

Volume 30 • Number 5

Late Fall 2022

# SIM TALK

Linking SimGenetics to Commercial Cattle

## In This Issue:

Built for the Future

Performance Advocate  
Program

Top Five Strategies for  
Managing Through  
a Drought

Partnerships for a  
Better Beef Industry

Looking Back at  
Fall Focus 2022

www.simmental.org  
Printed in USA

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

# GENETICS THAT PAY



**SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association

**\$20+**  
**MORE PER  
CARCASS**

Success on the ranch is measured in dollars.

Data from the Tri-County Steer Carcass Futurity Cooperative finds packers pay **\$20 to \$34** more for SimAngus<sup>®</sup> and Simmental-sired cattle than English-sired counterparts.<sup>a</sup>

Simmental influence also pays at auction. SimAngus-sired steer calves sold through Superior Livestock Auction earn more at sale time than all other calves.<sup>b</sup>

It's no wonder the percentage of **SimAngus** calves marketed through the industry's largest video auction has grown **eightfold** since 2010.

**STAND STRONG  
SIMMENTAL**

406-587-4531 • [simmental.org](http://simmental.org)

<sup>a</sup> Effect of sire breed group on carcass value of feedlot cattle harvested through Tri-County Steer Carcass Futurity Cooperative, Lewis, Iowa, 2002 to 2018. Odde, K. & King, M. (March 2021). Kansas State University. Relationships Among Sire-Breed Group, Calf Sex and Year Group on Carcass Traits. Breeds represented in the English-sired group: Angus, Red Angus, South Devon, Hereford and Shorthorn.

<sup>b</sup> Effect of sire breed on sale price of beef steer calves sold through Superior Livestock Auction, summer 2020. Odde, K. & King, M. (December 2020). Kansas State University analysis of 394,900 head of beef calves. Estimating the Value of SimAngus-Sired Calves: Superior Livestock Auction – Summer Sales, 2020. For lots of 50 head or more.

# make matings **WITH INTENT**



Your ABS Representative is equipped with the finest people, technology, research, quality, and genetics. We have the ability to ensure the long term direction of your herd is on track and to make your breeding program a success. Together, we can accomplish your goals.



CCR COMMANDER 5135F      ASA 3437418



TJ ARROWHEAD 263G      ASA 3582558

Check out our breed leading bull power and find the right bulls for your program on ABS Bull Search at [absbeef.com](http://absbeef.com)

## STAY IN TOUCH

[facebook.com/absbeef](https://facebook.com/absbeef)    [@absbeef](https://@absbeef)    1.800.ABS.STUD | [ABSBEEF.COM](http://ABSBEEF.COM)

# BEEF BULLS

*the kind we raise*

Producing bulls with lots of muscle, mass, power and balanced EPDs, plus backed by proven cow families. Here are two young and upcoming sires that are Beef Bulls.



SMITH ISGRIG SOMETHING IN RED "SIR"

Red. Polled. 3/4 x 1/4. Sired by Something About Mary and out of our purebred Simbrah donor, Smith Diva's Dancing Queen, who is making her mark in the Diva family. SIR ranks in the top 4% for \$API and \$TI. Half interest in a Diva Dancing Queen son, just sold for \$5,000 in the Synergy Sale.



SMITH DIRTY MIKE N BLACK

Black. Polled. Purebred Simmental. Sired by Executive Order and out of WLE Gracie Babe Y854. We have many calves on the ground by this young sire and we are excited about what he brings to SimGenetics.

IF YOU NEED A SIMGENETICS BULL - COME SEE OUR BEEF BULLS!



Tim Smith, Joel Isgrig and Haley Smith  
512-587-7896 • smithgeneticsT@gmail.com

FOLLOW SMITH GENETICS ON FACEBOOK

# SIMTALK

VOLUME 30 - NO. 5  
Linking SimGenetics to Commercial Cattle

## Table of Contents

### IN THIS ISSUE

- 8 Built for the Future**  
*Rezac Land and Livestock, Inc., Beef Improvement Federation (BIF) Commercial Producer of the Year.*  
by Lilly Platts
- 14 Performance Advocate Program Enters Thirteenth Year**  
*Recognizing operations that are committed to reporting data.*  
by Lilly Platts
- 22 Top Five Strategies for Managing Through a Drought**  
*What should you do when grass is short and feed is expensive?*  
by Dr. Rachel Endecott
- 32 Partnerships for a Better Beef Industry**  
*The impact of ASA research programs.*  
by Dr. Jamie Courter
- 36 Looking Back at Fall Focus 2022**  
*A recap of this year's successful Fall Focus.*  
by Lilly Platts

### DEPARTMENTS

- 6 From the Editor**
- 48 Foundation Focus**
- 52 Industry Update**
- 80 Calendar of Events**
- 84 Rates & Policies**
- 86 Ad Index**

A group of curious SimGenetics calves in north-central Michigan.  
Photo by Grant Company.





# MORE PREGNANCIES, MORE LIVE CALVES

## BREED-LEADING CALVING EASE DELIVERED BY ELITE SELECT SIRES FERTILITY



7SM112 REST EASY



7SM122 STANDOUT



7SM92 RED MOON

CODE NAME	REG	CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	API	TI
7SM122 STANDOUT	3585120	21.7	-4.0	73.7	107.1	12.2	24.7	61.5	16.8	18.7	39.9	-.22	.52	-.053	.68	174.2	92.4
7SM116 PROGRESSIVE	3646242	20.3	-4.6	85.5	130.2	11.1	34.1	76.8	16.7	13.2	48.4	-.33	.47	-.078	.91	176.5	100.6
7SM92 RED MOON	3115609	17.5	-3.0	71.7	105.1	9.0	31.6	67.3	18.4	12.6	15.8	-.37	.33	-.075	.67	159.7	86.2
7SM97 IMPERIAL	3210738	18.1	-3.4	60.5	95.5	9.6	10.9	41.1	20.3	16.9	15.8	-.46	.98	-.069	.99	198.4	95.3
7SM112 REST EASY	3644912	16.7	-3.0	80.0	125.6	8.7	30.8	70.8	15.8	13.3	29.8	-.44	.17	-.079	1.02	149.8	87.9
7SM113 HIGHLIFE	3568376	15.6	1.2	97.5	141.2	7.7	26.9	75.6	20.2	5.7	32.9	-.62	.17	-.143	1.12	155.9	93.3
7SM93 BIG TIMBER	3133113	15.6	-4.1	75.5	112.0	7.8	25.7	63.4	18.2	11.3	28.0	-.17	.34	-.036	.50	160.2	88.5
7SM124 ENHANCEMENT	3764886	15.8	-3.6	85.0	130.2	10.2	35.8	78.3	21.0	15.9	47.9	-.34	.83	-.061	1.07	197.5	108.0
7SM104 BROAD RANGE	3404807	15.1	-2.2	91.7	151.4	10.5	17.9	63.7	16.3	15.2	49.3	-.23	.20	.004	1.26	154.1	92.9
14SM3100 NITRO	3459266	17.0	0.0	79.1	123.3	9.4	31.9	71.4	14.3	16.6	30.6	-.02	.53	.015	.47	148.6	86.6



Conception. Calving Ease. Carcass. Cows.

**YOUR SUCCESS** *Our Passion.*

Phone: (614) 873-4683 ♦ [www.selectsiresbeef.com](http://www.selectsiresbeef.com)

\*Your Success Our Passion is a registered trademark of Select Sires Inc.  
7-Select Sires 14-Accelerated Genetics

EPDs as of 9/8/22

**In our November 19 Bred Fleckvieh Female Sale we will be offering two picks of our entire herd of over 250 Full Fleckvieh females! Nothing held back! Watch our website for the sale catalog: [www.stanleymartinsfarms.com](http://www.stanleymartinsfarms.com)**

◆ We have 40 daughters of the Canadian super sire "South Seven Adonis 96Z" from which to choose. In last year's Black Gold Sale, six bred heifers sired by "Adonis 96Z" averaged \$15,000. All heifers that we have from "Adonis 96Z" are from our donor cows.

◆ Select from ten homo polled donors, 25 daughters of the super donor "Virginia Treasure," a full sister to the mother of "French Attack," full sister or mother of "No Doubt." It might be a good time to find a partner or two. The possibilities are endless!



**GOLDEN DAWN EVONNA - SHE SELLS!**

**STANLEY MARTINS FARMS**

141 Hwy 18 • Postville, IA 52162  
563-419-2444 (c) • 563-864-7305 (h)

Watch and Bid Live  
**DVAuction**  
Broadcasting Real-Time Auctions

For technical support call Addy: 641-780-6220

We sell bulls every month of the year.  
90% of our bulls sell from \$3,000-5,000.

**SIMTALK**  
Linking SimGenetics to Commercial Cattle

**Published By ASA Publication, Inc.**  
One Genetics Way Bozeman, Montana 59718 USA  
406-587-2778 Fax: 406-587-9301  
[register@simmgene.com](mailto:register@simmgene.com)

**CEO**  
Wade Shafer, PhD  
**Business Manager**  
Chip Kemp  
**Managing Editor**  
Lilly Platts  
**Editorial Consultant**  
Dan Rieder

**Art Director**  
Cynthia Conner  
**Design/Production**  
Joel Coleman  
Gretchen Jensen  
Jenna Wacker  
**Media/  
Website Administrator**  
Kathy Shafer

**General Manager**  
Jim Largess  
**Sales Manager**  
Nancy Chesterfield  
**Advertising & Editorial  
Assistant**  
Rebecca Price  
**Accounts Receivable**  
Megan Jimerson

**ASA Publication, Inc., Board**

**Chairman** Barry Wesner  
Doug Parke  
**Vice-Chairman** Steve Eichacker  
Brandon Callis  
**Randy Moody**

**Executive Secretary-Treasurer**  
Wade Shafer, PhD

**BOARD OF TRUSTEES  
Executive Committee:**

Barry Wesner, **Chairman** Doug Parke, **Vice Chairman**  
Steve Eichacker, **Treasurer** Randy Moody Brandon Callis  
Wade Shafer, PhD, **Executive Vice President**  
Randy Moody, **Immediate Past Chairman**

**North Central Area:**

**Kent Brunner (2023)**  
3559 Upland Road  
Lost Springs, KS 66859 / 785.466.6475  
[kent@cowcampbeef.com](mailto:kent@cowcampbeef.com)

**Steve Eichacker (2023)**  
25446 445th Ave  
Salem, SD 57058 / 605.421.1152  
[es@triotel.ne](mailto:es@triotel.ne)

**Tim Clark (2024)**  
1999 18th St NW  
Turtle Lake, ND 58575 / 701.799.7752  
[Tim.Clark@hubbardfeeds.com](mailto:Tim.Clark@hubbardfeeds.com)

**Loren Trauernicht (2025)**  
901 E Pine Rd  
Wymore, NE 68466 / 402.230.0812  
[mtrauernicht@diodecom.net](mailto:mtrauernicht@diodecom.net)

**Western Area:**

**Tom Nelson (2023)**  
5831 Hwy 7  
Wibaux, MT 59353 / 406.939.1252  
[nlcsim@midrivers.com](mailto:nlcsim@midrivers.com)

**Chad Cook (2024)**  
PO Box 174  
Walsh, CO 81090 / 719.529.0564  
[bridlebitsimm@gmail.com](mailto:bridlebitsimm@gmail.com)

**Maureen Mai (2025)**  
427 Peaceful Way  
Bonners Ferry, ID 83805 / 208.660.2726  
[rymocattle@gmail.com](mailto:rymocattle@gmail.com)

**Ryan Thorson (2025)**  
207 3rd St  
Glendive, MT 59330 / 406.694.3722  
[ryanthorson7@gmail.com](mailto:ryanthorson7@gmail.com)

**Eastern Area:**

**Randy Moody (2023)**  
811 Frank Hereford  
New Market, AL 35761 / 256.655.5255  
[randymoody@ardmore.net](mailto:randymoody@ardmore.net)

**Barry Wesner (2023)**  
1821 W 700 S  
Chalmers, IN 47929 / 219.863.4744  
[wesnerlivestock@yahoo.com](mailto:wesnerlivestock@yahoo.com)

**Chris Ivie (2024)**  
PO Box 264  
Summertown, TN 38483 / 931.215.0316  
[iviejc@usit.net](mailto:iviejc@usit.net)

**Doug Parke (2024)**  
153 Bourbon Hills Dr  
Paris, KY 40361 / 859.421.6100  
[office@dpsalesllc.com](mailto:office@dpsalesllc.com)

**South Central Area:**

**Dr. Gary W. Updyke (2023)**  
107030 S 4250 Road  
Checotah, OK 74426 / 918.843.3193  
[garyupdyke38@gmail.com](mailto:garyupdyke38@gmail.com)

**Brandon Callis (2024)**  
26123 State Hwy 152  
Minco, OK 73059 / 979.204.1265  
[callissteer@yahoo.com](mailto:callissteer@yahoo.com)

**Victor Guerra (2024)**  
PO Box 92  
Linn, TX 78563 / 956.607.5515  
[vgg03@aol.com](mailto:vgg03@aol.com)

**Joseph Hensgens (2025)**  
136 Deer Park Ln  
Rayne, LA 70578 / 985.992.9119  
[joehensgens@yahoo.com](mailto:joehensgens@yahoo.com)

**American Simmental Association**

One Genetics Way, Bozeman, Montana 59718 USA  
406-587-4531 FAX: 406-587-9301

Canada Publications Agreement Number: 1875191

# Cow Camp Ranch

Five Generations of raising seedstock and feeding cattle.

# Timeless

CCR *Bonafide* 5116F



ASA# 3564556. 13 sons sell.

TJ *GoD* 274G



ASA# 3582577. 12 sons sell.



LBRS GENESIS G69  
ASA# 3603651. 10 sons sell.



HOOK'S GALILEO 210G  
ASA# 3563620. 31 sons sell.



TEHAMA PATRIARCH F028  
ASA# 3718806. 9 sons sell.



CCR POUNDER 2045F  
ASA# 3437294. 8 sons sell.

## Cow Camp Ranch SPRING BULL SALE

The Cow  
Camp  
*Advantage*

- 56 years raising registered stock
- Largest selection of age advantaged SimAngus™ bulls in the United States
- Leader in the business for carcass data collection
- Customer buyback program and custom feeding options at Cow Camp feedlot
- All bulls sell with genomic enhanced EPDs and RightChoice scores

1:00 PM CT

*February 3* 2023

Lost Springs, KS 180 Age Advantaged  
Simmental and SimAngus™ Bulls Sell  
Entire offering of 2022 Spring Born Heifers  
Select Fall Bred Heifers

### Private Treaty Bulls Available Now

18-24 month old virgin bulls - Visit website for more information.



**COW CAMP RANCH**  
LOST SPRINGS, KS  
bullsale@cowcampbeef.com  
[www.CowCampBeef.com](http://www.CowCampBeef.com)  
Kent Brunner 785-466-6475  
Mark Brunner 785-258-0173  
Nolan Brunner 785-466-1129  
Tracy Brunner/Feed Yard 785-965-2228



Marty Ropp 406-581-7835  
Corey Wilkins 256-590-2487  
Jared Murnin 406-321-1542  
[www.alliedgeneticresources.com](http://www.alliedgeneticresources.com)



Lilly Platts

Greetings, *SimTalk* readers! Since the last issue hit mailboxes I had the privilege of attending ASA's Fall Focus event in Virginia. I had been looking forward to it for some time and wasn't disappointed. From a day-long educational symposium to an afternoon of touring farms, I came home better connected to our breed's community, and with a list of ideas. I always enjoy catching

up with ASA staff who work from afar and feel lucky to work with such a great group of people. We owe a huge thank you to Dr. Jackie Atkins, Nancy Chesterfield, Kathy Shafer, Linda Kesler, and the Virginia Simmental Association for organizing the event, and their behind-the-scenes work. I would also like to send out a thank you to Susan Russell, and Crystal Albers and Eric Grant with Grant Company, for packing their cameras and helping to cover the event. To read more about Fall Focus, head to page 36.

This issue of *SimTalk* features our annual spotlight on breeders who qualify as Performance Advocates, meaning they have submitted complete data on at least eight measurable traits. Many go above and beyond by gathering additional data, such as DNA. On that note, this issue kicks off a series of articles in collaboration with Neogen. Dr. Jamie Courter penned this issue's article, focused on the DNA information added to the database through ASA research programs.

I had the privilege of speaking to Jay Rezac, Rezac Land and Livestock, for the breeder feature. Alongside his family, Jay owns and operates a successful commercial cow herd and farming operation in Kansas. This past summer they were named Commercial Producer of the Year by the Beef Improvement Federation, and utilize Simmental genetics in their cow herd.

Many are dealing with the effects of drought, which makes planning for the future even more difficult. Dr. Rachel Endecott offers her top strategies for managing a cow herd when things get tough, with tips on culling, nutrition, and more. We also have an overview of the American Simmental-Simbrah Foundation, and plenty of industry news!

**ST**

## YARDLEY *Cattle Company*

**FOCUS**  
ON THE *Female*  
**SATURDAY NOV 19, 2022**  
1:00pm MST in Beaver, UT

**130 BRED HEIFERS AND COWS SELL!**  
**SIMMENTAL, BLACK ANGUS, & MAINE ANJOU**  
**10 ELITE SHOW HEIFER PROSPECTS**



Yardley Top Gun x SAV Sensation  
1/2 SM 1/2 ANGUS



W/C Banchor x W/C Loaded Up  
3/4 SM 1/4 ANGUS



SAV President x Duff Stimulus  
PB ANGUS



Stepping Stone x Steel Force  
5/8 SM 3/8 ANGUS



Yardley Standout x Real Steel  
5/8 SM 3/8 ANGUS



W/C Banchor x SAV Synergy  
1/2 SM 1/2 ANGUS

Don't miss out on the opportunity to attend our sale November 19, 2022. The females in this offering represent a lifetime of breeding the best to the best for cattle that excel in the showing, on the range, in the pasture, and in the feedlot! Our focus has always been on our maternal traits and cow families. We have AI'd for 53 years selecting the best bulls we can find; it shows throughout this offering. They are moderate made, solid footed, big topped, deep bodied, broody females loaded with style, substance, excellent teat and udder quality. Our cattle are low maintenance, good dispositioned cattle with natural fleshing ability to stay fat on grass. They take care of themselves wintering on desert winter range without hay and calve unassisted.

IF YOU WANT THE BEST—WE HAVE THEM IN VOLUME. OUR CATTLE HAVE SOLD AND SHIPPED TO 32 STATES, CANADA, & MEXICO.



Gib Yardley (435) 691-8688 • Steven Yardley (435) 310-1725 • Rodney Teichert (801) 824-8851

www.yardleycattleco.com • View The Auction Live! DVAuction.com • Call DVAuction (402) 316-5460



# FOCUSED ON YOUR PROFIT.

WEAN HEAVIER CALVES  
WITHOUT SACRIFICING  
YOUR REPLACEMENT PEN.

25<sup>TH</sup> ANNUAL GENETICS WITH VISION  
PRODUCTION SALE • FEBRUARY 11, 2023  
100+ YEARLING & 18-MONTH-OLD BULLS, BRED AND OPEN FEMALES



VISIT OUR WEBSITE TO  
JOIN OUR MAILING LIST TODAY!



## RFS HERALD H104

PUREBRED SIMMENTAL | ASA# 3782066  
LCDR IMPACT 134F x BCLR MISS BALDY E704  
OWNED BY WERNING CATTLE COMPANY

SELLING THE FIRST SONS AND DAUGHTERS BY  
THIS POWERFUL, EXCLUSIVE IMPACT SON!

GROWTH + PERFORMANCE  
TOP 5% WW - YW - ADG - MWW - CW - TI



**LCDR IMPACT 134F**  
OFFERING INCLUDES A SELECT  
GROUP OF ELITE IMPACT SONS.



## WS ELECTRA E88

PUREBRED SIMMENTAL | ASA# 3254157  
CDI VERDICT 220Y x ER BIG SKY 545B  
OWNED WITH KELLER BROKEN HEART RANCH

SELLING CHERRY RED PROGENY BY WS GADGET!  
STAND OUT RED BULLS READY TO WORK!

GROWTH + PERFORMANCE  
TOP 5% CE - BW - MCE - STAY - MARB - API  
ONE OF THE ELITE RED DONORS IN THE BREED.



## WS GADGET 40G

PUREBRED SIMMENTAL | ASA# 3587940  
KBHR SNIPER E036 x WS EMOTION E127

SELLING PROGENY BY THIS DARK RED SIRE THAT  
EXCEL IN CALVING EASE AND GROWTH!

GROWTH + PERFORMANCE  
TOP 5% CE - WW - YW - ADG - MCE - MWW - DOC - CW - TI  
OUTCROSS PEDIGREE, IMPECCABLE EPD PROFILE,  
PROVEN CALVING EASE. GADGET SONS AND  
DAUGHTERS WERE SALE HIGHLIGHTS IN OUR  
2022 VISION SALE.

47499 199th Ave, Clearbrook, MN 56634 | rydeen@gvtel.com  
Farm: 218-776-3338 | Paul: 218-280-1916 | Rydeen Farms

[WWW.RYDEENFARMS.COM](http://WWW.RYDEENFARMS.COM)

## Rydeen Farms

SINCE 1897

Polled Red & Black Simmental Cattle



# Built for the Future

by Lilly Platts

Rezac Land and Livestock, Inc., Beef Improvement Federation (BIF) Commercial Producer of the Year, utilizes SimGenetics in their progressive ranching and farming operation. Through diversification and growth they have built a business that the next generation can take into the future.



Rezac Land and Livestock runs a commercial herd of Angus and Simmental cows, as well as operating a large cattle buying and feeding business.



The Rezac Family receiving the BIF Commercial Producer of the Year Award. Pictured left to right: Russell, Tiffany, Stacy and Jay.

This expansion and focus on building a strong diversified business is now allowing the next generation to step up and lead. Rezac's daughter, Jayme, and her husband, Corey Lundberg, are helping manage the cow herd and a starting lot near Olsburg. Jay and his wife Stacy, along with their sons, Russell (wife Tiffany), and Matthew (wife Alexa), help manage the cattle and land near Onaga. Lance's children, Nicole and Garrett, are also partners in the ranch, also living near Onaga.

## A Family Business

Jay Rezac is the second generation to run the family operation, Rezac Land and Livestock, which was founded by his parents, Don and Barbara Rezac, on the northern edge of the Flint Hills of Kansas. Alongside his family, Jay has helped develop what started as a small operation to include a 900-head cow-calf herd, 450 sows, a large row-crop operation, and an extensive cattle buying business.

Expansion happened naturally since he and his brother, Lance, wanted to come back to the family place during a time when farming and ranching wasn't a popular career choice. "When we got out of college, my brother and I formed a partnership with my dad, and things just started evolving. In the 1980s no one wanted to farm, but it's what my brother and I wanted to do," he recalled.

The purchase of a neighboring ranch kicked off the expansion and the rest has fallen into place over the years. Jay has focused on the cattle operation, and Lance on farming. "We've always had different interests, which has worked out well. Lance never worried about the bulls I was buying, and I never worried about the corn he was planting," Rezac explained.



Family has been at the heart of the Rezac business since the beginning.

In order to bring their children into the family business, Jay and Lance followed the same plan as their father, Don. "As the kids came back we've done the same thing my dad did. We wrote them a note on the equipment and inventory, and they are paying those back each year to buy into the operation," Rezac said.

A willingness to step back and allow the next generation to make decisions has allowed them to successfully begin the transition. "Dads don't always let their kids do things, and I've always been pretty good about letting my kids do things," Rezac remarked.

## Progressive, Profitable Management

Rezac Land and Livestock was recognized by BIF as the Commercial Producer of the Year during their 2022 symposium, held June 2, in Las Cruces, New Mexico. The award recognizes operations dedicated to improving the beef industry at a commercial level.

Progressive practices are evident throughout the Rezac family operation. The 900-head Simmental and Angus cow herd is managed with efficiency in mind, and to best utilize the available resources. By using a well-planned grazing system, cows are run through the winter with little to no supplemental feed. In the spring, cows are moved frequently, and gradually left on pastures longer as the grass matures, ensuring that pastures aren't overused. In the winter, cornstalks and crop residues are utilized. With the exception of extreme weather events and some supplementation during calving season, the cow herd doesn't require any extra feed, which is not normal practice in the area.



*Located on the northern edge of the Flint Hills in Kansas, Rezac Land and Livestock is able to utilize forage and crop residues to graze cattle throughout the year.*

Simmental genetics have been used for many years, and Rezac has identified breeders who consistently produce bulls that work well for their operation. Today, the cow herd is Angus and Simmental. "I always liked the Simmentals, and we try to buy a lot of our bulls from the same breeders. We like the growth in them. We've never chased big weights, as long as we can put a calf in our feedlot and it takes off and grows," he explained.



*Commercial and maternal herds are maintained in order to meet production goals.*

Efficiency is a requirement in the commercial cow herd. "We want a cow you can graze 365 days a year, and we only supplement with a little bit of feed around 30 days before calving. Then we feed them a little better through calving, and then they'll go back out and rebreed and we get a pretty high percentage of our calves in the first 30 days of the season. We're looking for a cow that can make a living and breed back, and have a calf and raise it well each year," Rezac said.

The cow herd has been split into maternally focused and terminal-focused groups. Balance and moderation are a priority in both groups, but this separation allows the Rezacs to put some emphasis on producing replacement heifers, as well as calves with strong carcass traits. "We try to stay really moderate in numbers. We don't go high milk, and our cows only weigh around 1,200 pounds. We have downsized our cows so they can utilize our resources better. In our terminal herd we're looking more for growth. In our maternal herd we're looking more for mothering ability, milk, and those traits," Rezac explained.

The Rezacs' extensive feeding business allows them to demand even more efficiency from their cow herd since weaned calves don't have to push the scales to make a profit. Instead, calves can enter their feedlot at moderate weights with a focus on consistent growth. Rezac Land and Livestock purchases upward of 5,000 head of feeder calves each year. This side of the business adds diversification, and additional opportunities to capture value throughout the industry. Calves are purchased from regions across the country. The majority are sold as feeder cattle, with the remainder retained for finishing in the family's feedyard.

The feeding operation also generates useful performance and carcass information. Their cattle are fed separately from purchased cattle in order to apply this data to management decisions. Rezac recalled the first group of cattle he received data back on, and the valuable steps forward they were able to make in response. Today, most of their cattle grade high choice and consistently yield a high-quality product.

CONTINUED ON PAGE 10

# Built for the Future

CONTINUED FROM PAGE 9

---

With few exceptions, the cow herd doesn't require any extra feed, which is not normal practice in the area.

---

Reflecting on the BIF Commercial Producer of the Year award, Rezac recalled believing someone else who had been nominated would win. When their name was called, he was surprised and excited. "It was very humbling and we felt very honored. We run around in circles on this place, working our tails off, and it was nice to be recognized," Rezac said.

The Kansas Livestock Association nominated Rezac Land and Livestock for the award.

**ST**

*The Rezac family.*



*Most cattle work is done on horseback.*



# Looking for Performance?

## Ellingson Simmental Performance Bull & Female Sale

Friday, January 27, 2023 • 1:00 pm CST

Sale Location: At the farm, Dahlen, ND

23rd Anniversary

**Selling:** 80 Yearling Simmental and SimAngus™ Bulls  
30 Open Yearling Heifers

**Sires include:** Ultimate, Structure, High Road, State of War, Growth Fund, Bentley, Manifesto, Cowboy Logic, Proclamation, Guardian, Turnpike, Right Now, Epic, All American, Bulletproof, and All Aboard

Bulls will be SEMEN TESTED and GUARANTEED BREEDERS.



**R Plus Yuma 9087G** ASA# 3979132

CE	BW	WW	YW	MCE	MWW	MB	REA	\$API	\$TI
8	2.3	84	134	3	65	-.08	.78	119	76

Was the high-seller in the 2020 R Plus Simmentals Sale that sold for \$150,000, to LaBatte Simmentals and Oberle Bros. We purchased the US semen rights and will sell his first calves on January 27.



**HHS Georgia 802G** ASA# 3627373

CE	BW	WW	YW	MCE	MWW	MB	REA	\$API	\$TI
16	-1.2	83	126	10	63	.55	.68	178	96

Owned by Haven Hill Simmentals, Ellingson Simmentals and Strommen Simmentals. Averaged 20 frozen embryos per flush. Selling January 27 are sons by Cowboy Logic, Yuma, and Manifesto.



**Ellingson Faith F813** ASA# 3461929

CE	BW	WW	YW	MCE	MWW	MB	REA	\$API	\$TI
8	1.7	79	120	4	64	.14	.92	131	78

An Executive Order daughter that sold for \$40,000 in the 2018 NAILE Sale in Louisville, to Tyler Lyne of Canada. Sons by Yuma, All American, and IPU Bentley 81 F sell on January 27.



Terry Ellingson & Family

Phone: 701-384-6225

Cell: 701-741-3045

5065 125th Ave NE • Dahlen, ND 58224  
email: tellingson@polarcomm.com

For catalogs and information:

This sale will be broadcast live on the internet.

**DVAuction**  
Broadcasting Real-Time Auctions

Real time bidding & proxy bidding available.

EPD as of 9.21.22



Bryan and Jane Strommen

701-430-0669

Arthur, ND 58006

bhstrommen@gmail.com

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

[www.ellingsonsimmentals.com](http://www.ellingsonsimmentals.com) or [www.simmental.org](http://www.simmental.org)

# HAVEN HILL SIMMENTALS

## PRIVATE TREATY BULL SALE

Haven Hill Simmentals is offering an outstanding set of bulls for sale by private treaty. Please take the time to look over the data if you are needing a quality bull. We have both purebred and percentage fall-born bulls that were bred and developed to be top-end bulls suitable for seedstock and progressive commercial producers.

All have been DNA tested and passed BSE. Ultrasound scan data and videos are available.

Let's talk about how to get your next bull(s) delivered.

### HHS J Iron 822J



BD: 8/18/2021 1/2 SM 1/2 AN Homo Black/Homo Polled ASA# 3955010

Trait	Direct					Maternal				Carcass						\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	17.3	-2.7	68.4	102	.21	9.6	34.5	68.7	19.3	3.1	17.3	-.19	.93	-.014	.60	-.17	181.2	94.1
%	10	10	80	80	85	10	1	15	15	99	95	65	2	85	65	99	2	10

Adj. BW: 74 lbs. Adj. WW: 824 lbs. Adj. YW: 1,393 lbs. FS: 5.9 SC: 37.3

Werner Flat Top 4136

TJ Flat Iron 259G

TJ 33Y

G A R Progress

HHS Miss 871B

HHS Miss 829Z

Great phenotype, great yearling growth, very attractive bull.

### HHS Jason 830J



BD: 8/14/2021 5/8 SM 3/8 AN Homo Black/Homo Polled ASA# 3955002

Trait	Direct					Maternal				Carcass						\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	12.1	1.5	95.2	147.5	.33	6.2	20.9	68.4	16.6	13	34.7	-.29	.58	-.054	.82	-.28	154.5	95.3
%	55	75	4	5	15	60	70	20	40	40	40	35	15	35	25	85	15	4

Adj. BW: 85 lbs. Adj. WW: 868 lbs. Adj. YW: 1,384 lbs. FS: 5.6 SC: 43.6

PA Full Power 1208

LRS Iconic 303C

LRS Ms Topgrade 303A

GW Predestined 701T

HHS Miss 836Z

HHS Miss 861U

Look at his WW and YW! Look at his scrotal. Look at his ET Brother 831J.

### HHS Jaxon 831J



BD: 8/17/2021 5/8 SM 3/8 AN Homo Black/Homo Polled ASA# 3954996

Trait	Direct					Maternal				Carcass						\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	13.9	1.8	110	179	.43	7.4	20.9	75.8	19.5	16.7	53.3	-.20	.44	-.029	.96	-.28	162	101
%	30	80	1	1	1	40	70	3	15	10	4	65	30	75	10	85	10	1

Adj. BW: 88 lbs. Adj. WW: 890 lbs. Adj. YW: 1,410 lbs. FS: 6.9 SC: 41.3

PA Full Power 1208

LRS Iconic 303C

LRS Ms Topgrade 303A

GW Predestined 701T

HHS Miss 836Z

HHS Miss 861U

Extra frame. Extra pounds. ET Brother 830J.

### HHS Justin 841J



BD: 8/21/2021 PB SM Hetero Black/Homo Polled ASA# 3954993

Trait	Direct					Maternal				Carcass						\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	11.1	1	77.1	119.1	.26	6.7	23.9	62.4	20.9	16.9	27.7	-.48	.50	-.107	.90	-.40	162.7	88.4
%	50	40	55	45	40	35	45	50	10	3	55	20	5	15	45	20	10	15

Adj. BW: 88 lbs. Adj. WW: 738 lbs. Adj. YW: 1,268 lbs. FS: 6.5 SC: 38

CDI Entourage 156U

HHS Mr Entourage 867B

HHS Miss 836Z

MCM Top Grade 018X

HHS Miss Luck Ava 847A

HHS Miss 870U

Very docile. Big-footed. Two white-face ET brothers.

# DATA DRIVEN DECISIONS = PROGRESS IN PERFORMANCE

## HHS Jubel 842J



BD: 8/26/2021 PB SM Hetero Black/Homo Polled ASA# 3954997

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	11.6	1.5	91.5	140.5	.31	7.6	33.9	79.6	22.5	17.1	30.4	-.27	.63	-.058	.67	-.36	177.3	99.8
%	40	50	10	10	15	20	3	3	3	3	45	99	2	95	95	40	2	2

Adj. BW: 83 lbs. Adj. WW: 777 lbs. Adj. YW: 1,278 lbs. FS: 6.5 SC: 36.2

WS Proclamation E202

MCM Top Grade 018X

BCLR Manifesto G352

HHS Miss Lucky Ann 842A

Elliott Miss 352

HHS Miss 870U

Great maternal. Stout – best describes him. Natural calf from 842A donor.

## HHS Jett 843J



BD: 9/28/2021 PB SM Homo Black/Homo Polled ASA# 3955006

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	12.6	.4	81.1	127.2	.29	7.5	23.9	64.4	16.3	13.8	26.6	-.32	.47	-.066	.71	-.40	155.7	90.2
%	30	30	40	30	20	20	45	40	60	25	60	90	10	85	90	20	15	15

Adj. BW: 88 lbs. Adj. WW: 760 lbs. Adj. YW: 1,278 lbs. FS: 5.3 SC: 41.0

CDI Entourage 156U

MCM Top Grade 018X

HHS Mr Entourage 867B

HHS Miss Lucky Ava 847A

HHS Miss 836Z

HHS Miss 870U

Moderate frame. Deep-bodied. White-face ET Bull.

## HHS Julius 844J



BD: 10/3/2021 PB SM Hetero Black/Homo Polled ASA# 3955012

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	9.2	1.8	86.7	137.2	.32	5.3	23.9	67.2	18.6	13.4	38	-.35	.42	-.078	.85	-.40	153.2	90.4
%	75	55	20	15	10	90	45	30	30	25	20	85	10	75	60	20	15	10

Adj. BW: 83 lbs. Adj. WW: 800 lbs. Adj. YW: 1,341 lbs. FS: 6.3 SC: 38.3

CDI Entourage 156U

MCM Top Grade 018X

HHS Mr Entourage 867B

HHS Miss Lucky Ava 847A

HHS Miss 836Z

HHS Miss 870U

6.3 frame, white face ET. Deep-bodied. Smooth-fronted.

## HHS Jake 882J



BD: 9/29/2021 5/8 SM 3/8 AN Homo Black/Homo Polled ASA# 3955001

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	17.8	-.3	83.9	133.1	.31	9.8	26.8	67.7	17.9	17.3	4.35	-.07	.71	-.015	.55	-.33	174.7	97.6
%	5	10	25	20	20	10	20	15	25	4	15	95	10	85	75	60	3	3

Adj. BW: 72 lbs. Adj. WW: 761 lbs. FS: 5.6 SC: 43.1

TJ Frosty 318E

GW Predestined 701T

TJ Stone Cold 336G

HHS Miss 882C

TJ 11D

HHS Miss Limelight 839Z

Moderate frame calving ease. Add pounds with his thickness.

**HHS Justus 710J** ASA #3954995 is not pictured.

EPD as of 9.19.22



Please scan to watch  
"Fitzpatrick 2022" on YouTube

## HAVEN HILL SIMMENTALS

Bob and Kathy Fitzpatrick

1011 155th Avenue West • Milan, IL 61264

309-236-7330 • hhscows@gmail.com

Sales Consultant: Greg Miller 608-778-8785

# Performance Advocate Program *enters* Thirteenth Year

by Lilly Platts

## PA Recognizes Dedicated and Driven Data-Reporting Operations

### ASA Performance



For thirteen years, the Performance Advocate Program (PA) has recognized cattle producers who maintain a commitment to data reporting. The 2022 program marked the third year under new guidelines, developed to identify the dedicated data reporting that fuels ASA's genetic evaluation.

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

Performance Advocates listed here are for the fall 2020 and spring 2021 calf crops. The operations featured below have submitted data on at least 8 of the 14 traits, and represent operations that are committed to data reporting.

## Far Out Cattle Ranch

Jerrid and Katie Brisendine and their children Chelsea, Trace, and Taylor live on the fourth-generation farm and ranch located in southeast Colorado and the panhandle of Oklahoma. They began their registered Simmental herd, Far Out Cattle Ranch, in 2005. What started with three head of registered cows has expanded to over 50 registered Simmental females, and 50 commercial cows. They strive to produce sound cattle that will excel in areas of short grass conditions. Artificial insemination is utilized, and in 2022, embryo transfer was introduced through the purchase of 50 additional cows.

Data collection begins as soon as the first calf hits the ground and continues until it is sold as a mature bull or female. Birth weight, yearling weight, carcass, feed intake, and more is collected. Bulls and females selected to market are developed at Bridle Bit Simmental, where data continues to be collected, including through their feed intake system. Bulls and a select group of females are marketed through the Bridle Bit Simmental All Terrain Bull sale. Brisendine shared, "We are so thankful to the Cooks for letting us sell alongside them each year. While our program continues to grow we strive to push the Simmental breed toward a better future for the cattle industry."



The Brisendine family.



A Smart Feed system monitors feed intake.



# Konesky Simmental Ranch

Konesky Simmental Ranch, Sand Coulee, Montana, consists of a small registered Simmental and SimAngus herd. The ranch was first started by George and Agnes Konesky in the 1930s. It was then passed down to their son, George, and wife Diane, and their son Joe and his wife Joyce. Now, Joe and Joyce and their children, Keaton and Hailey, are maintaining and running the operation. George and Agnes started the ranch with a mix of cattle, including Hereford, dairy, and Dutch Belted. When George and Diane took over, they chose to breed Simmental bulls into their herd. In the early 1980s they condensed down to red Gelbvieh cattle while Joe focused on registered red Simmental. In the 1990s, both George and Joe's family transitioned into black registered Simmental. They have now had registered Simmental cattle for 40 years.

The operation's main goals are to produce cattle with good disposition, moderate milk, good udders, moderate frame and structure, calving ease, stayability, and marbling. While running a smaller operation, extensive efforts are put into maintaining and producing quality animals. In February 2023 they will sell a group of yearling bulls through the Bulls of the Big Sky sale.

CONTINUED ON PAGE 18

Joe has remained dedicated to learning, from college to participating in the Beef Improvement Federation, Nutrition for Beef and Beef-Ability, Feed to Carcass to Plate, and selling bulls at Midland Bull Test, and has also focused on data collection through THE and the Cow Herd DNA Roundup. He shared, "Having more understanding of my cattle herd, I started to use genetics from all over Montana and the western US in hopes of improving my herd."



The Konesky family.

## Traits Reported to ASA

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



NEW

3/4 SimAngus™

**W/C Fort Knox 609F**

By W/C Bankroll 811D  
EPD: CE: 12 \$API: 147 \$TI: 88



Full brother to  
W/C Bankroll

**W/C Pinnacle E80**

By W/C Loaded Up 1119Y  
EPD: CE: 14 \$API: 126 \$TI: 72



**W/C Night Watch 84E**

By CCR Anchor 9071B  
EPD: CE: 17 \$API: 153 \$TI: 86



NEW

**Rocking P Private Stock H010**

By WLE Copacetic E02  
EPD: CE: 13 \$API: 138 \$TI: 79



**SSC Shell Shocked 44B**

By Remington Secret Weapon 185  
EPD: CE: 17 \$API: 138 \$TI: 76



**THSF Lover Boy B33**

By HTP/SVF Duracell T52  
EPD: CE: 13 \$API: 151 \$TI: 92



NEW

**JC King of the Road 468H**

By KBHR High Road E283  
EPD: CE: 17 \$API: 178 \$TI: 96



NEW

**Ruby NFF Up The Ante 9171G**

By Ruby's Currency 7134E  
EPD: CE: 11 \$API: 119 \$TI: 71



NEW

**ACLL Fortune 393D**

By MR TR Hammer 308A ET  
EPD: CE: 9 \$API: 92 \$TI: 69



NEW

**W/C Double Down 5014E**

By W/C Executive Order 8543B  
EPD: CE: 15 \$API: 115 \$TI: 73



**Ruby SWC Battle Cry 431B**

By MR HOC Broker  
EPD: CE: 10 \$API: 95 \$TI: 72



NEW

**Mr SR 71 Right Now E1538**

By Hook's Bozeman 8B  
EPD: CE: 15 \$API: 152 \$TI: 94



NEW

**GSC GCCO Dew North 102C**

By HTP/SVF Duracell T52  
EPD: CE: 14 \$API: 113 \$TI: 81



**PAL/CLAC Meant To Be 823E**

By Mr HOC Broker  
EPD: CE: 12 \$API: 701 \$TI: 67



3/4 NAILE and  
NWSS Champ

**Reckoning 711F**

By W/C Relentless 32C  
EPD: CE: 9 \$API: 117 \$TI: 68



NEW

**TJSC King of Diamonds 165E**

By LLSF Pays To Believe ZU194  
EPD: CE: 12 \$API: 115 \$TI: 71



NEW

**PBF Red Paint F88**

By W/C Executive Order 8543B  
EPD: CE: 14 \$API: 127 \$TI: 76



NEW

**SC Pay the Price C11**

By CNS Pays to Dream T759  
EPD: CE: 7 \$API: 117 \$TI: 80



NEW

**JASS On The Mark 69D**

By W/C Loaded Up 1119Y  
EPD: CE: 11 \$API: 114 \$TI: 72



**W/C Relentless 32C**

By Yardley Utah Y361  
EPD: CE: 9 \$API: 116 \$TI: 75



NEW

3/4 SimAngus™

**WLE Copacetic E02**

By HPF Quantum Leap Z952  
EPD: CE: 13 \$API: 117 \$TI: 79



NEW

**Holtkamp Clac Change Is Coming 7H**

By WLE Copacetic E02  
EPD: CE: 13 \$API: 107 \$TI: 75



NEW

**W/C Cyclone 385H**

By W/C Bankroll 811D  
EPD: CE: 12 \$API: 144 \$TI: 84



NEW

3/4 SimAngus™

**LLSF Vantage Point F398**

By CCR Anchor 9071B  
EPD: CE: 13 \$API: 131 \$TI: 86



**WS Revival B26**

By LLSF Uprising Z925  
EPD: CE: 10 \$API: 103 \$TI: 68



**LLSF Pays To Believe ZU194**

By CNS Pays To Dream T759  
EPD: CE: 9.3 \$API: 126 \$TI: 79



**W/C Bankroll 811D**

By W/C Loaded Up 1119Y  
EPD: CE: 12 \$API: 121 \$TI: 78



**CLRS Guardian 317G**

By Hook's Beacon 56B  
EPD: CE: 15 \$API: 207 \$TI: 118



**KSU Bald Eagle 53G**

By Hook's Eagle 6E  
EPD: CE: 13 \$API: 176 \$TI: 103



**WLE Black Mamba G203**

By WLE Copacetic E02  
EPD: CE: 12 \$API: 137 \$TI: 82



**FELT Perseverance 302F**

By W/C Executive Order 8543B  
EPD: CE: 15 \$API: 119 \$TI: 76



**W/C Express Lane 29G**

By Rubys Turnpike 771E  
EPD: CE: 14 \$API: 143 \$TI: 86



**CLRWTR Clear Advantage H4G**

By LLSF Vantage Point F398  
EPD: CE: 17 \$API: 171 \$TI: 106



**Erixon Bitten 203A**

By NCB Cobra 47Y  
EPD: CE: 14 \$API: 152 \$TI: 88



**LCDR Favor 149F**

By LCDR Witness 541C  
EPD: CE: 10 \$API: 152 \$TI: 99



**LLW Card Merit 03H**

By TL Ledger  
EPD: CE: 9 \$API: 112 \$TI: 69



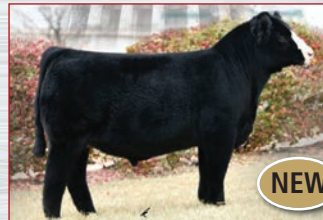
**TL Ledger 106D**

By Profit  
EPD: CE: 10 \$API: 112 \$TI: 69



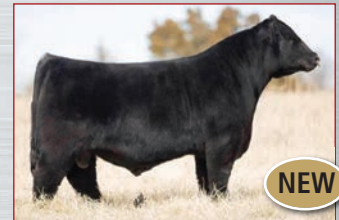
**GCC New California 131J**

By GEFF County O  
EPD: CE: 3 \$API: 98 \$TI: 65



**OBCC Kavanaugh F236**

By OBCC Unfinished Business  
EPD: CE: 13 \$API: 143 \$TI: 81



**LLSF Favored One H98**

By LCDR Favor  
EPD: CE: 8 \$API: 135 \$TI: 98



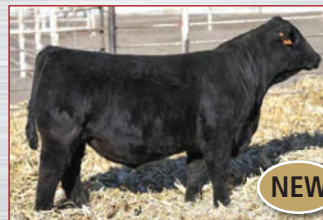
**JBSF Logic 5E**

By W/C Relentless 32C  
EPD: CE: 8 \$API: 116 \$TI: 74



**WHF/JS/CCS Double Up G365**

By W/C Double Down  
EPD: CE: 14 \$API: 114 \$TI: 68



**TJ 50K 485H**

By TJ Teardrop  
EPD: CE: 15 \$API: 166 \$TI: 90



**W/C Style 69E**

By Style 9303  
EPD: CE: 17 \$API: 132 \$TI: 67



**Mr Ishee Triple Trailblazer 018H**

By KOCH Big Timber 685D  
EPD: CE: 17 \$API: 151 \$TI: 82



**HRCC Hondo 035**

By W/C Bankroll  
EPD: CE: 12 \$API: 114 \$TI: 77



**CDI Innovator 325D**

By TJ Main Event 503B  
EPD: CE: 12 \$API: 139 \$TI: 92

**CATTLE** *Visions*

Call for your free book  
573-641-5270

Entire lineup online at:  
[www.cattlevisions.com](http://www.cattlevisions.com)

Semen available on the best  
Angus and Clubbie sires too.

# Performance Advocate Program Enters Thirteenth Year

CONTINUED FROM PAGE 15

## Reflected R Ranch

Curtis and Susan Russell, both former members of the ASA Board of Trustees, own and operate Reflected R Ranch alongside family near Sugar City, Colorado. Cows run on short-grass prairie, and an emphasis is placed on moderate frame, calving ease, fertility, and producing calves that are heavy-muscled. Bulls must meet strict requirements to make it into the sale pen, and the rest are marketed as steers. The top heifer calves are kept back as replacements. Females are expected to breed and calve early every year. Disposition is also a priority.



Curtis and Susan Russell.



Curtis weighing a newborn calf.

The cow herd is predominately black-hided, with the recent addition of some red genetics to meet customer demand. Cows are maintained on roughage year-round, either on pasture or low-quality baled feed such as corn stalks or cane hay, and free choice mineral; limited protein supplementation is provided as calving season approaches. Cattle are summered on nearby private pastures and/or grazing shares and brought home to winter pasture before calving in February and March. Nearly all calves are AI-sired or from embryo transfers.

## RLE Simmental

RLE Simmental is owned and operated by Roger Eakins near Jackson, Missouri. Eakins started breeding Simmental cattle in 1995 after having raised Polled Herefords since 1974. The 40-head cow herd runs out on grass, and is currently transitioning to being an exclusively fall-calving herd in September of 2023. This shift will help with labor, pasture management, and more. Eakins shared that they intend to utilize grass for nine months of the year without hay or supplementation. Cows and heifers are AI-bred utilizing fixed-time estrus synchronization protocols, resulting in a tight calving season goal of 30 to 50 days. All cows are ultrasound pregnancy checked and embryos fetal sexed 80–90 days post AI. Reproduction and functional trait data is obtained and is a high priority in selection. The cow herd all has genomically enhanced EPD.



Roger Eakins started breeding Simmental cattle in 1995.



The Eakins family.

Bulls are forage developed and sold at an average of 18 months of age with New Day Genetics of Salem, Missouri. The sale and program is managed by Allied Genetic Resources. All heifers retained for replacements are enrolled in the Missouri Show-Me-Select program and must meet all the guidelines for the program before they are retained in the RLE herd, sold off the farm, or in the SEMO Show-Me-Select sale. Calves are DNA tested using GGP-100k and have genomically enhanced EPD. Other genetic traits are tested as needed. Eakins shared, “The Total Herd Enrollment (THE) program at ASA is a great tool to collect and report complete calving and performance data measurements on the entire herd.”

## Driven Performance Advocate

(reported 10 or more traits)

### BREEDER

Clear Springs Cattle Co  
McDonald Farms  
Rock Hollow Farm  
Bridle Bit Simmentals  
Double B Acres  
Green Valley Farm  
Roth Farms  
University of Illinois  
Wait, Megan

Starbuck, MN  
Blacksburg, VA  
Alachua, FL  
Walsh, CO  
Sterling, OH  
Ithica, MI  
Sterling, KS  
Baylis, IL  
Pritchett, CO

### SEASON

2021 S  
2021 S  
2021 S  
2021 S  
2021 S  
2021 S  
2021 S  
2021 S  
2021 S

### TOTAL TRAITS

13  
12  
12  
10  
10  
10  
10  
10  
11

## Dedicated Performance Advocate

(reported 8 to 9 traits)

Belleview Farms  
Deer Creek Farm  
Eakins, Roger  
Kratzer, Andy  
Kirlin Simmentals  
Massey Farms  
Salinas Farms  
Toad Holler Simmentals  
Anderson Land and Livestock  
Cow Camp Ranch  
Far Out Cattle Ranch  
Garretson, Jensen  
J-C Simmentals  
Klahr, Dean  
Konesky, Joseph  
Kratzer, Andy  
Plunkett Cattle Co  
Red Hill Farms  
Reflected R Ranch  
Rock Hollow Farm  
S/D Simmentals

Madison, IN  
Roseland, VA  
Jackson, MO  
Marquette, KS  
Avoca, MN  
Burlington, NC  
Marion, MI  
Burlington Junction, MO  
Pilot Rock, OR  
Lost Springs, KS  
Walsh, CO  
Sedalia, MO  
Clare, MI  
Topeka, KS  
Sand Coulee, MT  
Marquette, KS  
Alva, FL  
Lafayette, TN  
Sugar City, CO  
Alachua, FL  
Lake, MI

2021 S  
2020 F  
2021 S  
2021 S  
2021 S  
2020 F  
2021 S  
2021 S  
2020 F  
2020 F  
2020 F  
2021 S  
2021 S  
2021 S  
2021 S  
2020 F  
2020 F  
2021 S  
2021 S  
2020 F  
2021 S  
2021 S  
2020 F  
2021 S

9  
9  
9  
9  
9  
9  
9  
9  
8  
8  
8  
8  
8  
8  
8  
8  
8  
8  
8  
8  
8  
8  
8  
8  
8

ST

# SAFETY ZONE™

## CALF CATCHERS

**A Cowman's Best Friend at Calving Time!**

### Designed for Processing Safety...

- Enables quick and safe calf catching!
- Convenient, step in access of producer!
- Holder secures calf for easy processing!
- User-friendly inside release of calf to cow!
- Move calves easier with cow following!
- Less cow stress, mother can see and smell calf!
- Reduces danger while working new calves!
- Quick Mount/Dismount on both ATV & UTVs!

Now available with a digital scale!



Safe Processing!



Safe Release!

Watch action video at [SafetyZoneCalfCatchers.com](http://SafetyZoneCalfCatchers.com)

For local dealers or to order, call 877-505-0914 today!

**DEALER INQUIRY INVITED**



Easy & Safe Catching!



Moving Pairs is Easy!

**BETH DRAKE, MS** - "I bought my husband one for Christmas. He loves it! Rough round and Brangus mamas, safer than anything we've tried."

**BARRY SALSMAN, KY** - "Excellent protection from mothers...great for doctoring young calves or banding."

**BAR 4 RANCH, TX** - "We love our Calf Catcher! The cows are more calm because they can see & smell the calves. It is really a one-man job now!"

**JEFF HALL, MO** - "Has turned tagging and working calves into a one man operation, and made it safer to do it. Pairing out is a breeze as cows follow great."

**ONE PERSON can now SAFELY and EASILY process calves without concern of the protective mother cow!**

# BEST PRACTICES FOR SEEDSTOCK PRODUCERS

## Best Practices to Receive the Most Accurate Genetic Predictions



Jackie Atkins, PhD



Matt Spangler, PhD



Bob Weber, PhD



Wade Shafer, PhD

### 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 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 ramping up both phenotypic and genotypic data collection on terminal calves — a vital part of our vision.



# Top Five Strategies

## *for* Managing Through a Drought

*by Rachel Endecott, Grey Horse Consulting, LLC*

It seems like no part of the country has been immune from drought conditions in one form or another the past several years. What should you do when grass is short and feed is expensive? Here are my top five strategies for managing through a drought.

Dry conditions have plagued the western US, forcing producers to make difficult management decisions.





*Early weaning is one strategy to help decrease the nutritional demands of a cow herd during drought.*

## **Honest evaluation of your resources, early**

Let's be honest: if you're involved in production agriculture, you're probably an optimist. Or you'd be pretty miserable otherwise! But when you're dealing with impending or current drought, a dose of realism to accompany that optimism is probably in order. Taking an honest assessment of your available resources — grazing, harvested feeds, and options for purchased feeds — is something that needs to be done early. For example, here in Montana, we aren't going to grow much more native range than we already have on July 1 so we can make some assumptions about the rest of the summer at that time. Of course, precipitation patterns, growing seasons, and access to irrigation are all going to play a role in this assessment, but you know your situation and can come up with a pretty good estimate of available resources.

## **Culling strategies**

If the honest assessment of resources tells us that we're going to be short on feed, some culling might be necessary. It's usually easy to take that first swath of cows you may be holding on to for "one more year" who have bad udders, bad teeth, or bad feet. That next level of culling hurts a little more. There are a couple of strategies for this. The first would be to keep the younger cows in a herd and cull older animals with the thought that young cows represent the best genetics in your herd. The other strategy is to maintain the older core of the cow herd and cull younger animals who have higher nutrient requirements because they are still growing, and who will generally wean lighter calves than mature cows. In practice, most producers are going to use some combination of these methods.

## **Understand cow nutrient requirements during the production cycle**

The amount of nutrients needed to maintain a cow varies during her production cycle. Understanding a little bit about that can really help to make the most efficient and economical use of resources. Cow

nutrient requirements are lowest after weaning during mid-gestation, and increase rapidly during the third trimester. Did you know that in the last few weeks of gestation, the conceptus (calf plus associated fluids) can gain upwards of two pounds per day? Think of how many nutrients that takes! As if that wasn't taxing enough, once milk production begins post-calving, nutrient requirements increase yet again. Energy requirements increase by 15% between mid- and late gestation and increase another 15% once lactation begins. Protein requirements increase around 25% from mid- to late gestation and nearly double once lactation begins! Shorting cows on nutrients during late gestation and lactation can lead to poor calf performance and lower-than-desired reproductive rates. Therefore, the most efficient and economical time to put weight on thin cows is post-weaning.

## **Early weaning**

Given the dramatic decrease in nutrient requirements post-weaning, early weaning is one option to decrease the amount of feed needed to maintain a cow herd. If times are extremely tough and maintaining a yearly calving interval is the goal, calves should be weaned before 80 days of age. The benefits of this strategy include the aforementioned dramatic decrease in requirements and should result in excellent breed-back on the cows. The challenge is that you now have a bunch of 80-day-old or younger calves to manage, but desperate times may call for desperate measures. If this strategy is of interest to you, there are a number of Extension publications that summarize the research on early weaning with guidance on young calf management. A more common early weaning strategy might be to wean calves at four to five months of age instead of six to seven months. This will generally be after the current year's breeding season is over and won't make a difference in the current year's reproductive performance. It will still yield benefits in decreased nutrient requirements for the cow herd, which should be putting on condition if resources allow. This should result in improved reproductive performance in the breeding season after early weaning.

CONTINUED ON PAGE 24

# Top Five Strategies for Managing Through a Drought

CONTINUED FROM PAGE 23

## Test harvested feeds and balance appropriate rations

Lastly, whether you are in a drought or not, always — *always* — get your harvested feeds tested for nutrient content at a verified laboratory. It's hard to manage if you don't measure first, and the information you get out of ration-balancing software is only as good as the information you put in. When every penny counts, why not do your best to make sure your predictions of animal performance are as accurate as possible? If you're unsure about how to get started, your local Extension office or local livestock feeds store is a great resource. They often have hay probes for lease and can provide guidance on what tests to request and nearby laboratories to use. Briefly, harvested forages should be sampled with a hay probe. Simply grabbing handfuls from the stack is not going to cut it. Wide variations from year to year and field to field are common, so collecting a representative sample is critical. It's recommended around 10% of each particular lot of hay should be sampled, mixed well, and a subsample of this mixture sent to the lab. Square bales should be

sampled from the end toward the middle, and round bales from the outside round toward the core. If you have access to byproduct or alternative feeds (ethanol byproducts, cottonseed hulls, citrus pulp, corn gluten feed, wheat middlings, etc.), don't neglect to get those feeds tested as well. Each lot can be quite different from the next so test early and often! Once you've received your nutrient analyses back, they can be entered into ration-balancing software to create rations for all ages and stages of beef cattle. Contact your local Extension office for assistance if you're looking for advice.

The beef cattle business is a risky one, and those operations that can mitigate risk the best are those who remain successful. Having a drought plan in place before a drought happens is key to surviving when times get tough.

**ST**



**WANTED**  
PERFORMANCE BREEDERS

Who collect records on complete contemporary groups.

Let the numbers show that you are serious about performance . . . become a Performance Advocate.



Go to [Herdbook.org](http://Herdbook.org) and check out the new dashboard for ease of tracking data.

For more information:  
Call 406-587-4531



ASA Performance  
Advocate



Rachel Endecott, PhD, founded Grey Horse Consulting in September 2020. Dr. Endecott grew up on a family cow-calf operation in southwest Montana, where she still ranches with her family today. She received her BS in animal science at Montana State University (MSU) and her MS and PhD at New Mexico State University in range beef cattle nutrition with minors in reproductive physiology and molecular biology. She spent eleven years as the Extension Beef Cattle Specialist at MSU. Endecott then directed the DNA department at the American Simmental Association and was the co-managing editor of ASA Publication, Inc., for three years.

# QUEEN OF THE PRAIRIE

2nd Annual ★ ★ ★ ★ FEMALE SALE

**SATURDAY, NOVEMBER 26, 2022**

Private Treaty Sale via DVAuction • At the Ranch • 10752 BIA Road 15, Veblen, SD

**Selling 35 Open Heifers — 10 Reds & 25 Blacks**

*Sires represented*



SFG COWBOY LOGIC D627



STAV KINGPIN 13G



TJ CROSSFIT 570C



MR NLC CASH VALUE 8037F

Viewing Available  
At The Ranch



KINNS MEGA WIDE 3316E



KLER LAW & ORDER H5



WLB PRODIGY 493H



WS CERTIFIED E151



STAV GRANDSTAND 14F



STAV RED WAVE 105F

Check our website  
[stavicksimmental.com](http://stavicksimmental.com)  
for sale updates

**DVAuction**

**KING OF THE RANGE**  
23rd Annual ★ ★ ★ ★ PRODUCTION SALE

**THURSDAY, FEBRUARY 2, 2023**

1:00 P.M. CST • At the Ranch • 10752 BIA Road 15, Veblen, SD

**Selling 100 Red & Black Simmental Bulls**

**STAVICK SIMMENTAL**



Mike, Myra and Owen Stavick • Liv and Gordon Holt

10752 BIA Road 15, Veblen, SD

605-237-4663 (Mike) • 605-551-9016 (Owen)

[stavickx@tnics.com](mailto:stavickx@tnics.com) • [stavicksimmental.com](http://stavicksimmental.com)



# Let's try the Truth.

Instead of the typical  
Beef on Holstein sales pitch.

SimAngus™ bulls are the most ideal complement to a Holstein female to generate a high profit terminal beef calf. Get the facts at [holsteinusa.com/holsim/](http://holsteinusa.com/holsim/)

Anytime you sell a Beef x Holstein calf prior to harvest the buyer is going to pay you less. Period.

# The answer?

Use the same thorough genetic selection process you use throughout the rest of your business. Quit letting salesmen pawn off their leftovers on you. Then, retain ownership on those cattle all the way through the feedyard. Maximize your return and diversify your business.

**This is the truth. The world has seen enough hype. It's Simple. SimAngus™.**



American Simmental Association

406-587-4531

[www.simmental.org](http://www.simmental.org)

[simmental@simmgene.com](mailto:simmental@simmgene.com)



**INCREDIBLY AFFORDABLE**

# Full-Color Catalogs



Our low-cost, full-color printing options may just surprise you! Our talented catalog production team uses their skills to provide each customer with pieces guaranteed to impress. With our direct access to ASA's database and vast photo library we make the process simple and easy!

## Included with printed catalogs:

- Your catalog linked on [simmental.org](http://simmental.org)
- Online catalog flipbook
- Downloadable PDF
- Free mailing lists
- One free eBlast

To receive a quote or for more information contact:  
**Nancy Chesterfield**  
406-587-2778  
[nchesterfield@simmgene.com](mailto:nchesterfield@simmgene.com)  
[www.simmental.org](http://www.simmental.org)

## Additional Ad Design Services

Our experienced design staff can assist you in developing any form of creative printed promotion. These are just some of the products we produce:

- ◆ State directories
- ◆ Postcards
- ◆ Websites
- ◆ Brochures
- ◆ Booths
- ◆ Banners
- ◆ Flyers
- ◆ Logos
- ◆ Posters
- ◆ Photo retouching
- ◆ Business cards
- ◆ eBlast ads

# eBlast

ASA Publication, Inc.

One eBlast  
**\$250**

For more information and to find out the cost of running multiple eBlasts contact:

Rebecca Price  
rprice@simmgene.com

or

Nancy Chesterfield  
nchesterfield@simmgene.com

**406-587-2778**

**eBlast**

**Generations of Progress**

17<sup>th</sup> ANNUAL Bull & Replacement Female Sale  
RANBURNE, AL **November 12, 2022** 11:00 AM CST

180 Fall Yearling Bulls - 200 Bred & Open Replacement Females

<b>1098J</b> ASAR 2009523 PR SM - GIBBS PRIDE EPICURE FRANK SON CE 19 20E 21E 22E 23E 24E 25E 26E 27E 28E 29E 30E 31E 91.8 103.8 21.0 0.40 1.0 100.0 96.4	<b>1229J</b> ASAR 2009859 SIMANKUS - DAY TRIP & CROWN O'ROD SON CE 18 19 20E 21E 22E 23E 24E 25E 26E 27E 28E 29E 30E 31E 92.8 102.8 22.4 0.60 0.90 100.0 97.8	<b>1586J</b> ASAR 2009726 PR SM - GIBBS GUARDIAN 2176 SON CE 18 19 20E 21E 22E 23E 24E 25E 26E 27E 28E 29E 30E 31E 93.3 107.9 22.5 0.72 1.40 104.0 102.7
<b>1033J</b> ASAR 2009204 PR SM - GIBBS OTTO ESSENTIAL DAUGHTER CE 19 20E 21E 22E 23E 24E 25E 26E 27E 28E 29E 30E 31E 93.8 104.8 21.0 0.47 1.0 102.0 101.0	<b>1140J</b> ASAR 2007822 SIMANKUS - GIBBS OPEN REINWORTH SON CE 19 20E 21E 22E 23E 24E 25E 26E 27E 28E 29E 30E 31E 91.4 101.8 21.8 0.75 1.00 100.0 101.8	<b>1557J</b> ASAR 2009709 SIMANKUS - BRIDE OF ECLIPSE E/VA DAUGHTER CE 18 19 20E 21E 22E 23E 24E 25E 26E 27E 28E 29E 30E 31E 92.8 104.5 22.0 0.98 0.40 103.0 107.4

FOCUSING ON *traits* THAT *enhance* YOUR PROFITABILITY

**SALE MANAGEMENT**  
**ALIED**  
GENETIC RESOURCES  
Daily Fax: 406-587-2778  
Live Auction: 406-587-2777  
Email: Auction@alied.com  
www.aliedgenetics.com

**VAuction**  
Specializing in Real Estate Auctions

**GIBBS FARMS** Since 1961  
gibbsfarms.net  
2715 County Road 21, Darg Park, OK 74932  
Aurora: 405-438-3273, Bracey: 405-1004-1014

[Click here to view ad](#)

Our most popular form of web promotion is the eBlast that emails directly to approximately 5,500 subscribers. It's a quick and affordable way to get the word out about your upcoming event. Turnaround time can be as fast as one day.

THE **BIGGEST**  
show ON DIRT  
POWERED BY *Ranch*



**B C R Phyllis 092J**  
2022 NJAS Grand Champion Owned Heifer  
She sold as Lot 36A in The Grand Event  
Congratulations Josie Phillips!

THE *Grand Event* LADIES BROUGHT THE

# HEAT

THIS SUMMER



**B C R Time To Shine J080**

**2022 AJSA National Classic Reserve Grand Champion  
Owned Percentage Simmental Heifer**  
She sold as Lot 10 in The Grand Event | Congratulations Josie Phillips!



**B C R Miss Time To Shine J074**

**2022 AJSA National Classic 15th Overall  
Owned Purebred Simmental Heifer**  
She sold as Lot 2B in The Grand Event | Congratulations Macy Collum

BUCK CREEK RANCH PRESENTS...  
**THE Grand Event**  
FRIDAY NIGHT | DECEMBER 16, 2022 | YALE, OK

*An elite offering of Simmental, SimAngus, and Angus show heifer/donor prospects, bred heifers, and proven bred cows!*

**BUCK CREEK RANCH**  
JACOB MOORE 765-717-1322  
GARRETT CLOUD 479-629-2840

*I* sale management by  
**INNOVATION**  
AgMarketing, LLC  
GRAHAM BLAGG: 530-913-6418  
JERED SHIPMAN: 806-983-7226  
TIM ANDERSON: 605-682-9343  
INNOVATIONAGMARKETING.COM





# BALANCE THE SCALES

## BREED EFFECTS FOR COW MATURE WEIGHT (MWT)<sup>abc</sup>

Angus	0
Charolais	-20 lb.
Hereford	-39 lb.
<b>Simmental</b>	<b>-74 lb.</b>

Big cows come with big feed bills.

Simmental-influenced cows are an average **74 lb. lighter** at maturity than Angus-sired counterparts, according to a recent U.S. Meat Animal Research Center study.<sup>a,d</sup>

While Simmental is sized for more efficient gains, 20-year genetic trendlines also show the breed offers reliable calving ease, early growth and cow longevity.

That's a balanced herd built for profit.

## STAND STRONG SIMMENTAL

406-587-4531 • [simmental.org](http://simmental.org)

<sup>a</sup>USMARC, Zimmerman, M., et al., "Breed and heterotic effects for mature weight in beef cattle," *J. of Anim. Sci.*, Vol. 99, 2021. <sup>b</sup>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. <sup>c</sup>Estimate of MWT differences at 6 years of age. <sup>d</sup>The study considered 108,857 weight records from 5,156 crossbred cows sired by 787 bulls.

# Partnerships *for a* Better Beef Industry

by Jamie T. Courter, PhD, Technical Services Manager, Neogen Genomics

In today's industry, data has become commerce. Whether in the form of genotypes, record keeping, or the combination of both, entities within the cattle business and outside have identified data as an integral part of the future. The beauty of the American Simmental Association (ASA) and their members is that while they value data, their involvement in International Genetic Solutions (IGS) shows an appreciation and understanding that partnerships and collaborations are what will drive the beef industry to the next level. The purpose of this article is to highlight how ASA's dedication to partnership, collaboration, and data collection have had a profound impact on the Simmental breed and the beef industry.

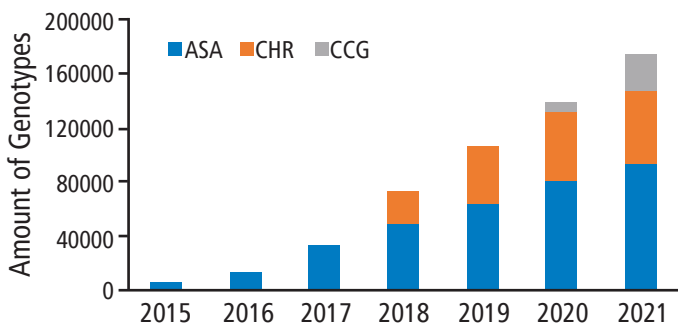


Figure 1: Number of genotypes in the American Simmental Association database by program and year.

Between 2015 and 2021, ASA, along with their breeders, has:

- Initiated three key research projects with Neogen.
- Provided 175,000 GGP profiles (genotypes) to the ASA database.
- Reported over 80,000 mature cow weights.
- Reported over 12,000 carcass records on animals with a GGP profile.

**“With this new treasure trove of genomics and phenotypic data in the IGS database, ASA truly has a critical mass of data to accelerate genetic improvement to new levels.”**

John Irvine, Irvine Ranch, Manhattan, Kansas

## Cow Herd DNA Roundup

Perhaps the most well-known research project at ASA is the Cow Herd DNA Roundup (CHR), launched in October of 2017. With male genotypes on the rise within the evaluation, the members of ASA identified the need to collect data on the other half of the mating equation. The goal of the project has been to provide inexpensive genotyping to breeders willing to test 90% of their cow herd in a single year. Commitment was also made by the board to offer an additional monetary discount per animal when members submitted a mature cow weight along with either a body condition score or hip height. At the time the project was launched, members could essentially test five cows for the usual price of two genomic tests. This groundbreaking project was a large effort put forth by Neogen, ASA, and its members.

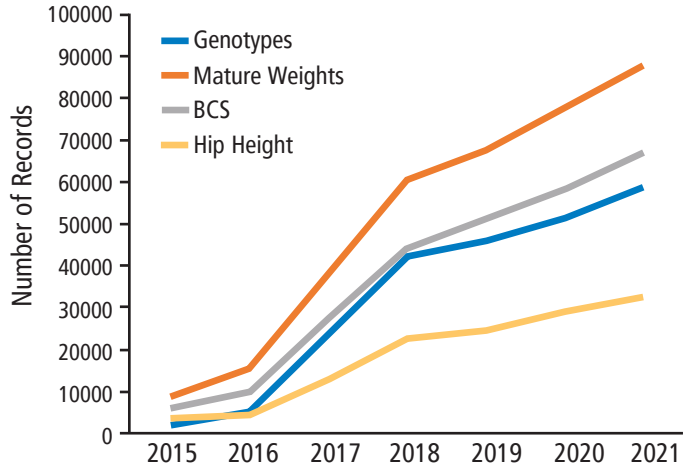


Figure 2: Increase in mature cow genotypes and records reported to ASA from 2015 to 2021.

Between 2017 and 2021:

- Over 53,000 genotypes have been submitted through CHR — equal to 56% of all female genotypes in the evaluation (Figure 2).
- Over 155,000 records have been reported for mature cow weight, body condition score, and hip height combined (Figure 2).
- The percentage of females genotyped annually (compared to males) rose from 34% to 56% (Figure 3).

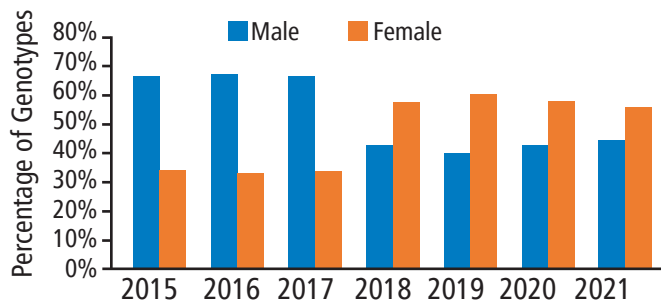


Figure 3: Comparison of the percentage of male to female genotypes in the ASA database from 2015 to 2021.

**“To have been a part of CHR from the beginning is incredible. ASA has paved the way for other breeders around the globe to duplicate their efforts. Due to the success of these projects, IGS is quickly gaining and developing one of the most advanced genomic evaluations in the world. That is something every participant should be extremely aware and proud of.”**

**Leoma Wells, Data Genie LLC, Roy, Montana**

## Calf Crop Genomics

Following three successful years, a large number of herds had been genotyped. While the project has been kept open to encourage remaining members and new members to take advantage of the opportunity, ASA also recognized a need to extend the research to females and calves under two years of age. This led to the launch of the Calf Crop Genomics (CCG) project in July 2020. Like CHR, reduced-cost genotyping is available for breeders willing to test 90% of their calf crop, with further rebates given when weight and/or carcass information is reported back to ASA.

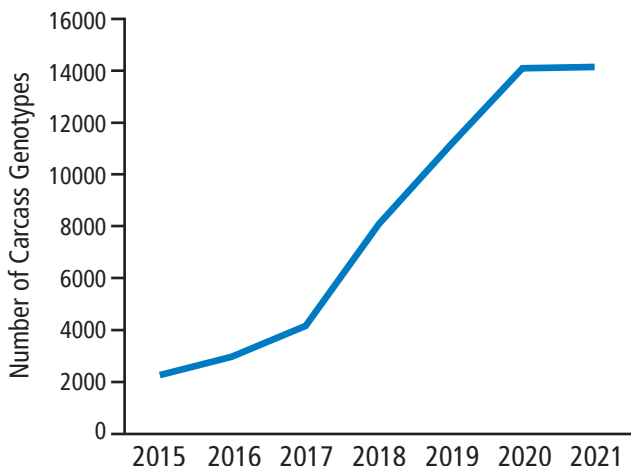


Figure 4: Number of genotypes in the ASA database with corresponding carcass phenotypes reported.

**This project provides many benefits, including:**

- Full contemporary groups being reported to the evaluation to give it a complete picture of a calf’s performance compared to the entire year’s calf crop.
- GE-EPD available early in a calf’s life to allow for accurate selection and breeding decisions.

**Other highlights of the project include:**

- 27,000 genotypes in the project in only two years.
- Thousands of carcass records on terminal calves, with matching genotypes.

## Carcass Expansion Project

Similar to maternal traits, obtaining actual carcass data on cattle is no easy task. This is supported by the relative lack of carcass records submitted to the ASA for years leading up to 2018. This led the ASA board to initiate the Carcass Expansion Project (CXP). To participate in this research project, a seedstock operation must either partner with their commercial customer or use their own commercial cow herd, retain ownership of cattle through the feeding phase, and report carcass data back to the evaluation. Because this is no simple feat, the ASA agreed to cover genotyping costs of all terminal calves with carcass records reported to the evaluation.

**“In my tenure with the ASA and the variety of projects and programs I have worked with, the genomic research programs have been some of the most rewarding. They combine ideal data for the genetic evaluation with a great incentive to the breeders AND our members can immediately use more accurate tools to make better decisions. These programs exemplify a win-win scenario. The genomic research programs take a big commitment for the breeders, staff at ASA, and Neogen, but the reward is worth the effort. I am proud to say we have added roughly 100,000 genomic files through these sought-after groups of cattle (females, entire herds/calf crops, and terminal cattle).”**

**Dr. Jackie Atkins,**  
director, Science and IGS Operations

CONTINUED ON PAGE 34

# Partnerships for a Better Beef Industry

CONTINUED FROM PAGE 33

## Impact on the American Simmental Association and its Members

These three research projects together have amassed a significant portion of the power and accuracy behind the suite of EPD offered to Simmental breeders. While the advantages of genomic information are constantly discussed, the true return on their investment would not be possible without continuous reporting of phenotypes as well. Table 1 provides the evidence of this hard work, showing the increase in genomic progeny equivalents from 2012 to 2021. Due to the strength of the evaluation, running a single genomic test on an animal provides the same amount of information as if they had already had four to 25 progeny, depending on the trait.

### Genomic Progeny Equivalents

Trait	2012	2018	2021	Difference
Calving Ease Direct	5	15	25+	+20
Birth Weight	6	21	22	+16
Weaning Weight	4	22	25+	+21
Yearling Weight	3	24	25+	+24
Stayability	9	25	15	+6
Docility	-	-	25+	+25
Carcass Weight	-	-	6	+6
Ribeye Area	4	5	8	+4
Backfat	1	6	11	+10

Figure 5: Progeny Equivalents.

Other impacts of these research projects on the database include:

- A total of 83,000 genotypes submitted – that is over 47% of the entire database.
- A five-fold increase in phenotypes reported.
- An increase of two to six progeny equivalents for carcass traits.
- A change in ratio of M:F genotypes from 3:1 to approximately 1:1.

In addition to the immediate impact of these projects, future impacts include:

- Future release of a mature weight EPD.
- Updated progeny equivalents table for maternal traits of interest.

From the outside looking in, the CHR and CCG projects have been a tremendous success. If any constructive motivation is to be made, it is for members to dig deep and consider involvement in the CXP. The ability to obtain 'free' genotyping from ASA is irreplaceable information to help increase the accuracy of carcass EPD on influential sires.

Overall, ASA members should be proud of what has been accomplished over the last five years. By working together, pooling information, and seeing the value of data, you have taken the Simmental breed to new heights. As we said at the beginning of this article, collaboration and data are the keys to the future of the beef business. Neogen is honored to be one of those partners, and we look forward to continuing to empower breeders for many years to come.

**ST**

**Editor's note:** To date, 100,000 genotypes have been submitted. This article analyzes data up to the end of 2021, and does not include data submitted in 2022.



Originally from Henderson, North Carolina, Dr. Jamie Courter received a bachelor's degree in animal science from North Carolina State University. Following graduation, she went on to obtain a master's degree in animal breeding and genetics from South Dakota State University. Her thesis research was conducted at the US Meat Animal Research Center in Clay Center, Nebraska, working with leading geneticists to perfect calculations of GE-EPD. This knowledge and experience led to her decision to attend the University of Nebraska–Lincoln for a doctoral degree, where she worked alongside Drs. Ron Lewis, Matthew Spangler, and Temple Grandin to better quantify docility for genetic evaluations.



## Faster, Cleaner, Easier DNA Collection

Eliminate the hassle of taking blood or hair samples. Allflex Tissue Sampling Units (TSUs) quickly capture clean, high-quality DNA. One squeeze and you're ready for genomics in breeding and marketing. Plus, matched sets of Allflex TSUs, EID tags and custom visual tags make it easier to link performance data to genetics to market demand, authenticating your brand of cattle in the supply chain.

[www.allflexusa.com](http://www.allflexusa.com)

Copyright © 2022 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved.



# Looking Back at Fall Focus 2022

by Lilly Platts



Fall Focus 2022, held in Roanoke, Virginia, August 26–30, was a successful gathering of Simmental enthusiasts from across the country. The event featured area tours, a day-long educational symposium, and a productive board meeting. The Virginia Simmental Association (VSA) co-hosted the event and gave everyone an informative glimpse into the state's beef industry, and the role Simmental plays. A huge thank you to everyone at the VSA for their help organizing and hosting.

One highlight of the weekend was an early morning meeting of ASA's SimSpecialists team. Many members of the team were present, and spent time getting up to date on association programs, sharing experiences, and discussing ways their team can be better utilized. The combined years of experience of the SimSpecialists is unmatched; from attending bull sales and helping potential customers understand indexes to presenting at educational field days, they offer a lot to the Simmental breed and are dedicated to expanding their reach.

After a quick lunch in downtown Roanoke, we hopped on buses and drove to Hillwinds Farm, owned and operated by Tim and Cathy Sutphin. The Sutphins have been using Simmental genetics

in their commercial operation for some time, and have built a profitable family business. Tim discussed the genetic and management decisions that have allowed them to build their herd, and how Simmental genetics have been a major part of their success.

From there we jumped back on the buses and drove to Blacksburg for a tour of the Virginia Tech campus. The university's Beef Cattle Center runs a herd of cows, including Simmental, and holds a student-run bull sale — the Hokie Harvest Sale — each year.

After that, we drove just outside Blacksburg to Bill McDonald's historic farm, which was established in 1763. During the Revolutionary War the farm served as a depot, and early in its history it also housed a grist mill, a tannery, and was used for producing

# farm tours

“McDonald Surefire” gunpowder. Today, McDonald Farm raises Simmental seedstock, utilizing the abundant grass available in the Virginia hills. Bill and his family graciously opened their home, served ham and biscuits and mint sweet tea, and showed us all a great deal of hospitality.

We then headed back to the buses and drove out to Virginia Tech’s Kentland Farm. Their newly constructed hay barn served as a beautiful setting for dinner, live music, and socializing. The Virginia Junior Simmental Association served a brisket dinner, and we heard from VSA president Mark Campbell, and Dr. Dan Eversole and Chad Joines with the VT’s beef cattle program. Pouring rain threw a hitch in the schedule, but we were eventually able to head outside to watch Lane Giess’s live feet and leg scoring demonstration.

CONTINUED ON PAGE 40



Laura, Tim, Cathy, and Heath Sutphin.  
Opposite page: Fall Focus attendees gathered inside the Sutphin’s barn to look at a group of heifers.



Bill McDonald and his girlfriend, Amy.



Bill McDonald told the story of his family farm and how he became involved with the Simmental breed.

# State Marketplace

## American Simbrah Breeders



Pine Ridge Ranch  
Pine Ridge Ranch  
Pine Ridge Ranch  
LLC ATHENS, TX



Jane and Bill Travis  
billtravis@simbrah.com

9876 PLANO RD.  
DALLAS, TX 75238  
Cell: 214-850-6308

[www.simbrah.com](http://www.simbrah.com)

Shane & Beth Temple  
719-850-3082  
[www.t-heartranch.com](http://www.t-heartranch.com)  
True High Altitude Cattle  
HIGH ALTITUDE BULL SALE • MARCH 25, 2023 • LA GARITA, CO

## Georgia



Jessie & Sherry Driggers  
Glennville, GA • 912-237-0608  
[www.driggeressimmentalfarm.com](http://www.driggeressimmentalfarm.com)

- Producers of Red and Black Simmental and SimAngus™ Genetics
- Annual Bull Sale held Saturday before Thanksgiving



CLRS Guardian 317G

## Commercially Targeted Seedstock

Owner:  
Jim Berry

Cattle Manager:  
Ben Lehman  
563-920-0315

6502 Rt. 84 South  
Hanover, IL 61041  
815-297-5562



[www.wildberryfarms.net](http://www.wildberryfarms.net)

## Indiana



Jeff & Leah Meinders  
812-498-2840 | Milan, IN

Simmental & SimAngus™

2022 Clear Choice Sale Events  
Bull Sale. 3/26 • Customer Sale. 4/23  
Female Sale. 10/22

[WWW.CLEARWATERSIMMENTALS.COM](http://WWW.CLEARWATERSIMMENTALS.COM)

## Colorado

Willie & Sharon Altenburg  
570 East Co Rd 64 • Fort Collins, CO 80524  
970-568-7792 (H) • 970-481-2570 (C)  
[willie@rmi.net](mailto:willie@rmi.net) • [altenburgsuperbaldy.com](http://altenburgsuperbaldy.com)

BRIDLE BIT SIMMENTALS  
ERROLL COOK & SONS  
PO Box 507, Walsh, CO 81090  
Chad Cook 719-529-0564  
[bridlebitsimm@gmail.com](mailto:bridlebitsimm@gmail.com)  
[www.bridlebitsimmentals.com](http://www.bridlebitsimmentals.com)  
Annual bull and female sale March 20, 2023

35th Annual Bull Sale  
March 2023  
Loma, Colorado

57011 Ida Road  
Montrose, CO 81403  
970-209-8008 (days)  
970-249-5938 (evenings)

Phoenix Cattle Company  
Fleckvieh and Fleck x Black and Red Angus

Roger Schager  
PO Box 596 Louisville, CO 80027 303-550-5592 [cows\\_1@q.com](mailto:cows_1@q.com)

## Idaho

LANTING ENTERPRISES  
REGISTERED SIMANGUS CATTLE  
PRIVATE TREATY SALES  
208-539-4371 OR 208-731-2697  
[LANTINGENTLLC@HOTMAIL.COM](mailto:LANTINGENTLLC@HOTMAIL.COM)  
2181B NORTH 2300 EAST TWIN FALLS, ID 83301

## Illinois

Haven Hill Simmentals  
Bob and Kathy Fitzpatrick  
1011 155th Avenue West  
Milan, IL 61264  
309-236-7330  
[hhscows@gmail.com](mailto:hhscows@gmail.com)

217-854-5200  
Angus Simmental/Angus  
LARRY RHODES  
217-473-5868 cell  
217-854-5200 office  
[rhodesangus@royell.org](mailto:rhodesangus@royell.org)  
9350 Rte 108  
Carlinville, IL 62626  
[www.RhodesAngus.com](http://www.RhodesAngus.com)

997 N 2050 East Road • Shelbyville, IL 62565  
Curt and Pam Rincker Cell: 217-871-5741  
Brent Rincker 217-246-3550  
Cari Rincker 217-531-2179  
[rincker@lakelandcollege.edu](mailto:rincker@lakelandcollege.edu) [rincker@gmail.com](mailto:rincker@gmail.com) [rinckercattle@gmail.com](mailto:rinckercattle@gmail.com)  
Visitors always welcome! Sale info at: [www.rincker.com](http://www.rincker.com)

## Iowa

RL Fleckvieh Limerock Ranch  
Randy, Jen Lehman Family  
3251 Brandon Diagonal Blvd • Brandon, IA 52210-9774  
319-521-4389 • 815-990-2312  
[rlimerockranch@yahoo.com](mailto:rlimerockranch@yahoo.com) • [www.rlimerockranch.com](http://www.rlimerockranch.com)  
Specializing in Fleckvieh-Based SimGenetics

SPRINGER SIMMENTAL  
Jeff & Lynda Springer  
Michelle, Todd, Eli & Noah Christensen  
Steve, Bri, Paisley & Porter Springer  
3119 310th St • Cresco, IA 52136  
641-330-6654  
[springsim@iowatelecom.net](mailto:springsim@iowatelecom.net)  
[WWW.SPRINGERSIMMENTAL.COM](http://WWW.SPRINGERSIMMENTAL.COM)

## Kansas

Cow Camp Ranch  
Kent, Mark and Nolan Brunner  
3553 Upland Rd.  
Lost Springs, KS 66859-9652  
785-466-6475 Kent  
785-466-1129 Nolan  
785-258-0173 Mark  
[nolan@cowcampbeef.com](mailto:nolan@cowcampbeef.com)  
Spring Bull Sale - Friday, February 3, 2023

Dixon Farms, Inc.  
Carol Dixon, Kevin Dixon,  
& Lyle Dixon, D.V.M.  
13703 Beaver Creek Rd • Atwood, KS 67730  
785-626-3744 • [drlyle@live.com](mailto:drlyle@live.com)  
[www.dixonfarms.com](http://www.dixonfarms.com)  
DX

(Continued on page 42)





# Is Carcass Merit Vital to Your Business?

We would like to work with you on your sire-identified, terminal calves.



- ◆ Free semen on the nation's top herdsire prospects
- ◆ Free genetic evaluation (EPD and Selection Indexes) on your cow herd
- ◆ \$65 paid per CMP sired carcass record
- ◆ DNA tests performed on terminal calves

*\*This is a structured young sire test so please inquire about qualifications and expectations.*



- ◆ Free 100K GGP DNA test on all sire-identified terminal calves with carcass data
- ◆ DNA Parentage included
- ◆ Tissue Sampling Units provided at no cost

*\*This is an ongoing research project, participants are limited so please inquire about availability.*



For more information regarding both programs, contact:

[cmp@simmgene.com](mailto:cmp@simmgene.com) for CMP inquiries

[lgiess@simmgene.com](mailto:lgiess@simmgene.com) for CXP inquiries



**American Simmental Association**

406-587-4531 • [www.simmental.org](http://www.simmental.org)

# Looking Back at Fall Focus 2022

CONTINUED FROM PAGE 37



ASA's Lane Giess led a live feet and leg scoring demonstration.



Virginia Simmental Association president Mark Campbell, who was instrumental in organizing Fall Focus 2022, welcoming attendees to Virginia Tech's Kentland Farm.

## symposium

---

**The Virginia Simmental Association played a huge role in organizing Fall Focus 2022.**

---

Saturday kicked off the educational day, which was thoughtfully curated by ASA's Dr. Jackie Atkins. Barry Wesner, board chairman, welcomed everyone to the event. Virginia Secretary of Agriculture, Matt Lohr, kicked off the speaker lineup discussing the importance of agriculture in the state, and the larger role he sees it play in communities across the state.

New ideas and being at the forefront of developing science goes hand-in-hand with ASA's mission, and the next speaker, Dr. Alison Van Eenennaam, discussed something that could change the beef industry and raising livestock as a whole. Van Eenennaam works as a Cooperative Extension specialist in the field of animal genomics and biotechnology in the Department of Animal Science at University of California-Davis, and her current research focuses on genome editing, which she discussed in detail during her talk. The technology to insert or remove individual genes, which could change any desired trait, exists but is not legal to practice in the US. Van Eenennaam explained the science, its effectiveness, how it can be used, and the regulatory framework that currently prevents scientists from fully utilizing it. The use of genome editing also poses a moral question for many, which attendees were challenged to consider.

Dr. Troy Rowan, University of Tennessee, followed with his talk, "Laying the Groundwork for the Next Generation of Phenotyping, Genotyping, and Genomic Prediction." Rowan discussed genetic progress, and how to speed up genetic improvement. The accuracy of genetic predictions and the ability to measure useful phenotypes are the two basic pieces of the equation, and improving each is necessary to speed up genetic improvement. Rowan discussed the role of genomics, showing how the implementation of genomic testing improves our ability to predict an animal's genetic merit. He explained how Single



*Dr. Alison Van Eenennaam discussing genome editing.*

Nucleotide Polymorphism (SNP) technology is currently used, and how Sequence Imputed technology could improve genomic testing. Rowan then presented possible steps that could be taken to implement sequencing strategies, which are currently being used through research. He also discussed traits that would be extremely useful to the industry if measured, including disease risk and greenhouse gas emissions. Traits like these are difficult to measure due to variations in animals, genetics, environment, and more. However, work is being done at the university level to measure these phenotypes, and that work should eventually help breed associations—and ultimately, producers—make selection decisions.

The Virginia Simmental Association played a huge role in organizing Fall Focus, and the lunch on Saturday featured president Mark Campbell, and Virginia Cattle Industry Board member Paige Pratt.

After lunch, Dr. Vitor Mercadante, a professor at Virginia Tech, discussed advancements in fixed-time AI technology. He began by discussing beef production efficiency in the US, using Brazil as a comparison. It takes fewer cattle to produce more beef in the US, thanks in part to reproductive efficiency. The goal is to optimize pregnancy rates and develop and select replacement heifers that are highly fertile at the lowest possible cost. This sounds simple, but because fertility is generally lowly heritable, producers can't simply select females based on what their genetic merit should be for this trait. Mercadante broke down efficiency to include a combination of management, nutrition and animal health, selection pressure, and the use of reproductive technologies. Estrus synchronization is commonly used, and fixed-time AI can reduce the labor necessary to AI females since checking for heat isn't necessary. It also increases the portion of females exposed to AI, and more females

CONTINUED ON PAGE 44



*Dr. Troy Rowan discussing future improvements to genetic prediction.*

---

**Videos of each presentation from the educational day will be posted to [fallfocus.org](http://fallfocus.org).**

---



*Dr. Vitor Mercadante presented tools for improving reproductive efficiency.*

# State Marketplace

(Continued from page 38)

**HOFMAN N** Rodney & Kim Hofmann  
*Simmental*  
**F A R M S**  
 "Proof • Performance • Profit" www.honestbulls.com

2244 19th Rd  
 Clay Center, KS 67432  
 785-944-3674

**RVR CRK** Joe & Kim Mertz 785-458-9494  
 Abram & Dani Mertz 785-456-3986  
 7160 Zeandale Road  
 Manhattan, KS 66502  
 www.rivercreekfarms.com

**33rd Annual "Built to Work" SimAngus Bull Sale, February 8, 2023**

**Minnesota**

*Clear Springs Cattle Company*  
 Travis Wulf  
 320-288-6433

**BRED FOR BALANCE**

STARBUCK, MN - FEBRUARY 10, 2023

**Dr. Lynn Aggen** Performance with Quality  
 Office: 507-886-6321  
 Mobile: 507-421-3813  
 Home: 507-886-4016

**Oak Meadow Farms**  
 Simmentals  
 Harmony, MN 55939  
 www.oakmfarm.com

**Matt Aggen**  
 Mobile: 701-866-3544  
 Home: 507-772-4522  
 Email: mattaggen@hotmail.com

**RYDEEN FARMS**  
 Est. 1897  
 Polled Red & Black Simmental Cattle  
 218.280.1916 (Paul cell) • 218.776.3338 (Farm)  
 rydeen@gvtel.com • www.rydeenfarms.com  
**Annual Vision Production Sale in February**

**Mississippi**

**LITTLE CREEK CATTLE**

**LC**

2638 Turkey Creek Road  
 Starkville, Mississippi  
 Dr. Jason & Nikki Gress  
 Jason 301.331.1773  
 Nikki 304.676.7382  
 info@littlecreekcattle.com  
 www.LittleCreekCattle.com

FULLBLOOD FLECKVIEH AND FLECK INFLUENCED CATTLE

**ROCKHILL RANCH**

**Rickey Nicholas**  
 601.818.1456  
 rnicholas@hughes.net  
 1152 Rockhill to Brooklyn Road  
 Purvis, MS 39475  
**Simmental, Angus, SimAngus™ & Simbrah Cattle**

**Missouri**

www.gerloffcattle.com

**GERLOFF FARMS**

3162 Hwy A • Bland, MO 65014  
 573.437.3751 • 573.437.2507  
 573.680.9117 cell • khuebler@fidnet.com

**LUCAS CATTLE CO.**  
 Registered Simmentals, SimAngus™ & Angus Cattle

Cleo Fields 417-399-7124  
 Jeff Reed 417-399-1241

Forrest & Charlotte Lucas, Owners  
 26511 County Rd. 50  
 Cross Timbers, MO 65634  
 Office 417-998-6512

www.lucascattlecompany.com Visitors Always Welcome

**Montana**

**HILL'S RANCH**  
 Simmentals

**Hill's Ranch Simmentals**  
 Box 186  
 Stanford, MT 59479  
 406-566-2479  
**Bull Sale • Wednesday, March 1, 2023**  
 hillssimmentalmt@yahoo.com • www.hillsimmental.com

**Little Bitterroot Ranch**  
 Frank & Marilynn Carr  
 748 Little Bitterroot Rd • Hot Springs, MT 59845  
 406-741-2523 • lbsimmental@gmail.com  
 Simmental, SimAngus™ - Since 1972  
 View data and videos at littlebitterrootranch.com  
**PRIVATE TREATY**

**Sales Call**  
 A bi-monthly electronic announcement of upcoming sales for ASA Publication advertisers.

**Miller SIMMENTAL**

**Dale & Paula Miller**  
 Gildford, MT 59525 406-376-3109  
 www.millersimmental.com  
 7DM0174@tfc-cmc.net

**BULLS BIG SKY**  
 Bulls of the Big Sky  
 February 20, 2023  
 Billings, MT

**NELSON** LIVESTOCK COMPANY  
 Simmental • Sim-Angus • Angus

Watch for our Annual Bull Sale  
**February 13, 2023**

5831 Highway 7, Wibaux, MT  
 406-588-3371  
 nlsim@midrivers.com  
 www.nelsonlivestockco.com

**Nebraska**

**FORSTER FARMS**  
 Verlouis Forster Family  
 74096 Road 434  
 Smithfield, NE 68976-1039  
 Ph 308-472-5036 Verlouis  
 308-991-2208 Alan Cell  
 Email: alan\_forster@hotmail.com  
 "Red and Black, Polled, Pigmented Simmentals"

**J & C SIMMENTALS**

**Black Simmental Bulls & Females**  
 Purebred to Percentage  
 Jay & Kim Volk  
 Clark & Leslie Volk  
 Bob & Jeanette Volk

Jay 402-720-7596 • Clark 402-720-3323  
 20604 US Hwy 30 • Arlington, NE 68002  
 volkjk@aol.com • www.jandcsimmentals.com

**J&C Annual Bull Sale - January 28, 2023**

**JD Anderson**  
 Arapahoe, NE  
 308-962-6146  
 powerlinegenetics.com  
 powerlinegenetics@gmail.com

**Bull Sale - Feb. 17, 2023**  
 SPECIALIZING IN BLACK & RED POLLED SIMMENTAL, SOME FLECK INFLUENCE

**SANDY ACRES** SIMMENTAL  
 Melanie Miller 402-841-1450  
 Leonard Miller 402-640-8875  
 Neligh NE  
 www.SandyAcresSimmental.com

(Continued on page 46)

# AMERICA'S COW

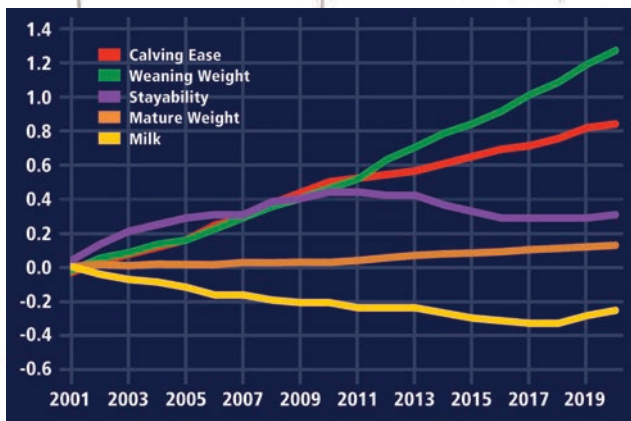
## Simmental, SimAngus™, SimAngus HT, and Simbrah.

Meet America's all-purpose cow – gentle and consistent, with calves that give the heterosis boost commercial cattlemen need to stay profitable.

Simmental cows set the bar for fertility, weaning weights and exceptional calving ease suited to a variety of environments. Simmental cows are adaptable, built to last in heat, fescue or high altitudes.

### Maternal Trait Genetic Trends

Purebred Simmental in past 20 years



Simmental genetics bring calving ease, early growth, and cow longevity while keeping feed costs at a minimum.

Breed	Mature Cow Wt.
Hereford	1,419
Angus	1,410
Red Angus	1,409
Simmental	1,404

Source: USDA MARC

### \$All Purpose Index (\$API)

predicts cow herd profitability using valuable traits like cow longevity (STAY) and calving ease while keeping pressure on terminal traits.

Compare the profit potential of two Simmental bulls using \$API

- 1 Bull A's \$API = \$120 and Bull B's \$API = \$180
- 2 Breeding 25 females/year
- 3 Used for 5 years

Bull	1 \$API		2 # Females per year		3 # years using the bull		Profit Potential	
A	\$120	X	25	X	5	=	\$15,000	
B	\$180	X	25	X	5	=	\$22,500	
Difference							=	\$7,500

Just like an EPD, compare two bulls to see the expected difference in profit. Bull B is likely to result in direct revenue and expense savings of an additional \$7,500 over the course of five years. Plug in your numbers for 1, 2, and 3 to compare your potential earnings.

# MORE MEANS MORE

More carcass weight, live weight, muscle and marbling. More profit.

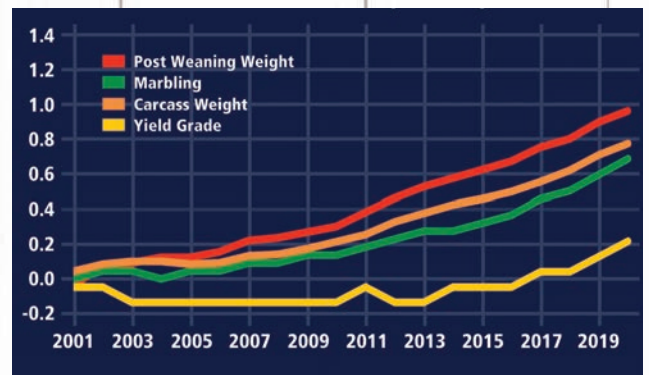
Simmental calves reliably perform in the feedyard – with better growth, better structure and fewer health problems. Simmental cattle add pounds without sacrificing marbling.

Backed by the most comprehensive beef cattle genetic database, the American Simmental Association offers commercial producers more selection and marketing tools than any other breed association.

All to strengthen your bottom line.

### Terminal Trait Genetic Trends

Purebred Simmental in past 20 years



### \$Terminal Index (\$TI)

predicts profitability when all calves are harvested.

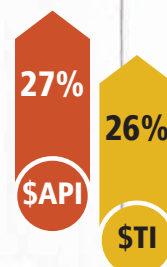
Trait	Simmental rank compared to other Continental breeds
Marbling	First
Carcass Weight	Second
Back Fat	Second
Post Weaning Gain	First

Source: USDA MARC

Simmental cattle bring marbling and growth without too much fat. Simmental genetics perfectly complement British strengths and weaknesses for an ideal carcass.

### Did You Know?

◆ According to the National Association of Animal Breeders, Simmental ranks second for semen sales compared to all other beef breeds, and in recent years, the percentage of semen sold in the US from Simmental bulls has grown by 35%.



◆ \$API increased 27% and \$TI increased 26% in the last 20 years. This translates to an average increased profit of \$3,375 per bull when used to sire replacement heifers and harvesting remaining calves or \$2,000 when all calves are harvested.

# Looking Back at Fall Focus 2022

CONTINUED FROM PAGE 41



*Drs. Wade Shafer and Randie Culbertson presenting information on RFI and FI, and how accurate measurements can influence profitability.*

are bred by AI in a shorter period of time. Mercadante then explained the financial impact of fixed-time AI on calving window, the number of cows that are bred, weaning rate, and weaning weights. Using the AI Cowculator, through [beefrepro.org](http://beefrepro.org), he showed how fixed-time AI can increase profitability. He then discussed the management factors that affect the success of fixed-time AI pregnancy rates, and presented protocols producers may choose to use. The Beef Reproduction Task Force publishes detailed AI protocols for mature cows and heifers, which Mercadante broke down. Sexed semen protocols have also been added.

ASA's Dr. Randie Culbertson and Dr. Wade Shafer discussed genetic selection for Feed Intake (FI), and Residual Feed Intake (RFI). Feed represents 50 to 70% of total production costs, which increases dramatically when the cost of corn goes up. Balancing this cost with profitability can be tricky, as a decrease

in feed inputs can decrease animal performance. Decreasing feed costs without sacrificing animal performance would lead to a dramatic improvement in animal performance and profit. There are a number of questions, including how to define feed efficiency, selecting which phenotypes should be used for selection, how these factors can be incorporated into a breeding program and genetic evaluation, figuring out how this selection would impact other performance traits, and whether FI or RFI measurements should be used. Culbertson then discussed the pros and cons of both RFI and FI, which differ in their measurement. In conclusion, breeding objectives shouldn't only be the reduction of feed but to also increase the profitability of cattle.

Saturday evening was a time for celebration, and to recognize Golden Book Award recipients and retiring ASA trustees. Due to Covid, last year's Golden Book



*Simmental producers eager to improve their operations through science fill the seats during the educational symposium.*

# awards



Last year's Golden Book Award recipients could be honored in person this year. L-R: Kevin and Lynette Thompson, Melissa and Gordon Hodges, and Parke and Nina Vehslage.



Gib Yardley, a 2022 recipient of the Golden Book Award, with wife, Denise, and past board chair, Randy Moody.



ASA EVP Dr. Wade Shafer, a 2022 recipient of the Golden Book Award, with wife, Kathy, and past board chair, Randy Moody.

recipients were not honored in person. To make up for this, they were recognized at Fall Focus 2022.

Sunday morning started off with a bull session, which gave Fall Focus attendees the opportunity to ask questions of board members. These exchanges sparked discussions that continued into committee meetings.

**ST**

**Editor's note:** Scott Riddle, a 2022 recipient of the Golden Book Award; and 2021 recipients Tom Hook, Steve Reimer, and Fred Schuetze were not present at Fall Focus.

---

**Fall Focus 2023  
will be hosted by the  
Colorado Simmental  
Association in Denver.  
Stay tuned for details.**

---

# State Marketplace

(Continued from page 42)

## Nebraska cont.

**SLOUP** SIMMENTALS 402-641-2936 Cell  
 Nick and Andrea  
 303 Northern Heights Drive • Seward, NE 68434  
 sloupsimmentals@gmail.com • sloupsimmentals.com  
 Join us at the Farm, October 21, 2023  
 for our 29th Annual Production Sale.

**Triangle J Ranch**  
 Darby & Annette Line  
 35355 Arrow Road • Miller, NE 68858  
 308-627-5085 Darby Cell  
 www.trianglejranch.com  
 Bull Sale last Sunday in January  
 and Female Sale first Sunday  
 in November.

**Western Cattle Source**  
 Jock & Brenda Beeson  
 100 Wohlers Drive  
 Crawford, NE 69339  
 308-665-1111 (home) **The**  
 308-430-2117 (mobile) **FF**  
 308-430-0668 (mobile)  
 Email: wcsbeeson@bbc.net

## North Carolina

**FRED SMITH COMPANY RANCH**  
**EXTRA effort SALE**  
 Saturday • October 21, 2023 • 1 PM  
 2102 Pritchard Rd. • Clayton • NC  
 Selling Registered SimAngus™  
 Bulls and Females  
 Learn more at [FSCRanch.com](http://FSCRanch.com)  
 Fred Smith (919) 422-4092

**Accuracy Matters** **CMP**  
 CARCASS ASSESSMENT PROGRAM  
 Carcass predictions take time  
 and progeny, accelerate this  
 process with the CMP.  
[carcdata@simmgene.com](mailto:carcdata@simmgene.com)

**North Dakota**  
**BATA BROS.**  
**SIMMENTAL CATTLE**  
 6322 Highway 35  
 Adams, North Dakota 58210  
 Joe: 701-331-0344 • Mark: 701-331-3055  
 Annual Production Sale • February 10, 2023

**DAKOTA EXPRESS**  
 Wade & Merri Staigle  
 Center, ND 701-794-3351  
 Kevin & Liz Hansen  
 Ryder, ND 701-758-2571  
 Annual bull & female sale  
 February 17, 2023  
[www.dakotapress.com](http://www.dakotapress.com)

Terry Ellingson & Family Phone: 701-384-6225  
 Cell: 701-741-3045  
**Ellingson Simmentals**  
 5065 125th Ave. NE • Dahlen, ND 58224  
[tellings@polarcomm.com](mailto:tellings@polarcomm.com) • [www.ellingsonsimmentals.com](http://www.ellingsonsimmentals.com)  
 Annual Production Sale, January 27, 2023

**Kaelberer Simmentals**  
 Claye and Michelle Kaelberer and Family  
 4215 County Road 85 • New Salem, ND 58563  
 701-220-3124 (cell) • 701-843-8342 (home)  
 Edge of the West Bull and Female  
 Production Sale each February

**KELLER BROKEN HEART RANCH**  
 Dwight & Susan Keller Family  
 Luke, Jake & Tess Keller  
 1573 55th St., Mandan, ND 58554  
 701-445-7350 (home)  
 701-471-5215 (Dwight cell)  
 701-471-1142 (Luke cell)  
 701-471-5065 (Jake cell)  
 kbhr@westriv.com  
[www.kbhrrsimmental.com](http://www.kbhrrsimmental.com)  
 "Simmental Beef on the Cutting Edge!"  
 Annual Production Sale  
 March 2, 2023

**KENNER** Roger, Jeanette,  
 & Erika Kenner  
**SIMMENTALS**  
 5606 57th St. NE  
 Leeds, ND 58346  
 Phone 701-466-2800  
 Erika 406-581-1188  
 erika.kenner@gmail.com  
[www.kennersimmental.com](http://www.kennersimmental.com) Fax 701-466-2769

**JOSH & TRISTA RUST**  
 759 7th Ave NW  
 Mercer, ND 58559  
 p: 701.447.2479  
 f: 701.447.2478  
 c: 701.391.9769  
**RUST MOUNTAIN VIEW RANCH**  
 Simmental • Red Angus | Mercer, North Dakota  
[rustmountainviewranch@hotmail.com](mailto:rustmountainviewranch@hotmail.com)  
[www.rustmountainviewranch.com](http://www.rustmountainviewranch.com)

**SRF Simmentals**  
 Roger and Susan Finke family  
 35500 114th Ave. NW • Berthold, ND 58718  
 701-453-3157 Roger • 701-453-3105 Todd  
 email: [srf@srf.com](mailto:srf@srf.com)  
 Edge of the West Bull & Female Sale  
 February 14, 2023

**SYS SIMMENTALS**  
 Gary Sys  
 9400 205th Ave. SW  
 Douglas, ND 58735  
 701-722-3244

**TNT Simmental Ranch**  
 38th Annual "Carrying On" The Genetic Explosion Bull Sale!  
 Friday, February 10, 2023 • At The Ranch, Lehr, ND  
[www.tntsimmentals.com](http://www.tntsimmentals.com) **DVAuction.com**  
 Shanon & Gabe Erbele Kevin & Lynette Thompson  
 Lehr, ND Almont, ND  
 S 701-527-5885 • G 701-426-9445 H 701-843-8454 • K 701-391-1631  
[gserbele@hotmail.com](mailto:gserbele@hotmail.com) [kevinandlynette@westriv.com](mailto:kevinandlynette@westriv.com)  
[facebook.com/tntsimmentalaranch](https://facebook.com/tntsimmentalaranch)

## Ohio

**ROLLING HILLS FARMS**  
**Simmentals LLC**  
 Bob and Marcia  
 Hoover  
 3437 St. Rt. 67 Belle Center, Ohio 43310  
 Bob's Cell: 937-538-1329 • Marcia's Cell: 937-538-1537  
[rollinghillsfarmssimmentals@hotmail.com](mailto:rollinghillsfarmssimmentals@hotmail.com)  
[www.rollinghillsfarmssimmentals.com](http://www.rollinghillsfarmssimmentals.com)  
 Annual Production Sale 1st Saturday in  
 October, Buckeye's Finest Sale

## Oklahoma

**Willis Simmentals**  
 5759 Enville Road  
 Marietta OK 73448  
[willissimmentals@arbuckleonline.com](mailto:willissimmentals@arbuckleonline.com)  
 Quality Simmental Breeding Cattle  
 10 miles east on Hwy. 32,  
 1/4 mile north on Enville Road.  
 Bobby 580-276-2781 (ph. & fax) Jon 580-795-4601

**Sales Call**  
 A bi-monthly  
 electronic announcement  
 of upcoming sales for  
 ASA Publication advertisers.

(Continued on page 50)





**CLRS Homeland 327H**  
**ASA# 3709222**  
**CMP Class of 2022**

# If Beef is Your Business

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



## Participants receive:

- ◆ \$65 for each AI-sired calf with carcass information
- ◆ Free semen on top young herd sires
- ◆ Free ASA Genetic Evaluation on your cowherd
- ◆ Free genotyping on terminal progeny
- ◆ Keep any or all replacement females



**American Simmental Association**

To learn more about the CMP visit [www.simmental.org](http://www.simmental.org), then click Carcass Merit Program under the Commercial tab.

Questions, contact [cmp@simmgene.com](mailto:cmp@simmgene.com) for more information regarding this program.

## Become a Carcass Merit Program test herd today

*\*The CMP is a structured young sire progeny test. Participating cooperator herds will random sample their cowherd with CMP semen, and the resulting male (or female) progeny will be harvested with individual carcass data gathered. ASA Staff will work with cooperator herds to provide bulls that fit the general criteria of your management program, however only bulls nominated into the CMP program may be used. Producers are encouraged to be somewhat proficient in Microsoft excel for accurate and consistent record keeping.*

# FOUNDATION FOCUS

Mia Bayer, director, Youth Programs and Foundation manager, answers common questions about the American Simmental-Simbrah Foundation (ASF).

## What are the primary goals of the ASF?

Our mission statement best sums up our goals: “The purpose of the Foundation is to encourage, by public or private contribution, and support worthwhile educational and charitable projects that are of interest and benefit to devotees of the American Simmental Association. Further, to receive, maintain, use, and apply donated funds for such purposes; and to implement such educational and charitable projects, including, but not limited to: Support of ASA’s youth program through scholarships or program sponsorship; Continuing education programs for beef enthusiasts and members of the youth program; Expanded educational programs for ASA and members of the beef industry in the areas of performance testing, leadership, and bovine management; Research grants to qualified colleges and universities for documentation of bovine performance and research into the prevention of, or cure for, cattle diseases; and Other projects or activities as may be determined by the parent association.”

## Explain the four pillars of the ASF.

You may designate a donation to go to any of the four pillars. They include: Research and Technology, Youth, Education, and the ASF general fund. Each of these pillars support various projects that serve and benefit the American Simmental Association, its members, and the beef industry as a whole.

## How are funds utilized?

After the funds have been designated to a certain pillar they are then used within that pillar to promote and develop different programs/projects. Some examples include:

- The Walton-Berry Graduate Student Support Grant, which supports graduate education with an emphasis on genetic improvement of livestock.
- The Steer Profitability Contest, which provides AJSA members a chance to learn about the opportunities and challenges associated with cattle feeding.
- Fall Focus, ASA’s annual educational symposium, which includes speakers on genetics, breeding, and other industry-related topics.
- Merit Scholarships, which help AJSA members continue their education.
- National and Regional Classic support.

## How does this financial support influence the larger beef industry?

The financial support that the ASF offers is helping develop leaders and make strides in the industry that not only benefit the Simmental breed, but the beef industry as a whole. For example, many past AJSA members have taken advantage of scholarships and leadership opportunities that have put them in positions to lead our industry. ASF-funded research projects are generating data that not only makes the Simmental breed stronger, but the industry in general.

## How can producers become involved with the ASF?

The Legacy Lot program is a great way for a producer to get involved. Breeders have the opportunity to donate the proceeds from an animal or genetic lot sold in their sale. More information on becoming a Legacy Lot donor can be found on the ASF website.

## Can donors specify how their donation will be used?

If a fundraiser is not specially designated to a certain pillar, the donor can pick which pillar they would like to donate to. If the donor does not indicate a specific pillar, the funds go into the general fund, which goes toward programs with the greatest need.

## What are the main events or fundraisers throughout the year?

Funds for the Foundation are raised year round. Some donations come in as memorials and other funds are generated through various events held throughout the year. Many of the Major Progress Through Performance (PTP) shows and national events hold auctions where donated items, such as hunts, equipment, and other specialty items are sold. One of the fundraising highlights each year is the auctioning off of the Foundation Female. The Foundation board is always coming up with new and fun ideas to generate funds.

*To learn more about the American Simmental-Simbrah Foundation, go to [simmental.org](http://simmental.org) and click on ASF.*

**ST**

# The PEDIGREE | FUNCTIONALITY | PERFORMANCE HILLTOP

way



**HLTS MAIN EVENT H045 | ASA 4099578**  
TJ MAIN EVENT 503B X HOOK'S YELLOWSTONE 97Y  
*Homozygous Polled, with huge growth numbers! Safe in calf to OMF Epic E27!*



**HLTS SADIE H059 | ASA 3998467**  
DOUBLE BAR D ANNUITY 635F X KAPPES SADIE T635 C86  
*Homozygous Polled Purebred that is one of the most unique females ever bred in the Hilltop program!*



**HLTS JEWEL J051 | ASA 3939277**  
W/C FORT KNOX 609F X EKHCC RED JEWEL 760  
*A direct daughter of the legendary "Red Jewel" with the look of a cornerstone breeding piece!*



**HLTS CAMILLE J127 | ASA 3939260**  
TJ MAIN EVENT 503B X EF COMMANDO 1366  
*Safe to OMF Epic E27 for a late November 3/4 blood calf!*



**HLTS MS. NORTH H009 | ASA 3998479**  
GSC GCCO DEW NORTH 102C X W/C UNITED 956Y  
*A striking baldy Purebred with an awesome build! Safe in calf to THSF Lover Boy B33!*



**HLTS MAGNETIC LADY J110 | ASA 4099575**  
S A V RAINDANCE 6848 X HOOK'S BROADWAY 11B  
*A broody half-blood by S A V Raindance 68,48 with unmatched volume and capacity!*



**HLTS MS VELVET C510 | ASA 3295455**  
CCR COWBOY CUT 5048Z X CVLS VELVET 237Z  
*Purebred blaze faced female safe in calf to ES Right Time FA110-4!*



**MISS DAISY 660D | ASA 3156929**  
JBS BIG CASINO 336Y X RC CLUB KING 040R  
*The herd bull raising kind that sells safe in calf to ES Right Time FA110-4!*



**ADB JODY | ASA 3005341**  
MR NLC UPGRADE U8676 X HPF-GWF BATTER UP N042  
*A tremendous young female that sells safe in calf to ES Right Time FA110-4!*



**HILLTOP**  
SIMMENTALS

Jaron Van Beek · 605.929.3749  
Craig Laackmann · 712.470.0787

**CCI LIVE LiveONLINE™**

**11.18.22**

**FRIDAY NIGHT, NOVEMBER 18, 2022 AT 6:00 PM CT**

**INNOVATION**  
AgMarketing, LLC

Graham Blagg · 530.913.6418  
Tim Anderson · 605.682.9343  
Jered Shipman · 806.983.7226

27905 472ND AVE · WORTHING, SOUTH DAKOTA 57077

# State Marketplace

(Continued from page 46)

## South Dakota

### Benda Simmentals

Jim and Jay Benda

26106 366th Ave. Black & Red Breeding Stock  
Kimball, SD 57355 Jim: 605-730-6703 (Cell)  
605-778-6703 Jay: 605-730-0215 (Cell)  
www.bendaranch.com 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

3C

Annual Production Sale

March 17, 2023 • Wessington, SD



NLC Simmental Ranch

Rick & Nalani L. Christensen  
Dunsmore & NaLea, Chase & Swayzee  
21830 372nd Ave • Wessington, SD 57381  
605-458-2425 • 605-354-7523 cell  
605-350-5216 cell

NLC

**STAVICK SIMMENTAL**  
Veblen, SD  
605-237-4663 (Mike)  
605-551-9016 (Owen)  
stavickx@tnics.com  
stavicksimmental.com  
ANNUAL SALE — FIRST THURSDAY IN FEBRUARY

### TRAXINGER SIMMENTAL



Reds, Blacks • Bulls and Females  
Private Treaty Sales  
Mike and Terri Traxinger  
11176 – 406th Avenue  
Houghton, SD 57449  
Home: 605.885.6347  
Mike's cell: 605.294.7227  
mtrax@nvc.net  
www.traxinger.com

**WERNING CATTLE COMPANY**  
Simmental – Angus – SimAngus  
27262 424th Ave. • Emery, SD 57332  
Dale: 605-825-4219  
Scott: 605-682-9610  
www.werningcattle.com

## Tennessee

### MARTIN FARMS

Homozygous Black & Polled Simmental & SimAngus



Neil Martin  
931-623-2634 c  
931-670-3646 h  
Christopher Martin  
931-580-6821 c  
martin.farms@yahoo.com  
9387 S Lick Creek Rd  
Lyles, TN 37098  
MartinFarmsBeef.com

**Red Hill Farms**  
Bart, Sarah & Gordon Jones  
466 Red Hill Road • Lafayette, TN 37083  
615-666-3098 • mail@redhillfarms.net  
www.redhillfarms.net  
More Than a Bull XVIII, Bull and Female Sale  
March 18, 2023

## Washington

**Trinity Farms** Angus SimAngus™ Simmental  
Generations of Excellence Sale...first Saturday in March  
Mike & Paulette Forman Robb & Debbie Forman  
509-968-4800 509-201-0775  
2451 Number 81 Rd. Ellensburg, WA 98926  
www.trinityfarms.info • Email: trinity@fairpoint.net

**Prove It.**  
You know your calves are worth it.  
Give buyers facts so they know it too.  
Feeder Profit CALCULATOR™  
beef@internationalgeneticsolutions.com

## Wyoming



### BLACK SUMMIT

The LaFollette Family  
Powell, Wyoming

Quin 307-899-3553 Gavin 307-899-1764  
info@blacksummitcattle.com

Where cattle that perform get the ribbon.

## Livestock Services

### Auctioneers and Marketing

**Jered Shipman, Auctioneer**  
806-983-7226  
6945 CR 206  
Grandview, TX 76050

## Genetics

**ALLIED GENETIC RESOURCES**  
ALLIED BY REPUTATION.  
FOCUSED ON SERVICE.  
MARTY ROPP 406-581-7835  
CLINT BERRY 417-844-1009  
JULIE MURNIN 325-370-3103  
ROCKY FORSETH 406-590-7984  
COREY WILKINS 256-590-2487  
WWW.ALLIEDGENETICRESOURCES.COM

**CATTLE Visions**  
Semen Available on Today's Hottest AI Sires  
573-641-5270  
www.cattlevisions.com

**Double J Farms** Simmental Cattle est. 1974  
Kipp Julson • 605-351-9088  
48672 252nd St  
Garretson, SD 57030  
doublejfarms@alliancecom.net  
www.doublejsimmentals.com  
Double J Farms 49th Annual  
Bull and Female Sale, January 27, 2023,  
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** South Dakota's Source for Outcross Performance Simmentals!  
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

**JACKPOT cattle co.**  
Neil Duxbury 605-354-3458 • Clay Duxbury 605-461-1494  
jackpotcattle@yahoo.com  
21060 375th Avenue • Wessington, SD  
Bull Sale – February 15, 2023, at the ranch

- More Pounds.
- More Muscle.
- More Marbling.
- More Profit.

# Success. SimAngus™.

"To really see premium value at a good cost of gain, animal genetics need to have potential for both muscle and marbling. Simmental and Simmental-crossed cattle really fit the bill."

Tracy Brunner  
Cow Camp Feedyard

"A large percentage of the cattle we feed have Simmental influence. Simmental has what a lot of cows need — more carcass weight, more live weight, more ribeye area, and still keeps the marbling intact."

Tom Williams  
Chappell Feedlot

Trait	Simmental Rank vs. Major Continental Breeds	Angus/Red Angus Rank vs. Major British Breeds
Marbling Score	First	Second
Carcass Weight	First	First
Weight Gain Feed Efficiency	First	Second
Weaning Weight	Second	First
Post Weaning Gain	Second	Second

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

 **SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association  
[www.simmental.org](http://www.simmental.org)

 **IGS** International  
Genetic Solutions  
[beef@internationalgeneticsolutions.com](mailto:beef@internationalgeneticsolutions.com)  
[www.internationalgeneticsolutions.com](http://www.internationalgeneticsolutions.com)

## Protein Is not Protein Is not Protein

by T.L. Meyer and Hannah Greenwell,  
University of Nebraska–Lincoln

Protein is often the first limiting requirement when selecting diets and designing supplementation strategies for cows and growing cattle. Age and stage of production impact how much protein an animal requires. Understanding the different types of protein can help tailor supplements to meet protein requirements economically and effectively.

Crude protein (CP), the nitrogen content of the feed, is the initial measure of protein most commonly evaluated in feedstuffs. Crude protein can be further divided into rumen degradable protein (RDP) or rumen undegradable protein (RUP). Rumen degradable protein is the protein that is available for rumen microbes to use. These microbes work in the rumen to break down and ferment the forage consumed by the cow. Feeds with a higher percentage of RDP than RUP (as a percent of crude protein) include forages, soybean meal, and non-protein nitrogen (NPN) sources, such as urea and ammonia. These NPN sources are typically used in protein supplements 30% or higher in protein concentration.

Rumen undegradable protein is the remaining portion of the crude protein protected in the rumen and available for breakdown in the lower digestive system. Feeds with a higher portion of RUP include distillers grains, corn gluten meal, corn grain, and blood meal.

Microbial crude protein (MCP) comes from the turnover of microbes in the rumen, resulting in a source of protein digested in the lower digestive tract. As the microbes reach their lifespan, they become protein to be broken down into amino acids for the animal to absorb.

Crude protein and RDP requirements are often stated; rarely is an RUP or MCP requirement discussed. Instead, it will be represented as a metabolizable protein (MP) requirement. Metabolizable protein is the combination of RUP and MCP, or protein broken down post-ruminally. This differentiation is sometimes explained as the needs of the microbes (RDP) and the needs of the animal (RUP + MCP=MP). Metabolizable protein is essential to all ruminants, but plays a critical role in immature animals for growth, development, and achieving desired gain.

For example, a 1,300-pound cow in mid-gestation can maintain on a diet that provides 7.1% CP daily. This is her lowest CP requirement in the production cycle and should include both RDP and MP. If she is

consuming a forage-based diet adequate in protein and total digestible nutrients (TDN), a mature cow can turn over her rumen microbe population at a rate that meets her MP requirement. In contrast, a 1,000-pound replacement heifer mid-gestation lacks the rumen capacity to produce enough MCP to meet her required MP justifying supplementation of RUP. This is not unlike formulating diets for classes of growing calves.

In recent history, distillers products have provided an economical RUP supplement to growing cattle. With changes in price and supply, evaluating other feeds is warranted, depending on supplement goals. The table below lists protein sources and their composition of RDP and RUP. Pricing feeds based on nutrient content (i.e., \$/lb of RUP) is the best economical way to compare feedstuffs relative to the feeding goals. If selecting a feedstuff lower in CP or RUP than what is normally used, expect animal performance to reflect that decreased nutrient content. However, the lower CP or RUP feedstuff can make economic sense within resource and management constraints.

Feedstuff	Crude Protein, %	RDP % of CP	RUP, % of CP
Alfalfa Cubes	18.08	68.82	31.01
Dried Distillers Grain	30.79	32.00	67.93
Dry Corn Gluten Feed	22.64	63.69	37.10
Cottonseed Meal	44.98	57.19	42.70
Field Peas	25.17	80.00	20.00
Whole Soybeans	39.97	70.99	29.01

## Meat Exports to Colombia Soar

Demand for US beef and pork exports to Colombia have exploded this year, with pork well ahead of last year's record pace by 10%, with a total value of \$120 million. Beef exports are up a whopping 55% in volume and 78% in value at \$26.3 million, according to a report by US Meat Export Federation (USMEF). Colombia's consumption of pork on a per capita basis is nearly 26 pounds, and their domestic industry simply cannot keep up. The US pork exports have filled the hole in consumer demand, continuing to gain even more market share in the South American country.

While the pork industry aims to fulfill demand, US beef preference in Colombia has evolved in the past few years. The Colombian market used to

CONTINUED ON PAGE 54

Save The Date

# TYLER TOWN

December 10, 2022

BOTH OF THESE DONORS SELL



A407



CHERRY

*Selling* SHOW HEIFERS, BREDS, & BULLS

IN CEDAR HILL, TENNESSEE @ 6:00 P.M.

GREG BURDEN 405.780.0372



TYLER KREGER 615.517.4561

consist of a lot of variety meats: liver, tripe, etc. Over the past two years, ground beef has increased in demand, because there is presently a hamburger craze there. Hamburger shops are popping up all over, and they favor the US product for the burgers. Despite inflation that challenges the spending habits of the local population, meat demand has been resilient. Aggressive, optimistic importers are a key factor, especially in Colombia, where 20 to 25 importers are convinced that they can buy high-quality US beef and sell it at a profit.

## Eating Poorly

A new study by the US Department of Agriculture's (USDA) Agricultural Research Service (ARS) has found that the overwhelming majority of US adults overestimate the overall quality of their diets. The research found that only a small percentage of US adults can accurately assess the healthfulness of their diet, and interestingly, it is mostly those who perceive their diet as poor who are able to most accurately assess their diet. Additionally,

most adults overrate the quality of their diet, sometimes to a substantial degree. The information was presented at a recent meeting of the American Society for Nutrition.

The researchers hoped to find out whether a single, simple question could be used as a screening tool for nutritional studies in order to potentially replace or complement the detailed dietary questionnaires commonly used in nutrition research. Previous studies have found that self-rated health is a strong predictor of morbidity and mortality, but there is scant research on whether self-rated diet quality is predictive of the actual quality of one's diet. The study used data from the National Health and Nutrition Examination Survey, a nationally representative survey of US adults conducted every two years. Participants were asked to complete detailed 24-hour dietary recall questionnaires and rate their diet as excellent, very good, good, fair, or poor. Researchers then used the food recall questionnaires to score each participant's diet quality.

The study revealed significant disconnects between researcher-calculated scores and how participants ranked their own diet. Out of more than 9,700 individuals, about 8,000 (roughly 85%) inaccurately assessed their diet quality. Of those, almost all (99%) overrated the healthfulness of their own diet. Accuracy was highest among those who rated their diet as poor, among whom the researcher's score matched the participant's rating 97% of the time.

## "Not One More Vet" Supports Veterinary Mental Health

by Maureen Hanson, Bovine Veterinarian

It's the mantra of so many veterinary teams. The words that flash through your mind after you are unable to save an animal. And whether the problem was medical, financial, or something else... The message is the same: I've failed. And when you carry this weight, the other stressors of working in a veterinary practice can feel unbearable. The bright, impassioned idealism to be the protector and savior of animals turns to ash, and depression begins to take over your life.

These words from the non-profit organization, Not One More Vet (NOMV) encapsulate the troubling reality that many veterinarians face. Long work hours, a workforce shortage, the burden of student debt, and difficult-to-please clients all contribute to their mental load.

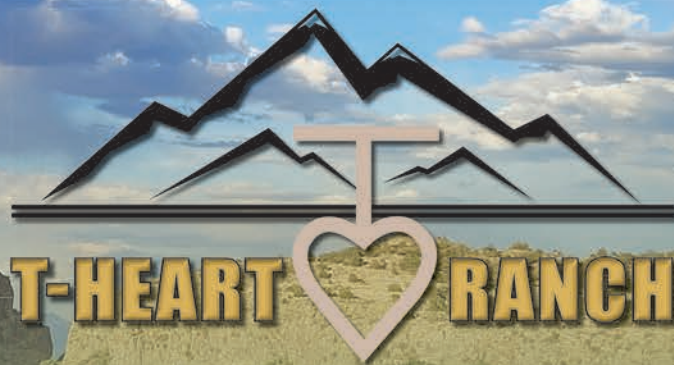
"Research shows that veterinarians and their staff have a far higher suicide rate than that of the general public," said Darlene Bos, NOMV executive director. "We seek to transform the status of mental wellness in the profession."

NOMV does so through grants to assist veterinarians struggling financially; peer support in the veterinary community, with a current online network of more than 35,000 veterinary professionals; education about wellness; and research to further the advancement of wellness, mental health, and the reduction of suicide among veterinary professionals.

These efforts are made possible through private contributions, along with an annual fundraising event, Race Around the World. The 5K race is a fun and healthy way to raise awareness and funds for NOMV. The race takes place every September (Suicide Prevention Month).

CONTINUED ON PAGE 56





# HIGH ALTITUDE

## Female Sale

December 3, 2022 || LaGarita, CO  
**750+ HEAD OFFERED**

- Including bred heifers and three and four year-old bred cows
- Uniform load lots and small groups available
- Known calving dates, ages, all bred to PAP Tested T-Heart bulls
- Bred heifers are AI bred and ultrasound fetal sexed

# HIGH ALTITUDE

## Bull Sale

March 25, 2023 || LaGarita, CO  
**200 BULLS OFFERED**

SIRE GROUPS INCLUDE:

- TJ Night Owl 0561H - ASA 3762024
- THR Mountain Time 8441F - ASA 3424773
- Hook's Eagle 6E - ASA 3253742
- THR Eagle Mtn 9456G - ASA 3566194

## True High Altitude Cattle

**MULTI GENERATIONAL PAP TESTING** At T-Heart Ranch we offer more than just a PAP score. We take it a step further in testing every one of our registered cows to ensure we can stack multiple generations of PAP testing to allow our customers to get the most information. Our entire herd lives at high altitude. We are confident that you are receiving genetics that will ultimately help your program excel in the high country.

**ALLIED**  
GENETIC RESOURCES

Marty Ropp 406-581-7835  
Corey Wilkins 256-590-2487  
Clint Berry 417-844-1009

[www.alliedgeneticresources.com](http://www.alliedgeneticresources.com)



Josh Staudt 970-227-0729  
Justin Warren 970-367-0035

Shane & Beth Temple  
T-HEART RANCH and L-CROSS RANCH  
719-850-3082 • 719-850-3083  
[shane@t-heartranch.com](mailto:shane@t-heartranch.com)

[www.t-heartranch.com](http://www.t-heartranch.com)

Follow us on Facebook 



NOMV also has furthered its mission through corporate collaboration. CLEAR Blueprint, a free practice certification sponsored by Merck Animal Health, was developed by an interdisciplinary team of veterinary professionals, mental health professionals, and lawyers. The program is intended to empower teams to implement the changes that will develop and maintain healthy cultures that prioritize staff well-being for practice owners, veterinarians, support staff, and everyone involved in veterinary medicine.

Last year, Zoetis launched an online campaign to honor dairy veterinarians. The program was developed “to help reverse an alarming rise in veterinarian suicides among those who work difficult, tiring hours while protecting and caring for cattle.”

Zoetis solicited nominations to celebrate dairy veterinarians, donating \$5.00 for each person honored. The campaign resulted in a \$10,000 donation to NOMV. “One more veterinarian lost to suicide is too many,” said Jared Shriver, senior vice president of US Cattle at Zoetis. “We hope others will follow the lead of the dairy families that spoke up to support the crucial contributions of their community’s veterinarian.”

## Plan for Sustainable Feedlot

A developer of an advanced waste treatment technology says it will partner with a cattle ranch to build a 15,000-head sustainable beef feedlot near Dalhart, Texas.

Bion Environmental Technologies, Inc., announced a letter of intent with Ribbonwire Ranch to construct the facility that will include innovative barn systems, anaerobic digesters, and Bion’s cutting-edge waste treatment technology. Construction will begin in 2023. The agreement contains a provision for expansion of up to 60,000 head capacity or annual production of 180,000 head. Bion says it expects formal agreements with foodservice and retail customers over the next few months.

In a statement, Bion said the Dalhart facility will be developed to produce blockchain-verified sustainable beef, reduce the stress on cattle caused by extreme weather and temperatures, while remediating the environmental impacts associated with cattle Concentrated Animal Feeding Operations (CAFOs). Bion’s patented technology will refine the waste stream into valuable coproducts that include clean water, renewable natural gas (RNG), and

CONTINUED ON PAGE 58



## BTR TOM BROTHERS RANCH PRIVATE TREATY BULL SALE

OPENING DAY, DECEMBER 3RD



**Selling 30 Black Simmental, SimAngus™ and Simbrah Bulls at the ranch, Campbellton, Texas**

*Bulls are parentage verified with genomic enhanced EPDs from the largest black SimGenetic herd in Texas.*

*Videos and catalog will be posted to our website.*



## TOM BROTHERS RANCH

Visit us at [www.tombrothersranch.com](http://www.tombrothersranch.com)

770 CR 412 • Campbellton, Texas 78008

Ellen Tom • 210/213-0020

[ellen@tombrothersranch.com](mailto:ellen@tombrothersranch.com)

Philip Tom • se habla español • 512/296-6845

[philip@tombrothersranch.com](mailto:philip@tombrothersranch.com)

Follow us on Facebook and Instagram

Generations of commitment to

the land, cattle and people.



# YOUR DATA. HIS FUTURE.

## LIKE IT OR NOT — WE KNOW THE TRUTH.

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.

 **SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association  
[the@simmgene.com](mailto:the@simmgene.com)

organic fertilizer products. The revenues generated from these new product lines will transform a cattle feeder from a marginally profitable business into a lucrative one.

Ribbonwire Ranch is owned and operated by Doug Lathem and Chad Schoonover and their families. The ranch is located on the northern edge of the legendary XIT Ranch, a Panhandle ranch that dates back to 1885.

Chad Schoonover, co-founder of Ribbonwire Ranch, said “We are excited to be partnered with Bion for this initial system. This could change the industry. This new approach allows us to capture what has otherwise been lost, while still providing a humane environment that doesn’t pollute the air, water or land.”

Doug Lathem, co-founder of Ribbonwire, said “I am proud that we are working on a better way to feed cattle, one that will allow our kids and grandchildren to live and work in this area for generations to come.”

Bill O’Neill, Bion’s CEO, expressed his appreciation to Ribbonwire for recognizing this opportunity and wanting to be part of it. “We are fortunate to be working with a forward thinker like Ribbonwire Ranch. We realize that this announcement is just

a first step in making sustainable beef a reality. However, it is an important step to giving the consumer the sustainable beef they want and helping cattle feeders and producers create more value for their cattle. And equally important is the fact we are keeping the waste stream from polluting the air, land, and water, and verifying those improvements in the process.”

## Meat Industry Labor Shortage

The National Association of State Departments of Agriculture (NASDA) is expressing concerns about shortages of skilled labor that threatens to limit prospects for future meat processing capacity gains aimed at meeting increased demand. The NASDA contends that the need for sustainable, skilled workers — and providing the training and tools needed to produce safe, high-quality meat products — is essential. Fewer workers and an increased demand for meat in the post-pandemic era are focusing on an issue that is affecting farmers, ranchers and meat processors. NASDA reached the conclusions following a recent meeting to discuss concerns about the future of the meat industry in general.

CONTINUED ON PAGE 60

*US Semen Available*



R PLUS MANDATE 1044J    R PLUS MANDATE FEET    SIRE R PLUS YUMA 9087G

**Limited US Semen Available**  
\$50 USD/ Unit  
*One and only shipment!*

Stored at Genex Hawkeye West, Montana  
For more details and to order semen  
[www.rainbowriversimmentals.com](http://www.rainbowriversimmentals.com)

**R PLUS MANDATE 1044J**  
R PLUS YUMA 9087G x MISS R PLUS 4193B (R Plus Blackedge)  
*homo-poll'd hetero black*  
Canadian Registration #1344163 · Purebred Simmental

**\$160,000 HIGH SELLER AT 2022 R PLUS BULL SALE**

*curve bender* — 88 lb BW to 1605 lb sale weight  
· Short 280 day gestation  
· Tremendous foot quality  
· Power combined with free and effortless movement  
· Outcross yet proven pedigree  
· 42 cm SC at 13 months



[WWW.RAINBOWRIVERSIMMENTALS.COM](http://WWW.RAINBOWRIVERSIMMENTALS.COM)



**RAINBOW RIVER**  
*Simmentals*

DUSTIN, JENNILEE & LAYNE STEWART  
Fisher Branch, Manitoba, Canada · [rainbowriversimmentals@gmail.com](mailto:rainbowriversimmentals@gmail.com)  
Home: 204-372-6031 · Jen's Cell: 204-761-6644

*Our genetics will sell at:*  
COME AS U R - RAINBOW RIVER  
ONLINE PRODUCTION SALE: VOLUME 3  
*November 15, 2022*

RAINBOW RIVER SIMMENTALS  
8TH ANNUAL ONLINE BULL SALE  
*March 10, 2023*

# ***SERIOUS INQUIRIES*** ***ONLY***

- Data-hungry commercial operation
- Ability to sire identify calves
- Committed to cattle feeding and gathering carcass data
- Willingness to go farther and faster than the rest

Want a **\$65** premium for each carcass record? Want access to cutting-edge genetics to build your steers and replacement heifers — at no cost? Consider becoming an elite ASA Carcass Merit Herd.

**Finally, your efforts  
find their reward.**

**CMP**  
**ASA**  
CARCASS MERIT PROGRAM

[cmp@simmgene.com](mailto:cmp@simmgene.com)

The group also cited specific efforts in the states of Oklahoma and Iowa that addressed similar challenges by adopting their own meat industry education and training programs, while establishing a task force to study the feasibility of creating artisanal butchery programs, respectively. NASDA also recommended funding for USDA's Meat and Poultry Processing Workforce Development Program and the Meat and Poultry Workforce Technical Assistance Program, which combine to provide technical assistance and workforce training and development.

## Tips to Avoid Nitrate and Prussic Acid Poisoning Following Drought

Nitrates and prussic acid build up in forages to levels dangerous to livestock during drought. Livestock face severe illness and even death after eating affected forages, says University of Missouri Extension agronomist Jamie Gundel.

Nitrates tend to concentrate in the bottom third of the plant. It shows in the plant's stem and stalks more than leaves, Gundel says. Plants most susceptible to nitrate buildup include sorghum, Sudangrass, sorghum-Sudangrass hybrids, corn, millet, and perennial grasses. Some weeds can also accumulate nitrates, including curly dock, jimsonweed, Johnson grass, kochia, lamb's quarters, nightshades, pigweed, Canada thistle, and smartweed.

Poisoning symptoms include labored breathing, muscle tremors, weakness, lack of coordination, diarrhea, frequent urination, and dark red blood after death. Death usually occurs within four hours of consumption.

Gundel suggests the following to reduce nitrate levels in forages:

- Raise the cutter bar six inches or more above the ground.
- Test forages for nitrate levels.
- Wait three to five days or more after a "good" rain for plants to regrow before grazing.
- Increase residual grazing and/or harvest height.
- Make silage, which causes forage to lose 25%–50% of nitrates.
- Slowly increase nitrate levels in feed.
- Do not feed to reproductive stock.
- Most importantly, do not green chop and feed.

During drought, prussic acids also can cause high cyanide levels in stressed leaves of young plants of Johnson grass and some sorghum lines.

Pearl millet is unaffected. Prussic acid poisoning symptoms include accelerated breathing, foaming of the mouth and nose, involuntary urination, depression, inability to stand, muscle tremors, and bright red blood after death. Death can happen within 15 minutes. Prussic acid concentrates in the new growth of plants, especially after drought, frost, or herbicide damage. Levels drop over time and are not a problem in properly cured hay, says Gundel.

To avoid prussic acid poisoning, Gundel suggests the following:

- Graze when forage is over 18–24 inches tall. Avoid grazing plants under two feet tall, especially during dry weather.
- Do not graze hungry livestock on sorghum or sorghum-Sudangrass hybrids. Poisoning increases with the amount of high-risk forage consumed.
- Do not graze short regrowth forage after hay or silage harvest or after close grazing.
- Wait two weeks or until forage grows two feet to graze after a "good" rain following drought, frost, or herbicide damage.

Do not graze sorghum, sorghum-Sudangrass, hybrids or Sudangrass during or after drought, or if plants show signs of moisture stress. Test for toxicity levels before grazing.

## Researchers Look at Why Consumers Will Pay High Prices for a Great Steak

by Greg Henderson, Bovine Veterinarian

Why are consumers willing to pay high prices for steaks?

A research project from Texas Tech University's Davis College of Agricultural Sciences & Natural Resources, in collaboration with groups in Ireland and Australia, is trying to answer that question.

The project started with a simple idea from a doctoral candidate, who wanted to know why consumers would pay \$75 for a steak when much cheaper options were available. It has evolved into L GEN 2000, a collaborative genomics project funded by a \$603,960 grant from the University of New England, that seeks to relate the genetic differences in the culinary quality of various beef cattle.

"We discovered the part of the brain stimulated when you have your best experience in life — first kiss, first love, marriage, children, whatever it is — gets turned on when you eat a high-quality piece of beef," says Markus Miller, a professor and the San

# Cattle CONNECT

*at Franzen Simmentals*

# 12.12.22

## Production Sale

Franzen Sale Facility

Leigh, Nebraska - 1:00 PM CT

Complimentary meal at noon. Cattle available for viewing Sunday afternoon and prior to the sale.

**FRANZEN**  
*Simmentals*

1538 Road 3, Leigh, NE

Lawrence Franzen

402-487-2678 home - 402-276-1197 cell

franzensimmentals@gmail.com

Craig Franzen 402-276-2400

Caleb Franzen 402-276-1925

*Guest Participants*

Gocke Cattle

402-534-3475 home - 402-440-5276 cell

Melby Simmentals

712-882-3018

Mueller Brothers

402-910-8379

**ALLIED**  
GENETIC RESOURCES

Marty Ropp 406-581-7835

Corey Wilkins 256-590-2487

Jared Murnin 406-321-1542

www.alliedgeneticresources.com



*He sells* . LF Judd J803  
ASA# 4102601 SimAngus - Homo Blk, Homo Pld  
CDI Innovator son \$API 143.2 \$TI 85.3



*She sells* . LF Jennifer J439  
ASA# 4102620 PB SM - Homo Pld  
CDI Innovator daughter \$API 138.9 \$TI 88.5

## FEATURING

30 Age-Advantaged Purebred and Percentage Bulls

Select group of 35 Registered and 15 Commercial Bred Heifers, as well as 10 Open Spring and Fall Born Heifers

For sale book, contact Franzen Simmentals 402-487-2678

Sale book and online bidding at DV Auction

**DVAuction**  
Broadcasting Real-Time Auctions

Antonio Stock Show & Rodeo chair of meat science, food processing, and preservation in the Department of Animal & Food Sciences.

“Why would people want to eat beef when in every country on the planet, it’s the most expensive protein? The reason is because of what it does to you physiologically. It makes you feel warm and fuzzy,” Miller adds. “You feel happy, you feel good about yourself. And food does that to everybody.”

The L GEN 2000 project will collect data from consumers across three countries with different methods of raising beef cattle, compile that data and try to isolate the genes that give consumers the best dining experience.

In the US, consumers in the test project will eat steaks from 100% grain-fed beef. The beef produced for the tests in Ireland will be 100% grass-fed and the beef in Australia will be a mixture of the two, with the goal being to find out if the different methods of raising beef cattle produce different genetics.

“This genomics project will look at beef in different production systems and relate it to the genome of the beef animal,” Miller says. “It may be that we have the same genetics everywhere and there’s no genetic difference, but we need to know.”

“Understanding the differences, or lack of differences, allows us to know how to manage feeding and production. It will help us maximize the quality and healthfulness of beef in relation to all outputs like methane, carbon, and water use.”

## Cattle Producers Raise Concerns with Executive Order on Biotechnology

The White House announced an Executive Order on “Advancing Biotechnology and Biomanufacturing Innovation for a Sustainable, Safe, and Secure American Bioeconomy.” It outlines a “a whole-of-government approach to advance biotechnology and biomanufacturing toward innovative solutions in health, climate change, energy, food security, agriculture, supply chain resilience, and national and economic security.”

On its face, the executive order promotes a science- and risk-based system to support the development and use of products of biotechnology. US cattle producers are regular consumers of products developed using biotechnology, from livestock feed derived from genetically modified ingredients

CONTINUED ON PAGE 64

Annual Meeting and Banquet - December 9, 2022

North Dakota Simmental Association **Classic SALE**

# December 10, 2022

Kist Livestock, Mandan, ND — Approx. 1:30 p.m.

Immediately following the ND Red Angus Assoc. Sale at 11:00 a.m.

**Selling: 40 Bred Heifers, 20 Open Heifers as well as Semen and Embryo lots!**

Purebred Simmental and SimAngus™ — Reds and Blacks

- Offering selected from the heart of the herds, herds that host some of the top bull sales in the land!
- Selling many open heifers that will be very competitive in Junior and Regional Open Shows!
- Offering many bred females that will be bred to produce the genetics that will complement any serious program!

For catalog requests, contact:

Jeff Thomas: 406-581-8859

Todd Finke: 701-240-7711

Erika Kenner: 406-581-1188

**DVAuction**

Sale day phone: 701-223-6550

Sale Headquarters:

Bismarck Hotel: 701-258-7700

Ask for the North Dakota Simmental block rate.



A previous top-seller from this sale.

View the catalog online at: [www.northdakotasimmental.com](http://www.northdakotasimmental.com)





LLSF

# FAVORED

## One

**REG: 3804790 SIRE: LCDR FAVOR 149F DAM: HPF RITE 2 LUV 398D**  
**PUREBRED SIMMENTAL**

WW	YEAR	ADG	MILK	MWW	DOC	CW	YG	MARB	BF	REA	TI
105.2	165.0	0.37	25.2	77.7	16.3	49.8	-0.45	0.30	-0.114	1.03	97.5
1%	1%	2%	35%	4%	5%	4%	35%	20%	5%	20%	3%

**FOR SEMEN ORDERS CALL**  
**(712) 898-2455**



to medically important vaccinations administered to livestock to treat and prevent disease.

However, the Executive Order directs the Secretary of Agriculture to “submit a report assessing how to use biotechnology and biomanufacturing for food and agriculture innovation, including... cultivating alternative food sources.”

At a press conference held in anticipation of the release of this Executive Order, a senior Administration official further specified that, “We’re also looking to improve food security and drive agricultural innovation, including through new technologies that protect crops from disease, enhance seeds and fertilizers, and foods made with cultured animal cells.”

US Cattlemen’s Association (USCA) President Brooke Miller issued the following statement: “The cultivation of animal cells for human consumption does not further the goals of the Biden Administration in supporting independent agricultural producers. Instead, it promotes corporate and consolidated control of the food supply system. Cell-cultured products cannot be independently produced — the technology is shrouded in intellectual property protection and requires intensive capital resources. These factors could lead to

the monopolistic control of America’s sovereign food supply that we see already today in the US livestock and meat industries.”

## How Consumers are Coping with Rising Food Costs

US food shoppers in August scaled back purchases in the face of persistent inflation, according to new data from Information Resources Inc. (IRI), which recently merged with the NPD Group. “While retail food and beverage sales have been fairly resilient, we’re seeing signs of consumer stress, particularly among low-income households. Consumers are buying less in discretionary food and beverage categories, and are shopping more frequently in search of better prices,” said Krishnakumar Davey, president of thought leadership for consumer packaged goods and retail at IRI and NPD.

At the same time, consumers are willing to pay a premium for some categories, such as pasta, pasta sauce, butter, and frozen entrées, that are considered affordable indulgences for more cash-strapped shoppers, Davey said in a press release.

CONTINUED ON PAGE 66

# 11th Annual Bull and Female Sale



## BREEDING FOR THE FUTURE

**Saturday, November 26, 2022 at 1:00 PM**  
Cattlemen’s Livestock Market  
210 Stamps Road • Rockfield, KY 42274

**Sale Offering:**  
22 SimAngus™ Bulls  
18 Angus Bulls  
20 Registered Angus Cow Calf pairs (Fall Calves)  
5 Registered Spring Bred Heifers – Four Registered Open Heifers  
65 Commercial Spring Bred Heifers (Spring Calves)

All bulls have genomically enhanced EPD.  
All bulls have passed a current BSE.  
All bulls have tested PI negative.  
All bulls Johne’s tested negative.  
SimAngus™ bulls are homozygous black.  
Bulls and bred heifers should qualify for Kentucky and Tennessee cost-share programs.



**Website:**  
[www.BreedingForTheFuture.com](http://www.BreedingForTheFuture.com)

**Contacts:**  
Ray Nolan – 270-772-1227  
Tim Barr – 270-772-0113  
Doug Bagby – 270-772-0784  
Wayne Johnson – 270-542-9495

Sale will be broadcast live on DVAuction



# WESTERN *choice*

**SATURDAY • DECEMBER 3, 2022**

**BILLINGS LIVESTOCK COMMISSION • 1:00 PM (MT)**

### **SIMMENTAL BANQUET**

Annual Meeting and Banquet Friday night  
Open to all Members  
Semen and Fun Auction  
Join us at 6:00 PM

### **CATTLE JUDGING CONTEST**

Youth Judging Contest  
Classes and Reasons  
Contest begins at 9:00 AM on Saturday morning

*your opportunity*  
to procure some of the  
most elite females  
found in the West.

**100** Simmental and SimAngus™ Females Sell  
as well as 100 commercial bred females and 100 commercial open females



Marty Ropp 406-581-7835  
Rocky Forseth 406-590-7984  
Jared Murnin 406-321-1542  
Corey Wilkins 256-590-2487  
[www.alliedgeneticresources.com](http://www.alliedgeneticresources.com)

Bid live online  
[www.dvauction.com](http://www.dvauction.com)



Sale sponsored by the  
Montana Simmental  
Association



Food prices continue to climb on a year-over-year basis despite recent price moderation in other areas of the economy, IRI said. Beef was number five on the list of categories showing price increases in August, up 3.3% from July, the IRI report showed. Ahead of beef were carbonated beverages, up 5.3%; fresh fruit, up 5.3%; ice cream, up 3.7%; and fresh vegetables, up 3.4%.

Overall, retail food and beverage unit sales declined 4.5% in August compared to a year ago, and volume sales declined 4%. Consumers are bargain hunting, with trips to the store up 3.5% vs. a year ago for the latest 12 weeks ending August 21.

Quick trips are up 6.7% during the same period, while pantry stocking trips are down 0.6%, suggesting that consumers are looking for deals and “cherry picking” stores where they can get the best value, IRI said. When they stock their pantries, there is an uptick in trips to mass merchandisers and club stores.

The analytics firm’s August data showed that prices of consumer goods remain elevated across categories. Prices for food at home rose 1.6% from the end of July to the end of August, and 13.4% year over year through the week ending August 28.

## Australia’s Beef Supply Poised to Recover in 2023

Australia’s beef supply is forecast to make a substantial step toward recovery in 2023 after falling to the lowest level in decades in 2021 and generating only a marginal improvement in 2022, USDA’s Foreign Agricultural Service (FAS) said in a new attaché report from Canberra.

The Australian cattle industry is expected to continue its strong herd rebuild in 2023 but with female slaughter rates rising, the report said. The herd rebuild follows a severe multi-year drought in the country. Now, most cattle producers have experienced great pasture conditions for the third successive season, and the forecast in the coming months is for well-above-average rainfall.

Cattle producers have also had the benefit of record cattle prices in recent years, which has boosted confidence to continue to push forward with a strong herd rebuild, FAS said. With the support of increased female slaughter, it is expected that overall cattle slaughter, beef production, and beef exports all will rise in 2023.

Calf crop production in 2022 is forecast to increase by 6% from the prior year, due to the continued shift toward increased beef cow breeding

stock following drought-breaking rains that began in early 2020 across a large part of the beef producing regions in Australia.

The female slaughter rate remained low in the first half of 2022. In the second quarter, the rate was at 45%, far below the ten-year average of 52% for the period. The April–June quarter is seasonally the highest, so the very low slaughter rate indicates the industry is strongly continuing to rebuild the herd, the report said.

Another important contributor is that high beef prices, along with labor shortages, have caused some farms, especially dairy farms in the southern states, to convert entirely or partially to beef production, FAS said.

## Manage Shrink when Marketing Weaned Calves this Fall

*by Paul Beck, Oklahoma State University*

When selling calves, shrink is a concern because it is a reduction in the sales weight, but abnormal level of shrink is often used as a health indicator for cattle arriving in receiving facilities at stocker operations, grow yards, and feedlots. Adjustments in price are common to compensate for varying shrinkage and gut fill.

Shrink is often characterized in two categories; fill shrink and tissue shrink. Fill shrink is the loss of excreta from the digestive system. This type of shrink is common in marketing and can be recovered quickly in a few days once cattle are back on feed and water. Tissue shrink is more severe, with shrinkage levels greater than 6%, associated with long periods without feed and water along with other stressors, such as long-distance transport, weaning, rough handling, or heat stress. Tissue shrink may take up to 30 days to recover.

Selling calves directly after weaning leads to some of the highest levels of shrink. Weaning is stressful and calves are often unfamiliar with water and feed locations, so may refuse to eat or drink even when feed and water are offered. Preconditioning programs have been designed to reduce the effect of weaning stress on calves later in production by enhancing the immune system and teaching calves to eat from a feed bunk and drink from a water tank or fountain at the ranch of origin.

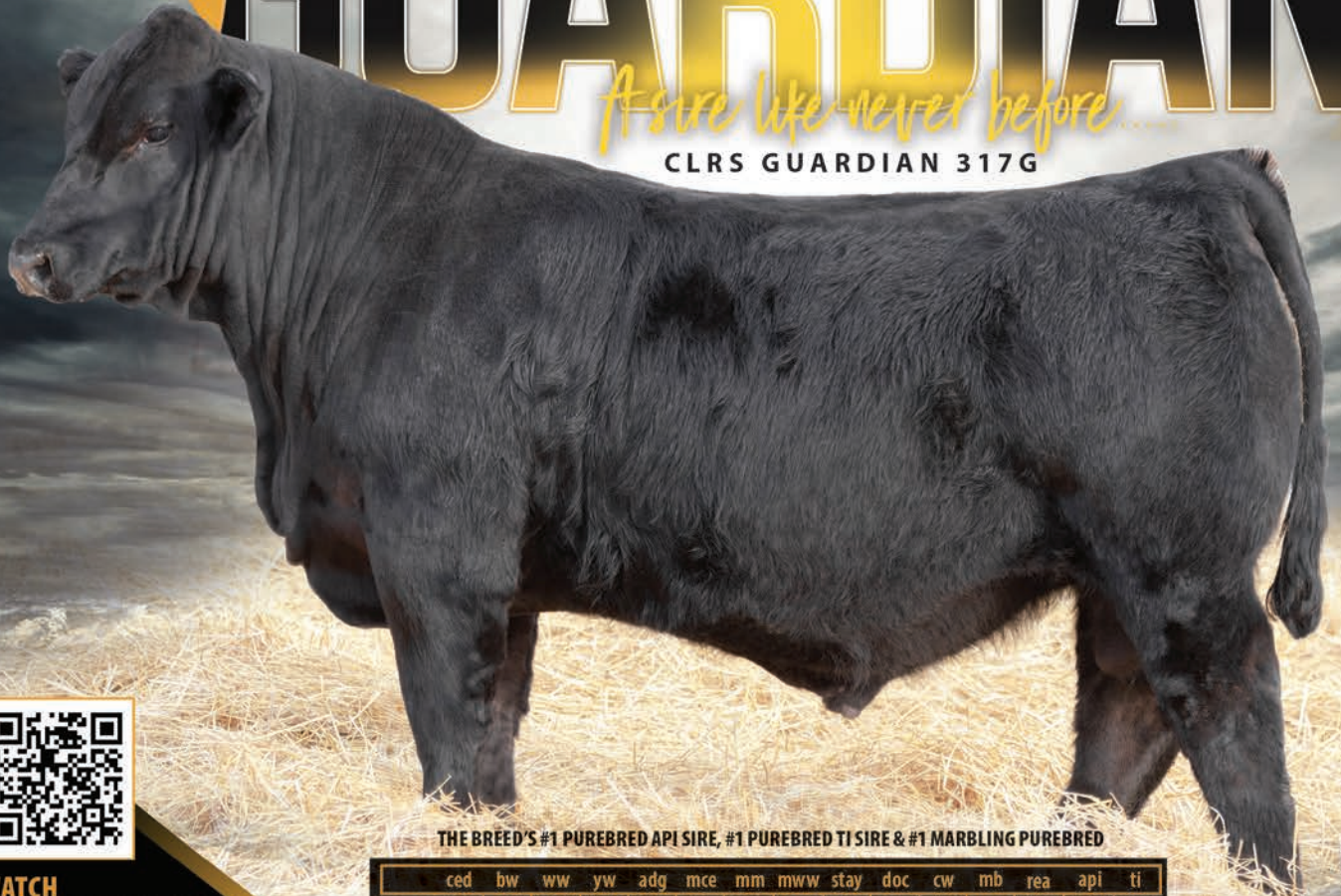
Preconditioning calves before marketing reduces shrink because the stress of separation from the dam has already occurred and calves are familiarized with handling and feed and water sources. Unweaned calves transported directly

CONTINUED ON PAGE 68

GUARDIAN PROGENY HAVE BEEN **TOPPING SALES AND SCALES** NATIONWIDE!

# GUARDIAN

*A sure like-never before.....*  
CLRS GUARDIAN 317G



**WATCH**

HIS VIDEO FOR YOURSELF YOU WON'T BE DISAPPOINTED!

Scan above QRC for Guardian video.

THE BREED'S #1 PUREBRED API SIRE, #1 PUREBRED TI SIRE & #1 MARBLING PUREBRED

	ced	bw	ww	yw	adg	mce	mm	mww	stay	doc	cw	mb	rea	api	ti
EPD	15.9	-2.6	102.6	154.9	0.33	9.8	29.1	80.1	24.3	9.5	49.0	0.85	1.22	210.0	116.8
RANK %	5	3	2	3	10	3	15	2	1	80	4	1	4	1	1

**SIRE. HOOKS BEACON 56B**  
**DAM. CLRS ALWAYS XCELLENT**  
**PB SIMMENTAL - REG. 3563436**

- Impeccable structure, great feet and overall conformity, added frame for a true calving ease sire
- With over 450 registered progeny, Guardian is a PROVEN numerical unicorn by most any measure with breed leading spread from BW to YW
- Calves have excellent vigor and demand a premium from Sales to the Rail.

**\$50/PER UNIT**



Sired by Guardian  
\$13,000 bull for Ruby Cattle Co.



Sired by Guardian  
\$13,000 bull for Trauernicht Simmentals



Sired by Guardian  
\$16,000 bull for CLRS



Sired by Guardian  
\$16,000 heifer for CLRS



**GUARDIAN PROGENY**

**OWNERS - ORDER DIRECT TODAY!**

Volume discounts & FREE US shipping of orders of 20 units or more.

CATTLE *visions*

866-356-4565  
www.cattlevisions.com



403-519-3515  
www.bohrson.com

**ALLIED**  
GENETIC RESOURCES

MARTY ROPP 406-581-7835  
COREY WILKINS 256-590-2487  
www.alliedgeneticresources.com

**DCC**  
DENIO CATTLE CO.

BRED FOR  
BALANCE

JOEL DENIO 515-291-4000

CLEAR SPRINGS CATTLE CO.  
320-288-6433



WILLIE MORRIS 319-269-0844

e. williemorris79@gmail.com

to the auction market can have shrinkage of 7% to 10% while preconditioned calves can have 2% to 5% shrinkage.

Dietary interventions can be used to reduce shrink. Steers coming off wheat pasture were transported for four hours either directly off pasture or after they were given access to hay and water for 24 hours. Initial shrink after only 30-minute hauls were similar and only around one half of a percent of initial weight. Weight loss of steers moved directly from pasture was much greater than steers fed hay before transport when hauls were one to two hours.

After four hours of transit, steers directly off wheat lost 37 pounds (5.1% shrink). Steers given access to hay before transport lost 28 pounds (3.85% shrink) over the same haul. This shows that shrink losses were about 1.28% per hour of transport, but providing access to a dry hay before transport decreases shrinkage rates to 0.96% per hour. The reduced shrink was likely due to slower passage rate of feed through the digestive tract and less water loss.

Cattle market surveys have shown that calves that are gaunt or shrunk prior to marketing have

a \$2 to \$4 per hundredweight premium over cattle with average fill. These premiums are unlikely to cover the lost revenue from the excessive weight loss due to shrink. Calves that were classified as “full” or “tanked” were discounted \$4.73 and \$11.10 per hundredweight, respectively, in a survey of Arkansas feeder cattle markets. These large discounts are reflective of the buyer’s belief that excessive shrink will occur before cattle reach their final destination. There is value to both the buyer and seller for calves to have a fair weigh-up at marketing.

## 2023 Checkoff Budget Approved

The Cattlemen’s Beef Board (CBB) will invest approximately \$38.5 million into programs of beef promotion, research, consumer information, industry information, foreign marketing, and producer communications during fiscal 2023, subject to USDA approval.

In action at the end of its September meeting in Denver, the Beef Promotion Operating Committee (BPOC) approved Checkoff funding for a total of 13

CONTINUED ON PAGE 70

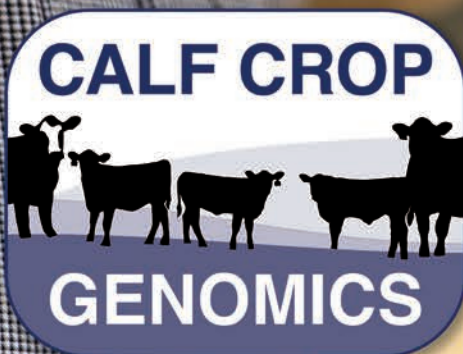
# Opportunity Knocks

**70% Reduction in Foundation Animal Registration Fees**

**SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association  
[www.simmental.org](http://www.simmental.org)

Last year, the ASA Board of Trustees passed an open-breed promotion to dual-register cows that are registered with another breed association at the nominal rate of \$5.00 per head; recently they chose to make this price permanent. The rate applies to any female cow that is registered with another recognized breed association.

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



**Make it a  
good one.**

Authorization Requests for the fiscal year beginning October 1, 2023. The committee, which includes ten producers from the Cattlemen's Beef Board and ten producers from the Federation of State Beef Councils, also recommended full Cattlemen's Beef Board approval of a budget amendment to reflect the split of funding between budget categories affected by their decisions.

Nine contractors and three subcontractors brought 14 Authorization Requests worth \$48 million to the BPOC, nearly \$9.5 million more than the funds available from the CBB budget.

"Producers are behind all the decisions that the BPOC makes during these meetings each September," said CBB and BPOC Chair Norman Voyles, Jr. "We carefully consider every Authorization Request to determine how to use Checkoff dollars to drive beef demand and provide producers with the best possible return on their Checkoff investments."

"As we expected, the proposals we reviewed were remarkably innovative, containing many thought-provoking ideas and concepts. Our challenge is balancing the budget while also distributing our limited amount of Checkoff dollars in a manner that we believe will best drive beef demand. I'd like to thank

all our contractors and committee members for their hard work and careful consideration as we all work together to advance the entire beef industry."

In the end, the BPOC approved proposals from nine national beef organizations for funding through the FY23 Cattlemen's Beef Board budget, as follows:

- American Farm Bureau Foundation for Agriculture - \$900,000
- Cattlemen's Beef Board - \$1,850,000
- Foundation for Meat and Poultry Research and Education - \$450,000
- Meat Import Council of America / Northeast Beef Promotion Initiative - \$550,000
- National Cattlemen's Beef Association - \$25,720,000
- National Institute for Animal Agriculture - \$70,000
- North American Meat Institute - \$360,000
- United States Cattlemen's Association - \$450,000
- United States Meat Export Federation - \$8,200,000

CONTINUED ON PAGE 72


## Fall for Fleckvieh

### Annual Bull and Female Sale March 9, 2023


"By only changing the bull in our program,  
our first calf crop averaged 87 lbs. MORE  
than the previous two years." – Jon Baker

## BRINK GENETICS


23098 Gunder Road • Elkader, Iowa 52043  
Jerry: 563-880-1470 • Preston: 563-880-2075  
jbrink@alpinecom.net • www.brinkgenetics.com



**K281**  
Brink Cindy C560 x  
Brink Boot F825



Brink Boot F825



**K238**  
Brink HO105 x  
Brink Melson G963

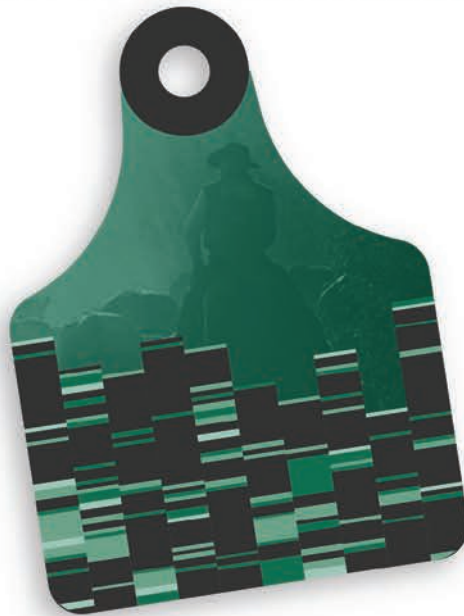


Brink Melson G963





NEOGEN is proud to be a partner of the American Simmental Association and collaborate on research projects to drive innovation, backed by science proven by genetic progress.



Your herd is covered.

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

So, you can be sure those lines in the tag are working overtime for you to provide confidence in selection decisions that help bolster your reputation amongst your herd and customers for generations to come.

**GGP's markers have you covered and informed. Leverage GGP today by contacting your breed association or go to [genomics.neogen.com/en/ggp-beef](https://genomics.neogen.com/en/ggp-beef)**

Broken out by budget component — as outlined by the Beef Promotion and Research Act of 1985 — the FY23 Plan of Work for the Cattlemen’s Beef Promotion and Research Board budget includes:

- \$9,400,000 for promotion programs, including beef and veal campaigns focusing on beef’s nutritional value, eating experience, convenience, and production.
- \$9,000,000 for research programs focusing on pre- and post-harvest beef safety, scientific affairs, nutrition, sustainability, product quality, culinary technical expertise, and consumer perceptions.
- \$7,470,000 for consumer information programs, including Northeast influencer outreach and public relations initiatives; national consumer supply chain engagement.
- \$2,630,000 for industry information programs, including public relations, including nutrition-influencer relations and work with primary- and secondary-school curriculum directors nationwide to get accurate information about the beef industry into classrooms of today’s youth. Additional initiatives include outreach and engagement with food, culinary, nutrition,

and health thought leaders; media and public relations efforts; and dissemination of accurate information about the beef industry to counter misinformation from anti-beef groups and others, as well as funding for Checkoff participation in the annual national industrywide symposium about antibiotic use. Additional efforts in this program area include beef advocacy training and issues/crisis management and response.

- \$8,200,000 for foreign marketing and education, focusing on 13 regions, representing more than 90 countries around the world.
- \$1,850,000 for producer communications, which includes investor outreach using national communications and direct communications to producers and importers about Checkoff results. Elements of this program include ongoing producer listening and analysis; industry collaboration and outreach; and continued development of a publishing strategy and platform and a state beef council content hub.

The full fiscal 2023 Cattlemen’s Beef Board budget is approximately \$42.7 million.

CONTINUED ON PAGE 74

# Strickland – Driggers

## 11th Annual Bull Sale



Strickland  
Cattle

Saturday, November 19, 2022, 1:00 PM EST  
Glennville, Georgia



**Selling 60 Bulls** 20 Black Angus • 10 Black & 5 Red Simmental  
25 SimAngus™ (including 10 coming 2-year-olds)

**Sires Include:** IR Imperial D948  
Cash Flow KBHR High Road E283  
GAR Dual Threat CDI Secret Agent 407C  
Basin Payweight Hook`s Eagle 6E  
GAR Hometown WS All Aboard

- All bulls have passed a complete breeding soundness exam.
- All bulls have 50K or 100K genomically enhanced EPD.
- Sale Catalog and Videos Available November 1.

Broadcast live on Live Auctions TV | Auctioneer: Col. Luke Mobley | Videos available at: [www.lukemobley.com](http://www.lukemobley.com)



For more info or to request a sale catalog, go to [simmental.org](http://simmental.org) or contact:  
Jes Strickland 803-617-8415 – [www.stricklandcattle.com](http://www.stricklandcattle.com)  
Jessie Driggers 912-237-0608 – [www.driggersimmentalfarm.com](http://www.driggersimmentalfarm.com)



# NEBRASKA

SUNDAY, DECEMBER 11 • 12:00 NOON  
TRAUERNICHT SALE FACILITY, 803 E PINE, WYMORE, NE

## PLATINUM STANDARD

# SELLING 125 ELITE FEMALES

20 FANCY SHOW HEIFERS  
& 105 BRED FEMALES

Catalog online at [www.ebersale.com](http://www.ebersale.com) • Bid online at [www.LiveAuctions.tv](http://www.LiveAuctions.tv)

## Female Sale

## Selling Choice



**LHT MS EAGLE 02J**  
Sired by Hooks Eagle 6E  
PB SM – Bred to CLRS Homeland



**LHT MS EAGLE 05J**  
Sired by Hooks Eagle 6E  
PB SM – Bred to TJ Gold Strike



**LHT MS CAN'T TOUCH THIS 147K**  
PB SM – Sired by TMAS Can't Touch This



**LHT MS TEARDROP 43J**  
PB SM  
Sired by TJ Teardrop 783F  
Bred to TJ Gold



**LHT MS DEEP END 126J**  
1/2 SM – Sired by Bieber Deep End B597  
Bred to CLRS Jefferson



**LHT MS MAIN FORCE Y 236J**  
Sired by LHT Main Force 184G  
5/8 SM  
Bred to LCDR Progressive



**LHT MS BULLSEYE 191J**  
Sired by W/C Bullseye 3046A  
3/4 SM – Bred to THSR Lover Boy



516 E Pine Road • Wymore, NE 68466

Loren 402-230-0812 • Scott 402-239-1272

Lauren Hope 402-239-4517

[www.trauernichtsimmentals.com](http://www.trauernichtsimmentals.com)

Eberspacher Professional Sale Management  
ENTERPRISES INC. Val's Cell 612-805-7405 • sales@ebersale.com

## Cattle Liquidation Underway

Two-thirds of farmers and ranchers in the American Farm Bureau's recent survey designed to gauge the impact of drought conditions in the West have indicated that they are selling off portions of their herds. Insufficient and poor-quality forage is forcing the liquidations, which cut into operation income. Average herd sizes are expected to be down by 36% in the surveyed region. The survey results come as the US Bureau of Reclamation announced water reductions in Arizona, Nevada, and a part of Mexico in response to continued depletion of the Colorado River. The cuts came after it was projected that Lake Mead, a major reservoir on the river, would be in its first-ever "Tier 2" water shortage condition during the current year.

More than 60% of the US West, Southwest, and Central Plains is in severe drought or higher. The 17 involved states support 74% of the nation's beef cattle, responsible for 18% of the US agricultural production. The survey was conducted over the months of June and July in the drought-stricken region.

The largest herd decline was in Texas, with herds reported down 50%, followed by New Mexico, down 43%, and Oregon at 41%. Washington is expected to have the smallest decline at 14%. Ninety percent of respondents reported an increase in local feed costs as prevalent or higher in their areas, up from 87% in 2021. As the region provides over 70% of the nation's hay, insufficient forage is forcing producers to locate feed from further sources. Scarce and low-quality forage also impacts feed conversion ratios necessary to reach desired market weights.

Cattle inventories have continued to decline, with the number of heifers capable of producing next year's calf crop dropping due to increased feedlot placements. In many western states, the government owns the majority of land. The survey found that 71% of respondents removed animals from rangeland due to poor or insufficient forage. Eighty percent of Nevada's area and 63% of Utah's land are federally owned, creating additional hardships for those ranchers.

**ST**



## Selling 14 Bulls in the 11th Annual Strickland-Driggers Bull Sale on Saturday, November 19, 2022 at 1:00 PM EST in Glennville, Georgia

ASA#	Tatt	DOB	Color	Breeds	Sire	Dam's Sire	\$API	\$TI
3952291	14J	9/16/21	BLK	PB SM	LBRS Genesis G69	Hook's Beacon 56B	177.3	107.9
3952310	12J	9/9/21	BLK	PB SM	KBHR High Road E283	DRG Shear Force 14A	176.2	94.1
3952295	11J	9/8/21	BLK	PB SM	KBHR High Road E283	WS All-Around Z35	174.3	103.3
3952316	19J	9/19/21	Red	PB SM	CDI Secret Agent 407C	IR Imperial D948	173.9	89.6
3961240	37J	11/4/21	Red	PB SM	CDI Secret Agent 407C	WS All-Around Z35	169.8	93.9
3952286	36J	10/18/21	Red	PB SM	CDI Secret Agent 407C	SRS Right-On 22R	150.8	87.7
3952317	34J	10/15/21	BLK	PB SM	Hook's Eagle 6E	CCR Cowboy Cut 5048Z	167.8	100.8
3952289	33J	10/15/21	BLK	PB SM	Hook's Eagle 6E	CCR Cowboy Cut 5048Z	157.1	93.4
3952307	32J	10/14/21	BLK	5/8 SM 3/8 AN	GW Triple Crown 018C	Hook's Beacon 56B	175.8	94.6
3952308	4J	8/29/21	BLK	5/8 SM 3/8 AN	Hook's Eagle 6E	GW Marshall 756A	166.2	92.4
3952297	3J	8/24/21	BLK	3/4 SM 1/4 AN	KBHR High Road E283	DRG Shear Force 14A	165.6	92.9
3952290	7J	9/1/21	BLK	1/2 SM 1/2 AN	Hook's Eagle 6E	YON Final Answer A53	165.1	97.8
3952312	5J	8/29/21	BLK	3/4 SM 1/4 AN	KBHR High Road E283	J Bar J Nightride 225Z	162.7	88.4
3952283	26J	9/28/21	BLK	5/8 SM 3/8 AN	Hook's Eagle 6E	Thomas Grade Up 6849	162.3	95.3

- All 14 bulls have been 100K DNA tested
- All 14 bulls have been ultrasound-scanned for carcass traits
- 100% Fall Born A.I. breeding and embryo transfer
- Nationwide shipping
- Free shipping in Alabama, Florida, Georgia, North and South Carolina on total purchases over \$10,000
- ASA THE participants since 2005

Broadcast live on Live Auctions TV:  
[www.liveauction.tv](http://www.liveauction.tv)

Auctioneer: Col. Luke Mobley

Catalog & videos of all bulls can be viewed at:  
[www.lukemobley.com](http://www.lukemobley.com) and  
[www.driggeressimmentalfarm.com](http://www.driggeressimmentalfarm.com)

EPD as of 9/2/22

Sale Catalogs & Videos Available November 1st

Driggers Simmental Farm, 3649 Hugh Driggers Road, Glennville, GA 30427 | (912) 237-0608

40TH ANNIVERSARY SALE

# RL FLECKVIEH Limerock Ranch

## Mature Cow Herd

**FEBRUARY 11TH, 2023**

**DISPERSAL**

*offering*

85 Registered Bred Cows – 10 Fall Fullblood Cows w/Calves at Side & Rebred  
60 Commercial Bred Heifers – 10 Registered Bred Heifers – 4 Lots of Frozen Genetics  
35 Yearling Bulls – 3 Herd Sires – 1 Semen Tank – 10 Lots of Rare Semen



40 years of good footed, fertile, easy keeping, productive and great uddered cows. They are outcrossed to most in the industry. We flushed our top 4 fullblood cows over the last two years and will rebuild from those to a small elite retirement herd of 30 cows. Time proven genetics here... We have been telling everyone for years that our 40th Anniversary would be BIG!! Come take advantage of a lifetime of Fleckvieh influenced cattle that have stood the test of time.



*big* BUTTS *big* GUTS *big* NUTS

follow us on **FACEBOOK** 

[WWW.RLFLECKVIEH.COM](http://WWW.RLFLECKVIEH.COM)

3251 Brandon Diagonal Blvd Brandon, IA 52210

**RL FLECKVIEH  
Limerock Ranch**

Randy Lehman 319.521.4389

Bryce Lehman 815.990.2312

This sale will be broadcast live on the internet.

**DVAuction**  
Broadcasting Real-Time Auctions  
Real time bidding & proxy bidding available.

# Simple Marketing, Effective Results

## Business Card Ads

### Grab the opportunity

- Build your brand's voice.
- Reach a bigger audience.
- Get more traffic, visibility, and sales for your business.
- Keep your name in front of customers.

### Bonus

- Your business card ad will be displayed alphabetically by state, making it easy for customers to find you.
- Sale dates listed on business card ads will automatically be included in Datebook.
- Business name included in the Ad Index each issue.

For more information contact:

Nancy at [nchesterfield@simmgene.com](mailto:nchesterfield@simmgene.com)

Rebecca at [rprice@simmgene.com](mailto:rprice@simmgene.com)

Call 406-587-2778



Sample business card ad pages in *SimTalk*

# Simmental & SimInfluenced Bull & Bred Heifer Sale

**Tuesday,  
Nov. 15, 2022  
at the ranch**

**Selling:  
30 18-Month-Old Bulls  
10 Yearling Bulls  
15 Bred Heifers**

Sires included:

GW DUE NORTH 235D • WS FRANK 105F  
BCLR MANIFESTO G352 • WS PROCLAMATION E202  
CLRS GUARDIAN 317G • LRS FALCON 442G

This sale will be broadcast live on the internet.


**DVAuction**  
Broadcasting Real-Time Auctions

**Elliott  
Livestock**

197 147th Ave SE, Clifford, ND 58016

Kevin Elliott - (701) 289-0165 • Keegan Elliott - (701) 289-0041

elliottlivestock@hotmail.com


www.elliottlivestock.com •  /elliottlivestock

**WILD ROSE  
CATTLE CO.**

Mikenzie Canton

(701) 289-0128

wildrosecattlecompany@gmail.com

 /WildRoseCattleCo



**SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association



# DEMAND DRIVER



 **SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association

# 7X

The percentage of beef calves identified as **SimAngus™** grew seven-fold from 2010 to 2018, according to Kansas State University analysis of more than 35,000 lots of beef calves marketed through Superior Livestock Auction.

That is demand.

## STAND STRONG SIMMENTAL

406-587-4531 • [simmental.org](http://simmental.org)

\*Dr. Bob Hough, *Western Livestock Journal*, "Breed trends in feeder cattle," January 2020.  
Kansas State University Superior Livestock Auction data analysis, 35,483 lots of beef calves marketed via 211 video auctions, 2010-2018.



# Great Lakes Beef Connection

## BRED FEMALE SALE

Clare, Michigan • 1:00 PM • JC Simmentals Sale Facility

# 11.26.2022



\$API 162.7  
\$TI 99.3

**JC103J** ASA 3870324  
Daughter of JC MR HURON 7262G



\$API 171.1  
\$TI 88

**JC116J** ASA 3870346  
Daughter of JC MR TALON 403G



\$API 132.7  
\$TI 79.6

**JC156J** ASA 3870424  
Daughter of HOOK'S EAGLE 6E



\$API 160.5  
\$TI 88.1

**JC107J** ASA 3870332  
Daughter of HOOK'S FRONTLINE 40F



\$API 139.3  
\$TI 90.6

**JC168J** ASA 3870459  
Daughter of KBHR ALL AMERICAN G104



\$API 155.5  
\$TI 93.3

**JC184J** ASA 3870501  
Daughter of JC MR HURON 7262G



**Bid Live Online**

**DVAuction**  
Broadcasting Real-Time Auctions

Email or text for sale book  
john@jcsimmentals.com - 989-429-2834

- 60 day calving window
- sell as individuals or in small groups
- backed by multiple generations of AI
- including 20 April calving cows
- sliding bull sale credit given for heifer purchases

### GREAT LAKES BEEF CONNECTION

John Miller, JC Simmentals 989-429-2834  
Andy Salinas, Salinas Farms 231-245-6750  
Brian Harris, Green Valley Farm 517-749-4117  
Steve Oman, SD Simmentals 989-429-3600

*85 SimAngus™ &  
Simmental Bred  
Heifers*

**ALLIED**  
GENETIC RESOURCES

Marty Ropp 406-581-7835  
Corey Wilkins 256-590-2487  
Jared Murnin 406-321-1542  
www.alliedgeneticresources.com

# CALENDAR OF EVENTS

## OCTOBER

- 22 Clear Choice Female Sale — Milan, IN (pg. 38)
- 22 The Magnolia Classic — Starkville, MS
- 22 MN Beef Expo - White Satin On Ice and All Breeds Sale — Minneapolis, MN
- 22 New Day Genetics Fall Sale — Salem, MO
- 22 Pennsylvania Fall Classic Sale — Waynesburg, PA
- 23 High Ridge Farms Genetic Opportunity Sale — Albemarle, NC
- 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
- 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 H2O's Farm Complete Dispersal Sale — Walkerton, IN
- 29 High Society Sale — Hillsboro, OH
- 29 Red Hill Farms Bulls and Females of Fall VIII — Lafayette, TN (pgs. 50, 90)
- 29 Yon Family Farms Fall Bull Sale — Ridge Spring, SC
- 30 Cattlemen's Preferred All Breed Bull and Commercial Female Sale — Harrison, AR

## NOVEMBER

- 1-7 Boyle Ranch's Fleckvieh Female Sale — Washta, IA
- 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
- 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 (pg. 46)
- 7 Hanel's Black Simmentals Annual Female Sale — Courtland, KS
- 12 Gibbs Farms 17th Annual Bull and Replacement Female Sale — Ranburne, AL (pg. 91)
- 15 Elliott Livestock and Wild Rose Cattle Company's Bull and Bred Heifer Sale — Clifford, ND (pg. 77)
- 15 Rainbow River Simmentals Online Production Sale, Vol. 3 — [www.rainbowriversimmentals.com](http://www.rainbowriversimmentals.com) (pg. 58)
- 18 Hilltop Simmentals Female Sale — CCI.Live (pg. 49)
- 19 11th Annual Strickland-Driggers Bull Sale — Glennville, GA (pgs. 38, 72, 74)
- 19 Callaway Cattle Company's AFFORDABULL SALE, Hogansville — GA
- 19 Next Step Cattle Co.'s 10th Annual "Boot Brand" Genetics Bull Sale — Livingston, AL
- 19 Stanley Martins Farms Fleckvieh Female Sale — Decorah, IA (pg. 4)
- 19 Yardley Cattle Company's Focus on the Female Sale — Beaver, UT (pg. 6)
- 20 49th Annual MSA Simmental Sale — Cannon Falls, MN
- 21 Bichler Simmentals 18th Annual Production Sale — Linton, ND (pg. 89)
- 26 Great Lakes Beef Connection Female Sale — Clare, MI (pg. 79)
- 26 Nolan and Bagby Performance Cattle's Breeding for the Future Bull and Female Sale — Rockfield, KY (pg. 64)
- 26 Stavick Simmentals 2nd Annual Queen of the Prairie Female Sale — Veblen, SD (pg. 25)
- 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 — Indianapolis, IN
- 3 Jewels of the Northland — Clara City, MN
- 3 T-Heart Ranch's Fall Female Sale — La Garita, CO (pg. 55)
- 3 Tom Brothers Private Treaty Sale (Opening Day) — Campbellton, TX (pg. 56)
- 3 Western Choice Simmental Sale — Billings, MT (pg. 65)
- 10 NDSA Classic Simmental Sale — Mandan, ND (pg. 62)
- 10 North Alabama Bull Evaluation Sale — Cullman, AL
- 10 Tylertown Simmentals Inaugural Sale — Cedar Hill, TN (pg. 53)
- 11 Trauernicht Simmental's Nebraska Platinum Standard Sale — Beatrice, NE (pg. 73)
- 12 Franzen Simmentals Production Sale — Leigh, NE (pg. 61)
- 16 Buck Creek Ranch's Grand Event Vol. III — Yale, OK



**LUCAS CATTLE CO.**

**Bulls bred  
to meet  
commercial  
cattlemen's  
needs!**



**BULLS FOR SALE**

**SIMMENTAL &  
SimAngus™ BULLS**

**YEARLINGS  
AVAILABLE!**

**CALL FOR MORE INFORMATION**

**Cross Timbers,  
Missouri**

[www.lucascattlecompany.com](http://www.lucascattlecompany.com)

**(417) 399-7124**

**(417) 998-6878**



**A brand you can trust  
and cattle you can  
count on!**

*Forrest & Charlotte Lucas*



# BLACK SUMMIT

## ANNUAL *Bull Sale* FRIDAY 1:00 PM MARCH 17

Black Summit Cattle Sale Facility || 1476 Hwy 14A, Powell, WY 82435

70 SimAngus™  
Performance-Tested,  
Genomically Enhanced  
Bulls Sell

THE FIRST HOMELAND  
and COUNTRY BOY  
SONS TO SELL!



BSUM Country Boy 038H



CLRS Homeland

Our Bulls are developed on  
"THE HILL" and they hate us  
*So you can love them.*



### BLACK SUMMIT

The LaFollette Family  
Powell, Wyoming

Quin 307-899-3553 Gavin 307-899-1764  
info@blacksummitcattle.com

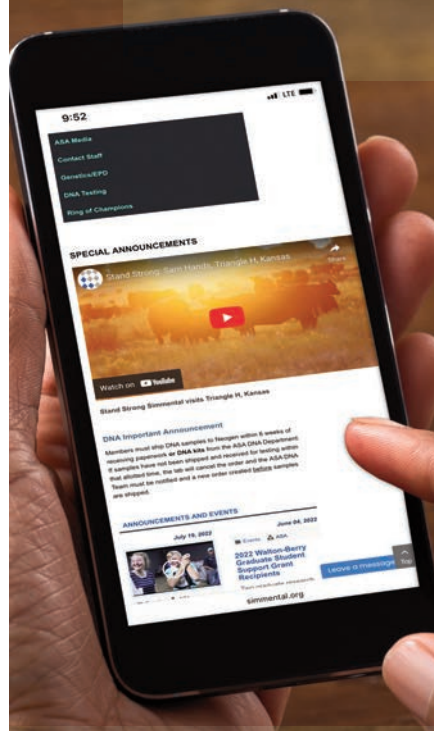
*Where cattle that perform get the ribbon.*



Marty Ropp 406-581-7835  
Corey Wilkins 256-590-2487  
Jared Murnin 406-321-1542  
www.alliedgeneticresources.com



**CHECK US  
OUT ONLINE**



[www.simmental.org](http://www.simmental.org)

**Have you  
visited  
simmental.org  
lately?**

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

**simmental.org  
makes it easy for you.**

**Sections include:**

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

## JANUARY 2023

- 8 Bricktown National Simmental Sale — Oklahoma City, OK
- 13 Diamond Bar S Bull Sale — Great Falls, MT
- 15 The One and Only Sale — Denver, CO
- 17 Powerline Genetics Bull Sale, — Arapahoe, NE
- 27 Double J Farms 49th Annual Bull and Female — Garretson, SD (pg. 50)
- 27 Ellingson Simmentals Annual Production Sale — Dahlen, ND (pgs. 11, 46)
- 28 J&C Simmentals Annual Bull Sale — West Point, NE (pg. 42)
- 29 Reck Brothers-N-Sons Genetic Advantage Production Sale — Blakesburg, IA
- 29 Triangle J Ranch's Annual Bull Sale — Miller, NE (pg. 46)
- 30 APEX Cattle "Heterosis Headquarters" Annual Bull and Bred Heifer Sale — Dannebrog, NE (pg. 27)

## 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 (pgs. 25, 50)
- 3 Cow Camp Ranch's Annual Spring Bull Sale — Lost Springs, KS (pgs. 5, 38)
- 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
- 4 Springer Simmental's Value Based Genetics Sale — Decorah, IA
- 6 43rd Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT (pg. 1BC)
- 6 Long's Simmentals 3rd Annual Production Sale — Creston, IA
- 7 Koepplin's Black Simmental 35th Annual Bull Sale — Mandan, ND
- 8 Roper Creek Farms 33rd Annual "Built To Work" SimAngus Bull Sale — Manhattan, KS (pg. 42)
- 8 Traxinger Simmental 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. 46)
- 10 Bred For Balance Sale — Starbuck, MN (pgs. 42, 87)
- 10 TNT Simmentals 38th Annual Bull Sale — Lehr, ND (pg. 46)
- 11 CK Cattle & Wager Cattle's 6th Annual Production Sale — Highmore, SD
- 11 Dixie National Simmental Sale — Jackson, MS
- 11 Kenner Simmentals 27th Annual Production Sale — Leeds, ND
- 11 RL Fleckvieh Limerock Ranch's Mature Cow Herd Dispersal — Brandon, IA (pg. 75)
- 11 Rydeen Farms 25th Annual "Vision" Sale — Clearbrook, MN (pgs. 7, 42)
- 12 Oak Meadow Farms 5th Annual Production Sale — Cresco, IA
- 13 Dakota Power Bull Sale — Hannaford, ND
- 13 Nelson Livestock Company's Production Sale — Wibaux, MT (pg. 42)
- 14 Edge of the West Production Sale — Mandan, ND (pg. 46)
- 14 Werning Cattle Company's 42nd Annual Production Sale — Emery, SD
- 15 Hart Simmentals Beef Builder Bull Sale — Frederick, SD
- 15 Jackpot Cattle Company's Bull Sale — Wessington, SD
- 17 Dakota Xpress Annual Production Sale — Mandan, ND
- 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. 42)
- 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 Annual Production Sale — St. Charles, MN
- 19 Trauernicht Simmentals Bull Sale — Beatrice, NE
- 20 Bulls of the Big Sky — Billings, MT (pgs. 42, 86)
- 21 Quandt Brothers Cattle Company's 11th Annual Production Sale — Oakes, ND
- 22 C Diamond Simmentals Annual Bull and Female Sale — Dawson, ND
- 23 Illinois Performance Tested Bull Sale — Springfield, IL
- 24 Mid-America Sale — Springfield, IL
- 25 Emmons Ranch Sale — Olive, MT
- 25-3/4 Hofmann Simmental Farms "Buy Your Way" Bull Sale — Clay Center, KS
- 27 Lehman Family Farms Production Sale — Mitchell, SD

**HD**  
2046  
**DUFF**



**DUFF HD 2046 - RAAA#4466181**

**MANN RED BOX 55C**  $\times$  **DUFF CITA 4060 15522**

CED	BW	WW	YW	MILK
13	0.1	65	106	18

CW	MARB	REA
19	0.20	0.24

ACT BW	TODAY WT.	SC
65	1,900	45 CM

**FALL SEMEN SPECIAL!**  
**SELLING 10 STRAW PACKAGES - \$1,000**

**SEXED AND CONVENTIONAL SEMEN  
AVAILABLE FOREIGN & DOMESTIC  
INCLUDING CANADA**

**2046 OWNERS**

DEAN GALBRAITH  
SERVICES  
**DGS**  
Professional Marketing & Exhibition

**BAR 64 RED ANGUS LLC**

PO Box 576  
Steelville, MO 65565  
Dean Galbraith • 337-447-3004

PJ BUDLER, INTERNATIONAL SALES  
682-597-0380 • [pjbudler@gmail.com](mailto:pjbudler@gmail.com)

POWER PLUS CATTLE CO.  
Hobart, OK • 580-726-3313

KENT MCCUNE  
817-602-8629

# Rates and Policies

## Ad Sales Staff

For All Your Advertising Needs



**Nancy Chesterfield**  
406-587-2778

nchesterfield@simmgene.com



**Rebecca Price**  
406-587-2778

rprice@simmgene.com

**S**imTalk 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.

### Space and four-color rates for SimTalk:

Space Rates	Non-Contract	2X Contract	4X Contract	Four Color
1 page	\$890	\$840	\$800	\$300
2/3 page	\$760	\$730	\$700	\$200
1/2 page	\$510	\$480	\$460	\$150
1/3 page	\$380	\$370	\$350	\$100
1/4 page	\$260	\$250	\$230	\$75
1/8 page	\$150			\$50
3-inch mini	\$115			\$30
2-inch mini	\$85			\$15
2-inch card	\$289/year, 4 insertion			\$60
1-inch card	\$220/year, 4 insertions			\$40
<b>Classified Ads</b>	\$2.00/word, \$24.00 minimum, must be prepaid			

### SimTalk Deadlines for Publication:

	Sales Close	Ad Materials	Camera Ready	Mail Date
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
Late Fall 2023	Sept 20	Sept 25	Oct 9	Oct 26

### ASA SimTalk Membership Directory 2023 Deadlines for Publication:

	May 2	May 10	May 24	June 14

**Send all ad materials to: register@simmgene.com or Fax: 406-587-9301**

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.

Advertising materials (including photos) must be in *SimTalk* office by the dates listed above. *SimTalk*, which mails by bulk rate, assumes no responsibility for actual receipt date.

### Design Charges

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

### Layouts & Proofs

Although every effort will be made to provide proofs on all ads, if all ad material arrive in the *SimTalk* office prior to the deadline and a correct email address or fax number is provided.

### Terms

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.

### Advertising Content

*SimTalk* and its staff assume no responsibility or obligation to verify the accuracy and truthfulness of advertising copy submitted to *SimTalk*. However, *SimTalk* reserves the right to reject any advertising copy or photo which *SimTalk* deems unsuitable for publication for any reason, including copy or photographs which are false or misleading. *SimTalk* assumes no responsibility for the accuracy and truthfulness of submitted print ready ads. Advertisers shall indemnify and hold harmless *SimTalk* for any claims concerning advertising content as submitted. Advertising containing pedigrees or statements regarding performance must conform to records kept by the American Simmental Association. Copy deviating from official records may be changed as necessary without advertiser consent.

### Editorial Policy

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.

## Subscriptions

- Domestic \$50/year
- First Class \$100/year
- All International \$150/year (US)

## ASA PUBLICATION, INC

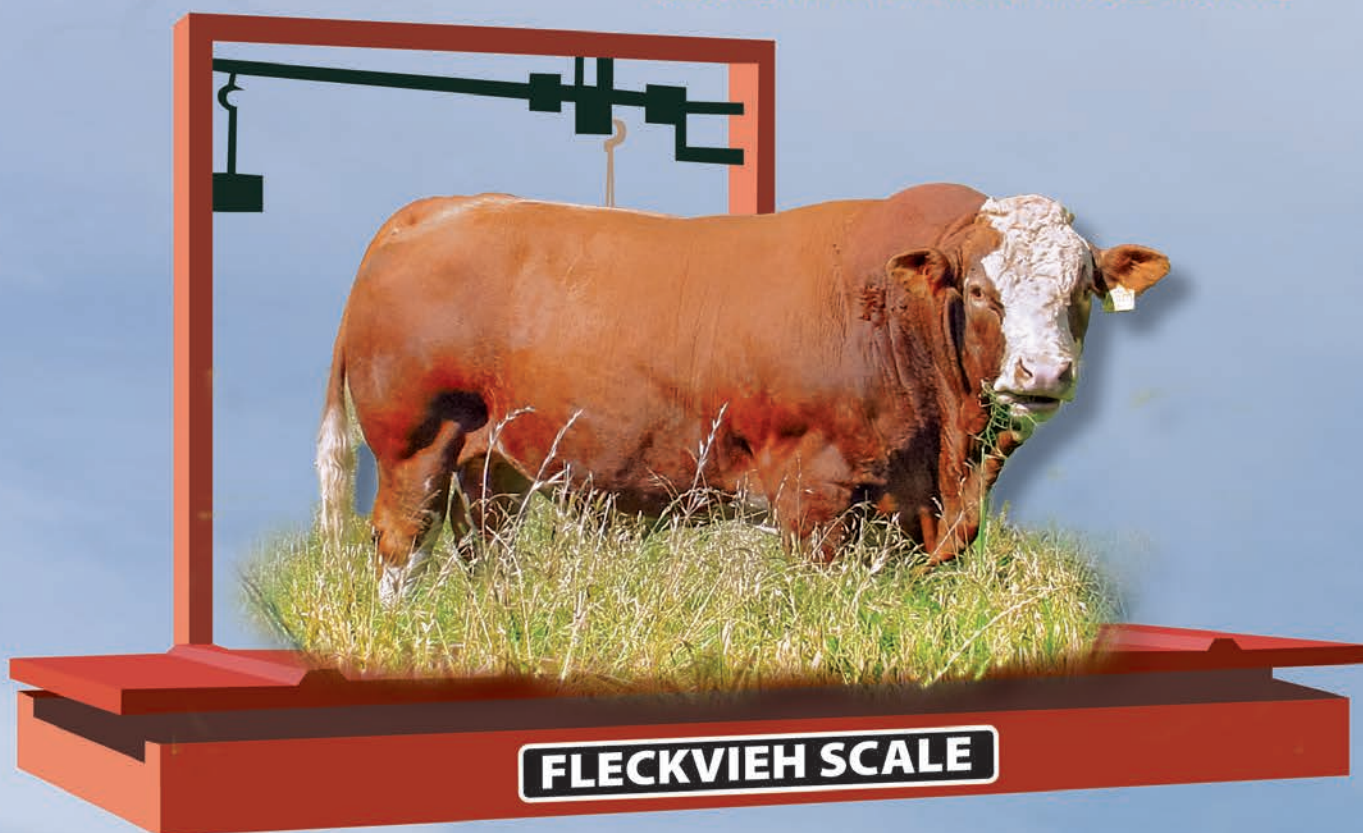
One Genetics Way  
Bozeman, Montana 59718  
406-587-2778 • Fax 406-587-9301  
register@simmgene.com

USE

# Fleckvieh

SIRES

to complement British breed  
and Brahman influenced herds



Dual Purpose Accelerated Maternal and Terminal Performance

**ADDED POUNDS= MORE \$\$\$\$**



[www.Fleckvieh.com](http://www.Fleckvieh.com)

Box 458, Hurley, MS 39555 • FSFF Coordinator 251-402-8671 • fleckvieh.fsff@gmail.com

# AD INDEX

## Alabama

Gibbs Farms ..... 28, 91  
Greer Fleckvieh Simmentals & SimAngus ... 54  
Mobley, Luke, Auctioneer ..... 72, 74

## California

T-Heart Ranch ..... 55  
L-Cross Ranch ..... 55

## Colorado

Altenburg Super Baldy Ranch, LLC ..... 38  
Bridle Bit Simmentals ..... 38  
Lechleiter Simmentals ..... 38  
Phoenix Cattle Company ..... 38  
T-Heart Ranch ..... 38

## Georgia

Driggers Simmental Farm ..... 38, 72, 74  
Strickland Cattle ..... 72, 74

## Idaho

Lanting Enterprises ..... 38

## Illinois

Allied Genetic Resources ..... 5, 7, 50, 55,  
56, 61, 65, 67, 79, 81, 86, 87, 90, 91, IBC  
Haven Hill Simmentals ..... 12, 13, 38  
Rhodes Angus ..... 38  
Rincker Simmentals ..... 38  
Wildberry Farms ..... 38

## Indiana

Clear Water Simmentals ..... 38

## Iowa

Brink Genetics ..... 70

Denio Cattle Co. .... 67  
Melby Simmentals ..... 61  
Nichols Farms ..... 63  
RL Fleckvieh Limerock Ranch ..... 38, 75  
Ruby Cattle Company ..... 67  
Springer Simmental ..... 38  
Stanley Martins Farms ..... 4  
Willie Morris Cattle ..... 67

## Kansas

Cow Camp Ranch ..... 5, 38  
Dixon Farms, Inc. .... 38  
Hofmann Simmental Farms ..... 42  
Innovation AgMarketing, LLC ..... 29, 49  
River Creek Farms ..... 42

## Kentucky

Bagby, Doug ..... 64  
Barr, Tim ..... 64  
Breeding for the Future ..... 64  
Johnson, Wayne ..... 64  
Kentucky Proud® ..... 64  
Nolan, Ray ..... 64

## Michigan

Great Lakes Beef Connection ..... 79  
Green Valley Farm ..... 79  
JC Simmentals ..... 79  
Neogen® ..... 71  
Salinas Farms ..... 79  
SD Simmentals ..... 79

## Minnesota

Bred For Balance ..... 87

Clear Springs Cattle Company ..... 42, 67, 87  
Eberspacher Enterprises Inc. .... 73  
Oak Meadow Farms ..... 42  
Rydeen Farms ..... 7, 42

## Mississippi

Fullblood Simmental Fleckvieh Federation .. 85  
Little Creek Farm, LLC ..... 42  
Rockhill Ranch ..... 42

## Missouri

Bar 64 Red Angus LLC ..... 83  
Cattle Visions ..... 16, 17, 50, 63, 67  
Dean Galbraith Services (DGS) ..... 83  
Gerloff Farms ..... 42  
Lucas Cattle Company ..... 42, 80  
Steaks Alive ..... BC

## Montana

Bulls of the Big Sky ..... 42, 86  
Gateway Simmental & Lucky Cross ..... IBC  
Genex Hawkeye West ..... 58  
Hill's Ranch Simmentals ..... 42  
Little Bitterroot Ranch ..... 42  
Miller Simmentals ..... 42  
Montana Simmental Association ..... 65  
Western Choice ..... 65

## Nebraska

Cattle Connect ..... 61  
Forster Farms ..... 42  
Franzen Simmentals ..... 61

CONTINUED ON PAGE 88

# Building the Future with SCIENCE

## BULLS OF THE BIG SKY

DEDICATED BREEDERS COMMITTED TO  
QUALITY GENETICS AND CUSTOMER SERVICE,  
BACKED BY YEARS OF EXPERIENCE.

• FEBRUARY 20, 2023 •  
Billings Livestock Commission  
Billings, Montana • 1:00 PM

175 YEARLING BULLS SELL

Simmental • Angus • SimAngus™

REQUEST A CATALOG AT: [www.bullsofthebigsky.com](http://www.bullsofthebigsky.com) or contact Maureen Mai 208-267-2668



[www.bullsofthebigsky.com](http://www.bullsofthebigsky.com)

Follow Bulls of the Big Sky  
on Facebook



**DVAuction**  
Broadcasting Real-Time Auctions

Marty Ropp 406-581-7835

Corey Wilkins 256-590-2487

Rocky Forseth 406-590-7984

[www.alliedgeneticresources.com](http://www.alliedgeneticresources.com)

**ALLIED**  
GENETIC RESOURCES





# MORE WITH LESS

**NEW FOR 2023** along with bulls, breds, young cows and the infamous Fab 5, we will be offering approximately 25 open replacement heifers, including the entire draft of reds. Now you can breed a Bred for Balance female to fit your herd. More with less.



**BRED FOR**  
**BALANCE**

**MAKE PLANS TO JOIN US IN STARBUCK, MINNESOTA**  
**FEBRUARY 10, 2023 • 1:00 PM (CT)**



The Jim Wulf Family  
Travis Wulf 320-288-6433  
twulf09@hotmail.com  
30819 250th St., Starbuck, MN 56381  
Jim - 320-491-6312 Brady 320-424-2989

SELLING 125 BULLS,  
50 FEMALES AND  
5 FABULOUS OPEN HEIFERS.



Marty Ropp 406-581-7835  
Corey Wilkins 256-590-2487  
Jared Murnin 406-321-1542  
[www.alliedgeneticresources.com](http://www.alliedgeneticresources.com)

CLRS

HA

JRA

TECS

**Nebraska** (continued)

Gocke Cattle ..... 61  
 J&C Simmentals ..... 42  
 Mueller Brothers ..... 61  
 Powerline Genetics ..... 42  
 Safety Zone™ Calf Catchers ..... 19  
 Sandy Acres Simmental ..... 42  
 Sloup Simmentals ..... 46  
 Trauernicht Simmentals ..... 67, 73  
 Triangle J Ranch ..... 46  
 Western Cattle Source ..... 46

**New Jersey**

Merck Animal Health ..... 35

**North Carolina**

Fred Smith Company Ranch ..... 46

**North Dakota**

Bata Brothers ..... 46  
 Bichler Simmentals ..... 89  
 Dakota Xpress ..... 46  
 Ellingson Simmentals ..... 11, 46  
 Elliott Livestock ..... 77  
 Kaelberer Simmentals ..... 46  
 Keller Broken Heart Ranch ..... 7, 46  
 Kenner Simmentals ..... 46  
 North Dakota Simmental Association ..... 62  
 Rust Mountain View Ranch ..... 46

SRF Simmentals ..... 46  
 Strommen Simmentals ..... 11  
 SYS Simmentals ..... 46  
 TNT Simmental Ranch ..... 46  
 Wild Rose Cattle Co. .... 77

**Ohio**

Rolling Hills Farms Simmentals LLC ..... 46  
 Select Sires®, Inc. .... 3

**Oklahoma**

Buck Creek Ranch ..... 29  
 GB Marketing ..... 53  
 Willis Simmentals ..... 46

**Oregon**

Power Plus Cattle Co. .... 83

**South Dakota**

3C Christensen Ranch ..... 50  
 Benda Simmentals ..... 50  
 Double J Farms Simmental Cattle ..... 50  
 Eichacker Simmentals ..... 50  
 Ekstrum Simmentals ..... 50  
 Hilltop Simmentals ..... 49  
 Jackpot Cattle Co. .... 50  
 NLC Simmental Ranch ..... 50  
 Stavick Simmental ..... 25, 50  
 Traxinger Simmental ..... 50  
 Werning Cattle Company ..... 7, 50

**Tennessee**

Martin Farms ..... 50  
 Red Hill Farms ..... 50, 90  
 Tylertown Simmentals ..... 53

**Texas**

Allflex® Livestock Intelligence® ..... 35  
 Dickies® ..... 88  
 Fort Worth Stock Show & Rodeo ..... 88  
 McCune, Kent ..... 83  
 North Texas Chevy Dealers ..... 88  
 Pine Ridge Ranch, LLC ..... 38  
 PJ Budler, International ..... 83  
 Reliant® ..... 88  
 Shipman, Jered, Auctioneer ..... 50  
 Simmons Bank® ..... 88  
 Smith Genetics ..... 2  
 Texas Heath® ..... 88  
 Tom Brothers Ranch ..... 56

**Utah**

Yardley Cattle Company ..... 6

**Washington**

Trinity Farms ..... 50

**Wisconsin**

ABS® Global, Inc. .... 1, 50  
 GENEX™ ..... 89, IBC

**Wyoming**

Black Summit ..... 50, 81

**Canada**

Canadian Sires ..... 67  
 Rainbow River Simmentals ..... 58

**Associations**

American Simmental Association ..... IFC, 20,  
 21, 24, 26, 30, 31, 39, 43, 47, 51, 57, 59, 68,  
 69, 71, 77, 78, 82

CONTINUED ON PAGE 90

**FWSSR**  
**SHOW LIFE**  
 JAN. 13 \* FEB. 4  
 2023  
**JAN. 23 Junior Heifer Show**  
**Simmental & Simbrah**  
**JAN. 29 Open Show**  
**SimGenetics**  
 Purebred, Percentage & Simbrah Divisions  
**FWSSR.COM**  
 Entry Applications, Premium Lists,  
 Rodeo Tickets and additional info.  
**ENTRY DEADLINE**  
**NOVEMBER 15**  
*Fort Worth Stock Show & Rodeo*  
 CHEVROLET NORTH TEXAS CHEVY DEALERS  
 Simmons Bank  
 Dickies  
 Texas Health  
 reliant



BCLR Cash Flow • ET brothers out of 352 and 836Z sell



HHS Miss 836Z



Elliott Miss 352

Annual Production Sale

Nov. 21, 2022

1 P.M. • AT THE RANCH • LINTON, N.D.  
60 Bulls and 50 Bred Females



TJ MS 38W • ET bulls and heifers by 7507 and 8505 sell



9 Mile Abundance 7507



9 Mile Motley 8505

# BICHLER SIMMENTALS



DOUG & MARIA BICHLER • Linton, N.D.

Home: 701 254-4306 • Cell: 701 226-4068

[www.bichlersimmentals.com](http://www.bichlersimmentals.com)

  /Bichler Simmentals

Fullblood Simmental Fleckvieh Federation... 85  
 International Genetic Solutions (IGS)... 50, 51, 92  
 Montana Simmental Association... 65  
 North Dakota Simmental Association... 62

**Livestock Services**

ABS® Global, Inc. .... 1, 50  
 All Purpose Index (\$API) .... 43  
 Allflex® Livestock Intelligence® .... 35  
 Allied Genetic Resources .... 5, 50, 55, 56, 61, 65, 67, 79, 81, 86, 87, 90, 91, IBC  
 Calf Crop Genomics (CCG) .... 21, 69

Canadian Sires. .... 67  
 Carcass Expansion Project (CXP) .... 21, 39  
 Carcass Merit Program (CMP) .... 39, 46, 47, 50, 59  
 Cattle Visions ..... 16, 17, 50, 63, 67  
 CCI.Live ..... 49, 53  
 Cow Herd DNA Roundup (CHR) ..... 21, 77  
 Dean Galbraith Services (DGS) ..... 83  
 DVAuction ..... 4, 6, 11, 25, 61, 62, 64, 65, 72, 75, 77, 86, 90, 91  
 Eberspacher Enterprises Inc. .... 73  
 Fullblood Simmental Fleckvieh Federation... 85  
 GB Marketing ..... 53

Genex Hawkeye West ..... 58  
 GENEX™ ..... 89, IBC  
 GGP ..... 71  
 HOLSim American Beef ..... 26  
 IGS Feeder Profit Calculator™ ..... 50  
 IGS Multi-breed Genetic Evaluation ..... 20  
 Innovation AgMarketing, LLC ..... 29, 49  
 International Genetic Solutions (IGS) ... 50, 92  
 LiveAuctions.TV ..... 72, 74  
 Merck Animal Health ..... 35  
 Moble, Luke, Auctioneer ..... 72, 74  
 Neogen® ..... 71  
 Safety Zone™ Calf Catchers ..... 19  
 Select Sires®, Inc. .... 3  
 Sexcel ..... 1  
 Shipman, Jered, Auctioneer ..... 50  
 Superior Productions ..... 5, 55, IBC  
 Terminal Index (\$TI) ..... 43  
 Total Herd Enrollment (THE) ..... 7, 21, 38, 42, 46, 50, 56, 57  
 U.S. Premium Beef ..... 5

**Miscellaneous**

All Purpose Index (\$API) .... 43  
 America's Cow ..... 43  
 ASA DNA ..... 6  
 ASA Performance Advocate .... 24, 50, 56, 90  
 ASA Publication, Inc. .... 5, 27, 8, 76  
 Balance The Scales ..... 30, 31  
 Best Practices for Seedstock Producers . . 20, 21  
 Business Card Ads ..... 76  
 Calf Crop Genomics (CCG) ..... 21, 69  
 Carcass Expansion Project (CXP) .... 21, 39  
 Carcass Merit Program (CMP) .... 39, 46, 47, 50, 59  
 Check Us Out Online ..... 82  
 Cow Herd DNA Roundup (CHR) ..... 21, 77  
 Demand Driver ..... 78  
 EBlast Ads ..... 28  
 Genetics That Pay ..... IFC  
 HOLSim American Beef ..... 26  
 If Beef Is Your Business ..... 47  
 IGS Feeder Profit Calculator™ ..... 50  
 IGS Multi-breed Genetic Evaluation ..... 20  
 International Genetic Solutions (IGS) ... 50  
 Is Carcass Merit Vital to Your Business? . . 39  
 Maternal Traits ..... 43  
 More Means More ..... 43  
 One For All ..... 92  
 Opportunity Knocks ..... 68  
 Reduction in Foundation Animal Registration Fees ..... 68  
 Sale Catalogs ..... 27  
 Sales Call ..... 46  
 SimAngus™ ..... IFC, 26, 51, 78  
 SimGenetics Profit Through Science . . . 26, 30, 39, 47, 57, 68, 77  
 Simmental-Influenced Cows ..... 31  
 Success. SimAngus™ ..... 51  
 Terminal Index (\$TI) ..... 43  
 Terminal Traits ..... 43  
 Total Herd Enrollment (THE) ..... 7, 21, 38, 42, 46, 50, 56, 57  
 Your Data. His Future ..... 57

## Fertility ... Longevity ... Profitability.



At Red Hill Farms, we are proud to offer consistent genetics that rank at the top of the breeds for economic indices. Maternal traits, such as calving ease, low maintenance energy requirements and high conception rates reinforce what we already know – profitability starts with the cow. Additionally, profitability is intensified when cattle grow and grade. Profitability truly is pasture to plate!

CE	BW	WW	YW	ADG	MCE	Milk	MWW	ST	DOC	CW	YG	MARB	BF	REA	API	TI
17.1	-3.8	85.2	139.3	0.34	11	22.5	65.1	20.6	14.3	43.3	-0.22	0.79	-0.004	-0.35	186.6	101.6
10%	4%	20%	15%	10%	4%	55%	30%	10%	25%	20%	55%	4%	95%	50%	1%	1%

\*EPDs as of 10-7-22

## MORE THAN A BULL SALE

18th Annual Sale  
**Saturday, March 18, 2023**  
 1 p.m. CDT • At the Farm

*Selling:*  
**70 Red Angus, SimAngus™, Charolais and Cross-Ty Bulls**

**DVAuction** Broadcasting Real-time Auctions



Visit [www.RedHillFarms.net](http://www.RedHillFarms.net) for information about our sale and breeding program.

**RED HILL FARMS**  
 HOME OF PRACTICAL GENETICS

Bart, Sarah & Ty Jones • (615) 666-3098  
 466 Red Hill Road, Lafayette, TN 37083  
 mail@redhillfarms.net  
 Gordon & Susan Jones • (270) 991-2663



# Generations of Progress

17<sup>th</sup> ANNUAL Bull & Replacement Female Sale

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

180 Fall Yearling Bulls - 200 Bred & Open Replacement Females



**1098J** ASA# 3996523  
PB SM - GIBBS 7382E BROAD RANGE SON

CE	YW	STAY	MARB	RE	SAPI	STI
19.6	149.6	21.0	0.40	1.16	180.6	96.4



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

CE	YW	STAY	MARB	RE	SAPI	STI
12.5	132.5	22.4	0.81	0.91	178.8	97.8



**1586J** ASA# 3996726  
PB SM - CLRS GUARDIAN 317G SON

CE	YW	STAY	MARB	RE	SAPI	STI
15.5	149.3	22.5	0.72	1.40	194.8	107.7



**1033J** ASA# 3997204  
PB SM - GIBBS 9114G ESSENTIAL DAUGHTER

CE	YW	STAY	MARB	RE	SAPI	STI
19.6	158.6	21.0	0.41	1.06	182.8	101.5



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

CE	YW	STAY	MARB	RE	SAPI	STI
11.4	164.3	17.8	0.76	0.69	170.3	101.8



**1557J** ASA# 3997019  
SIMANGUS - BRIDLE BIT ECLIPSE E744 DAUGHTER

CE	YW	STAY	MARB	RE	SAPI	STI
10.8	144.5	15.9	0.98	0.48	170.5	101.4

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

SALE MANAGEMENT  
**ALLIED**  
GENETIC RESOURCES  
Marty Ropp 406-581-7835  
Corey Wilkins 256-590-2487  
Jared Murnin 406-321-1542  
www.alliedgeneticresources.com

**DVAuction**  
Broadcasting Real-Time Auctions

**GIBBS**  
**GF** ARMS

2118 County Road 23  
Ranburne, Alabama 36273

**gibbsfarms.net**

facebook.com/gibbsfarmssimangus



Doug Gibbs 404-717-2264  
Bradley Gibbs 404-904-2914

# ALL FOR ONE



 **IGS** International  
Genetic Solutions

**International Genetic Solutions** takes a new approach to the beef business: Collaboration. We're working with producers like you to build a better future.

See why a growing number of cattle breeds are joining forces to empower seedstock and commercial cattlemen to identify only the best animals for their herds.

It's genetic improvement accelerated.  
It's power to succeed.

## ONE FOR ALL IGS STAND TOGETHER

406.205.3033 • [internationalgeneticsolutions.com](http://internationalgeneticsolutions.com)



# GROWTHY bulls

bred to provide much more value than just  
**PAY WEIGHT...**

**WE HAVE MATED OUR CATTLE WITH THE HELP OF THE RIGHTMATE AND RIGHT CHOICE GENOMIC TECHNOLOGY FOR THE PAST FOUR YEARS. THE ADVANTAGES INCLUDE:**

- Improving the odds of your bull selection being more successful for the traits most important to you.
- Speed up progress for improved herd efficiency and reduced production costs.
- RightChoice is another predictive step from just genomic enhanced EPDs which are based on averages.

The whole bunch averages:

- Top 6% for \$API
- Top 12% for \$TI
- Top 8% for Marbling
- Top 12% for Stayability
- Top 20% for CE
- Top 15% for Docility



**GENEX**

SOUTHERN FORTUNE TELLER ASA 3382993



GW BREAKTHRU 045C ASA 2954753



GW HIGH BALL 102H ASA 3704533



GW DEADWOOD 079G ASA 3549195



GW COPPERHEAD 919G ASA 3549340



GW SPARKY 369E ASA 3242849

*Featuring fresh genetic lines that  
broaden our genetic base.*

# 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](http://www.gatewaysimmental.com)

Chris Miller, Larry Hagenbuch, Logan Butcher, Brock Butcher



Whichever direction  
you are going, they cross.

## 43<sup>RD</sup> Annual Gateway Bull Sale

Monday, February 6, 2023 at Noon

Offering 250 bulls at the Ranch near Lewistown, MT.



# Steaks Alive



**Full Flecks  
Fleck Influenced  
Pairs, breds,  
Bulls and Heifers**

**We have the ones  
you need.**

Call John or Jeanne Score  
417-437-0911  
417-437-4434  
Joplin, MO

