Volume 30 • Number 4
Early Fall 2022

SimTALK

Linking SimGenetics to Commercial Cattle

In This Issue:

SIMTALK c/o the Register
One Genetics Way, Bozeman, MT 59718 USA

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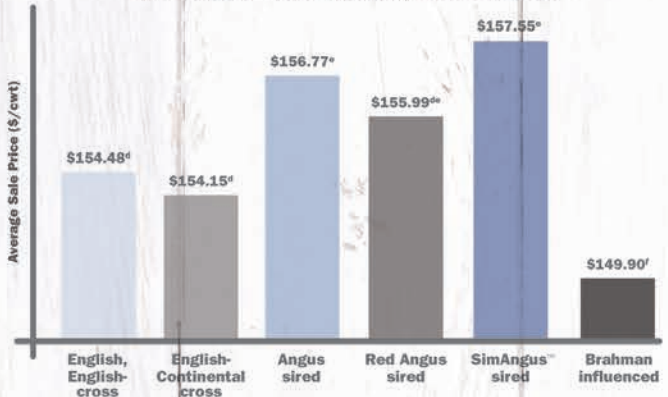
MORE PER HEAD PERIOD

EFFECT OF SIRE BREED ON SALE PRICE OF BEEF STEER CALVES

Superior Livestock Auction, Summer 2020[c]



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[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.

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SimTalk
Linking SimGenetics to Commercial Cattle

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Weaning and fall work is beginning for producers across the country. Photo by Terry Ellingson.

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DOB: 12-23-20
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DOB: 12-23-20
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Mr Kallion 1352 x WS Beef Maker R13
Due to calve in March to our Angus herdsire McKellar Stunner 8185

DOB: 11-14-20
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Mr Kallion 1352 x CCR Gravity 9064A
Due to calve in January to PB SM AI sire KBHR Honor H060

DOB: 11-18-20
F1 Simbrah Bred Heifer
Mr Kallion 1352 x TRAXS Rushmore X103
Due to calve in February to our Angus herdsire McKellar Stunner 8185

From The Editor *by Lilly Platts*

Lilly Platts

Summer has flown by and I am trying to soak up the remaining days of warmth while also preparing for our busiest time of the year.

I wrote very little for this issue of *SimTalk*, which is ok by me since I had so much great content to pull from. We have been fortunate to have Montana State University student Anna Sponheim interning with us over the summer. She has experience beyond her years, having worked for the Montana Beef Council and Western Ag Network, and has been a huge asset to our team. Anna interviewed SimAngus breeder and NCBA President Don Schiefelbein for the headlining feature. His insight on our industry is impactful and drives home the fact that we must find unity if we want our industry to survive. That is one of the core principles here at ASA, and a message I wish I could shout from the rooftops.

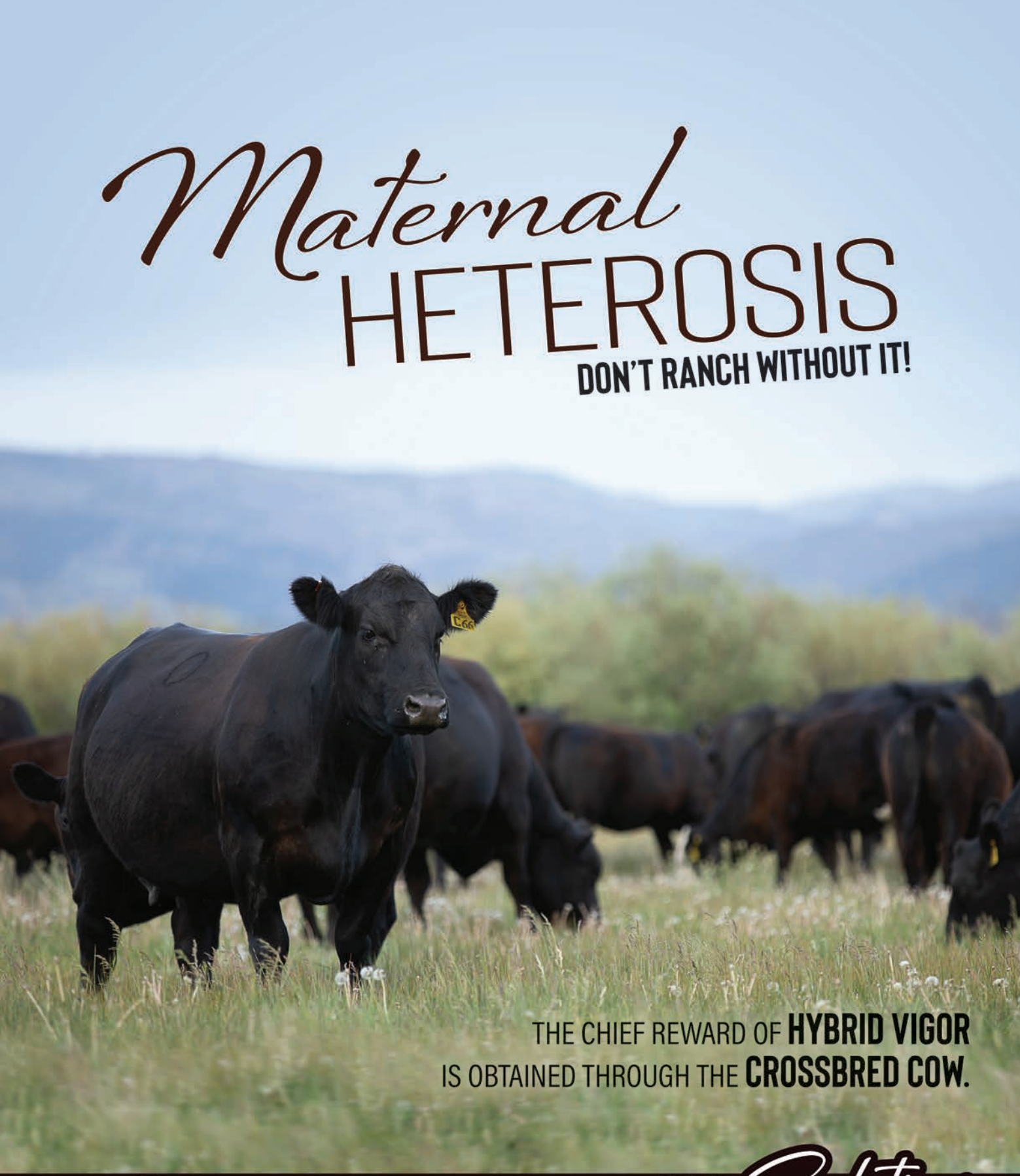
Communicating well, and being in a mindset to do so, is not an easy task. As Don discusses, we have to figure out how to work together and communicate before we can tackle the larger issues facing the beef industry. Rural people can be independent and hard-headed — I know that firsthand — and this independence doesn't always lead to productive communication. Openness is often perceived as weakness when in reality it takes a lot of courage. Having a conversation with your neighbor who has a different organizational affiliation does not mean you lack commitment to your own cause. It means you care about understanding them. Finding this common ground will lead to shared goals and progress.

In our "science corner," we have an article from Sean McGrath explaining recombination. If you have ever wondered why there are differences among a group of animals from the same exact mating, this article will explain it. Cari Rincker wrote a helpful article about negotiating hunting leases. Growing up, we would have multiple strangers pull in our driveway each day during hunting season, and there were definitely some disagreements and awkward situations. Having things planned out in advance always helped, and Cari offers some tips to making sure hunting lease agreements are legally sound.

We also have a piece about the power of heterosis by Lane Giess, a recap of the STYLE program, and an interview with Lorentz Meats plant manager, Denise Perry.

I hope everyone has a great start to fall!

ST



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For the Good of the Industry

NCBA president outlines where the industry is headed

by Anna Sponheim

For many American family farms and ranches, the tradition of bringing quality food to the table is a source of great pride. This is certainly no exception for the Schiefelbein family, a registered Angus and SimAngus seedstock operation in Kimball, Minnesota. Since its start in 1955, the farm has seen many changes, including the shift of management from parents Frank and Frosty Schiefelbein to eight of their nine sons.

"All of us kind of grew up with a passion to want to continue to farm and specifically to continue to raise cattle," says Don Schiefelbein, the sixth of the nine sons, who was elected as NCBA president this past February. "Dad then encouraged all of us to go to universities across the United States. He wanted us to go to various places, so we could see how the world works in different areas, and expand our horizons. Different places may have better ways of doing things that we need to bring back home."

For Don, this meant attending Texas A&M University, graduating with a degree in animal science, while his siblings went to a variety of other schools across the country, including Iowa State, Kansas State, University of Michigan, Minnesota State, North Dakota State College of Science, and Colorado State. After earning his degree, Don worked for the North American Limousin Association (NALA) and served as the executive director of the American Gelbvieh Association (AGA) before returning to Schiefelbein Farms.

With additional brothers coming back and working together, the operation continued to develop and grow. What had once been a dairy-turned-Angus farm soon became a SimAngus operation in 1981, when the first Simmental was introduced to Schiefelbein Farms. "It would've been about 1992, I think, when we converted our Simmentals away from the purebred level and moved exclusively to hybrid SimAngus genetics," he

Schiefelbein balances his work in industry organizations with the farm.

recalls. Every animal derived from the Simmental genetics on the family operation has been a result of an embryo transplant, where desirable Angus cows are bred to a purebred Simmental through in-vitro fertilization, resulting in half-Simmental, half-Angus F1 bull calves for sale.

"Technologies have changed," he says. "Of course, we do all the DNA testing to make sure we're finding high-accuracy animals in the Angus population that work best for the Simmental through embryo transplant, allowing us to use semen where we can reverse sort for sex."

Applying science-based strategies has allowed Schiefelbein Farms to progress and advance, creating a well-balanced operation. "Because we have such a loyal customer base, and due to the fact that we're buying their calves back, [we] can stay focused on just genetically managing the cattle to make them better across the board without having to chase fads or move off target from what we are trying to succeed with," he explains.

Industry Involvement

Continuing with a theme of unity through his work alongside his family and with the management of their operation, Schiefelbein looked for ways to serve the industry and those around him. After his work with the North American Limousin Association (NALA) and American Gelbvieh Association (AGA), Don went on to serve on several significant committees and boards, including the Beef Industry Long Range Planning Committee, the American Angus Association, and the Minnesota State Cattlemen's Association. The principles of involvement and service within a community have been passed down for generations in the Schiefelbein family. Don and his wife, Jennifer, are no exception and have encouraged their three daughters, Shelby, Abbey, and Bailee, to be active in advocating for the agricultural industry.

"Leonard Wolf, a friend of mine, always used this quote: 'As the industry goes, so does your breed, and so does your livelihood at home.' In other words, if you aren't minding your p's and q's, making sure you have a viable beef industry, the first thing that suffers is your breed," Schiefelbein states. "So, from a long-term, practical approach, having involvement in the industry is ensuring that you have a livelihood, especially for long-term family operations like ours, which is essential."

After many years of serving the industry through a variety of avenues, Schiefelbein was elected president of NCBA for 2022 and has focused primarily on bringing the beef industry closer together.

"If you look at the beef industry across the board, we are so independent-minded," he laments. He believes that even with disagreements on certain issues pushing farmers and ranchers apart, the power of unity in the agricultural industry is more important now than ever. Instead of separating into niche-focused groups based on political opinions, Schiefelbein voices his support for banding together. "I think it's very important that we, as an industry, quit fighting and start cooperating. If we can't agree on what's best for the beef industry, what are the odds that others are going to figure out what's best for us? I actually use what we've learned in our family operation — and keep in mind, with Mom and Dad, my eight brothers, and our 32 collective children — that's a lot of people to be independent-minded if we don't stick together. What Dad has preached to us over the years is imperative, and it parallels exactly what we need to work on as an industry. Collectively, if we work together, nobody can stop us."

Don Schiefelbein has served on several significant boards and committees within the ag industry. Now he serves as NCBA President.

"The way we get beat as a family or as a beef industry is if we begin to invite defeat and self-destruct from within. Don't run from the challenge. Involve yourself in the challenge."

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For the Good of the Industry

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Integrating Values

Throughout his NCBA presidency, Schiefelbein has been pushing to spread the message of cooperation and working together as an industry. "The way we get beat as a family or as a beef industry is if we begin to invite defeat and self-destruct from within," he explains. "Don't run away from the challenge. Involve yourself in the challenge and kind of move the organization directionally the way you think it ought to go."

Schiefelbein Farms was established in 1955.

The whole Schiefelbein clan with Frank and Frosty.

A morning meeting at Schiefelbein Farms.

As hot-topic issues like sustainability, food security, and labeling continue to surround the beef industry and rancher credibility, he encourages producers to focus on banding together to fight impacts harming the industry for the long-term outcome. Furthermore, Schiefelbein applies factual knowledge in order to bring truth to difficult situations like discussing climate change in relation to agriculture. "Look at the efficient manner in which we create food, both corn and beef. We need to be explaining to consumers that because of our efficiencies, our carbon footprint is one of the smallest in the world," he continues.

"The bottom line is that we've got some big challenges ahead of us — and I mean, big challenges," says Schiefelbein. "As an industry, we love to talk about wedge issues, and wedge issues are those issues where we have a divided beef industry. But when we focus on those wedge issues, we spend the energy defending ourselves from each other. If we do that, then we get our eyes off the ball when it comes to the issues we actually need to be focusing on."

As social media continues to develop and change day to day, Schiefelbein urges farmers and ranchers to tell their stories and build a base of factual, "down-to-earth" resources for consumers to reach out to. Creating the image that the products being delivered from farm to table are the same products headed to the producers' tables promotes trust and security within the market.

As NCBA President, Schiefelbein has emphasized his example of acting as a voice for the beef industry, but he recognizes he is not the only one who is capable of doing so, as he constantly encourages others to step up and speak out. In order to see change within the beef industry, he strongly believes that farmers and ranchers need to team up to spread the truth about where meat really comes from.

"To me, it's about telling our story more effectively," he concludes. "If you're looking at why the beef industry is on its heels right now, it's because we haven't been aggressively focused enough on telling our story proactively. When people can define us, we lose the prospect of defining who we want to be: the families working hard to bring quality beef to the kitchen table."

ASA Publications intern Anna Sponheim is a student at Montana State University studying agricultural communications and writing. She grew up working for her family's farm and ranch, and has since worked for a number of agricultural organizations in communications.

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The Power of Recombination — or "It's Complicated"

by Sean McGrath

Perhaps the question I am most often asked regarding genetics is how full sibs or animals with the same pedigree can have different EPD. A good way to explain this is through a pedigree tree. In this example, we are going to breed Mr. Greenlight to Miss Redlight to create two full sibs (Mr. Greenlight Jr and Miss Redlight 2), which we will then mate to produce a sample of ten full sibs that represent just a few of the thousands of potential outcomes (Figure 1).

Our logical mind may say at this point that these offspring should be very similar. After all, the pedigree is identical on both sides of the final mating. This would be a very tightly linebred scenario. Let's follow our example through in more detail and see what happens.

First, we need to understand that every calf is a combination of half of the genes from the sire and half from the dam. These genes are spread across 60 chromosomes or 30 pairs. For this example, we are going to simplify things and use three pairs of chromosomes to make our point. We will use Mr. Greenlight's chromosomes as an example (Figure 2). There are two pairs of regular chromosomes (Pair 1, Pair 2) and one pair of sex chromosomes (Pair 3). The sex chromosome will determine if the calf is a male or female. If Mr. Greenlight passes on the small chromosome in pair 3 the calf will be male. If he passes on the large chromosome from pair 3 the calf will be a heifer.

To further simplify, we will assume that Mr. Greenlight is homozygous for every gene in his DNA. In other words, for every gene both of his copies are the same. We will assume the same thing for Miss Redlight. This massive oversimplification means that the original animals in the pedigree can only pass on one version of each gene they possess.

The power of recombination is that it lets us breed some cattle that are beyond expectation.

In the first mating we get one male calf and one female calf. They each contain one gene copy from Mr. Greenlight and one copy of each gene from Miss Redlight. The pedigree tree is shown fleshed out to show the actual chromosomes and DNA that are passed forward (Figure 3). If we look at the example, it is apparent that even though Mr. Greenlight Jr and Miss Redlight 2 have the same parents (they are full sibs), they have one chromosome in pair 3 that is completely different (circled). If they did not, they would both be the same sex. In this second generation, it also appears that the chromosomes and thus the DNA of these two full sibs are very close.

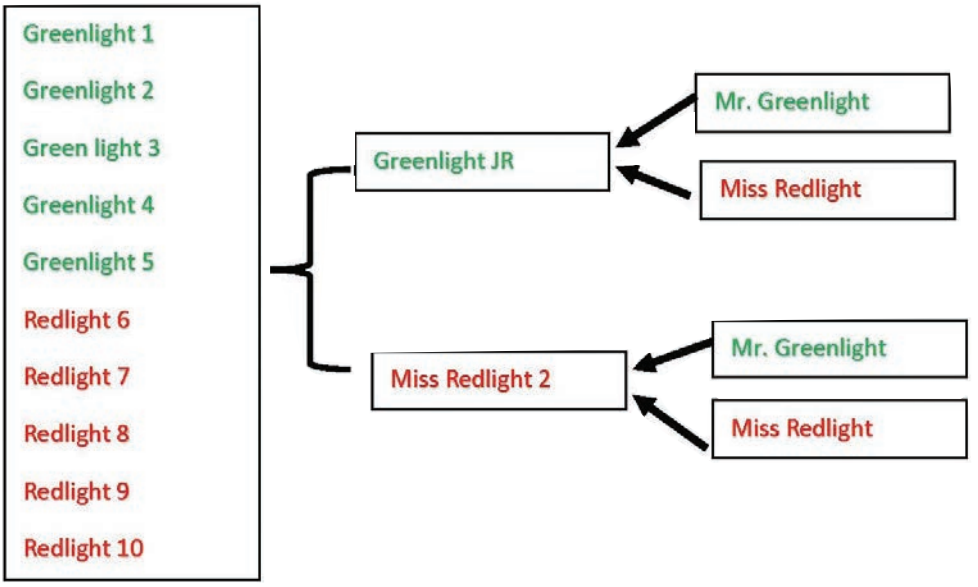

Figure 1.

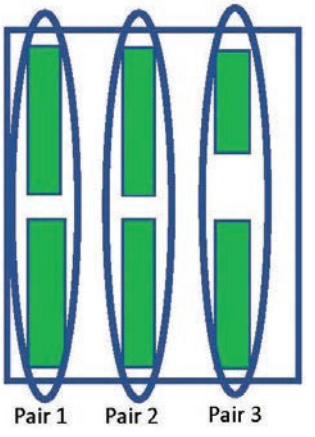

Figure 2.

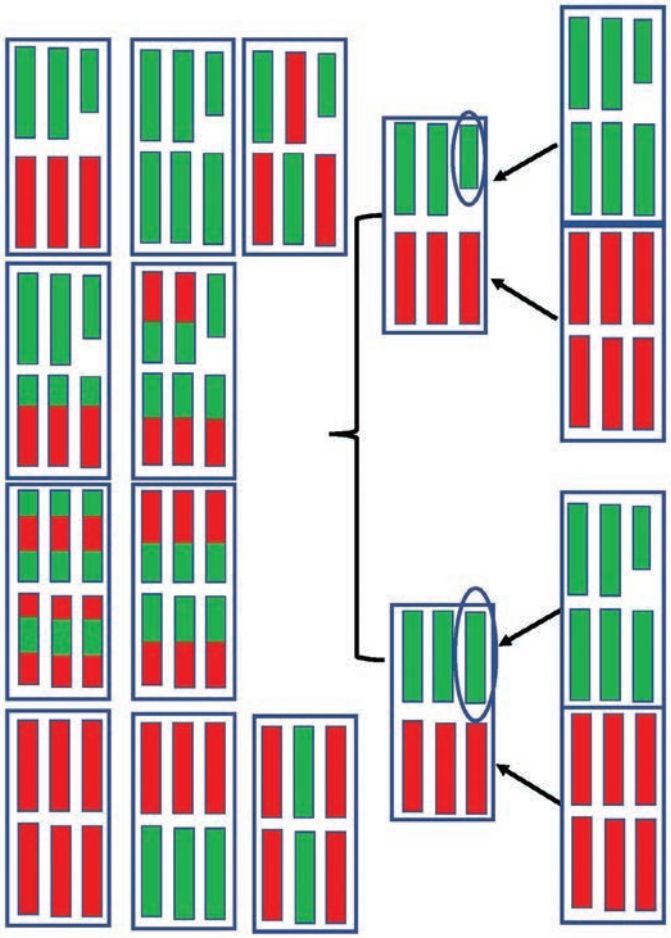

Figure 3: Chromosome map of the pedigree tree for Mr. Greenlight and Miss Redlight matings and subsequent full sib matings.

In the next generation, things start to look more complicated. To understand this, it is important to realize that animals do not pass on an exact replica of one of their original chromosomes. During the process of meiosis (producing sperm and eggs) the chromosomes will trade parts of their DNA with the other partner in their chromosome pair. This is called random recombination and is very important as it produces much of the variation that allows animals and populations to adapt to changing conditions over time. This variation is a key driver of evolution and is what creates the differences that allow cattle breeders to select cattle that fit their long-term goals. Again, these ten calves represent a very basic version of the potentially infinite combinations that can occur just in this simple breeding example. Looking at the chromosome profile of the example calves, we can see DNA that ranges from exact copies of grandparent DNA, matches to parent DNA, and combinations that look vastly different from any previous generations. This is all happening in a full-sib mating situation. If animals are less closely related, the phenomenon could be even more pronounced.

To flesh things out a bit further let's examine four of the offspring from Figure 3 as examples (Figures 4, 5, 6, 7). We will assume for the purposes of our example that there are only three traits: calving ease, which is all on chromosome 1; weaning weight that is contained on chromosome 2; and sex that is determined simply by which copy of pair 3 is received from the sire.

Let's further assign a genetic value to the genes on each of the first two chromosome pairs (Table 1). By using some simple math based on what DNA the calf received, we can thus assign an EPD for Calving Ease and Weaning Weight to our four examples and see how the same pedigree can result in very different EPD.

Looking at some of the potential outcomes shown in the chromosome chart, we can start to see that things can get complicated quickly. In real life, cattle have ten times as many chromosome pairs, hundreds of times as many traits, and thousands of times as many genes. Instead of the genes for complex traits like growth or fertility being contained on a single chromosome, they are spread across the genome of the animal (Figure 8).

Figure 4.

Figure 5.

Figure 6.

Figure 7.

Table 1: *Genetic values for Green and Red genes for Calving Ease on Chromosome pair 1 and Weaning Weight on Chromosome pair 2.*

	Pair 1 Calving Ease	Pair 2 Weaning Weight
Green	-20	100
Red	+20	50

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The Power of Recombination

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How Do We Figure Out the Complex Problem of What Genes are Passed On?

If we head back to the original comment regarding the most common question received regarding genetic evaluation and why an animal's EPD may be different from a full sib or even from the parental average, I think the chromosome example starts to explain how some of that variation may occur. Through the process known as random recombination of genes, each new generation, every sperm, and every egg contain a unique portion of sire and dam DNA. This is extremely important for animal breeders as it lets us create/select genetics that can accomplish specific goals. For example, in our simplified three-chromosome world, we can see how we could create a "curve-bender" animal with all red genes at pair 1 (easy calving) and all green on pair 2 (heavy weaning weight).

Fortunately, there is a lot of genetic overlap between animals, and so we can start to predict potential outcomes. The first basic step is to start with the assumption that offspring will be the average of the sire and dam. This is generally a safe place to start. The second step is to collect performance data on the animal and the other animals that it is managed with. If we managed the ten offspring shown in Figure 3 together, we would expect to see some performance differences in Calving Ease and Weaning Weight. These differences can help to inform us about how much Green vs. Red genes each individual carries. In the real world it is a bit more complex, looking more like Figure 8, so we use more complex methods to help determine the DNA contained in each animal. If the animal has offspring, we can use the information from their performance to help us figure out the genetics of the parent stock with increased accuracy.

Finally, with today's technology we can conduct a high-density DNA test in which we go directly into the DNA of the animal and look at what components are present in the genotype of the animal. In some cases, this may be for a single gene such as color (homozygous black, for example), or it may be for a more complex set of traits spread across multiple chromosomes such as growth, longevity, or carcass merit.

As we determine more information about the DNA an animal contains it is possible that the animal may change from our original prediction or away from the parental average or even from full siblings. Thinking about genetic recombination and variation explains the importance of continuing to measure and collect the data that is crucial for understanding each new generation of genetics.

This simplified example also reveals some of the power of modern genetic evaluations to navigate through an animal's genetic map and determine their relative genetic merit for various traits. This is a tremendously powerful tool for seedstock breeders when we are sorting through genetic recombination and variability to select toward specific goals.

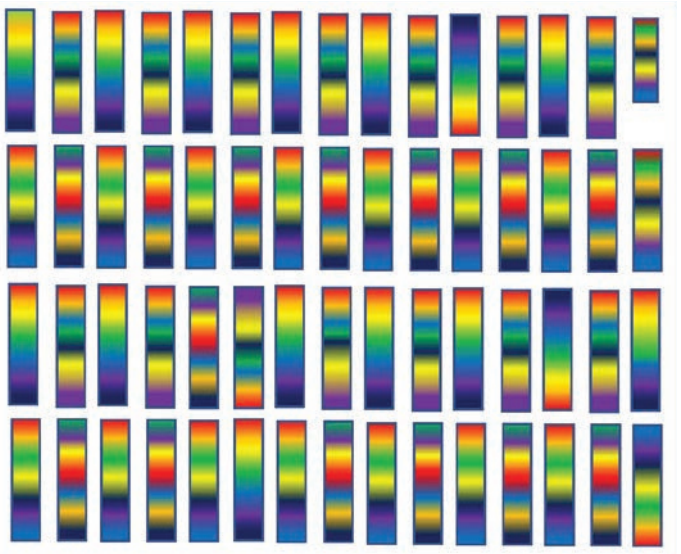

Figure 8.

The power of recombination is that it lets us breed some cattle that are beyond expectation. By measuring cattle and participating in genetic evaluation, we can then identify those cattle and use them moving forward to help reach our goals.

Sean McGrath is a rancher and consultant from Vermilion, Alberta. Sean's consulting practice focuses on genetic improvement of beef cattle and includes work with several breed associations and their breed improvement programs. Other key focuses are range management, forage crops and general ranch management. The ranching operation consists largely of native grasslands and is operated with Sean's wife Tanya and family. The ranch is focused on year-round grazing and deploys several advanced technologies. The ranch sells commercial cattle and seedstock, as well as environmental goods and services. In 2014 the ranch won the Provincial and National Environmental Stewardship Award.

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More Than a Handshake:
Negotiating and drafting an effective hunting lease for your farm or ranch

by Cari B. Rincker, Esq.

A hunting lease is a mutually beneficial arrangement between a landowner with land to spare and a hunter looking for exclusive and guaranteed access to hunting land. However, a simple handshake and an exchange of cash between parties is not always enough to ensure smooth sailing in a hunting lease agreement. There are numerous variables, and endless opportunities for disagreement, when two or more parties share land in this way. To avoid disputes — or to at least resolve them efficiently — it is best for the parties to set out in writing the boundaries and inner workings of their lease arrangement. This article discusses terms you should address and include in your hunting lease agreement.

Put It in Writing

First and foremost, your hunting lease agreement should be in writing. For one obvious reason, what one party promises orally is not easily provable, whereas a written lease documents every detail of the agreement made. The parties, as well as any future arbiter, can easily look back to a written agreement to determine what, exactly, was agreed upon. One lesser-known consideration is that most states have a "Statute of Frauds," which is a rule requiring that contracts lasting longer than a year — as many hunting leases do — must be in writing in order to be enforceable.

The Basics

Every contract must contain certain details in order for it to be enforceable. For a hunting lease, this includes the names and addresses of the parties involved, a description of the land subject to lease, he duration of the lease, and the amount of rent to be paid. A hunting lease agreement should always identify both the landowner, known in legal terms as the "lessor," and the hunter, known as the "lessee." The land subject to the lease should be described in as much detail as possible, including both common and legal descriptions of the land. One way to avoid confusion is to attach a map of the leased area as an addendum to the lease. This map can depict the roads and points of entry that the lessee is permitted to use, as well as areas where the lessee may clean animal carcasses or dispose of refuse. A hunting lease should clearly define the durational term of the lease, whether it be monthly, annual, or otherwise. It should also specify whether the agreement automatically renews at the end of each lease term, or whether the parties must proactively agree to renew the lease in advance. The lease should detail how much cash rent is due, at what interval, and by what form of payment. The landowner may consider asking for a security deposit up front, which may be used to cover any expenses in repairing damages caused during the lease.

Additional Considerations

The most effective way to avoid disputes is to make the hunting lease agreement as detailed as possible with respect to which activities are or are not permissible for each party. In addition to the basics, you may consider including the following in your lease:

- The species of animals that may be hunted;
- The number of each species that may be hunted;
- The types of weapons that the lessee may use;
- Whether the lessee may bring guests, and the number of guests permitted;
- Whether the lessee may construct improvements (e.g., hunting blinds, tree stands);
- Whether the lessee may use hunting dogs;
- Whether the lessee may use any facilities on the leased land (e.g., sheds, bunks);
- What kind of vehicles the lessee may bring, and where those vehicles may be driven;
- Whether the lessee can transfer the lease to another party without permission;
- Potential damages owed if either party violates the terms of the agreement;
- What happens if there is a natural disaster that makes the land unsuitable for hunting;
- What happens if the landowner wants to sell the land; and
- When and how either party can end the lease agreement.

Preparing for Disputes

While the primary goal of a hunting lease agreement is to avoid any disputes between the parties, a secondary goal is to roadmap what should happen in the event that a dispute nevertheless arises. To that end, a hunting lease should include the parties' wishes regarding the means to resolve any potential disputes. This includes whether the parties plan to use alternative

CONTINUED ON PAGE 18

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More Than a Handshake:

CONTINUED FROM PAGE 16

dispute resolution (e.g., mediation or arbitration), which court will have jurisdiction over any legal proceedings, which state's laws will apply when interpreting the agreement, and whether parties will be allowed to recover any reasonable attorneys' fees incurred in a dispute.

Tips for the Landowner

If you are the landowner, there are a few things you should keep in mind before signing a hunting lease agreement. First, make sure that the lease agreement preserves your right to use the land in any way that you intend to during the course of the lease term. For example, the lease should specify if and when you are allowed to enter the leased area, for what purposes, and with what kind of notice to the lessee. Furthermore, if you have already leased out your land to another party for another use (e.g., agricultural, mining, or drilling), or if you have plans to do so in the future, the lease should specify this as well. As the landowner, you should also consider how to (1) prevent injury or damage caused by the lessee's activities on your land, and (2) protect yourself from liability in the event that any such injury or damage occurs.

One way to minimize injury or damage is to include provisions in your lease agreement ensuring that the lessee is properly licensed to use firearms and to hunt, that the lessee follows appropriate firearm safety, that the lessee does not engage in hazardous activities such as drinking alcohol while hunting, and that the lessee follows all applicable state and federal laws.

The hunting lease agreement should contain a provision informing the lessee that he or she assumes the risks of hunting and is responsible for any harm resulting therefrom. The agreement can also require that the lessee purchase insurance to cover the costs of any injury or damage, and it can provide that the lessee will indemnify — i.e., pay back — the landowner for any costs resulting from injury or damage caused by lessee's activities on the land. Keep in mind that a hunting lessee may be spending more time on your land than you do. To that end, it may be in your interest for the lease to include certain responsibilities for the lessee in the supervision of your land. For example, a hunting lease agreement can contain provisions holding the lessee responsible for reporting or preventing certain hazards, such as wildfires or the presence of trespassers.

Tips for the Hunter

If you plan to lease someone else's land, it is important that you inspect the area in advance of signing an agreement to make sure that the leased area meets your expectations and is suitable for your hunting needs. Read the lease closely and make note of the ways in which the lessor may continue to use the land during the course of the hunting lease. Finally, use caution in bringing guests with you to hunt on the leased land, as you may be liable for any damage or injury that your guests cause.

While the primary goal of a hunting lease agreement is to avoid any disputes between the parties, a secondary goal is to roadmap what should happen in the event that a dispute nevertheless arises.

Final Thoughts

Whether you are a landowner planning to lease your property for hunting purposes, or a hunter hoping to lease land, it is important to understand that lease agreements are binding contracts with significant consequences. Given the variables at stake, hunting leases should be carefully tailored for the unique needs of each party involved. It is advisable for either party to hire an attorney licensed in your jurisdiction to help craft or review a suitable hunting lease agreement. At a minimum, consider reviewing this article with your counterparty to ensure that your hunting lease agreement will address all salient subjects and avoid future costly disputes.

For more information contact Cari Rincker, Esq., at (212) 427-2049; cari@rinckerlaw.com.

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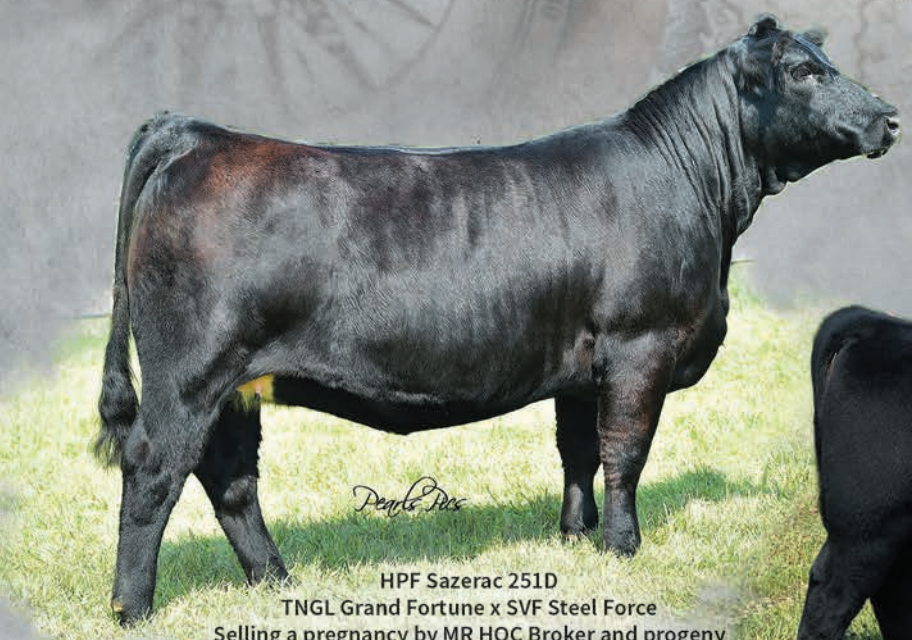

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Young Industry Leaders Gather at STYLE

by Luke Bowman, director of SimGenetic Development

The American Simmental Association (ASA) hosted the inaugural SimGenetic Training for Young Leaders and Entrepreneurs (STYLE) conference in Oklahoma City, Oklahoma, June 17–19, 2022. The conference, led by ASA director of Science and Education Dr. Jackie Atkins, and director of Commercial and Industry Operations Chip Kemp, was jam-packed with motivational programming and educational seminars hosted by some of the beef industry's most trusted voices.

Attendees represented more than 30 young breeders from all over the continental US; from Tennessee to Oregon and from Montana to Texas. In addition, a delegation from Canada joined the group, along with Canadian Simmental Association general manager Mr. Bruce Holmquist.

The conference kicked off with an inspiring discussion from author of *Simmental's American Journey*, Dr. Bob Hough. Hough discussed the founding tenets of ASA and explained the timeline of the Association's high and low points over the 54-year history. SimSpecialist and CMP coordinator Susan Russell covered ASA's governance structure for attendees to better understand their association. She hit on the importance and effectiveness of the ASA Board of Trustees' acting committees, the process of policy development, and the advantage of being a grassroots organization with a focus on strong state associations. Also in attendance were several former members of the ASA Board of Trustees, who served as mentors to attendees throughout the weekend; they helped to guide and answer questions of conference participants in a very fluid fashion.

A presentation by Fresno State University graduate student Blake Gobeli explored research he performed on the implementation of survey efforts and focus groups, which collected information that went into the development of the STYLE conference. ASA members' and leaders' perceptions, as well as information garnered on the wants and needs of membership, were paramount in the foundation of this first-ever event. Fresno State associate professor Dr. Avery Culbertson worked with the crowd on discovering individual values, personal awareness, and leadership development. This discussion really helped set the tone of the program where participants picked up the skills to self-reflect on how they can become more effective ASA members and leaders.

However, the pace of the conference was set on the first evening with ASA executive vice president Dr. Wade Shafer who spoke about how some of the world's most successful individuals and corporations reached their elite levels of success and influence by focusing on "why" they do what they do, rather than "what" product or message they develop. STYLE attendee Garrett Stanfield of Windsor, Colorado, best described Shafer's points: "At times, it is much simpler to focus on what we have, whether that be our cattle, genetics, etc. Nonetheless, the best messaging and marketing material we have as producers is to express to our client base why we do what we do. Although our 'why' may be different from breeder to breeder, our 'why' is what will resonate with our customers and lead to sustainability in an industry where there are many options."

The second day was started by Dr. Jackie Atkins and myself discussing leadership concepts and lessons learned from the timeless book, *Good to Great*, by Jim Collins. Chip Kemp took the reins and gave a talk on The Defining Decade, how SimGenetics and the ASA has launched into a leadership role in the industry in science and innovation over the last ten years.

The afternoon of the second day was very industry-focused and opened the eyes of nearly all participants in the room. Diving into a segment the average ASA seedstock producer is less connected with, Dr. Scott Howard of Meyer Foods and Colorado State University talked to the group about the modern beef packing

industry. “Dr. Howard gave a presentation on perspective from the packing industry that walked participants through every step of processing carcasses from feeding out different breed types and compositions to the final retail end-product,” said STYLE participant Sam Hodges of Houston, Texas. “It was formative for me to realize just how much more about the industry I need to continue to educate myself on. If we as a breed want to continue to be at the forefront of the industry, we must continue to challenge ourselves to be lifelong learners about every step in the pipeline of beef production, not just the areas we encounter in our operations. We should be utilizing every opportunity we have to provide more educational outlets for our clients and colleagues if we want to continue to grow and develop creative solutions to tackle the increasing challenges facing our industry,” said Hodges.

Following Howard’s talk, a panel discussion with Howard and other industry allies such as Bill Rishel, Travis Arp, and Justin Mills took place. This time slot was an interactive opportunity for the participants to ask questions and share their impressions and experiences with the room.

On the morning of the third day, a panel discussion with STYLE Mentors took place. The panel provided a formal opportunity for attendees to ask questions to these more experienced breeders on issues facing today's seedstock producers. The weekend's mentors were six former members of the ASA Board of Trustees, including Susan and Curt Russell, Tim Smith, Tim Curran, Tom Hook, and Jimmy Holliman. Holmquist also served as a mentor. The conversation covered many topics, including smart investments for young breeders, the future of other proteins, public perception of the industry, succession planning, collaborating with other breeders, the importance of prioritizing family, helping customers succeed, ASA programs, and “confronting the brutal facts,” a topic covered in the assigned reading, *Good to Great*.

The final speaker of the conference was renowned seedstock producer from North Platte, Nebraska, Mr. Bill Rishel. Discussing cycles that the seedstock and commercial beef industries have followed over the decades he has been in business, Rishel explained about his own personal inspirations and offered sage advice to the attendees as the conference wrapped up. Stanfield said, “As a cattleman, Mr. Rishel has watched trends pass by, but has stayed disciplined and focused on his approach to breeding livestock. He presented the paradigm shifts in the industry seen throughout his lifetime and encouraged us to ask ourselves the tough questions. *What will your role in this future industry be as a seedstock provider? What do you need to do to keep your fellow producers, your commercial customers in business?* As I considered these questions, I recalled a quote he earlier displayed by Peter Drucker: *‘Quality in a service or product is not what you put into it. It is what the client or customer gets out of it.’*”

Stanfield shared some final thoughts after the conference closed out early Sunday afternoon: “The STYLE conference assisted in laying the groundwork for me to continue focusing on the vision I have within my operation, and for the industry. I feel confident that future conferences will do the same for other young industry enthusiasts and would encourage anyone to attend. Before I left, I wrote down one phrase. ‘Be intentional. Focus on my why.’ I implore others to do the same.”

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ASA’s Dr. Jackie Atkins and Chip Kemp lead STYLE attendees through a session.

STYLE attendees participated in a tour of the Oklahoma City National Memorial and Museum.


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

The Processing Picture

by Lilly Platts

Getting quality beef products to consumers is a common goal across the industry, from seedstock producers to feeders. How this is accomplished, and how each step of this process is handled, is constantly at the forefront of industry conversations. ASA Publication editor Lilly Platts spoke to Denise Perry, plant manager at Lorentz Meats, a mid-sized processor in Cannon Falls, Minnesota. Perry and the Lorentz family have a long history in the industry, and provide meaningful insight into the industry and the complexities of operating a successful facility.

Platts: Tell me how you became a part of Lorentz Meats.

Perry: I grew up in Cannon Falls, poking my head over the counter at Lorentz Meats, back when they were still a custom processor. I have fond memories of my mom chatting with Ed Lorentz and deciding what meat she was going to bring home for dinner. I never imagined I would end up back in my hometown, with my PhD in animal and meat science, managing one of the most influential small meat processing plants and largest bison processor in the US. I like to tell people that I am a "recovering professor" as I taught animal and food sciences courses at the University of Wisconsin–Platteville for five years before I started feeling too disconnected from the industry and was itching to get closer to the action. I missed the meat world and was fortunate enough to land a spot with Lorentz Meats where I continue to grow personally and professionally.

Platts: Lorentz Meats focuses on niche markets, like grass-fed, or organic. How has that market developed and grown?

Perry: I do not believe there is one simple answer to why the niche industry has grown. I think in a general sense, people are increasingly disconnected from the raising of the animals that end up on our plates. Niche markets focus on reconnecting consumers with the growing, raising, and origins of the product. Consumers are taking the opportunity to make thoughtful, well-informed decisions relative to where their meat came from and they appreciate when they are able to connect with the raising and ultimate sacrifice of the animal. As Wendell Berry has written: "A significant part of the pleasure of eating is in one's accurate consciousness of the lives and the world from which food comes." I believe we will see the niche markets continue to grow and evolve with the times. The pandemic has drastically changed the focus and conversation around our industry. Suddenly, sourcing meat from a small or very small processor is seen just as much as a niche as the raising claims themselves. Given the history of Lorentz, I think that speaks to how the market has grown. In 2001, Mike and Rob Lorentz expanded their parents' original vision of the "mom and pop shop" to a federally inspected facility, allowing producers to brand and market their product to a customer base beyond Minnesota's borders. Mike and Rob, both growing up in the meat industry, will tell you that the transition was not easy or absent of challenge. Running a meat processing facility is extremely challenging, from the unique skills required to produce, to managing the byproducts of production, working with tight margins, as well as understanding and working with government regulation. The reality is, it takes time, perseverance, vision, a vast array of knowledge, business acumen, and in many situations, some trusting investors. Mike was pushing grass-fed as a vision back in 2001, long before it was mainstream. In early 2000, they were also one of the first US plants to gain USDA approval to export elk processed at Lorentz to Europe.

Platts: How have you seen brands find their market, and how does Lorentz Meats support that?

Perry: Our focus is on brands that believe in the specific market they are catering to, many of whom have a personal connection with the markets they aspire to serve, plain and simple. If we produce for a grass-fed brand, we want the brand owner who is passionate about and truly believes in grass-fed beef's benefit to the industry and/or consumers. This passion ensures the brand owner also holds their producers accountable for the claims connected to the brand. The validity of those claims are not just the brand owner's reputation, but Lorentz Meats's reputation as well. The same is true with any of the other brands we produce that may not be focused on a niche claim, but perhaps serve a certain cultural market, for example. I believe the brand owners we work with truly believe in the claim(s) and product they market to consumers.

Platts: The sustainability of our food system was brought to the forefront due to COVID-19. Overall, what is your view of the current system?

Perry: Ultimately, I see fragility in the general concept of our industrialized world, and the last two years have been a stark example of our general vulnerability to disruption. We have become a spoiled nation where, more and more, the majority has always had everything at their fingertips. Few of us remember a time when anything we wanted "now" was not easily accessible. I think the major issues and holes in the supply chain right now lie more with the naivety of our consuming public and their complete disconnect and understanding of what it takes to bring products to the store shelves. Supply chain disruptions across the board have all been huge indicators to the universal issue and ultimate hole in manufacturing, which is the workforce.

Platts: Labor has been a major challenge across industries, including for meat processors. How has Lorentz Meats handled this?

Perry: As a society, we need to understand the need for our work to contribute to society or we will continue to go down a very slippery and dangerous path of bare shelves. The work in the meat industry, in particular, can still be quite labor intensive and sometimes dangerous. The smaller the plant gets, the more labor intensive and skilled the work becomes because automation is not as practical for the variety of work we do. With all of that said, our employees were constantly reminded during the pandemic that they were not just coming into a "job," but ensuring that store shelves continued to get filled with meat. Their work mattered. If there was food for them to purchase in the stores, then there was security in our communities. That was a larger-than-life message that we were so proud to remind our employees of through everything.

Platts: Major funding has been dedicated to encouraging the establishment of small processing facilities over the last two years. What are the challenges of starting a meat processing facility, and is this a trend a solution to supply issues?

Perry: Diversification as a general rule is never a bad strategy. I have yet to hear a story where putting one's eggs all in one basket ended well, nd the same could be said for the meat processing industry. Do I think having exponentially more small and very small processors is going to prevent the potential future supply chain disruptions similar to what we may have seen during the pandemic? No. The way our economic system has been built — unless the structure changes significantly in the near future — we still need the large plants to help maintain food security and get products to all markets. Food security is a huge avenue to maintaining peace and civility. Do I think having exponentially more small and very small processors will impart a value on our rural communities and provide producers more options beyond marketing to the big plants and offer consumers more opportunity to reconnect with their food systems? Yes. Do I think,

CONTINUED ON PAGE 32

About Lorentz Meats

Lorentz Meats was founded in 1968 when Ed and Mary Lorentz purchased Bremer Brothers Meat Market in Cannon Falls, Minnesota. In 1997, their sons Rob and Mike purchased the business. The brothers have coordinated several expansions, and today, the facility has a slaughter capacity of 120 head per day. On average, they harvest 90 head of beef and/or bison per day, and employ around 150 people. The facility is federally inspected, and carries a number of food safety and animal welfare third-party certifications, allowing brand owners to expand into national markets such as Kroger, Whole Foods, Costco, Sam's Club, and Aldi.

The business focuses on helping niche brands produce meat products, from processing to packaging and labeling. Niche meats generally refer to any non-commodity meat, but generally involve naturally or organically produced products. They recently implemented a five-head limit, but also cater to small local producers. To learn more about the business go to lorentzmeats.com.

Come one, come all!

All Breeds Welcome!

"I love this program and appreciate that it is flexible for other activities. I like it more when Cowan can be on the live webinar, but that's life. The data is awesome, and it's a great learning experience. Many of the assignments were high-level. I think that is great but can be daunting when even the parents aren't awesome at it."
– Natasha Mortenson, participant

"She really enjoyed it all, and the varied content was awesome! The hands-on things she enjoyed more than the papers, but that is her being young." ***– Chelsea Faulhaber, parent***

"I enjoyed participating in the SPC Contest this year a ton. My favorite part was honestly probably making my steers ration! It was so different than any of the other assignments and it honestly took things to a whole different perspective for me. As always, every year I seem to learn more and more. I love the topics that the webinars go over and they have awesome speakers/presenters this year so it made it really fun to listen to. There was nothing that I disliked this year, you guys all made it really fun for me anyways and I really enjoyed it."
– Audrey Redalen, participant

"I greatly appreciate how this program has continued to be open to feedback and evolve! An example that especially resonates with me as a parent is how the assignments have developed into truly educational experiences. The first year of the SPC program primarily focused on the assignments summarizing the content of the webinars. This year the participants have had the opportunity to showcase through a number of different avenues what they've learned. These learning activities accommodate diverse types of learning styles and help to solidify the information in a meaningful way! As a parent and a Simmental breeder, this program is so valuable in my eyes. Please continue to communicate what we can do to support this program!" ***– Abbie Redalen, parent***

"I liked to learn about everything and I think it will all help me moving forward." ***– Cowan Mortenson, participant***

"I enjoy the data! Grace and I enjoy working together, particularly using good data for making decisions and then evaluating our results. This is one of the reasons we continue to participate in the SPC, to learn more about our own operation from the terminal side. I am encouraged that she gets excited about topics that she is learning from." ***– Chuck Ewing, parent***

STEER PROFITABILITY COMPETITION

american junior simmental association

ajsa

SimGenetics
PROFIT THROUGH SCIENCE

American Simmental Association

2023 AJSA STEER PROFITABILITY COMPETITION

The AJSA Steer Profitability Competition (SPC) is designed to provide junior members meaningful exposure to the opportunities and challenges associated with cattle feeding. The SPC will not only allow participants to measure and compare the profitability of their own animal(s), but of greater importance, it will introduce young beef enthusiasts to peers, mentors, industry advocates, and experiences that are exceedingly difficult to acquire for any beef producer. Participants in the SPC program will be powerful voices as they transition from junior membership to adult participation within the beef industry.

REQUIREMENTS

1. Steers only
2. Entrant must by an AJSA member
3. Animals must be entered in the ASA database
4. Either sire or dam on file in the ASA database
5. Birth date range: 1/15/22 to 4/15/22
6. Weaning date range: 8/15/22 to 10/15/22
7. Castration must occur prior to weaning
8. Steers must weigh 500-750 lbs. at delivery
9. Steers must be polled or dehorned
10. Any breed composition welcome provided they meet rules 1-9

CONTEST GUIDELINES

1. Entry fee of $65/head
2. Feedlot placement approximately November 1
3. All decisions at the discretion of feedlot
4. Harvest will occur approximately May 2023
5. Participation in monthly e-meetings
6. Entrant will receive reports on
   a. Monthly feed and health bill
   b. Final feedyard data
   c. Final carcass performance data

Winners will be announced at the 2023 National Classic Awards Banquet.
Awards will be granted for the top three animals overall,
top three pens of three overall, and top monthly write-up participant.

DETAILS

1. All steers on GrowSafe feed intake system throughout the entire project.
2. Individual intake and gain information on all steers.
3. Monthly weights on all steers.
4. Steers will be fed at University of Missouri Beef Research & Teaching Farm in Columbia, MO.
5. A monthly newsletter highlighting SPC details, industry news and steer performance.
6. Monthly bill detailing specific expenses on each steer.

- Mandatory monthly educational webinar
- Mandatory monthly assignment (variety of formats and age expectations)

Go to *juniorsimmental.org* to register or find more information.

Register by October 15, 2022

The Processing Picture

CONTINUED FROM PAGE 29

had we had more small and very small plants serving rural communities prior to the pandemic, we would have seen less animal waste when big packers were behind due to worker shortage during the pandemic? Absolutely. Lorentz Meats's size in the processing market is very unique. We are big in the small and very small processing plant world, and we are tiny compared to the big meat plant world. At our size, we are able to produce volumes for our brand owners that have a national and international footprint. Small and very small plants, much like our Vermont partner, have the opportunity to make large regional impacts, opening up direct marketing opportunities for producers by way of restaurants, farmers markets, community supported agriculture (CSA) programs, local co-ops, independent grocery stores, etc. You get enough of those strategically placed throughout the US and suddenly "the little guys" have a large collective influence in serving producers and feeding our communities.

Platts: Consumer mistrust in the meat industry continues to grow. What do you see?

Perry: As a general rule, when it comes to food safety and quality, I trust what is coming from the large plants. People purchase and eat the products made in these plants. Why would these large processors want to risk making the millions of consumers they feed on a daily basis ill or worse, due to their facility's unsafe manufacturing practices? That would not be a very sustainable business model. As I used to preach to my students when I taught animal welfare, size of the farm does not guarantee a superior (or inferior) level of animal quality/safety/welfare/health. I do not immediately peg a large processing plant evil simply by size, any more than I do not immediately peg a very small plant as "better" simply due to their size. When it comes to more of the specialty raising claims, I do become a bit more skeptical of the larger corporation's or brand owner's ability to maintain integrity in such claims. I don't want to take a blanket approach to skepticism, but I would tell consumers to approach with caution. Producing something on a very large scale typically does not translate honestly to a specialty market simply from a sustainable supply standpoint.

Platts: What would you tell a cow-calf producer who is interested in becoming more involved with the end product, and possibly add value through specific raising claims?

Perry: I would recommend they work backwards. Go to the grocery stores (or online) and see what is out there for raising claims, what values they may share with specific labels. The more connected programs will likely also be found in local co-ops, maybe farmer's markets, Whole Foods, etc. Once they find a brand (or brands) that speak to them, I would encourage them to do a bit of additional research on the brand owner (website, etc.). If the values and story align with their values and the story they want their beef to tell to the end consumer, they should reach out to the brand owner and discuss opportunities to supply their feeders, etc. If the brand owner isn't interested in forging a relationship with a producer that actively sought them out in this way, they likely aren't the brand that type of producer (passionate) wants to work with anyway.

ST

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BEST PRACTICES FOR SEEDSTOCK PRODUCERS

Jackie Atkins, PhD

Matt Spangler, PhD

Bob Weaber, PhD

Wade Shafer, PhD

Best Practices to Receive the Most Accurate Genetic Predictions

1 Clearly define breeding objectives

With the ability to increase the rate of genetic change comes the possibility to make mistakes at a faster pace. Breeding goals need to be clearly identified to ensure that selection at the nucleus level matches the profit-oriented needs of the commercial industry.

2 Use whole herd reporting

Inventory-based reporting captures more complete phenotypes on reproduction and longevity traits, and thus creates more accurate genetic selection tools.

3 Properly define contemporary groups

It is important for the precision of the genetic evaluation to group animals treated uniformly. Proper reporting of contemporary groups reduces bias in EPD.

4 Take data collection and reporting seriously

Phenotypes are the fuel that drives the genetic evaluation. Take pride in collecting accurate data. Report records on the complete contemporary group in order to paint the most accurate picture of the genetics in these cattle. If possible, collect additional phenotypes like mature cow weight, cow body condition score, udder scores, feed intake, and carcass data.

5 Make both thorough and accurate phenotypic data collection for economically relevant traits a high priority

The quantity and quality of fertility traits need to dramatically improve. Providing disposal codes to identify why females leave the herd is vital. Commercial data resources, where the true economically relevant traits exist, are going to become more critical to capture. Breeders can help prove the genetics of their own seedstock by encouraging their commercial customers to join ASA's Commercial Total Herd Enrollment (THE) option and add valuable data to the evaluation.

6 Use index-based selection

As the list of published EPD continues to grow, using economic selection indices will become even more helpful to reduce the complexity of multiple trait selection.

If the number of EPD increase, tools to reduce the complexity of sire selection for commercial producers must continue to develop. Breed associations and seedstock producers have the obligation to aid commercial clientele in making profitable bull selection decisions.

7 Use genomics

Genomic selection offers an opportunity to increase the rate of genetic change and break the antagonistic relationship between generation interval (the average age of the parents when the next generation is born) and the accuracy of selection (e.g., accuracy of EPD) — two components that determine the rate of genetic change. However, as with any tool, genomic information must be used correctly and to its fullest extent.

Adding a DNA test to your decision is like knowing . . .

- 25+ calving ease scores
- 22 birth weights
- 25+ weaning weights
- 25+ yearling weights
- Stayability/productivity records on 15 daughters
- 6 carcass weights
- 10 marbling scores
- 8 ribeye area measurements

All this from a test you can complete before you wean the calf.

Best Practices for Genomic Testing

1 All animals within a contemporary group should be genotyped.

If genomic data are meant to truly enable selection decisions, this information must be collected on animals before selection decisions are made. The return on investment of this technology is substantially reduced if it is used after the decision is made. The ASA's Calf Crop Genomics (CCG) program offers 50% off GGP100K test for breeders who commit to genotype the entire calf crop. See sidebar for more details.

2 Both male and female animals should be genotyped.

The promise of genomic selection has always suggested the largest impact is for lowly heritable and/or sex limited (e.g., fertility) traits or those that are not routinely collected (e.g.,disease). This is indeed true, but it necessitates that genotyped animals have phenotypes. For sex-limited traits, this becomes a critical choke point, given that historically the vast the vast majority of genotyped cattle are males. If producers wish to have genomic-enhanced EPD for traits such as calving ease maternal and heifer pregnancy, they must begin or continue to genotype females. The ASA has a unique program called the Cow Herd DNA Roundup (CHR) to help herds collect female genotypes. See sidebar for more details.

3 Genotypes can provide useful information in addition to predictions of additive genetic merit.

Do not forget the value in correcting parentage errors, tracking inbreeding levels, identifying unfavorable haplotypes, estimating breed composition, and estimating retained heterozygosity. All of these can be garnered from populations that have a well-defined set of genotyping protocols.

The beef industry should be congratulated for the rapid adoption of genomic technology, but there is a lot of work to do. Of critical importance is the fact that genomic technology will continue to change and does not replace the need for phenotypes nor the fundamental understanding of traditional selection principles including EPD and accuracy.

Total Herd Enrollment (THE)

A cow inventory reporting program, THE requires participants to provide annual reproductive and inventory status on their cow herd. THE is designed to improve quality of data submitted for the genetic evaluation, and in turn improve and develop reproductive EPD. By submitting data on the entire calf crop or contemporary group, breeders will receive more accurate predictions of their cattle. The ASA has four THE options to fit most seedstock and commercial operations.

Cow Herd DNA Roundup (CHR)

The Cow Herd DNA Roundup (CHR) is designed to increase the number of female genotypes to better predict maternal traits, such as maternal calving ease. Genotyping entire herds reduces bias created when only the best cattle are genotyped. Gathering massive amounts of genotypes on entire cow herds will significantly improve the genomic predictions and rate of genetic progress. As parentage testing is included, CHR herds will have pedigrees validated through DNA. Participating breeders benefit from having genomically enhanced EPD on the entire cow herd — equivalent to a lifetime number of calf records in several traits for an exceptionally low cost.

Calf Crop Genomics (CCG)

Calf Crop Genomics, a research project launched by the ASA in collaboration with Neogen Genomics, offers 50% off GGP100K genomic test including parentage ($25 compared to $50 equivalent test) to participating breeders who test their entire calf crop. Genotyping entire calf crops is important to use genomically enhanced EPD (GE-EPD) for selection decisions, reduce selection bias in genomic predictions, and 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.

Carcass Expansion Project (CXP)

Despite the importance of carcass traits to our industry, few producers devote resources to collecting and recording actual carcass data. While the Carcass Merit Program (CMP) is a valuable progeny test, it is limited in the number of records produced. We cannot depend on the CMP alone to bring in carcass data. In the age of genomics, it is clear we need genotypes on animals with actual carcass phenotypes.

Adding another layer of commitment to predicting carcass traits, the ASA initiated a new program, called the Carcass Expansion Project, in the fall of 2018 to increase the number of carcass records on genotyped animals. The ASA is are ramping up both phenotypic and genotypic data collection on terminal calves — a vital part of our vision.

The Value of Heterosis

by Lane Giess, director of Commercial & Nontraditional Data Programs

The adage "Our breed can do it all" has — and may continue to be — pressed by some breed association representatives and certainly some seedstock producers. This concept alone is false and in some small way can be attributed to holding back the beef industry and more importantly the commercial cattle producers. Not a single breed by itself can capture heterosis.

A cross of two strains of maize (left and right) yields a hybrid (center) bigger than both parents.
Credit: David Cavagnaro with assistance from Lois Girton and Marianne Smith.

The economic stability of commercial producers is of great importance, and continuing to push singular breed usage is a detriment to farm and ranch longevity at all levels. The value of heterosis is a reduction of production costs, an increase in animal performance and efficiency, an increase in the value of the products sold, and often simpler breeding programs.

So what is heterosis? Heterosis, also known as hybrid vigor, is the superiority of a crossbred animal relative to the average performance of its straightbred parents. Research has shown time and time again that crossbreeding results in calves that are far superior to their straightbred counterparts.

There are two reasons for the resulting boost in performance from crossbreeding: 1) Increasing the level of heterozygosity across the genome lessens the effect of gene dominance for diminished performance (i.e., hybrid vigor), and 2) an increased use of breed complementarity of parent breeds (i.e., maternal line and terminal line).

In the beef industry, the effect of direct heterosis on calf performance has been documented. An example of this is if you mate a straightbred parent where the average weaning weight is 550 to another straightbred parent where the average weaning weight is 500. The average weaning performance of those calves is 546. That is 21 pounds heavier than the average of the parent performance.

It's clear the benefit of heterosis results in improved performance across an array of economically relevant traits, but perhaps even more important is

Table 1:
Various traits relating to performance and the unit increase attributed to heterosis.*

Trait	Units: Direct	Units: Maternal	Units: Direct	Units: Maternal
	Bos taurus x Bos taurus		**Bos taurus x Bos indicus**	
Calving Rate, %	3.2	3.5	4.3	15.4
Calving Assistance Rate, %			4.9	-6.6
Calf Survival, %			-1.4	8.2
Survival to Weaning, %	1.4	0.8		
Weaning Rate, %			1.8	20.8
Birth Weight, lb	1.7	1.6	11.4	-2.4
Weaning Weight, lb	16.3	18	78.5	3.2
Yearling Weight, lb	29.1	1.36		
Average Daily Gain, lb/d	0.08			
Longevity, years		1.36		
Number of calves		0.97		
Cumulative Weaning Weight, lb		600		

Table 2:
Summary of crossbreeding systems by amount of advantage and other factors.*

Type of System		% of Cow Herd	% of Marketed Calves	Advantage (%) +	Retained Heterosis (%)	Number of breeds
2-breed rotation	A*B rotation	100	100	16	67	2
3-breed rotation	A*B*C rotation	100	100	20	86	3
2-breed rotational/ terminal sire	A*B rotational	50	33			
	T x (A*B)	50	67			
	Overall	100	100	21	90	3
terminal cross w/ straightbred females	T x (A)	100	100	8.5	0	2
terminal cross w/ purchased F1 females	T x (A*B)	100	100	24	100	3
rotate bull every 4 years	A*B rotation	100	100	12–16	50–67	2
	A*B*C rotation	100	100	16–20	67–83	3
composite breeds	2-breed	100	100	12	50	2
	3-breed	100	100	15	67	3
	4-breed	100	100	17	75	4
rotating unrelated F1 bulls	A*B x A*B	100	100	12	50	2
	A*B x A*C	100	100	16	67	3
	A*B x C*D	100	100	19	83	4

+ Measured as the advantage in percent increase in lbs. of calf weaned per cow exposed

the compounded production advantage through crossbred females. The largest economic impact crossbreeding yields is through maternal heterosis and crossbred females.

Would you find it valuable to have females that produce 600 pounds more weaning weight and last over a year longer on average than straightbred females? Crossbred females make more money. Period.

And maintaining crossbred females in your production system is not as difficult as some may think. There are many types of crossbreeding programs that range from two or three breed rotations to terminal crosses using purchased F1 females. However, perhaps the most popular and simplest to use is by integrating a composite breeding program with hybrid seedstock where two, three, or four breed composites are developed.

These systems exist today and are perpetuated by the rise in composite seedstock bulls available in the market. Determining the right breeds needed for a composite program can be evaluated through admixing complimentary breeds — where the strengths of one breed are integrated to address the weakness of another breed. Table 3 provides a glimpse at some of the complimentary options for developing composite programs.

While these breed groupings provide a start to developing composites, the more useful tool at your disposal are breed agnostic Expected Progeny Differences (EPD). Being able to compare parent animals across breeds for the same economically relevant traits without adjustment factors provides commercial producers with targeted tools for hybrid development.

The EPD generated from the International Genetic Solutions (IGS) genetic evaluation incorporates data from millions of animals across numerous breed populations. The resulting EPD are directly comparable across breeds and are a targeted tool to help commercial cattle producers develop and amplify composites.

CONTINUED ON PAGE 38

The Value of Heterosis

CONTINUED FROM PAGE 37

Table 3:
Breed strengths for performance traits, where increasing number of Xs indicate higher levels of the trait.

Breed Group	Growth Rate & Mature Size	% Retail Product	Age at Puberty	Milk Production
Angus	xxx	xx	xx	xxx
Hereford	xxx	xx	xxx	xx
Shorthorn	xxx	xx	xxx	xxx
South Devon	xxx	xxx	xx	xxx
Brangus	xxx	xx	xxxx	xx
Santa Gertrudis	xxx	xx	xxxx	xx
Brahman	xxx	xxx	xxxxx	xxx
Nellore	xxx	xxx	xxxxx	xxx
Braunvieh	xxxx	xxxx	xx	xxxx
Gelbvieh	xxxx	xxxx	xx	xxxx
Maine Anjou	xxxxx	xxxx	xxx	xxx
Salers	xxxxx	xxxx	xxx	xxx
Simmental	xxxxx	xxxx	xxx	xxxx
Limousin	xxx	xxxx	xxxx	x
Charolais	xxxxx	xxxx	xxxx	x
Chianina	xxxxx	xxxx	xxxx	x

The suite of tools available from IGS benefit from many breed associations sharing their data and developing more relevant and reliable predictions. An example of one of these tools is the Feeder Profit Calculator (FPC), where anyone can use the free service to estimate the relative genetic and management value on commercial feeder calves. The tool takes into consideration vaccination protocols, weaning dates, sex, and age of the calves, but perhaps most importantly it appropriately weights the value gained from crossbreeding.

Comparing side-by-side populations of straightbred calves to crossbred calves with the same management, the FPC takes into consideration the boost in performance and can determine how much the crossbred calves should make on a $/cwt basis. The tool also recognizes that good genetics cannot overcome bad management.

Research informs us that crossbred females and crossbred calves perform better and are more valuable than their straightbred counterparts. These studies are backed by controlled efforts like the tri-county futurity, which showcased that SimAngus and Simmental-sired calves by English mothers were worth $15 to $24 more than the straightbred English calves.

The beef industry demands crossbreeding alternatives for the simple fact it makes commercial cattle producers more profitable. We are already seeing the rise in demand for hybrid bulls, but I suspect as we look into the not-so-distant future of this industry, the concept of "one breed can do it all" will be firmly relegated to the past.

For questions on crossbreeding programs and hybrid utilization, contact Lane at lgiess@simmgene.com.

* Adapted from *Beef Sire Selection Manual: Crossbreeding for Commercial Beef Production.* Ritchie et al., 1999; Gregory and Cundiff, 1980

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Industry Update

Growth-Promoting Technologies Important with High Input Costs

by Paul Beck, Oklahoma State University

We have all noticed that input prices have increased substantially over the last year. Fertilizer, feed, and fuel have given us sticker shock, but in reality, prices for all necessities have increased with herbicides, seed, parts, tires, equipment, and trailers all going up.

Based on current Feeder Cattle futures prices in October (trading at $180/cwt in July), 550-pound steers could be selling right at $200/cwt (based on a $10/cwt slide) this fall. Now is not the time to stop spending money on inputs, but we need to be ready to spend our money on inputs wisely.

Growth-promoting technologies provide even more impact on net returns when costs are high. Implants administered when the calves are between two months and four months of age will increase preweaning average daily gain of calves by approximately 0.10 to 0.2 pounds per day. This will result in 20 to 30 pounds heavier weaning weight, worth $40 to $50 per calf.

If an operation is currently using creep feeding to increase weaning weights, alternatives should be considered this year. With typical free-choice creep feeding programs we expect creep intakes of six to seven pounds per day. Free-choice creep feeding normally requires eight to ten pounds of creep for each additional pound of gain. Also, if these creep feeds are fed for more than 60 days, calves may be discounted for excessive fleshiness at market. Limit-fed creep feeding programs targeting creep intake of 1% of body weight should be considered. The limited creep supplements should be designed to match forage conditions. We use a moderate protein supplement (20% to 25%) when calves are on bermudagrass pastures with adequate protein but energy deficiencies. On native pastures with inadequate protein and energy we use a high protein supplement (35% to 40%) to match the forage deficiencies. The supplements contain 8% to 10% salt to help limit intake, and the targeted amounts can be fed in creep feeders two to three times per week.

Limited creep supplements will increase gains by around one-half pound per day, requiring four and a half to five pounds of supplemental creep per pound of added gain. Including an ionophore, such as monensin or lasalocid, in creep supplements will improve gains by 0.1 pounds per day on top of the creep feed, further improving supplemental efficiency to three-and-a-half to four pounds of supplemental creep per pound of added weaning weight. Providing a limit-fed creep supplement during the late summer with an ionophore will result in a 50- to 60-pound heavier calf at weaning, worth $100 to $120 more per calf. Depending on the cost of the creep supplement, this should boost net returns by $50 to $60 per calf (I used $500 per ton of supplement in this example).

Now is not the time to completely pull back from spending money on inputs for our cow herd, but we do need to carefully consider the costs and impact on net returns for all management decisions.

Work Begins on $19 Million Research Project on Cattle Grazing, Soil Health, Rancher Well-Being

by Katrina Huffstutler, Bovine Veterinarian

Ground has broken — quite literally — on a $19 million research initiative aimed at understanding how a farmer or rancher's grazing management decisions impact soil health and, in turn, how soil health can positively impact land and producer well-being.

The inaugural field sampling took place on Noble Research Institute's ranches in southern Oklahoma in April 2022 with a second sampling session completed the last week of June. Field sampling was also conducted in June at the Michigan sites, and a final sampling session has been scheduled in August for the project's Wyoming locations.

The collections are part of the Metrics, Management, and Monitoring: An Investigation of Pasture and Rangeland Soil Health and its Drivers, also known as the 3M project, one of the most robust investigations of ecosystem functions across time and space, diversity of landscapes, and gradients of management.

During each sampling session, researchers from Noble, Michigan State University, the University of Wyoming, Colorado State University, and Quanterra Systems (UK) collect soil samples, perform water infiltration tests, assemble energy flux monitoring towers, and take multiple vegetation measurements to be tied back to satellite imagery.

These field samplings occur on the project's intensive measurement sites at ranch properties owned and managed by Noble, Michigan State, and the University of Wyoming. The samplings are only the first step in a project that will span six years.

"Farmers and ranchers will directly benefit from this project, and they will also be actively involved," said Isabella C. F. Maciel, systems researcher at Noble and project co-lead. "Next year, we look forward to taking similar measurements at 60

CONTINUED ON PAGE 42

MORE WITH LESS

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The Jim Wulf Family
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In addition to taking ecological measurements, researchers at Michigan State and Oregon State University will seek to understand socio-economic barriers to adoption of soil-health-related management in cow-calf operations. Understanding barriers will result in educational pathways for large-scale adoption of management principles leading to more profitable, resilient, and productive ranches across the US.

Jason Rowntree, professor of the C.S. Mott Endowed Chair of Sustainable Agriculture at Michigan State and project co-lead, said the coalition spent at least two years building a "dream team" approach for grazing research, which resulted in what Rowntree believes is the largest funded grazing ecological research grant awarded.

"To see our team in action and all our planning come together is exciting," Rowntree said. "To actually be out there in the field and scaling up — it's rewarding to know that what we're doing could have a global impact on ranchers."

The Foundation for Food & Agriculture Research awarded Noble Research Institute a $9.5 million grant to lead this critical research that is focused on the impact of soil health on pasture and rangeland (commonly called grazing lands). Noble Research Institute is providing $7.5 million to this project, with additional financial contributions from Greenacres Foundation, The Jones Family Foundation, and ButcherBox.

For decades, farmers and ranchers who have followed soil health principles have improved the overall health of their land. The connections to economics and improved producer well-being, however, have — to this point — been largely anecdotal.

The 3M project seeks to quantify these observations and examines how management decisions on grazing lands are connected to the overall health of the ecosystem, economics, and the well-being of farmers, ranchers, and land managers.

While in its infancy, the project represents a platform from which additional research and expansion of its geographic footprint can occur. Scaling would be intended to add additional economic understanding and resolution to the

CONTINUED ON PAGE 44

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research. As the project continues, the team will actively explore private and public funding opportunities to enable additional project development.

"We see expanding this research to include other states and partnering with market partners to deliver beef to consumers through varied market channels," said Steve Rhines, president and CEO of Noble Research Institute. "This would allow us to create a clearer picture of the impacts of climate-smart grazing land management on farmer and rancher profitability, as well as consumer impacts."

Effective Strategies to Control Internal Parasites

by Paul Beck, Oklahoma State University

Internal parasites impair production by increasing energy costs of maintenance and diet digestibility, reducing feed intake, and increasing activity of the immune system. They have a much greater impact on profitability of beef cattle operations than most of us really think. Research has shown weaning weights can be increased by over 30 pounds and pregnancy rates by over 10% by deworming cows in the spring and again in mid-summer.

There are three classes of dewormers in use today: imidazothiazoles (products such as levamisole), benzimidazoles (oral feed grade, white paste, or liquid products), and macrocyclic lactones (avermectin products such as the ivermectins).

Dewormer success and failure is measured by a Fecal Egg Count Reduction Test (FECRT). For a treatment to be considered effective this test must show over 90% reduction in post-treatment fecal egg count. Evaluations of FECRT have shown reduced effectiveness of many of our dewormer products, especially for pour-on products in operations that do not rotate among the different classes of dewormers. Research from 72 beef cow-calf operations across the US evaluated multiple deworming strategies. Operations relying on pour-on macrocyclic lactones had 48% to 75% failure rate. Injectable products fared better with only a 15% failure rate, while oral benzimidazoles had 0% failure rate.

For cow-calf operations, the current recommendation is to 1) deworm after the first hard freeze, 2) check cows via fecal egg counts at spring green-up and treat accordingly, and 3) re-evaluate and treat cows and calves in mid-summer.

CONTINUED ON PAGE 46

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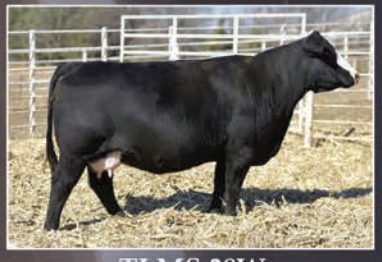

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Deworming is important for livestock productivity and profitability. There are no new dewormers coming out any time soon, so we need to manage the ones that are available in the best possible way to keep them effective. If you are unable to conduct FECRT, the best bet is to rotate to different classes of dewormers in each season. For instance, at weaning and preg check, you could use an oral benzimidazole product since the cow will be caught in the headgate, and follow up with a pour-on macrocyclic lactone product at spring green-up. Be aware of the classes of dewormers you are using; just because they are different brands does not mean they have different activities. Consult with your local veterinarian to design a deworming program that fits your operation.

Weighing Risk and Reward of Annual Forages

by Connor Biehler, Ben Beckman, and Mary Drewnoski, University of Nebraska–Lincoln

This planting season, early dry conditions followed by late wet conditions in some areas have caused some fields to be designated as prevented planting acres. To go along with this, high feed and forage prices, and less-than-ideal pasture conditions due to previous years' drought are allowing the opportunity for producers to think outside the box. After all, an influx of prevented planting acres provides freedom to produce annual cover crops to counterbalance current forage prices.

Prevented planting payment is subsidized by the US Department of Agriculture Risk Management Agency on the first insured crop in the event that a second crop is not planted. If a corn grower reports 'prevented planting' to their crop insurance agent, they can still receive full payment if the second crop planted is considered a cover crop that is not harvested for seed or grain. However, the cover crop can be utilized as a forage source and payment will not be reduced. For more information on this, reach out to your local Farm Service Agency (FSA) or Natural Resource Conservation Service (NRCS) to confirm approved mixes.

In years of adequate moisture, grazing cover crops creates opportunity to utilize cost savings by reducing mechanical harvest of stored forages while allowing recuperation of stressed pastures. Unlike mature, late summer/early fall range, cover

CONTINUED ON PAGE 48


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crop mixes are nutrient dense when grazed at less mature stages. Therefore, producers should carefully introduce livestock to mixes a little at a time, and turn them out after allowing them to fill up on dry hay first.

Brassicas are a highly attractive option due to their high levels of crude protein and digestible carbohydrates. These varieties include turnips, rapeseed, and kale, and when planted in late July to early August provide phenomenal potential for late autumn grazing. However, due to their high nutrient quality along with low fiber levels, brassicas should make up <50% of the seed mixtures based on full seeding rate. Additionally, cattle should have access to another fiber source to avoid consequences such as digestive upsets and acute respiratory distress. Interseeding brassicas with summer annuals helps ensure adequate fiber consumption, mitigating these issues.

Cereal grains planted in late July will go to seed prior to being able to produce a high-quality forage due to late summer heat. However, winter-sensitive, cool-season small grains will be high-quality if they are planted in mid- to late August. Also, if planting is unable to occur until early September, a winter-hardy, cool-season annual such as barley or rye is recommended for early spring growth.

If warm-season grasses such as teff, sorghum-sudangrass, or forage sorghum are desired, they should be planted by the middle of July to early August. Sorghum-sudangrasses possess the ability to produce three to four tons by early to mid-September. Crimping the hay at mowing crushes the stems, accelerating drying, especially important for thicker-stemmed sorghum species. Planting a stand on the higher end of recommended seeding rates also helps keep stem circumference down. To maximize quality and quantity of hay production, these forages should be mowed during the boot stage. Due to the difficulty of drying these species later in the summer, another option would be to produce silage.

Sudangrasses are more accommodating to grazing than making hay. While they do lack in tonnage relative to their hybrid counterparts, their smaller stem will regrow after initial grazing, resulting in equivalent or greater yields when grazed. Another desirable feature of sudangrasses is the lowered risk of prussic acid poisoning than sorghum-sudangrass.

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While this risk is lower, sudangrass should not be grazed until plants reach a height of 18 inches, as prussic acid is most concentrated in young growth. This rule should be applied to any regrowth as well. Strip-grazing sudangrass is a recommended practice if a whole field cannot be grazed all at once before plants start to produce regrowth. This allows for a recovery period during which the grazed portion of the field can recover, while simultaneously preventing animals from consuming new shoots high in prussic acid.

Prussic acid may also be a risk later in the fall from fields experiencing a frost. Even mature plants that receive frost damage can release toxic amounts of prussic acid for several days. One surefire way to avoid prussic acid issues altogether is to utilize millet species instead.

Drought Raises Questions about When, How to Cull Cattle Herds

by Hunter Gibson, Oklahoma State University

As current drought conditions in the western portion of the United States worsen past what they were in 2010 and 2011, cattle producers are faced with making difficult herd management decisions.

Culling is a routine practice used to manage the stocking rate on the ranch and maintain a productive, healthy, and problem-free herd. In fact, cull cows account for approximately 20% of the gross income for a commercial cow operation. While regular culling of lower-producing cows is not uncommon, a lack of grazing land and resources caused by widespread drought requires additional culling consideration.

According to Oklahoma State University Extension beef cattle specialist David Lalman, producers should always plan to destock (reduce stocking rate) sooner rather than later. Lalman advises to market livestock before sale prices in the drought region become depressed.

"The profit from culled cattle can be vital in keeping the rest of the herd fed during a dry season," Lalman said, "which is why it's important to ensure your cattle are in the best condition possible when they go to market."

Emaciated cattle garner less revenue for the producer due to poor red-meat yield. These cattle are

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also more susceptible to bruising, excessive carcass trim, increased condemnations, and are more susceptible to disease as a result of poor nutrition.

Agriculture/4-H Educator Greg Hartman said the dry fall and spring have caused producers to consider additional culling. "People still remember the 2010–2011 drought," Hartman said. "It's fresh in producers' minds because there were quite a few who had to liquidate everything."

Hartman said there are a lot of variables involved in drought-related culls. His advice is to make the easy culls as soon as possible to stretch the resources that are currently available.

After several months of abnormally dry conditions, Hartman predicts that there will likely be some level of liquidation throughout the summer. He advises producers to make their culling decisions now, even if cattle are sold prematurely. "The best thing that can happen when you cull too early is that the grass gets a rest during a dry year," Hartman said.

When a cow becomes too old or lame to continue as a breeding animal, it must be culled. However, there are economic reasons why a producer may cull a younger or more productive animal. If the cow herd has already been culled for old and unproductive cows, then one might give serious consideration to marketing heifers retained as replacements, Lalman said.

"While these replacement females should represent an operation's best genetics," Lalman said, "they will require the greatest amount of time to generate revenue and will be the most difficult to breed back once they calve for the first time."

Culling replacement heifers is a tough decision, but it might be the most economical choice for the producer. According to Lalman, these animals have a high potential to generate excellent market value in a separate part of the country not affected by drought.

Act Now to Add Value to Weaned Calves

by Mark Z. Johnson, Bovine Veterinarian

Added value can be captured through marketing preconditioned weaned calves or retained ownership past weaning. Along with weaning at least 45 days, preconditioning includes several practices that add value to cattle for the buyer and seller. Beyond this, additional weight gain can be added by growth implants, adding further value to your calves.

- Bovine respiratory disease is the biggest issue for stocker operators and feedlots. Fully vaccinated and preconditioned calves have been shown to have reduced sick pulls in the receiving pens by 90% and decreased chronics by over 70%.
- Castrated steers bring $5–10/cwt more than bulls, and as they get bigger, discounts for bulls increase. Intact bull calves are 1.5 to 2.5 times more likely to get sick, and total gain during receiving is reduced, affecting total performance for the entire ownership period.
- Dehorning adds value to horned cattle. Often discounts for horned cattle can match or exceed discounts for bull calves.

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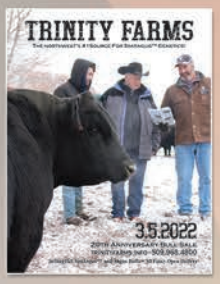

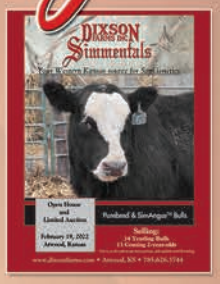

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- Discounts for horned bulls can reach up to $25/cwt compared to dehorned or polled steer calves.
- Implants can increase gains by 10–20%. For the cost of $2 or less, the 18 pounds of added weight at sale can be worth over $25.
- Producers often think they can leave bull calves intact and increase weaning weights due to natural testosterone. Testosterone production is very low until puberty, so weaning weights are not heavier for intact bulls compared to steers. Weaning weights of implanted steers is often much heavier than intact bull calves.
- Getting Beef Quality Assurance (BQA) certified can add a safeguard to the public image of the products being taken to market.

For spring-calving herds, now is the time to castrate, dehorn, implant, and get the first-round vaccinations into calves when they are two to four months of age. The second round of vaccinations can be given at, or prior to, weaning. Act now to add value at weaning and beyond.

"Low Methane" Beef Introduced

A Swedish retailer is introducing a new claims-based category in its beef department, called "Methane-reduced beef," that will be sold under the LOME (Low on Methane) brand name at selected coop Sweden stores beginning this summer. Coop Sweden said in a report that the product is the first of its kind on retail shelves, the result of a pilot program between the retailer, the biotechnology company Volta Greentech, and the food company Protos. Volta Greentech developed Volta Seafeed, a feed supplement for cattle based on a red algal species that reduces methane emissions. As part of the pilot program, ten bulls on a farm on Gotland island received Volta Seafeed as part of their daily feed for three consecutive months before they were slaughtered.

The study tested different ways of feeding the animals, and most reached over 90% methane reduction, with the average for the period remaining at 80%. In addition, new methods were discovered during the study to integrate the feed into the farm's daily work, which will make it easier for more farms to implement the solution in the future. The office of sustainability and quality at Coop Sweden said, "this is a project that is really at the forefront in the field of food tech and the transition to a more sustainable food chain. We look forward to being the first in the world to offer our customers and members a unique product in our stores." LOME products will be sold for a limited time in selected stores, including 500-gram packs of ground beef prices at about SEK 59 ($5.82). The retailer will also sell other selected cuts, such as sirloin steak and beef filet, over the counter. The parties have already begun planning for the future launch of additional products.

France Bans "Meat" Terms on Plant-based Products

France will ban the use of common meat terms such as "steak," "bacon," and "sausage" on plant-based foods, in accordance with a new decree published yesterday, reported Reuters. When the law — "Transparency of information on agricultural and food products" — takes effect in October 2022, France will be the first country in the European Union to impose labeling restrictions on plant-based meat products.

The official decree reads: "It will not be possible to use sector-specific terminology traditionally associated with meat and fish to designate products that do not belong to the animal world and which, in essence, are not comparable."

The decree says that the law is intended to prevent confusion for consumers. But the law, which was spearheaded by farmer and parliamentary member Jean-Baptiste Moreau and backed by the French meat industry, only applies to products produced in France, not imported products. Opponents of the act say it will do nothing to prevent consumer confusion but will limit France's emerging plant-based economy.

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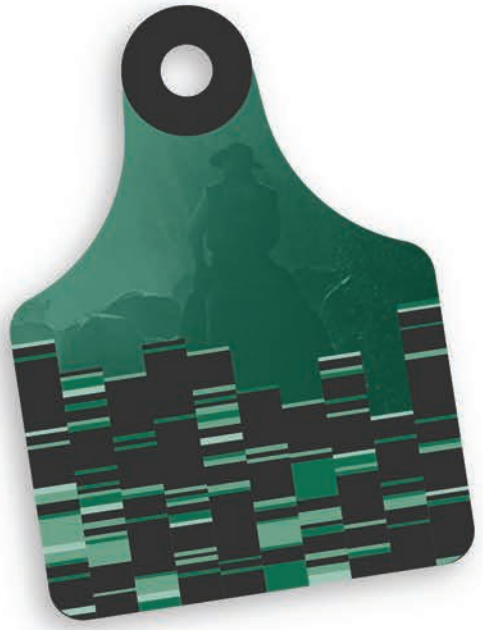

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"The government has just published a decree prohibiting the use of 'animal' names on vegetable alternatives. This is the result of long lobbying work by livestock unions," wrote Nicolas Schweitzer, CEO of La Vie on LinkedIn. The company makes the plant-based bacon that's on the menu in Burger King France. "Vegetable steaks produced in Spain or Austria and marketed here? No problem. French vegetable bacon produced in France? 'Oh no, consumers may be mistaken!' It's not a typo. We produce 100% of our product in France, and we will therefore be among the only products on the shelves penalized by this law."

On the other hand, France's largest farm union, FNSEA, argues that the law doesn't go far enough. "This remains insufficient and will not avoid any confusion among French consumers, in particular for meats," the organization said in a release on its website. "Indeed, if the decree applies to products manufactured and marketed on French territory, then it won't apply to those products imported from the EU. We therefore ask the French State to extend the scope of application to all products, whatever their origin."

The French ruling was initially adopted in 2020 but was never enforced. EU parliamentarians rejected a similar proposal about plant-based meat analogues in 2020. But the terms "milk," "butter," and "cheese" are already banned from being used in the descriptions when advertising plant-based alternative dairy products in the EU.

Ukraine Invasion Drives Ag Expenses

The average price of goods and services consumed in agriculture climbed by 9.5% during the first quarter of 2022, when compared to the fourth quarter of 2021, mostly driven by strong gains for fertilizers and soil improvers (up 21.2%), energy and lubricants (up 17.4%), and animal feed (up 9.2%), according to a new report. The Russian invasion of Ukraine destabilized global agricultural markets, particularly because Russia and Ukraine have been major exporters of grains, wheat, corn, oilseeds, and fertilizers, the report from Eurostat, the statistical office of the European Union said. The latest quarterly price rises build on increases that started in the first quarter of 2021. On an annual basis, the average price of agricultural inputs not related to investment jumped by 27.4% for the EU between the first quarter of 2021 and the first quarter of 2022.

The price of fertilizer and soil improvers almost doubled on average in the EU (up 96.2%) and the average price of energy and lubricants rose by just over half (up 55.6%). The higher cost of cereals and energy passed through to animal feed, which rose by 22.9%. The average price of agricultural outputs increased by 19.9% for the EU in the first quarter, compared to the same period of last year. Price increases for cereals averaged an increase of 41.5%, oilseed rose 52.7%, cattle gained 24.2%, and poultry climbed 22.2%. The EU report arrives amid predictions that Ukraine's grain production will be down about 40% from 2021. A top United Nations official warned that the surge in global food, fuel, and fertilizer prices was pushing 50 million people in 45 countries to the very brink of famine.

NAMI Advocating Food Security

The North American Meat Institute (NAMI) is establishing an initiative that the organization believes will help fulfill its goals to end hunger and provide families access to "nutrient-dense meat." The Protein PACT for the People, Animals and Climate of Tomorrow designates food security as a non-competitive issue that should lead to NAMI and its members freely sharing best practices. The effort also should help NAMI reach its previously announced target of filling the protein gap by 2025. The goal is to ensure that families in need have enough high-quality protein to meet US dietary guidelines within three years, the organization said in a prepared press release. Sharing of best practices also is seen as an important step as the industry prepares to support the White House Conference on Hunger, Nutrition, and Health, which is scheduled for September 2022.

"Ending hunger requires even greater collaboration," said NAMI President and CEO Julie Potts. "Meat is one of the most needed products for desperate families and the Meat Institute's members give generously nationally and locally to meet this need." Sharing best practices on non-competitive issues already has allowed for the development of substantial achievements in worker safety, food safety, environmental impacts, and animal care in recent years, the NAMI announcement on the Protein PACT effort noted. These include development of ergonomic guidelines that have reduced worker injuries and illnesses by 80%; sparked drastic reductions in pathogenic bacteria on meat products; and led to more than 95% of the nation's beef, pork, and lamb being produced in the US plants that voluntarily follow animal welfare guidelines and audit programs developed by Colorado State University animal science professor Temple Grandin.

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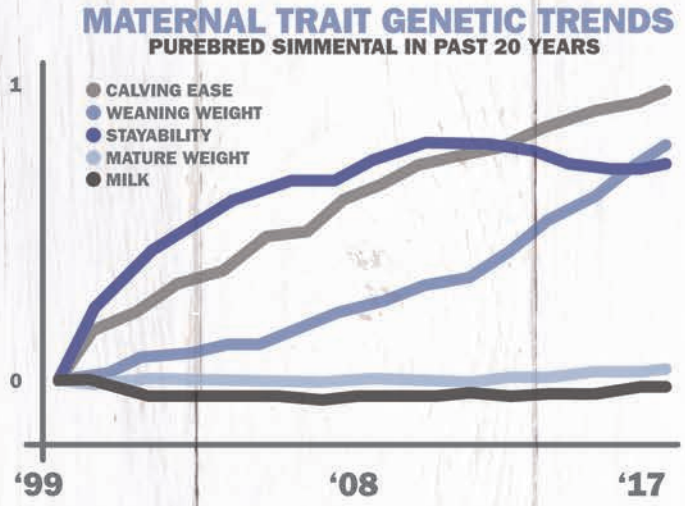

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Managing Cows through Dry Conditions: What Options Do I Have?

by Karla H. Wilke, Bovine Veterinarian

Hot, dry conditions in early summer have taken a toll on grass growth in much of the Great Plains this year. There are several options cattle producers may want to consider to conserve grass in these dry areas. Every producer should have a drought plan that includes trigger dates and a culling strategy, but once those top cuts are made, what feeding options are there for the core herd?

Can I just supplement the cows on pasture and save grass that way? Yes and no. Providing a protein supplement such as range cubes or distillers grains will certainly help the cows maintain body condition, but supplying a protein supplement will actually allow the cows to digest low-quality forage better, and therefore increase forage consumption, which is the exact opposite of the goal.

However, research has shown that mixing wet distillers and poor-quality forage or crop residues can replace some grass consumption, but will likely not result in a pound-for-pound intake replacement of grass. Most ethanol plants are back to operating at full or near full capacity, so wet distillers grains may be readily available for some producers.

What are my options for feeding in confinement? If a producer has February- or March-born calves, early weaning may be an option. This allows the producer to put the calves on a high-quality diet so that the desired rate of gain is maintained, and the now dry cows will have a much lower energy requirement with the cessation of lactation, making them very easy to maintain on a limit-fed diet in confinement.

If a producer has April- or May-born calves or simply prefers not to early wean, then pairs can be maintained in confinement, but several management issues need to be considered. Cow-calf pairs can be confined on pivot corners, fallow ground, or a winter feed ground if desired. Calves will need to have access to feed as well, so supplying two feet of feeding space for the cows and one foot for the calves is important. Cows can be limit-fed an energy-dense diet mixed with poor-quality forages but the diet needs to meet the demands of lactation.

Producers can visit with their Extension personnel to develop a diet to meet the cow's requirements. Unfortunately, poor-quality residues are more difficult to digest for the young calf, so producers may want to consider a creep area for the calves where they are allowed to graze or are fed a diet higher in digestibility that is off-limits to the cows. All calves need access to a water source, which is important for hydration and rumen development even if the calf is nursing. Calves born in confinement in July and August might also benefit from a source of shade.

Should I be concerned about the breeding season for my late-spring-calving cows? Research has shown that cows breed back best on an increasing plane of nutrition. Therefore, if hot, dry conditions produce grass that is mature a month ahead of schedule and grass availability is limited, then cows grazing in July and August could be experiencing a declining plane of nutrition, which could be detrimental to conception rates. Supplemental feed could be warranted, especially for the young cows nursing their first calf.

Very few cattle management decisions are easy. Culling decisions can often be clouded with emotion during difficult times. It is very important to evaluate the cost of feeding the cows as opposed to culling the cows to make the best long-term management decision.

On-farm Bovine Pregnancy Test Kit Technology Finally Arrives

by Maureen Hanson, Bovine Veterinarian

For decades, women have been able to find out if they are pregnant in a matter of minutes, using inexpensive, urine-based test kits in the privacy and convenience of their own homes.

Unfortunately, the same has not been true for cows. While many alternatives to palpation have evolved over the years, a quick, convenient, on-farm pregnancy test kit has remained elusive.

Now, IDEXX Laboratories, Inc., has brought to market the Alertys OnFarm Pregnancy Test, which can be used cowside to determine pregnancy as early as 28 days post-breeding or 70 days post-calving. Results are available in five to 20 minutes.

Alertys evaluates for pregnancy using a sample of whole blood, serum, or plasma. It determines pregnancy by measuring pregnancy associated glycoproteins (PAGs), which only are produced in the presence of an embryo or fetus. And, just like a human test, it indicates pregnancy with a reading of two pink lines.

The tests are available worldwide and are sold individually or in boxes of 25. They retail for

Simbrah-SimGenetics Feedout 2022

When: Spring born calves delivered early November 2022

Where: Graham Land and Cattle, Gonzales, TX

Open to all SimGenetics Cattle; Simbrah, Purebred Simmental, Percentage, SimAngus™ HT

SimGenetics
PROFIT THROUGH SCIENCE
American Simmental Association

Thought about benefits of retaining ownership?
Want to know more about the cattle you raise?
Want to be able to speak with knowledge about the growth and carcass merit of your calves?

Contact Luke Bowman, ASA, for more details: lbowman@simmgene.com or 765.993.6681

State Marketplace

American Simbrah Breeders

Colorado

Georgia

Idaho

Illinois

Indiana

Iowa

Kansas

(Continued on page 62)

Yeah, We're HOT

But we can take it!

Heat, Humidity, Fescue

The American Simmental Association offers the Beef Industry's most varied and robust lineup of heat tolerant, fescue tolerant, disease resistant cattle. As you battle through the environmental challenges that face your cow herd, take the time to check out SimAngus™ HT, Simbrah, and slick-haired Simmental and SimAngus™ options.

Luke Bowman
Director, Member Events and International Operations
American Simmental Association
lbowman@simmgene.com
765-993-6681

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American Simmental Association

www.simmental.org

State Marketplace

(Continued from page 60)

Minnesota

Mississippi

Missouri

Montana

Nebraska

(Continued on page 64)

Data drives our beef decisions today. Data will drive it even more tomorrow.

So, how do you get maximum genetic awareness at a tolerable price point?

One on one consultation and multiple pricing options allow ASA's Total Herd Enrollment to meet your family's needs. Squeeze every drop of genetic knowledge from your herd to give your kids and grandkids the greatest chance at raising their own families in the beef business. There are options available to meet the needs of almost any production system and they can work with any breed type.

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American Simmental Association
the@simmgene.com

State Marketplace

(Continued from page 62)

Nebraska cont.

North Carolina

North Dakota

Ohio

Oklahoma

(Continued on page 66)

WISCONSIN SIMMENTAL ASSOCIATION

State Sale

FENNIMORE LIVESTOCK EXCHANGE

SUNDAY **OCT. 16** 12:30 P.M.

HER EMBRYOS **SELL!**

An offering of

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State Marketplace

(Continued from page 64)

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Kimball, SD 57355
605-778-6703
www.bendaranch.com
Black & Red Breeding Stock
Jim: 605-730-6703 (Cell)
Jay: 605-730-0215 (Cell)
bendaranch@midstatesd.net

Christensen ★ Dunsmore
3C Christensen Ranch
John Christensen, Cam & Tyler Fagerhaug
37273 216th Street • Wessington, SD 57381
605-458-2218 home • 605-458-2231 fax
605-350-1278 cell
458-350-2018 Cam

Annual Production Sale
March 17, 2023 · Wessington, SD

NLC Simmental Ranch
Rick & Nalani L. Christensen
Dunsmore & NaLea, Chase & Swayzee
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605-458-2425 • 605-354-7523 cell
605-350-5216 cell

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doublejfarms@alliancecom.net
www.doublejsimmentals.com
Double J Farms 49th Annual
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Garretson, SD

ES Eichacker Simmentals
Steve & Cathy Eichacker
605-425-2391 or
605-421-1152
email: es@triotel.net
25446 445th Ave
Salem, SD 57058
Annual Bull Sale · March 3, 2023

Ekstrum Simmentals & SimGenetics
Clay Ekstrum
605-778-6185 (H)
605-730-1511 (C)
John Ekstrum
605-778-6414
36220 257th St., Kimball, SD 57355
clayekstrum@midstatesd.net • ekstrumsimmentals.com
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jackpotcattle@yahoo.com
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Stavick Simmental
Veblen, SD
605-237-4663 (Mike)
605-551-9016 (Owen)
stavickx@tnics.com
stavicksimmental.com
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Scott: 605-682-9610
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Neil Martin
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931-670-3646 h
Christopher Martin
931-580-6821 c
martin.farms@yahoo.com
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Lyles, TN 37098
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Red Hill Farms
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www.redhillfarms.net
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www.trianglejranch.com

Calendar

SEPTEMBER

3 North Carolina Fall Harvest — Union Grove, NC
10 ETSSA and HOTSSA Fall Fest Sale — Henderson, TX
10 Kentucky Simmental Fall Sale — Lexington, KY
17 Andersland Simmental's Complete Dispersal Sale — Emmons, MN
17 Family Matters Sale — Auburn, KY
17 Fleckvieh Heritage Sale — Roland, OK
18 Illini Elite Simmental Sale — Shelbyville, IL *(pg. 11)*
21 Gonsalves Ranch's Bulls Eye Breeders Angus and SimAngus Bull Sale — Modesto, CA
22 Circle Ranch Beef Solutions Bull Sale — Ione, CA *(pg. 7)*
24 Ferguson Show Cattle's 5th Annual Rare Vintage Production Sale — Jefferson, OH *(pgs. 22-23)*
24-25 Simbrah Synergy — Giddings, TX
24 The Seedstock Connection Sale — Nolensville, TN *(pg. 77)*
26-27 Ohio Simmental Association's Fall Fiesta Online Sale — www.ohiosimmental.com
30 Southern Jewel Cattle Company's Precious Gem Sale — Victoria, TX

OCTOBER

1 Buckeye's Finest — Zanesville, OH *(pgs. 64, 71)*
1 Generation After Generation Sale — Blountville, TN
1 Horstman Cattle Company's Factory Direct Sale — Lafayette, IN
2 Our Vision, Your Future Sale — Chalmers, IN
7 Mississippi State Elite Heifer and Bull Sale — Jackson, MS
7 Red River Farms' Ladies of the Lonestar Sale — Grand Saline, TX *(pg. 21)*
8 Ponderosa Farms and Guest 3rd Annual Bull and Commercial Female Sale — Taylorsville, MS
8 The Black Label — Grandview, TX
8 The New Direction Sale — Seward, NE *(pg. 64)*
8 Trinity Farms' 5th Annual Generations of Excellence Female — Ellensburg, WA
11-12 RA Brown Ranch's 48th Annual Sale — Throckmorton, TX *(pg. 17)*
14 Buckles and Banners Sale — West Point, IA
15 Fred Smith Company's Extra Effort Sale — Clayton, NC *(pgs. 64, 73)*
15 Houck Rock Creek Ranch's Fall Private Treaty Bull Sale — Allen, KS
15 Indiana Performance Bull Test Sale — Springville, IN
16 Wisconsin Simmental Association's State Sale — Fennimore, WI *(pg. 65)*
22 Clear Choice Female Sale — Milan, IN *(pg. 60)*
22 The Magnolia Classic — Starkville, MS *(pg. 15)*
22 MN Beef Expo - White Satin On Ice and All Breeds Sale — Minneapolis, MN
22 New Day Genetics' Fall Sale — Salem, MO *(pg. 43)*
22 Pennsylvania Fall Classic Sale — Waynesburg, PA
28 28th Annual Hokie Harvest Sale — Blacksburg, VA
28 Yon Family Farms' Fall Female Sale — Ridge Spring, SC
29 7P Ranch's 47th Annual Production Sale — Winona, TX *(pg. 5)*
29 Bred For Success Sale — Marion, MI
29 Cattlemen's Preferred All Breed Bull and Commercial Female Sale — Harrison, AR
29 Deep South Genetics Sale — Troy, AL
29 H2Os Farm's Laser Focused Production Sale — Walkerton, IN
29 Red Hill Farms' Bulls and Females of Fall VIII — Lafayette, TN *(pg. 78)*
29 Yon Family Farms' Fall Bull Sale — Ridge Spring, SC
30 Cattlemen's Preferred All Breeds Bull and Commercial Female Sale — Harrison, AR

NOVEMBER

5 26th Annual Southern Showcase Sale — Armuchee, GA
5 Cason's Pride and Joy Elite Female Sale — Russell, IA
5 Dakota Ladies Sale, Worthing, SD
5 Irvine Ranch's 18th Annual Production Sale — Manhattan, KS *(pg. 78)*
5 Missouri Simmental Association's "Fall Harvest" Sale — Springfield, MO
5 Moser Ranch's Annual Bull Sale — Wheaton, KS
6 Triangle J Ranch's Female Sale — Miller, NE *(pgs. 64, 67)*
7 Hanel's Black Simmentals' Annual Female Sale — Courtland, KS
12 Gibbs Farms' 17th Annual Bull and Replacement Female Sale — Ranburne, AL *(pg. 79)*
15 Elliott Livestock and Wild Rose Cattle Company's Bull and Bred Heifer Sale — Clifford, ND
19 11th Annual Strickland-Driggers Bull Sale — Glennville, GA *(pgs. 60, 74, 76)*
19 Callaway Cattle Company's AFFORDABULL SALE, Hogansville — GA
19 Next Step Cattle Co.'s 10th Annual "Boot Brand" Genetics Bull Sale
19 Stanley Martins Farms' Fleckvieh Female Sale — Decorah, IA *(pg. 4)*

CONTINUED ON PAGE 70

Simmental

Five Star Jackson J10

	Direct					Maternal					Carcass						$ Index	
Trait	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	16.7	-0.5	89.9	138.2	.30	9.3	27.7	72.6	20.7	18.0	41.5	-.33	.58	-.052	1.03	-.29	180.5	100.2
ACC	.42	.46	.45	.46	.46	.24	.17	.25	.29	.26	.48	.39	.47	.42	.46	.03		
%	3	15	15	15	15	5		15	10	2	15		2		20		1	2

EPD as of 8.8.22

THE NEXT STEP

The next step in the relentless effort to advance beef genetics is to combine genomic excellence with phenotypic excellence, and Five Star Jackson represents that progress. He does so as an outcross to many of today's popular pedigrees, sired by Hook`s Full Figures and out of KBHR F316. Jackson's genomically enhanced EPD are as follows:

Top 1%: $TI (100.2)

Top 2%: $API (180.5); docility and marbling

Top 10%: Stayability

Top 15%: Birthweight, weaning weight, yearling weight, ADG, maternal weaning weight, and carcass weight

Top 20%: Ribeye area

Top 25%: Milk

- A stout, attractive, genetically advanced bull that will improve looks and a broad base of numbers — an Elite Balance Bull.
- Jackson was the $65,000 show stopper at the recent Oak Meadow and Five Star sale.

Semen: $50/unit

Semen available through owners

Heterozygous Black
Homozygous Polled

ASA# 3947790 • PB SM

TJ Diplomat 294D
Sire: Hook`s Full Figures 11F
Hook`s Docila 23D

WS All Aboard B80
Dam: KBHR F316
KBHR C295

Drake Simmental
Centerville, IA
Larry Drake 641-658-2613
cell 641-895-9422
mharlan2990@gmail.com

Five Star Ranch
Jared Seinola
507 271 2634

IRON CREEK CATTLE CO.
Flint Drake
La Motte, IA
Cell: 563-580-1053
flint@ironcreekcattle.com

CALENDAR

CONTINUED

NOVEMBER (Cont.)

20 49th Annual MSA Simmental Sale — Cannon Falls, MN
21 Bichler Simmentals' 18th Annual Production Sale — Linton, ND
26 Great Lakes Beef Connection Female Sale — Clare, MI
26 The Event, Vol. III, at Tucker Cattle Company — Pleasant Dale, NE
26 Trennepohl Farms' Right By Design Sale — Middletown, IN

DECEMBER

2-4 Hoosier Beef Congress Sale — Indianaoplis, IN
3 Jewels of the Northland — Clara City, MN
3 T-Heart Ranch's Fall Female Sale — La Garita, CO
3 Tom Brothers' Private Treaty Sale (Opening Day)
3 Western Choice Simmental Sale — Billings, MT
10 NDSA Classic Simmental Sale — Mandan, ND
10 North Alabama Bull Evaluation Sale — Cullman, AL
11 Trauernicht Simmental's Nebraska Platinum Standard Sale — Beatrice, NE
12 Franzen Simmentals' Production Sale — Leigh, NE *(pg. 39)*
16 Buck Creek Ranch's Grand Event Vol. III — Yale, OK

JANUARY 2023

8 Bricktown National Simmental Sale — Oklahoma City, OK
13 Diamond Bar S Bull Sale — Great Falls, MT
17 Powerline Genetics' Bull Sale, — Arapahoe, NE *(pg. 75)*
27 Double J Farms' 49th Annual Bull and Female — Garretson, SD *(pg. 66)*
27 Ellingson Simmentals' Annual Production Sale — Dahlen, ND *(pg. 64)*
28 J&C Simmentals' Annual Bull Sale — West Point, NE *(pg. 62)*
29 Reck Brothers-N-Sons Genetic Advantage Production Sale — Blakesburg, IA
29 Triangle J Ranch's Annual Bull Sale — Miller, NE *(pg. 64)*
30 APEX Cattle 'Heterosis Headquarters' Annual Bull and Bred Heifer Sale — Dannebrog, NE *(pg. 19)*

FEBRUARY

1 Begger's Diamond V Ranch's Big Sky Genetic Source Bull Sale — Wibaux, MT
1 Lazy C Diamond Ranch's Annual Sale — Kintyre, ND
1 Michael Erdmann Angus Production Sale — Aberdeen, SD
2 Stavick Simmental's Annual Sale — Veblen, SD *(pg. 66)*
3 Cow Camp Ranch's Annual Spring Bull Sale — Lost Springs, KS *(pg. 60)*
3 Kunkel Simmentals' Annual Bull and Bred Female Sale — New Salem, ND
4 41st Annual Klain Simmental Production Sale — Ruso, ND
4 Blue River Gang's 38th Annual Production Sale — Rising City, NE
4 Prickly Pear Simmentals' "Made In Montana" Sale — Helena, MT *(pg. 44)*
4 Springer Simmental's Value Based Genetics Sale — Decorah, IA
6 43rd Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT *(pg. IBC)*
8 River Creek Farms' 33rd Annual "Built To Work" SimAngus Bull Sale — Manhattan, KS *(pg. 62)*
8 Traxinger Simmental's Annual Bull Sale — Houghton, SD
9 Felt Farms' Bull Sale — West Point, NE
9 Houck Rock Creek Ranch's Spring Private Treaty Bull Sale — Allen, KS
9 Lassle Ranch Simmentals' 30th Annual Bull Sale — Glendive, MT
10 Bata Brothers/Bell Family Annual Joint Simmental Bull and Female Sale — Rugby, ND *(pg. 64)*
10 Bred For Balance Sale — Starbuck, MN *(pgs. 41, 62)*
10 TNT Simmentals' 38th Annual Bull Sale — Lehr, ND *(pg. 64)*
11 Dixie National Simmental Sale — Jackson, MS
11 Kenner Simmentals' 27th Annual Production Sale — Leeds, ND
11 Rydeen Farms' 25th Annual "Vision" Sale — Clearbrook, MN
13 Dakota Power Bull Sale — Hannaford, ND
13 Nelson Livestock Company's Production Sale — Wibaux, MT *(pg. 62)*
14 Edge of the West Production Sale — Mandan, ND *(pg. 64)*
15 Hart Simmental's Beef Builder Bull Sale — Frederick, SD
15 Jackpot Cattle Company's Bull Sale — Wessington, SD *(pg. 66)*
17 Dakota Xpress Annual Production Sale — Mandan, ND *(pg. 64)*
17 Mader Ranches' 34th Annual Bull Power Sale — Carstairs, AB
17 R & R Cattle Company's Annual Production Sale — Chamberlain, SD
17 Sandy Acres' Bull Sale — Neligh, NE *(pg. 62)*
18 7P Ranch 29th Annual Spring Bull and Female Sale — Tyler, TX
18 Flittie Simmental/Schnabel Ranch Simmentals/Lazy J Bar Ranch's Joint Production Sale — Aberdeen, SD
18 Yon Family Farms' Spring Sale — Ridge Spring, SC
19 K-LER Cattle's Annual Production Sale — St. Charles, MN
19 Trauernicht Simmentals' Bull Sale — Beatrice, NE
20 Bulls of the Big Sky — Billings, MT *(pg. 62)*
21 Quandt Brothers Cattle Company's 11th Annual Production Sale — Oakes, ND

BFS

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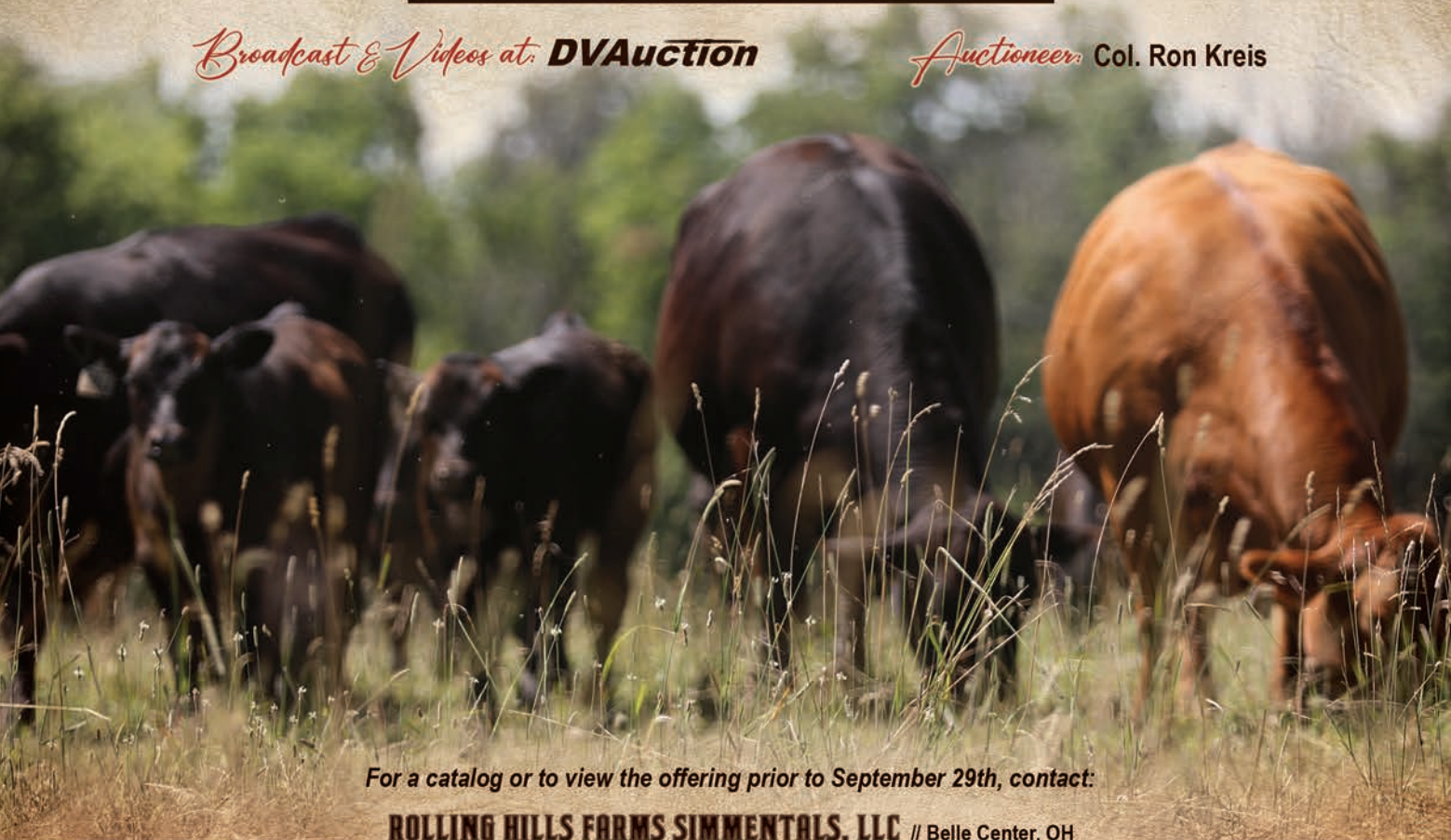

For a catalog or to view the offering prior to September 29th, contact:

ROLLING HILLS FARMS SIMMENTALS, LLC // Belle Center, OH

Marcia Hoovler // Cell: 937-538-1537 // Email: marciahoovler@hotmail.com

Rates and Policies

Ad Sales Staff

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SimTalk is an 8 1/8 x 10 7/8 inch publication produced by *the Register,* the official publication of the American Simmental Association. Published four times annually, *SimTalk* is a glossy, full-color publication with a circulation that targets commercial users of SimGenetics. Advertising in *SimTalk* provides a unique opportunity to brand and trademark your program to thousands of potential customers. If you are serious about communicating with the commercial beef business, consider an advertising presence in every one of our four annual issues.

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3-inch mini	$115			$30
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***SimTalk* Deadlines for Publication:**

	Sales Close	Ad Materials	Camera Ready	Mail Date
Late Fall 2022	Sept 19	Sept 23	Oct 7	Oct 25
January 2023	Dec 2	Dec 9	Dec 16	Jan 13
March 2023	Jan 21	Jan 28	Feb 10	Mar 1
Early Fall 2023	July 21	July 28	Aug 11	Aug 29

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A non-refundable fee of $50.00 will be assessed if a client does not meet deadlines or if the client commits to advertising and cancels after the deadline or if the ad must be dropped to ensure on time publication.

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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.

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

ASA PUBLICATION, INC

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AD INDEX

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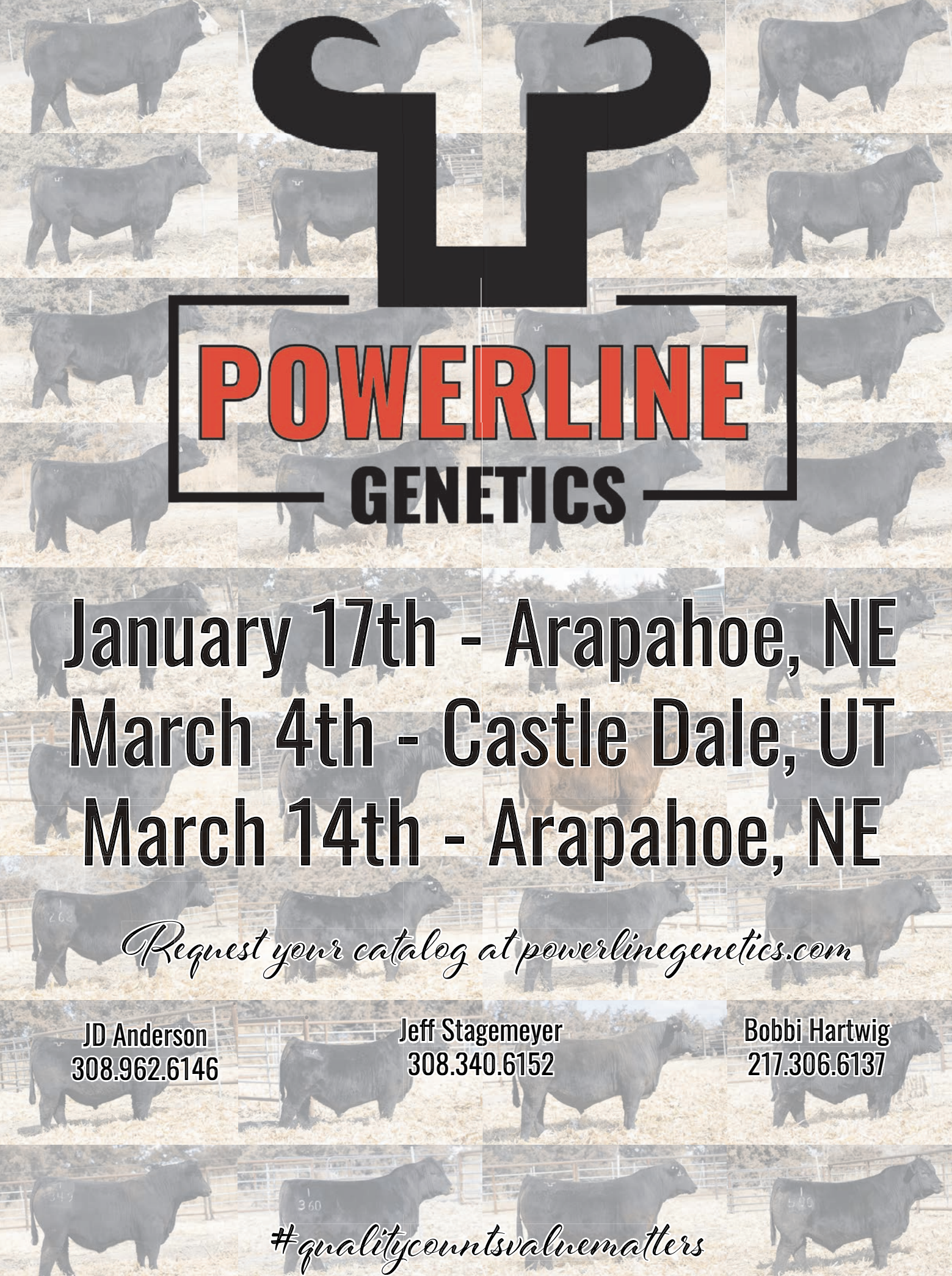

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January 17th - Arapahoe, NE
March 4th - Castle Dale, UT
March 14th - Arapahoe, NE

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Bobbi Hartwig
217.306.6137

#qualitycountsvaluematters

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The Seedstock CONNECTION Sale

SIMMENTAL | ANGUS | SIMANGUS™

1:00 p.m.

Saturday, September 24, 2022

RUNNING SPRINGS CATTLE COMPANY

Nolensville, TN just south of Nashville

Selling full interest in this powerful SimAngus™ donor by Bold Future plus a pick of her ET daughters by Eagle (full sisters to RSCC GiGi!)

Hook's Eagle x Bold Future
Selling a pick of ET full sisters, two ET pregnancies by Honor, and her donor dam!

Hook's Eagle x Hook's Broadway carrying a heifer calf due this fall by Guardian.
Selling 50 bred heifers & over 100 lots of Simmental, Angus, and SimAngus™ females!

MF/BMF Kindness K35H
TJ Gold x MF Happy (Cowboy Cut)
Offering one pick from the top cut of heifer calves out of Martin Farms' 2022 Heifer Calf Crop.

Heifers sell carrying the first service of HA Justice, an elite calving ease prospect & high-selling bull from the 2022 Bred For Balance sale with a $202 API ranked in the top 1% of the breed!

MF/BMF Kush K74F
TJ Stone Cold x S A V Raindance
Homozygous Black & Polled SimAngus™
Martin Farms' Pick of the Bull Calf Crop

Sugar C4 x TJ Teardrop Pick of the Flush!
A rare opportunity to take your pick of six flush mates--3 bulls & 3 heifers--and folks, these are the only six C4 x Teardrops on the planet!

S A V Blackcap May 6605
Coleman Charlo x Blackcap May 2397
Featuring the mature cow herd dispersal of premier Angus genetics from Water's Edge Farm headlined by the $60,000 maternal sister to Blackcap May 4136!
This is a game changing female! Don't miss this rare opportunity to add a donor of this caliber to your breeding program!

ALLIED GENETIC RESOURCES

TENNESSEE Seedstock CONNECTION

YOUR CONNECTION FOR PUREBRED & HYBRID SEEDSTOCK GENETICS

MARTIN FARMS
Neil Martin
CELL 931-623-2634
HOUSE 931-670-3646
Christopher Martin
CELL 931-580-6821
MartinFarmsBeef.com
martinfarmsbeef@gmail.com

WATER'S EDGE FARM
Drs. Samuel & Leslie Lynch, Owners
Matthew Hughes, General Manager
615-406-3570

Running Springs CATTLE COMPANY
Matt Van Slyke, 615-417-6035
7509 Nolensville Rd | Nolensville, TN

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Livestock Services

Miscellaneous

ST

Generations of Progress

17th ANNUAL Bull & Replacement Female Sale

RANBURNE, AL November 12, 2022 11:00 AM CST

180 Fall Yearling Bulls - 200 Bred & Open Replacement Females

1193J ASA# 3997064
SIMANGUS - TJ STONE COLD 336G SON

CE	BW	WW	YW	MARB	RE	$API	$TI
12.4	1.3	94.7	151.3	0.57	0.44	156.7	95.2

1229J ASA# 3996969
SIMANGUS - GW TRIPLE CROWN 018C SON

CE	BW	WW	YW	MARB	RE	$API	$TI
12.6	-0.6	84.3	132.3	0.80	0.95	176.9	97.6

1028J ASA# 3997130
PB SM - GIBBS 9114G ESSENTIAL SON

CE	BW	WW	YW	MARB	RE	$API	$TI
15.5	-0.1	100.4	155.6	0.33	0.98	157.3	99.5

1140J ASA# 3997162
SIMANGUS - GIBBS 9121G KENWORTH SON

CE	BW	WW	YW	MARB	RE	$API	$TI
11.7	-0.1	93.1	159.6	0.75	0.67	167.3	101.3

1264J ASA# 3997226
PB SM - CLRS GUARDIAN 317G SON

CE	BW	WW	YW	MARB	RE	$API	$TI
15.6	-0.7	107.5	173.5	0.76	1.32	199.9	116.0

1026J ASA# 3996703
PB SM - HOOK`S EAGLE 6E SON

CE	BW	WW	YW	MARB	RE	$API	$TI
8.8	0.7	95.5	144.0	0.49	0.83	165.9	97.4

FOCUSING ON *traits* THAT *enhance* YOUR PROFITABILITY *Since 1961*

SALE MANAGEMENT
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Corey Wilkins 256-590-2487
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Doug Gibbs 404-717-2264
Bradley Gibbs 404-904-2914

EPDs current 8/8/2022.

IRVINE RANCH

18th Annual Production Sale

November 5, 2022

160 Head Sell!

Elite Herdsires!

70 SimAngus™ & Simmental Bulls
Bovabytes Feed Efficiency Tested
Top 2% API$ Average
Top 1% TI$ Average

Herd Building Females!

40 Fall Cow/Calf Pairs
Registered, Young, and Productive
All sired by breed leading AI sires
5 Spring Bred Heifers
5 Elite Fall Yearling Heifers

Please visit our website for information and updates:
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Manhattan, KS 66502

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More weight in the right places with more CONVENIENCE, FUNCTION and LONGEVITY.

SOUTHERN FORTUNE TELLER ASA 3382993


GW BREAKTHRU 045C ASA 2954753


TFS DUE NORTH 2659Z ASA 2654477


GW DEADWOOD 079G ASA 3549195


GW COPPERHEAD 919G ASA 3549340


GW SPARKY 369E ASA 3242849

Also introducing sons of GW High Ball 102H and GW Hawkeye 805H.

43RD Annual Gateway "Breeding Value" Bull Sale

Monday, February 6, 2023 at Noon, MST - Offering 250 Bulls at the Ranch near Lewistown, MT

GATEWAY
SIMMENTAL & LUCKY CROSS®

Jim and Tom Butcher
Jim 406-350-0467 • Tom 406-350-0979
jimbutcher58@gmail.com
2109 Joyland Road, Lewistown, MT 59457
www.gatewaysimmental.com

Chris Miller, Larry Hagenbuch, Logan Butcher, Brock Butcher

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