesburg, IA
- 15 Trauernicht Simmentals' Nebraska Platinum Standard Sale — Beatrice, NE (Sept. cal.)
- 20 The Grand Event Vol. 5 at Buck Creek Ranch — Yale, OK (pg. 65)
- 21 Griswold Cattle Company's "The Classic" Sale — Stillwater, OK

JANUARY 2025

- 10 Diamond Bar S's Annual Bull Sale — Great Falls, MT (pg. 53)
- 12 Bricktown National Simmental Sale — Oklahoma City, OK (pgs. 29, 30, 31)
- 16 Walking 5 Ranch's Annual Bull Sale — Lavina, MT
- 18 Cow Camp Ranch's Annual Spring Bull Sale — Lost Springs, KS (pgs. 3, 52)
- 19 The One and Only Simmental Sale — Denver, CO (pgs. 7, 30, 31)
- 21 Cattle Connect at Franzen Simmentals — Leigh, NE
- 21 Powerline Genetics' Arapahoe Sale — Arapahoe, NE
- 24 Double J Farms' 51st Annual Bull and Female Sale — Garretson, SD (pg. 55, Jan. cal.)
- 24 Drake Simmental's Bull and Female Sale — Centerville, IA
- 24 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pgs. 35, 54)
- 25 Forster Farms' 46th Annual Simmental Production Sale — Smithfield, NE (Jan. cal.)
- 25 J&C Simmentals' Annual Bull Sale — Arlington, NE (pgs. 53, 71)
- 26 Triangle J Ranch's Bull Sale — Miller, NE (pg. 53)
- 27 APEX Cattle's Annual "Heterosis Headquarters" Bull, Bred Heifer and Fall Pair Sale — Dannebrog, NE (pg. 5)
- 27 Reck Brothers-N-Sons' Genetic Advantage Production Sale — Blakesburg, IA

FEBRUARY 2025

- 1 43rd Annual Klain Simmental Production Sale — Ruso, ND (pg. 61)
- 1 Blue River Gang's 38th Production Sale — Rising City, NE
- 1 Ruby Cattle Company's Annual Production Sale — Murray, IA
- 1 Springer Simmental's Sale of Value Based Genetics — Decorah, IA (pg. 9)
- 1 Stockmen's Source Bull Sale — Wellfleet, NE
- 1 Hartman Cattle Company's 11th Annual Simmental Bull Sale — Tecumseh, NE
- 2 Kline Simmental Ranch's Annual Sale — Hurdsfield, ND
- 3 44th Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT
- 3 Bell Simmentals' 9th Annual Bull and Female Sale — Fordville, ND
- 3 Long's Simmentals' Annual Production Sale — Creston, IA
- 4 Koeplin's Black Simmental's 37th Annual Bull Sale — Mandan, ND
- 4 Little Bitterroot Ranch and Laird Simmental's Joint Sale — Ramsay, MT
- 5 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT (pg. 53, Jan. cal.)
- 6 K-LER Cattle's Annual Production Sale — Saint Charles, MN (pg. 52)
- 6 Stavick Simmental's Annual Sale — Veblen, SD (pg. 55)
- 7 Kunkel Simmentals' Annual Production Sale — New Salem, ND
- 7 Silver Dollar Simmentals' 1st Annual Production Sale — Rubgy, ND
- 8 Kenner Simmentals' 29th Annual Production Sale — Leeds, ND (Feb. cal.)
- 8 Oak Meadow Farms' Annual Production Sale — Cresco, IA
- 8 Rydeen Farms' 27th Annual "Vision" Sale — Clearbrook, MN
- 10 Dakota Power Bull and Female Sale — Hannaford, ND
- 10 Nelson Livestock Company's Annual Bull Sale — Wibaux, MT
- 10 Prickly Pear Simmental Ranch's Bull Sale — Helena, MT
- 11 Edge of the West Production Sale — Mandan, ND (pg. 54, Feb. cal.)
- 11 Werning Cattle Company's 44th Annual Production Sale — Emery, SD
- 12 Jackpot Cattle Co.'s Annual Private Treaty Bull and Heifer Sale — Miller, SD
- 12 River Creek Farms' 35th Annual Production Sale — Manhattan, KS (pgs. 52, BC, Jan. cal.)
- 12 Traxinger Simmental's Annual Bull Sale — Houghton, SD
- 13 Lassle Ranch Simmentals' 32nd Annual Bull Sale — Glendive, MT (Feb. cal.)
- 14 10th Annual MODOC Bull Sale — Alturas, CA
- 14 Bred For Balance — Starbuck, MN
- 14 Jared Werning Cattle's Annual Production Sale — Parkston, SD
- 14 TNT Simmentals' 40th Annual "Carrying On" the Explosive Difference Sale — Lehr, ND (pg. 54, Feb. cal.)
- 15 Dixie National Simmental Sale — Jackson, MS

- 15 Flittie Simmental/Schnabel Ranch Simmentals/Lazy J Bar Ranch's Joint Production Sale — Aberdeen, SD (pgs. 55, 63)
- 15 Rhodes Angus Open House Bull Sale — Carlinville, IL
- 15 Yon Family Farms' Spring and Bull and Female Sale — Ridge Spring, SC
- 16 CK Cattle & Wager Cattle's Annual Production Sale — Highmore, SD
- 16 Trauernicht Simmental's Nebraska Platinum Standard Bull Sale — Beatrice, NE (Sept. cal.)
- 17 Bulls of the Big Sky — Billings, MT (pg. 53, Feb. cal.)
- 17 TC Reds & Weis Cattle's Annual Production Sale — Saint Ansgar, IA
- 18 Quandt Brothers' 13th Annual Production Sale — Oakes, ND (pg. 54)
- 19 Hart Simmentals' 50th Annual Power Bull Sale — Frederick, SD (pg. 33)
- 20 Illinois Performance Tested Bull Sale — Springfield, IL
- 20 Wilkinson Farms' Breeding for the Future Sale — C-B Sale Facility (Feb. cal.)
- 21 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 54)
- 21 Hilltop Simmental's Bull Sale — Worthing, SD
- 21 Michigan Beef Expo Friday Night Lights Genetics Sale — East Lansing, MI (pg. 10)
- 21 Multi-Breed Simmental Sale — Springfield, IL
- 21 R & R Cattle Company's Annual Production Sale — Chamberlain, SD
- 21 Sandy Acres Simmental's Bull Sale — Creighton, NE (pg. 53)
- 22-3/1 Hofmann Simmental Farms' "Buy Your Way" Bull Sale — Clay Center, KS
- 22 Lyman Livestock's Bull Sale — Salina, UT
- 22 Michigan Beef Expo Breed Sales — East Lansing, MI (pg. 10)
- 24 Raatz Farms' Production Sale — Mitchell, SD
- 25 Barker Cattle Company's Annual Sale — Burley, ID
- 25 Rural Route 5 Farm's Production Sale — St. Johns, MI
- 25 TSN Simmental's Bull Sale — Platte, SD
- 26 C Diamond Simmentals' Annual Production Sale — Dawson, ND (Jan. cal.)
- 26 Hill's Ranch Production Sale — Stanford, MT
- 27 Felt Farms' Bull Sale — West Point, NE

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- 1 Cason's Pride and Joy Bull Sale — Russell, IA (pg. 52, May cal.)
- 1 Gibbs Farms' Spring Bull and Female Sale — Ranburne, AL
- 1 KY Beef Expo Simmental Sale — Louisville, KY
- 1 Missouri Select Genetics Sale — Keytesville, MO
- 1 Moriondo Farms & MM Cattle Company's Spring Bull Sale — Mount Vernon, MO
- 1 Powerline Genetics' PAP-Tested Bull Sale — Castle Dale, UT
- 1 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (March cal.)
- 2 Illini Elite Spring Bull and Female Sale — Shelbyville, IL
- 2 Windy Creek Cattle Company's Production Sale — Spencer, SD
- 3 Hanel's Black Simmentals' Annual Production Sale — Courtland, KS
- 3 S/M Fleckvieh Cattle's Private Treaty Bull Sale — Garretson, SD
- 4 Doll Simmental Ranch's 45th Annual Production Sale — Mandan, ND
- 5 Klein Ranch's Heart of the Herd Sale — Atwood, KS
- 6 21st Annual Cattleman's Kind Bull Sale — San Saba, TX
- 6 Kearns Cattle Company's 36th Annual Bull Sale — Rushville, NE
- 6 Keller Broken Heart Ranch Annual Production Sale — Mandan, ND (pg. 54, March cal.)
- 7 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 55)
- 8 C&C Farms' Clear Visions Spring Sale — Jefferson, GA

- 8 Carcass Performance Partners 23rd Annual Bull and Female Sale — Lucedale, MS
- 8 Gonsior Simmental's Production Sale — Fullerton, NE
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- 8 Yardley Cattle Company's Annual Bull Sale — Beaver, UT
- 13 Brink Fleckvieh's Spring Bull and Heifer Sale — Elkader, IA
- 14 Powerline Genetics' March Edition Bull Sale — Arapahoe, NE
- 15 Buck Creek Ranch's Bull Sale — Yale, OK (pg. 65, BC cal.)
- 15 CO Select Bull Sale — Fort Collins, CO
- 15 MCA/MSU Bull Evaluation Sale — Remus, MI (pg. 8)
- 15 OSA's Eastern Spring Classic Sale — Columbus, OH
- 15 Red Hill Farms' "More Than a Bull XX" Bull Sale — Lafayette, TN
- 15 Rockin H Simmental's Production Sale — Canby, MN
- 17 Bridle Bit Simmentals' All Terrain Bull Sale — Walsh, CO (pg. 52)
- 20 Western Cattle Source's Annual Bull Sale — Crawford, NE
- 21 3C Christensen Ranch and NLC Simmental Ranch 54th Annual Production Sale — Wessington, SD (pg. 55)
- 21 Black Summit Break Out Bull Sale — Powell, WY
- 21 Sunflower Genetics' Annual Sale — Maple Hill, KS
- 22 The Clear Choice Bull Sale — Milan, IN (pg. 52)
- 22 Lechleiter 35th Annual Bull Sale — Loma, CO
- 22 T Heart Ranch's High Altitude Bull Sale — La Garita, CO (pg. 52)
- 24 McEntire Red Angus' Spring Production Sale — Sweetwater, OK
- 26 Diamond H Ranch's Annual Production Sale — Victoria, KS (pg. 52)
- 29 2nd Annual Blue Ridge Classic Spring Sale — Edinburg, VA

APRIL 2025

- 1 Henry's Fork Cattle Company's Private Treaty Bulls for Sale — Rexburg, ID
- 5 Big Country Genetics Bull Sale — Cody, WY
- 5 McDonald Farms' Annual "Pick of the Pen" Bull Sale — Blacksburg, VA
- 5 Belles and Bulls of the Bluegrass — Lexington, KY
- 5 The Gathering at Shoal Creek — Excelsior Springs, MO
- 8 Thomas Ranch's 53rd Annual Bull Sale — Harrold, SD
- 12 Hilbrands Cattle Co.'s Passion 4 Perfection Sale — Clara City, MN
- 12 Lucas Cattle Company's Bull Sale — Cross Timbers, MO
- 19 New Day Beef Genetics' Bull Sale — Salem, MO
- 19 RS&T Simmentals' Performance and Pounds Bull Sale — Butler, MO
- 25 Crosshair Simmental's Production Sale — Napoleon, ND
- 26 Classic Farms' 6th Annual Spring Fever Sale — Weston, WV
- 26 The Clear Choice Customer Sale — Milan, IN (pg. 52)
- 26 Cow Camp Ranch's Spring Turn-Out Sale — Lost Springs, KS (pg. 52)
- 26 Heartland Performance with Class Production Sale — Waverly, IA

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- 3 Stars and Stripes Sale — Hummelstown, PA
- 17 Mississippi/Alabama Simmental Sale — Cullman, AL
- 18 Red Hill Farms' Maternal Monday Online Sale — www.redhillfarms.net

JULY 2025

- 6-12 AJSA National Classic — Madison, WI ■

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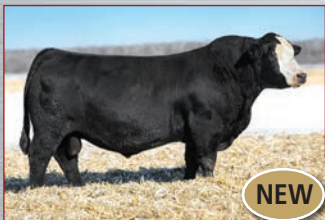
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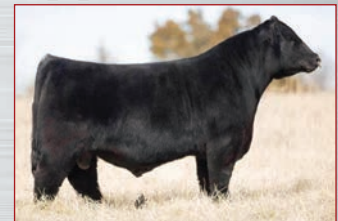
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