

the Register



Built on Balance

Bichler Simmentals raises high-quality seedstock in North Dakota, with a focus on balanced traits and consistent improvement.

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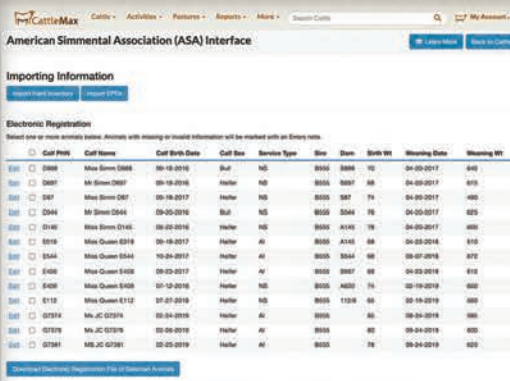
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The screenshot shows the CattleMax interface for the American Simmental Association (ASA). It features a navigation bar with 'CattleMax', 'Cattle', 'Activities', 'Features', 'Reports', and 'More'. Below the navigation bar, there are buttons for 'My CattleMax' and 'Back to Cattle'. The main content area is titled 'Importing Information' and includes a table for 'Electronic Registration'. The table has columns for 'Calf ID#', 'Calf Name', 'Calf Birth Date', 'Calf Sex', 'Service Type', 'Sire', 'Dam', 'Birth Wt', 'Weaning Date', and 'Weaning Wt'. The table contains 10 rows of data, each with a checkbox in the first column.

<input type="checkbox"/>	Calf ID#	Calf Name	Calf Birth Date	Calf Sex	Service Type	Sire	Dam	Birth Wt	Weaning Date	Weaning Wt
<input type="checkbox"/>	0268	MA Sirem 0268	09-18-2016	Full	NS	8055	8056	76	04-05-2017	440
<input type="checkbox"/>	0267	MA Sirem 0267	09-18-2016	Heifer	NS	8055	8057	68	04-05-2017	415
<input type="checkbox"/>	0267	MA Sirem 0267	09-18-2017	Heifer	NS	8055	807	71	04-05-2017	450
<input type="checkbox"/>	0244	MA Sirem 0244	09-20-2016	Full	NS	8055	8244	78	04-05-2017	425
<input type="checkbox"/>	0240	MA Sirem 0240	09-20-2016	Heifer	NS	8055	8140	78	04-05-2017	400
<input type="checkbox"/>	0218	MA Queen 0218	09-19-2017	Heifer	AI	8055	8145	68	04-05-2018	410
<input type="checkbox"/>	0244	MA Queen 0244	10-24-2017	Heifer	AI	8055	8344	68	07-07-2018	472
<input type="checkbox"/>	0408	MA Queen 0408	09-20-2017	Heifer	AI	8055	8307	68	04-05-2018	418
<input type="checkbox"/>	0408	MA Queen 0408	07-12-2018	Heifer	NS	8055	8307	71	02-19-2019	450
<input type="checkbox"/>	0119	MA Queen 0119	07-27-2019	Heifer	NS	8055	1108	66	03-19-2019	460
<input type="checkbox"/>	02374	MA JC 02374	02-04-2019	Heifer	AI	8055	86	66	03-24-2019	466
<input type="checkbox"/>	02379	MA JC 02379	02-04-2019	Heifer	AI	8055	80	60	03-24-2019	450
<input type="checkbox"/>	02381	MA JC 02381	02-05-2019	Heifer	AI	8055	78	60	03-24-2019	420

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TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+17.5	-2.3	+94.8	+146.7	+32	+12.5	+30.4	+77.8	+17.5	+13.4	+58.2	-30	+68	-0.19	+1.42	-.37	\$186	\$108
ACC	.47	.52	.53	.54	.54	.31	.26	.34	.34	.36	.53	.42	.48	.45	.52	.09		
%	2	3	4	3	10	1	10	2	35	25	1		1		1	35	1	1

EPDs as of 4/13/2021 **TOP 35%**

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- Homozygous black, homozygous polled by parentage (DNA confirmation pending), 5/8 SM, 3/8 AN



Sire - Redhill 672X X004 231A

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+14.6	-1.5	+82.9	+133.6	+32	+8.3	+17.3	+58.7	+23.7	+13.2	+34.2	-52	+80	-0.86	+1.28	-.38	\$187	\$98
ACC	.41	.46	.48	.49	.39	.24	.21	.29	.25	.39	.48	.37	.45	.38	.46	.04		
%	25	20	20	15	15	25			1	35		1	2	10	1	30	1	1

EPDs as of 4/13/2021 **TOP 35%**

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

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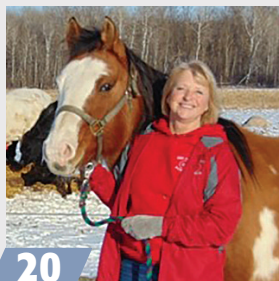
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- Elite:** 9-10 correct
- Superior:** 7-8 correct
- Excellent:** 5-6 correct
- Fair:** 3-4 correct
- Poor:** 1-2 correct

1. Cattle with sweet clover poisoning also have the symptom of which vitamin deficiency?
2. What is the term that describes the process of supplemental feeding of suckling calves?
3. What are the two primary functions of the inner ears?
4. A scrotal hernia is the result of a weakening at what body location?
5. What beef breed was developed by the King Ranch in Texas?
6. Which bone is found in a chuck roast?
7. The flap of skin on the throat of a cow is known by what term?
8. In the show ring, what does the acronym PTP stand for?
9. What are the five basic nutrients?
10. At what location on an animal is backfat measured?

Answers:

1. K; 2. Creep feeding; 3. Hearting and balance; 4. Inguinal ring; 5. Santa Gertrudis; 6. Blade and arm bone; 7. Dewlap; 8. Progress Through Performance; 9. Protein, minerals, vitamins; 10. Between the 12th and 13th ribs



More than a Carcass Test

The CMP collects birth-to-harvest data, genomics, and mature cow information.

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This month's cover photo was taken by Randy Moody of Little Mountain Farm, New Market, Alabama, who is the 2021 Board Chairman. To find out what Moody is looking forward to in the coming year, check out his interview in this issue.

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by J.W. Brune, Overbrook, KS
North Central Region Trustee

Those of you who have read my viewpoint in the past know that I believe in starting out with a chuckle. Here it is:

“A passenger in a taxi leaned over to ask the driver a question and tapped him on the shoulder. The driver screamed, lost control of the cab, nearly hit a bus, drove up over the curb, and stopped just inches from a large plate glass window. For a moment everything was silent in the cab, and then the still-shaking driver said, “I’m sorry, but you scared the daylights out of me.” The frightened passenger apologized to the driver and said he didn’t realize a mere tap on the shoulder could frighten him so much. The driver replied, “No, no, I’m sorry, it is entirely my fault. Today is my first day driving a cab. I’ve been driving a hearse for the last 25 years.”

I’m old school, so accepting the new technology is a struggle for me. I remember when I started grade school, an actual paper tablet and a number 2 pencil were part of the process. I’m also from Missouri, so you need to Show-Me. So change the way you look at things, and the things you look at will change.

Take the progress that other industries such as hogs, chickens, turkeys and others have done to improve their product. Seed corn, seed beans, etc., you get the picture. The cattle industry has embraced DNA and genomic testing as the wave of the future for genetic advancement. Lucky that your Association has been in the forefront of this new wave of technology.

I can’t name all that we have done right and I sure don’t want to list the wrong things, but the good has outnumbered the bad. Look at the demand of SimGenetics in the commercial sector today. Bull sales across all regions of the US have been at record prices. The technology that has been implemented has made the decision easier for our commercial producers to find the bull they need to improve profitability from the seedstock offering.

The real bright spot I see from my vantage point is the American Junior Simmental Association. The growth and enthusiasm of this junior program has everyone talking. The marketplace for heifers has made people look at a newborn calf with a close eye that it could be a show heifer in the making. The passion that these juniors have for tying their rope to a star is fantastic. Remember: once these young folk begin this journey as a junior breeder, many will continue on as adult breeders of the Simmental breed. The possibilities are endless!

Look around at an AJSA Classic and you will see moms and dads who came up the same way, with a Simmental heifer on the halter. No better way to achieve success in life than to showcase responsibility, work ethic, management skills, fellowship and learning all life’s skills and having fun doing it. Life is 10% what happens to us and 90% how we respond.

The power of collaboration with the International Genetic Solutions partners has grown to the point where the science has improved the accuracy of all members’ EPDs. The possibility of new trait development is on the horizon. Progress can be seen in all areas that are important to making our breed better for all segments of beef production. The ASA trustees have implemented all of these programs to improve our breed: Calf Crop Genomics, Cow Herd DNA Roundup, Carcass Expansion Project, foot and leg score chart, Total Herd Enrollment and more. Past programs and new ones have all made the Simmental breed a leader in the beef industry. Education, promotion and marketing tools are available from the state level to the national level.

The American Simmental-Simbrah Foundation is a place to set your satchel down and make sure the future is bright for the breed. Remember it is more pleasant to give than receive, especially medicine and advice, you can have that feel-good feeling by donations to the four foundation pillars of research, youth, education, and general fund. Like the vision statement says, serving youth, education and research for today and future development of the American Simmental Association, the beef industry and ASA’s membership. The road to success is always under construction, so the funds will be put to good use.

Plan your future carefully, you are going to spend the rest of your life there. ■

More than a Carcass Test



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- Gordon Hodges, Gibbs Farms

The CMP collects birth-to-harvest data, genomics, and mature cow information.

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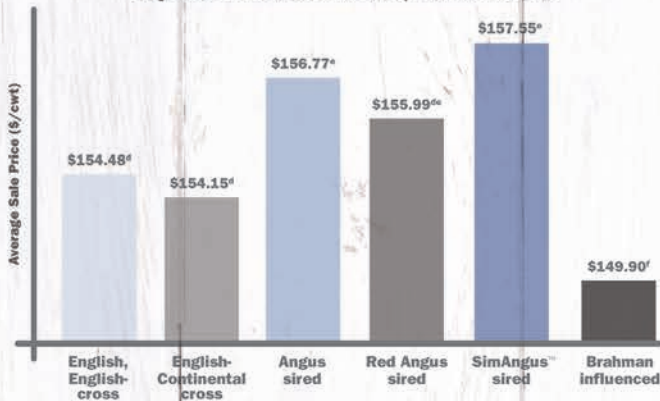
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Superior Livestock Auction, Summer 2020^a



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^a For lots of 50 head or more. ^b Kansas State University, December 2020, Superior Livestock Auction data analysis of 3,280 lots, 394,900 head of beef calves marketed during summer 2020. (P<.0001)
^c Lots that qualified for breed-related programs were excluded from the model due to potential confounding effects with sire breed analysis and, for many, few lots in the data.
^{d, e, f} Means without a common superscript differ (P<0.05) Lots of calves in breed-identified groups were sired by bulls from the respective breeds and out of dams with no Brahman influence.



by Jannine Story
Director of Performance Data Programs

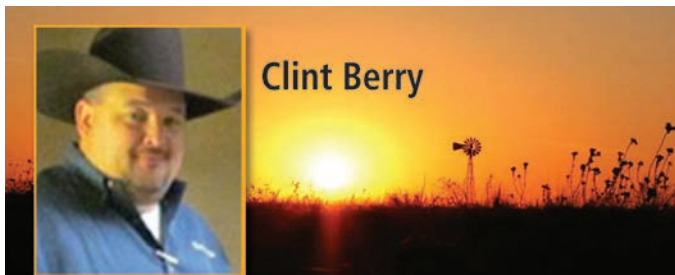
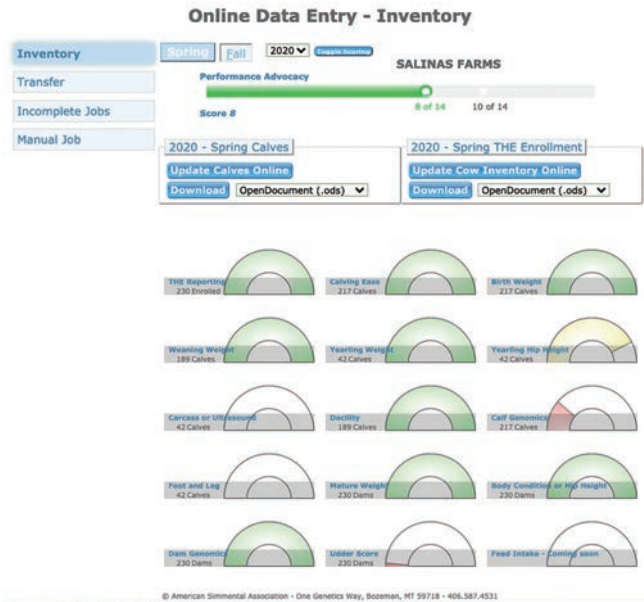
The past year was certainly a trying year for everyone. Many found themselves struggling to keep up, whether they had a secular job outside the farm, taking care of family or just dealing with the repercussions of COVID. Many have found it challenging to collect data and get it submitted.

There are many ways for Total Herd Enrollment herds to track where one is at in reporting data, the quickest being the Inventory tab under Data Entry / Online. You can see quickly what has been submitted and what has not been. It is more of a bird's-eye view.

If you want to see what data has been reported to each animal, then you go to Herd Mgmt / Reports, select the Inventory tab, enter the year and season, leave Performance Advocacy ALL and select the Performance Advocate report on the right. This will show you what has been reported to each dam, what data is reported for each calf and what potentially could be missing.

Why do I mention this? As a breed association, we are receiving about 90% of birth records of calves reported, whereas weaning drops to about 60% and yearling drops to about 25%. There is no doubt weaning and yearling data are the most difficult to collect when managing each year's calf crop.

What can you do as a breeder? We know many of you do not retain all of your calves through to yearling time; however, when you are weaning, can you weigh all of the calves, even if you are going to cull them? It definitely affects the ratio and ranking of the calves against each other and their EPDs. Are you using the calf removal codes correctly? Be sure you pay attention to pre-weaning versus post-weaning removal codes. If the calves go to a feedlot, is it possible to ask for the weights when near to yearling time? Or if they go into a feed intake program, can you get weights that are close to yearling time? By submitting complete contemporary group records, you give the most complete information about the genetic potential in your herd.



Clint Berry

"The FPC is a simple and easy tool that commercial cattlemen can utilize to differentiate their cattle in the marketplace. Works in breeding programs using various breeds and has no cost to the producer."



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For this Total Herd Enrollment herd, they would be considered a score 8 of the Driven Performance Advocate, but they have holes in their data at Yearling Hip Height, Calf Genomics, and dam Udder Score. For more information on the Performance Advocate program, go to page 28.

Phenotypic data is still critical to the evaluation. The evaluation only knows what you tell it. So, what is it that I want to happen? I am asking all to put forth an effort to report all the weaning and yearling data, and if the calf left the herd, be sure you use the correct calf removal code.

How can ASA help? Is it a matter of time to get the data entered? We can help. If you have entered it into a software or spreadsheet, send the extracted data or your spreadsheet to the@simmgene.com and we will help you get the data in. If the calves have already been reported and you are entering weaning or yearling, as long as it links to each animal tattoo (the way the animal is reported in our database), we can upload the data to each animal for you. If it is brand new calf data, then you need to be sure and supply all required data to report animals. It is best if it is an .xls or .csv format for us to be able to work with the data. We are here to help you get the most out of your records, whether it is helping you get the data into the database or helping you create reports to utilize the data you entered. ■

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Built on Balance

Bichler Simmentals raises high-quality seedstock in North Dakota, with a focus on balanced traits and consistent improvement.

by Lilly Platts



The Bichler Family: Therese, Maria, Doug, and Amelia.

Doug and Maria Bichler's business is built on a strong foundation of history, hard work, the constant pursuit of knowledge, and a lot of perseverance. Doug is the third generation on the family farm, and a first-generation seedstock producer. Bichler Simmentals, located near Linton,

North Dakota, raises SimGenetic bulls and females that are built to perform for their commercial and registered customers alike, with a focus on balanced traits and strong phenotype. Doug loves the Simmental breed and is proud of the productive, self-sufficient cow herd he has developed.

Generations of Simmental

The Bichler family homesteaded on the original farm 101 years ago and it has since been handed down through the generations. Simmental has been a part of the operation since the breed was brought to North America. Doug's father was one of the first in North Dakota to use a Simmental bull on his commercial cow herd. Doug explains, "My dad got a Simmental bull very early on when they were imported here. We've had them ever since. I know a lot of the commercial producers here were wanting something to use on their Hereford cows to add more performance — to just simply add more weight and muscle to their calves — and the producers that tried them early on were very happy with what they did on the Hereford cows and with the performance. Simmental genetics just took off from there."

Doug's father worked alongside his father before taking over the business, and Doug followed the same path. At 16, he obtained his first two Simmental females and began building his herd. He knew at an early age that he wanted to move into the seedstock business. He remembers, "I've always had an interest in breeding seedstock cattle, particularly Simmental, and pursued that interest more seriously in college."

In 2000, Doug purchased a larger group of females and started selling registered bulls the next year. His interest in developing quality seedstock has continued to grow over the years, and sticking with Simmental has been an obvious choice. "Something you'll see run through our program is balance and consistency," he says. "The Simmental cattle are so well balanced. They're a performance breed, but you can't beat the maternal that you get. We have found that the foot quality, udder quality, docility, and performance you get out of Simmental is just not matched by any of the other breeds we've worked with."

A Steady Approach

Doug explains that his breeding philosophy boils down to one word: balance. He says, "I don't chase a single trait. I try not to chase fads. I try to make the most educated decision when I bring in a new bull or female, or utilize a bull or female in AI or ET. Whenever I buy a herd bull I try to look at it with a balanced approach."

Constantly improving his cow herd year to year is a priority for Doug and he makes careful decisions to ensure that nothing forces him to take a step backward. "I want to make sure whatever I use or bring in is going to propel me forward, and of course I look at cow families. There's a lot of homework that goes into it. I approach it with a balanced state of mind because I want to market to everyone. I want my cattle to have good numbers, but I also want a phenotype that my commercial customers desire, with a lot of depth of body, rib shape, muscle, and performance."

(Continued on page 14)

Bichler Simmentals sells bred females in November.



Built on Balance

(Continued from page 13)



Maternal traits are a quality of the Simmental breed Doug appreciates.



Bichler Simmentals develops both black and red SimGenetics bulls to fit all of their customers' needs



The Bichler family also has a custom feeding business.

Using a variety of tools also allows the Bichler family to focus on balance. Genomics, carcass ultrasound, Total Herd Enrollment, and research projects are some of the ways Doug gathers information to make his own selection decisions, and also to give his customers the information they need to purchase the best bulls and females for their operations. Knowing how to use these tools, and also help his customers sift through this data, is a priority for Doug. He says, “When there are educational opportunities, I try to attend when I can. Obviously on a ranch setting it’s a little harder to get away, but I do appreciate the fact that there are other opportunities for me online. I like to watch tutorials, I like to learn about other producers and what they are doing, and I might come away with a new idea or a new way to approach something.”

Genetic selection is something Doug has always enjoyed, and in recent years, he has moved toward using higher-quality herd bulls, more embryo transfer work, and less AI. Any females that don’t perform well, or don’t produce the kind of bulls and females Doug wants to sell, are moved to the recipient herd. Doug looks for new herd bulls throughout the year and is focused on finding sires that help advance the genetics of his herd. He explains, “They need to be phenotypically impressive to me. Things that are now more important are foot quality, disposition, and structural correctness. Those are big things I think our breed needs to focus on. I still want them to have some muscle and eye appeal, and work for me from an EPD standpoint.”

Bichler Simmental bulls are sold across the country, and one of Doug’s goals is to expand his customer base. North Dakota’s climate creates hardy cattle that can perform in a variety of environments. Doug says, “My customers who have added Simmental females to their herd, have used my bulls, and have had calves out of them have been really happy with how those cattle perform. It tells me I’m doing the right thing and doing something good. The Simmental cattle have been working very well for the cow herds we have around here. The SimAngus™ females are phenomenal. I hear that from my customers all the time, and I think the quality of the cattle that you get from incorporating Simmental genetics is second to none.

Overcoming Obstacles

The cattle business is fraught with unknowns — from mother nature to markets, each year comes with a new set of challenges. The Bichler family was faced with an especially difficult situation several years ago when Doug was in a farm accident. While cleaning out the baler to begin in the field, he grabbed at one last piece of net wrap and before he realized what was happening, his arm was sucked into the moving belts. He was stuck there for some time, became unconscious, and was eventually jolted awake because the collar of his shirt was also being sucked in. A rush of adrenaline allowed him to pull his arm out. Maria, who was pregnant with their first child, had fallen asleep in the house waiting for Doug to come in for dinner. Doug was able to wrap his arm up, get inside, and call 911. This led to his right arm being amputated above the elbow and a three-week stay in the hospital.

Farming and ranching is ranked in the top ten most dangerous jobs by the US Bureau of Labor Statistics Census of Fatal Occupational Injuries, and raising awareness about safety is

a priority for the industry. While the incident caused a number of immediate challenges, like healing and raising a new child at the same time, Doug has been able to continue working on the ranch and has found a positive outlook on the situation. “I still feel fortunate. I can still hold my kids, and I can still be around for them. It could have been so much worse and I’m thankful to still be here,” he says. “People think twice about things that they do and to me that’s kind of what makes it worth telling my story, because if I can help someone avoid what happened to me, it makes it a little more worth it to me in the end.”

The cow herd has also helped the Bichlers to adjust and succeed in the face of this challenge. North Dakota winters are harsh, and calving season can be a constant fight with mother nature. To remove this stress and reduce labor, Doug moved to calving in May, and will be selling his second group of 18-month-old bulls this coming November. Previously, the Bichler’s sale was held in February. Doug explains, “I needed a way for this cow herd to help me out a little bit, and to work with mother nature, instead of always seeming to work against it. So, I came up with the idea of calving later so I could have the cows out in more of a natural setting. The cows all calve out on grass now. It went tremendously well, it accomplished my goal, the calves were very healthy, and the cows were in great shape. I had very little dystocia. It just changed things in a way that gave me new optimism that I can still pursue my goals and my dreams in this industry even though things look a little different. The cow herd worked for me and did really well. Because of that I also changed my approach to selling cattle.”

(Continued on page 16)

The North Dakota rangeland is an extremely productive place to raise cattle.



Bichler takes a lot of pride in the daily care of his cow herd.



Built on Balance

(Continued from page 15)

A Family and Community Business

Raising a family in agriculture is a priority for Doug and Maria. Their two daughters, Amelia, 3, and Therez, 1, are already taking great interest in the cow herd and Doug finds a lot of joy in sharing daily farm life with them. Maria works from home as a journalist and also spends a lot of time helping Doug on the farm.

North Dakota is also important to the Bichler family. Doug and Maria both have deep roots in the state and find a lot of value in being a part of their rural community. Maria says, “We love where we live. North Dakota in general is filled with good people and good cattle.”

Doug represented the Simmental breed at the Young Cattlemen’s Conference, and says this experience, in addition to other industry events, have been important to him. “I met a lot of great people, and I’m still in contact with several of them. To this day we check in with them frequently.”

He is generally very involved in his community and the industry, and his driven nature has allowed him to make progress in the seed-stock industry. “I’ve always been very determined and very goal oriented,” Doug says. “Honestly, I’ve heard all of my life that ‘you can’t do that,’ or ‘that’s not going to work,’ and it seems like that drives me to not only do a good job, but to do better than I’m expected to do. That’s been the theme of my whole life, really. You need to figure out what your goals are, and put your head

down and work toward those goals. Some days will be tough, but if you stay the course and realize what your goals are and put the work in, then I think you can be successful.”

In the future, Doug says he will continue to work toward raising the best cattle he can. “I want to be able to sustain my family here, and sustain a good way of living as I have in the past. I want to increase the quality of the cattle we have. I think there is always room for improvement no matter how good your cow herd is. There is always something to fix, and I’m just going to keep working toward that perfect cow I have in my mind.”

He concludes, “I feel incredibly blessed to be able to take care of this cow herd every day. My way of life is something I wouldn’t trade for anything. I enjoy feeding every day, and seeing how far I’ve come. Now, being able to have my wife and kids out here with me, there is no occupation that is more rewarding than being able to pass this onto the next generation.” ■



The Bichler family develops all of their bulls and females on site.



Looking at Me?

It's ok. Everybody Is.



Trait	Simmental Rank vs. Major Continental Breeds*	Angus/Red Angus Rank vs. Major British Breeds
Marbling Score	First	Second
Carcass Weight	First	First
# Retail Product	Second	First
Weight Gain Feed Efficiency	First	Second
Weaning Weight	Second	First
Post Weaning Gain	Second	Second
Shear Force	First	First

Across-Breed EPD Table, GPE Rep. 22, MARC, USDA

* Major Continental Breeds — Simmental, Gelbvieh, Limousin, Charolais

SimAngus™. The Obvious Choice.

"Crossbred steers with a **50:50 ratio of Continental European to British breed** inheritance are likely to produce a more **optimum** balance between carcass **quality grade** and **yield grade** than crossbred or straightbred steers that represent either 100% British breed, or 100% Continental European breeding."

— MARC GPE Progress Report No. 22, USDA



American Simmental Association
www.simmental.org



beef@internationalgeneticsolutions.com
www.internationalgeneticsolutions.com



SAPI: 138
STI: 82

Long's Red Answer H8

W/C Hoc HCC Red Answer 33B x
WS Prime Beef Z8

ASA# 3784793 • Red • Homo Polled
Exciting, complete, homo polled, rare Red
Answer son!



SAPI: 149
STI: 86

Mr SR Mic Drop G1534

Mr SR 71 Right Now E1538 x
JBS Big Casino 336Y

ASA# 3568352 • Homo Black • Homo Polled
A true spread bull with extra MCE, Docility,
Marbling and production profit potential.



SAPI: 166
STI: 103

WS Proclamation E202

CCR Cowboy But 5048Z x WS Miss Sugar C4
ASA# 3254156 • Homo Black • Homo Polled

Proclamation is one of the ELITE, must-use
superstars!



SAPI: 119
STI: 84

Rocking P Vintage H008

Pays To Believe x Quantum Leap
ASA# 3772248 • Black • Polled

2021 Cattlemen's Congress Division
Champion! COOL!



SAPI: 110
STI: 74

SC Pay the Price C11

Pays to Dream x Trademark

ASA# 2988788 • Homo black • Hetero polled
Two-time NWSS Grand Champion Bull



SAPI: 108
STI: 76

WCL No Limits G302

Mr. CCF 20-20 x American Pride

ASA# 3659712 • Homo black • Homo polled
No Limits is a neat patterned bull out of
the legendary 20-20!



SAPI: 118
STI: 75

Mr CCF Clarified E3

Mr CCF 20-20 x
Miss CCF Sheza Superstar by Duracell

ASA# 3275273 • Homo black • Homo polled
Backed by the Louisville and Denver Champion
Sheza Bonnie, Clarified offers elite phenotype,
proven genetics, and a balanced EPD profile.



SAPI: 128
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.



SAPI: 117
STI: 81

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!



SAPI: 109
STI: 81

Longs Pay the Man E16

Pays to Believe x Shear Pleasure

ASA# 3327014 • Homo black • Homo polled
Great-built, stout, double-homozygous
Pays to Believe son!



SAPI: 129
STI: 87

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.



SAPI: 110
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.



SAPI: 120
STI: 81

W/C VIP 005G

CDI CEO x 8543U (Dream Catcher)

ASA# 3644998 • Homo black • Homo polled
\$120,000 high seller from Wernings
production sale.



SAPI: 118
STI: 70

WHFJS/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/Steen-
hoek multiple time champion WHF Summer 365C.



SAPI: 133
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".



SAPI: 114
STI: 74

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!



SAPI: 118
STI: 70

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!



SAPI: 40
STI: 86

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!



SAPI: 111
STI: 71

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.



SAPI: 108
STI: 69

JSUL Something About Mary 8421

W/C Relentless 32C x JBSF Proud Mary

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

COOL

Additions!

CATTLE *Visions*

573-641-5270 • www.cattlevisions.com



\$API: 210
STI: 107

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: 140
STI: 86

CCS/WHF OI' Son 48F

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



\$API: 111
STI: 72

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: 125
STI: 80

FRKG CKCC Platinum 009H ET

Mr CCF 20-20 x Profit
ASA# 3809966 • Homo Black • Homo Polled
Platinum is one the most talked about bulls of the season, topping the CK Cattle/Wager Sale at \$175,000 for half interest! Described as "one of the true power bulls to surface within the last decade."



\$API: 114
STI: 77

H/C - W/C Fast Lane 9085G

Rubys Turnpike 771E x W/C Miss Werning A343
ASA# 3667480 • Homo Black • Homo Polled
A popular feature in the 2020 NWSS Pen Show!



\$API: 124
STI: 78

W/C Bankroll 273H

PW/C Bankroll 811D x Hooks/ KS Sequoia
ASA# 3808104 • Hetero • Black Homo Polled
Griswold selected him at the \$202,000 high seller at Wernings 2021 sale!



\$API: 134
STI: 80

W/C Express Lane 29G

Rubys Turnpike 771E x Hooks Shear Force 38K
ASA# 3644933 • Homo Black • Homo Polled
Complete Turnpike son at Western Cattle Source, NE!



\$API: 97
STI: 71

SWSN Cash Flow 81E

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



\$API: 146
STI: 101

SAS Infra-Red H804

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



\$API: 131
STI: 82

SAS Big Casino H214

Drake Poker Face x Erixon Bitten
ASA# 3803217 • Homo Black • Homo Polled
Big-bodied performance driven baldy!



\$API: 184
STI: 91

BAR CK D948 9153G

IR Imperial x CDI Verdict
ASA# (3766616) • Homo polled
High selling bull at BAR CKs 2021 Sale! Top 1%



\$API: 167
STI: 108

W/C Innovator 533H

CDI Innovator x WS Miss Sugar C4
ASA# 3808125 • Homo Black • Homo Polled
Maternal brother to WS Proclamation and LCDR Impact and Favor. 533H is a power bull with a 1,500# YW.



\$API: 171
STI: 101

W/C Innovator 9002H

CDI innovator x WS Miss Sugar C4
ASA# 3808126 • Homo Black • Homo Polled
Maternal brother to WS Proclamation and LCDR Impact and Favor. 9002H is the CE leader Innovator son and higher \$API.



\$API: 154
STI: 92

RBS 4254F H288

W/C Bankroll 4254F x RBS Uptown
ASA# 3827413 • Hetero Black • Homo Polled
Reck's 2021 high seller to Hart's, SD. Reck's describe him as impressive a bull they've raised. 902# WW combined with excellent feet, joints and profile!



\$API: 128
STI: 82

CKCC Right Time 0639H

ES Right Time x WCS Mr Razor
ASA# 3786555 • Homo Black • Homo Polled
One of the few Right Time sons to be available this season. He's a powerfully constructed, heavy muscled 3/4 who was the second high seller at CK/Wager Sale.



\$API: 101
STI: 71

S&S TSSC Limitless 041H (1/2)

Conley No Limit x WS Revival
ASA# 3776857 • Black • Polled
Calf champion at 2020 NAILE!

Women of ASA

by Emme Demmendaal

Editor's Note: This article series highlights significant contributions of women in the Simmental community.

Former president for the American National CattleWomen, Penny Zimmerman, of One Penny Ranch, Foley, Minnesota, has been a lifelong Simmental breeder, beef advocate, and educator.

Penny Zimmerman

Breaking into the cattle industry as a first generation rancher can be difficult, but to also run a successful seedstock operation, while simultaneously making a positive impact for future generations through animal agriculture advocacy, sets the bar even higher. Penny Zimmerman, of One Penny Ranch located in Foley, Minnesota, is that cattlegirl.

Growing up in the Minneapolis, Minnesota, suburbs, Zimmerman's first experience with cattle was after she married. "When I married Bill, I thought I was marrying a city guy because he was raised in the suburbs of Indianapolis. But after we got married, I noticed these cattle magazines around the house. Soon after, we bought a couple of steers and needed to build a fence — just a little fence around about two or three acres of irrigated pasture."



Penny Zimmerman and her husband, Bill.

She laughs, "But we lived in a little apartment, and we didn't have a place to store the leftover posts and left-over wire. So it was behind the couch in the living room. That's when I knew I was in trouble."

When the couple moved to Southern Idaho, five miles north of Preston, Bill managed a Simmental ranch for Valdo Benson. It was here, experiencing life as a rancher, that Penny fell in love with the cattle industry. She recalls grazing the cattle in the mountains and bringing them back to the valley for winter calving, watching the calves grow to become mamas, and, like all ranchers, feeling the heartwrenching sadness when a few got ill and were lost.

"My husband introduced me to the cattle industry. I love being outside, being able to help with the chores, feed the animals, and watching the little calves play tag in the evenings when the sun is setting. It gives me a heartache when we treat sick calves and sometimes can't save them. We are here to be good stewards of the land and good stewards of animals. It just all fits together."

She summarizes, "This is my life, and it's exciting, from city girl to learning how to ranch and run cattle."

After living in Idaho, Utah, and Nevada, they settled back in Minnesota in the early 1980s and started their own Simmental operation. Today, One Penny Ranch is a diversified 150-head cow-calf and seedstock operation focusing on Simmental, SimAngus™, and Charolais genetics.

Zimmerman attended St. Cloud State University for teaching and taught third, fourth and fifth grades for almost 30 years. Zimmerman shares that she integrated agriculture and the cattle industry into the classroom every opportunity she got. "I taught at a school district that was part of a town

outside the suburbs, and you would think that kids know more about farming, even if they live in town, because they drive past these corn, alfalfa, and soybean fields, but they really didn't know very much. It was interesting to be able to teach them a little bit about agriculture."

Around 2000, Zimmerman started getting involved in the cattle industry organizations. She was introduced to the Minnesota CattleWomen (MCW), for which she was president from 2010–2012, and later the American National CattleWomen, where she went on to serve as ANCW president in 2017. "I traveled to 23 different states as president of ANCW, meeting with the cattlegirls at their state annual conventions. It was a really great experience to meet women in the industry and educate others about the industry."

Recently, Zimmerman was selected to join the Cattlemen's Beef Promotion and Research Board (CBB), a 99-member board from across the country that determines how the check-off dollar is spent. As co-chair for the CBB's International Marketing Committee, Zimmerman, along with the committee members, has been focusing on driving US beef demand in other countries. She says, "Our goal is to understand what's happening in different cultures around the world and improve interest in importing United States beef. We've increased the value of the carcass across the board by focusing on selling parts like tongue, liver, or tripe."

At the end of the day, Zimmerman is passionate about helping people in and out of animal agriculture make informed decisions. She believes that education in the cattle industry and with the general public will make a larger impact in keeping the tradition of ranching and farming alive. She concludes, "I believe being involved helps to keep the cattle industry strong for the next generation. There are so many people in the US and the world who don't understand our industry and would just as soon shut it down. If we educate people about the industry, consumers will understand how we do things and why we do them." ■



Zimmerman is a lifelong learner and educator in the beef industry.

If they don't load they don't pay.

We see the struggles feeders are facing
with heavy-weight, straightbred calves.

Carcass and gain are crucial, but you
demand a healthy, vigorous calf that
makes it on the truck.

Crossbreeding and Heterosis —
added calf survivability without
sacrificing Marbling and Gain.

Let us help source
and identify responsibly
crossbred calves.

Demand a third party
validation through the IGS
Feeder Profit Calculator™
— at No Cost!



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A Tale of Three Buildings

Hospital Builds on Former ASA Property

by Dan Rieder



ASA's original chalet-style building.

ASA's modern new building.



An artist's rendition of Bozeman's newest Urgent Care facility.

In 1974, the five-year-old American Simmental Association capitalized on rapidly expanding demand for its services to build an 11,250-square foot building costing \$281,000. For 42 years, the Swiss chalet-style facility, nestled adjacent to heavily traveled Interstate 90, housed as many as 55 employees, along with a self-contained print shop, a completely equipped mail room, a constantly growing computer system, a waterproof walk-in safe, and a board room that converted to a small theater for slideshows and informational movies.

"In the mid-2010s, Bozeman was in the midst of a growth explosion and the demand for well-located property presented a win-win opportunity for the Association," ASA Executive Vice President Wade Shafer explained. "We received an offer from a speculator on our existing property that was well above any expectations we might have had, setting in motion a plan that greatly benefited the Association."

The original 40-year-old building was in need of a sizable injection of cash for maintenance and remodeling to bring it up to code. "This was a business opportunity that we just couldn't afford to pass up," Shafer emphasized.

The Association then purchased 4.3 acres of land about one mile north of the original property and promptly constructed a modern, state-of-the-art office building. The new facility consists of 16,124 square feet on three levels.

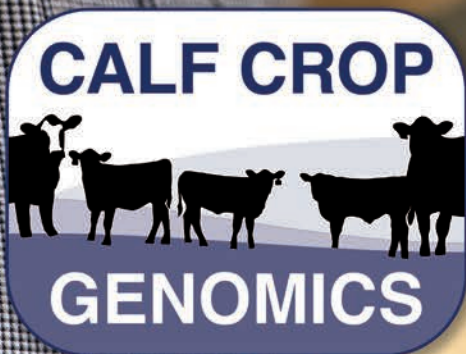
Total cost, including land, building, and planning, added up to \$3.3 million, allowing ASA to place a welcome infusion of excess money in savings.

In February this year, the old building and a free-standing storage building were razed to make way for new construction.

A new building, called b2 UrgentCare on North 19th, is going up under the auspices of Bozeman Health, the local hospital that serves more than 150,000 people from a 100-mile radius. In an announcement, medical officials described the addition: "The building will open on Bozeman Health-owned land between North 19th and Simmental Way next to a rest area. The location provides convenient access to Urgent Care services for those traveling on I-90 and to the growing northwest side of Bozeman." Construction will begin this summer and is expected to be fully complete by fall of 2022.

"We are very pleased with the way these transactions played out," Shafer concluded. "We have a new state-of-the-art building with stunning views of the Bridger Mountains and additional land for future expansion or sale, while adding a substantial sum to our investment portfolio. The icing on the cake is that our original property will be utilized to provide much-needed health care to the rapidly growing population of Bozeman." ■

**The decision you make
today will influence
the next 20 years.**



**Make it a
good one.**

Meeting with Moody by Lilly Platts

ASA Board Chairman Randy Moody remarks on programs and key issues facing the ASA Board of Trustees



Little Mountain Farm is located in north central Alabama, near the Tennessee border.

Randy and Joy Moody.

Platts: *Tell us about your background, family, and cattle.*

Moody: Joy and I own Little Mountain Farm, a seedstock operation running 60 mature Simmental, SimAngus™, and Angus cows. We exclusively use artificial insemination and embryo transfer.

I grew up on a diversified farm that consisted of cotton, commercial cow-calf herd, and a large hay operation. We purchased our first Simmental cattle in 1984.

I have a BS from the University of Montevallo. Upon graduation from college I went to work for a large farm equipment manufacturing company. While there, I worked up the corporate ladder to general manager,

overseeing the operation with 700 employees. In 1993 we started Randy Moody Associates, a sales consulting and marketing company specializing in industrial and agricultural spray pumps, fluid controls, and hydraulics.

Through the years, I have served on several different beef industry boards, including the Alabama Simmental Association as president, Alabama Beef Cattle Improvement Association as president in 2009 and 2018, and the Alabama Cattlemen's Association (10,000 members) as regional vice president.

Joy and I are the proud parents of our son Dr. Michael Moody, DVM. He and his wife Brooke have four children: Micah, 18; Patton, 11; Parker Joy, 8; and Whitman, 5.

Platts: *What are you considering as you step into the role of Board Chairman?*

Moody: As I step into the role as chairman in the midst of the global COVID-19 pandemic, one may think our challenge is to simply stay in business until we conquer this horrible virus; however, I see a bright future for the American Simmental Association. The task at hand is not to survive but to THRIVE. We are experiencing tremendous growth and acceptance in all segments of the cattle markets.

We have many great projects well underway. I would like to see us continue these, as well as show results from these projects. I am very aware that research takes time, but on the other hand, we must be able to relay results to our membership in a timely fashion.

If I had to choose one thing I would like to hang my hat on as an accomplishment this year, it would be the long range planning of our Association. I am thinking not of the committee work, but more about the sustainability of our Association as a whole. I see it being imperative to do long range planning to ensure that the next generation of ranchers, ASA, and International Genetic Solutions, will be at the forefront, leading the cattle industry by continually making economic advances.

Diversity is of utmost importance, especially when speaking about the composition of the Board of Trustees. With many different interests under the large tent we call ASA, diversity among trustees is essential to remain focused on the betterment of all members and their customers.

One of the most important and difficult assignments that the incoming chairman is tasked with is selecting committee chairmen and making committee appointments. It is critical to make good decisions when selecting the makeup of each committee. I feel if that job is fulfilled correctly the participation of trustees will be there. Having a balance of newly elected trustees and experienced trustees enables all to glean from one another.

Platts: *How do you view International Genetics Solutions (IGS), and its role in the industry?*

Moody: IGS has literally blossomed before our eyes in the years that I have been on the board. IGS is the philosophy of collaboration among many entities within the beef cattle industry. We cannot argue that each of the IGS partners have had significant impacts on the beef industry, but we can certainly see the power when these separate groups collaborate with one another. It is through this effort, with the leadership coming from ASA, that we have had the largest genetic evaluation of beef cattle in the world for the last five years.

This Multi-breed Genetic Evaluation is something all breeders can be extremely proud of. It is because of the evaluation we can study our animals and make confident, sound breeding decisions centered around individual goals.

I like to think outside of the box at times, and concerning the question of where ASA can grow, I think IGS is one area that should generate much thought. To be brief, I see the IGS platform creating a revenue stream by providing services to other partners beyond the scope of genetic evaluations.

At the same time, ASA/IGS should be offering our knowledge and services to the private business sector that have the commercial producers as clients. This may become a valuable revenue stream as well. We all realize the producers are only willing to invest in what is economically feasible, the key word being feasible. ASA/IGS has the ability to provide so much data about your cow herd that it's easy to justify some added cost of production.

Platts: *Total Herd Enrollment (THE), has been a part of ASA's programs for many years now. How do you see this program in the future?*

Moody: Total Herd Enrollment has had a huge positive impact on ASA in a couple of ways. Putting on my business management hat for a moment here, THE came along when "cash flow" at ASA meant waiting until the end of the month hoping we could pay our bills. It was the idea of THE and the scheduled payments of participating in this program that allowed ASA to actually forecast expected income. This is huge in the business world. The accounts receivable department can breathe today being able to predict this part of our business.

THE is also a vehicle used to bring in more than 80% of the data points within our Herdbook. Also, the quality of this THE data has significant value because it is complete reporting of an individual's herd. Updating the criteria for Performance Advocate will generate additional data collection, which in turn builds a stronger, more comprehensive database.

Platts: *What role does the Carcass Merit Program (CMP) play?*

Moody: The CMP allows breeders to prove young sires. I see this program today being important because the actual carcass of known sires' progeny validates our prediction of carcass quality traits.

The carcass expansion program will further validate our predictions in a much faster timeframe simply because of the greater numbers of carcass reports. All breeders large and small will benefit from these programs.

Platts: *ASA's Progress Through Performance (PTP) program is an industry-leading way to combine the show ring and performance. How have you seen this evolve?*

Moody: ASA's PTP program contributes to breed improvement. This is accomplished by placing the numbers
(Continued on page 26)

Meeting with Moody

(continued from page 25)

in the judge's hands. I realize judges, like all of us, have opinions about which numbers may be more valuable than others. However, the real prize here is the exhibitors know the judges have the numbers and they make breeding decisions based on this fact, which ultimately will have a positive influence on the breed.

The Ring of Champions program has created a new level of excitement among the exhibitors at the major shows. The take-home message we all need to understand is the cattle shows all across the country, from the small county fair to the major national shows, are our billboard for Simmental cattle paid for by the exhibitors. Even if you have never been in a show ring, your neighbor may have seen a Simmental animal at one of these shows and remember you having Simmental cattle. Just think. An exhibitor from Alabama shows an animal in Denver, someone from California sees it and goes home and thinks of his neighbor who has Simmental cattle and gives him a call. Now that is a cool opportunity.

Platts: *DNA technology is expanding and offering new opportunities for producers. What role do you see this technology playing in the future?*

Moody: The implementation of DNA markers to the cattle industry has moved our ability to accurately predict individual traits forward at warp speed. With genomic testing we now have EPDs of a calf with the same accuracy as having the data results from 20 progeny.

This high-accuracy prediction was made possible in part by ASA's Cow Herd DNA Roundup (CHR). Before CHR we had a fair amount of genotypes on bulls but very few records on mature cows. The CHR program gave ASA a huge increase in these much needed genotypes. As the genotypes continue to come into our database, the accuracy of everyone's animals' EPDs will continue to increase.

Platts: *Fostering youth involvement in the Simmental breed has been a priority for many years. What is your assessment of the AJSA?*

Moody: The American Junior Simmental Association (AJSA) is ranked as one of the best among all breed associations. The AJSA program is the critical lifeblood to the future of ASA. Our juniors are truly remarkable; just look at the 2020 National Classic. This was the largest National Classic ASA has seen, and in the middle of a pandemic. We not only saw the largest number of participants, but also the largest number of animals entered.

Our hats are off to the entire staff for their tireless work to pull off such an excellent event.

My message here: stay tuned! I look to see great things coming from our juniors. I hope to see you in Grand Island, Nebraska, this summer for the 2021 National Classic.



The Moodys are the proud grandparents of four grandchildren



Platts: *Comment on the importance of the ASA Foundation.*

Moody: The American Simmental-Simbrah Foundation is something that should be promoted each time you have the opportunity to talk Simmental. Our Foundation has four main pillars: education, research, youth and general. The Foundation Board is a working board, charged to raise funds for all four pillars. The Merit Award scholarships are 100% funded from the youth pillar, Fall Focus receives substantial funding from the education pillar, and there are research projects that the Foundation supports. I challenge each member to look at the good work generated from our Foundation and make a serious pledge to support the continued efforts of this Foundation.

Platts: *The Simmental breed has a long history of involved state associations. What role do you see these localized groups playing for ASA?*

Moody: Our state associations are an absolute must in the overall structure of ASA. The state associations know their region best, and what needs to be done to promote SimGenetics in their state. Also, the state associations are the best place to get acquainted with ASA and how it functions.

Platts: *As Board Chairman, what role would you like to see members play in the decision making process?*

Moody: It is amazing to watch as great ideas and programs develop. One may think their idea or opinion does not have merit, but this could not be further from the truth. As you watch and study how research and other programs evolve, most start from a casual conversation, and ask, “do you think this is possible?” Most of the time this conversation is in the hallway of a meeting. We need you in the hallways of our meeting asking the question, “is this possible?”

Platts: *Technology is continually changing the way we communicate. How can we balance staying up-to-date with giving members the information they need through ASA’s publications?*

Moody: In this electronic age, one may question the future of our printed publications. My thoughts are, as long as our publications are printed and designed in the format that we know today, they will have their place. I consider *the Register* to be a coffee table book that stays for a month until the next issue takes its place. Also, there is a certain population that just likes to have the publication in their hands to read. ■



Little Mountain Farm runs Simmental, SimAngus™, and Angus females.



Little Mountain Farm was established in 1997 and has been focused on raising high-quality registered Simmental seedstock



Moody exclusively uses AI and ET work in his breeding program.



Moody’s family first became involved with Simmental cattle in the 1970s.

Performance Advocate Program

If you participate in Total Herd Enrollment, you could qualify as a Performance Advocate

For over a decade, the Performance Advocate program has recognized cattle producers who remain committed to data reporting. The 2021 program marks the second year with new guidelines to identify top-notch data reporting that fuels ASA's genetic evaluation.

Focused on submitting records on at least 90% of the contemporary group, a Dedicated Performance Advocate submits records on at least 8 of the 14 traits and a Driven Performance Advocate submits records on at least 10 of the 14 traits.

Performance Advocates will be listed in the Late Fall issue of *SimTalk* for the fall 2019 and spring 2020 calf crops. These herds achieved the benchmark of being highly driven to data recording and reporting to ensure the most accurate prediction on their herd from the genetic evaluation to make more informed selection decisions for themselves and their customers.

- Fine tune the genetic differences in each calf crop.
- Make better selection decisions, faster.
- Submit calving and dam records.
- Be a Performance Advocate and get recognized.

Traits Reported to ASA:

- Calving ease
- Birth weight
- Weaning weight
- Yearling weight
- Yearling hip height
- Ultrasound/Carcass
- Docility scores
- Genomic test on birth group
- Foot and leg score
- Mature cow weight
- Mature cow body condition or mature cow hip height
- Cow herd genomics
- Udder score
- Feed intake data (coming soon)



Are you already in Total Herd Enrollment? Go to page 10 to learn more about submitting your data to qualify as a Performance Advocate. All the data for fall 2019 and spring 2020 calf crops must be in by August 1. ■



2021 AJSA National Junior Classic XLI

JUNE 26th-JULY 2nd, 2021

NEBRASKA STATE FAIRGROUNDS | GRAND ISLAND, NE
HOSTED BY THE NEBRASKA SIMMENTAL ASSOCIATION

SCHEDULE

Schedule subject to change. Follow AJSA Facebook page for all information and changes!

Friday, June 25th

6:00 PM Cattle in TIE-OUTS ONLY

Saturday, June 26th

NOON Barns Open for Set-up

Sunday, June 27th

8:00 AM All cattle on site
8:00 AM Contestant and Cattle Check-In
10:00 AM Steer Weigh-In
11:30 AM Opening Ceremonies
12:30 PM Mentor/Mentee Meet & Greet
1:30 PM Judging Contest

Monday, June 28th

9:00 AM Cattlemen's Quiz
10:00 AM American Simmental-Simbrah
Foundation Golf Tournament- Indianhead Golf Course
10:30 AM Calvin Drake Genetic Evaluation Quiz
12:30 PM Public Speaking
4:30 PM AJSA Trustee Candidate Interviews
4:30 PM Interview Contest Mock Interviews
6:00 PM Sullivan Supply Clinic

Tuesday, June 29th

9:00 AM Sales Talk
2:00 PM Weaver Leather Livestock Educational Clinic
3:30 PM AJSA Regional Meetings & Trustee Elections
6:00 PM Water Park Event - Island Oasis

Wednesday, June 30th

8:00 AM Cattle Show
Bred & Owned Show- Steers, Bulls, Cow/Calf Pairs
Owned Show- Steers, Cow/Calf Pairs,
Fullblood Heifers, Simbrah Heifers
Bred & Owned Show- Percentage Heifers,
Purebred Heifers

Thursday, July 1st

8:00 AM Cattle Show
Owned Show- Percentage Heifers, Purebred Heifers

Friday, July 2nd

8:00 AM Showmanship (2 rings)
5:00 PM National Classic XLI Awards Ceremony

HOTEL INFORMATION

Boarders Inn & Suites

308-384-5150 (\$99/night)
Block: Simmental, book by June 19

Super 8 - 308-384-4380-\$79/night

Best Western - 308-381-8855 -\$119/night
Block: Simmental, book by June 19

Ramada Midtown

308-384-1330 (\$101.95/night)
Block: 2021 Junior Simmental, book by June 7

Holiday Inn Express & Suites

308-675-1118 (\$149.95/night)
Block: Simmental Classic, book by May 15

CONTACT INFORMATION

Diane Duren

State Host Classic Coordinator
Nebraska Simmental Association Exec. Dir.
Phone: 402.367.2272
Email: dianeduren60@gmail.com

Darla Aegerter

AJSA Youth Director
American Simmental Association
Phone: 402.643.8122
Email: daegerter@simmgene.com



Growing A Legacy Building A Foundation

A big **THANK YOU** to our
New Legacy Lot Donors and Supporters!

Contributors

Red River Farms, Blythe, CA
Gerdes Show Cattle, West Point, IA
Joe Seale and Victor Guerra, Linn, TX
Griswold Cattle, Stillwater, OK
Eichacker Simmentals, Salem, SD
Triple S Land and Cattle, Picayune, MS

MBK Cattle/Fenton Farms Simmentals, Starkville, MS
Shoal Creek Land & Cattle, Excelsior Springs, MO

Supporters

Joe Seale, San Augustine, TX
JS Simmentals, Prairie City, IA
Steven Bryard, Overton, TX
Heidt Simmentals, Ozark, MO
Jeremy Lehrman, Spencer, SD
Tom Gilbert, Keswick, VA; and Rockhill Ranch, Purvis, MS
Steve Edwards, Lexington, MS

VAB Farms Liberty, MO; and Braydon Cull, Excelsior Springs, MO

We started this program in October of 2020 and it has generated \$21,225 to date. Here is a unique opportunity for donors to contribute to the Foundation pillar of their choice.

Would you like to become a member of the elite Legacy Lot Program?

Here is how it works:

- All breeders who host an annual production sale, consignment sale, bull sale, or an online sale can commit to donating the proceeds of either an animal or a genetic lot sold in their annual sale.
- A live animal or pregnancy will donate, at a minimum, 50% of the proceeds of the sale to the American Simmental-Simbrah Foundation. Proceeds will be designated by the donor to any of the four pillars (Research & Technology, Youth, Education, and General) within the Foundation.
- A genetic lot (embryos, semen, or flush) will donate 100% of the proceeds of the lot to the American Simmental-Simbrah Foundation. Proceeds will be designated by the donor to any of the four pillars (Research & Technology, Youth, Education, and General) within the Foundation.

If you agree to be a part of this program, you will become a member of the new Legacy Foundation Group. Membership levels are based on the actual monetary value of your donation to the American Simmental-Simbrah Foundation (ASF).

If you are interested in donating a lot in your sale please contact any ASF Board member or Darla Aegerter at daegerter@simmgene.com ■



Foundation Legacy Group Levels

Platinum	\$5,000 +
Gold	\$2,500 - \$4,999
Silver	\$1,000 - \$2,499
Bronze	Less than \$1,000

2020-2021 Members of the Legacy Lot Group

Eichacker Simmentals	Platinum Member
Gerdes Show Cattle	Gold Member
Red River Farms	Gold Member
Griswold Cattle Company	Silver Member
Joe Seale & Victor Guerra	Silver Member
MBK Cattle/Fenton Farms Simmentals	Silver Member
Triple S Land & Cattle	Silver Member
Shoal Creek Land & Cattle	Bronze Member



Darla Aegerter
AJSA Director of Youth Activities
ASA Foundation Manager
402-643-8122
daegerter@simmgene.com

The most recent list of people who have made a donation to the ASA Foundation.

Circle M Farms

Rockwall, TX

Dwyer Cattle

Roseville, IL

Circle Ranch

Ione, CA

Jones Show Cattle

Harrod, OH

Dale Werning

Emery, SD

Trauernicht Simmentals

Wymore, NE

S3 Simmental

Granbury, TX

Shoal Creek Simmental

Excelsior Springs, MO

Rockhill Ranch

Purvis, MS

HTP Simmentals

Paris, KY

Moore Land and Cattle

Jerseyville, IL

Boviteq Innovative IVF Solutions

Madison, WI

Adcock Land and Livestock

Moweaqua, IL

Shipwreck Cattle Co

Grandview, TX

Lindsey Farms

Bullard, TX

John D Harker & Family

Hope, IN

Rocking P Livestock

Maysville, KY

Gerdes Show Cattle

West Point, IA

Allenberg Cotton C

Fresno, CA

Helm Farms

Geary, OK

Cara N Smith

Pleasant Garden, NC

H2Os Farm

Walkerton, IN

**We Invite You to Add
Your Name to The List.**

silent

auction

at the National Classic



Are you looking for a way that you too can support the American Simmental-Simbrah Foundation? We will again be hosting a Silent Auction during the National Classic in Grand Island, NE, June 26-July 2. All proceeds go directly to the Foundation. So, you want to contribute but aren't sure what to bring?

Below are several ideas of how to fill your basket.

In the past, we have had some unique handmade items as well, which we love. We encourage individuals as well as state associations, junior and adult, to participate. Items will be displayed for bidding throughout the week and the auction will end prior to the close of the event.

If you have any questions, please reach out to Foundation Board Member, Tonya Phillips at 606-584-2579.

See you in Grand Island!



1. Coffee Lovers Basket
2. Golf Theme Basket
3. Farmhouse Theme Basket
4. BBQ or Camping Basket
5. Gardening Basket
6. Beach Basket
7. Car Emergency Kit
8. Ice Cream Sundae or S'mores Basket
9. Movie Night/Board Games Basket
10. State Basket (highlighting items from your state)

AJSA Schedule and Deadlines

- April 15** Regional and National Classic entries open through your herdbook account
- April 15** Steers born January 15 – April 15 eligible for 2021 Steer Profitability Competition
- April 29** Regional and National Classic EARLY entry deadline – 4:30 pm MDT
(registration fees double after 4:30 pm MDT)
- May 5** Regional and National Classic FINAL entry deadline – 4:30 pm MDT
- June 1** Photography Contest, Trustee Application, Silver and Gold Merit Award application deadline
- June 2 - 5** Eastern Regional Classic, Cookeville, TN
- June 9 - 12** South Central Regional Classic, Springfield, MO
- June 16 - 19** Western Regional Classic, Sandpoint, ID
- June 26 - July 2** National Classic, Grand Island, NE
- October 2** 2021 Steer Profitability Competition Entry Deadline, entry forms available at www.juniorsimmental.org

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.

Per the BIF guidelines, the following letters are not used: I, O, Q, and V.

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.**

Fall Focus 2021 Update

After much deliberation, the decision was made to move Fall Focus 2021 to Denver, Colorado, and host Fall Focus 2022 in Roanoke, Virginia. Fall Focus 2021 will be headquartered at the DoubleTree Hotel in Denver, August 27–31, where many of us call home during the National Western Stock Show and Annual ASA Meeting.

Schedule

Friday late afternoon and evening, August 27

Tour National Western Stock Show (NWSS), cattle display, and foot/leg scoring demonstration

Come see the progress made to the NWSS renovation. The NWSS is providing guided tours limited to our Fall Focus event. The Colorado Simmental Association is planning cattle displays at the grounds and the ASA will have live foot and leg scoring demonstrations. Come hungry as the Colorado Simmental Association is arranging a delicious BBQ dinner.

Saturday, August 28

Educational session at the DoubleTree

Join us for a day packed with educational sessions, featuring talks from Denver Nuggets operations associate Jonathan Wallace; Colorado State University faculty animal breeding and PAP research team Drs. Tim Holt, Milt Thomas, Mark Enns, and Scott Speidel; voices from local feedlot industry and packers; and effective communication with the general public about animal agriculture from Dr. Alison Van Eenennam.

Evening meal and social at the DoubleTree with a celebration of last year's Golden Book Award recipients and outgoing ASA trustees.

Sunday, August 29 through Tuesday, August 31

Board Meetings

Fall Focus 2021 Registration Information

There is no registration fee; however, pre-registration is required to plan for meals and refreshments. Register at fallfocus.org

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.

(Continued on page 34)

2021 AJSA

REGIONAL & NATIONAL

CLASSICS

JUNIOR DIVISION

**PUBLIC
SPEAKING**
TOPICS

REGIONAL CLASSICS

OPTION 1

What does it mean to be a good beef advocate?

OPTION 2

How has the coronavirus pandemic affected the public opinion of the agriculture industry?

OPTION 3

How do you prepare for calving season?

NATIONAL CLASSIC

OPTION 1

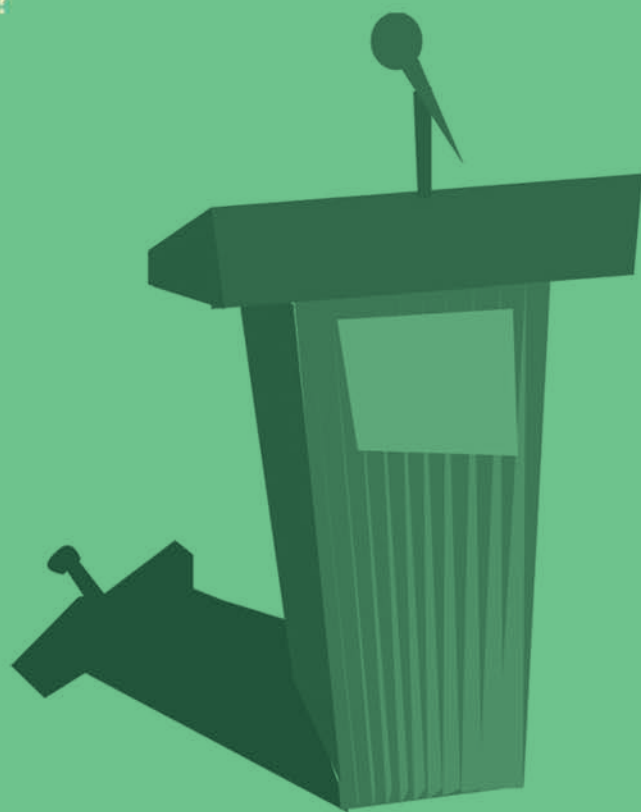
What marketing and sales strategies does your beef operation use?

OPTION 2

Discuss the importance of beef production and/or beef consumption in day-to-day life.

OPTION 3

Why Simmental?



CONTEST RULES & DETAILS

- At all AJSA Classics, Junior Public Speaking is a prepared speaking contest.
- Speeches should be 3 to 7 minutes in length.
- Contestants are allowed to use two 3x5 note cards while speaking.
 - All notes on these cards must be handwritten.
- Following the speech, each contestant should be prepared for questions from the judges. This Q&A session will be part of the score.
- For full rules on Public Speaking, visit the AJSA website after March 20.

(Continued from page 32)

Board Updates AI Sire and Donor Dam 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/pollled, and genetic condition panel. Please contact ASA’s DNA Department with questions.

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.

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.

SimmApp Available



Receive the latest beef industry news, ASA alerts, *SimTalk* and *the Register* magazines, *Sire Source*, press releases, industry events, deadlines, educational articles, and the ASA’s Youtube channel all in one place. Sign-up to receive push notifications and get immediate announcements tailored to your needs. SimmApp can be found on Google Play, Apple Store, or Amazon apps.

Performance Advocate Program Update

ASA Performance



At the 2019 Fall Focus Board Meeting in Manhattan, KS, the Board passed a resolution to revise the Performance Advocate Program including three major changes.

1. Among the traits included, the program requires record submission on 90% of the contemporary group (rather than 100%) to gather records on nearly the whole herd while allowing for circumstances where records are missed.
2. Establish a two-tier system to qualify. Since additional traits were added (see point 3) but some of these traits are difficult and/or expensive to collect, there is a two-tier system for qualifying as a Performance Advocate. Focused on submitting records on at least 90% of the contemporary group, a Dedicated Performance Advocate submits records on at least 8 of the 14 traits and a Driven Performance Advocate submits records on at least 10 of the 14 traits.
3. An additional seven traits have been added to the list of qualifying records in the program. As ASA develops more traits (example, feet/leg scores), they may be added to the Performance Advocate Program.

Office Holiday Schedule

ASA office will be closed on the following 2021 holidays:

Monday, May 31

Memorial Day

Friday & Monday, July 2 and 5

4th of July

Monday, September 6

Labor Day

Thursday and Friday, November 25 and 26

Thanksgiving

Friday and Monday, December 24 and 27

Christmas ■

Simmental-Simbrah Foundation
BREEDERS CUP
GOLF TOURNAMENT



Monday, June 28, 2021
10:00 AM Shotgun Start
Indianhead Golf Club
Grand Island, Nebraska

ENTER ONLINE

\$75/golfer
\$300/team, includes
cart & lunch
Entries open
April 15th

EVENT CONTESTS

Four-person best shot
Closest to the pin, longest
drive & longest putt

QUESTIONS?

Contact for additional
tournament information
Carrie Horman, 319.551.7626
Nate Horman, 515.291.7478

Held in conjunction with the 2021 AJSA National Classic. All proceeds are earmarked to support youth through Merit Scholarships and The Summit Leadership Conference.

REGISTER ONLINE AT
www.juniorsimmental.org

7th Annual ASA Fall Focus 2021

Focus on You.
Focus on Success.
Focus on Profit.

August 27-31, 2021
Denver, Colorado

Co-hosted by the



www.coloradosimmental.com

 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association
www.simmental.org

Registration Information

There is no registration fee; however, pre-registration is required to plan for meals and refreshments. Register and book your hotel rooms at

www.fallfocus.org

Schedule

Friday, August 27

Tour National Western Stock Show (NWSS), cattle display, and foot/leg scoring demonstration.

Late afternoon and evening

Come see the progress made to the NWSS renovation. The NWSS is providing guided tours limited to our Fall Focus event. The Colorado Simmental Association is planning cattle displays at the grounds and the ASA will have live foot and leg scoring demonstrations. Come hungry as the Colorado Simmental Association is arranging a delicious BBQ dinner.

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Join us for a day packed with educational sessions, featuring talks from Denver Nuggets' operations associate Jonathan Wallace; Colorado State University faculty animal breeding and PAP research team Drs. Tim Holt, Milt Thomas, Mark Enns, and Scott Speidel; voices from local feedlot industry and packers; and effective communication with the general public about animal agriculture from Dr. Alison Van Eenennam.

Speakers include:

Mr. Jonathan Wallace, Denver Nuggets
Dr. Tim Holt, Colorado State University
Dr. Milt Thomas, Colorado State University
Dr. Mark Enns, Colorado State University
Dr. Scott Speidel, Colorado State University
Dr. Alison Van Eenennaam, University of California–Davis
Various ASA Staff

Watch for a detailed agenda on fallfocus.org and in the July/August issue of *the Register*.

Evening meal and social

at the DoubleTree with a celebration of last year's Golden Book Award recipients and outgoing ASA trustees.

Sunday, August 29

Interactive committee meetings and staff presentations

Join the ASA trustees to discuss critical issues in each of the five standing committees and hear staff reports in various areas.

Lunch and dinner will be provided for those who register.

Monday, August 30

Board meeting continues

All are invited to stay

Lunch provided

Tuesday, August 31

Board meeting continues

Voting on resolutions and directives

Hotel Information

DoubleTree, 3203 Quebec Street (Headquarters)

The main meetings and conference headquarters are set at the DoubleTree. A block of rooms is reserved for August 26–31. The special room rate will be available until August 1 or until the group block is sold out, whichever comes first.

Area Information

Fall Focus is headquartered at the DoubleTree, 3203 Quebec Street in Denver, which many of us call home during the National Western Stock Show and ASA Annual Meeting. In this metropolis at the front of the Rocky Mountain Range, local attractions range from shopping and fine dining to hiking and fishing or taking in the Denver Zoo or Denver Art Museum. There are several quality seedstock breeders in Colorado, adding to the promise that this will be a Fall Focus to remember.

We will have full access to the ballrooms to ensure plenty of space for attendees. Additional safety precautions will be updated as the event progresses.



Denver Zoo



Denver Art Museum



Red Rocks Park and Amphitheatre

Questions about Fall Focus?

**Contact: Nancy Chesterfield at 406-587-2778
or Jackie Atkins at 406-587-4531**

Complete program details will be available in the July/August issue of *the Register*.



By Larry Maxey,
 Founder and Superintendent,
 NAILE Fullblood Simmental Shows
 larryhmaxey@gmail.com

Author’s Note: *This is the eleventh in the series of “Our Pioneers.” Much of the information here is from the blog of Susan Smith, *The Early Years of Simmental in North America*, and is used here with her permission. We will explore an old tagline used in the early years of the ASA that “The Cow Makes the Difference” and see where it leads.*

Our Pioneers: Travers Smith & Simmental Breeders Limited

The last piece for this column ended in 1967, as Travers Smith had successfully managed to get the first imported Simmental from Europe to Alberta, Canada. This was the bull, Parisien, Canadian and American Simmental Associations registration #1. On September 26th, 1966, Smith formed Simmental Breeders Limited (SBL) to conduct all business affairs of imported cattle from Europe under.

Travers and his SBL partners (identified in the April issue of *the Register*) were eager to make additional imports. In 1967, they applied for a second round of permits from the Canadian government, targeting the France/Switzerland route that had been used for Parisien. As time was running out — and with some anxiously awaiting investors — they received eight permits on July 19, 1967. One can only imagine the excitement the SBL group must have felt with the approval of such a large quantity. Travers encountered tremendous struggles in getting one animal, Parisien, to North America. Now they were faced with the daunting task of fulfilling the granted permits for eight.

In her blog dated Friday, June 11, 2010, Susan Smith references information from Chapter 2, 1967, of a book she began several years prior titled *The Dream Lives* to document the early history of SBL and Simmental in North America. She describes the makeup of the eight head of cattle for the second round of imports. Interestingly, there were seven Simmental and one Brown Swiss. There were three Simmental bulls as follows: Sultan MM 2156 (SBL 2X; ASA#4, CSA#3) born December 13, 1966; Capitaine MM 1236 (SBL 4Y; ASA#7, CSA#7) born February 5, 1967; and Firm MM 7798 (SBL 5Y; ASA#8, CSA#8) born March 12, 1967.

There were also four heifers, but the dates of birth weren’t available. They were Uganda (SBL 3X; CSA#2); Lotte (SBL 1Y; CSA#4); Bella (SBL 2Y; CSA#5); and Anita (SBL 3Y; CSA#6). The only other Swiss Simmental import of 1967/1968 was a bull calf named Bismark

born February 20, 1967, and owned by LK Ranches Ltd., Bassano, Alberta.

Please note that with Parisien carrying registration #1 in the CSA, the above list of animals imported by SBL carry the registration numbers of 2 through 8. Thus the first eight registered animals in the CSA herd book all carry the SBL prefix. One could easily conclude that the founding of SBL in 1966 formed the basis for the establishment of the CSA. This is very noteworthy, indeed!

Now let’s shift gears and put into context what these foundation Simmentals meant to the upstarts, the CSA and ASA. While we often focus on the bull’s impact on the foundation of our breed — and certainly Sultan, Capitaine, and Firm left their mark — what about those females from the second round of imports identified above?

The first Simmental progeny exported to the US was the fullblood bull Amor 1A. This occurred on August 11, 1970. He had sold for the earth-shattering price of \$154,000. Adjusted for inflation, in 2021 dollars that equates to \$1,064,000. The buyers were a private US syndicate consisting of one from Oklahoma and six from Texas.



Amor 1A at the Alberta–Montana border accompanied by Ruben Reyes, Albert West, Jesse Malone, and Travers Smith. This was undeniably an historic moment for North American Simmentals.

So, now you are probably asking, what does this have to do with the phrase “The Cow Makes the Difference”? Amor 1A was sired by Parisien. Amor’s dam was Anita, CSA #6. Anita was sired by Wachter and her dam was Alpenrosli. Anita was one of the four heifers selected for the second group of Simmental imports. The group of expert cattle people identified and chosen by Travers on his first trip to Switzerland and France to help in selection of the cattle were greatly responsible for picking the highest quality genetics. Anita is a testimonial to the capability grounded in a wealth of experience with Simmentals in Europe. It is easy to conclude that, yes, “The Cow Makes the Difference!” ■

References: “*The Early Years of Simmental in North America*” by Susan Smith, blog, <https://simmental-sbl.blogspot.com/2010/05/year-it-all-began-in-north-america-1966.html?m=0>

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

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



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Expected Progeny Difference: Why, What, When, and How, Part I

by *Randie Culbertson, PhD, IGS Lead Geneticist*

Expected progeny difference, or EPD, is defined as the expected difference between the average performance of an individual's progeny and the average performance of

ALL progeny. In the context of genetic improvement, EPD are very powerful tools for cattle breeders to make genetic improvement in their herds.

EPD vs. EPDs

Historically in editorial content, the ASA has used EPDs for the plural form of EPD. However, expected progeny differences is abbreviated EPD for both singular and plural forms. From now on, the ASA Publication will adopt the scientific approach of using EPD for both singular and plural abbreviations.

Why

Why use EPD? Simple: genetic improvement! Underlying the performance of every animal is both environment and genetics. Every calf on an operation has a genetic propensity for performance of a trait. When genetic potential is lacking, even when an ideal environment is provided, the calf will have limited performance. To maximize performance, both environment and genetics need to be maximized.

Phenotypic selection for improvement can be utilized, but by selecting on phenotype the rate of improvement is significantly slower. When selecting on phenotype, you are selecting for the underlying genetics, but you are also selecting the environmental influences that cannot be passed onto offspring. Phenotypic selection gives no indication of how much of the performance is influenced by the environment.

EPD account for environmental differences and influences as well as genetics. EPD therefore help you to select for the heritable portion of a trait that can be passed to offspring. Using EPD to select for traits of interest will dramatically increase the rate of improvement, especially when compared to using phenotypic selection.

What

In the most basic sense, an EPD is a solution resulting from the genetic evaluation. The evaluation is a series of statistical and mathematical models where performance, DNA, and pedigree information are included. These statistical and mathematical models are developed based on our knowledge of biology and genetic inheritance. Utilizing the information provided, these models are able to differentiate environmental influence from genetic influence to create a prediction of genetic potential for an animal as a parent.

When we consider an animal's performance, there are two major influential components: genetics and environment. Environmental factors are any effect that is non-genetic and can range from management, to the phys-

ical environment, to the maternal influence of the dam on a calf. The environmental influences are important to an animal's own performance, but they cannot be passed on to the next generation of calves. Appropriately accounting for environmental factors is crucial for reliable EPD. When developing the models for a genetic evaluation, tremendous focus is placed on how to account for all non-genetic influences on a trait. The assignment of contemporary groups (animals raised in the same environment with the same opportunities to grow, conceive, marble, etc.) is crucial in accounting for the non-genetic components that would influence an animal's performance.

With environmental effects properly accounted for, the evaluation solves for the genetic effects using animal relationships from the pedigree. The pedigree maps out all known relationships to an individual animal and the relatives of that individual. These relationships are assigned numerical values to represent the amount of genetics shared. For example, calf A shares 50% of his genes from his sire and 25% of his genes from a half-sib. If the half-siblings were inbred, the percentage of genes shared would be higher. The evaluation uses these relationship ties within the pedigree in conjunction with performance records and environmental effects, to solve for the genetic potential of animals for a given trait.

It is important to point out a biological law of genetic inheritance referred to as the law of independent assortment. The law of independent assortment states that the segregation of genes is independent during the formation of reproductive cells. In other words, each parent possesses two versions of a gene, but only one version is passed onto progeny. Which of the two genes that is passed onto each individual progeny is completely random. This randomness leads to genetic diversity and allows for the ability to make genetic improvement on traits. If we consider full sibs, these calves will share 100% of their genes according to their pedigree, but there will be differences in their performance. These differences in performance are in part attributed to the difference in gene

versions inherited. In the absence of performance data, these two animals would have the same EPD, but once performance or DNA information is included in the evaluation, their EPD will begin to deviate from each other as the evaluation begins to account for the difference in the genes inherited from their parents.

How does DNA and genomic testing fit into all this? When an animal has genomic information included in the evaluation, it allows us to identify the actual genes, or markers, the animal has inherited. If we know that an animal has specific markers for a trait and how those markers contribute to a trait, this increases the reliability and predictive power of the EPD. If we consider the genomic results for a pair of full sibs, calf A has markers that contribute to additional pounds at weaning, while calf B has markers that do not contribute additional weight at weaning. As a result, there will be a deviation in their EPD since the genomics give a clear indication of which genes were inherited by each calf. Genomics will also increase the accuracy as it reduces the uncertainty of which genes a specific animal has available to pass on to progeny.

Submitting DNA does NOT replace the value of submitting phenotypes. Although DNA markers improve the accuracy of an EPD by reducing the uncertainty of the genes an individual has, these markers only explain a small percentage of the genetic variation of a trait. Traits included in genetic evaluations are controlled by thousands and thousands of genes, where genomics may only identify a small portion of the genes contributing to the phenotype. Reporting the phenotype as well as DNA will increase the overall reliability of the EPD. ■

In the second article of this two part series, we will focus on how and when it is appropriate to use an EPD. The “how” will focus on how to use EPD when making selection decisions for your herd as well as how accuracies and percentile ranks contribute to using EPD. The “when” will compare and contrast the use of phenotypes in context of making genetic selection.

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July/August Register



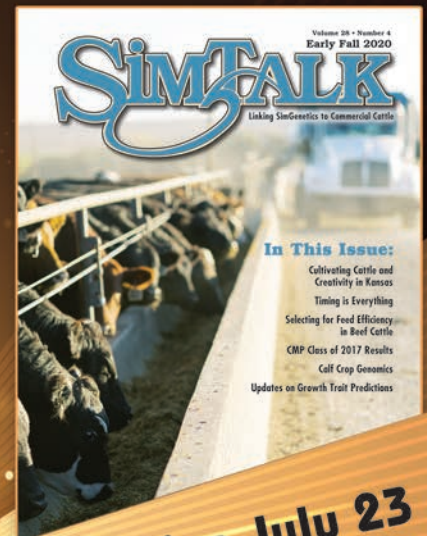
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Early Fall SimTalk



Deadline June 18

Deadline July 23

Developing leaders through friendship, networking, and communication skills!



by Sydney Schwenk, Western Region Trustee, Sandy, OR

Who would you like to serve? Is it someone you know personally, the community, or an organization you are passionately involved in? Recently, I've enjoyed serving the public and community by helping them find products and items at our local feed store. Now, the customers who we have helped might not have found exactly what they were looking for, but that does not stop them from finding an item that they didn't even know they needed! But there has been no doubt that there are challenges, from product availability, competitors, and the increases of prices over the last year. These challenges have sure left people unhappy, frustrated, and even angry at times. These challenges we face might try and hold us back, but there is nothing

holding or stopping us from pushing forward to get over those roadblocks. There have been some really satisfied customers over the time I've worked at our local feed store and some others who have left feeling dissatisfied with the service we could only provide them with. But at the end of the day, I reflect on what kind of impact was left and whether everyone was served to the fullest that they could have been.

Serving doesn't need to make a huge impact for others; it needs to be something that, at the end of the day, you can look back on and be satisfied with the mark or impression that was left. If you push yourself to serve others, to be the one to persevere past those challenges, work hard, and leave a positive mark, your actions will soon be recognized or appreciated. AJSA members, I am excited for the marks you leave from serving others! ■

“Those who are happiest are those who do the most for others.”

– Booker T. Washington



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Cattle Stranded on Ship Docked in Spain to be Destroyed

by Greg Henderson, Bovine Veterinarian

Nearly 900 cows are set to be euthanized by Spanish authorities after drifting for more than two months on the Mediterranean Sea while the owners searched for a buyer. After viewing a confidential report by Spanish government veterinarians, Reuters reports that the cattle remain on board the Karim Allah docked in Cartagena, Spain.

The cattle were rejected by several countries over fears they may have bovine bluetongue virus. The 895 cattle left Cartagena in mid-December, originally bound for Turkey, but the ship was denied entry as Turkish authorities feared the virus. Veterinarians said the cattle were unfit for transport to another country or to be returned to Spain.

Activists told Reuters that more than 100 cows died on the ship before it returned to Spain and the rest were “suffering truly hellish conditions” while at sea.

Turkey did not test the animals for the virus, but the refusal to allow them entry came after a recent outbreak of bluetongue in the Spanish province of Huesca. Various other countries also refused the ship entry — even to replenish animal feed — and the cows were forced to go several days without water, Reuters reported.

The report seen by Reuters concluded that the animals had suffered from the lengthy journey, that some of them were unwell, that they were not fit for transport outside of the European Union, nor should they be allowed in the European Union.

Merck COVID-19 Vaccine Won't Impact Livestock Sector

by Taylor Leach, Bovine Veterinarian

Merck recently announced that it has entered into multiple agreements to support the efforts to expand the manufacturing capacity and supply of the SARS-CoV-2/COVID-19 medicines and vaccines. The company will assist Janssen Pharmaceuticals, Inc., one of the Janssen Pharmaceutical Companies of Johnson & Johnson, to support the manufacturing and supply of Johnson & Johnson's vaccine and will use its facilities in the United States to produce drug substance, formulate, and fill vials for Johnson & Johnson.

Additionally, Merck has received \$268.8 million in funding from the US Department of Health and Human Services to adapt and make available a number of existing manufacturing facilities for the production of the COVID-19 vaccine.

“At Merck, we have a rich legacy in vaccine manufacturing and look forward to combining our expertise with Johnson & Johnson to help increase supply and expand access to authorized SARS-CoV-2/COVID-19 vaccines,” says Sanat Chattopadhyay, executive vice president and president, Merck Manufacturing Division, in a company press release.

However, some livestock producers are worried this shift in production could lower the production of animal vaccines. According to Thomas Schad, Merck Animal Health's director of communications for North America, that's not the case.

“For the most part, our animal vaccine plants are USDA approved. This particular [COVID-19] vaccine is FDA approved. So, that's why it most likely won't impact livestock because it won't be produced at animal manufacturing facilities,” he says. “We'll adapt like we always do. I can't say that it won't affect

livestock at all, but for now we're not planning to use those facilities to produce [COVID-19] vaccines.”

Merck started manufacturing the COVID-19 vaccine in its human manufacturing facilities in March.

Export Market Optimistic

Annual production for meat and poultry are predicted to slow down during 2021, while grain prices will likely remain elevated for the next few years. Meat exports will continue to grow, especially with Chinese imports of pork, chicken, and beef rising considerably.

US consumption of meat and poultry, per capita, is expected to decline from 2020's record high, although demand is expected to stay strong. And that demand, economists stated, will be good for wholesale meat prices. Regarding overall economic performance in 2021, a number of encouraging trends for all conventional meat segments have been cited. International trade should be up 6% in 2021 after a 4% decline in 2020. The CRB Commodity Index is now at 200, up from 100 in May 2020. The US Gross Domestic Product (GDP) is expected to grow nearly 5% this year after a decline of more than 2% in 2020. Furthermore, because interest rates remain less than 4% the resulting decline in housing payments will spur demand in other areas of the economy, including meat products.

In an evaluation of the poultry markets, the 2020 market is described as a “wake-up call,” one that greatly accelerated changes in digitalization and traceability. Similarly, an anticipation is for home cooking and online shopping — two hallmarks of 2020 meat demand — to continue in the years ahead. Deboned breast prices have been declining long-term since 1986, when they were \$5 a pound; strong demand, though, has led to an increase in prices of late, and those prices are expected to remain elevated for the rest of 2021. Even with those price increases, opportunity exists for deboned breast meat in the export markets, as larger chickens and better economies of scale have put US chicken breast prices on par with the rest of the world. Thus far in 2021, Mexico is the largest export market for US poultry, with China second. The Chinese poultry trade is dominated by chicken paws and CLQ/drums/wing tips, which total \$1 billion per year.

Pork and hogs spotlight a notable aspect of the post-pandemic market: foodservice. For food service, demand for pork in 2020 was good, even with restaurant demand plummeting. And while an increase in takeout and delivery partially offset foodservice declines, the real counterbalance came in retail demand, which soared as more people cooked at home. The high number of people cooking at home complicates whether restaurants reopening will be truly good for meat demand. Not only did many Americans enjoy the freedom to cook at home, but moreover, consumers can buy meat at retail for a much better value than from restaurants. With that in mind, a return of foodservice may not lead to spikes in meat demand.

With regard to cattle markets, plant closures created a cattle backlog of one-million head, but with Saturday harvests averaging 52,000 head since June, the backlog has lessened considerably. Still, the markets have plenty of cattle to work through in the short term, given that feedlot inventories remain high. Beef demand in 2020 was the strongest in over 30 years, even with food service being down. He expects demand to moderate in 2021, but that will still be good for the second-strongest beef market in three decades.

(Continued on page 46)

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DX

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(Continued from page 44)

HAULS Act Endorsed

The National Cattlemen's Beef Association (NCBA) has endorsed the Haulers of Agriculture and Livestock Safety (HAULS) Act of 2021. Introduced by Sen. Fischer (R-NE), Sen. Tester (D-MT), Sen. Wicker (R-MS), and Sen. Smith (D-MN), the bipartisan bill would deliver much-needed flexibility for livestock haulers.

"One year after COVID-19 began to disrupt daily life across the country, US cattle producers continue to prove each day that they are committed to keeping grocery stores stocked with beef. Livestock haulers are a critical component of the beef supply chain, and flexibility in livestock hauling regulations remains vital," said NCBA President Jerry Bohn. "NCBA strongly supports this bipartisan effort to provide livestock haulers with the flexibility they need to maintain the highest level of safety on the roads, transport livestock humanely, and ensure beef remains available to consumers."

Current hours-of-service (HOS) rules allow for 11 hours of drive time, 14 hours of on-duty time, and then require 10 consecutive hours of rest. When transporting livestock, there is a real need for further flexibility beyond the current hours-of-service. Unlike drivers moving consumer goods, livestock haulers cannot simply idle or unload their trucks when drive time hours run out without jeopardizing animal health and welfare.

"NCBA has long advocated against one-size-fits-all regulations for the live haul sector, and the COVID-19 pandemic further high-

lighted the need for flexibility when it comes to livestock hauling. The HAULS Act represents the best long-term solution — a permanent change to existing hours-of-service regulations that preserves animal welfare as well as safety on our roads, while also making sure producers can keep our grocery stores stocked with beef," said NCBA Executive Director of Government Affairs Allison Rivera. "We thank Senator Fischer, Senator Tester, Senator Wicker, and Senator Smith for their work on this important legislation. NCBA will continue working on behalf of producers and haulers to provide flexibility within the current hours-of-service."

This legislation is the latest of many steps NCBA has taken to win greater flexibility for livestock haulers and producers. Since the pandemic began, NCBA has successfully fought every month for a renewed emergency declaration that provides an exemption from hours-of-service for livestock haulers, while also working with Congress to maintain the Electronic Logging Device delay for livestock haulers until September 30, 2021.

The HAULS Act would add a 150 air-mile radius exemption under HOS regulations to the backend of hauls for those transporting livestock or agricultural commodities. This legislation also eliminates the seasonal harvest requirements for the agriculture HOS exemption (making the exemption available year-round in all states), and updates and clarifies the definition of an agricultural commodity. ■



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Researchers Enhance Cultivated Meat

by Wade Hemsworth

Editor's note: This article was first published on *Brighter World*.
Read the original article online at brighterworld.mcmaster.ca/articles.

McMaster University researchers have developed a new form of cultivated meat using a method that promises more natural flavor and texture than other alternatives to traditional meat from animals.

Researchers Ravi Selvaganapathy and Alireza Shamin-Shamsabadi, both of the university's School of Biomedical Engineering, have devised a way to make meat by stacking thin sheets of cultivated muscle and fat cells grown together in a lab setting. The technique is adapted from a method used to grow tissue for human transplants.

The sheets of living cells, each about the thickness of a sheet of printer paper, are first grown in culture and then concentrated on growth plates before being peeled off and stacked or folded together. The sheets naturally bond to one another before the cells die.

The layers can be stacked into a solid piece of any thickness, Selvaganapathy says, and "tuned" to replicate the fat content and marbling of any cut of meat — an advantage over other alternatives. "We are creating slabs of meat," he says. "Consumers will be able to buy meat with whatever percentage of fat they like, just like they do with milk."

As they describe in the journal *Cells Tissues Organs*, the researchers proved the concept by making meat from available lines of mouse cells. Though they did not eat the mouse meat

described in the research paper, they later made and cooked a sample of meat they created from rabbit cells.

"It felt and tasted just like meat," says Selvaganapathy.

There is no reason to think the same technology would not work for growing beef, pork or chicken, and the model would lend itself well to large-scale production, Selvaganapathy says.

The researchers were inspired by the meat-supply crisis in which worldwide demand is growing while current meat consumption is straining land and water resources and generating troubling levels of greenhouse gases.

"Meat production right now is not sustainable," Selvaganapathy says. "There has to be an alternative way of creating meat."

Producing viable meat without raising and harvesting animals would be far more sustainable, more sanitary, and far less wasteful, the researchers point out. While other forms of cultured meat have previously been developed, the McMaster researchers believe theirs has the best potential for creating products consumers will accept, enjoy, and afford.

The researchers have formed a start-up company to begin commercializing the technology.

Veterinarians Authorized to Administer COVID-19 Vaccine in Some States

by Rhonda Brooks, Bovine Veterinarian

Veterinarians routinely administer vaccinations to their animal patients. Now, in some parts of the US, practitioners — along with other health-care providers — are being authorized to administer the COVID-19 vaccine to humans.

USDA Secretary Tom Vilsack told AgDay host Clinton Griffiths on Monday that President Joe Biden is looking to expand both the number of vaccines available as well as qualified individuals available to administer them.

"Veterinarians are currently working in states that allow them to administer shots to be able to expand the core number of people necessary to get as many of us vaccinated as quickly as possible," Vilsack said.

"The reality is that, unfortunately, and tragically, a lot of people in rural America still have concerns or hesitation about the vaccination or may not be able to access it or a vaccination site," he added.

In early December, the Connecticut Department of Public Health issued an order authorizing veterinarians along with podiatrists, dentists, dental hygienists, emergency medical technicians and paramedics who have received proper training to administer the COVID-19 vaccine.

The American Animal Hospital Association (AAHA) reports that on January 7, 2021, Colorado followed suit when Governor Jared Polis signed an executive order — an amendment to executive order D 2020 038 issued April 15, 2020 — approving temporary emergency authorization for veterinarians to administer the vaccine. The authorization was to stay in place only until February 6, 2021. On January 14, 2021, Nevada Governor Steve Sisolak issued a directive authorizing veterinarians — and dentists, dental hygienists, and podiatrists—to give the vaccine. The complete article by the AAHA is available at <https://bit.ly/3ckVA10>

In addition to some US states, veterinarians in parts of Canada, namely in the province of Manitoba, have also been administering the COVID-19 vaccine to residents. ■



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(Continued on page 51)

Crop Insurance Protects Farmers, Rural Communities

US crop insurance policies protected the country's farmers and ranchers and ensured that rural communities stayed strong in the face of the COVID-19 pandemic, tornadoes, hurricanes, and political unrest. In all, those policies protected 398 million acres of land in 2020.

In her opening remarks at the crop insurance industry's annual meeting, Kendall Jones, chair of the National Crop Insurance Services (NCIS) and president and CEO of ProAg, told the group that 2020 had been a challenging year for our country. But crop insurers rose to the challenge and provided stability to rural communities.

"We are in the crisis business," Jones said. "So, it is not surprising that we performed extremely well over the last year, helping America's farmers and ranchers mitigate their risks, continue their essential work, and keep the world fed.

"From floods and wildfires to hurricanes and even the derecho in Iowa" she continued, "we were there to help our customers pick up the pieces in an unprecedented time of hardships created by lost crops, lost customers, and lost markets in the US and overseas."

To date, the crop insurance industry has delivered \$7.4 billion in indemnities to help farmers rebuild. This includes a brand-new insurance product that is tailored to hurricane protection — a product that was triggered by eight separate weather events during last year's unprecedented string of hurricanes.

"Our industry works with our government partners and leverages the efficiency of the private sector to make sure farmers and ranchers get payments on time," Jones said. "This keeps agriculture growing after disaster strikes and quickly stabilizes rural economies."

During the annual meeting, which was held virtually this year, Jones told attendees that agriculture has the unique power to unite lawmakers on both sides of the aisle. "Elected officials on the right of the political spectrum often emphasize the importance of vibrant rural businesses, reducing risk, keeping taxpayer costs low and expanding the economy," Jones said. "On the left, lawmakers also tout a healthy economy and place an emphasis on sound science, sustainability, and giving those in need a helping hand. That sounds just like crop insurance to me."

Jones concluded by taking time to applaud many of the behind-the-scenes industry initiatives that often go unrecognized. This includes collecting and analyzing mountains of data and conducting new research to continually improve operations and customer service. She also highlighted industry investments over the past decade to provide free business training to socially disadvantaged farmers and award scholarships to minority students attending 1890 Land Grant Universities.

JBS USA Offers Free Two-Year College Tuition for Workers

JBS USA and Pilgrim's have announced the launch of Better Futures, a free two-year college tuition program providing more than 66,000 company employees and their dependent children with an opportunity to pursue a higher education. Also included are advisors to help team members, many from first-generation American families, navigate the application process.

To be eligible, team members need only to have worked with JBS USA and Pilgrim's for the last six months and remain in good standing with the company through completion of their education. Tuition is paid up front by the company, team members will not need to take out loans to cover tuition, and people can pursue whatever program they choose. If there is a facility where a college is not conveniently located, the companies will provide an online community college option.

The company is establishing long-term partnerships with community colleges in parts of the country where it operates at a time when community college enrollment rates are shrinking across rural America. As a large employer in many rural communities, JBS USA and Pilgrim's believe providing free access to community college and technical training programs can help play a role to sustainably build rural economies and make a lasting and meaningful difference in people's lives.

Many of the program participants will be first-generation college students, and the companies are actively promoting the program with their workforce in multiple languages to encourage participation. The first class of students will be eligible for the upcoming 2021-22 school year. ■

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Ingredients

- 1/4 cup reduced-sodium soy sauce
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- 2 tablespoons rice vinegar
- 1 tablespoon grated fresh ginger root
- 1 tablespoon sesame oil
- 1 beef top sirloin steak (1 pound)
- 1/4 teaspoon pepper
- 6 ounces thin rice noodles
- 1 cup julienned zucchini
- 2 medium carrots, thinly sliced
- 1 celery rib, sliced

Directions

1. For dressing, mix the first six ingredients.
2. Sprinkle steak with pepper. Grill, covered, over medium heat until meat reaches desired doneness (for medium-rare, a thermometer should read 135°; medium, 140°), 6-8 minutes per side. Let stand 5 minutes before slicing.
3. Meanwhile, prepare rice noodles according to package directions. Drain; rinse with cold water and drain again.
4. In a large bowl, combine noodles, vegetables and steak; toss with dressing. ■

Editor's Note: Each month a favorite beef recipe is presented in this space. The Register encourages and welcomes contributions to this column. Email your recipe to editor@simmgene.com.

Mr Ishee Triple Trail Blazer 018H



**Homozygous Black
Homozygous Polled**

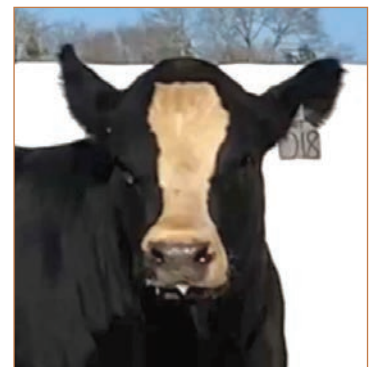
	Direct					Maternal					Carcass						\$ Index	
Trait	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	15.9	-1.9	72.5	106.6	.21	7.3	30.7	66.9	19.7	10.7	15.8	-.21	.35	-.042	.40	-.40	158.1	84.6
ACC	.46	.50	.48	.48	.48	.27	.20	.29	.29	.32	.48	.38	.44	.40	.46	.07		
%	4	4				25	10	25	10				10			20	5	20

EPDs as of 4.21.2021

ASA# 3741071
PB SM

Hook's Yellowstone 97Y
Sire: Koch Big Timber 685D
Koch Ms Hooks Boy

LRS TENX Excellence 352C
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Brazilian Beef Processors Focus on Exports

Originally published by Anna Flávia Rochas, contributing editor, www.meatingplace.com

Brazilian beef suppliers are focusing on exports amid low domestic demand and reduced cattle supply, according to market experts. The country is expected to post another year of record beef exports despite a 6% drop in shipments through the first two months of the year. Brazilian beef industry association Abrafrigo, which represents small- and mid-sized beef processors, forecasts a 5% increase in the country's total beef exports in 2021, after a record high of 2.02 million metric tons in 2020.

Brazil's beef exports should increase between 2% and 4% this year from 2020, said analyst Alcides Torres of Scot Consultoria in a video published by the consultancy last week. He said the average daily volume of beef exports has been improving since the last week of February.

High cattle prices, due to reduced availability as producers rebuild their herd, and low domestic demand for beef, are negatively impacting small- and mid-sized beef processors with little or no access to international markets.

Some beef processors in the Brazilian states of Goiás, Mato Grosso do Sul, Rondônia and Mato Grosso have furloughed employees due to tight cattle supply leading to record prices. Cattle prices have increased by 53% over the 12-month period

ending in February, while the wholesale price for beef carcass in the domestic market increased by 42%, according to Paulo Mustefaga, president of Abrafrigo.

Brazil's three largest beef processors, JBS, Marfrig and Minerva Foods, generate most of their revenues from sales outside Brazil and have been taking advantage of the devaluation of the Brazilian currency to boost margins with international sales.

The chief executive officer (CEO) for Marfrig's operations in South America, Miguel Gularte, said in a conference call with analysts that the current low availability of cattle is a sign that producers are working to increase supply in the future.

Marfrig's press office shared that it had put workers on collective holidays and this measure was part of the company's production strategy and had already been scheduled for the period. It didn't say for how long workers would remain on paid leave.

A spokesperson at Minerva Foods shared that workers of its production plant in Mirassol d'Oeste, in Mato Grosso state, were put on collective holidays until March 28, 2021. The company also said the measure was part of its planned schedule to perform maintenance work at the plant.

A JBS spokesman in Brazil told Meatingplace that it had no immediate plans to enforce collective holidays to workers in any of its Brazilian production plants. ■



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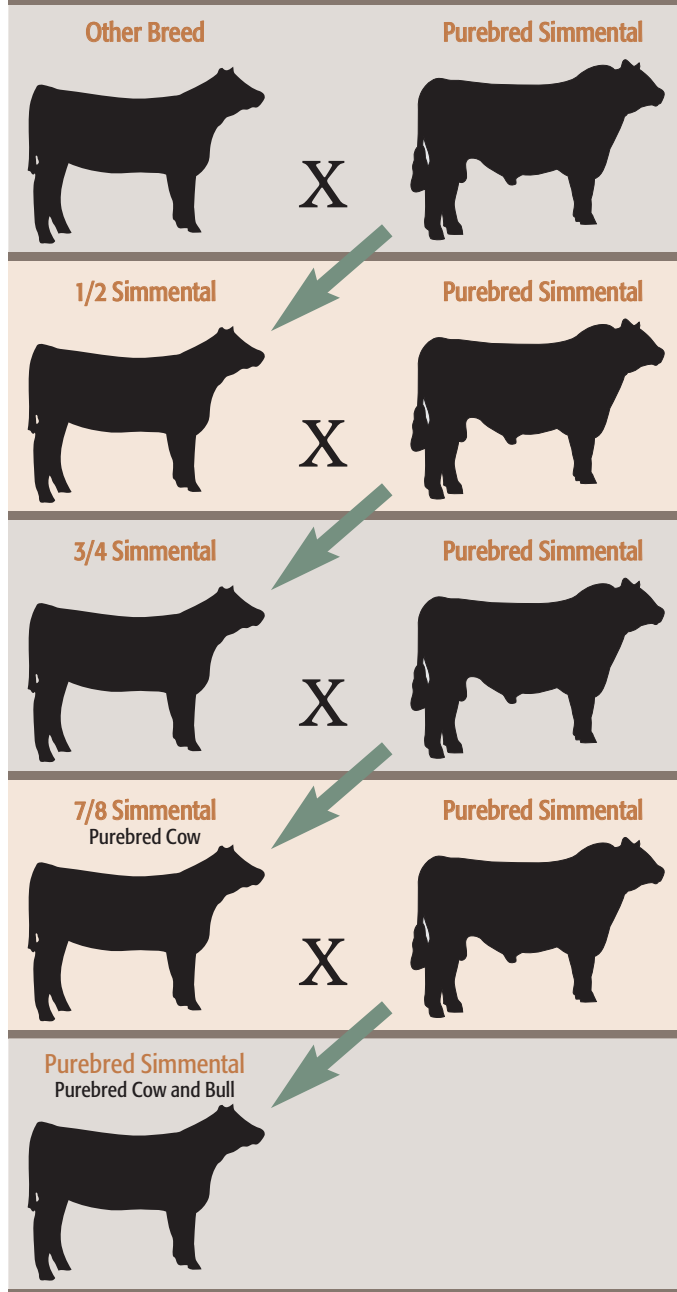
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by Emme Demmendaal

Historical path to breeding up to a purebred Simmental cow herd.



A half-blood Simmental was produced by breeding a purebred Simmental bull to a non-Simmental cow. From there, the halfblood females are bred to another purebred Simmental bull to get a 3/4 blood Simmental. The 3/4 blood females bred to a purebred bull to get a 7/8 Simmental. At the 7/8 level, the females were considered purebred, but to get a purebred Simmental bull, breeders had to go one more generation. The 7/8 Simmental (purebred) females were bred to a purebred Simmental bull, and at this point, both the males and the females from that mating were classified as purebreds.

Editor's Note: This article is a historical perspective of breed classifications to explain the evolution of the breed percentage chart. Special thanks to Steve McGuire, ASA's former chief operations officer, who was integral in the compilation of information.

SimGenetic Breed Classifications: A Historical Overview

ASA members have evolved and adapted to meet customer and consumer needs over time. From the IGS Genetic Evaluation to the ASA's DNA research projects, our board and membership have striven to improve cattle, making this breed a forerunner in beef cattle genetics. Part of the evolution has been the adaptation of the breed classification chart through time.

When the Association started, the initial Simmental breed-up process was designed with four categories to be as simple as possible, and the breed percentage chart reflected the end goal of making a purebred Simmental.

Later on, breeders — driven by commercial demand — started producing half- and three-quarter-blood Simmental by introducing a bull of another breed. Most commonly seen was a Simmental cow bred to an Angus bull. Producers were breeding purebred Simmental cows to other breed bulls to produce half blood Simmentals; half bloods to 3/4 to get 5/8 Simmental; and 5/8 to a non-Simmental to produce 3/8 Simmental.

While the initial breeding chart was created to upgrade from one breed to purebred Simmental, the new breeding and marketing methods didn't fit the original breed classifications. The evolution of breeding practices encouraged the expansion of the chart to include increments to match the expanding breeding methods.

In addition to the Simmental breed classification chart, the Simbrah breed had their own chart to classify Simmental percentage. The Simbrah breed-up program was completely separate from Simmental. As time went on, the two breed charts and their classifications left breeders with a mating that, if you consider the animal Simbrah, the percent Simmental was classified differently than if it was a regular Simmental cross with a different breed.

To remove confusion and eliminate discrepancies in classifications while simplifying the process for all SimGenetic producers, one percentage chart classification was chosen for Simmental, Simbrah, and SimGenetic animals. At this time, the board decided to classify both female and male purebred animals as Simmental or higher (remember that up until that time, a 7/8 bull was classified as 7/8 and a 7/8 female was classified as purebred Simmental).

Incidentally, by rounding by eighths, producers ran into situations where the animal's breed percentage was not an even eighth fraction. To address this percentage issue, the board strategically decided to round up or down the Simmental percentage for each scenario. In most situations, the Simmental percentage rounded up to the nearest eighth, but to fit the Simbrah classification and use one chart, the board elected to round down on 3/4 Simmental crossed with a 5/8 Simmental.

As seen through time, the evolution of the breed classification has been a strategic move to simplify marketing for SimGenetic cattle. Through the changes in breed classifications over time, the genetic evaluation has continued to calculate breed percentage down to the thirty-second, based on all known ancestors to account for hybrid vigor.

Table for Calculating Percent Simmental									
parents	0	Fnd	1/8	1/4	3/8	1/2	5/8	3/4	PB
0	0	0	0	1/8	1/4	1/4	3/8	3/8	1/2
Fnd	0	Fnd	Fnd	1/8	1/4	1/4	3/8	3/8	1/2
1/8	0	Fnd	1/8	1/4	1/4	3/8	3/8	1/2	1/2
1/4	1/8	1/8	1/4	1/4	3/8	3/8	1/2	1/2	5/8
3/8	1/4	3/8	1/4	3/8	3/8	1/2	1/2	5/8	5/8
1/2	1/4	1/4	3/8	3/8	1/2	1/2	5/8	5/8	3/4
5/8	3/8	3/8	3/8	1/2	1/2	5/8	5/8	5/8	3/4
3/4	3/8	3/8	1/2	1/2	5/8	5/8	5/8	3/4	PB
PB	1/2	1/2	1/2	5/8	5/8	3/4	3/4	PB	PB

With the current breed percentage chart, SimGenetic producers have the best marketing tool available for classification, backed by a genetic evaluation system that looks behind the classification to evaluate cattle. It's through the ingenuity of the

board, members, and staff that a complicated issue of breed classification has been refined to simplify the selection of animals based on economic traits and other qualities to create easily marketable SimGenetics. ■

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- Ten minutes to address attendees.

River Creek Farms' 31st Annual Bull Sale

February 10, 2021 • Manhattan, KS

No.	Category	Average
79	Age-Advantaged Fall Bulls	\$6,650
38	Yearling Bulls	5,160
117	Total Lots	\$6,165

Auctioneer: Jered Shipman, TX

Marketing Representatives: Jeremie Ruble, Ruble Cattle Services; Stephen Russell, *Kansas Stockman*; Guy Peverley, *The Stock Exchange*; and Dakota Ferguson, *High Plains Journal*.

Representing ASA: Dr. Michael Dikeman

High-Selling Lots:

- \$12,000** – SimAngus™, s. by GAR Ashland, sold to Hall Farms, Owensville, MO.
 - \$10,500** – SimAngus, s. by GAR Sure Fire, sold to R & R Cattle & Equipment LLC, Lincoln.
 - \$10,500** – SimAngus, s. by CCR Payweight, sold to Dale and Luke Hanchett, Phillipsburg.
 - \$10,000** – SimAngus, s. by GAR Ashland, sold to R & R Cattle & Equipment LLC, Lincoln.
 - \$10,000** – SimAngus, s. by GAR Sure Fire, sold to R & R Cattle & Equipment LLC, Lincoln.
 - \$9,500** – SimAngus, s. by GAR Ashland, sold to Thoele Farms, LLC, Lacygne.
 - \$9,500** – SimAngus, s. by CCR Payweight, sold to Kendal Pulliam, Wichita.
 - \$9,000** – SimAngus, s. by GAR Ashland, sold to Ronald and Christy Ratliff, Garnett.
 - \$9,000** – SimAngus, s. by CCR Payweight, sold to Deines Farm, Ramona.
- Volume Buyers:** Adam Hahn, Randolph, WI; R&R Cattle & Equipment LLC, Lincoln; Hall Farms, Owensville, MO; Alan Swaters, Clinton, MO; Brent Cashier, Anthony; Keith Albrecht, Herington; Thoele Farms, LaCygne; Curt Kriegel, Hartwick, IA; and Wesley Smith, St Libory, NE.



Joe Mertz (left) and Jered Shipman.



Portion of the sale crowd.



Ringman, Guy Peverley, taking bids.



Jeremie Ruble, Ruble Cattle Services, and Jered Shipman.

7P Ranch 27th Annual Spring Bull & Female Sale

February 20, 2021 • Tyler, Texas

Category	Average
Two-Year-Old SM and SimAngus Bulls	\$3,000
Yearling SM and SimAngus Bulls	3,342
SM and SimAngus™ Pairs	2,783
SM and SimAngus Bred Heifers	1,983
SM and SimAngus Open Heifers	2,050
F1 Simbrah Bred Heifers	\$2,420

Auctioneer: Mark Tillman, Junction

Sale Consultant: Warren Garrett, Comanche

High Selling Bulls:

- \$5,000** – PB SM Bull, “Mr 7P G359,” s. by Hook’s Beacon 56B, sold to Scott Hierholzer, Heath.
 - \$4,500** – SimAngus Bull, “Mr 7P G287,” s. by TJ High Plains 986E, sold to Terry Waldrep, Pittsburg.
 - \$3,300** – PB SM Cow/Calf Pair, “Miss 7P E183,” s. by Mr Ishee Double Up 509, Heifer Calf s. by Little Creek Dennis 490D, sold to Scott Hierholzer, Heath.
 - \$3,000** – 1/2 SM 1/2 Brahman Bred Heifer, “Miss 7P G10,” s. by JDH King of Clubs Manso, sold to Melinda Landsness, Missouri City.
 - \$2,900** – PB Simmental Cow/Calf Pair, “ABS Miss 818F,” sod. By M4 Gold Steel C80, Heifer Calf s. by WLE Uno Mas X549, sold to Justin Hansen, Malakoff.
 - \$2,400** – 1/4 SM 1/4 AN 1/2 Brahman Bred Heifer, “Miss 7P G215,” s. by Mr. Kallion 1352, sold to Wesley Logsdon, Nancy, KY.
- Volume Buyers:** Justin Hansen, Malakoff; Scott Hierholzer, Heath; Wesley Logsdon, Nancy, KY.

TSN Simmental Annual Bull Sale

February 23, 2021 • Platte, SD

No.	Category	Average
47	Bulls	\$4,255

Auctioneer: Brad Veurink, SD

Marketing Representatives: Dennis Ginkens, *Tri-State Livestock News*; and Kadon Leddy, *Cattle Business Weekly*.

Representing ASA: Dr. Jack Whittier

High-Selling Lots:

- \$8,750** – “TSN Eagle H618,” s. by Hook’s Eagle 6E, sold to Boe Farm and Ranch, Turtle Lake, ND.
- \$7,000** – “TSN Timber H818,” s. by Koch Big Timber 685D, sold to JLK Simmentals Wessington Springs.
- \$6,500** – “TSN Visionary H809,” s. by TCA Visionary 156, sold to Nick Strand, Platte.
- \$6,250** – “TSN Eagle H807,” s. by Hook’s Eagle 6E, sold to Jerry Wulf, Plankinton.
- \$6,000** – “TSN Eagle H837,” s. by Hook’s Eagle 6E, sold to Tom Geppert, Kimball.
- \$6,000** – “TSN Innovator H598,” s. by CDI Innovator 325D, sold to Trent Strand, Platte.
- \$6,000** – “TSN Eagle H854,” s. by Hook’s Eagle 6E, sold to Roger Foster, Valentine, NE.

Volume Buyer: C Dale Sybesma Farms, Platte.

Comments: Cattle sold into three states including: ND, NE and SD.

Doll Ranch's 41st Annual Production Sale

March 2, 2021 • Mandan, ND

No.	Category	Average
62	Yearling SM Bulls	\$5,169
4	Open SM and SimAngus™ Heifers	5,688
66	Total SimInfluenced Lots	\$5,200

Auctioneer: Lynn Weishaar, ND

Sale Representatives: Colt Keffer, *Charolais Journal*; Donny Leddy, *Cattle Business Weekly*; Kirby Goettsch, *Farm and Ranch Guide*; and Scott Dirk, *Tri-State Livestock News*.

Representing ASA: Perry Thomas

High-Selling SM Lots:

- \$24,000** – Red, PB Bull, “DCR Mr. Hang Over H238,” s. by CKI Radical 267F, sold to Kenner Simmental Ranch, Leeds.
- \$10,000** – Red, PB Bull, “DCR Mr. Huckleberry H410,” s. by RFS Bulletproof B42, sold to Larry Wolford, Devils Lake.
- \$10,000** – Black, PB Open Heifer, “DCR Miss Attraction H100 ET,” s. by DCR Mr. Main Attraction E18, sold to Kunkel Simmentals, New Salem.
- \$9,500** – Black, PB Bull, “DCR Mr. Handicraft H386 ET,” s. by DCR Mr. Main Attraction E18, sold to Brent Kuss, Woodworth.
- \$8,500** – Red, PB Bull, “DCR Mr. Wideload H299,” s. by ASM Wideload 303B, sold to Hudus Farms, Devils Lake.
- \$8,000** – Black, PB Bull, “DCR M. Hawk Wood H48,” s. by Hooks Black Hawk 50B, sold to Bill Larson, Lemmon, SD.
- \$8,000** – Red, PB Open Heifer, “DCR Miss Motley H129,” s. by CDI Radical 267F, sold to Kunkel Simmentals, New Salem.

Comments: Also selling were 92 Yearling Charolais Bulls at an average of \$5,049; and five Open Charolais Heifers at an average of \$3,600.



Looking over the offering.



Inside the sale facility.



The Doll Family.

Hill's Ranch Simmentals Annual Bull Sale

March 2, 2021 • Stanford, MT

No.	Category	Average
59	SM Bulls	\$3,606

Auctioneer: Lyle Allen, MT

Marketing Representatives: Billy Hall, Jerry Larson and Jeff Thomas.

Representing ASA: Dr. John Paterson

High-Selling Lots:

- \$5,500** – “Hills First Cut H409,” s. by TJ First Cut 1109C, sold to Mark Hitchcock, Dupuyer.
- \$5,000** – “Hills Gold H400,” s. by FF Black Gold H400, sold to Keith Van Setten, Choteau.
- \$5,000** – “Hills Thing H19,” s. by Hills Sure Thing A14, sold to John Viscocan, Raynesford.
- \$5,000** – “Hills Granite H424,” s. by Koupal Advance 28, sold to Chuck Stephens, Hot Springs.



Jeff Thomas taking bids, with Tom Hill and Lyle Allen on the auction block.

Eichacker Simmentals and JK Angus Annual Production Sale

March 5, 2021 • Salem, SD

No.	Category	Average
84	SM and SimInfluenced Bulls	\$5,571
35	SM and SimInfluenced Bred Heifers	5,542
119	SM and SimInfluenced Lots	\$5,562

Auctioneer: Tracy Harl, CO

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

Marketing Representatives: Val Eberspacher (EE); Jim Scheel, *Cattle Business Weekly*, SD; Randy Rasby, *Livestock Plus*, NE; Jeff Kapperman, *Tri-State Neighbor*, SD; Dustin Carter, SD; Chris Effling, SD; Marty Ropp, Allied Genetics, IL; and Justin Dikoff, DV Auction, SD.

Representing ASA: Daniel Weidenbach

High-Selling SM and SimInfluenced Lots:

- \$13,500** – PB SM Cow/Calf Pair, “ES G103,” s. by Hook's Eagle 6E, Bull calf s. by TJ Frosty 318E, sold to Windy Creek Cattle Co., Spencer.
- \$13,000** – PB SM Bull, “ES HD55-2,” s. by WS Proclamation E202, sold to Doug Bichler, Linton, ND.
- \$10,500** – PB SM Bull, “ES HF145,” s. by CCR Boulder 1339A, sold to Jared Seinola, St. Charles, MN.
- \$9,500** – PB SM Bull, “ES HF2,” s. by TJ Teardrop 783F, sold to Bussmus Angus, Mitchell.
- \$9,000** – SimAngus™ Bull, “ES HF81,” s. by TJ Teardrop 783F, sold to Ryan Meyer, Parkston.
- \$8,500** – SimAngus Bull, “ES HA100,” s. by TJ Franchise 451D, sold to Ryan Meyer, Parkston.
- \$8,500** – SimmAngus Bull, “ES HA4,” s. by TFS Black Powder 6609D, sold to Mark Hintz, Hebron, NE.
- \$8,500** – SimAngus Bull, “ES HZ74,” s. by Hook's Full Figures 11F, sold to Pigeon Mountain Simmentals, Arumuchee, GA.

(Continued on page 60)

(Continued from page 59)

Comments: Also selling were 31 Angus Bulls at an average of \$3,951; three Red Angus Bulls at an average of \$3,000; and two Red Angus Bred Heifers at an average of \$3,750. A Foundation Legacy Lot of Embryos sold for \$8,400 to Windy Creek Cattle Company, Spencer. We look forward to seeing everyone on Friday, March 4, 2022.



Sale hosts, Steve and Cathy Eichacker along with Jeff and Sue Kapperman.



Tyler & Rob Long, IA, purchased a top end bull, pictured here with Greg Eichacker.



Glen Kummer, Ethan, purchased a bred heifer from the Eichacker lineup.



Large on hand crowd enjoyed the beautiful weather.

Cason's Pride and Joy Simmentals' 6th Annual Performance Bull Sale

March 6, 2021 • Russell, IA

No.	Category	Average
66	SM and SimInfluenced Bulls	\$4,867

Auctioneer: Dustin Carter, SD

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

Marketing Representatives: Val Eberspacher, (EE); Austin Brandt, Midwest Marketer, IA; Joel Edge, IA; Mike Sorenson, Livestock Plus, IA; Curt Peterson, IA; Tony Ballenger, IA; Dr. Dewy Nibe, IA; Dr. Ryan Howard, IA; Seth Houston, IA; and Mariah Miller, LiveAuctions.TV, IA

Representing ASA: Bert Moore

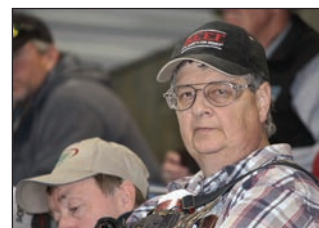
High-Selling Lots:

- \$10,750** – “Cason’s Mr. Cowboy Up G87S,” s. by CCR Cowboy Cut 5048Z, sold to Charles Dixon, Paola, KS.
- \$10,750** – “Cason’s Mr. Cowboy’s Pride G87,” s. by CCR Cowboy Cut 5048Z, sold to Charles Dixon, Paola, KA.
- \$9,000** – “Cason’s Mr. McMaster H13C,” s. by TJ Main Event 503B, sold to Charles Dixon, Paola, KS.
- \$7,500** – “Cason’s Mr. Dallas G26B,” s. by TJ Main Event 503B, sold to Mike Baldwin, Mystic.
- \$7,000** – “Cason’s Mr. Herdsman H301Y,” s. by TJ Main Event 503B, sold to Ryan Miller, Bloomfield.
- \$7,000** – “Cason’s Mr. Royal Crown H408,” s. by Cason’s Mr. Triple Crown, sold to Windy Valley Simmentals, Webster City.
- \$6,700** – “Cason’s Mr. Heritage H521,” s. by TJ Roosevelt 366E, sold to Bryce Neher, Udell.
- \$6,700** – Cason’s Mr. Innovator H37C,” s. by CDI Innovator 325D, sold to David Spurgin, Moravia.

Comments: Mark your calendar for our Maternally Inspired Female Sale, Saturday, November 6, 2021.



Denny Cason takes a minute to visit with Grandson Tucker prior to the bull sale.



Long-time friend Rich Meinders helped with marketing duties.



Rich Horton made the trip from SD, to add Cason genetics to his program.



Dana and Stacy Mathes are long-time customers of the Cason program.

Trinity Farms' Annual Bull Sale

March 6, 2021 • Ellensburg, WA

No.	Category	Average
91	Yearling SimAngus Bulls	\$8,280
29	Fall SimAngus Bulls	8,810
33	SimAngus Open Heifers	2,236
153	SimAngus Lots	\$7,077

Sire Group Averages

No.	Category	Average
3	S A V 654X Rainmaiker 7123	\$12,167
3	Trinity Mufasa 7134	10,667
12	TFS Black Powder 6609D	10,042
7	S Powerpoint WS 5503	9,679
14	Hook's Eagle 6E	\$9,589

High-Selling Lots:

- \$20,000** – “TFS Outlaw 9790G,” sold to Lyman Livestock, Salem, UT.
 - \$18,500** – “TFS Rainmaker 0306H,” sold to C&C Farms, Ephrata.
 - \$15,500** – “TFS Powder Explosion 9813G,” sold to Frost Livestock, Moses Lake.
 - \$15,000** – “TFS Mufasa 0368H,” sold to C&C Farms, Ephrata.
- Comments:** Also selling were 19 Angus Bulls at an average of \$6,327; and 12 Angus Open Heifers at an average of \$1,883. The Annual Donation Heifer sold for \$3,500, total donations amounted to \$15,850.

Gold Bullion Group's 19th Annual Production Sale

March 7, 2021 • Westmoreland, KS

No.	Category	Average
74	SM and SimAngus™ Bulls	\$5,480
8	Registered Bred Females	2,131
4	Registered Open Females	3,125
15	Commercial Replacement Females	1,250
101	Total Lots	\$4,493

Auctioneer: Garren Walrod, KS

High-Selling Lots:

- \$15,000** – “SFI Next Level H6,” s. by GEFF County O cons. by Schaake Farms, sold to Joe Keiser, NE.
- \$13,000** – “M4 Cross Road 061H,” s. by KBHR High Road E283, cons. by Marple Simmentals, sold to Daryl Fromme, TX.
- \$12,500** – “SFI Cobra H57D,” s. by GEFF County O, cons. by Schaake Farms, sold to Spring Creek Farms, AZ.
- \$12,000** – “SFI Running Gear H52D,” s. by ACLL Fortune 393D, cons. by Schaake Farms, sold to Ron and Amy Kahl, MO.
- \$10,000** – “M4 Off Road 050H,” s. by KBHR High Road E383, cons. by Marple Simmentals, sold to D Cross Genetics, KS
- \$10,000** – “M4 Main Road 053H,” s. by KBHR High Road E383, cons. by Marple Simmentals, sold to Rains Simmentals, KS.
- \$9,750** – “M4 Interstate 062H,” s. by Ruby’s Turnpike 771E, cons. by Marple Simmentals, sold to High Bred Simmentals.
- \$9,000** – “SFI Authentic H63D,” s. by ACCL Fortune 393D, cons. by Schaake Farms, sold to Jerry Don, OK.

Comments: Cattle sold into nine different states including: AZ, CO, KS, MN, MO, NE, OK, SD and TX. Consignors to the sale included: Brooks Simmentals, Schaake Farms, Marple Simmentals, Mid-Am Genetics, Parsons Livestock and McCracken Livestock.

21st Annual Gonsior Simmentals' In The Heartland Sale

March 14, 2021 • Fullerton, NE

No.	Category	Average
40	Bulls	\$4,022
16.5	Cow/Calf Pairs	4,145
8	Bred Females	2,538
22.5	Open Heifers	2,891
87	Total Live Lots	\$3,766
3	Embryo Packages	\$1,450

Auctioneer: Tracy Harl, CO

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

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE) NE; Chris Beutler, Lee AgriMedia, NE; Matt Printz, *Livestock Plus*, NE; Ronald Miller, NE; Rick Buehler, NE; Tom Sonderup, NE; Nate Jelinke, NE; Myron Benes, NE; Clay Schardt, NE; and Mariah Miller, LiveAuctions.TV, IA

High-Selling Lots:

- \$8,250** – Bull, “Gonsior/BSC Big Bopper H91,” s. by W/C Night Watch 84E, sold to Dean Cattle Company, Douglas.
 - \$7,500** – 1/2 interest in Cow/Calf Pair, “Gonsior Precious G14,” s. by LLSF Pays To Believe ZU194, Bull Calf s. by Hook’s Beacon 56B, sold to Rincker Brothers, Strasburg, IL.
 - \$7,000** – Cow/Calf Pair, “W-C Gemstone G438,” s. by WS Revival, Heifer Calf s. by W/C Executive Order 8543B, sold to Sloup Simmentals, Seward.
 - \$6,250** – Open Female, “Gonsior Hollywood H19,” s. by W/C Executive Order 8543B, sold to TB Livestock, Columbus.
 - \$6,000** – Bull, “Gonsior Legend G395,” s. by B C Lookout 7024, sold to Fouts Simmentals, Hildreth.
 - \$5,500** – 1/2 interest in Open Female, “Gonsior Hopeful H17,” s. by LLSF Pays To Believe ZU194, sold to Lehrman Family Simmentals, Spencer, SD.
 - \$5,500** – Bull, “Gonsior Punchout H88,” s. by W/C Night Watch 84E, sold to Cody Pitt, Hotchkiss, CO.
 - \$5,500** – Open Female, “Gonsior/TRL Heartlight H49,” s. by Mr. CCF 20-20, sold to Kane Brandes, Central City.
- Comments:** Be sure to mark your calendars for March 13, 2022, for our 22nd Annual Sale.



Derek Vogt visited presale with Jake Ruth, Ruth Simmentals, a member of the Blue River Gang Sale.



Gage Horacek, Gonsior Simmental, visits with Doug Nielsen.



Scott Gonsior welcomed the crowd to the first time all video auction.



Neil Neidig, 4N Cattle Co., was a repeat buyer.

3C Christensen Ranch/ NLC Simmental Ranch 50th Annual Bull Sale

March 19, 2021 • Wessington, SD

No	Category	Average
147	SimGenetic Bulls	\$4,209

Auctioneer: Dustin Carter, Vermillion

Marketing Representatives: Dennis Ginkens, *Tri-State Livestock News*; Jim Scheel, *Cattle Business Weekly*; Jeff Kapperman, *Tri-State Neighbor* and Justin Dikoff, DV Auction.

Representing ASA: Russ Danielson

(Continued on page 62)

(Continued from page 61)

High-Selling Lots:

- \$10,000** – SimAngus™ Yearling Bull, “022H,” s. by LCDR Favor 149F, and sold to Elkwood Manor and Andrew Oliver, Remington, VA.
- \$8,000** – SimAngus Yearling Bull, “0052H,” s. by Yardley Titanium C377, sold to Evan Bleyenbergh, Sioux City, IA.
- \$7,500** – SimAngus Yearling Bull, “005H,” s. by CCR Boulder1339A, sold to Elkwood Manor and Andrew Oliver, Remington, VA.
- \$7,500** – SimAngus Yearling Bull, “0098H,” s. by MR NLC Handsome 605D, sold to Frank Imhoff, Pleasanton, CA.
- \$7,250** – PB Bull, “00116H,” s. by BCLR Cash Flow C820, sold to Rod Griffiths, Wallace, NE.
- \$7,000** – PB Yearling Bull, “0482H,” s. by 3C Fine 8587F B, sold to Ben Bogenhagen, White Lake.



John Christensen and Dustin Carter from the auction block.



Active online and live bidding.



Portion of crowd in attendance.

Altenburg Super Baldy Ranch 29th Annual Production Sale

March 20, 2021 • Fort Collins, CO

No.	Category	Average
115	SM and SimAngus Bulls	\$4,609
44	SimAngus™ Open Heifers	1,364
159	Total SimInfluenced Lots	\$3,711

Auctioneer: Tom Frey, CO

Marketing Representatives: Cattle USA Online; Ryan Large, DV Auction; John Clatworthy, Colorado Angus Association; and Case Gabel, Wyoming Livestock Round Up.

Representing ASA: Susan S. Russell

High-Selling Lots:

- \$16,500** – Black, PB SM Bull, “ASR American Patriot H0301,” s. by ASR American Patriot, sold to All Beef LLC, Normal, IL.
- \$8,800** – Black, PB SM Bull, “ASR Big Timber H015,” s. by Koch Big Timber, sold to Bart Byrd, Douglas, WY.
- \$8,200** – Black, PB SM Bull, “ASR Black Hawk H031,” s. by Hook’s Black Hawk, sold to Shane Kawcak, Craig.
- \$8,200** – Red, PB SM Bull, “ASR Birthright H0142,” s. by ASR Birthright, sold to Tate Rusk, Westcliffe.

Volume Buyers: Romios Ranch, Encampment, WY; Moncreif Ranch, Gunnison, CO; McConkie Ranch, Altamont, UT; and Jim & Shirley Miller, Encampment, WY.



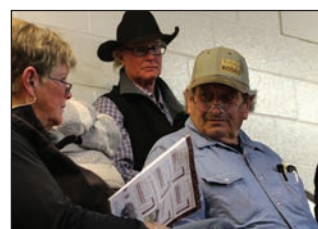
Beef was on the grill for Colorado “Meat-In” day. Community and county officials joined potential buyers for the beef celebration.



Dick Pettinger, Eaton, has purchased bulls at every Altenburg sale since they started selling bulls.



Long-time customers Bill Markham, M & M Cattle, Berthoud; and Bob Kraft, Fort Collins; again purchased Altenburg genetics.



Shirley and Jim Miller, Encampment, WY; purchased four low-PAP tested.

Rocking H Simmentals’ Annual Production Sale

March 20, 2021 • Canby, MN

No.	Category	Average
35	SM and SimInfluenced Bulls	\$3,715
18	SM and SimInfluenced Bred Females	2,361
9	SM and SimInfluenced Open Heifers	2,760
62	Registered Live Lots	\$3,185
3	Commercial Bred Females	\$1,776

Auctioneer: Dustin Carter, SD

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt, Cattle Business Weekly, MN; Andrew Swanson, AgriMedia Group, MN; Chance Ujzdowski, WI; Todd Sik, SD; and Amanda Hilbrands, LiveAuctions.TV, MN.

High-Selling Lots:

- \$8,750** – Bull, “Rockin H Mr Direct Impact H48,” s. by KRJ HZN Direct Impact F805, sold to Emmons Black Simmental, Olive, MT.
- \$6,000** – Bull, “Rockin H Mr. Cashflow H29,” s. by BCLR Cash Flow C820, sold to Dry Run Farms, Conde, SD.
- \$6,000** – Bull, “Rockin H Mr. Highroad H40,” s. by KBHR High Road E283, sold to BDR Ranch, Yuma, CO.
- \$5,000** – Bull, “Rockin H Mr. Genten H32,” s. by NLC Gen Ten 82E, sold to Randy Gronke, Waubay, SD.
- \$4,800** – Bull, “NEMZ Time Traveler H51,” s. by HPF Quantum Leap Z952, cons. by Nemitz Cattle Company, sold to Randy Heitmann, Lake City, SD.
- \$4,750** – Bull, “Rockin H Mr. Genten H53,” s. by NLC Gen Ten 82E, sold to Daren Schmidt, Marietta.
- \$4,500** – Bull, “Rockin H Mr. Sniper H42,” s. by KBHR Sniper E036, sold to Dennis Smydra, Norfolk, NE.
- \$4,500** – Bull, “Rockin H Mr. Franchise H90,” s. by TJ Franchise 451D, sold to Sam Mickelson, Faith, SD.



Roger Claeys was the sale rep for Claeys Simmental.



Matt Hoffman, Rockin H Simmentals, welcomes the crowd.



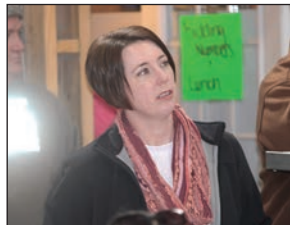
Nashville recording artist Clare Dunn (right), Walsh; sang the national anthem and happy birthday to Bridle Bit's herdsman Rachel Hughes before the sale.



Dan Leo, APEX Cattle, purchased several bulls.



Chuck and Lorie Hoffman, parents of Matt listen to their son's opening comments.



Lindsay Lunning attended the sale representing Legacy Livestock LLC.

All-Terrain Bull Sale

March 22, 2021 • Walsh, CO

No.	Category	Average
68	SM and SimAngus™ Yearling Bulls	\$5,325
12	SimGenetic Open Heifers	\$4,488
80	Total SimInfluenced Lots	\$5,199
19	Commercial Open Heifers	\$1,395

Auctioneer: Tracy Harl, NE

Sale Manager: Allied Genetic Resources (AGR), IL

Marketing Representatives: Marty Ropp and Corey Wilkins (AGR); and Becky Rennert of DVAuction.

Ringmen: Ryan Brewer and Cody Johnson

Representing ASA: Susan S. Russell

High-Selling Lots:

\$18,000 – PB SM Bull, “Bridle Bit Mr H078,” s. by Koch Big Timber, sold to Eichacker Simmentals, Salem, SD; and All Beef LLC, Normal, IL.

\$14,000 – PB SM Open Female, “Bridle Bit Miss,” s. by KBHR Cimarron, sold to Rains Simmentals, Oakley, KS; and M4 Simmentals, Westmoreland, KS.

\$11,000 – PB SM Bull, “Bridle Bit Mr H068,” s. by Colorado Bridle Bit, sold to Martin Farms, Lyles, TN.

\$10,000 – 5/8 SM Bull, “FOCR Mr H02,” s. by Hook's Eagle, sold to APEX Cattle, Dannebrog, NE.

Comments: Consignors to the sale include Bridle Bit Simmentals and Far Out Cattle Ranch.



Despite the rain and chill, prospective buyers viewed the sale cattle.



Bridle Bit's Chad Cook welcomed the crowd.

Diamond H Ranch's Annual Production Sale

March 24, 2021 • LaCrosse, KS

No.	Category	Average
54	Yearling Red SimAngus™ Bulls	\$5,182
30	Registered Red SimAngus Heifers	\$1,716
84	Registered Lots	\$3,944
99	Commercial Red SimAngus Heifers	\$1,332

Auctioneer: Bruce Brooks, OK

Sale Representatives: Marty Ropp and Rocky Forseth, Allied Genetic Resources; Nolan Woodruff, Red Angus Association; Guy Peverley, *The Stock Exchange*; and Andrew Sylvester, *Kansas Stockman*.

Representing ASA: Michael Dikeman

High Selling Lots:

\$8,000 – Red, PB Angus Bull, “DHCC Merlin 087H,” s. by WFL Merlin 018A, sold to David Rohleder, Morland.

\$7,250 – Red, SimAngus Bull, “DHCC Amigo 029H,” s. by DHCC Amigo 769F, sold to Nathan Vohs, Galva, IA.

\$7,000 – Red, SimAngus Bull, “DHCC Rambler 051H,” s. by DHCC Rambler 644D, sold to David Rohleder, Morland.

\$7,000 – Red, SimAngus Bull, “DHCC Merlin 034H,” s. by WFL Merlin 018A, sold to Wes Robinson, Oklahoma City, OK.

\$7,000 – Red, SimAngus Bull, “DHCC Rambler 036H,” s. by DHCC Rambler 644D, sold to Wes Robinson, Oklahoma City, OK.

\$6,750 – Red, SimAngus Bull, “DHCC Merlin 020H,” s. by WFL Merlin 018A, sold to Tony Renollet, Sterling.

\$6,250 – Red, SimAngus Bull, “DHCC Rambler 038H,” s. by DHCC Rambler 644D, sold to Adam and Daniel Zeigler, Natoma.

Comments: Cattle sold into five states including, IA, KS, NE, NM and OK.



Portion of the crowd.

(Continued on page 64)

(Continued from page 63)

T-Heart Ranch High-Altitude Bull Sale

March 27, 2021 • La Garita, CO

No.	Category	Average
132	SM and SimAngus™ Yearling Bulls	\$5,270

Auctioneer: Charly Cummings, Yates Center, KS

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

Marketing Representatives: Marty Ropp and Corey Wilkins (AGR); Josh Staudt and Justin Warren, Superior Livestock; and DVAuction online.

Ringmen: Cody Johnson, Troy Applehans and Blake Tucker.

Representing ASA: Susan Russell

High-Selling Lots:

\$13,000 – 5/8 SM Bull, “THR 0546H,” s. by THR Mountain Time, sold to Triangle J Ranch, Miller, NE.

\$13,000 – 5/8 SM Bull, “THR 0597H,” s. by THR Mountain Time, sold to Cow Camp Ranch, Lost Springs, KS.

\$11,750 – 3/4 SM Bull, “CAMP H0012,” s. by WS Proclamation, sold to Irby Ranch, Gunnison.

\$10,000 – 5/8 SM Bull, “THR 0260H,” s. by THR Mountain Time, sold to Irby Ranch, Gunnison.

Comments: The sale offering was from T-Heart Ranch and L-Cross Ranch (both owned by the Shane Temple family) and Campbell Simmentals.



Potential buyers look through the pens of bulls.



T-Heart cattle are worked by horseback, including penning of bulls. The sale bulls were PAP tested twice at the 8,000-foot elevation headquarters to aid mountain customers.



Dale Irby, left, and his brother Stan, center, visit with fellow ranchers prior to the sale.



Repeat T-Heart buyers check the data in their sale catalog during brisk bidding.

Belles and Bulls of the Bluegrass

April 3, 2021 • Lexington, KY

No.	Category	Average
87	Total Lots	\$4,506

Auctioneer: Tommy Carper, IN

Sale Manager: DP Sales Management LLC, KY

Sale Staff: Jacob Schwab, Chris Smith and William McIntosh

Sale Consultants: Dalton Lundy, Ryan Haefner, Brent Tolle and Ruble Cattle Services.

High-Selling Lots:

\$17,000 – Open Female, “WHF Lila 045H,” s. by CCS/WHF OI` Son 48F, cons. by Wayward Hill Farm, sold to Walthers Simmental, IN.

\$16,500 – Bull, “WHF Epic G804,” s. by WS Epic EB94, cons. by Wayward Hill Farm, sold to Hart Farms, SD.

\$14,500 – Open Female, “WHF Andie 368H,” s. by KCC1 Exclusive 116E, cons. by Wayward Hill Farm, sold to Travis Mundy, TN.

\$14,000 – Bred Female, “Swain Cotton Candy 912G,” s. by HILB Oracle C003R, bred to WLE Uno Mas (sexed heifer), cons. by Swain Select Simmentals, sold to Nickles Show Cattle, OH.

\$7,500 – Bull, “WHF OI Son H45,” s. by CCS/WHF OI` Son 48F, cons. by Wayward Hill Farm, sold to Trennepohl Farm, IN.

\$7,000 – Bull, “WHF Guinness G366,” s. by CDI Innovator 325D, cons. by Wayward Hill Farm, sold to Scottie Smith, KY.

\$6,500 – Open Female, “WHF Dixie 364H,” s. by W/C Bankroll 364D, cons. by Wayward Hill Farm, sold to Matt Hoffman, MN.

\$6,000 – Bull, “WHF Wide Range H368,” s. by CCR Wide Range 9005A, cons. by Wayward Hill Farm, sold to Geidel Cattle Co., IA.

\$6,000 – Bred Female, “Swain Charms 921G,” s. by Ruby SWC Battle Cry 431B, bred to THSF Lover Boy, cons. by Swain Select Simmental, sold to Robin Dalton, KY.

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The Gathering at Shoal Creek 10th Anniversary Sale

April 3, 2021 • Excelsior Springs, MO

No.	Category	Average
4	SM and SimInfluenced Bulls	\$5,450
12	SM and SimInfluenced Spring Bred Females and Pairs	4,000
15	SM and SimInfluenced Fall Bred Females	2,750
10	SM and SimInfluenced Open Heifers	4,950
41	Total SM and SimInfluenced Live Lots	\$3,916

Auctioneer: Jered Shipman, TX

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

Marketing Representatives: Val Eberspacher (EE); Austin Brandt, Lee Agri-Media, IA; Mike Sorensen, *Livestock Plus*, IA; Buddy Robertson, OK; Jeremie Ruble, IA; Tom Rooney, IA; and Amanda Hilbrands, LiveAuctions.TV.MN.

Representing ASA: Dr. Michael Dikeman

High-Selling Lots:

\$9,300 – Bull, “SC Exclusive G105,” s. by KCC1 Exclusive 116E, sold to Richard Moody, Auburn, NE.

\$8,000 – Cow/Calf Pair, “HPF Sazerac 289C,” s. by OBCC King Pin W42Y, Heifer Calf, s. by W/C Relentless 32C, sold to Haley Farms, West Salem, OH.

\$7,000 – Open Female, “SC Shasha H118,” s. by W/C Fort Knox 609F, sold to Schmidt Show Cattle, Emmetsburg, IA.

\$7,000 – Open Female, “SC Daisy Duke H7,” s. by W/C Fort Knox 609F, sold to Double F Cattle Company, Plattsburg.

\$6,250 – Bred Female, “SC Shasha C152,” s. by LLSF/VLF Reactor A40, bred to W/C Fort Knox 609F, sold to Heidt Simmetnals, Ozark.

\$5,700 – Open Female, “SC Daisy Lynn H8,” s. by KCC1 Exclusive 116E, sold to Richard Moody, Auburn, NE.

\$5,000 – Open Female, “SC Daisy Duke H110,” s. by OBCC CMFM Deplorabull D148, sold to Owen Brothers Cattle Company, Bois d’Arc.

\$5,000 – Cow/Calf Pair, “Irish Lass 5 514B,” s. by Mr. HOC Broker, Heifer Calf s. by STCC jackpot 4160, cons. by RS&T Simmentals, sold to Tyler Doss, Baring.

Comments: Also selling were four Red Angus Bulls at an average of \$4,850; and three Embryos Lots at an average of \$3,800. Money was also raised for the ASF and Missouri Junior Simmental Association. Guest consignor was RS&T Simmentals. Next year’s sale will be April 2, 2022.



The team from Sysco Foods grilled up a delicious steak dinner.



Scott Akey Herdsman for Shoal Creek visits with Tom Rooney about the offering.



The Rule family lead us in prayer prior to the sale.



Aaron Owen, Owen Brothers Cattle Co., added Shoal Creek genetics to their program. ■

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Big Bear Genetics
Box 94
Ericson, MB R0J 0P0

ALABAMA

Cross Road Farms
1567 Barnett Hwy
Brewton, AL 36426

Tim Brown Farms LLC
1945 Hwy 159
Gordo, AL 35466

ARKANSAS

Rsh Cattle
1620 Caledonia Rd
El Dorado, AR 71730

Shock Cattle
33 Garren Ln
Enola, AR 72047

CALIFORNIA

Ricky Overly
6902 E Horseshoe Rd
Orange, CA 92869

Rollingwood Ranch
11920 West Road
Potter Valley, CA 95469

FLORIDA

Bluetick Cattle Co
17201 Hanna Road
Lutz, FL 33549

Enochs Cattle Co.
15760 SE 36th Ave
Summerfield, FL 34491

GEORGIA

Traditions Cattle
932 Craigtown Rd NE
Calhoun, GA 30701

Circle-S-Farms
255 Bishop Carey Rd
Danielsville, GA 30633

Fed Up Farms
180 Circle T Farm Rd
Chickamauga, GA 30707

Chuck Woodward
2634 Henderson Mill Rd
Covington, GA 30014

ILLINOIS

Crisp Farm
20905 Shawneetown Rd
Thompsonville, IL 62890

Garrett Meisner Cattle Company
30314 State Highway 16
Jerseyville, IL 62052

Shamrock Farms
1145 Massey Lane
Jacksonville, IL 62650

INDIANA

James Floyd
9281 West 250 North
Linton, IN 47441

IOWA

James Evans
41719 115th Ave
Humeston, IA 50123

Grant Ledger
2370 Palm Ave
Washington, IA 52353

Triple C
28250 Teakwood Rd
Neola, IA 51559

Molly Mormann
2460 120th Ave
Manchester, IA 52057

Stremsterfer LLC
2817 240th St
Fairfield, IA 52556

KANSAS

**Richard Shaver/
Shaver Show Cattle**
937 N Hedville Rd
Salina, KS 67401

Circle 6 Cattle Co
23030 23 Road
Meade, KS 67864

Jason Seehafer
206 N 130th Rd
Hunter, KS 67452

Meyer Cattle
8900 N Rd U
Ulysses, KS 67880

KENTUCKY

Wilson Homestead Simmental
52 Cave Springs Rd
Tompkinsville, KY 42167

Circle F Cattle Co.
395 Montgomery Church Road
Cadiz, KY 42211

Soli Deo Cattle Company
452 Scott Pike
Waddy, KY 40076

LOUISIANA

Tanner Sharp
83016 Hwy 437
Covington, LA 70435

MICHIGAN

Peacefield Farms
64583 Burg Rd
Centreville, MI 49032

MINNESOTA

Shawn Pollard
7322 135th Ave NE
Foley, MN 56329

White Cattle
50081 200th St
Morris, MN 56267

Roller Ranch
60611 260th St
Hewitt, MN 56453

Lundblad Cattle
14247 Co Rd 15
Glenwood, MN 56334

Stenoien Farm
25710 320 Ave
Underwood, MN 56586

One Penny West LLC
17358 165th Ave NE
Foley, MN 56329

MISSOURI

Tom Buford
8734 Lime Kiln Dr
Neosho, MO 64850

Graves Farms
838 E 330 Rd
Flemington, MO 65650

Bouldin Livestock
10339 Cattail Road
Phillipsburg, MO 65722

Bouldin Livestock
10339 Cattail Road
Phillipsburg, MO 65722

Lone Oak Cattle Co. LLC
5776 Ne Hwy C
Lowry City, MO 64763

Crow Land & Cattle
1910 W Broadway St
West Plains, MO 65775

Felton Cattle Company
30487 Hwy 136 E
Maryville, MO 64468

Hall Seed and Chemical LLC
21201 Finch Street
Callao, MO 63534

Jeff/Tommi Fullerton
1314 E 466th Rd
Bolivar, MO 65613

Mankey Farms
129 Long Branch Drive
Macks Creek, MO 65786

NORTH CAROLINA

Tripple R Farm
468 Wade Harris Rd
Pittsboro, NC 27312

NEBRASKA

Isabelle Schultz
11775 W One R Rd
Cairo, NE 68824

Scott Albrecht
2156 D Ave.
Thurston, NE 68062

Benes Show Cattle
2955 CR J
Weston, NE 68070

Shawn & Tracy Rademacher
47451 787 Rd
Loup City, NE 68853

Lynden Smith
4597 420th Rd
Hay Springs, NE 69347

Eckhout Cattle
34885 Hwy 183
Miller, NE 68858

McConnell-Hogan
35562 W Snake Rd
Sutherland, NE 69165

NEW YORK

Dresser Family Simmentals
3952 Dresser Rd
Medina, NY 14103

West Wind Club Calves
PO Box 414
Forestville, NY 14062

NORTH DAKOTA

Cross S Cattle Company
2753 County Rd 135
Solen, ND 58570

Reimche Land & Cattle
2521 23rd Ave Ne
Martin, ND 58758

Flying F Ranch
7051 340th St SE
Driscoll, ND 58532

Bryan Stroh
3737 41st SE St
Tappen, ND 58487

OHIO

John R Cook II
8109 Danville Rd NE
Bloomington, OH 43106

Watson Farms
8359 Burbage Rd
Georgetown, OH 45121

Teresa Snider
38600 Mound Hill Rd
Wilkesville, OH 45695

OKLAHOMA

Tanner Dillard
258766 East County Rd 42
Cleo Springs, OK 73729

Grunewald Farms
50296 S CR 201
Woodward, OK 73801

Coyote Creek Cattle Co
2120 S Lenwood
Cushing, OK 74023

Garrett Cloud
1511 N Lawson
Yale, OK 74085

Goss and Riley Cattle Co.
PO Box 152
Leedey, OK 73654

Landgraf Cattle Company
17093 Coleman Road
Madill, OK 73446

Jones Cattle Company
PO Box 840
Stigler, OK 74462

Enable Midstream
11424 North 1963 Rd
Elk City, OK 73644

OREGON

Jessica Hughes
60063 Little Butter CK Rd
Heppner, OR 97836

Haggard Ranch LLC
60063 Little Buttercreek Rd
Heppner, OR 97836

PENNSYLVANIA

Jordan Frazier
123 Hopewell Rd
Hollisople, PA 15935

SOUTH DAKOTA

Lazy TV Ranch
12980 Cedar Rd
Selby, SD 57472

Jandel Ranch
38246 Turtle Ln
Redfield, SD 57469

Hanner Tilberg
41159 262nd St
Ethan, SD 57334

Weber Show Cattle
17459 331st Av
Highmore, SD 57345

Zeigler Farms Inc
125 Hilltop Dr
Gettysburg, SD 57442

Jeffery Schmiesing
45218 SD Hwy 44
Parker, SD 57053

Brock & Kaley Madsen
41510 189th St.
Carpenter, SD 57322

TENNESSEE

Freddy E Parker
2425 Hwy 231 S
Shelbyville, TN 37160

Mccue Farms
PO Box 145
Petersburg, TN 37144

Bennett Farms
4830 Bennett J D Rd
Thompsons Station, TN 37179

Crossroads Livestock Farms
PO Box 246
Fayetteville, TN 37334

TEXAS

Allgood Show Cattle
119 Liberty Rd
Bellevue, TX 76228

Joshua A Willey
1217 CR 337
La Vernia, TX 78121

Mires Cattle Co
1920 CR 7
Odonnell, TX 79351

Helmcamp Land & Cattle
Po Box 456
Buffalo, TX 75831

Crosswind Ranch
911 Buffalo Springs Dr
Prosper, TX 75078

Richburg Cattle Company
111 Ware Ave
Groom, TX 79039

Jeffrey Sottosanti
360 Thornton Church Rd
Trinity, TX 75862

Jeshuas Acres
454 PR 3452
Paradise, TX 76073

Hidden Acres Ranch
4067 East Granger Lane
Orange, TX 77630

UTAH

Lisonbee Angus & Simmental Ranch
212 S 1930 W
Roosevelt, UT 84066

Mile High Simmental
PO Box 15
Altamont, UT 84001

B&R Livestock LLC
PO Box 425
Bear River City, UT 84301

VIRGINIA

Maria Douthat
4561 Miller Lane
Pulaski, VA 24301

WEST VIRGINIA

Johnny Williams
1392 Zebbs Creek Rd
Belington, WV 26250

WISCONSIN

Kip Wallace
2609 CR S
Emerald, WI 54013

Scenic Hill Genetics
N 12895 970th St
Bloomer, WI 54724

Chris Debuhr
30667 Debuhr Ln.
Plattville, WI 53818

Chris Debuhr
30667 Debuhr Ln.
Plattville, WI 53818

Anderson Cattle Company
N3603 570th St
Menomonie, WI 54751

Breselow Family Farms LLC
W10417 Hubbleton Rd
Waterloo, WI 53594

WYOMING

Bar X LLC
PO Box 88
Lagrange, WY 82221

Eight-Five Cattle Co.
PO Box 213
Boulder, WY 82923 ■

SHOW CIRCUIT

Register

Ohio Beef Expo

Date: March 18-21, 2021
Location: Columbus
Judges: Kyle Conley,
Sulpher, OK
(Heifers);
and Joe Rathmann,
Smithville, TX
(Market Animals)

Grand Champion Purebred Simmental Female
Exh. by Paige Lucic,
Geauga County.

Reserve Grand Champion Purebred Simmental Female
Exh. by Hanna Scaub,
Auglaize County.

Grand Champion Percentage Simmental Female
Exh. by Kathy Lehman,
Richland, County.

Reserve Grand Champion Percentage Simmental Female
Exh. by Kendall Davies,
Wood County.

Grand Champion Simmental Market Animal
Exh. by Sydney Stewart,
Preble County.

Reserve Grand Champion Simmental Market Animal
Exh. by Gus Wilt,
Fayette County. ■

DNA Services (Contact ASA For Testing Kits)

Genomic Tests:

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

**Add-on tests available*

	Stand Alone	Add-on
**Parental Verification (PV)	\$18	Free
Coat Color	\$20	\$9
Red Charlie	\$15	NA
Horned/Polled	\$33	\$19
PMel (Diluter)	\$20	Free
Oculocutaneous Hypopigmentation (OH) ..	\$25	
BVD PI	\$5	

Genetic Conditions Panel \$25

(Must run with GGP-100K)

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

(Individual defect tests can be ordered for \$25.)

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

****Prices are subject to change*

DNA Collector Fees: Allflex TSU - \$20.00 (box of 10) • Allflex Applicator - \$40.00 • Blood Cards - \$1.00 ea. (processing fee)
Hair Cards - \$5.00 ea. (processing fee) • Sample Pull Fee - \$2.00 ea.

THE Enrollment

Spring 2022 THE Enrollment – (dams calve January 1-June 30) –
Early enrollment open October 15 through **December 15, 2021**.
Late enrollment available until February 15, 2022.

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.

	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

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.

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:

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

Additional Transactions:

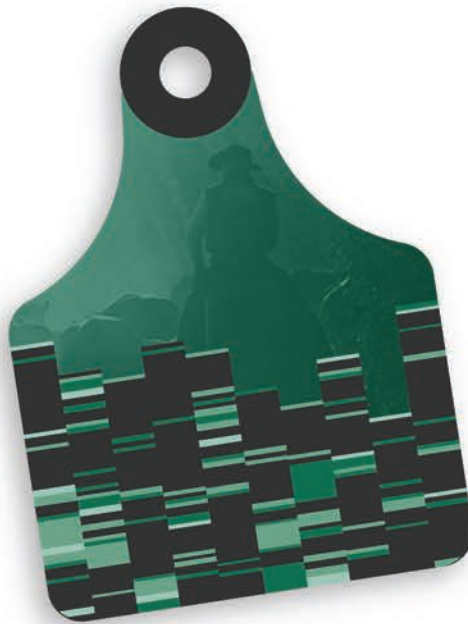
Priority Processing	
<i>(not including shipping or mailing)</i>	\$50
Corrections	\$5

Registration Foreign/Foundation Fees:

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

Registration Fees not enrolled in THE:

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



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On the ranch, you make decisions using visual appraisal every day. But what about the traits you don't see? That's where NEOGEN's® GGP comes into play. We've loaded the most informative markers and filled in the gaps to provide you with the most complete and powerful seedstock selection tool in the industry.

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Forrest & Charlotte Lucas

DATE BOOK

Register

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
- 15 2nd Annual PSA Spring Fever Sale – Waynesburg, PA
- 15 Alabama Mississippi State Simmental Sale with Timberland Cattle Herd Dispersal – Cullman, AL
- 22 2nd Annual Get Back To Grass Sale – Henderson, TX

JUNE

- 2-5 AJSA Eastern Regional Classic – Cookeville, TN
- 9-12 AJSA South Central Regional Classic – Springfield, MO
- 16-19 AJSA Western Regional Classic – Sandpoint, ID
- 26-7/2 AJSA National Classic – Grand Island, NE

SEPTEMBER

- 4 North Carolina Fall Harvest Sale – Union Grove, NC
- 8 Trauernicht Simmental's Customer Appreciation Event – Wymore, NE
- 11 Kentucky Fall Sale – Lexington, KY
- 15 Gonsalves Ranch's Bulls Eye Breeders Angus and SimAngus™ Bull Sale – Modesto, CA
- 18 Family Matters Sale – Auburn, KY
- 23 2021 Beef Solutions Bull sale – Ione, CA
- 25 Head of the Class Sale – Louisburg, KS

OCTOBER

- 2 Buckeye's Finest Sale – Zanesville, OH
- 8 Ladies of the Lone Star Sale – Grand Saline, TX
- 9 New Direction Sale – Seward, NE (pg. 47)
- 11 Burlap and Barbed Wire Vol. VI Female Sale – Clay Center, KS
- 16 Fred Smith Company Ranch's Extra Effort Sale – Clayton, NC
- 16 MN Beef Expo – White Satin On Ice and All Breeds Sale – Minneapolis, MN
- 23 Clear Choice Female Sale – Milan, IN
- 30 High Ridge Farms' Genetic Opportunity Sale – Albemarle, NC
- 30 Red Hill Farms' "Bulls of Fall VII" Sale – Lafayette, TN
- 30 Yon Family Farms Spring Sale – Ridge Spring, SC

NOVEMBER

- 6 Cason's Pride and Joy Simmentals' Maternally Inspired Female Sale – Russell, IA
- 6 Dakota Ladies Sale – Worthing, SD
- 6 Irvine Ranch Annual Production Sale – Manhattan, KS
- 7 Triangle J Ranch's Female Sale – Miller, NE (pg. 49)
- 13 Gibbs Farms' 16th Annual Bull and Replacement Female Sale – Ranburne, AL
- 15 Bichler Production Sale – Linton, ND
- 19 Heartland Simmental's Performance with Class Sale – Waverly, IA
- 20 Callaway Cattle Company's AffordaBULL Sale, – Hogansville, GA
- 20 Driggers Simmental Farm 10th Annual Bull Sale – Glennville, GA
- 27 Chestnut Angus Female Sale – Pipestone, MN
- 27 Felt Farms' Foxy Ladies Sale – West Point, NE

DECEMBER

- 4 Jewels of the Northland Sale – Clara City, MN
- 4 T-Heart Ranch and L-Cross Ranch High-Altitude Female Sale – LaGarita, CO
- 4 Western Choice Simmental Sale – Billings, MT
- 11 North Alabama Bull Evaluation Sale – Cullman, AL

- 11 North Dakota Simmental Association Showcase/Classic Sale – Mandan, ND
- 12 Trauernicht Simmental's Nebraska Platinum Standard Sale – Beatrice, NE
- 17 Buck Creek Ranch's Grand Event, Vol. II – Yale, OK
- 18 South Dakota Source Sale – Mitchell, SD
- 27-28 St. Nick's Eggstravaganza – www.dponlinesales.com

- 11 Bata Brothers/Bell Family Annual Joint Simmental Bull and Female Sale – Rugby, ND
- 11 Hook Farms and Clear Springs Cattle Co. "Bred for Balance" Sale, Starbuck, MN
- 11 TNT Simmentals' 37th Annual "Carrying On" The Explosive Difference Sale – Lehr, ND
- 15 Quandt Brothers Annual Sale – Oakes, ND (pg. 49)
- 18 Dakota Xpress Annual Bull and Female Sale – Mandan, ND (pg. 49)
- 18 Mader Ranches' 33rd Annual Bull Power Sale – Carstairs, AB
- 18 Sandy Acres Simmental Bull Sale – Creighton, NE (pg. 47)
- 19 Schnabel Ranch Simmentals' Annual Sale – Aberdeen, SD (pg. 52)
- 20 Trauernicht's Bull Sale – Wymore, NE
- 21 Bulls of the Big Sky – Billings, MT (pg. 47)
- 25 Beitelspacher Ranch's Annual Bull Sale, Mobridge, SD

JANUARY 2022

- 14 Diamond Bar S Bull Sale – Great Falls, MT (pg. 47)
- 28 Double J Farms' 48th Annual Bull Sale – Garretson, SD (pg. 51)
- 28 Ellingson Simmentals' Annual Production Sale – Dahlen, ND (pg. 49)
- 29 J&C Simmentals' Annual Bull Sale – West Point, NE (pg. 47)
- 30 Triangle J Ranch's Annual Production Sale – Miller, NE (pg. 49)

FEBRUARY

- 2 Begger's Diamond V Big Sky Genetic Source Bull Sale – Wibaux, MT (pg. 47)
- 3 Stavick Simmental's King of the Range Bull Sale, – Veblen, SD (pg. 52)
- 4 Cow Camp Ranch's Spring Bull Sale – Lost Springs, KS (pg. 45)
- 5 Prickly Pear Simmentals "Made In Montana" Sale – Helena, MT (pg. 47)
- 8 Edge of the West Production Sale – Mandan, ND
- 9 River Creek Farms' 29th Annual Production Sale – Manhattan, KS (pg. 47)

MARCH

- 3 Keller Broken Heart Ranch Annual Production Sale – Mandan, ND (pg. 49)
- 4 Eichacker Simmentals' Annual Bull Sale – Salem, SD (pg. 51)
- 5 Trinity Farms' Generations of Excellence Sale – Ellensburg, WA (pg. 52)
- 13 22nd Annual Gonsior Simmentals' "In The Heartland" Sale – Fullerton, NE
- 18 3C Christensen Ranch and NLC Simmental Ranch 51st Annual Production Sale – Wessington, SD (pg. 51)
- 18 Sunflower Genetics' Annual Production Sale – Maple Hill, KS (pg. 47) ■

Springer
SIMMENTALS

Jeff Springer: 641.330.6654
Cresco, IA

Thank You

Special Thanks to all of the new and repeat buyers in our sale of Value Based Genetics/ Springer Simmentals. Your confidence in our program is greatly appreciated and we are confident your new genetics will have a profitable impact on your cattle operation.

Sincerely, Jeff and Lynda Springer



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Anthony Bealer, UT
Rusty Berger, IA
Darcy & Dave Boettger, IA
Phillip Brown, IL
Steve & Jessica Campbell, MN
Dennis Patterson/Holden/Amanda Cauffman, WI
Duane Clausen, IA
Ron & Vernon Cooper, IA
Alex Edgington, IA
Steve Evanson, IA
Tracy & Gary Frahm, IA
Troy Griffith, MT
Eric Grimsled, IA
Jaren Grimsled, WI
Jace Grimsled, WI
Steve Hanson, IA
Dale Hovden, IA
Gary Jenkins, GA

Bill Jennings, IA
Robert Jordan, IA
Chris Kemper, WI
Levi Klimesh, WI
Tim & Rick Klingman, IA
Travis Korth, WI
Lance Lange, IA
Ethan Llewelyn, IA
Gabe Looney, IA
Brynlee Maas, IA
David Mack, MN
Jason Mathias, IA
Rick & Bobbi Maxfield, WY
Kevin & Nancy Maxfield, WY
Tom McCormick, IA
Keith Muhlbauer, IA
Lyle Newton, IA
Truett Novasad, TX
Steve Osmondson, IA
Dale, Luke & Leah Patterson, WI

Kelvin & Travis Rue, IA
Steve Slate, TN
Jake Smith, IA
John Solaman, MT
Nick Stein, IA
Bob Stevens, MN
Jay Stowater, IA
Andy Uhlenhopp, IA
Richard Vehrenkemp, MN
Ryan Vesbach, WI
Lisa Walsh, WI
Dylon Warzynski, WI
Jon Weaver, IA
John Wilson, MN
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Tyler Wyntheim, IA
Brandon & Mike Yardley, UT
Ryan Zitelman, IA

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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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For All Your Advertising Needs



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ASA Publication, Inc

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Issue	Sales Close	Ad Materials	Camera Ready	Mail Date
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
February '22	Dec 28	Jan 4	Jan 18	Feb 4
March '22	Feb 1	Feb 10	Feb 17	March 7
April '22	March 1	March 10	March 19	April 4

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Advertising rates are for camera-ready ads only. Additional design charges will apply to any ad that is designed by ASA Publication, Inc.

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Opinions expressed are the writers' and not necessarily those of *the Register*. Photographs are welcome, but no responsibility is assumed for material while in transit or while in the office.

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All accounts are due and payable when invoiced. Interest charges of 1.5 percent per month (18 percent APR) will be added to accounts 30 days past due. If an account becomes 60 days delinquent, all ASA Publication, Inc. work may be suspended until full payment is made. After review by the ASA Executive Committee, ASA privileges may be denied to those with accounts over 90 days delinquent.

Need Registrations or Transfers in a Hurry?

Use Our Online Herdbook

Herdbook Services offers hands-on registration capabilities.

You enter the data, work through any errors, pay the fees; registration will be completed in minutes. No priority handling fee, no hold-ups (unless there are errors or payment is needed) and can be completed any time of the day or night.

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

◀ GET IT NOW ▶

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.

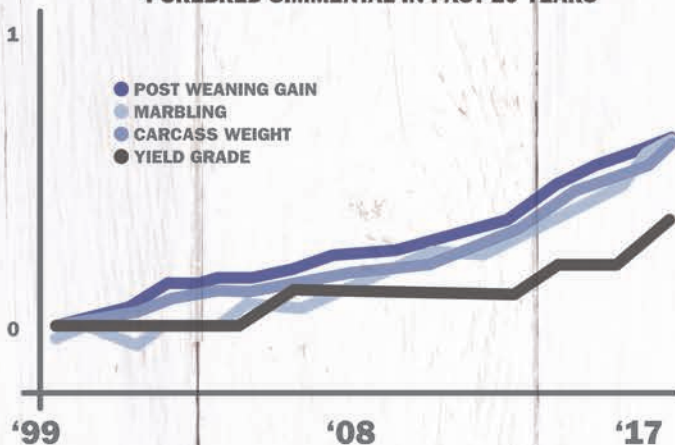
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NEW

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

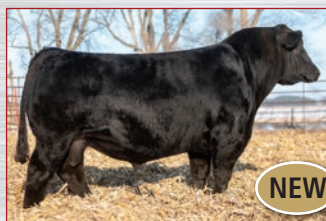
By Ruby's Currency 7134E
EPDs: CE: 11 \$API: 116 \$TI: 71



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

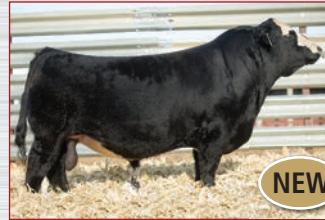
By Hook's Eagle 6E
EPDs: CE: 14 \$API: 173 \$TI: 104



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



W/C Express Lane 29G

By Rubys Turnpike 771E
EPDs: CE: 14 \$API: 131 \$TI: 79



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 842I

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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Shipwreck Cattle Co • Shoal Creek Land & Cattle • Davy Smith • VAB Farms • Perry Vandiver • Jeff Veraguth

From all of us at Shoal Creek, a huge thank you to all the bidders, buyers, sale staff, and everyone that came together in person, on the phone, and online to make the 10th Annual Gathering at Shoal Creek Sale a success! We also can't say thank you enough to all of our family members, neighbors, friends, and our guest breeder RS&T Simmentals for their help to make the event possible! To our customers, we are honored to be your choice for Simmental seedstock and we appreciate your belief in our breeding program! Best of luck to everyone with their purchases!



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