

the Register

Simmental Genetics Built to Last

Lanting Enterprises strategically selects top Simmental and SimAngus™ genetics for their commercial buyers.

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Inside

Women of ASA –
Lynette Thompson and
Shanon Erbele

Six Elected to ASA Board

ASA's SimSpecialists
Are Here to Help You

Nobody Shares Like IGS

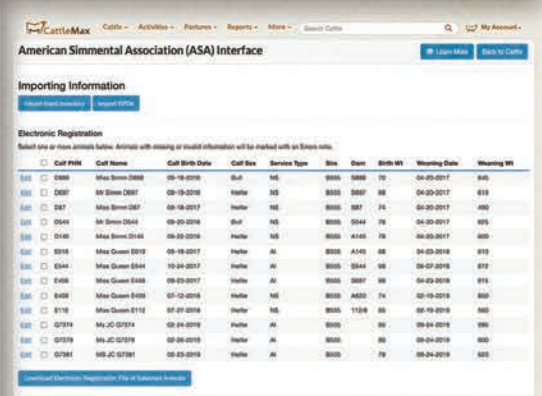
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Marketing Must
be Better

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Here's what CattleMax does for you

- Import your ASA cattle records into CattleMax
- Sync the Association data with your animals in CattleMax which have matching registration numbers
- Register your calves electronically using your CattleMax records - no need to enter your data twice
- Update herd EPDs, adjusted weights, and other performance data
- Instantly update all cattle and ranch records from the pasture, home, and office
- Mobile friendly - works on iPhones, iPads, and Androids



The screenshot shows the CattleMax interface for the American Simmental Association (ASA). It features a navigation bar with options like 'Cattle', 'Activities', 'Features', 'Reports', and 'More'. Below the navigation bar, there's a section for 'Importing Information' with a 'Support EPDs' button. The main content area is titled 'Electronic Registration' and contains a table of cattle records. The table has columns for 'Cull #', 'Cull Name', 'Cull Birth Date', 'Cull Sex', 'Service Type', 'Sex', 'Date', 'Birth Wt', 'Weaning Date', and 'Weaning Wt'. The table lists several records, including 'Mia Simm 0268', 'Mia Simm 0267', 'Mia Simm 0264', 'Mia Queen 0266', 'Mia Queen 0265', 'Mia Queen 0263', 'Mia Queen 0264', 'Mia Queen 0266', 'Mia Queen 0267', 'Mia Queen 0268', 'Mia Queen 0269', 'Mia Queen 0270', 'Mia Queen 0271', 'Mia Queen 0272', 'Mia Queen 0273', and 'Mia Queen 0274'.

Cull #	Cull Name	Cull Birth Date	Cull Sex	Service Type	Sex	Date	Birth Wt	Weaning Date	Weaning Wt
0268	Mia Simm 0268	09-19-2016	Bull	N6	0000	0807	70	04-05-2017	845
0267	Mia Simm 0267	09-19-2016	Heifer	S5	0000	0807	68	04-05-2017	618
0267	Mia Simm 0267	09-19-2017	Heifer	N6	0000	0817	71	04-05-2017	690
0264	Mia Simm 0264	09-20-2016	Bull	N6	0000	0844	76	04-05-2017	693
0266	Mia Queen 0266	09-20-2016	Heifer	S5	0000	A140	76	04-05-2017	600
0265	Mia Queen 0265	09-19-2017	Heifer	J4	0000	A140	68	04-05-2018	619
0264	Mia Queen 0264	10-24-2017	Heifer	J4	0000	0844	68	09-07-2018	672
0268	Mia Queen 0268	09-20-2017	Heifer	J4	0000	0807	68	04-23-2018	676
0269	Mia Queen 0269	07-12-2016	Heifer	N6	0000	A633	74	02-19-2018	800
0270	Mia Queen 0270	07-21-2016	Heifer	N6	0000	1108	69	02-19-2018	860
0271	Mia Queen 0271	09-24-2016	Heifer	J4	0000	66	66	09-04-2018	990
0272	Mia Queen 0272	09-24-2016	Heifer	J4	0000	66	66	09-04-2018	990
0273	Mia Queen 0273	09-24-2016	Heifer	J4	0000	66	66	09-04-2018	990
0274	Mia Queen 0274	09-24-2016	Heifer	J4	0000	66	66	09-04-2018	990

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29SM0494



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CCR COWBOU CUT 5048Z x S A V NET WORTH 4200

MUST USE SIRE

- As physically appealing as you can make a SimAngus™ bull and he is passing it on
- Will see heavy use in all aspects of the beef industry for phenotype along with performance
- He and his progeny were the highlights of the spring and fall sale season
- Unique blend of body, power and look makes him a game changer within the breed
- DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN



Daughter - TJ 10G,
Triangle J Ranch, NE

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+12.8	+1.4	+79.5	+123.4	+27	+8.5	+31.1	+70.8	+16.6	+17.0	+43.0	-.01	+42	+016	+59	-.47	\$139	\$82
ACC	.71	.91	.89	.85	.85	.42	.38	.49	.34	.76	.70	.47	.62	.50	.54	.18		
%			30	35		25	3	10	30	4	20		30			4	30	30

DNA tested AMF, CAF, DDF, NHF, OSF, DLF, Homozygous Black, Homozygous Polled

EPDs as of 12/29/2020 **TOP 35%**

FIREMAN

29SM0492



EGL FIREMAN 111F ASA 3498946
G A R SURE FIRE x MR NLC UPGRADE U8676

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- Offers the opportunity to change efficiency and profitability
- Our pick of the strong offering from the 22X cow at Eagle Pass
- Calving ease, performance and end product merit combined with a -1.04 Residual Feed Intake
- DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN



Dam of FIREMAN and GREAT WESTERN - TJ 22X,
Eagle Pass Ranch, SD

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+21.0	-3.0	+70.0	+107.3	+23	+10.3	+32.7	+67.7	+16.0	+12.9	+31.3	-.30	+60	-.033	+96	-.33	\$164	\$88
ACC	.46	.49	.51	.52	.52	.31	.25	.33	.24	.47	.52	.41	.48	.43	.50	.04		
%	1	10				10	2	15	35	35		30	10		10		3	10

DNA tested AMF, CAF, DDF, NHF, OSF, DLF, Homozygous Black, Homozygous Polled

EPDs as of 12/29/2020 **TOP 35%**

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EPDs 16 -1.8 83 120 7 22 63 API 124 TI 83



H4A - PB

CDI Innovator X WS Ms. Sugar C4
Homo Black | Homo Polled
EPDs 13 0.5 101 151 7 29 80 API 173 TI 104



H364C - PB

Geff County O X RGRS Two Step X Blackbird
Homo Polled
EPDs 9 2.5 75 113 5 20 58 API 120 TI 72

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Sale facility has hard surface parking and is
handicap accessible.

12/18/20 EPDs CE BW WW YW MCE Milk MWW API TI

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ASA Spotlight

Simmental Genetics Built to Last

By Emme Demmendaal

Lanting Enterprises strategically
selects top Simmental and
SimAngus™ genetics for their
commercial buyers.



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16 Women of ASA

By Lilly Platts

Lynette Thompson has been an integral part
of her family's operation, TNT Simmentals,
since its inception. Now, daughter Shanon
Erbele is priming to become the next genera-
tion seedstock breeder for TNT Simmentals.



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18 Six Elected to ASA Board

By ASA Staff

Six individuals join the ASA Board
of Trustees.

20 ASA's SimSpecialists Are Here to Help You

By Lilly Platts

A team of highly-respected, knowledgeable
beef industry professionals and producers are
available to represent our Simmental breed,
and advance the relationship between
seedstock and commercial producers.

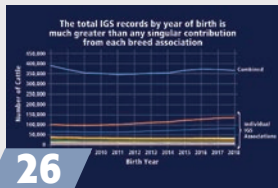


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26 Nobody Shares Like IGS

By Jackie Atkins, Ph.D.

Through pooling information, the
International Genetic Solutions offers
better selection tools to seedstock breeders
and the beef industry.



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28 Modern Seedstock Marketing Must be Better

By Lane Giess

We must change how seedstock animals
are marketed, and how we educate
our consumers.



28

BRED TO NOT ONLY ADD PERFORMANCE, BUT TO SIRE GOOD LOOKS TOO!

PERFORMANCE

with a look you'll like!

PROGRESSIVE



7SM116 LCDR PROGRESSIVE 106G // 3646242

Innovator x Grade-A 875 // PB SM // Homo. Black // Homo. Polled

- One of the most exciting sires to enter A.I. this year! His dam, WS Miss Sugar C4 is one of the most prolific females in the breed today.
- PROGRESSIVE may arguably be the most genetically prepotent son of CDI Innovator ever produced.
- Study his big spread EPD package. He has 10 traits and indexes in the top 15 percent or higher with the opportunity to be a Calving Ease bull!

From Lazy C Diamond Ranch, ND; Eichacker Simmentals, SD; Trauernicht Simmental, NE and River Creek Farms, KS

EE	BW	WW	YW	MILK	STAY	DOC	MARB	REA	API	TI
12.3	-3.1	90.9	140.3	26.9	17.2	12.1	.50	.96	168	101
.43	.48	.47	.47	.19	.30	.35	.42	.50		
30	2	10	10	25	40	40	3	30	2	1



DAM OF PROGRESSIVE

DIVIDEND



7SM96 CLRS DIVIDEND 405D // 3097854

After Shock x Premium Beef // PB SM // Homo. Black // Homo. Polled

- DIVIDEND's offspring excels for eye-appeal and continue to stand out in both heifer and bull pens.
- His EPD profile is well-balanced and proven, and he is currently the No. 20 sire for registrations!
- Looking for a little more pizzazz in your next calf crop? DIVIDEND sires the look and style to make this happen.

From Apex Cattle, NE and Clear Springs Cattle Co., MN

EE	BW	WW	YW	MILK	STAY	DOC	MARB	REA	API	TI
11.6	0.3	84	130.2	15.1	15.2	13.9	.15	.65	134.5	82.4
.74	.89	.86	.84	.46	.36	.56	.66	.67		
40	25	25	20	99	65	20	40	95	35	25



DAUGHTER, HOOK FARMS, MN

PROMOTER



7SM115 KLER PROMOTER G15 // 3613881

Turnpike x Predestined 701T // 3/4 SM 1/4 AN // Homo. Black // Homo. Polled

- Son of the ever popular Turnpike, offers breed-leading growth, Docility and REA, all while exhibiting added eye-appeal.
- Mating flexibility is built-in with this 3/4 blood sire who makes an outstanding mating choice for daughters of Select Sires greats like GRANDMASTER, UNO MAS and FULLY LOADED.
- The anchor bull in Kaehler's percentage champion pen of five at the 2020 National Western Stock Show.

From K-LER Cattle Co., MN and Sloup Simmentals, NE

EE	BW	WW	YW	MILK	STAY	DOC	MARB	REA	API	TI
10.3	1.3	96.6	159	23	12.9	16.8	.27	1.16	131.8	89.9
.42	.47	.46	.46	.14	.27	.34	.44	.44		
75	70	2	1	50	70	4	55	2	45	10



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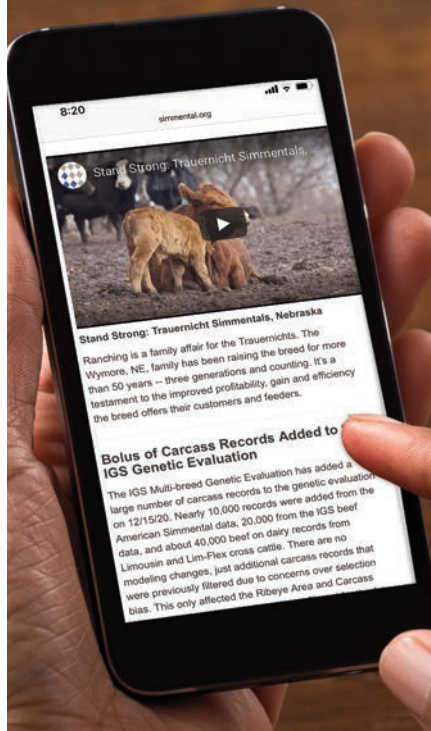
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EPDs as of 1/18/21

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www.simmental.org

Have you visited simmental.org lately?

The main page of the website has a new look highlighting ASA spotlight articles, industry news, and easy to navigate location for articles in a series.

simmental.org
makes it easy for you.

Sections include:

- ◆ Industry News and Events
- ◆ ASA Spotlight
- ◆ EPD FAQs
- ◆ Women of ASA
- ◆ Down to the Genes

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About the Cover

A newborn Simmental calf — the promise of new beginnings. Photo by Garrett Stanfield, Stanfield Farms, Manchester, OH.

the Register (Issn: 0899-3572) is the official publication of the American Simmental Association, published monthly, except bimonthly, in December/January, May/June, and July/August by ASA Publication, Inc., One Genetics Way, Bozeman, Montana 59718, and is a wholly owned, for-profit subsidiary of the American Simmental Association.

Periodicals Postage paid at Bozeman, MT and at additional mailing offices.



Subscription Rates: \$50 (U.S.), \$100 (U.S.) First-Class, \$150 (U.S.) All International Subscriptions.

POSTMASTER: Send address changes to the Register,
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H055 - 3789442 - Purebred - Homo Black/Polled
TJ HEISMAN 388F x WS MISS SUGAR C4
CE 13 BW 0 WW 91 YW 139 MCE 9 M 32 MWW 78 API 184 TI 105



H060 - 3789447 - Purebred - Homo Black/Polled
HOOK'S BEACON 56B x WS MISS SUGAR C4
CE 18 BW -2.3 WW 96 YW 147 MCE 12 M 31 MWW 78 API 189 TI 110



H071 - 3789458 - Purebred - Homo Black/Polled
HHS MR 847D x WS MISS SUGAR C4
CE 14 BW 0.3 WW 104 YW 164 MCE 7 M 30 MWW 83 API 180 TI 109



H080 - 3789467 - Purebred - Homo Polled
KBHR SNIPER E036 x KBHR F073
CE 17 BW -0.6 WW 88 YW 131 MCE 11 M 26 MWW 70 API 162 TI 95



H081 - 3789468 - Purebred - Hetero Black/Homo Polled
KBHR HIGH ROAD E283 x WS ELECTRA E88
CE 16 BW -1.4 WW 90 YW 135 MCE 10 M 30 MWW 75 API 178 TI 101



H124 - 3789511 - Purebred - Homo Black/Polled
TRPH RRR NIGHTFORCE B30 x WS MISS SUGAR C4
CE 14 BW 1.5 WW 96 YW 146 MCE 7 M 27 MWW 75 API 184 TI 110

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the Register

Published By ASA Publication, Inc.

One Genetics Way, Bozeman, Montana 59718 USA
406-587-2778 Fax: 406-587-9301

www.simmental.org Email: register@simmgene.com

Canada Publications Agreement Number: 1875183

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gregwalthall@gmail.com

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garyupdyke38@gmail.com





Ruckert LLC Temptation Two D27

ASA#: 3266084

Sire: RGRS/SRG Two Step 20Z

Dam: HPF Temptation Y348

Dam and Sire of this young donor were Champion Female and Knic Overpeck Supreme Champion Bull at the prestigious Simmental Breeder's Sweepstakes.

We acquired her as an embryo from legendary Hudson Pines Farm. We sold her first natural calf, **Ruckert LLC Eve of Temptation F27**, by GLS Declaration D611 to Rose Cattle Co. for \$5,000 and a flush to W/C Bankroll 811D to 29 Oaks Cattle Co. for \$4,000.

We'd like to thank these ambitious young Simmental breeders and their families and look forward to working with them to promote SimGenetics in the Pacific Northwest.



Ruckert LLC Eve of Temptation



Dam: HPF Temptation Y348
Owned by Sloup Simmental



Sire: RGRS/SRG Two Step 20Z



Ruckert and Sons Simmental

Rex Ruckert

Tangent, Oregon

541-602-9477

rexruckert@yahoo.com



By **Luke Bowman**,
Director of Events and International Operations

The American Simmental Association by definition is a service organization to our membership, doing what we can to provide programs and services designed to keep you and your customers profitable in the cattle business. These programs and services are as basic as registering pedigreed cattle or adding genomics to the genetic evaluation of seedstock so buyers can make the most informed decision they can with their investments.

Naturally, there is a need to carry the messages of the ASA and its programs to the public; we strive to do this through various means of media communications, whether it be the traditional print media in the forms of *SimTalk* and *the Register* or through the latest channels of social media like Instagram, Facebook and Twitter. We also have a human element in the communication stream through our elite team of ASA Educational Specialists or “SimSpecialists”. These men and women carry the message of all things ASA to breeders and state association events in order to better inform the public of happenings and opportunities for those who get involved with the ASA’s various programs.

The ASA purposefully rethought the model of a traditional “field staff” in order to obtain the most highly respected stock-

men and women of their given region to serve as representatives of this great breed of beef cattle. These ambassadors come to the ASA with established reputations for being keen evaluators of cattle both on the hoof and on paper. They know the ins and outs of American beef production and some of them are the most esteemed in scientific literature for their knowledge and research in cattle reproduction, nutrition, and meat science. Having team members that are professionally trained in higher education allows for the ASA to better serve the membership and their customers. Due to the skillset of these leaders, they carry more than the company line; they are true educators. Their expertise reaches far past academia and extension. Some are known as keen evaluators of livestock who do a great job sorting the pens with cattlemen during bull sale season. We also have experts in media who understand the importance of exposure and promotion and do a fantastic job letting the public know about the events they handle.

All in all, the ASA’s rethinking and remodeling of the traditional field staff model is a win for all involved who utilize the services provided. In this issue, on page 20 you will find an article where a few of the SimSpecialists are interviewed about their duties and their passion for ASA and education. Please see the piece in order to learn more about this industry-leading communications program. ■

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FALL
3/4
SM

SFG G9508 :: S-The Judge :: ASA# 3773818
CE 11 • WW 93 • API 134 • TI 84

FALL
1/2
SM

SFG G9502 :: S-Cowboy Logic :: ASA# 3773823
CE 16 • WW 82 • API 152 • TI 86

*EPDs as of 1/18/2021



H332, 3/4 SM, 1/4 AN, W/C Bankroll
X SVF Steel Force BW: 83 WW: 780



H392 3/4 SM 1/4 AN, W/C Bankroll
X SVF Steel Force BW: 82 WW: ET



H312, 1/2 SM 1/2 AN, TJSC Boone Pickins
X SAV Pioneer BW: 82 WW: 742



H293 PB SM, SFI Achievement X
Loverboy BW: 82 WW: 708



H428, 3/4 SM, Yardley Standout X
Pressure Point BW: 80 WW: 729



H445 3/4 SM 1/4 AN, W/C Bullet Proof
X Y1 Man Of War BW: 80 WW: 732

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2021 Annual ASA Fall Focus

Mark Your Calendar!

August 27-31, 2021
Roanoke, Virginia

Friday, August 27

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Simmental Genetics Built to Last

By Emme Demmendaal

Lanting Enterprises strategically selects top Simmental and SimAngus™ genetics for their commercial buyers.



Left to right: Chase, John, Jim, and Todd Lanting are the owners and operators of Lanting Enterprises

Seedstock operations that pay attention to detail, take consideration of their customers' needs, and plan for future generations are worth noticing. The Lanting family, who has built a successful third-generation ranch and farm alongside a second-generation veterinary legacy, fit the bill.

On the high-desert plains of southern Idaho, just 30 miles north of the Nevada border, Lanting Enterprises man-

ages 315 head of seedstock Simmental and SimAngus™ cows. Through strategic selection decisions, dedication to improvement, and hands-on management, the operation develops performance-oriented bulls built for handling the rocky rangeland that characterizes the western US.

The family splits management responsibilities between the different business ventures, but collectively remain committed to creating quality genetics for their customers.

Built on Simmental

Dating back to 1940, the operation was started by William Lanting, who initially ran cattle and farmed. When Simmental was introduced to the US in the 70s, William and his three sons were sold on the breed. The operation tried Hereford, Charolais, and Limousin, but found Simmental worked better for their environment.

“Simmental yield grades, carcass value, and the average daily gains were better,” says John Lanting, second-generation on the operation. Throughout the years, the operation transitioned through the traditional red and white Simmental to the modern solid black or red Simmental and SimAngus cattle. “As a general rule, Simmental were a docile breed that we could handle. They fit our situation.”

The breed’s efficiency in the desert climate made them a more sustainable choice to maintain. With a medium frame score, the cows kept their condition, milked well, and weaned off large calves all while traveling the rugged Bureau of Land Management (BLM) terrain and grazing without additional supplementation, just quality loose mineral.

“We’re about a mile high in elevation on a high-desert plain. Our cows maintain a good condition and are still producing heavy calves,” says Chase Lanting, John’s son and general manager for Lanting Enterprises, “Crested wheat is not the best feed in the world, but we’re not feeding too much protein. We use a loose mineral program with salt blocks. It’s helped us increase our actual weaning weights by almost 80 pounds.”

Lanting Enterprises pays close attention to retaining uniform females in the herd that breed back each year and calve in a 60-day window. Typically, the cow herd averages about 1,200 to 1,400 pounds with a body condition score of 5 to 6. While they recognize that Simmental has a spotted history for tall, lanky cows, they actively breed for a thick, moderate-framed cow. John says, “In our cow herd, we look for average milk and frame with some thickness to them. When we select heifers, we send larger-framed, horsey cows down the road.”

Every cow is expected to have a calf each year, and while they are mindful not to ding a cow for something that wasn’t her fault, the cow needs to raise a calf each year. He explains, “There will be maybe five cows each year that might get special treatment because a calf froze or something that wasn’t her fault, but she’ll still raise a grafted twin calf. As a general rule, they’re gone if they don’t calve.”

(Continued on page 12)

Left to right, top: Carolyn, Jenni, and Louise Lanting. Left to right, bottom: Addison and Kelton Lanting.

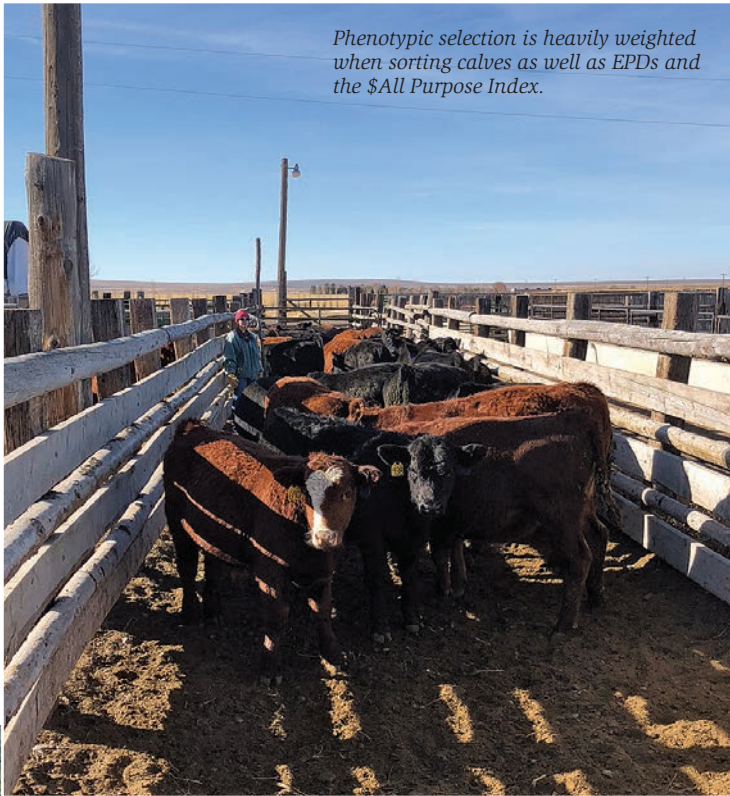


The Lantings raise a range of red or black Simmental and SimAngus calves.



Simmental Genetics Built to Last

(Continued from page 11)



Phenotypic selection is heavily weighted when sorting calves as well as EPDs and the \$All Purpose Index.

Bulls Built to Perform

The initial transition to selling seedstock bulls began when John's oldest niece, Jody, started in 4-H. Local cattle breeders liked the Simmental steers the Lantings were developing and started buying bulls private treaty off the farm to use in their herd.

Since then, the operation has grown into a full seedstock operation that sells 50-70 bulls annually, while also backgrounding and selling the animals that don't make it to the bull development and replacement heifer pen.

Between hands-on management and meticulous bull selection, the family finds that their private treaty bulls offer their customers a little bit of everything. Chase explains, "Every aspect of each bull is looked over so that he can perform and keep our standard up for our clients. We spend time selecting these bulls for sale, but most often Dad spends more time hand-selecting bulls that will work for our customers' cow herds. All around, we need our bulls to be good and trustworthy."

The first round of bulls are sorted at birth. Any bull born over 90 pounds is cut and will be backgrounded and sold to a feedlot after weaning. In addition to a moderate birth weight, the bull needs to be structurally sound and well muscled. He says, "Each bull has to have muscle, not be wastey in the front, have good shoulders. Overall, some of these bulls go out to some big pastures, and they've got to be able to perform year after year. They need to be well-structured all the way around. Good feet. Flat back. Thick."

While phenotypic selection is heavily weighted, EPDs and the \$All Purpose Index (\$API) are heavily used to make selections. John explains that each bull needs to be in the top 25% for \$API, "We're focused on numbers so we can sell a bull that you can run on heifers and not have calving problems, but produce calves that also grow well."

In addition to \$API, the Yearling Weight EPD is a key factor in performance selection. Chase adds, "Yearling weight is a good standard for us. Since we are selecting a lower birth weight calf, he's kind of starting off a little bit smaller, but if they can get up and go and get to that yearling weight, that's an EPD we're really looking at in our bulls, and in our herd. We're looking for a calving ease animal that can perform at yearling."

The whole family pitches in when the Lantings work cattle.

Todd Lanting ultrasounding cows before making selection decisions. Any cow that doesn't breed back is sold.

To ensure accurate EPDs at selection time, the Lantings actively report all phenotypes on the whole herd to ASA — from birth weights, weaning weights, docility and more. In recent years, they have considered participating in DNA research projects to test their entire cow herd and calf crop.

“If we can make the numbers on our cattle more accurate, especially with DNA, we can improve our own selection process, but also if buyers happen to be looking for a certain trait, we can help them make more informed decisions,” says Chase, “**Information is knowledge. We want to have EPDs as a tool in our toolbox to help our clients.**”

Each bull sold comes with a first breeding season guarantee to ensure customer satisfaction. He continues, “Our Simmental and SimAngus™ bulls are muscly, structurally sound with balanced EPDs. We’ve discovered that we may be heavy handed in cutting bulls, but since we’re pretty strict on what we do and don’t keep, our genetic quality is pretty high.” *(Continued on page 14)*



Chase and family friend, Blaine Jewett, teaching Addison Lanting the ropes on branding.

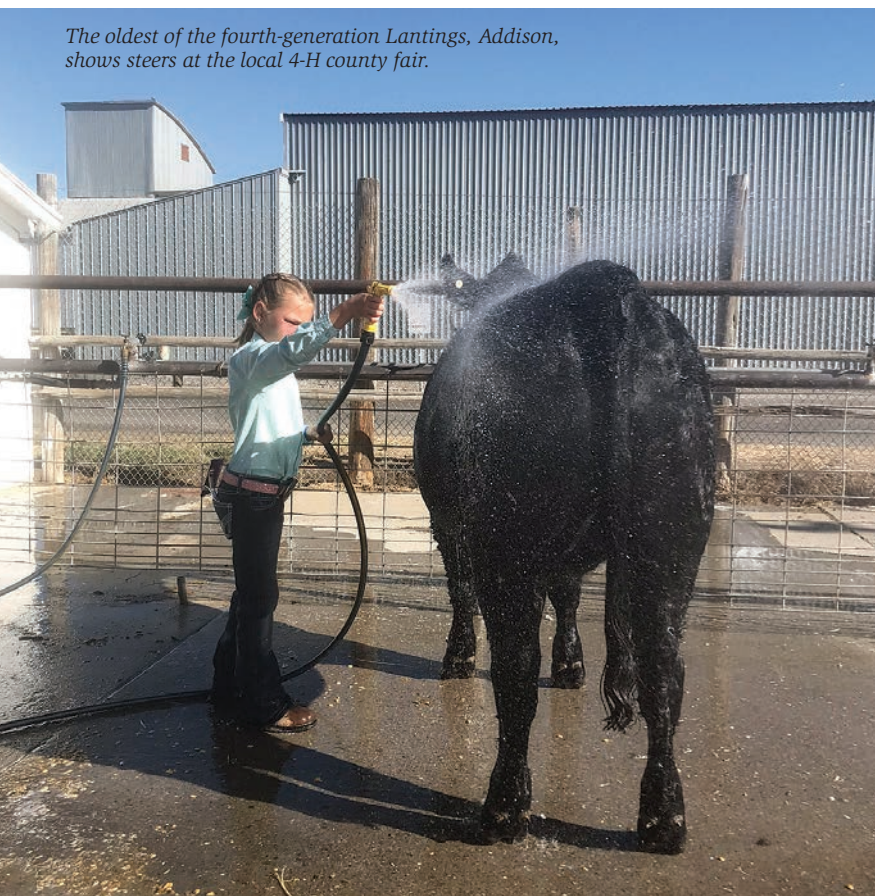
Calving in a tight 60-day window allows the operation to remain focused on retaining cows that breed back quickly.



Simmental Genetics Built to Last

(Continued from page 13)

The oldest of the fourth-generation Lantings, Addison, shows steers at the local 4-H county fair.



A Legacy Built on Diversification

Currently, Lanting Enterprises is owned and operated by John, his older brother, Jim, and John's two sons: Chase and Todd. John handles most of the day-to-day cattle operation needs; Jim is the mechanic and manages the crop-side with his wife, Louise; Chase works as a general manager, including planning crop rotations and cattle data; and Todd runs the veterinary business and helps with farm work and maintenance during the summer. While each family member has their own area of focus, each helps out wherever needed.

Every year, the operation farms around 1,500 acres of silage corn, alfalfa, malt, barley, and wheat while running their cattle on another 1,500 acres of pasture and 4,500 acres of BLM land. As a part of an ongoing transition of the diversified operation, Chase and Todd purchased their uncle and aunt, Bob and Rhea Lanting's, shares of the operation a few years ago. Bob, former ASA Chairman of the Board of Trustees, handled bull marketing and daily tasks on either the farming or ranching side as needed. Moving into retirement allowed Chase and Todd to continue the Lanting legacy as third-generation ranchers and farmers.

Chase shares, "Our grandpa worked hard to build this operation for my dad and his brothers. Todd and I wanted to keep that going. So, we bought a third of the operation from Uncle Bob, and when Uncle Jim and Dad are ready, we will transition the operation to solely Todd and me."

After finishing school, John started a veterinary business called Lanting Veterinary Services specializing in beef cattle. He built the business while simultaneously working on the farm. Today, with John working full-time on the ranch, Todd, who followed his father's footsteps in earning a veterinarian degree, took over management of the veterinary practice and now travels throughout southern Idaho and northern Nevada for customers. John's wife, Carolyn, handles the books and administrative duties for the veterinary clinic and is pivotal in the business's success.



Left to right: John, Todd Lanting, and Jenni Lanting working calves.

Brook and Odin Lanting helping sort calves with the family.

Both Chase and Todd are raising their children, the fourth generation of Lantings, on the ranch with the hope that they might be interested in taking over one day. Chase and his wife Brook, who is a dental hygienist, are the parents of four-year-old Odin and 9-month-old Lillian. Todd and his wife Jenni, who owns and operates a small animal veterinary clinic, are the parents of Addison, 11, and Kelton, 8.

From breeding, to planting, and raising the next generation of agriculturists, it's never too soon to plan for the future. Chase explains that if their children want to be involved in Lanting Enterprises, they will help them get their foot in the door, "Todd and I knew we wanted to be here, and we want our kids to see the direct result of doing a good job selecting cattle or raising that hay crop. It's rewarding, doing good work, and we hope to pass that onto them." ■



Cows are actively rotated through pastures on the Lanting's private property as well as BLM land.



Women of ASA

By Lilly Platts

Editor's Note: *The Women of ASA is a series of articles highlighting significant contributions of women in the Simmental community.*

Lynette Thompson has been an integral part of her family's operation, TNT Simmentals, since its inception. Her years of dedication have now inspired her daughter, Shanon Erbele, to become the next generation to carry on the family business.

Lynette Thompson & Shanon Erbele

Lynette Thompson and her husband, Kevin, built TNT Simmentals, near Almont, North Dakota, from the ground up. Early on, Lynette dedicated her time to helping run the cow herd and has been a vital part of the success of the business. From record-keeping to running equipment, she is a part of every aspect of the ranch and is a lifelong advocate for the Simmental breed.



Lynette and Kevin Thompson.

The generational transfer of agricultural operations is one of the most pressing issues facing the beef industry today, with many young people not interested in taking over family operations and others wishing they had the capital to become involved. For the Thompson family, thanks to many years of hard work and a good foundation, this transition is happening and in a unique scenario, the ranch is being put into their daughter's hands. Their daughter, Shanon Erbele, has

continually increased her involvement with the ranch over the years and alongside her husband, Gabe, is now in the process of purchasing the cow herd from her parents. The Erbeles will continue to ranch near Lehr, North Dakota and once they have taken over the cow herd and TNT name, Kevin and Lynette will continue to live on the place near Almont. It is every parent's wish to set their kids up for success, and for the Thompson family, the years of dedication to building a genetically-strong cow herd are helping to do that for the Erbeles.

Lynette didn't set out to become a seedstock producer, but in the process of building their business, she became extremely passionate about the industry. TNT Simmentals started with two registered cows, and in 2020 they held their 35th annual sale, sending bulls into commercial and registered herds across the country. Thompson has been integral to the success of the operation, and is a dedicated supporter of the breed. She was named the 2011 County Woman of the Year for her four-state area, and through Kevin's time on the ASA Board of Trustees, was involved in a variety of events.

As Lynette remembers, working in agriculture wasn't something she initially believed could be viable. "My family all had grown up on a farm and remembered all the hard work and how tough it was to make a living. I was the only one of six kids that became a fulltime rancher."

For Shanon, agriculture and the beef industry have been a part of her life since the beginning. "As a kid, I always had a great love for the ranch and for the cattle. I was always in my dad's back pocket, following him anywhere he went. From around eight years old, my sister Kendra and I did most of the health checks on all the cattle at our various pastures while mom and dad were in the field making hay, which I later learned to run all the equipment as well."

After Lynette married Kevin, they worked several jobs before settling at their current home. Simmental has been at the core of the cow herd from day one. "We knew starting out on our own, we needed to find a product that we could add value to. That is why we decided to get into the seedstock business. We fell in love with our Simmentals right from the beginning," Thompson remembers.

The Simmental breed has been a great fit for the Thompson family. Their main focus is on commercial producers, and through the years they have developed a respected cow herd and dedicated base of customers. For the Erbeles, the breed will continue to be a focus. She explains, "In 2014 my parents helped us purchase 60 commercial cows to start raising embryos for them. With the income from these cows, we purchased 40 registered cows from my parents and they allowed us to sell the bull calves from these cows in their annual sale. Over the next six years, we continued to purchase cows from them and grow our herd to where we will be calving around 275 cows this spring."

Family has also been at the center of the operation and will continue to be. The Thompsons raised four kids on the ranch, and Lynette believes that the lessons they were able to learn from agriculture were some of their greatest. "I liked teaching them that some of those toughest years with hail, drought, scours, and other challenges were some of our biggest blessings. They taught us how to better manage the land and cattle and how to use those good years to stock up for the bad ones. I also remember our loan officer telling me the places where the wife works right next to her husband and knew all the farm records, were his most successful farms and ranches. I thought I should look for a full-time job to help make ends meet and get health insurance, but he discouraged me from that and felt I was a way bigger asset to the ranch."



Shanon (left) has been taking over record-keeping responsibilities from Lynette.

Shanon is also raising their family of six children on the ranch, and building upon the lessons she learned growing up. Lynette's ability to balance the responsibilities of raising a family while also holding important roles on the ranch has been important to Shanon. "Taking over for my parents has always been something I have thought

and dreamt about, but never thought it would become a reality. My mom has been such a mentor to me with all of the ASA cattle records, and I have been slowly taking over for her as she works her way towards retiring from her job on the ranch and towards becoming a full-time grandma of her 15 grandkids," she explains. "I recall as a kid that times were really tough for us. We worked alongside our parents, from babies in our car seat bouncing in the tractor until we graduated. This allowed us to learn that though ranching can be a tough, stressful occupation, I wouldn't have wanted it any other way, and I wouldn't want to raise my six kids any other place than on a ranch," she explains. "I have a lot of pride in saying I grew up on a ranch and now watching my kids learn the value of a dollar and hard work is priceless. The work ethic and drive I have today came from working with my parents on our ranch, and I hope my kids can say the same when they are older. We wouldn't be able to do what we do without our faith and the support of our family. With your faith leading you and your family behind you, the possibilities ahead of you are unlimited!" ■

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Six Elected to Board of Trustees

Six newcomers were elected to the ASA Board of Trustees: Brandon Callis, Minco, Oklahoma; Tim Clark, Turtle Lake, North Dakota; Chad Cook, Walsh, Colorado; Victor Guerra, Linn, Texas; Chris Ivie, Summertown, Tennessee; and Doug Parke, Paris, Kentucky.

All six individuals were sworn in during ASA's online Annual Meeting, January 29, 2021.

Brandon Callis, Minco, OK



Brandon Callis, with his wife, Kelly, and their children, owns and operates BKC Livestock, a small herd of SimGenetics cows. Callis markets a handful of bulls to area commercial customers while focusing on raising cattle that their children and other juniors can exhibit across the nation. Cattle are sold by private-treaty and a recently added online marketing forum. Callis has been involved with a number of AJSA Classics and a variety of other youth events. He is a member of the Oklahoma Cattlemen's Association. Callis graduated from Texas A&M in 2005 and was a member of their 2004 National Champion Livestock Judging Team. He went on to attain his Masters in animal breeding and genetics from Kansas State. Callis has judged cattle in 30 states, Canada, and the International Simmental Show in Sao Paulo, Brazil. He has mentored and taught more than 150 students as a professor and livestock judging coach over the past 15 years.

Tim Clark, Turtle Lake, ND



Tim Clark and his wife, Tam, own and operate Double T Simmentals. Clark became an ASA member in 1978 and has been involved with the breed for 42 years. His experience with the breed began when he used Simmental bulls on Hereford cows, and their program has evolved from there. Today, Double T maintains a herd of 200 SimGenetics females. Bulls and some females are marketed through an annual sale, offering both black and red Simmental genetics. Most of their bulls go into local herds, and the Clarks focus on making certain a balanced variety of genetics are available to fit each commercial producer's needs. Clark has served the North Dakota Simmental Association in a wide variety of capacities over the years, including as president, as a board member, on the sales committee, as an advisor for the junior program, and is involved in a number of local agricultural organizations. Off the farm, he works for Hubbard Feeds/Alltech as a regional sales manager.

Chad Cook, Walsh, CO



Chad Cook owns and operates Bridle Bit Simmentals alongside his family. At the age of 10, Cook purchased his first Simmental heifer at the National Western Stock Show and has been involved with the breed ever since. He graduated from Aims Community College with a degree in production agriculture, and subsequently returned to the family ranch. The Cook family, member number 4086, has been in the business for generations, and currently markets around 90 Simmental and SimAngus™ black and red bulls each year at their All-Terrain Bull Sale in March. Data collection is at the core of the Bridle Bit business, and the operation has received perfect Performance Advocate scores on several occasions. Cook was involved with the AJSA growing up, has served on the Colorado Simmental Association Board of Directors for nine years, and has served as an advisor for Colorado junior activities.

Victor Guerra, Linn, TX



In conjunction with his parents and siblings, Victor Guerra owns and operates La Muñeca Cattle Company. They run 100 Simmental and Simbrah cows, and market genetics in their LMC GenePlus Online Sale through Cattle in Motion, and several other sales. Support of youth is important to the Guerra family, annually sponsoring the Simmental-Simbrah Superbowl which they co-founded, and conducting their own Field Day and Futurity for 32 years. They also hold an annual online sale around Thanksgiving where all proceeds go to various worthy causes, including breed youth events. He is a strong advocate of Simmental and Simbrah genetics, participating in numerous activities including annual performance bull gain tests in Texas. He currently serves the Hidalgo County Farm Bureau as chairman of the scholarship committee. Guerra also serves the Texas FFA Foundation Board of Directors and the Lone Star National Bank Advisory Board. Yearly, the Guerra family hosts a community fundraiser, where 600 people attend to raise money for the community. Guerra holds a J.D. from Saint Mary's School of law.

Chris Ivie, Summertown, TN



With his wife, Tammy, and family, Chris Ivie, owns and operates Ivie and Sons Simmentals. Ivie has been involved with Simmental for more than 30 years, running 70 head of SimGenetics females, while marketing 15 bulls annually to area commercial producers. Ivie and Sons also produce hay for feed and market. In addition to private-treaty sales, genetics are marketed through national and regional events and sales, and the Ivie family exhibits cattle across the country. Ivie has served as a board member of the Tennessee Simmental Association twice over the past 20 years including a year as president when the TSA hosted the 2016 AJSA Eastern Regional Classic. He is an active member of the Tennessee Cattlemen's Association, his county association, and is a certified Tennessee Master Beef Producer. Ivie volunteers throughout his community in a number of ways. In addition to his cattle, Ivie is the owner of Ivie Automotive Consulting, an engineering consulting company.

Doug Parke, Paris, KY



Doug Parke has been involved with the Simmental breed for 40 years. With his wife, Debbie, they own and operate DP Sales and Management, LLC, Parke Livestock Enterprises, and DP Online Sales, and have been involved with hundreds of SimGenetics sales. Parke was involved with the Tennessee Simmental Association, serving as a board member and president, before moving home, where he has served on the Kentucky Simmental Association board. He has served the Simmental Breeders Sweepstakes as a board member, attended Fall Focus events, ASA Annual Meetings, and numerous AJSA National and Regional Classics. With their daughter, Holli, the Parkes have raised SimGenetics animals and marketed progeny through various sales. Parke has owned percentages in sires like Dream On, In Dew Time, and Duracell. Parke is also active in the Kentucky Cattlemen's Association, Farm Bureau, and volunteers for and sponsors 4-H, FFA, and his community. In 2020 Doug was awarded entry into the Golden Book of the World Simmental Fleckvieh Federation. ■

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ASA's SimSpecialists Are Here to Help You

A team of highly-respected, knowledgeable beef industry professionals and producers are available to represent our Simmental breed and advance the relationship between seedstock and commercial producers.

By Lilly Platts

ASA is fortunate to have a team of beef industry professionals, with a wide variety of experience, available to represent the Simmental breed. The SimSpecialist team covers the US attending sales, presenting at educational events, and serving as a resource for seedstock and commercial operations alike. Luke Bowman, Member Events and International Operations Director, coordinates the SimSpecialists team. For Bowman, the experience represented by the team is invaluable, and the model is industry-leading.



Luke Bowman

“I would say the most obvious strength that our team has is ‘wisdom,’” Bowman shares. “Many of the SimSpecialists have storied histories working around the country in all aspects of the beef industry — we have nutritionists, reproductive physiologists, all the way to meat scientists on the team. Many are professional educators and are well-known throughout their state and region for being the experts in beef cattle production; however, the team’s expertise doesn’t come with just the extension specialists. We have folks that ranch full time and can understand the day-in and day-out of our membership and the challenges they face.”

Our model is special and innovative. Rather than recruiting young, fresh-out-of-college kids ready to hit the road shaking hands and learning the ways of the seedstock and commercial industries, we have folks that are literally celebrities in the beef cattle business.

“The SimSpecialist program model is unique compared to others in the industry.” Bowman explains, “These men and women are well known and well respected in their given territories already.”

Bowman emphasizes that the SimSpecialist model parallels the mission of the Association. “Advocacy is paramount in this model. These men and women are contractors and aren’t salaried to preach “Breed ‘em all Simmental” as part of the job description. That makes this program excellent. The fact of the matter is that the

science, knowledge, and economics of beef cattle breeding and production all follow what we do at the ASA. Basically, just speaking facts about topics such as heterosis, economically-important traits, a breed that can do it all, etc., all follow the story of the modern American Simmental or SimGenetics animal. These experts are so well versed in the application of science and animal biotechnology that talking about what we do at the ASA is just the easiest thing for them to do!”

The SimSpecialist team consists of highly qualified and respected beef industry professionals and producers. ASA took a minute to speak with four of our SimSpecialists, two who are new to the team, and two who are long-time veterans.

Gary Burns



Gary Burns recently joined the SimSpecialists team, and is looking forward to building relationships within the breed, and especially with commercial producers. Burns managed a commercial herd, and later a purebred Simmental operation before being hired by Clemson University to serve as the Beef Cattle Research Station Manager. At Clemson, he became involved with the Simmental breed, and recalls, “Over time it became apparent that Simmental was a fit for what I was interested in. That led me to become a strong believer in Simmental.”

Burns has had a wide range of experience and plans to bring his passion for the industry and breed into his role as a SimSpecialist. “It was just a natural fit for me to become involved. It gives me an opportunity to reach out to Simmental breeders and commercial producers, and really talk about the strong aspects of the breed. I’m really looking forward to going to some bull sales and field days, and to get the word out about what SimSpecialists can do and what their goals are,” Burns explained. “I’ve always felt that ASA has been very progressive toward their purebred breeders, and their membership, and supplied resources through EPDs, and they put a lot of effort and emphasis on the importance of the tools that we have today for selection.”

(Continued on page 22)



MISS CCF Jestress B79

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ASA's SimSpecialists Are Here to Help You

(Continued from page 20)

Making connections with commercial breeders is something Burns is especially looking forward to. "I think the real opportunity for the SimSpecialists is to not only get more purebred breeders involved with the programs that ASA has to offer but also extending out to the commercial producers. I think it's a wonderful opportunity for commercial operations to look at their herd and use selection tools they haven't had access to in the past. Burns also points to the varied experience of the SimSpecialists team as a strength. "When you look through the SimSpecialists, they are all people with a broad background. Many have a background in education, and they are used to presenting information. Most are representatives in areas that they live, that they know. They have a lot of contacts in the area they are serving as SimSpecialists, and to me, I feel like I have a feel for where I should go to present what ASA has to offer, especially for commercial herds."

Russ Danielson



Russ Danielson is a veteran of the SimSpecialist program. Danielson was a member of the animal science faculty at North Dakota State for 44 years. At NDSU, Danielson taught animal science courses, livestock evaluation, beef production, and beef systems. He managed the University beef unit, and was a part of the development of the purebred

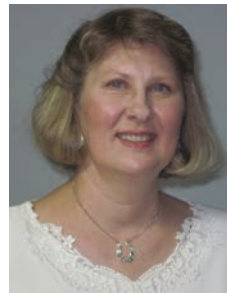
Simmental herd in 1978. He saw the early development of the breed, and through his students and personal interest, has remained involved.

He became a SimSpecialist six years ago through his connections with other Simmental advocates like Bill Zimmerman, Bert Moore, and current EVP, Wade Shafer. He agreed to become a representative for the breed for a number of reasons. "One was the fact that the Simmental Association, for all of the time that I have been involved, has been at the cutting edge in terms of programs, and the use of technology, and working to improve the lot of the cattle producer." He also highly values the collaborative nature of the Association. "The Simmental Association has provided leadership in the collaboration of various breeds, through International Genetic Solutions and those programs. The mission is more than promoting the Simmental breed — it's to enhance the profitability of the beef industry. If you go to sales and visit with people, they are more willing to use SimGenetics in conjunction with their programs, take advantage of heterosis, and the good programs they have to help commercial producers."

Danielson has carried out a variety of tasks as a SimSpecialist, including being present at sales, educating potential customers, and helping seedstock and commercial producers acquire bulls. On average, he will attend between a

dozen sales in the area between January and March. Being of service to each breeder and the Association is a top priority for Danielson, "I always try to make it a point to get there around three hours early, because that gives me the opportunity to talk to the owners and managers before they get busy, as well as the auctioneers and ring staff, and any buyers who may need help. It's been a great experience, and it's a benefit to the Association to have representation that is familiar with the local areas and have a working relationship with producers in that area, and across the country."

Susan Russell



Susan Russell has been a lifelong member of the Simmental community, and as a SimSpecialist, she is able to put her extensive knowledge of the Association and breed to great use. Russell grew up in the beef industry, and her family's operation, Reflected R Ranch, joined ASA in 1993. They participate in the Carcass Merit Program, Cow Herd DNA

Roundup, and Calf Crop Genomics. The Russells also utilize DNA testing and are focused on selling high-indexing, balanced, performance-oriented SimGenetics bulls that will improve their customers' herds.

Russell has a wealth of experience organizing events, including the National Western Stock Show breed events, and has served as the Colorado Simmental Association Secretary/Treasurer since 1998. She served as Western Region Trustee from 2010 to 2016 and was a member of the Executive Committee. Her husband, Curt, also served six years on the Board, and their sons were both extremely involved in the AJSA. The Russells have been Golden Book Award recipients.

Russell uses her years of experience and intricate knowledge of the Association in her role as a SimSpecialist. "ASA is unique in its focus on downstream success. With its mission of making our member's customers more profitable, I think that goal will keep the breed in the forefront of the beef industry," Russell explains. "I interact with cattlemen at shows, auctions, and other livestock events. I especially enjoy taking photos and talking to ranchers. Good weather, good cattle, and good people are a dream "office" for a SimSpecialist. When visiting in the sale pens, over a piece of pie or in the stands, I am promoting our breed and that breeder's operation. I have been fortunate to be a SimSpecialist where the breeders are diligent in providing accurate data and tools to help the potential buyer evaluate their cattle. With the world's largest database, we can help show how matings with SimGenetics will aid operations of any size and niche market."

(Continued on page 24)

COOL Additions!

CATTLEVisions

573-641-5270

www.cattlevisions.com



\$API: 208
STI: 108

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: 137
STI: 85

CCS/WHF Ol' Son 48F

CDI Innovator 325D x WHF Summer 365C
ASA# 3452997 Homo Black Homo Polled
Ol' Son is one of the newest and HOTTEST bulls on the market! Siring champs for JS Simmental in his first calf crop!



\$API: 112
STI: 74

Ruby/SWC Gentleman's Jack

One Eyed Jack x Upgrade
ASA# 3134708 • Homo Black • Homo Polled
Producing extremely sound, deep-sided, high-quality progeny! His first crop of heifer calves has produced champions at the highest levels!



\$API: 108
STI: 72

SC Pay the Price C11

Pays to Dream x Trademark
ASA# 2988788 • Homo black • Hetero polled
Two-time NWSS Grand Champion Bull



\$API: 137
STI: 83

KCC1 Exclusive 116E

Hammer x Entourage
ASA# 3306064 • Homo black • Homo polled
\$240,000 valuation high-seller Fort Worth!
Lead bull in Kearns' 2018 NWSS Champion Pen!



\$API: 115
STI: 66

TNGL Imprint D989

TNGL Track On x JF Shock and Awe
ASA# 3173557 • Homo black • Homo polled
Division Champ at 2016 NAILE and 2017 NWSS!
Use his impeccable structure and great design with outcross pedigree!



\$API: 122
STI: 74

OBCC CMFM Deplorable D148

W/C Executive Order x LazyH/Adkins Blkstr Z15
ASA# 3150188 • Homo Black • Homo Polled
Newly on the open market for 2021! Deplorable is the \$100,000 valued herd sire prospect that was the talk of Kansas City and Louisville in the fall of 2016. He was named Bull Calf Champion at both the American Royal and the NAILE.



\$API: 118
STI: 83

GSC GCCO Dew North 102C

Duracell x Dew It Right
ASA# 3141837 • Homo black • Homo polled
Calving ease combined with tremendous structural soundness! 2018 Fort Worth Champion!



\$API: 110
STI: 82

Longs Pay the Man E16

Pays to Believe x Shear Pleasure
ASA# 3327014 • Homo black • Homo polled
Great-bull, stout, double-homozygous
Pays to Believe son!



\$API: 130
STI: 89

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 Champion % for Lee.



\$API: 109
STI: 72

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: 147
STI: 90

W/C Doctor's Orders 665F

WC Executive Order x WC Lock Down
ASA# 3499405 • Homo black • Homo polled
5/8 ultra calving ease and quality!



\$API: 120
STI: 72

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: 130
STI: 78

VOLK Backdraft CC F810

W/C Executive Order 8543B x JS Flatout Flirty
ASA# 3528566 • Red • Polled
Backdraft owns unrivaled maternal strength, combining infamous breed-leaders "Flatout Flirty" and "Miss Werning KP 8543U".



\$API: 114
STI: 73

PBF Red Paint F88

W/C Executive Order x Built Right
ASA# 3500551 • Red • Polled
Hot, red, calving ease bull. 2019 Iowa State Fair Division Champion!



\$API: 123
STI: 72

KSIG Steelin His Style 6D

Silveiras Style x Steel Force x SS Babys Breath
ASA# 3130639 • Homo black • Homo polled
1/2 SimAngus™, calving ease from the 2012 American Royal Champion!



\$API: 119
STI: 74

GEFF County O 736E

Loaded Up x RAJE/PB Montecito 63W
ASA# 3289219 • Hetero Black • Homo Polled
County O goes back to the Rhythm donor at Ruby's! He's a featured herdsire at Griswold Cattle Co, OK and is making the right kind!



\$API: 113
STI: 75

W/C Double Down 5014E

W/C Executive Order X Yardley Utah
ASA# 3336150 • Homo black • Homo polled
Double Down has now proven himself with scores of very nice calves, and as expected, has stretched the necks, yet provides the rib the industry is demanding in the show room and the pastures.



\$API: 106
STI: 69

JSUL Something About Mary 8421

W/C Relentless 32C x JBFS Proud Mary
ASA# 3565879 • Black • Polled
His pedigree, Relentless (Utah x 8543U) x JBFS Proud Mary (High Regard x Steel Magnolia), just solidifies the ability to transmit maternal, in fact it shouts it!

ASA's SimSpecialists Are Here to Help You

(Continued from page 22)

Dr. Jack Whittier



Dr. Jack Whittier, Scottsbluff, Nebraska, is ASA's most recent addition to the SimSpecialist team. Dr. Whittier spent his career in academia, first working at the University of Missouri, then in the animal sciences department at Colorado State University, and most recently, as the Director of the Panhandle Research and Extension Center for the University of Nebraska.

After retiring in August, Dr. Whittier stepped up to represent the Simmental breed. Over his career, he focused on a variety of subjects, including nutrition and reproduction management. He was an important part of the development and naming of the CO-Synch protocol that is now commonly used for time-breeding in Artificial Insemination.

Dr. Whittier's history with the Simmental breed goes back many years, and while in Colorado, he and his wife, Robynn, purchased a group of SimAngus™ heifers, eventually selling bulls in conjunction with Altenburg Super Baldy Ranch. Today in Nebraska, they continue to raise SimAngus bulls and replacement females. Dr. Whittier became interested in the SimSpecialist program because of the connections he had made within the breed over the years, and because he believes in the vision the current Association was built upon. "I've always been impressed with the breed," he explains. "I was impressed with the forethought to focus on performance and balanced traits."



Continuing to build relationships in the industry while also having the opportunity to help spread the word about ASA programs are also some of the reasons Dr. Whittier became a SimSpecialist. As a scientist himself, the heavy-emphasis on using the available knowledge and tools to advance the breed makes sense to Dr. Whittier, and he has also been able to interact with ASA staff, like Dr. Jackie Atkins and past EVP, Dr. Jerry Lipsey, over the years. "I enjoy cattle and the people who go with those cattle," Dr. Whittier says. "I enjoy looking at good cattle, and I've always enjoyed sales."

There are a number of options for individuals and state associations to utilize SimSpecialists. Any one of the following is a qualifier:

- The member must have spent \$2,000 or more with ASA Publication within the last fiscal year.
- The member must have spent \$3,500 or more with the Association within the last fiscal year.
- An event with an audience of at least 25 cattlemen and the SimSpecialist gets at least 30 minutes of speaking time to discuss ASA programs.
- The member whose event doesn't qualify with the aforementioned can pay the ASA \$500 for a "Buy a Day" with a SimSpecialist.
- Host a State Association event; each state gets two free days per year, at least one day must be commercially focused.

Erika Kenner, Kenner Simmentals, Leads, North Dakota, has utilized the SimSpecialist program in a number of ways. "Our SimSpecialists are a wealth of knowledge, especially with the Learning Library. They know the programs and can explain them to our customers," Kenner says. "It's nice to have someone at our sale who can answer questions, and spend more one-on-one time with people who may be new to Simmental. It really is a great program."

Below is a full listing of available SimSpecialists, and the general areas they cover. For more information on scheduling, please contact asapromotion@simmgene.com.

- Bert Moore, Ph.D. – IA (Indianola, IA)
- Michael Dikeman, Ph.D. – KS & MO (Manhattan, KS)
- Russ Danielson – ND, SD, MN (Fargo, ND)
- Perry Thomas – ND (Bismarck, ND)
- Daniel Weidenbach – SD (Highmore, SD)
- Ben Spitzer – South Central US (Fort Worth, TX)
- Brian DeFreese – North Eastern US (West Lafayette, IN)
- Gary Burns – South Eastern US (Pendleton, SC)
- Susan Russell – CO & NE (Sugar City, CO)
- Jack Whittier, Ph.D. – NE (Scottsbluff, NE)
- John Paterson, Ph.D. – North Western US (Bozeman, MT)
- Chris Davis – KY & TN (Horse Cave, KY)
- Bill Zimmerman – MN (St. Cloud, MN) ■

TSN Simmentals

Annual Bull Sale

EPD's as of 12/17/2020

February 23rd, 2021
Platte Livestock Market
Platte, SD
Selling 60 Registered
Simmental and SimAngusTM
Bulls

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Home- (605)337-3503
27005 360th Ave
Platte, SD 57369

<https://www.tsnsimmentals.com/>
tsnsimm@midstatesd.net



TSN EAGLE H571

Hook's Eagle x TSN Miss Ranch Hand
3/4 SM 1/4 AN
API: 152 TI: 87



TSN FRONTLINE H568

Hook's Frontline x TSN Miss Prophet
3/4 SM 1/4 AN
API: 150 TI: 93



TSN RED MOON H802

WS Red Moon x TSN Miss Pilgrim
PB SM
API: 131 TI: 90



TSN Franchise H733

T J Franchise x TSN Miss Frontier
1/2 SM 1/2 AN
API: 140 TI: 90



TSN EAGLE H823

Hook's Eagle x TSN Miss Sure Fire
5/8 SM 3/8 AN
API: 169 TI: 98



TSN EAGLE H837

Hook's Eagle x TSN Miss Frontier
3/4 SM 1/4 AN
API: 147 TI: 93



TSN BIG TIMBER H818

Koch Big Timber x TSN Miss Sure Fire
3/4 SM 1/4 AN
API: 140 TI: 92



TSN BEACON H854

Hook's Beacon x TSN Miss Frontier
3/4 SM 1/4 AN
API: 151 TI: 89

Nobody Shares Like IGS

Through pooling information, the International Genetic Solutions offers better selection tools to seedstock breeders and the beef industry.

By Jackie Atkins, Ph.D., Director of Science and Education Operations

Early in life, we are taught to share. Share with our siblings, share with our classmates, share with our neighbors. The fact that we have to learn this behavior is telling — it's not instinctive. It's human nature to protect what is "ours" and become territorial to ensure we have what we need to survive and thrive; however, we have seen how we all can do better by working together, sharing resources, and maybe most importantly, sharing ideas. This philosophy of comradery and collaboration is at the heart of the International Genetic Solutions (IGS).

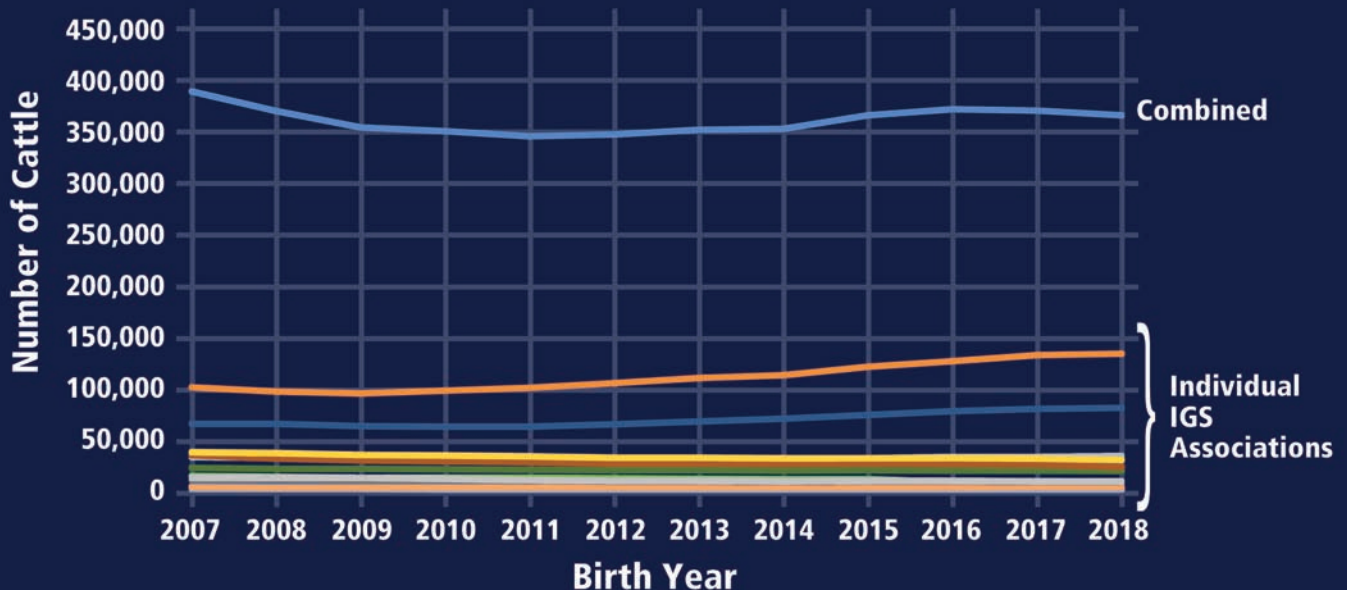
IGS aims to serve the beef industry by providing resources for genetic improvement using the best technology available and unprecedented collaboration. The IGS collaboration now has 20-million animals and nearly 300,000 genotypes from 20 different organizations. Not only is it the largest beef cattle database, but it also has a huge amount of connectivity among the different organizations. Nearly of the progeny records in the IGS evaluation have siblings in a separate database and multiple sires have progeny in as many as 12 databases. If each of these databases was an island with an isolated evaluation, we could all breath a little easier because the evaluation would be much simpler. But, it wouldn't be better. It wouldn't be as accurate. It wouldn't give the best genetic predictions of the animals in the evaluation.

Instead, the IGS model has chosen the harder path. It is complex to have one evaluation with 20 different data sources. It is challenging to have a multi-breed genetic evaluation and to account for different breed effects and heterosis. But at the end of the day, we want to provide the BEST possible genetic predictions, not only to seedstock breeders but for anyone using EPDs to select their future genetics.

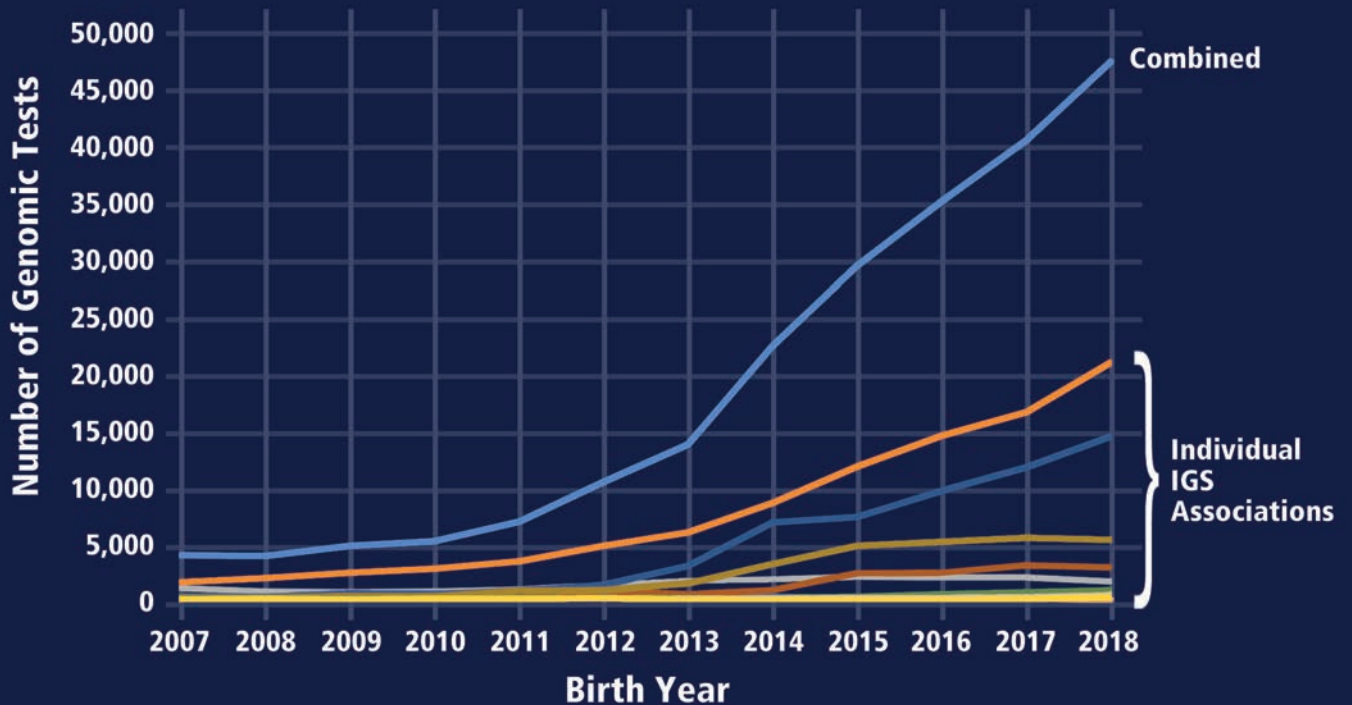
The IGS model also sets aside the territorial toddler behaviors often seen in breed associations and societies. Instead of guarding our data, our material, our resources, to be used only to help our association improve, the IGS system opens the doors of communication among all the IGS partners to offer better resources to all the members and ultimately the beef industry. We all benefit from working together and sharing various perspectives from different breeds of cattle, different breed associations, and different countries but with the common goal of beef cattle genetic improvement. Beyond making the best possible genetic predictors, the staff from the various IGS partners learn from each other, share educational material, collaborate on different research projects, and work through various challenges most of us have faced independently but can get through better together.

While the future is unknown to all of us, it is certain to improve by working together towards the common good.

The total IGS records by year of birth is much greater than any singular contribution from each breed association



Genomic records by year of birth in the entire IGS evaluation compared to individual



POWER.POUNDS.PERFORMANCE

Power & Pounds Annual Bull Sale

SATURDAY FEBRUARY 27TH
@ BEATRICE LIVESTOCK 77
SELLING 50 PERFORMANCE TESTED BULLS

IGENITY AND GENOMIC ENHANCED

STOP BY THE PERFORMANCE CENTER TO VIEW BULLS BY APPOINTMENT
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ONLY SELLING THE
TOP CUT

Modern Seedstock Marketing Must be Better

By Lane Giess, Director of Commercial & Nontraditional Data Programs



If we take a trip down memory lane, we can remember a day when marketing seedstock could be described as simple compared to today. We would mail a sale catalog with the date and time of our auction, inside would have general information about our breeding program and then we would list the lots of animals for sale. Each lot's information would contain a couple of key pieces of

information: birthdate, pedigree, adjusted weights, and ratios among other things. We used this information as the premise for describing genetic value among our offering. And at the time all of the separate sources of information were important and useful tools.

You could even say before modern genetic evaluations, ratios and adjusted weights were the best tools available to describe genetic merit. And before those, pedigree knowledge and visual performance appraisal were the sole focus of every breeder. No doubt, our understanding of genetic merit has advanced since these times.

As I page through various current sale catalogs, I have to ask the question, are they any more clear, or any easier to decipher than what's been printed in years past? My answer would be no, and in fact, I might even argue they are more confusing now than ever before and not for the reason you might think.

Modern sale catalogs still printing adjusted weights, ratios, and raw ultrasound scan results are full of contradicting pieces of information. Why? Because we know these observations describe more about the performance of the animal itself and less what a parent animal may pass on to its progeny.

Ratios, adjusted weights, and raw-scan data are indications of merit from an observed phenotype (BW, WW, Marbling, etc.). However, as all animal breeders know, an animal's phenotype is influenced by multiple factors — including how they were managed. Can future progeny inherit good management? No.

Then why do ratios, adjusted weights, and raw data still permeate most sale catalogs printed today?

As a seedstock breeder myself, I get it. The success of every seedstock operation is dependent on two things: 1) a sound and reliable breeding program designed to improve the profitability of our customers, and 2) the ability to market those animals to stay financially sound in our business.

It's the responsibility of every seedstock producer to maximize genetic progress and improve the economic profitability of beef production. But in a difficult market and volatile business environment, marketing our livestock is vital to our bottom line. Do we sometimes sacrifice the reality and merit of genetic tools in order to make a sale because of customer expectations?

We choose to print outdated tools like ratios and weights for inherently selfish reasons and reasons only magnifying our inability to educate on true genetic tools like EPDs.

They are more confusing, yes, but they are much more accurate and effective tools for making genetic improvements for a trait than anything else available. Science is not always understood, but in the case of EPDs, there is no debate among animal breeders and progressive producers. They work!

The bottom line is, EPDs are better indicators for genetic merit than anything else available to seedstock breeders.



Modern sale catalogs where we still print the outdated tools of ratios, actual weights and raw data are only adding to the difficulty of educating commercial cattlemen and are ultimately hurting your bottom line by introducing confusion and contradicting information.

In a world of “the customer is always right”, some are going to demand seeing these pieces of information and for those customers, I'd suggest a separate location to print what they are looking for such as your website or as a supplement sheet rather than printed in a catalog.

This conversation is one many will disagree with, but as the beef industry is scrutinized and the market becomes more competitive, I think it is clear the direction seedstock breeders must take mandates a change in how animals are marketed and how we educate our consumer. ■



RINCKER SIMMENTALS

SWEET 16 ONLINE BULL & SEMEN SALE

March 8, 2021 on SC Online "Sale End Time at 7PM Central"



Lot 1-RS/BR Profit Center 444H ASA 3789332
Jan 2020 ¾ by Profit-Black, Homo Polled



Lot 2-RS/PVF Pay to Play 410H ASA 3789363
Feb 2020 PB by Pays to Believe-Homo Black, Homo Polled



Lot 3-RS/BR Double Up 6643H ASA 3789340
Jan 2020 ¾ by WC Double Down-Black, Homo Polled



Lot 4-RS/HILL Rolex 6404H ASA 3789358
Jan 2020 PB-Homo Black, Homo Polled



Lot 5-RS/BR Unrelenting 358H ASA 3789342
Jan 2020 ¾ by WC Relentless-Homo Black, Homo Polled



Lot 6-RS/BR Uncompromising 510H ASA 3789331
Feb 2020 ¾ by WC Relentless-Black, Homo Polled



Lot 7-RS Direct Impact 701H ASA 3789341
Feb 2020 ¾ by THSF Lover Boy-Homo Black, Homo Polled



Lot 8-RS/BR Honor Roll 466H ASA 3789324
Jan 2020 ¾ by WC Relentless-Black, P/S



Lot 9-RS/BR Profit Margin 427H ASA 3789365
Feb 2020 ¾ by Profit- Black, P/S



Lot 10-RS/HILL Headquarters 5322H ASA 3805407
May 2020 ¾ by WLE Copacetic-Homo Black, Polled



Lot 14-RS Double Or Nothing 703G ASA 3789321
Nov 2019 PB by WC Double Down-Homo Black, Homo Polled



Lot 15-RS Pay It Forward 7151G ASA 3776892
Oct 2019 PB by Pays to Believe-Homo Black, P/S

Additional lots of rare and current semen also selling!

Bulls may be viewed during the March 6, 7, and 8 Open House dates at the Rincker East Farm Bull Development Center



Videos online at SC Online
Sale consultants:
Larry Martin: 217.433.0242
& Greg Miller: 608.778.8785



Curt, Pam, Cari & Brent - Shelbyville, IL
Curt: 217.871.5741 - curt@rincker.com
Brent: 217.246.3550 - rincker@gmail.com



NAILE

2020

North American International Livestock Exposition

Junior Show

Dates: November 14-15, 2020

Judge: Zach Butler, Milton, TN

Location: Louisville, KY

Purebred Simmental Females



Division I Champion

“JSUL Mary’s Copa 0353H,”
s. by WLE Copacetic E02,
exh. by Mattie Doerstler, Greens Fork, IN.



Reserve Division I Champion

“PSCS Miss Bankroll 422H ET,”
s. by W/C Bankroll 811D,
exh. by Clint Main, Seymour, IN.



Reserve Grand Champion, Champion Bred and Owned, Division II Champion

“AK/NDS Seckond Chayne,”
s. by W/C Relentless 32C,
exh. by Dylan Chastain, Danielsville, GA.



Reserve Division II Champion

“Campbellco Shes So Sweet 35H,”
s. by LLSF Pays To Believe ZU194,
exh. by Matthew Koverman, Minford, OH.



Division III Champion

“Rocking P Blackcap G085,”
s. by LLSF Pays To Believe ZU194,
exh. by Josie Phillips, Maysville, KY.



Reserve Division III Champion

“VEF Ant 60G,”
s. by Mr. HOC Broker,
exh. by Carly Sanders, Leesburg, OH.

Division IV Champion

“America,”
s. by W/C Bankroll 811D,
exh. by Sara Sullivan, Dunlap, IA.



Reserve Division IV Champion

“TJSC Diamonds Destiny 115G,”
s. by W/C Relentless 32C,
exh. by Sydney Wisnefski, Wyoming, IL.



Grand Champion and Division V Champion

“JASS Wheel N Deal 04G,”
s. by LLSF Pays To Believe ZU194,
exh. by Sara Sullivan, Dunlap, IA.

Reserve Division V Champion

“MME Surrender’s Pride 057G,”
s. by Profit,
exh. by Tanner Curtin, Oxford, IA.



Division VI Champion

“RGH Joy’s First Lady 035F,”
s. by MG/GSC Authority W14C,
exh. by Cody Moore, Fountain Run, KY.

Percentage Simmental Females



Division I Champion
 "S&S TSSC First Lady 072H,"
 s. by Conley No Limit,
 exh. by Sara Sullivan, Dunlap, IA.



Reserve Division I Champion
 "Bracelet TSSC Bold & Beautiful,"
 s. by Colburn Primo 5153,
 exh. by Bailey Tomson, Westport, IN.



Division II Champion
 "JSUL/TSSC Beth Dutton 0113H,"
 s. by HPF Quantum Leap Z952,
 exh. by Seth Martin, Kingman, IN.



Reserve Division II Champion
 "Broker's Phyllisity 20H,"
 s. by Mr. HOC Broker,
 exh. by Casey Besse, Freeport, IL.



**Reserve Grand Champion and
 Division III Champion**
 "JSUL Crystal Price 9816G,"
 s. by SC Pay The Price C11,
 exh. by Carver Gostomsky, Arcanum, OH.



Reserve Division III Champion
 "S B C Faith 750G,"
 s. by HPF Quantum Leap Z952,
 exh. by Jordan Stephens, Ewing, KY.



**Champion Bred and Owned
 and Division IV Champion**
 "BTYL Nocona 215G,"
 s. by GSC GCCO DEW North 102C,
 exh. by Sydney Baty, Loveland, CO.



Reserve Division IV Champion
 "JBOY Ms. Heights 898G,"
 s. by WS Pilgrim H182U,
 exh. by Emma McLaughlin, Woodsfield, OH.



Grand Champion and Division V Champion
 "JBOY RJ Tammy 902G,"
 s. by W/C Relentless 32C,
 exh. by Joshua Darbyshire, Morning Sun, IA.
Reserve Division V Champion
 "BBSR Gucci 124G,"
 s. by Mr. HOC Broker,
 exh. by Kelton Arthur, Stillwater, OK.

(Continued on page 32)



WINAILE

2020

(Continued from page 31)



Division VI Champion
"STCC Senorita 8197,"
s. by Circle M Tejas,
exh. by Katherine Nemcovic, Mayo, FL.

Open Show

Dates: November 18, 2020
Judges: Matt Claeys, Otterbein, IN (Lead);
Stan Tarr, LeRoy, IL (Associate)

EPDs listed as of 11/11/2020

Editor's Note: PTP data for the North American International Livestock Exposition are listed in the following order: Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Maternal Weaning Weight EPD, STAY EPD, Yield Grade EPD, Marbling EPD, \$API and \$TI.

Percentage Show Females



Division I Champion
"Bracelet TSSC Bold and Beautiful,"
s. by Colburn Primo 5153, exh. by Tim Schaeffer Show Cattle, Hagerstown, IN.
8.7/70/106/3.4/52/11.7/-12/.21/108/69



Reserve Division I Champion
"JS Dairy Queen 27H,"
s. by Colburn Primo 5153,
exh. by JS Simmental, Prairie City, IA.
12.9/74/108/6.7/50/13.6/-01/.42/127/76



Division II Champion
"JSUL/TSSC Beth Dutton 0113H,"
s. by HPF Quantum Leap Z952, exh. by Tim Schaeffer Show Cattle, Hagerstown, IN.
13.4/68/102/6.9/52/11.6/-23/.39/125/74



Reserve Division II Champion
"JBOY Tammy 062H,"
s. by Mr. HOC Broker,
exh. by Boyert Show Cattle, Pleasantville, IA.
4.2/66/101/.8/55/6.1/-33/-11/70/55



Division III Champion
"JSUL Crystal Price 9816G,"
s. by SC Pay The Price C11, exh. by Tim Schaeffer Show Cattle, Hagerstown, IN.
8.7/63/96/40/47/13.1/-27/.23/109/65

Reserve Division III Champion
"S B C Faith 750G,"
s. by HPF Quantum Leap Z952,
exh. by Jordan Stephens, Ewing, KY.
12.4/85/128/6.6/63/11.4/-34/.25/122/81



Reserve Grand Champion and Division IV Champion
"Steck WSCC Lucy 920G,"
s. by WS Revival,
exh. by Whitney Walker, Prairie Grove, AR.
10.8/61/89/6.8/48/12.5/-33/.10/107/64

Reserve Division IV Champion
"BTYL Nocona 215G,"
s. by GSC GCCO Dew North 102C,
exh. by Sydney Baty, Loveland, CO.
11.1/86/127/6.9/63/8.4/-28/-02/99/74



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"JBOY RJ Tammy 902G,"
s. by W/C Relentless 32C, exh. by Joshua Darbyshire, exh. by Morning Sun, IA.
9.4/64/8/4/69/10.1/-36/.18/102/64



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(Continued on page 38)



WINNER

2020

(Continued from page 32)



Reserve Division V Champion
"BT Black Beauty G7,"
s. by Profit,
exh. by Luke Harker, Hope, IN.
5.4/70/103/2.5/56/10.6/-14/.45/111/72

Division VI Champion
"STCC Seniorita 8197,"
s. by Circle M Tejas,
exh. by Katherine Nemcovic, Mayo, FL.
9.3/73/108/4.2/59/14.9/-21/.30/121/73

Bulls



Division I Champion
"S&S TSSC Limitless 041H,"
s. by Conley No Limit, exh. by
Tim Schaeffer Show Cattle, Hagerstown, IN.
3.8/77/112/1.1/55/10.7/-12/.28/105/73

Reserve Division I Champion
"PSCS Prospector 314H ET,"
s. by WS Pilgrim H182U,
exh. by Parks Show Cattle, Metamora, MI.
8.7/70/102/3/52/6.6/-30/.17/91/65



Division II Champion
"Harkers Unleashed,"
s. by Silveiras Style 9303,
exh. by Chase Harker, Hope, IN.
10/75/116/6.4/57/12.4/-12/.36/114/72



Reserve Division II Champion
"GSC Wild Bill 636H,"
s. by Gateway Follow Me F163,
exh. by Gerdes Show Cattle, West Point, IA.
9.9/72/103/6.9/51/12/-24/.28/118/72

Division III Champion
"OBCC Designated Survivor 648G,"
s. by W/C Style 69E,
exh. by Owen Bros. Cattle Company and
XTB Cattle, Bois d'Arc, MO.
12.9/66/94/6.6/52/15.4/-31/.28/125/70

Reserve Division III Champion
"H20s Playboy,"
s. by BNWZ Slider 7125,
exh. by H20's Farm and Four Boys Simmental,
Walkerton, IN.
11.4/63/94/5/52/10.8/-15/.11/105/65



**Reserve Grand Champion and
Division IV Champion**
"ALL Avail 939G,"
s. by Profit,
exh. by Adcock Land and Livestock,
Moweaqua, IL.
4.7/76/113/2.2/59/8.8/-10/.24/96/69



Reserve Division IV Champion
"RB2C Endowment 909G,"
s. by W/C Bankroll 811D,
exh. by River Bluff Cattle Company, Niantic, IL.
10.8/75/116/3.3/62/13.1/-31/.19/116/74



**Grand Champion and
Reserve Division V Champion**
"GTWY-Foreman F241,"
s. by SC Pay The Price C11,
exh. by Trennepohl Farms and
Gateway Genetics, Middletown, IN.
9.1/78/115/4/57/10.2/-25/.30/115/77

Reserve Division V Champion
"PMTM ECS Emergency Management,"
s. by CNS Pays to Dream T759,
exh. by Elmore Cattle Services and
Pepper Elmore, Waukomis, OK.
10.9/68/105/6.7/51/12.5/-31/.19/123/73

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s. by Mr. TR Hammer 308A ET,
Calf, "R/F Moxie H0835,"
s. by CMFM Caught Lookin D929,
exh. by Riley Farms, Cisco, IL.
8.5/86/124/3.3/62/14.4/- .44/.05/116/76
10/78/109/3.7/59/17.2/- .38/.10/125/75



Reserve Grand Champion Cow/Calf Pair

"CNS-GVC Blackstar 12C,"
s. by Sandeen Upper Class 2386,
Calf, "AKS Blackstar N Class,"
s. by Mr. CCF Clarified,
exh. by Orchard Acres, Brandon, WI.
10.5/71/106/2.1/55/13.3/- .49/.07/116/71



Division I Champion

"JS Dairy Queen 29H,"
s. by CCS/WHF Ol'Son 48F,
exh. by JS Simmental, Prairie City, IA.
13.1/83/119/6.3/62/17.9/- .36/.26/145/85



Reserve Division I Champion

"JSUL Mary's Copa 0353H,"
s. by WLE Copacetic E02, exh. by
Tim Schaeffer Show Cattle, Hagerstown, IN.
10/76/117/3.8/61/12.9/- .40/.04/115/73



Division II Champion

"RRF Lola 208H,"
s. by SC Pay The Price C11,
exh. by Dakota Heidt, Ozark, MO.
9.1/80/121/3.9/58/12.9/- .36/.07/117/76



Reserve Division II Champion

"CCS/TSSC/SFC Special Summer,"
s. by SC Pay The Price C11, exh. by
Tim Schaeffer Show Cattle, Hagerstown, IN.
8.6/78/111/4.6/58/14.5/- .42/- .04/112/72



Division III Champion

"Rocking P Blackcap G085," s. by LLSF Pays
To Believe ZU194, exh. by Rocking P Livestock
and Circle M Farms, Maysville, KY.
9/89/136/4.3/66/9.6/- .35/.18/118/83

Reserve Division III Champion

"VEF Ant 60G,"
s. by Mr. HOC Broker,
exh. by Carly Sanders, Leesburg, OH.
6.6/77/113/2.1/56/11.5/- .40/- .16/92/65

Division IV Champion

"America,"
s. by W/C Bankroll 811D,
exh. by Sara Sullivan, Dunlap, IA.
9.6/72/102/3.6/62/13.8/- .44/.20/126/77



Reserve Division IV Champion

"B C R Time To Shine 105G,"
s. by SC Pay The Price C11,
exh. by Charlee Gibson, Mooreland, IN.
9.8/76/108/4.7/59/12.6/- .41/.18/122/77



Grand Champion and Division V Champion

"KDP Miss Hoya Hayleigh,"
s. by LLSF Pays To Believe ZU194,
exh. by Toby Noble and Udell Cattle,
Lloydminster, SK.
9.1/77/111/5.2/61/12.8/- .35/.19/122/77

(Continued on page 40)

State Marketplace

(Continued from page 35)

Nebraska cont.



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(Continued on page 41)



WINAILE

2020

(Continued from page 37)

Bulls



Reserve Grand Champion and Reserve Division V Champion
"JASS Wheel N Deal 04G,"
s. by LLSF Pays To Believe ZU194,
exh. by Sara Sullivan, Dunlap, IA.
10.6/76/115/4.9/60/11.8/- .38/.11/120/77



Division I Champion
"Rocking P Vintage H008,"
s. by LLSF Pays To Believe ZU194,
exh. by Rocking P, Bloomberg and
Boyert Cattle, Maysville, KY.
9/89/136/4.3/66/9.6/- .35/.18/118/83



Grand Champion and Division III Champion
"WLE Black Mamba G203,"
s. by WLE Copacetic E02,
exh. by Wesner Livestock
and XTB Cattle, Chalmers, IN.
13.7/79/119/7.3/61/14.7/- .41/.04/129/78



Division VI Champion
"Swain Angelica C824F,"
s. by Mr. CCF 20-20,
exh. by Swain Select Simmental, Louisville, KY.
13.9/75/107/5.7/52/12.5/- .48/.14/126/77



Reserve Division I Champion
"WHF High Roller H365,"
s. by W/C Double Down 5014E,
exh. by Wayward Hill Farm, Versailles, KY.
11.8/87/125/5.2/72/12.1/- .46/.01/118/80



Reserve Grand Champion and Reserve Division III Champion
"Mr BH Fits The Bill,"
s. by HPF Quantum Leap Z952,
exh. by Elmore Cattle Services and
Blake Henrichs, Waukomis, OK.
11.1/91/142/5.1/71/15/- .34/- .02/122/80

Reserve Division VI Champion
"RGH Joy's First Lady 035F,"
s. by MG/GSC Authority W14C,
exh. by Cody Moore, Fountain Run, KY.
13.7/72/105/5.8/58/17.5/- .35/.04/130/73



Division II Champion
"WHF Guinness G366,"
s. by CDI Innovator 325D,
exh. by Wayward Hill Farm, Versailles, KY.
10.3/101/150/5.7/74/16.6/- .44/.12/137/90

Division IV Champion
"Horstman Reply All 898F,"
s. by TJ High Calibre 556B,
exh. by Horstman, Hoffman
and Lundy, West Lafayette, IN.
11.4/86/134/5/73/16/- .40/.34/146/89

Reserve Division II Champion
"OBCC Goose GB17,"
s. by W/C Bankroll 811D,
exh. by Owen Bros. Cattle Company
and XTB Cattle, Bois d'Arc, MO.
11.6/78/108/5.3/65/14/- .38/.08/120/75



Division V Champion
"GSC Free and Clear X30F,"
s. by SC Pay The Price C11,
exh. by Pickerel Farms, Athens, GA.
9.4/67/92/3.2/51/14.8/- .40/.09/116/68

State Marketplace

(Continued from page 39)

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- ▶ Emails responded to within 2 business days
- ▶ Registrations completed within 7 business days
- ▶ Foundation registrations completed within 2-3 weeks

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Marni Gaskill



Heidi Todd

Please include the following information in your communication with the ASA:

- ▶ Membership number
- ▶ Job or invoice number
- ▶ Registration number or tattoo of animal(s) in question



Amber Coila



Bailey Abell

For frequently asked questions and answers, check out simmental.org/newmembers.



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2021 Year-Letter is “J”

The year-letter animal identification letter for 2021 is “J”, and will be followed by K in 2022 and L in 2023. The letter H was the year-letter designated for use during 2020.

ASA skips the following letters: “I”, “O”, “Q”, & “V”.

Upcoming 2021 Fall Focus Event

The 2021 Fall Focus Board meeting and educational day will be held in Roanoke, VA, August 27 – 31. The conference headquarters are located at the Hotel Roanoke with a block of rooms available for August 26 – 31.

Want to help support 2021 Fall Focus? Contact ASA to ensure your sponsorship is highlighted. Call the office at 406-587-4531 or check out fallfocus.org for more information.

Tracked Shipping Recommended by ASA’s DNA Department

ASA’s DNA Department strongly recommends that members send all DNA samples in a tracked package. This can be through any carrier, so long as a tracking number is available. We also strongly suggest that kits are sent to members in a tracked package, as the extra cost can eliminate delays in regular USPS shipping, and also limit the chance of the package being lost in transit.

Priority shipping is the only way to cut down on the time it takes to get a sample tested, as there are no priority options at the lab. Upon arrival at the lab, testing takes three to four weeks, and additional time is often necessary for genomic panels to run through the evaluation.

Board Updates AI Sire and Donor Dams Qualification Policy

Recently, Neogen updated their mid-level genomic panel from ~ 50,000 SNPs to ~ 100,000 SNPs. In Herdbook, animals with the former genomic panel are denoted with a 47K or C47K for Cow Herd DNA Roundup (CHR) samples. The current updated genomic panel is denoted with a 100K in Herdbook (C100K for CHR and A100K for Calf Crop Genomics samples).

The ASA Board of Trustees recently approved the updated 100K genomic panel to qualify AI sires and donor dams. Animals with a completed 100K, C100K, or A100K panel will automatically qualify as a donor dam or AI sire. Animals with a completed 47K panel will not qualify and must be re-tested at the 100K level in order to become an approved AI sire or donor dam.

The genomic panel is now \$50 to approve an AI sire or donor dam; add-on options and prices remain the same. The 100K genomic panel continues to be ASA’s recommendation for animals that will make a large impact in herds and is the only genomic panel with add-on pricing for coat color, horned/polled, and genetic condition panel. Please contact ASA’s DNA Department with questions.

Herdbook Update to Birth Weight Ratio and Collection Method

The Board recently passed a resolution to change the direction of the ratio for birth weights so that larger ratios are assigned to animals with heavier birth weights in their contemporary group and vice versa. This resolution came about to standardize the direction of the ratios so that higher ratios uniformly mean more of that trait.

Additionally, breeders can now indicate if they use hoof tape to estimate birth weight in Herdbook. There is a column called “BwMethod” next to the column where birth weights are entered in the animal entry page. If the weights were estimated using hoof tape, then simply put a T in the “BwMethod” column. If birth weights were obtained using a scale, there is no need to enter anything.

ASA Launched Calf Crop Genomic Testing Project



Calf Crop Genomics is a recent program launched by the American Simmental Association in collaboration with Neogen®. Calf Crop Genomics 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. Genotyping entire contemporary groups is important to

1. use genomically-enhanced EPDs (GE-EPDs) for selection decisions,
2. reduce selection bias in genomic predictions, and
3. increase the volume of genotyped animals for future improvements to genetic predictions.

The latter two points make any singular genomic test in the future better for all members using genomics.

Cow Herd DNA Roundup Continues

The ASA Board of Trustees approved Phase II of the Cow Herd DNA Roundup at the 2019 Fall Focus meeting. The project will continue to accept new herds 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 (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).

With the advent of the Calf Crop Genomics Project, the ASA Board of Trustees has amended the CHR program for females younger than calving-age. **Heifer calves and replacement heifers are no longer eligible for the CHR research rate as of January 1, 2021, but calving-age cows and new purchases of calving-age cows will remain eligible for the research rate.** ■

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Red, Homo Polled

DCR Mr Hangover H238

ASA# 3781065
Sire: CDI Radical 267F
Dam: DCR Ms Shearock U302
BD: 3.3.2020 • BW: 90 lbs.
Adj. 205 WT: 859 lbs. WWR: 103 • Adj. 365 WT: 1,564 lbs.

BW	WW	YW	Milk
1.6	84	127	28
MWW	\$API	\$TI	
70	142	86	



Hetero Black, Homo Polled

DCR Mr High Mountain H43

ASA# 3781032
Sire: Springcreek Denali 21E
Dam: DCR Ms. B/Gameface A404
BD: 2.6.2020 • BW: 96 lbs.
Adj. 205 WT: 870 lbs. WWR: 105 • Adj. 365 WT: 1,365 lbs.

BW	WW	YW	Milk
3.1	79	119	35
MWW	\$API	\$TI	
74	118	75	



Red, Homo Polled

DCR Mr Hard Impact H69

ASA# 3780825
Sire: KRJ HZN Direct Impact F805
Dam: DCR Ms. B Wideload F536
BD: 2.10.2020 • BW: 80 lbs.
Adj. 205 WT: 867 lbs. WWR: 105 • Adj. 365 WT: 1,476 lbs.

BW	WW	YW	Milk
.1	87	130	28
MWW	\$API	\$TI	
71	143	85	



Hetero Black, Homo Polled

DCR Mr Heavy Hitter H142

ASA# 3780830
Sire: KRJ HZN Direct Impact F805
Dam: DCR Ms. Powergrid F500 ET
BD: 2.18.2020 • BW: 84 lbs.
Adj. 205 WT: 852 lbs. WWR: 103 • Adj. 365 WT: 1,465 lbs.

BW	WW	YW	Milk
-6	84	127	25
MWW	\$API	\$TI	
67	157	89	

EPDs as of 1.13.2021



Red, Homo Polled

DCR Mr Home Run H256

ASA# 3780876
Sire: RFS Force F35
Dam: DCR Ms Sherrif F64
BD: 3.4.2020 • BW: 90 lbs.
Adj. 205 WT: 938 lbs. WWR: 114 • Adj. 365 WT: 1,496 lbs.

BW	WW	YW	Milk
.3	88	133	32
MWW	\$API	\$TI	
76	137	85	



Hetero Black, Homo Polled

DCR Mr High Attraction H271 TW

ASA# 3781034
Sire: DCR Mr Main Attraction E18
Dam: DCR Ms. B/tanker A299
BD: 3.6.2020 • BW: 82 lbs.
Adj. 205 WT: 839 lbs. WWR: TW • Adj. 365 WT: 1,478 lbs.

BW	WW	YW	Milk
2.4	80	122	32
MWW	\$API	\$TI	
72	122	77	

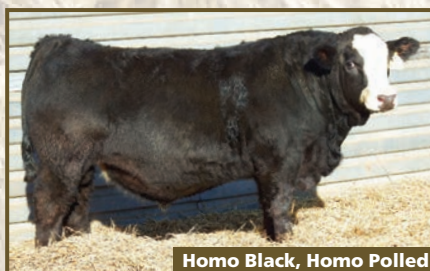


Red, Homo Polled

DCR Mr Huckleberry H410

ASA# 3780973
Sire: RFS Bulletproof B42
Dam: DCR Ms. Redgie C428
BD: 3.14.2020 • BW: 100 lbs.
Adj. 205 WT: 873 lbs. WWR: 105 • Adj. 365 WT: 1,533 lbs.

BW	WW	YW	Milk
4.4	90	142	31
MWW	\$API	\$TI	
76	130	80	



Homo Black, Homo Polled

DCR Mr Handicraft H386 ET

ASA# 3781073
Sire: DCR Mr Main Attraction E18
Dam: KLSR Miss United C501
BD: 3.13.2020 • BW: 94 lbs.
Adj. 205 WT: 838 lbs. • Adj. 365 WT: 1,519 lbs.

BW	WW	YW	Milk
4.4	92	137	33
MWW	\$API	\$TI	
79	129	83	

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By Larry Maxey,
 Founder and Superintendent,
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Author's Note: *This is the eighth in a series for this column featuring some of the "Pioneers" prominent in the introduction and growth of Simmental cattle in North America. In the last edition, we presented the first of several pieces about Travers Smith and his remarkable contribution in the establishment of our breed on the North American Continent. Excerpts from information provided by Susan Smith from her blog titled *The Early Years of Simmental in North America* form the basis for much of the content being shared here.*

Our Pioneers – Travers Smith



At the conclusion of the first article, over the winter of 1965-66, Travers witnessed firsthand how a three-quarter Brown Swiss and one-quarter Hereford bull in a home-ranch/government supervised performance test outperformed his own Hereford bull at 245 days, 878 pounds to 600 pounds. Being performance oriented, Travers knew it was time to change.

In January, 1966, in his pursuit to improve his cattle, Travers read a report from 1964 by Dr. Robert F. Peters, a geneticist with the Lethbridge Branch of the Canada Department of Agriculture (CDA), where Dr. Peters chronicled his travels to Europe to study animal breeds. In this report, he provided information about the Simmental breed. This was the first encounter that Travers had with the word. And, soon thereafter, it again appeared in another article as well as during a conversation with Charley Redd of La Sal, Utah.

On February 16, 1966, a bull calf was born on the Henri Rosen farm (c 982) at Saint-Apollinaire, Cote d'Or, near Dijon, France given the name Parisien. No one knows the revolution he will initiate, the 100,000 plus miles he will travel, the penthouse ballrooms he will parade through, or the genetic heritage he will bequeath

to over 15,000 progeny. He is just an exceptionally fine calf with good prospects. Technically he is a French Pie Rouge, but the equivalent of the Swiss Simmental. He and Travers are destined to make history and that they will do!

Everything Travers reads and hears about this "new" old breed of cattle "sets him on fire". He becomes a man with a Simmental mission. With the assistance of his uncle's business associate, B.Y. Williams, he initiates correspondence to the CDA as well as the Commission of Swiss Cattle Breeders' Federation. By the end of April, 1966, he learns that Switzerland was closed to direct importation of cattle due to animal health restrictions in Canada. Not to be deterred, Travers directs another letter to the CDA requesting for "the number of Red and White Simmental cattle allowed under one permit" for importation from France.

Throughout May and June 1966, Travers continued his correspondence. By June 29, anxiety mounted since there was no word from the CDA regarding his request for a permit from April. Again, B.Y. Williams assists in drafting another letter to the CDA inquiring about the status of the permit. Soon thereafter Travers received a phone call from Ottawa with apologies that due to an error his permit application had been overlooked but the permit had been granted.

After the favorable news about the permit, B.Y. Williams remembers events as follows: "He (Travers) had until August 8 to have his calf in farm quarantine in France. Not much time. Five thousand bucks quick, and something to back it up, and a bull required within less than six weeks. We had no problem with money at the time, not having any. We just decided to raise five hundred dollars each and get the same amount from a like number of friends, and we were in business. Travers had contacted Charley (sp) Redd previously and he had said "If you ever get a permit, I want to pick the bull for you." So Travers got on the phone. No dice. Charley Redd's calendar was full. So Travers booked the next suitable reservation he could get to Berne, Switzerland. Switzerland wasn't open at the time for export, but he wanted a look at the native breed in the country of origin. (SSH: March 1974:30)."

In the next edition of this thrilling saga, we will pick up with the twists and turns that continued to menace Travers in his quest. You will then come to appreciate the will and perseverance of Travers Smith and why he is so deservedly one of our breed's true "Pioneers". ■

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By Teegan Mackey, South Central Region Trustee, Brenham, TX

As the spring judging season is underway for my Texas A&M Livestock Judging Team and me, we've been on the road. With our coaches setting sights for the top, we went to every place they could find from Wilks Angus, to Blue Team Wethers and even Foster Bros. Rigorous workouts came and went, the reasons sets seemed to be never ending. Despite the amount of stock we have seen, the one thing that always stuck with us were the incredible, over the top, game changing good ones. Then when it came time to talk sets, everybody enjoys the chance to put together a set on such elite livestock. It makes a breeder and advocate proud when almost all his teammates want to talk about the Simmental heifers because they were that kind. Travelling to Simmental breeders around the nation has shown me how well the current bulls and females are working in the breed. It certainly does show when Kansas City, Louisville, and Oklahoma City roll by and classes can have so much depth with differently bred females and sires that exemplify the standards of the purebred industry.

Being a member of the high-caliber Texas A&M Judging Team, Simmental breeder and trustee creates a unique environment for me to

see the industry from several different sides. Travelling the country with a pack of like-minded individuals seeing the Simmental breed as babies, breds, pairs, and sires from different operations strikes up many conversations about the advancements within the breed. As a trustee, these conversations with teammates, coaches and managers/owners of the visited operations allow me an inside view of what direction the breed is headed. Hearing from the viewpoint of people outside of the breed has helped to build my ways of marketing Simmental cattle to people who have yet to join this association. These conversations help me in my decisions when it comes to breeding time. I am excited to see how these decisions serve me come fall when the babies hit the ground.

With the summer show season approaching, it's the practical, functional cattle that come from Simmental that will excel. I have no doubt it will draw in more cattlemen of all walks to this type of cattle. Which will keep the breed as a whole climbing to the top even faster than before. With so many Simmental sales coming up, these elite heifers and bulls will be the talk of the barns with more and more people trying to join-in on this opportunity. I can't wait to see all the Simmental enthusiasts and new buyers looking to advance their operations. It is an exciting time for the Association. Thanks and Gig'em! ■



www.juniorsimmental.org



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UNL Researchers are Tracking Movements in Cattle to Improve Beef Production

Whether they are grazing, resting or getting a drink of water, University of Nebraska-Lincoln researchers are tracking the movement and behavioral patterns of beef cattle to learn how it links to efficient beef production. They are tracking the movement of 30 cows and calves. The UNL researchers are using collars with GPS and accelerometers, a technology similar to one found in a Fitbit, to collect the data on movement patterns.

Specifically, researchers are watching to see how specific behaviors shown by cattle link the animal's traits. Mitchell Stephenson, a range and forage management specialist at the Panhandle Research and Extension Center said, "When you look at the behaviors, you can link them together." He said, "Looking at production efficiency, milk production, and behavioral characteristics are really what make this study unique."

The lead researcher Travis Mulliniks, a range cow production systems specialist at the West Central Research and Extension Center in North Platte, said understanding the relationships between cattle traits and behaviors could be used to better understand how milking ability influences cow-calf relationships and ultimately increase producer profitability and efficiency.

Mulliniks and Stephenson are working with Samodha Fernando, a rumen microbiologist in the university's Department of Animal Science, to use technology to better understand those links between traits and behaviors. This spring, the three researchers will use a three-year, \$300,000 USDA grant to

evaluate the impact of milk production on cow-calf productivity, grazing behavior, and profitability.

Researchers said that if a cow produces a lot of milk, the team will analyze whether its calf spends more time nursing or grazing and if the grazing preference may be tied into average daily gain. The researchers will also evaluate the impact a cow's milk has on its calf. They will measure the cow's milking ability by periodic milking of the cows using a milking machine and recording the suckling and grazing behaviors of the calves. This will then be tied into production characteristics such as weaning weight.

The research will be performed at the university's Gudmundsen Sandhills Laboratory, a nearly 13,000-acre research facility in Grant, Hooker and Cherry counties. The grant was provided by the Critical Agricultural Research and Extension. "This is the only study that I know of, ever, that is using this technology and looking at cattle in this way," Mulliniks said.

UNL said Selby Boerman, a graduate student working on the project, milks each beef cow five times during the lactation period. She records the amount of milk produced over 24 hours and analyzes the fat and protein content, which could play a big role in the production characteristics of cows. Boerman also monitors the cow-calf pairs and records the time the calves spend nursing.

The study also involves taking fecal samples from the cows and calves. Researchers will use the samples to analyze which grasses and forbs the cows and calves consume over the growing season. "Basically, we can reconstruct their diet, even to the general idea of some percentages of different species in their diet, based on what we see in the fecal matter," Stephenson said. The data will be used to see the crossover in diet between cows and calves. They will take note of how their diet changes throughout the growing season.

The researchers said they are focused on ways that precision livestock management can add value for a producer. "Our technology collects the data, and we can see changes in behavior over time," Stephenson said. "Getting this data in real time is where the technology is going and will aid producers in making decisions at the individual animal level — this is precision livestock management."

Mulliniks, too, is focused on the potential benefit of the technology for producers. "It's not as simple as range science or animal nutrition; it is very complex," he said. "That's why you can't necessarily tease apart some of these projects and why we look at it as an integrated system."

Things to Consider before Harvesting a Market Animal at Home

By Brianna Buseman, Youth Meat Nebraska Extension Educator; Carol Schwarz, Nebraska Extension Educator

Many people are looking for opportunities to buy market animals to harvest at home, which has led to many questions about the best way to complete that task. Prior to making the decision to try home harvest, there are a few important things to consider:

1. Food Safety: Can you properly cool the carcass and keep it clean to ensure meat safety? One of the main concerns when harvesting livestock at home is temperature. If handled poorly or not stored properly, meat can be a great place for bacteria to grow. It is important to cool the carcass to 34 to 45 degrees Fahrenheit within 24 hours after harvest. In addition to environmental temperature, care needs to be taken to decrease the chance of carcass contamination (feces, dust, etc.) that could lead to bacteria growth. Furthermore, meat can absorb off odors

(Continued on page 52)

More than a Carcass Test

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

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

(Continued from page 50)

and flavors from the environment. Scents such as manure, gasoline, etc., can be absorbed and lead to problems with odors and flavors within the meat. If harvesting at home, it is necessary to ensure the environment is cool and clean.

2. Animal Welfare: Can you ensure humane handling and stunning? Having the ability to handle livestock humanely both prior to and during harvest is of utmost importance. This means limiting animal stress and having the ability to effectively stun and exsanguinate (bleed out) the animal quickly.

3. Meat Quality: Can you effectively harvest the animal without negatively impacting meat quality? Meat quality is focused on the palatability of the final product. If livestock are excessively stressed prior to harvest, quality issues can ensue. In beef, long-term stress can lead to a product that is dark, firm, and dry, known as a dark cutter. This effect produces a product that not only is unappetizing, but also retains moisture, making it more susceptible to bacteria growth. In pork, short-term stress can lead to a product that is pale, soft, and exudative; meaning it is light in color and is not able to hold water well. This results in product that is dry and not very flavorful. Additionally, if exsanguination is not performed quickly and effectively, blood splash can occur within the muscle. A significant challenge when harvesting livestock at home is aging the product to improve tenderness and palatability. Aging requires refrigerated storage space that is clean and limits potential for bacteria growth. Hold-

ing meat in refrigerated storage for 7-14 days prior to cutting into retail cuts (steaks, chops, roasts) is beneficial to improve the final product's palatability and overall eating experience.

4. Equipment/Facilities: Do you have the equipment and facilities to work efficiently, ensure worker safety, maintain a cool environment, and store the final product? From start to finish, the process of harvesting livestock offers potential for worker injury. Having good equipment and knowledgeable help is necessary to ensure efficiency and safety. Prior to harvest, it is necessary to think about what type of equipment you may need, such as sharp knives, hoists, meat saws, packaging, and much more. As the meat is being divided into retail cuts, it is necessary to keep a cool environment to limit bacterial growth. Once the carcass is packaged into steaks and roasts you will need plenty of freezer space for storage. Meat from a whole hog will require approximately 5 cubic feet of freezer space, whereas meat from an entire beef animal will require approximately 16 cubic feet of freezer space.

Although it may seem like a simple task, home harvest is very labor intensive and requires a lot of planning. While it may be a good decision for some, it is important to think through the entire process prior to making the decision to harvest livestock at home. If unable to confidently answer the questions about how to handle food safety, animal welfare, meat quality, and equipment, it may be beneficial to consider other options for harvest, such as working with a local processor. ■

CUTTING EDGE

Register

Genetic Sequencing Research Could Assist in Quicker Emerging Disease Detection

Genetic sequencing allows for the identification of the specific DNA footprint of a disease, which will allow for improved disease surveillance when illness is detected in a herd.

By Katie James, Bovine Veterinarian

A new study conducted at the University of Minnesota demonstrates accuracy with a faster method of disease detection and surveillance using Oxford Nanopore MinION genetic sequencing to identify disease at the species and strain level.

The researchers began with samples of Senecavirus A (SVA), which were then analyzed using the Oxford Nanopore MinION sequencer, and whole genome sequences were created using both direct RNA sequencing and PCR-cDNA sequencing methods.

"The world is really interconnected and infection from one part of the globe

is going to eventually spread across to another part of the globe. (Some) of these foreign animal diseases (FAD) like foot and mouth disease (FMD), although not present in the US right now, we think will inevitably come to the US," says Cheryl Dvorak, Ph.D., a researcher in the veterinary and biomedical sciences department in the college of veterinary medicine at the University of Minnesota, and lead on the study. "So, what are we going to do when one of these FADs comes to the US? Are we going to be able to diagnose it quickly? And how can we control it, so it doesn't walk itself across the US?"

Genetic sequencing allows for the identification of the specific DNA footprint of the disease, which will allow for improved disease surveillance when illness is detected in a herd. And the method is flexible, the technology can be applied to samples of other diseases.

"The beauty of sequencing is that you know the entire genetic sequence of the virus and you can determine the strain of the virus. So you know, is this a strain that came from next door or is

this the same strain that you had six months ago and somehow it came back?" Dvorak says.

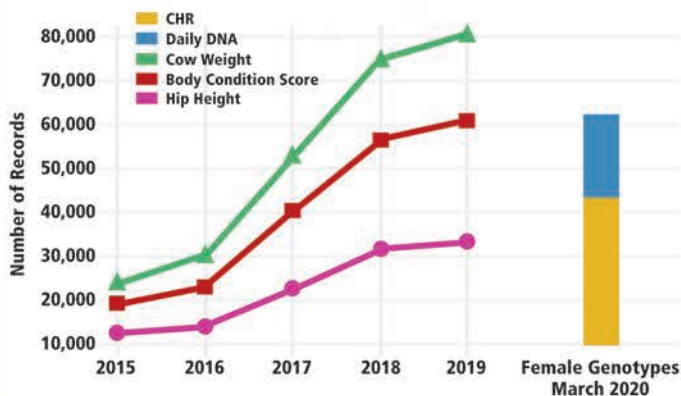
That differentiation will allow livestock producers and veterinarians to identify gaps in biosecurity processes if it turns out a new strain of a disease was introduced to the farm and is different from the original pathogen they'd been dealing with.

The technology isn't quite at the point where it can be done on-farm — samples still need to be sent to a diagnostic laboratory — but Dvorak is hopeful in the future that genetic sequencing can be done at the farm level.

"If you had this diagnostic tool on your farm, you could find out in 6-to-8 hours whether this is actually FMD, just from sequencing. It's not quite there yet, but that's where we're headed. There are a couple steps that still need to be done in a diagnostic lab. But the idea is that eventually, the veterinarian could have it and take a sample and start running it right away, and you could have your results in eight hours. You'll know exactly what's in that sample," she says. ■

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Elanco Releases Sustainability Commitments

Elanco Animal Health Inc recently announced in a press release their first sustainability commitments, just two years after becoming an independent company. The decade-long commitments support the SDGs, address societal challenges and underscore Elanco's role in improving the health of animals, which also improves the health of people and the planet.

Today, the company is issuing three Healthy Purpose Pledges to drive sustainable change by 2030, including:

- **Protein Pledge:** Create more resilient food systems by enabling 57 million more people to access their annual nutritious protein needs.
- **Planet Pledge:** Remove 21 million tons of emissions from customers' farms while reducing the company's own impact on the planet.
- **Pet Pledge:** Improve the world's wellbeing by helping at least 100 million healthy pets help people.

"Business can be a unique force for good, and at Elanco, we believe we have the opportunity and responsibility to help tackle key societal challenges," said Jeff Simmons, president and CEO at Elanco. "Elanco's Healthy Purpose sustainability commitments, the first of its kind in the animal health industry, advances the world's wellbeing while supporting and strengthening our own business. It all starts with a healthy, strong enterprise driven by the growth, innovation and margin expansion agenda we are executing against. Through these efforts, Elanco is focused on creating value for our customers, employees, shareholders and society as a whole."

With millions in the world unable to access affordable, nutritious protein, the Elanco Protein Pledge is an active commitment to improve the efficiency and sustainability of every farmer the company works with, improve the health and welfare of three billion farm animals and support and enhance agricultural productivity and income of 250,000 dairy and poultry small-holder farmers.

The natural environment needs protection and Elanco can help reduce impacts and develop solutions to support customers, while minimizing the company's own impact. Elanco's Planet Pledge is a commitment to be customers' lead partner on the journey toward net zero emissions on their farms, grow the product portfolio with environmental benefits and accelerate toward sustainable packaging while achieving 100% renewable sources of electricity across the company's operations.

Ultimately, the combination of Elanco's Protein and Planet Pledges will help the company drive a decrease in the global emissions intensity of animal protein by 2%, compared to business-as-usual 2030.

The connection between animals and humans is powerful. Pets can be a prescription on four legs to improve physical, social and emotional health. Elanco's Pet Pledge will help 40 million more pets receive better care through the company's work with veterinarians and pet owners, innovate by delivering a constant flow of new medicines and health products for pets, and help the world understand and experience the benefits of pets on wellbeing.

"Three clear reasons will help us achieve our Healthy Purpose Pledges — the Elanco Differentiators: People, Access, and Innovation" said Simmons. "With the industry's most passionate, highly-engaged people, innovation created with purpose, and access to 19 species of animals in nearly 100 countries, Elanco has the ability to address our customers' and society's greatest needs. We look forward to partnering with, and learning from, our customers and stakeholders who share our drive to achieve these goals."

Elanco believes in creating a culture of people with purpose, an inclusive safe harbor where employees can bring their whole self to work and have the opportunity for personal growth, defining their own purpose or "why" and creating their own personal standard operating procedure to support wellbeing.

The company is committed to tracking performance and engaging with stakeholders through ongoing dialogue, input, and regular performance disclosure. This commitment includes learning from experts and partners to ensure the approach evolves in line with best practices and the world's needs. Watch Elanco's Healthy Purpose Pledges and its measures come to life on Elanco.com and through Elanco's social channels. ■

INTERNATIONAL

Register

Mexican Beef Grading Standards Address US Concerns

According to a recent audio report by the US Meat Export Federation, Mexico addresses US concerns in the final version of its grading standards for domestically produced beef.

At issue was the similarity of English and Spanish names in Mexico's standards, which were first proposed in 2017. USMEF expressed that concern in comments submitted to Mexico's Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA).

"We wanted to make sure the Mexico consumers — who are very familiar with US beef and our grading standards here —

were able to maintain our quality differentiation with the use of our grading standards in the US," USMEF and CEO Dan Halstrom said during the report.

SAGARPA, after several delays, addressed USMEF's concerns in the final version of its standards. US grade names are no longer included and Mexico's grades are not presented as equivalent to US or other grades, which Halstrom called a win for the US beef industry.

Mexico's standards are set to enter into force 180 days after publication, but might require more time due to the process of approving a certification organization and subsequent training and testing of prospective carcass graders.

(Continued on page 56)

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(Continued from page 54)

China Bans Argentine Meat

A COVID-related ban on Argentine meat imports has been announced by China. According to an Argentine source, China alleges that it found traces of COVID-19 viruses on the external packaging of beef shipments from Argentina. China is responsible for nearly 75% of the South American country's beef exports. Recently, China has announced similar import bans on meat shipments from Brazil, the United Kingdom and a Tyson Foods plant, located in Springdale, Arkansas.

The scientific community has remained steadfast that the virus cannot be transmitted through the handling or consumption of food. The US Centers for Disease Control has stated: "There is no evidence to suggest that handling fodder consuming food is associated with the spread of COVID-19."

Deforestation Reduction Aim of Tyson

Tyson Foods, Inc. has announced a forest protection standard aimed at reducing deforestation risk in its global supply chain for beef, among other commodities. A recent deforestation risk assessment found that 94% of Tyson's land footprint is at no or low risk of being associated with deforestation. The company has developed the standard to address remaining 6%.

Tyson is currently developing action plans for each commodity area. In addition to beef, the company is laying plans for soy; palm oil; as well as pulp, paper and packaging. Tyson foods is a member of the United Nations Global Compact and supports the UN Sustainable Development Goals.

UK Reject Certain Imports

The United Kingdom's Secretaries of State for International Trade and Environment, Food and Rural Affairs, vowed they would not consider a trade deal that would result in imports of "chlorinated chicken and hormone-injected beef". As the UK works to remove itself from the European Union, bilateral trade agreements are vital.

The statement does not mention the United States, but the fact that processing standards in the US and UK are different has been a sticking point in efforts to reach trade agreements between the two countries. While the US maintains that such goods must be included in any free trade deal, the UK has voiced its objections to US meat products that have been so treated for years. ■

Joint Production Sale **Saturday, February 20, 2021**
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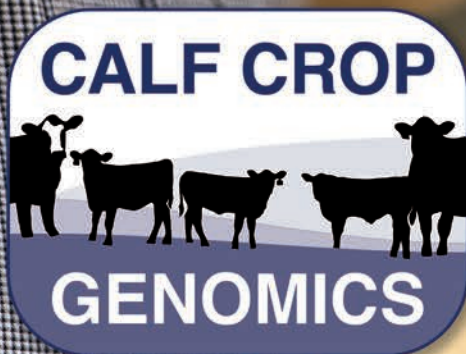
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Interesting fact:

90.8% of the animal data is already submitted electronically through Herdbook Services!

Why the encouragement to go online and register the animal yourself?

1. Registrations and transfers needing faster than the normal turnaround will be charged \$50 priority processing fee per animal. This \$50 fee can be avoided by going online and completing the registration or transfer yourself.
2. Complete the registration online and if you need it mailed by FedEx or UPS send a request via email (simmental@simmgene.com) for special shipping. **Note:** there is a charge for shipping unless mailed by regular US Mail. Plan ahead and avoid those charges.

Need more encouragement to register online?

1. Normal processing (registration) on paper applications for SimGenetic animals (once received in the ASA office): 3-7 business days (error-free and payment received) depending on the time of year — holiday season could extend turnaround.
2. Mailing services: within three days of processing (registration) plus the length of time for the US Mail service.

The Customer Service Specialists are just a phone call away to assist you.

1. There are peak times and days where there are large volumes of calls (especially as it closes in on a deadline, you are not alone if you are one who waits until the last minute).
2. If you are unable to get through, feel comfortable leaving a voicemail. Our goal is to return calls as soon as possible, normally within 3-4 hours. If your question can be answered by email, send an email instead of a voice message to:

simmental@simmgene.com

*for general questions
or priority handling*

dna@simmgene.com

for DNA questions or kit requests

the@simmgene.com

for Total Herd Enrollment (THE)

members@simmgene.com

*to apply for membership or,
account changes, or annual service
fee questions*

carcdata@simmgene.com

*for Carcass Merit Program (CMP)
and Carcass Expansion project.*

ultrasound@simmgene.com

for ultrasound and barn sheets

To help you plan, here are some items which may hold up registration for a length of time:

1. **DNA / Genetic Abnormalities / Parental Validation / AI Sire / ET Requirements:** DNA Testing is a standard process without any options to expedite this service.
 - a. Normal DNA Testing: 3-4 weeks for results. Sample failure and misidentified samples doubles this time.
 - b. DNA kit paperwork requests: 48-hour turnaround
2. **Non-Compliance:**
Total Herd Enrollment breeders: there is a deadline each year where the previous year's calf data must be submitted. You'll be notified of the dams in your herd which need calf data or a reason the cow didn't calve when you go online to submit new registrations. Until this information is completed, no new data will be accepted.
3. **Foundation Registration:**
Sires registered with other breed associations **MUST** be registered with ASA prior to registering progeny. Other breed dams may be registered with ASA as a Foundation, but it is optional, not mandatory. Normal processing is 10-12 business days (error-free, payment received, DNA requirements completed).
4. **Breeder Signature:**
If the owner of the dam at the time of conception is different than the person applying for registration, ASA requires the breeder to sign off on the calf you are registering. Make sure the breeder signs the calf's registration application or breeding information is supplied on the transfer of the dam. If the dam was sold with the calf at side, make sure the seller has registered and transferred the calf to you.
5. **Non-payment:**
Payment is required to complete registrations.



FASTER

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Priority Handling Processing Service:

ASA offers priority handling services if you are unable to complete your registration online. If the data is error-free and payment is received, normal turnaround time for registration is within two business days. There is a priority handling processing fee \$50 per animal. Regular US Mail service is at no charge; however, other mailing services (i.e. FedEx, UPS or Express Mail) will incur additional charges.

Karisch Recognized MFBF Woman of the Year

Dr. Brandi Karisch, Starkville, Mississippi, longtime Simmental producer and extension agent, was recently recognized as Mississippi Farm Bureau Federation (MFBF) 2020 Farm Woman of the Year. This award was established by MFBF to recognize, encourage, and reward the achievements of women who personify the highest level of professional excellence in agriculture. More specifically, each recipient must provide valuable service and exhibit initiative and creativity that enhances the strength of farming and agriculture organizations.

Karisch and her husband, Matt, and two sons, live on their



Karisch

cattle ranch, MBK Cattle. Along with being an animal science professor, a cattle rancher and a mom, Karisch is a lifelong educator and advocate for producing quality animal protein.



Karisch family, Brandi, Mason, her husband, Matt holding Miles.

FSFF Awards Junior Scholarship

The Fullblood Simmental Fleckvieh Federation (FSFF) recently awarded a scholarship to a junior FSFF member during their annual meeting held at the Magnolia Classic sale. Logan Smith, Log Land Farms, Roland, Oklahoma, was presented the award by FSFF Chairman Randy Plaughter.



Left to right: Logan Smith and Randy Plaughter.

In Memoriam...



Steely

Member of the American Simmental Association, and charter member of the Kentucky Simmental Association, Walter Lee Steely, Hazel, KY, passed away recently. Steely served on the Kentucky Board of Directors, and in 1976, he was elected to the ASA Board of Trustees where he served until 1980. He is survived by his wife of 57 years, Jane Harrison Steely; three children Leland, Leigh Ann, and Leslie; nine grandchildren; and one great-grandchild.



Hook

Long-time Simmental breeder, Eugene B. Hook, Tracy, MN, passed away January 12 at the age of 88. An Army veteran, he earned a degree in Agronomy from the University of Minnesota. He was preceded in death by his wife, Mary Alice, a sister, Mary Lou Larson, sister Doris Jean, and two grandchildren. He is survived by his children: Patti (Arden) Virnig; and recent ASA Trustee Tom (Shannon) Hook; plus eight grandchildren and one great granddaughter. ■

Spicing up your dinner table with tasty, beef-based dishes.

Beef Tortilla Soup

This recipe was submitted by beeflovingtexas.com.

Ingredients

- 1 beef brisket flat half (2-1/2 to 3-1/2 pounds)
- 1 tablespoon olive oil
- 2 cups chopped onions
- 2 tablespoons ground cumin
- 2 tablespoons minced garlic
- 3 cans (14 to 14.5 ounces) unsalted beef broth
- 1 jar (16 ounces) Herdez® Casera Salsa
- 1 can (14.5 ounces) no-salt-added diced tomatoes
- 2 cups frozen corn
- 2 tablespoons hot pepper sauce
- 1/4 cup chopped fresh cilantro leaves
- crunchy tortilla strips

Garnish

- 16 springs fresh cilantro
- 1 ripe avocado, thinly sliced
- 1/2 cup finely shredded reduced-fat cheddar cheese

Preparation

Heat oil in a stockpot over medium heat until hot. Place beef brisket in stockpot; brown evenly. Remove brisket from stockpot; season with salt and pepper, as desired. Add onions, cumin and garlic to a stock pot; cook and stir 3 to 5 minutes or until onions are crisp-tender. Return brisket, fat-side up, to stockpot. Add broth, Herdez® Casera Salsa and tomatoes; bring to a boil. Reduce heat; cover tightly and simmer 2-1/2 to 3 hours or until brisket is fork tender.

To prepare the crunchy tortilla strips, cut 2 corn tortillas in half, then crosswise into 1/4-inch-wide strips. Place strips in a single layer on a baking sheet. Spray tortilla strips lightly with nonstick cooking spray. Bake 4 to 8 minutes at 400°F or until crisp. Set aside to cool.

Remove brisket. Skim fat from cooking liquid. Trim fat from brisket. Cut into 4 to 6 pieces; shred with 2 forks. Return beef to stockpot. Add corn and pepper sauce; cook 20 to 25 minutes. Stir in chopped cilantro. Season with salt and pepper, if desired.

Ladle soup into bowls. Garnish each serving with tortilla strips, cilantro sprigs, avocado and cheese, as desired. ■

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7P Ranch 45th Annual Production Sale

October 31, 2020 • Tyler, Texas

No.	Category	Average
8	18-24 month-old SM and SimAngus™ Bulls	\$4,438
28	Yearling SM and SimAngus Bulls	2,645
2	SM and SimAngus Pairs	1,750
45	SM and SimAngus Bred Females	1,767
6	SM and SimAngus Open Heifers	1,583
10	F1 Simbrah Pairs	2,850
78	F1 Simbrah Bred Heifers	2,378
7	F1 Simbrah Exposed Heifers	1,614
5	F1 Simbrah Open Heifers	1,640
189	Total Lots	\$2,305

Auctioneer: Mark Tillman, Junction
Sale Consultant: Warren Garrett, Canton

High-Selling Lots

- \$5,750** – PB SM Bull, “Mr 7P F467,” s. by Gibbs 3115A SM SUB 8082U, sold to Bradley Wilson, Durant, OK.
- \$5,000** – PB SM Bull, “Mr 7P G21,” s. by Mr 7P B181, sold to Bradley Wilson, Durant, OK.
- \$3,600** – F1 Simbrah Bred Heifer, “Miss 7P E213,” s. by Mr Kallion 1352, bred to McKellar Investment 4109, sold to JoNell Randall, Ben Wheeler.
- \$3,200** – F1 Simbrah Pair, “Miss 7P F244,” s. by Mr Kallion 1352, Heifer Calf s. by McKellar Right Answer 5006, sold to Shirley Irwin, Troup.
- \$3,200** – PB SM Bred Heifer, “Miss 7P F441,” s. by Gibbs 3115A SM SUB 8082U, bred to Hook’s Baltic 17B, sold to Wesley Logsdon, Nancy, KY.
- \$3,200** – F1 Simbrah Pair, “Miss F269,” s. by Mr Kallion 1352, Heifer Calf s. by McKellar Right Answer 5066, sold to Spencer Klotzman, Victoria.
- \$3,200** – F1 Simbrah Pair, “Miss 7P F333,” s. by Mr Kallion 1352, Bull Calf s. by MC Black Sullivan 0181, sold to Shirley Irwin, Troup.
- \$3,100** – PB SM Bred Heifer, “Miss 7P G122,” s. by Hook’s Beacon 56B, bred to MC Black Sullivan 0181, sold to Wesley Logsdon, Nancy, KY.

Volume Buyer: Spencer Klotzman, Victoria.

Triangle J Ranch’s 5th Annual Harvest Select Sale

November 1, 2020 • Miller, NE

No.	Category	Average
35	SimGenetic Bred Cows	\$3,136
173	SimGenetic Open Heifers	\$2,889
208	Total Lots	\$2,939

Auctioneer: Tracy Harl, NE
Sale Manager: Allied Genetic Resources, IL
Marketing Representatives: Allied Genetic Resources, *Livestock Plus*, *Midwest Messenger*, and *DVAuctions*.
Representing ASA: Susan Russell

High-Selling Lots:

- \$20,000** – Open SimAngus Heifer, “TJ 223H,” s. by TJ Totality 438F, sold to T&B Farms, NE.
- \$15,000** – PB SM Open Heifer, “TJ 214H,” s. by TJ Teardrop 783F, sold to Drake Simmental, IA.
- \$13,000** – Open SimAngus Heifer, “TJ 34H,” s. by TJ Frosty 318E, sold to Riley Simmental, NE.
- \$13,000** – PB Open Heifer, “TJ 67H,” s. by CCR Cowboy Cut 5048Z, sold to T&B Farms, NE.

\$10,500 – PB SM Open Heifer, “TJ 63H,” s. by CAMP Campbell E737, sold to Matt VanSlyke, TN.

\$10,000 – SimAngus Open Heifer, “TJ 235H,” s. by TJ Teardrop 783F, sold to Brad Lean, TX.



Todd Ibach, NE, who purchased two high-selling lots, is shown with his young neighbor Jacie Wolfinger, another Triangle J buyer.



Willie Altenburg, CO, and Marshall Ruble, IA, enjoy a visit and sunshine as they evaluate open heifer calves prior to the auction.



Lyle and Deb Nunnencamp, NE, mark their catalogs after their purchase.



Shannon Welch and his son, Carson, IL, were volume buyers.

SK Cattle Complete Simmental Dispersal Sale

November 14, 2020 • Aberdeen, SD

No.	Category	Average
2	Herd Bulls	\$6,000
30	Bred Heifers	\$3,552
44	Cow/Calf Pairs	\$7,038
76	Total Live Lots	\$5,634

Auctioneer: Dustin Carter, SD
Sale Manager: Eberspacher Enterprises (EE) Inc., MN
Marketing Representatives: Val Eberspacher, (EE); Tony Heins, *Cattle Business Weekly*, ND; Mike Sorenson, *Livestock Plus*, IA; Austin Sorenson, *Livestock Plus*, IA; Andrew Swanson, Special Assignment, MN; Jeremie Ruble, IA; and Justin Dikoff, *DVAuction*, SD.
Representing ASA: Daniel Weidenback, ASA Field Rep, SD;

High-Selling Lots:

- \$16,000** – Bull Calf, “SK Trustee H26,” s. by CDI Trustee 387F, sold to Kunkel Simmentals, New Salem, ND.
- \$15,000** – Bred heifer, “SK Melanie 110Y G46,” s. by Rubys Turmpike 771E, bred to CLRS Guardian 317G, sold to Jordan Dockter, Twin Brooks.
- \$10,500** – Open Heifer, “SK Dolly’s Queen 609D H19,” s. by W/C Bankroll 811D, sold to Gilliland Livestock, Davis, CA.
- \$7,500** – Bred Female, “SK Red Sara 407B E107,” s. by Kappes Pendleton B6, bred to CDI Trustee 387F, sold to Lehrman Family Simmentals, Spencer.
- \$7,000** – Full Possession and ¼ interest in Bull, “OHL Good times 6192G,” s. by FHEN Halftime A127, sold to Spurr Farms Inc., Houghton.
- \$6,750** – Bred Heifer, “SK Red Sara 407B E107 G13,” s. by GW Major Move 590E, bred to Hook’s Xpectation 36X, sold to Lehrman Family Simmentals, Spencer.

(Continued on page 64)

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(Continued from page 62)

\$6,250 – Bred Female, “WINC Melanie 110Y,” s. by S A V Bismarck 5682, bred to OHL Good Times 6192G, sold to Aaseth Farms, Velva.

\$6,000 – Bred Heifer, “SK Sadie M166,” s. by Rubys Turnpike 771E, bred to OMF Epic E27, sold to High Ridge Farms, Albemarle, NC.

\$6,000 – Bred Heifer, “SK Sophie 8543 B27 D47 G20,” s. by SK Smooth Criminal E174, bred to Kappes St N Go D101, sold to Austin Dockter, Milbank.

Comments: Thank you from the Kappes family for your support over the years, believing in our breeding program and the many years of friendship. Also selling were 55 Embryo Lots at an average of \$645; and 18 Semen Lots at an average of \$618.



Clayton and Sandra Hartman, Clay San Farms, visit with host Bruce Kappes.



Sterling and Bruce Kappes greet customers to the SK Dispersal.



Tim and Tam Clark, Double T Simmentals, evaluate the sale offering.



Blake and Paul Krueger, Krueger Simmentals, added some top genetics to their program.

\$3,400 – Bred Heifer, “HL Miss Big Ticket G34,” s. by Kappes Big Ticket C521, bred to CLRS Guardian 317G, sold to La Mar Farms Ltd., Radcliffe.

\$3,300 – Bred Heifer, “LMS Judge Judy G02L,” s. by SFG The Judge D633, bred to CLRS Guardian 317G, cons. by La Mar Farms Ltd., sold to Brinning Farms, Hampton.

\$3,200 – Bred Heifer, “HL Ms. Carver G37,” s. by TKCC Carver 65C, bred to CLRS Guardian 317G, sold to Halverson Farms, Elgin.

Comments: Mark your calendars to join us April 24, 2021 for our Performance with Class Bull Sale!



Longtime friends Dave Martinson (left) visits with Tom Lynch.



Kirk Lynch owner of Heartland Simmental welcomes the crowd.



Repeat-customer Wilber Cordes added some HL genetics to his program.



Fellow Simmental breeder Kurt Steinbronn (green shirt) evaluated the HL offering.

Heartland Simmentals Performance with Class Female

November 20, 2020 • Waverly, IA

No.	Category	Average
53	Bred Heifers	\$2,500
10	Open Heifers	2,300
63	Total Lots	\$2,450
10	Cow/Calf Pair Lots	\$1,900

Auctioneer: Phil Schooley, IA

Sale Manager: Eberspacher Enterprises Inc., MN

Marketing Representatives: Val Eberspacher, (EE), MN; Chris Smith, *Livestock Plus*, IL; Austin Brandt, *Midwest Marketer*, IA; Tom Rooney, *Special Assignment*, IA; Marshall Ruble, IA; Greg Miller, WI; Nick Dwyer, IL; and Amanda Hilbrands, *LiveAuctions.TV*, MN

High-Selling SimInfluenced Lots:

- \$7,500** – Bred Heifer, “HL Ms. Judge F36,” s. by SFG the Judge, bred to CLRS Guardian 317G, sold to DeNio Cattle Company, Iowa Falls.
- \$7,100** – Bred Heifer, “HL Ms. Smooth Criminal G35,” s. by SK Smooth Criminal E174, bred to LHT Viper 65E, sold to A-Z Livestock, Hawkeye.
- \$3,500** – Open Heifer, “HL/WMCC Giggles 7201H,” s. by WMCC Mayhem 810F, sold to Nathan Beitz, Hopkinton.
- \$3,500** – Bred Heifer, “HL Ms. Cowboy Cut F33,” s. by CCR Cowboy Cut 5048Z, bred to LHT Viper 65E, sold to Halverson Farms, Elgin.
- \$3,400** – Bred Heifer, “HL/WMCC Ms. Turton H40 F40,” s. by TP PZC Mr. Turton 0794 ET, bred to PBF Red Paint F88, sold to Randy Steffen, Winthrop.

Stanley Martins Fleckvieh Female Festival

November 21, • 2020, Decorah, IA

No.	Category	Average
34	Live Lots	\$5,089

Auctioneer: Mike Williams, MO

High-Selling Lots:

\$23,000 – Sold to Allison Land and Cattle, Eureka, KS.

\$13,000 – Sold to Pure Country Farms, Ephrata, WA.

Comments: Cattle sold to eight states and two Canadian Provinces, AB and MB.



Randy Lehman, friend, fellow breeder and longtime customer selected several lots.



Tom and Chris Ohrmundt, father and son from Wisconsin, selected several choice lots.



The bull never ends.



Repeat customers, Ryan and Alex Kerr, All Forage Farms, selected four lots.

Yardley Cattle Company's 43rd Annual Bred Heifer and Cow Sale

November 21, 2020 • Yardley, UT

No.	Category	Average
88	Bred Simmental Females	\$3,826

High-Selling SimInfluenced Lots:

- \$15,000** – 5/8 SM 3/8 AN, “Miss Yardley F138,” s. by WS Pilgrim, sold to Griswold Cattle Company, Stillwater, OK.
- \$14,000** – 1/2 SM 1/2 AN, “Miss Yardley F200,” s. by Yardley Gib, sold to Gary Sumpter, Madera, CA.
- \$11,000** – 1/2 SM 1/2 AN, “Miss Yardley A227,” s. by Yardley High Regard, sold to Gary Sumpter, Madera, CA.
- \$9,000** – 1/4 SM 3/4 AN, “Miss Yardley G35,” s. by GCC Gold Standard, sold to Dash Peters, Union City, OK.
- \$8,000** – PB SM, “Miss Yardley G175,” s. by LAH Sixteen Step, sold to Robert Hubbs and Cody Lucy, Glen Easton, WV.
- \$8,000** – 5/8 SM 3/8 AN, “Miss Yardley G32,” s. by W/C Banchor 46D, sold to Andy Meyer, Everson, WA.

Volume Buyers: Andres 36 Springs Ranch, McGill, NV; John Goeken, Utica, SD; Boyd Pallesen, Manilla; Eric Miles, Cambridge City, IN; Grindstone Creek Farms, Sturgeon, MO; and Rodney Carter, Minersville.

Comments: Also selling were 28 Bred Angus Females at an average of \$4,068; Five Bred Maine Anjou Females at an average of \$4,560; and 14 Fall Calves at an average of \$2,586.

Trennepohl Right By Design Sale

November 28, 2020 • Middletown, NE

No.	Category	Average
21	Cows	\$5,533
21	Bred Heifers	\$4,867
14	Heifer Calves	\$9,764
10	Foreman Semen Lots	\$985
5	Confirmed Pregnancies	\$4,430
4	Embryo Lots	\$1,163
2	Embryo Flushes	\$5,375
77	Total Lots	\$5,227

Auctioneer: Ron Kreis, OH

Sale Manager: PrimeTime AgriMarketing Network, Inc., OH

Representing ASA: Brian DeFreese

High-Selling Lots:

- \$45,000** – Female, “STCC RJ Lady 051H,” s. by HPF Quantum Leap, sold to Megan Brown, TX.
- \$44,000** – Three-in-one, Cow, “HF Serenity 179B,” s. by Mr NLC Upgrade U8676, bred to GTWY Foreman, sold to Phelps Farms, OH; Heifer calf s. by Circle M Tejas, sold to Katherine Nomcovic, FL (for \$20,000).
- \$35,000** – Cow/Calf Pair, “STCC Serena’s Light 4174,” s. by DDA Dameron Northern Light, Heifer calf s. by W/C Relentless, sold to Prospect Cattle, OH.
- \$28,000** – Bred Female, “JLR STCC Sheza Knockout 034G,” s. by W/C Executive Order 8543B, bred to TJSC Hammer Time, sold to Richard Jenkins, VA.
- \$27,000** – Female, “STCC Simply Lila 0033,” s. by WLE Copacetic E02, sold to Camryn Clapp, IN.

Jewels of the Northland Sale

December 5, 2020 • Clara City, MN

No.	Category	Average
37	Bred Heifers	\$4,350
20	Open Heifers	10,400
57	Live Lots	\$6,500

Auctioneer: Jered Shipman, TX

Sale Manager: Eberspacher Enterprises (EE) Inc., MN

Marketing Representatives: Val Eberspacher (EE), MN; Kelly Schmidt, MN; Mitch Armitage, OK; Austin Brandt, *Midwest Marketer*, IA; Doug Parke, DP Sales, KY; Jeremie Ruble, IA; and Amanda Hilbrands, LiveAuctions.TV, MN

High-Selling Lots:

- \$32,000** – Open Heifer, “HILB Miss Beileza H3A H3D,” s. by SC Pay The Price C11, cons. by Hilbrands Cattle Company, sold to Clear Water Simmentals and Hadden Simmentals, Milan, IN.
 - \$31,500** – 1/2 interest in Open Heifer, “HILB Miss Dalilah H505A,” s. by HILB Oracle C033R, cons. by Hilbrands Cattle Company, sold to White Wing Simmentals, Huntington, AR.
 - \$24,000** – 1/2 interest in Open Heifer, “HILB Watermelon Sugar H6A,” s. by W/C Fully Loaded 90D, cons. by Hilbrands Cattle Company, sold to Fenton/Sloup Partnership, Staplehurst, NE.
 - \$18,200** – Open Heifer, “HILB Everlasting Grace H101E,” s. by HILB/SHER Data Breach, cons. by Hilbrands Cattle Company, sold to Grace Shlueter, Sauk Rapids.
 - \$12,750** – Open Heifer, “HILB/Jass Burning Crazy 44H,” s. by W/C Executive Order 8543B, cons. by Hilbrands Cattle Company and Jass Simmentals, sold to Jaxon Hilbrands, Holloway.
 - \$11,500** – Open Heifer, “HILB Price of Starin H381C,” s. by SC Pay The Price C11, cons. by Hilbrands Cattle Company, sold to Rincker Simmentals, Shelbyville, IL.
 - \$10,500** – Bred Heifer, “HS Glamour Baby G38C,” s. by Mr. CCF 20-20, cons. by Hilbrands Simmentals, sold to Rockin H Simmentals, Canby.
 - \$10,500** – Bred Heifer, “HS Burning Glory G35A,” s. by W/C Relentless 32C, cons. by Hilbrands Simmentals, sold to Will Rincker, Effingham, IL.
- Comments:** Also selling were 10 Embryo Packages at an average of \$2,300; and One Flush for \$5,500. Be sure to mark your calendars to join us for the Passion 4 Perfection Sale on April 10, 2021.

(Continued on page 66)

(Continued from page 65)



Host Mark Hilbrands, Hilbrands Cattle Co., welcome the crowd.



Longtime customers and Simmental enthusiasts Bob Wald (left) and Van Swanson made top purchases.



Shelby Temple, uses her skills to pen females prior to the sale.



Bob, Michelle, Gary and Katy Dickey, Del Norte, successfully purchased females at the sale.



Starting friendship early through the Simmental breed, Katie Schimidt (left), Kinslee Hilbrands and Kasie Thesing.



Doing the sale vet work for many years — Jill Schlueter and Dr Schlueter.

T-Heart Ranch High-Altitude Female Sale

December 5, 2020 • LaGarita, CO

No.	Category	Average
258	Commercial SimAngus Bred Heifers	\$1,562
37	3 & 4-year-old SimAngus Cows	1,632
120	7 to 9-year-old SimAngus Cows	1,218
40	Open SimAngus Heifers	885
455	Total Lots	\$1,417

Auctioneer: Charly Cummings, Yates Center, KS

Sale Manager: Allied Genetic Resources (AGR), Normal, IL

Marketing Reps: Corey Wilkins, (AGR); and Josh Staudt and Justin Warren, Superior Livestock.

Representing ASA: Susan Russell

Comments: With a program built around PAP scores, buyers from all geographic altitudes could buy females in the annual sale, with offerings ranging from open heifers to bred with fetal sexed calves.



Shane Temple visits with customers Shawn and Chelsey Foster prior to the annual female sale, the Fosters purchased several lots.



Charly Cummings is joined on the auction block by T-Heart owner Shane Temple and Allied Genetic's Corey Wilkins. Online bidding was brisk.

North Dakota Simmental Association's State Sale

December 12, 2020 • Mandan, ND

No.	Category	Average
36	Bred Heifers	\$4,735
14	Open Heifers	2,536
1	Pick-of-the-Herd Bred Heifers	10,000
3	Embryo Lots	625
54	Total Lots	\$4,034

Auctioneer: Tracy Harl, NE

Sale Manager: Jeff Thomas, MT

Marketing Representatives: Kirby Goettsch, *Farm and Ranch Guide*, Scott Ressler, ND Stockmen's Association; and Todd Finke, Special Assignment.

Representing ASA: Perry Thomas

High-Selling Lots:

\$11,000 – Bred Heifer, “SRF Miss 940G,” s. by CCR Cowboy Cut 5048Z, sold to Kenner Simmentals, Leeds.

\$10,000 – Pick-of-the-Herd Bred Heifers, cons. by Kenner Simmentals, sold to Ben Stroth, Tappen.

\$9,500 – Bred Heifer, “MLC Ms. X-T Redzone G198,” s. by XT Redzone 55E, sold to Darrell Kemnitz, Cavalier.

\$7,750 – Bred Heifer, “TRAX Miss B Print G953,” s. by QB Blueprint D47, sold to Triple H Simmentals, Hannaford.

\$3,750 – Open Heifer, “Miss TT Honey 020H,” s. by IR Imperial D948, sold to Ben Stroth, Tappen.

\$3,200 – Open Heifer, “Kinns Ms. Douglas 074H,” s. by Sys Douglas E108, sold to Kenner Simmentals, Leeds.



Capacity crowd.



Triple H Simmentals, Hannaford, was the winner of the donation heifer from Wilkinson Simmentals.



Erika Kenner, Kenner Simmentals, bought and sold at the sale.



Longtime friend Hans Burken visits with Scott and Lauren Hope Trauernicht.



Fellow Simmental breeder Deon Gocke patiently waits for the sale to begin.

Trauernicht Simmentals' Nebraska Platinum Standard Female Sale

December 13, 2020 • Wymore, NE

No.	Category	Average
5	Bulls	\$2,800
21	Bred Proven Cows	2,600
4	Fall Pairs	3,250
54	Bred Heifers	2,810
13	SM Open Heifers	4,200
97	SimInfluenced Lots	\$2,968

Auctioneer: Tracy Harl, CO

Sale Manager: Eberspacher Enterprises (EE) Inc., MN

Marketing Representatives: Val Eberspacher, (EE); Derek Vogt, (EE) NE; Kelly Schmidt, MN; Randy Rasby, NE; and Amanda Hilbrands, LiveAuctions.TV, MN.

Representing ASA: Dr. Michael Dikeman

High-Selling SimInfluenced Lots:

- \$11,500** – Open SM Female, “LHT Ms. County 0 115H,” s. by GEF County 0, sold to DeNio Cattle Company, Iowa Falls, IA.
- \$10,000** – Open SM Female, “LHT Ms. Double Down 17H,” (retained 50% embryos interest), s. by W/C Double Down 5014E, sold to K-Lee-S Simmentals, Hosper, IA.
- \$8,250** – Bred SM Female, “LHT Ms. Voltage 154B,” s. by SS/PRS High Voltage 244X, bred to LHT All Star 118G, sold to Curtis Wiedel, Hebron.
- \$8,000** – Open SM Female, “LHT Ms. Currency 174H,” (retained 50% embryo interest) s. by Ruby’s Currency 7134E, sold to Triple D Cattle Company, Holstein.
- \$6,500** – Bred SM Heifer, “LHT Ms. Bankroll 34G,” s. by W/C Bankroll 811D, bred to LHT Mr. Anchor 159G, sold to Slama Simmentals, Dorchester.
- \$5,500** – Bred SM Heifer, “JSD Natalie 47G,” s. by LHT Mr. Profit 166E, bred to JSAR Titan, sold to Tyler Perrin, Ogallala.
- \$5,000** – Bred SM Heifer, “LHT Ms. Cinderella 58G,” s. by ACLL Fortune 393D, bred to W/C Double Down 5014E, sold to Tyler Perrin, Ogallala.
- \$4,750** – Bred SM Heifer, “BWL Reba 934G,” s. by Colburn Primo 5153, bred to GSC GCCO Dew North 102C, sold to BF Black Simmental, Auburn.

Comments: Also selling were 17 Commercial Bred Females at an average of \$1,950. Be sure to mark your calendars to join us Sunday, February 21, 2021 for the Trauernicht Simmentals Bull Sale.



Loren Trauernicht and ASA SimSpecialist Mike Dikeman discuss the beef business.



Repeat-customer Brent Katz (red vest) purchased a top pair from the LHT offering.

South Dakota Source Sale

December 19, 2020 • Mitchell, SD

No.	Category	Average
62	Total Lots	\$3,420

Auctioneer: Chisum Peterson, SD

Sale Manager: DP Sales Management, LLC, KY

Sale Staff: Jeff Kapperman, Jim Scheel and Kelly Schmidt

DVAuction Representative: Justin Dikoff

High-Selling Lots:

- \$12,900** – Semen out of, “ES Right Time FA110-4,” s. by Welshs Dew It Right, cons. by CK Cattle Company, 15 units sold to various buyers.
- \$10,500** – Embryos out of, “Double J Miss T739,” 24 embryos s. by eight different bulls, cons. by Double J Farms, sold to Beitelspacher Ranches, SD; Cody Balou, SD; Clay Ekstrum, SD; Craig Pollington, WI; and P/T Livestock, WY.
- \$8,550** – Embryos out of, “EKHCC Red Jewel,” 12 embryos s. by four bulls, cons. by Kevin Van Beek, sold to Cashley Alberg, NE; Hillcrest Farms, MA; Garrett Parsons, KS; and P/T Livestock, WY.
- \$6,500** – Bred Female, “BSK Vidalia,” s. by W/C Relentless, bred to BSK Steel Reserve (sexed heifer), cons. by Kasper Farm, sold to Clay VanAernam, IA.
- \$6,000** – Open Female, “Miss DUXS Hope 050H,” s. by DUXS Brits Empire 7E, cons. by Jackpot Cattle, sold to Kaitlin and Tucker Michael, SD.
- \$6,000** – Bred Female, “2E Giggles 91G,” s. by CDI Mainline 265D, bred to KBHR Sniper, cons. by Double E Cattle Company, sold to ClearWater Simmentals, IN.
- \$5,700** – Embryos out of, “ES A100,” s. by TJ Gold and LDCR Progressive, cons. by Eichacker Simmentals, sold to Cable C-Cross Ranch, SD; and Jeff Stagemeier, NE.
- \$5,500** – Pregnancy out of, “ES A85,” s. by SFG Cowboy Logic, cons. by Hilltop and HTP Simmentals, sold to Traxinger Simmentals, SD.

(Continued on page 68)

(Continued from page 67)



Jim Benda selected pick of the Reimer bred heifers.



Colton Buus had assistance on sale day.



The Tostenson family were consignors to the sale.



Bruce Kappes and Seth Kaehler were in attendance. ■

Listed below are ten questions designed to test your knowledge of the beef industry.

- Elite:** 9-10 correct
- Superior:** 7-8 correct
- Excellent:** 5-6 correct
- Fair:** 3-4 correct
- Poor:** 1-2 correct

1. Define parturition.
2. What part of bovine digestive systems function as a storage area for food and aids in the breakdown of coarse particles through bacterial action?
3. If you see a cow scratching and rubbing incessantly, with thinning hair and weight loss, what parasite would you expect?
4. What nutritional ailment is due to overeating and causes cattle to go lame with sore front feet and excessive hoof growth?
5. What is the more common term for cutability?
6. What is the disorder commonly associated with magnesium deficiency in grazing cattle?
7. What is the normal duration of a cows estrous cycle?
8. The release of an ovum from the follicle on the ovary is known by what term?
9. How does marbling influence the beef eating experience?
10. What is the term that describes a disease that can be readily transmitted from one animal to another?

- Answers:**
1. Giving birth; 2. Rumens;
 3. Lice; 4. Founder;
 5. Yield Grade; 6. Grass tetany;
 7. 21 days; 8. Ovulation;
 9. Improves flavor and juiciness;
 10. Contagious



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***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.*

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THE Enrollment

Spring 2021 THE Enrollment – (dams calve January 1-June 30) –
Early enrollment open October 15 through **December 15, 2020**.
Late enrollment available until February 15, 2021.

Fall 2021 THE Enrollment – (dams calve July 1-December 31) –
Early enrollment open April 15 through **June 15, 2021**.
Late enrollment available until August 15, 2021.

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 ASF)</i>	
Junior First Time Membership Fee*	\$40
Prefix Registration	\$10

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

Annual Service Fee (ASF)*:

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:

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<i>Subsequent Transfers</i>	
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Over 60 calendar days after sale	\$30

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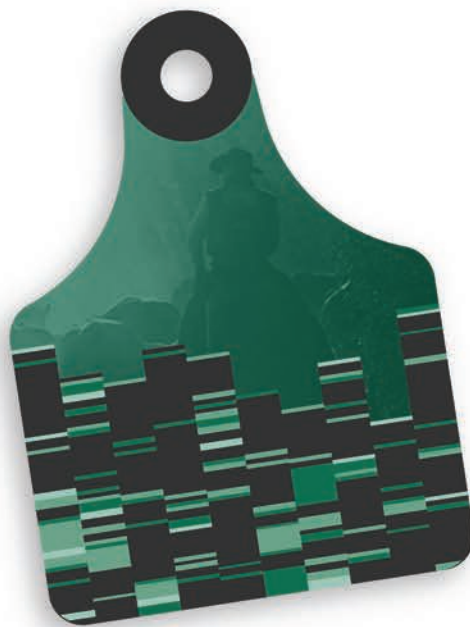
Priority Processing	
<i>(not including shipping or mailing)</i>	\$50
Corrections	\$5

Registration Foreign/Foundation Fees:

Register Foundation Cow	\$17
Register Foundation Bull	\$25

Registration Fees not enrolled in THE:

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FEBRUARY

- 1 APEX Cattle "Heterosis Headquarters" Bull and Bred Heifer Sale — Dannebrog, NE
- 1 Gateway Simmental 41st Annual "Breeding Value" Bull Sale — Lewistown, MT
- 1 Long's Simmentals' Inaugural Production Sale — Creston, IA
- 1-2 Sloup Customer Appreciation Online Sale — www.dponlinesales.com
- 1 Wicks Cattle Simmental and SimAngus™ Bull Sale — Richardton, ND
- 2 Koeplin's Black Simmentals' Bull Sale — Mandan, ND
- 3 Begger's Big Sky Genetic Source Bull Sale — Wibaux, MT (pg. 35)
- 3 Lazy C Diamond Ranch's Production Sale — Kintyre, ND
- 4 Hart Simmentals' Power Bull Sale — Frederick, SD
- 4 Stavick Simmental's Annual Sale — Veblen, SD (pg. 41)
- 5 Cow Camp Ranch's Annual Sale — Lost Springs, KS (pg. 34)
- 5 Kunkel Simmentals' Annual Bull and Bred Female Sale — New Salem, ND
- 5 Schooley Cattle's 5th Annual Production Sale — Bloomfield, IA
- 6 39th Annual Klain Simmental Ranch's Production Sale — Ruso, ND
- 6 Black Hills Stock Show and Sale — Rapid City, SD
- 6 Blue River Gang's 36th Annual Production Sale — Rising City, NE
- 6 Loonan Stock Farms' 46th Anniversary Production Sale — Corning, IA
- 6 Northland Farms' Herdbuilder VII Production Sale — Arthur, IL
- 6 Powerline Genetics' PAP Tested Bull Sale — Castle Dale, UT
- 6 Prickly Pear Simmental Ranch's Bull Sale — Helena, MT (pg. 35)
- 6 Springer Simmentals Sale of Value Based Genetics — Decorah, IA
- 6 Stockmens' Source Beef Bull Sale — Wellfleet, NE
- 7 Hartman Cattle Company's Simmental Bull Sale — Tecumseh, NE
- 7 Kline Simmental Ranch's 9th Annual Bull Sale — Hurdsfield, ND
- 8 Benda Ranch's Annual Production Sale — Kimball, SD
- 8 Dakota Power Bull Sale — Valley City, ND
- 8-9 Hilltop Simmentals' Online Sale — www.dponlinesales.com
- 9 Edge of the West Production Sale — Mandan, ND
- 9 Werning Cattle Company's Production Sale — Emery, SD
- 10 Jackpot Cattle Company's Bull Sale — Wessington, SD
- 10 River Creek Farms' Spring Bull Sale — Manhattan, KS (pg. 35)
- 10 Wilkinson Farms' Breeding for the Future Sale — C-B Sale Facility
- 11 Felt Farms' Brand of Excellence Bull Sale — West Point, NE
- 11 Lassel Ranch Simmental's Annual Bull Sale — Glendive, MT
- 11 Rust Mountain View Ranch's 10th Annual "Ace in the Hole" Bull Sale — Mercer, ND
- 12 Bata Brothers/Bell Family Annual Bull Sale — Rugby, ND
- 12 Bred For Balance Sale — Starbuck, MN
- 12 TNT Simmental Ranch's Online "Genetic Explosion" Bull Sale — www.tntsimmentals.com
- 12 Watertown Winter Farm Show and Sale — Watertown, SD
- 13 CK Cattle Company and Wager Cattle Company 4th Annual Production Sale — Highmore, SD
- 13 Ekstrum Simmentals' Annual Bull Sale — Kimball, SD
- 13 Kenner Simmentals' 25th Annual Production Sale — Leeds, ND
- 13 Mississippi/Dixie National Simmental Sale — Jackson, MS
- 13 RL Fleckvieh Limerock Ranch's 38th Annual Bull and Bred Female Sale — Brandon, IA
- 13 Rousey SimAngus™ Bull Sale — North Platte, NE
- 13 Rydeen Farms' 23rd Annual "Vision" Sale — Clearbrook, MN
- 14 Oak Meadow Farms 3rd Annual Production Sale — Cresco, IA
- 15 Bulls of the Big Sky — Billings, MT (pg. 35)
- 15 Eagle Pass Ranch's Annual Bull Sale — Highmore, SD
- 15 Houck Rock Creek Ranch's Spring Private Treaty Bull Sale — Allen, KS
- 15 Iowa Simmental "Mark of Excellence" Sale — Des Moines, IA
- 15-16 Windy Ridge Embroy Dispersal — www.dponlinesales.com
- 16 QBVJT Power By Design Sale — Oakes, ND (pg. 38)
- 19 32nd Annual Power Bull Sale — Carstairs, AB
- 19 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 38)
- 19 R&R Cattle Company's Annual Production Sale — Chamberlain, SD
- 19 Sandy Acres' Bull Sale — Neligh, NE (pg. 35)
- 20 7P Ranch's 27th Annual Spring Bull and Female Sale — Tyler, TX
- 20 Dixon Farms, Inc., Private Treaty Sale — Atwood, KS
- 20 Double T Simmentals' Annual Production Sale — Turtle Lake, ND
- 20 Flittie Simmental/Schnabel Ranch Simmentals/Lazy J Bar Ranch's Joint Production Sale — Aberdeen, SD (pg. 56)
- 20 Genetic Blend Bull Sale — Joplin, MO

- 20 Hoiby Simmental's Bullanza Sale — McGregor, ND
- 20 Nebraska Cattlemen's Classic Simmental Sale — Kearney, NE
- 20 Rhodes Angus Open House Bull Sale — Carlinville, IL
- 20 Schiefelbein Farms' 30th Annual Bull and Female Sale — Kimball, MN
- 20 Yon Family Farms Spring Sale — Ridge Spring, SC
- 21 Trauernicht Simmental's Nebraska Platinum Standard Bull Sale — Beatrice, NE
- 22 Lehrman Family Farms' Production Sale — Mitchell, SD
- 23 Barker Cattle Company's Bull and Female, Sale — Burley, ID
- 23 Deckert's Simmental and Red Angus Annual Production Sale — Steele, ND
- 23 TSN Simmentals' Annual Bull Sale — Platte, SD (pg. 25)
- 24 C Diamond Simmentals' 15th Annual Production Sale — Dawson, ND (pg. 38)
- 24 Chestnut Angus Annual Bull Sale, Pipestone, MN
- 25 Illinois Performance Tested Bull Sale — Springfield, IL
- 26 Mid-America Simmental Sale — Springfield, IL
- 27 J-D Performance Center's Power & Pounds Annual Bull Sale — Wymore, NE (pg. 27)
- 27-3/6 Hofmann Simmental's "Buy Your Way" Bull Sale — Clay Center, KS
- 28 48th Anniversary MN State Simmental Sale — Cannon Falls, MN
- 13 Tennessee Beef Agribition — Lebanon, TN
- 14 Gonsior Simmental's Production Sale, Fullerton, NE (pg. 17)
- 15 Volk Livestock's "The Genetics Options Event" — www.sconlinesales.com
- 16 Powerline Genetics' Bull Sale — Arapahoe, NE
- 16 Schrader Ranch's Bid Off Sale — Wells, KS
- 18 Triangle J-SK Cattle Production Sale, Aberdeen Livestock — Aberdeen, SD
- 19 3C Christensen Ranch and NLC Simmental Ranch Annual Production Sale — Wessington, SD (pg. 39)
- 19 Sunflower Genetics' Annual Production Sale — Maple Hill, KS (pgs. 8, 35)
- 20 Altenburg Super Baldy Ranch's 29th Annual Bull Sale — Fort Collins, CO
- 20 Cattlemen's Choice Sale, Fredonia, KS
- 20 Dickinson Ranch's 45th Annual Production Sale — Gorham, KS (pg. 34)
- 20 Lechleiter's 33rd Annual Bull Sale — Loma, CO
- 20 MCA/MSU Bull Evaluation Sale — Crystal, MI
- 20 Ohio Beef Expo/Eastern Spring Classic Sale — Columbus, OH
- 20 Red Hill Farms' "More Than a Bull XVI" Sale — Lafayette, TN
- 20 Rockin' H Simmental's Production Sale, Canby, MN
- 22 All Terran Bull Sale — Wash, CO (pg. 34)
- 22-23 Alamo City Simbrah Online Sale — www.baringcattlecompany.com
- 24 Diamond H Ranch's Annual Bull and Heifer Sale — LaCrosse, KS (pgs. 34, 77)
- 26 Drake Cattle Company's Bull Sale — Centerville, IA
- 26 Spring Into Excellence Simmental Sale — Pennsylvania Furnace, PA
- 26 Vertical Edge Production Sale — Bancroft, ID
- 27 T-Heart Ranch's High-Altitude Bull Sale — LaGarita, CO (pg. 34)
- 27 The Clear Choice Bull Sale, Milan, IN (pg. 2)
- 27 Wildberry Farms' Annual Production Sale — Hanover, IL,

MARCH

- 1 Hanel's Black Simmentals' Black and White Bull Sale — Courtland, KS
- 1 RS&T Simmentals' Bull Sale — St. Joseph, MO
- 2 Doll Simmental Ranch's 41st Annual Production Sale — Mandan, ND (pg. 45)
- 2 Hill's Ranch's Bull Sale — Stanford, MT
- 3 Klein Ranch's Annual Production Sale — Atwood, KS
- 4 17th Annual Cattleman's Kind Bull Sale — San Saba, TX
- 4 Brink Simmentals' Phone Auction — www.brinkgenetics.com
- 4 Kearns Cattle Company's 32nd Annual Bull Sale — Rushville, NE
- 4 Keller Broken Heart Ranch's Annual Sale — Mandan, ND (pgs. 5, 38)
- 5 Eichacker Simmentals' Annual Bull and Female Sale — Salem, SD (pgs. 39, BC)
- 5 KSU's Annual Legacy Sale — Manhattan, KS
- 6 Cason's Pride and Joy Bull Sale — Russell, IA
- 6 Kentucky Beef Expo Sale — Louisville, KY
- 6 Mason's Angus and SimAngus Production Sale — Broken Bow, NE
- 6 Powerline Genetics' PAP Tested Bull Sale — Castle Dale, UT
- 6 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (pg. 41)
- 7 Gateway Genetics' Bull Sale — Pierce, NE
- 7 Gold Bullion Group's Annual Bull Sale — Wamego, KS
- 8 Rincker Simmentals' Sweet 16 Bull and Semen Sale — www.sconlinesales.com (pg. 29)
- 10 R.A. Brown Ranch's 6th Annual Spring Bull Sale — Throckmorton, TX
- 11 Schmig Simmental Ranch's 38th Annual Production Sale — Stockholm, SD
- 11 TF-Brand Genetics Sale — Middletown, IN
- 12 Yardley Cattle Company's 48th Annual Bull Sale — Beaver UT (pg. 9)
- 13 C&C Farms' Clear Vision Spring Production Sale — Winder, GA (pg. 21)
- 13 Carcass Performance Partners Bull and Female Sale — Lucedale, MS
- 13 Dikeman and Huninghake Premium Genetics Bull Sale — Westmoreland, KS
- 13 Great Lakes Beef Connection — Clare, MI
- 13 Northwest Select Simmental Sale — Stanley, ND

APRIL

- 1 Midland Bull Test Sale — Columbus, MT
- 3 18th Annual "Pick of the Pen" Bull Sale — Blacksburg, VA
- 3 Belles and Bulls of the Bluegrass — Lexington, KY
- 3 Big Country Genetics Bull Sale — Powell, WY
- 3 The Gathering at Shoal Creek — Excelsior Springs, MO
- 9 Trennepohl Farms' "Back to the Farm" Bull and Female Sale — Zanesville, OH
- 10 Hilbrands Cattle Company's Passion 4 Perfection Sale — Clara City, MN
- 10 The Spring Turnout Sale — Worthing, SD
- 12 Nelson Livestock Company's Annual Production Sale — Wibaux, MT
- 13 Powerline Genetics and Seward Cattle Company's High Altitude Bull Sale — Arapahoe, NE
- 14 The Trennepohl Top 10 Sale — Middletown, IN
- 16 Virginia Spring SimSensation Sale — Harrisonburg, VA
- 17 Diamonds and Spurs Sale at Owen Bros Cattle Company — Bois d'Arc, MO
- 17 New Day Genetics' Spring Bull Sale, — Salem, MO
- 17 OBCC Diamonds and Spurs Sale, Bois d'Arc, MO
- 24 Heartland Performance with Class Bull Sale — Waverly, IA
- 24 The Clear Choice Customer Sale — Milan, IN

MAY

- 1 Stars and Stripes Sale — www.dponlinesales.com
- 8 Banners and Beyond Sale — Jefferson, GA
- 10 Maternal Monday — Red Hill Farms — www.dponlinesales.com
- 22 2nd Annual Get Back To Grass Sale — Henderson, TX ■

Serving as American Simmental Association's (ASA) official publication, *the Register* is mailed nine times annually, has a circulation of 5,500+, and is focused primarily on ASA's paid membership.

the Register is an 8 1/8 x 10 7/8 inch glossy, full-color publication that provides a direct and consistent line of communication to the ASA membership.

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April '21	March 1	March 10	March 19	April 5
May/June '21	April 1	April 9	April 20	May 10
July/August '21	June 18	June 25	July 9	July 23
September '21	August 3	August 10	August 17	Sept 3
October '21	August 30	Sept 10	Sept 20	Oct 4
November '21	Oct 1	Oct 11	Oct 21	Nov 5
Dec '21/Jan '22	Nov 12	Nov 19	Dec 3	Dec 20

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Purebred options to add power and profit



15M00177 BCLR **CASH FLOW** C820

Reg#: 3071303 // CCR Wide Range 9005A x Triple C Invasion R47K

CEU	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
12.9	0.5	95.1	147.2	0.33	4.3	10.8	58.3	20.9	15.2	33.8	-0.57	0.07	-0.074	1.52	-0.3	149.7	88.5
.63	.83	.80	.77	.77	.45	.41	.50	.39	.50	.61	.45	.54	.44	.56	.17		
25%	25%	3%	3%	4%				4%	10%	35%	2%			1%		10%	10%

- › With huge spread from birth to weaning and massive REA, look to Cash Flow to add pounds of red meat and muscle. He also offers massive depth and thickness with an extra long square top and hip.
- › With moderate milk and breed-leading DOC and STAY, Cash Flow's daughters will be making you money for years to come.



15M00183 LBRS **GENESIS** G69

Reg#: 3603651 // WS Proclamation E202 x Hook's Xavier 14X

CEU	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
13.1	1.8	96.6	151.4	0.34	8.2	26.7	74.9	18.3	13	63.9	-0.25	0.63	-0.056	1.03	-0.4	172	101.8
.45	.50	.48	.48	.48	.24	.19	.28	.28	.34	.47	.37	.41	.39	.45	.06		
20%		3%	2%	3%	15%	25%	5%	25%	25%	1%		1%		20%	20%	1%	1%

- › Genesis was the high selling herd sire standout from the 2020 Bulls of the Big Sky sale offering. He offers complete, fault-free genetics for growth, maternal carcass and \$Index values.
- › His pedigree is stacked with breed-leading, time-tested maternal donors: WS Miss Sugar C4, Hook's Patti 3P and LBR Night Dream M22.



15M00173 KBHR **HIGH ROAD** E283

Reg#: 3312276 // Hooks Beacon 56B x CLRS Grade-A 875 A

CEU	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
14.6	-1.3	100.3	147.6	0.3	10.2	31.1	81.2	15.5	15.1	52.6	-0.42	0.72	-0.057	1.42	-0.37	179.8	111
.72	.85	.83	.80	.80	.39	.32	.43	.37	.50	.62	.47	.46	.46	.60	.09		
10%	10%	1%	3%	15%	2%	10%	1%		10%	2%		1%		1%	35%	1%	1%

- › A purebred bull whose combination of calving ease, growth and carcass traits are unmatched in the breed, High Road offers a big spread that will add value to your next calf crop.
- › Hailed as the best Beacon son to date and out of the extremely popular WS Miss Sugar C4, High Road offers a next generation pedigree, outstanding phenotype and second-to-none EPD profile.

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3/4 SimAngus™

W/C Fort Knox 609F

By W/C Bankroll 811D
EPDs: CE: 11 \$API: 135 \$TI: 89



Full brother to
W/C Bankroll

W/C Pinnacle E80

By W/C Loaded Up 1119Y
EPDs: CE: 16 \$API: 124 \$TI: 73



W/C Night Watch 84E

By CCR Anchor 9071B
EPDs: CE: 19 \$API: 158 \$TI: 89



NEW

DMCC Black Velvet 5E

By Pays To Believe
EPDs: CE: 4 \$API: 99 \$TI: 73



SSC Shell Shocked 44B

By Remington Secret Weapon 185
EPDs: CE: 20 \$API: 134 \$TI: 69



THSF Lover Boy B33

By HTP/SVF Duracell T52
EPDs: CE: 16 \$API: 150 \$TI: 88



NEW

Longs Capitalist G523

By W/C Night Watch 84E
EPDs: CE: 16 \$API: 145 \$TI: 85



NEW

Ruby NFF Up The Ante 9171G

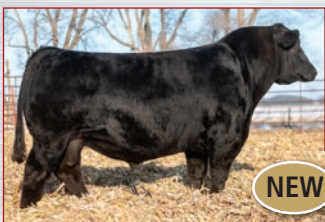
By Ruby's Currency 7134E
EPDs: CE: 11 \$API: 116 \$TI: 71



NEW

ACLL Fortune 393D

By MR TR Hammer 308A ET
EPDs: CE: 8 \$API: 94 \$TI: 74



NEW

W/C Double Down 5014E

By W/C Executive Order 8543B
EPDs: CE: 16 \$API: 111 \$TI: 74



Ruby SWC Battle Cry 431B

By MR HOC Broker
EPDs: CE: 11 \$API: 98 \$TI: 76



NEW

Mr SR 71 Right Now E1538

By Hook's Bozeman 8B
EPDs: CE: 18 \$API: 157 \$TI: 91



NEW

GSC GCCO Dew North 102C

By HTP/SVF Duracell T52
EPDs: CE: 15 \$API: 118 \$TI: 83



PAL/CLAC Meant To Be 823E

By Mr HOC Broker
EPDs: CE: 13 \$API: 108 \$TI: 67



3/4 NAILE and
NWSS Champ

Reckoning 711F

By W/C Relentless 32C
EPDs: CE: 13 \$API: 115 \$TI: 69



NEW

TJSC King of Diamonds 165E

By LLSF Pays To Believe ZU194
EPDs: CE: 11 \$API: 105 \$TI: 72



NEW

PBF Red Paint F88

By W/C Executive Order 8543B
EPDs: CE: 14 \$API: 113 \$TI: 74



NEW

SC Pay the Price C11

By CNS Pays to Dream T759
EPDs: CE: 7 \$API: 105 \$TI: 72



NEW

JASS On The Mark 69D

By W/C Loaded Up 1119Y
EPDs: CE: 11 \$API: 126 \$TI: 76



W/C Relentless 32C

By Yardley Utah Y361
EPDs: CE: 10 \$API: 111 \$TI: 74



NEW

3/4 SimAngus™

WLE Copacetic E02

By HPF Quantum Leap Z952
EPDs: CE: 12 \$API: 112 \$TI: 77



NEW

Mid-Am Hind Sight 83F

By Mr CCF 20-20
EPDs: CE: 15 \$API: 108 \$TI: 70



NEW

B C R Perfect Vision F022

By MR CCF 20-20 3/4 SimAngus™
EPDs: CE: 9 \$API: 115 \$TI: 72



NEW

3/4 SimAngus™

LLSF Vantage Point F398

By CCR Anchor 9071B
EPDs: CE: 11 \$API: 129 \$TI: 88



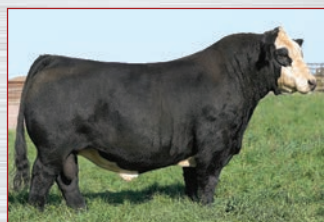
WS Revival B26

By LLSF Uprising Z925
EPDs: CE: 10 \$API: 112 \$TI: 71



LLSF Pays To Believe ZU194

By CNS Pays To Dream T759
EPDs: CE: 8 \$API: 112 \$TI: 79



W/C Bankroll 811D

By W/C Loaded Up 1119Y
EPDs: CE: 13 \$API: 124 \$TI: 78



CLRS Guardian 317G

By Hook's Beacon 56B
EPDs: CE: 19 \$API: 206 \$TI: 108



KSU Bald Eagle 53G

By Hook's Eagle 6E
EPDs: CE: 14 \$API: 173 \$TI: 104



W/C Rolex 0135E

By Yardley Utah Y361
EPDs: CE: 15 \$API: 123 \$TI: 72

Relentless brother - sexed semen available.



FELT Perseverance 302F

By W/C Executive Order 8543B
EPDs: CE: 14 \$API: 108 \$TI: 72



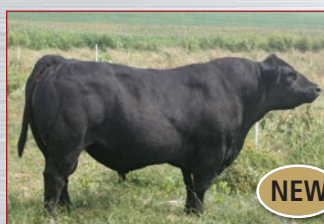
HPF Tradecraft D010

By JF Milestone 999W
EPDs: CE: 5 \$API: 107 \$TI: 82



MR CCF The Duke G42

By Mr CCF Vision
EPDs: CE: 11 \$API: 113 \$TI: 72



Erixon Bitten 203A

By NCB Cobra 47Y
EPDs: CE: 16 \$API: 144 \$TI: 86



LCDR Favor 149F

By LCDR Witness 541C
EPDs: CE: 9 \$API: 156 \$TI: 101



SFG The Judge D633

By CCR Cowboy Cut 5048Z
EPDs: CE: 9 \$API: 150 \$TI: 97



TL Ledger 106D

By Profit
EPDs: CE: 10 \$API: 105 \$TI: 66



GPG Focus 135F

By Mr CCF 20-20
EPDs: CE: 7 \$API: 113 \$TI: 75



OBCC Kavanaugh F236

BBy OBCC Unfinished Business
EPDs: CE: 12 \$API: 135 \$TI: 80



LHT Viper 65E

By W/C Loaded Up 1119Y
EPDs: CE: 17 \$API: 131 \$TI: 70



JBSF Logic 5E

By W/C Relentless 32C
EPDs: CE: 7 \$API: 105 \$TI: 68



WHF/JS/CCS Double Up G365

By W/C Double Down
EPDs: CE: 16 \$API: 121 \$TI: 72



Mr CCF Vision Z60

By Mr NLC Upgrade U8676
EPDs: CE: 11 \$API: 105 \$TI: 80



Perfect Vision 26D

By MR CCF Vision
EPDs: CE: 13 \$API: 114 \$TI: 76

20-20's brother



RRF Trading Up E777

By Pays to Believe
EPDs: CE: 13 \$API: 127 \$TI: 76



JSUL Something About Mary 8421

By W/C Relentless 32C
EPDs: CE: 9 \$API: 103 \$TI: 68



CDI Innovator 325D

By TJ Main Event 503B
EPDs: CE: 13 \$API: 142 \$TI: 92

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ES HB94 3/4 SM 1/4 AN
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W/C United 956Y



ES G103 PB SM
Hook's Eagle 6E X CCR Drover 9094A
Bred to TJ Frosty 318E



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TJ Teardrop 783F X 3C Pasque 4331B B



ES HB34-5
PB SM
WS All
Aboard B80 X
Remington
Lock N Load
54U



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CDI Authority 77X X
OHRR Dakota Copper 29K



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