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Late Fall 2024

SIMTALK

Linking SimGenetics to Commercial Cattle



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In This Issue:

**Performance Advocate
Program Enters
Fifteenth Year**

**The Value of Genetics
in Feeder Cattle**

**Water in the Ogallala
Aquifer and Beyond**

**Fall Focus Showcases
Industry Hub**

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Linking SimGenetics to
Commercial Cattle
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10.1	.7	94.4	152.9	3.6	31.1	78.1	15.1
Doc	CW	YG	Marb	REA	Shr	API	TI
17.1	62.5	-.2	.65	1.08	-.4	154	98.7

From: M4 Simmentals, KS

7SM133 GOLD STRIKE

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3909662 | Gold x New Time Line
Proven calving ease with extra growth and eye appeal

CE	BW	WW	YW	MCE	Milk	MWW	Stay
12.6	.6	90.3	143.7	5.6	31.5	76.8	15.6
Doc	CW	YG	Marb	REA	Shr	API	TI
10.9	42.5	-.22	.39	1.07	-	142	89.7

From: Trauernicht Simmentals and Triangle J Ranch, NE

7SM142 PONTIAC

3/4 SimAngus



4029546 | Essential x Pirate
Balanced EPD predictions with excellent docility

CE	BW	WW	YW	MCE	Milk	MWW	Stay
13.9	-.2	86.7	141.7	8.5	26.8	70.1	20.8
Doc	CW	YG	Marb	REA	Shr	API	TI
15.9	45.1	-.25	.66	1.08	-.46	172.7	97.8

From: JC Simmentals, MI; Rydeen Farms, MN and Cow Camp Ranch, KS

7AN768 RISEABOVE

Purebred Angus



4191030 | STAGECOACH x Jet Black
Growth, phenotype and maternal influence

CE	BW	WW	YW	MCE	Milk	MWW	Stay
16.4	1.8	111.5	166.5	7.4	30.5	86.1	12.5
Doc	CW	YG	Marb	REA	Shr	API	TI
19.5	91.7	.25	.82	.55	-	146.8	97.9

From: SGenetics, TX; Stellpflug Cattle Co, WY and Hoffman Ranch, NE

7AN691 STEP UP

Purebred Angus



4098118 | Big Step x Denver
Added muscle, power and carcass

CE	BW	WW	YW	MCE	Milk	MWW	Stay
11.4	.2	98.3	164	13.5	27.8	77	12.8
Doc	CW	YG	Marb	REA	Shr	API	TI
14.8	72.8	.17	1.19	.81	-	162.7	101.9

From: EZ Angus Ranch, CA and Edisto Pines, SC

7AR100 JUMPSTART

Purebred Red Angus



4098128 | Energize x Trinity
Proven performance and phenotype

CE	BW	WW	YW	MCE	Milk	MWW	Stay
15	-.3	94.9	161.9	9.1	29.8	77.2	13.5
Doc	CW	YG	Marb	REA	Shr	API	TI
16.6	43.2	.09	.43	.52	-	145.2	99.3

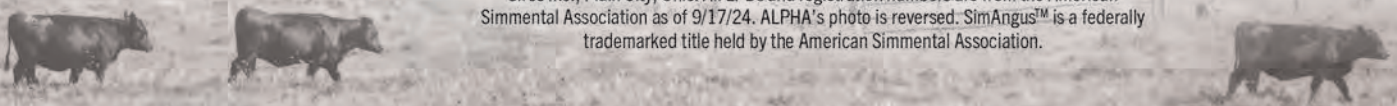
From: Bieber Red Angus Ranch, SD; Schuler-Olsen Ranches, NE; Twedt Red Angus, ND and Wedel Beef Genetics and Anderson Land and Cattle, KS



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FROM THE EDITOR

by Lilly Platts, managing editor



Greetings! I hope this issue of *SimTalk* finds everyone well. A few weeks ago, I attended ASA's annual Fall Focus gathering, held in Amarillo, Texas. ASA's team puts a lot of work into making these events happen, and right off the top I want to give a special shout-out to

my coworkers for putting together such an educational, engaging event. I usually attend these events solely to take everything in and gather content, but this year I was also a part of some of the behind-the-scenes organization. Seeing the nuts and bolts behind the event really made me appreciate everyone involved. The tours were interesting, and speakers covered a wide range of extremely relevant topics. I am looking forward to covering those subjects in our magazines over the coming months.

Next year's event will be held in Missouri — a SimGenetics hotspot — and I really encourage you to consider attending. Registration is free, many meals are provided, and I truly believe the cost of travel and lodging is more than worth it. The tours and educational

symposium always reach well beyond the SimGenetics world, so if you're from another breed please don't let that stop you from attending.

The Late Fall issue of *SimTalk* always features breeders who qualify as Performance Advocates. Each year I look forward to seeing who is on the list and speaking to many of them about their operations. This year's group has been especially enthusiastic, which made writing the feature a lot of fun.

The Performance Advocate feature was intentionally placed in *SimTalk* because commercial producers need to know who is putting the work in to collect, submit, and analyze data. Making the list requires a lot of work, and there are many breeders who are on it year after year. If you're looking for a bull supplier, I would encourage you to look back at the list for years past as well.

On an entirely different note, simply because I have a public space to share my thoughts, I want to encourage everyone to be kind to one another over the coming months. Tension abounds in our country, and a lot of people, from all walks of life, are feeling really on edge. Just remember that your neighbor is still your neighbor, and that you can't take back something cruel once it's come out of your mouth (or landed in a comment on Facebook). Sure, you can delete that comment or apologize, but the energy you put out into the world is long gone. At the end of the day, everyone is simply trying to survive and take care of the people they love. We are all human, and kindness is free.

With that, I'll sign off! The next issue of *SimTalk* won't be here until January, so I hope the rest of the year treats you all well.

ST



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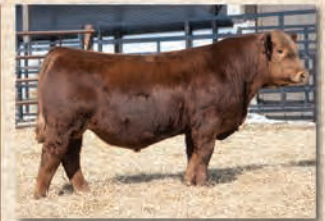
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Performance Advocate Program enters Fifteenth Year

by Lilly Platts

Recognizing Dedicated and Driven Data-Reporting Operations

ASA Performance



For fifteen years, the Performance Advocate Program (PA) has recognized cattle producers who maintain a commitment to data reporting. The 2024 program marked the fifth 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 2022 and spring 2023 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.

Anderson Land and Livestock • Pilot Rock, Oregon



Anderson bulls learn to survive on high-desert rangeland early on.

Anderson Land and Livestock, located near Pilot Rock, Oregon, has been dedicated to raising high-quality SimAngus seedstock for over 35 years. Terry grew up on the family ranch, always knowing he wanted to return and focus on raising seedstock. He has since partnered with his wife, Debby, to build a highly respected program. The cow herd is run on desert rangeland — little rainfall, steep hills, cold winters, and dry summers are hallmarks of the area — which mirrors the environment of many of their customers. Through AI and using breed-leading sires, the Anderson program produces a large volume of bulls ranking in the top percentile for many traits. High-accuracy, high-performance genetics are the focus of their program. “There is no upper limit on quality and performance,” Terry shares.

The Andersons' longtime customers trust that they can return to the sale each year and source the bulls they need. To best serve their customer base, bulls are sold entirely by private treaty. Cows are calved out in the fall, adding valuable age to sale bulls. Data

collection and submission has been important in building their program, and Terry shares that from birth, they are focused on recording weights, measurements, and other traits.

The Anderson family is currently ushering in a new chapter for the ranch, transitioning the operation to a young couple from their community, Max and Kennedy Martin. Many operations are forced to downsize, disperse, or split up a program, which the Andersons fortunately are not going to have to do. "We're very blessed," Terry says. "This young man is a worker, and he's responsible and ambitious. He reminds me of myself when I was young. We get to keep working as long as we want, and it's a win-win situation."



Terry and Debby Anderson raise SimAngus seedstock near Pilot Rock, Oregon.

Andy and Kim Kratzer • Marquette, Kansas

Andy and Kim Kratzer run Simmental-influenced commercial cattle in the Smoky Hills region of Kansas. With a background in computer science, data collection and reporting comes naturally to Andy, and he places a high priority on it in the cattle operation. The operation is enrolled in ASA's commercial THE option, and they also obtain carcass data by retaining ownership on weaned calves.

Andy was first introduced to the breed when his father purchased Simmental bulls in the 1970s. He carried his passion for the beef industry through college, running cows with his father's herd. After college he was able to strike out on his own, and has been improving his cow herd ever since. When asked why he chooses to focus on data as a commercial

producer, Andy says, "As commercial producers, we are fortunate to have the ability to submit our cattle performance data and have it analyzed by an organization that believes in the science of raising cattle. With the commercial THE option, we have data available to us that was previously only available to producers who registered their animals. By investing a few more dollars and minutes per head, we receive information about our cattle that helps us to manage our herd to increase the bottom line."



Through ASA's commercial THE option, the Kratzer family is able to utilize data and increase profit.



The Kratzer herd includes both red and black genetics.

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Performance Advocate Program Enters Fifteenth Year

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Bridle Bit Simmentals • Walsh, Colorado

Bridle Bit Simmentals bred their first cows to Simmental bulls in 1969. Data on these first calves was reported to ASA, and that practice has continued for 55 years. Bridle Bit Simmentals credits Gene Enloes, Weld County Extension agent, in taking all the weaning and yearling weights in the early years of the operation. Correct and accurate data has been a priority since the beginning.

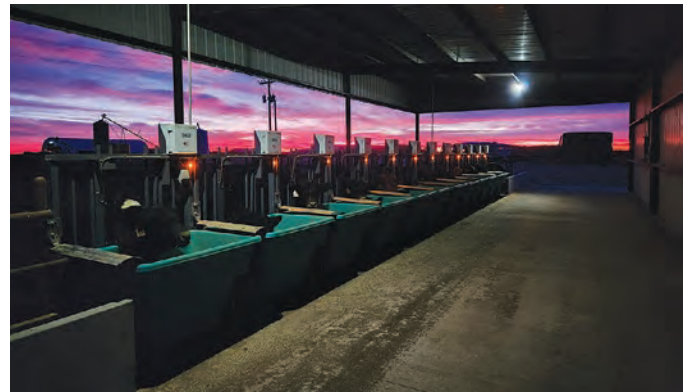


Above: The Cook family collects data each time cattle are run through the chute.

Right: SmartFeed bunks collect valuable feed intake data.

Artificial insemination was used exclusively until 1986. When the Cook family moved to southeast Colorado, embryo transfer and herd bulls were introduced into the breeding program. In those first years, Bridle Bit data was reported to the ASA as a non-member and they officially joined the association in 1974, as ASA membership number 4086. They attribute their success to the foresight of the breeders who founded the ASA and the programs they continue to implement.

Bridle Bit Simmentals markets bulls and females through an annual sale in March, with this year's All-Terrain Bull and Female Sale to be held on March 17, 2025. All animals are sold with complete data and genomically enhanced EPD, along with feed efficiency and intake data from their system that has been installed at the ranch. Bridle Bit is an owner/member of Allied Genetic Resources, LLC.



Fauth Ranch Simmental • Lavina, Montana

KJ and Lindsay Fauth own and operate Fauth Ranch Simmental north of Lavina, Montana. Both grew up on ranches, and are now raising their daughter, Keeley, and son, Kasen, on the family operation. The Fauth family started using Simmental genetics many years

ago, first diving into the seedstock business 13 years ago. They sold their first groups of bulls by private treaty, joining the Bulls of the Big Sky group in 2008.

The Fauth family maintains a focus on breeding maternally strong females, and raising bulls that will



KJ, Keeley, Kasen, and Lindsay Fauth.



The Fauth family raises SimGenetics cows in south-central Montana.

work in any commercial or seedstock operation. They also market a small group of bred heifers each year. The cow herd is around two-thirds SimAngus and one-third purebred Simmental, and primarily black. The day-to-day operation is run by the Fauth family, with record-keeping and submission help from Data Genie.

Fauth Simmental partners with All Beef and Allied Feeding Partners to make breeding and marketing

decisions, with plans to purchase customer calves in the future. "Data reporting is very crucial and important to our operation. It has to be to offer better genetics and to be progressive," KJ shares. "I feel that as a commercial cattle producer or a seedstock producer you have to record data and keep good records to make important decisions. It's a great way to keep improving cattle, stay with the trends, and meet customer needs."

Lassle Ranch Simmentals • Glendive, Montana

The Lassle family has been in the Simmental business since the 1970s. Located in eastern Montana near Glendive, Lassle Ranch Simmentals (LRS) has found that the breed excels in their environment. The area sees long, cold winters, as well as hot, dry summers. Many of their customers seek bulls that can travel big country, and breed cows while maintaining condition and holding up structurally. Clay and Marianne's daughter, Sarah, works on the family ranch alongside her husband, Ryan, who currently serves on the ASA Board of Trustees. Sarah shares that their breeding program is tailored to these unique customers. "Our customers come to us because they value crossbreeding," she says.

LRS utilizes data collection and DNA analysis to improve their genetics, and ensure that customers can put trust in the bulls they are purchasing. A DNA

sample is collected on each calf born on the ranch, and every bull sold has genomically enhanced EPD. Sarah shares that their customers value this data. Education has been important as technology has progressed. Each year, LRS hosts a field day before the bull sale, giving customers the opportunity to ask questions. "Our customers appreciate that we are collecting all of this data," Sarah shares.

AI and ET work have also been important in adding accuracy and uniformity to their bull offering. "Our bulls are backed by a cow herd that has complete data, and that is very closely related through our cow families. We're truly monitoring our cow herd and standing behind it," Sarah explains.



The Lassle family holds an annual sale in February.



The Lassle family, L-R: Sawyer, Flynn, Alix, Millie, and Travis Lassle; Clay and Marianne Lassle; Sheyenne, Stephanie, Scott, Savannah, and Rhett Schultz; and Harper, Sarah, Ryan, and Grace Thorson.

Lucas Cattle Company • Cross Timbers, Missouri

Lucas Cattle Company, located in central Missouri, is owned by Forest and Charlotte Lucas. The Lucas family first became involved with SimGenetics cattle around 20 years ago, and has since built a 1,400-head seedstock herd. They also run a 1,000-head commercial herd. The annual bull sale, held in October, markets over 100 head of SimAngus and Simmental bulls, as well as a large group of spring-bred heifers.

Data collection and DNA testing are a priority at Lucas Cattle Company, and in recent years, additional emphasis



In addition to the SimGenetics seedstock business, the Lucas family raises performance horses.

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Performance Advocate Program Enters Fifteenth Year

(CONTINUED FROM PAGE 11)

has been placed on genomic testing. Dr. Mike Siemens, who leads genetic and marketing strategy, shares that these efforts have been balanced with maintaining phenotype. “We’re trying to make sure we’re pushing numbers — high \$API, and other traits — but we still need to have the physical traits that the producers want, and make sure the genomics match so the commercial customer can trust what they get,” he explained.



Charlotte and Forest Lucas.

Forest built the Lucas Oil Products business before focusing on the cattle business, and is bringing the same principles of achievement and customer service to this venture. With the help of a highly skilled, knowledgeable team, Forest is focused on fast genetic improvement, and providing the highest-quality Sim-Genetics seedstock possible. Through a partnership with Purina, Lucas Cattle Company obtains carcass data on commercial calves, giving them valuable insight into how their genetics are performing in the feedlot and on the rail. In addition to Dr. Siemens, the Lucas Cattle Company team also includes Ranch Boss, Jamie Devney; in addition to Jeff Reed, Cattle Manager; Holly Hubert, Breeding Manager; Cleo Fields, Data Manager; Jonathan Henry, Commercial Manager; and Junior Stoup, Feedlot Manager.

Mairs Livestock • Ironton, Missouri



Danny Mairs holding a young calf.

Mairs Livestock is dedicated to utilizing the latest technology in genetic improvement, and takes the task of collecting and submitting data seriously. Danny and Gwen Mairs relocated from California to southeast Missouri in 2019 after building a successful family trucking business, and have set out to fulfill their goal of raising high-quality, profitable cattle. Their son, Matt, is also helping build the business, as well as Brandi Fitzgerald, who handles much of the record keeping and data submission. Initially, their cattle were mostly Angus. Danny knew early on that they wanted to harness the benefits of crossbreeding, and through the Missouri Farmers Association, was put in touch with ASA’s Chip Kemp. This led to learning about International Genetic Solutions, and soon the Mairs family started incorporating Simmental and BeefMaster genetics and collecting whole-herd data. Early on, they had the whole cow herd genotyped, and have since kept replacement females up to date.

The Mairs family is focused on breeding cattle that are strong maternally, and also perform in the feedlot and on the rail. “Our goal is to raise replacement heifers, and to retain ownership on the remaining heifers and steers through the feedlot, and then obtain

carcass data after harvest. We've been able to do that and put that carcass data back into the system. We try to improve our herd every year through gathering carcass data," Danny explains.

Missouri is prime cattle country, but does come with challenges like humidity, fescue, and parasites. Danny has seen the benefits of crossbreeding in this environment, and also maintains a diligent herd health protocol. The Mairs family also works with Allied Genetic Resources. Currently, they are focused on raising high-quality females, which Danny foresees a major demand for. "Our goal is to improve our genetics and our cow herd. We also want to improve the genetics on the heifer side so we can have good quality heifers for people," he shares.

Right: Despite challenges like fescue, southeast Missouri is a productive area for raising cattle.



Massey Farms & Circle M Cattle • Burlington, North Carolina

Johnny and Jonathan Massey, along with Jonathan Jr., are a father, son, and grandson who agree on raising quality cattle and putting them to the test through measuring performance traits to prove their quality. They are currently planning their 16th annual SimAngus Solution Bull and Female Sale in Burlington. Each calf is evaluated for quality and disposition, culling any that come up short. Bulls are run on fescue pasture and supplemented with hay and a custom feed blend to help them utilize forage. "This keeps the bulls in good condition and they won't melt down when they are put to work," says Jonathan.



Jonathan Jr. with his calf that had just been tagged.

The Masseys require that every bull that is sold passes a breeding soundness exam. Each bull is DNA tested for traits and genomics. The Massey family has joined Allied Genetic Resources, utilizing their Right Mate program, which identifies matings through DNA testing. "This has made a huge difference in the predictability of our calf crop," Johnathan shares.

In recent years, the Masseys have been assisting their customers by connecting them to put together full truckloads of cattle to sell through video auction. "There are a lot of producers in the area who are going together to ship trailer loads of cattle, and they get paid more if their cattle grade well. I want to be able to sell them a bull that will improve their carcass grades, and increase their profits."



A SimGenetics bull the Massey family is offering for sale this year.

(CONTINUED ON PAGE 14)

Performance Advocate Program Enters Fifteenth Year

(CONTINUED FROM PAGE 13)

Miller Simmental • Gildford, Montana

Located on Montana's Hi-Line near Gildford, Miller Simmental has been involved with the breed since it first landed in the US. The Miller family AI'd to Simmental bulls in 1969, with their first calves hitting the ground in the spring of 1970. Some Miller genetics still trace back to Parisien, the first Simmental bull in North America. As the breed has evolved the Miller family has also adapted, now running solid-colored, polled cattle. Today, Dale and Paula lead the operation alongside their son Justin, his wife, Becky, their children, Rye and Piper; and son Jared, his wife Alice, and children Kintla and Flint. Dale has been a leader in the breed, serving as a member of the ASA Board of Trustees.



The Miller family.

At the urging of past ASA Executive Vice President Jerry Lipsey, the Miller family worked to expand their bull market, becoming founding partners in Bulls of the Big Sky. The annual sale is held on the third Monday in February, giving seedstock producers a larger market for their genetics, and offering customers a range of bulls to choose from. Northern Montana endures long, frigid winters, and Simmental females have worked well for the Miller family, holding condition without sacrificing production and performance. Docility is also a priority for the family-run operation. Data collection and submission has been important in the Miller family's quest to continually improve their genetics and bull offering. With the help of Data Genie, and through Total Herd Enrollment, a wide range of traits are collected and submitted to ASA.



The Miller family raises both red and black SimGenetics seedstock.

Reflected R Ranch • Sugar City, Colorado



Susan and Curt Russell.

Curtis and Susan Russell, both former members of the ASA Board of Trustees, own and operate Reflected R Ranch (RRR) near Sugar City, Colorado. Cows run on shortgrass prairie, with an emphasis on moderate frame, calving ease, fertility, and producing calves that are heavy-muscled with end-product merit. Bulls must meet strict requirements, both genetically and phenotypically, 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. RRR is a cooperator for R.A. Brown Ranch in Texas, plus markets bulls private treaty. They participate in the Cow Herd Roundup, Calf Crop Genomics, and enroll bulls in the Carcass Merit Program.

The cow herd is predominately black-hided, with a growing red program to develop genetics to meet customer demand. Cows are maintained on roughage year-round, either on pasture or low-quality baled feed such as cornstalks or cane hay, and free-choice mineral; limited protein supplementation is provided as calving season approaches. Both cows and heifers are calved on dormant winter pastures. Cattle are summered on nearby private pastures and/or grazing shares and brought home to winter pasture before calving in February and March. Most calves are AI-sired or from embryos, primarily produced from RRR's own top-end cows.



A new baby calf keeping warm in the hay at the Reflected R Ranch.

Riveredge Farms • Chilton, Wisconsin

The Geiser family has been farming in Wisconsin for over a century. Located between Lake Winnebago and Lake Michigan, the area frequently sees heavy snow throughout the winter. Jared, his father Luke, and uncle, Leon, manage the cow-calf operation, which is primarily SimAngus with a handful of purebred Simmental cows, and Red Angus. Like many farms in the area, Riveredge began as a dairy. Beef cattle were added in the 1990s, and Jared recalls having traditional red-and-white Simmental cows at the time. After deciding to phase out the dairy and focus on raising beef cattle, the Geiser family tried several paths. They landed on Simmental genetics, and have since built a productive cow-calf herd.

Riveredge Farms raises and markets freezer beef, and has recently started selling a small group of SimGenetics bulls, as well as select replacement heifers. Over the last seven years, AI and ET work have been utilized to push genetic progress. Collecting data is helping Riveredge Farms achieve their goal of producing efficient, high-quality beef. The family also produces several crops, which are also utilized for fall grazing. Jared is an active beef industry advocate, and currently serves as the president-elect of the Wisconsin Cattlemen's Association; he will step in as president this coming spring. Riveredge Farms is active in their local community, hosting events like their recent Farm to Fork tour. The event included a chef-prepared beef meal and a tour of the farm. Jared believes that being involved is essential for the future of their family operation, and the industry as a whole. "I'm a firm believer that we don't get to write the rules unless we're the ones at the table," he shares.



Riveredge Farms utilizes Simmental genetics to add growth to their calf crop.



Like many Wisconsin farmers, the Geiser family transitioned from dairy to beef.

(CONTINUED ON PAGE 16)

Performance Advocate Program Enters Fifteenth Year

(CONTINUED FROM PAGE 15)

Rock Hollow Farms • Alachua, Florida

Rock Hollow Farms, located in north-central Florida, runs a herd of *Bos indicus* (both Brahman and Boran) composite females, and has recently added SimAngus genetics to their program. The Crane family has been ranching in Florida since the early 1950s.

In 2000, Bob Crane connected with Alf Collins Sr., a Brahman breeder for Queensland, Australia. Crane had begun using Brahman cattle in his commercial herd, and was drawn to Collins's knowledge. Crane recalls, "His visit led us to acquire the small herd of Boran cattle (an indigenous *Bos indicus* African breed) top-crossed from the Brahman herd from the McGregor Research Center in Texas. We also purchased their Boran semen inventory."



A seven-year-old three-quarters *Bos indicus* cow. She recently weighed 1,074 pounds at weaning, and her calf, sired by a John Irvine Simmental bull, weighed 526 pounds.

In 2016, Collins gifted Rock Hollow Farm semen from five of his top herdsires. Up to this point, data reporting had not been a priority with these top genetics, but Crane felt obligated to enroll his herd in a database and provide data back to Collins. Rock Hollow Farms joined ASA, and has been reporting whole herd data since. Crane recently added SimAngus genetics to the program. Efficiency is a priority, with the majority of Rock Hollow Farms' pasture being unfertilized Pensacola Bahia grass. Cattle are required to sustain themselves through the spring and winter when forage becomes sparse. Fertility, calving ease, docility, stayability, and moderate mature size are also priorities. Crane's goal has been to have a herd of 1,000-pound cows weaning 500-pound calves, and recently, the cow herd averaged 986 pounds at weaning with the calves averaging exactly 493 pounds.



A five-year-old three-quarters *Bos indicus* female that weighed 815 pounds during weaning, and a 532-pound heifer calf by a Simmental bull.

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)

Driven Performance Advocate

(reported 10 or more traits)

BREEDER		SEASON	TOTAL TRAITS
Bridle Bit Simmentals	Walsh, CO	2023 S	13
Clear Springs Cattle Co	Starbuck, MN	2023 S	13
J-C Simmentals	Clare, MI	2023 S	12
Circle M Cattle Company	Burlington, NC	2022 F	11
Holley Family Livestock	Glenwood, WV	2023 S	11
Lathdrum Cattle	Ankeny, IA	2023 S	11
Red Hill Farms	Lafayette, TN	2023 S	11
Mairs Livestock Co	Ironton, MO	2022 F	11
Massey Farms	Burlington, NC	2022 F	10
University of Illinois	Baylis, IL	2023 S	10
McDonald Farms	Blacksburg, VA	2023 S	10
Kirlin Simmentals	Avoca, MN	2023 S	10

Dedicated Performance Advocate

(reported 8 to 9 traits)

Double B Acres	Sterling, OH	2023 S	9
Lassle Simmentals	Glendive, MT	2023 S	9
Green Valley Farm	Clare, MI	2023 S	9
South Dakota State University	Brookings, SD	2023 S	9
Reflected R Ranch	Sugar City, CO	2023 S	9
Rock Hollow Farm	Alachua, FL	2023 S	9
Roth Farms	Sterling, KS	2023 S	9
Salinas Farms	Marion, MI	2023 S	9
S/D Simmentals	Lake, MI	2023 S	9
Anderson Land and Livestock	Pilot Rock, OR	2022 F	8
Beech Mile Farm	Nashville, TN	2023 S	8
B Gibbs Farms	Bowdon, GA	2022 F	8
Broadway, Jeff	Monroe, NC	2022 F	8
Chattahoochie Ridge Cattle Co	Shorterville, AL	2022 F	8
Fauth Ranch Simmentals	Lavina, MT	2023 S	8
Feldun Perdue Ag Center	Bedford, IN	2023 S	8
GCC Farm	Millersport, OH	2023 S	8
Gibbs Farms	Ranburn, AL	2022 F	8
H S B Pooch Cattle	Boonville, MO	2023 S	8
Kellers Broken Heart Ranch	Mandan, ND	2023 S	8
Konesky, Joseph J	Sand Coulee, MT	2023 S	8
Lucas Cattle Co	Cross Timbers, MO	2022 F	8
Miller Simmentals	Gildford, MT	2023 S	8
Red Hill Farms	Lafayette, TN	2022 F	8
Riveredge Farms	Chilton, WI	2023 S	8
Six Cedars Farm	Macon, MO	2023 S	8
Wait, Megan	Pritchett, CO	2023 S	8

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\$TI 90

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She sells.



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Full brother to 967G.



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Son who sold to Jim Early, MN.



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Daughter who sold to Chuck Buus, SD.

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\$TI 92

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\$TI 90

CLRS 1115J ASA 3874497 - This young Firesteel donor sells.



Hook's 87G - Fab 5 full sister who sold to Flint Drake, IA.



CLRS Jericho 336J - Full brother who sold to Steve Eichacker, SD.



\$API 159
\$TI 89

CLRS 829F ASA 3399280 - Big and bold Diplomat daughter that sells.



\$API 177
\$TI 89

CLRS 915G ASA 3563572 - One of many Xpectation daughters to sell.



CLRS 251K - Fab 5 daughter who sold to Michael Hayman, GA.



CLRS 915K - Son who sold to Jordan Schlenker, ND.



\$API 163
\$TI 92

CLRS 320L ASA 4186308 - Every Red on the ranch sells including bred and open heifers.



\$API 137
\$TI 85

CLRS 096H ASA 2853937 - Beautiful Full Figures daughter sells. She has been a bull raising machine.



CLRS 405B - Granddam who also sells in this sale.



CLRS 096L - Son who sold to Travis Standley, MT.

The Value of Genetics in Feeder Cattle

by Lilly Platts

The Genetic Merit Pricing Task Force is a collaborative group of cattle breed associations, industry professionals, and individual cow-calf producers focused on increasing the percentage of feeder cattle marketed using quantitative genetic information. The group has been working to involve seedstock and commercial producers alike, encouraging the use of tools like the International Genetic Solutions Feeder Profit Calculator.

Genetics are important in the success of terminal cattle throughout the beef system. From birth to the rail, genetics are a major determinant of the health, performance, and the ultimate quality of an animal. Despite this, quantitative genetic merit is not a factor in determining the value of most feeder cattle, leaving money on the table for cow-calf producers and forcing feeders to guess how an animal will perform. The Genetic Merit Pricing Task Force was formed to tackle this issue, and encourage the use of genetic information in feeder calf price discovery.

The task force was formed by a core group around a year and a half ago, and has grown to include additional breed associations, industry professionals ranging from feeders to scientists, and individual producers. The American Simmental Association joined the task force, and has provided funding for the effort.

Dr. Ken Odde, cow-calf producer and professor emeritus at Kansas State University, serves as the lead facilitator. Representation across the industry was a priority when the group formed. Odde shared, "We wanted to form a task force that really represents all segments of the industry. We were looking for people who had a strong interest in improving the beef industry. We also tried to make sure that the group represented the whole country as well, because obviously one of the things about the beef industry is that it differs a lot across different parts of the country."

The overarching goal of the Genetic Merit Pricing Task Force is to increase the percentage of feeder cattle marketed using quantitative genetic information. Traditionally, this information is not shared with potential buyers. In many commercial settings, while producers may have general information about the genetics of a group of calves, individual pedigree information or EPD are not known, especially on the dam's side.

Placing value on quantitative genetic measures can help cow-calf producers capture value for genetically superior calves, help backgrounders and feeders better estimate the value of cattle, and ultimately, improve the final product on the rail. On a larger scale, better defining this value can incentivize industry-wide adoption of better breeding and management decisions.

Quantitative genetic merit is not a factor in determining the value of most feeder cattle, leaving money on the table for cow-calf producers and forcing feeders to guess how an animal will perform.

Bridging the Gap in Genetic Progress

Genetics are heavily emphasized in the marketing of many other animal products, like poultry and dairy. However, in the beef industry, millions of feeder calves trade hands throughout a year without knowing anything about the actual genetics of each animal. Factors that directly affect the profitability of an animal — growth, feed efficiency, and marbling, for example — can be accurately evaluated through genetics, meaning that there is opportunity for added profit throughout the system.

Technology has steadily improved the ability to make genetic progress, from EPD to genomic testing. Odde explained that while seedstock producers have been incentivized to use these tools to improve the genetics of their cattle, genetic merit has traditionally not been a factor once calves leave the ranch. "What we're really trying to do is expand that technology to the feeder calf level," Odde said. "We have utilized EPD and indices on the seedstock side for many years, and now we're extending that to the commercial side. I think there's a big opportunity there."

One of the immediate hurdles facing this effort is having the genetic information to back up commercial feeder calves. Most commercial producers have been purchasing high-quality bulls from progressive seedstock producers for many years, and see the value in genetic improvement. Multi-bull pastures, labor, and many other factors are common barriers to adequate



Odde and ASA's Chip Kemp recently partnered to host a presentation at Eichacker Simmentals in Salem, South Dakota. Producers gathered to learn about the importance of capturing the added value of quality genetics and good management in their feeder calves.

“We have utilized EPD and indices on the seedstock side for many years, and now we’re extending that to the commercial side. I think there’s a big opportunity there.”

data collection. Commercial producers either retaining or purchasing replacement heifers don't typically know the exact pedigrees of their females, and this information falls off as cows age. One primary goal of the Genetic Merit Pricing Task force is to overcome these gaps in information.

Earlier this year, the task force voted unanimously to create a Genetic Discovery Pilot Project, identifying 100 commercial cow-calf producers who could benefit from capturing genetic information. Breed association partners were asked to identify five to ten seedstock producers who could then bring in their commercial producers to participate. As these partnerships form, the task force and participating seedstock and commercial producers will work together to identify issues and find solutions.

Another hurdle producers face is knowing how to share genetic information. Tools like the International Genetic Solutions Feeder Profit Calculator provide a uniform, science-backed platform for determining the value of feeder calves. This free service allows producers to input information about health protocol, pedigree information, and more. The service then returns an estimate of the added value that producers can ask for a group of calves. These certificates can be taken to the sale barn, provided as a supplement for video auction, or handed directly to a potential buyer.

Odde believes there is value in a service like this for both sellers and buyers. “It helps with buying decisions. The more information a buyer has on feeder cattle, the better job they can do of deciding how much to pay for the calves,” he said.

The Feeder Profit Calculator takes into account crossbreeding, which Odde is a huge proponent of. “Heterosis adds to the value of an animal in the feedlot, and on the rail,” he explained. “How that gets evaluated is really important, and it’s something we don’t talk about enough.”

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The Value of Genetics in Feeder Cattle

(CONTINUED FROM PAGE 21)

The Big Picture

The Genetic Merit Pricing Task Force has prioritized bringing together people from different sectors of the industry, and many of the primary breeds in the US are represented. This level of collaboration is powerful, and Odde is proud of everyone's willingness to participate. "There is a huge value in this task for bringing together people with different kinds of experience. We all learn from each other, and as we collectively learn more about one another's individual situation, we can actually prepare the tools we need. We can do a better job of

educating the public, and especially the public in the beef industry," he said.

The task force meets periodically, and will continue to establish methodology for more accurately sharing genetic metrics of feeder cattle with buyers, and encouraging cow-calf producers to become involved. "I have great respect for everyone and the work they've done to come together and pursue a common goal that is really for the benefit of everyone in the industry," Odde concluded.



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Water *in the* Ogallala Aquifer *and* Beyond

by Lilly Platts

The Ogallala Aquifer is a diminishing yet necessary resource in the West. Two water experts offer their insight on the current situation, and potential solutions.

Water is top of mind for beef producers across the West. As development and drought continue to decrease available water, good management and planning are more important than ever. The Texas Panhandle and Ogallala Aquifer serve as an example of how a diminishing resource can be managed. Amy Bush and Janet Guthrie shared about water struggles in the Texas Panhandle at Fall Focus 2024, and also touched on larger water issues facing beef producers, offering valuable insight into the current challenges and potential solutions surrounding one of our most basic needs.

Getting a Grasp on Groundwater

Amy Bush is a hydrologist with RMBJ Geo, Inc., with over 20 years of experience working with and for groundwater conservation districts and landowners in a variety of roles. She has a BS in hydrology and water resources engineering from Tarleton State University. Today, she works as a consultant for groundwater districts, water rights owners, ranches, and landowners.

The Ogallala Aquifer stretches from southern South Dakota through the Texas Panhandle, covering close to 175,000 square miles. The depth of the water in this aquifer varies greatly, with areas in Nebraska holding 1,200 feet of saturated water; other areas may only hold 50 feet of water. Many producers throughout this area rely on wells tapped into the Ogallala for irrigation.

To understand how water is being used, depleted, and replenished, it is important to measure. Bush discussed the challenge of doing this, and predicting



Photo by Hannah Wine.

what may happen in the future. In some areas, the aquifer recharges fairly easily due to sandy soil and adequate rainfall. In other areas like the Panhandle, water does not appear to be replenishing, making it a finite resource. Bush recalled a study conducted by the Bureau of Economic Geology that measured groundwater age. One sample, which was taken 27 feet below the surface, was estimated to be over 100 million years old. Another sample, taken in an area with much sandier, loose soil, was around 30,000 years old. When water goes back into the ground, it takes a significant amount of time to re-enter the aquifer.

**When water goes back
into the ground, it takes
a significant amount of time
to re-enter the aquifer.**

Water laws vary by state. In Texas, water use is determined based on a 50-year goal. In the Panhandle, water is managed under the assumption that the aquifer is being depleted. Once a goal is determined for the amount of water that should be left in the aquifer in 50 years, the amount that can be used up to that time period is determined. Essentially, various agencies decide what percentage needs to be left — say 50% — and set policy based on that goal.

Many of these decisions are based on prediction models. Bush shared a model beginning in 2010, showing what will happen to the aquifer if the current level of water pumping continues. As the years progress, the model shows areas turning from blue (charged) to brown (dry). “There are already places that used to be over productive aquifer that no longer are,” Bush shared. “I have picture after picture of huge irrigation motors that are sitting with weeds grown up around them because there is no water left in wells.”

Janet Guthrie is the general manager of the North Plains Groundwater Conservation District, which extends over 7,335 square miles in the northern Texas Panhandle. She has over 22 years of groundwater management experience as the general manager of the Hemphill County Underground Water Conservation District. She currently serves as the treasurer of the Panhandle Regional Water Planning Group, and the Texas Alliance of Groundwater Districts.

Guthrie discussed the evolution of groundwater management and laws. In Texas, it was established at the turn of the century that landowners also owned the water beneath their land. This gave landowners the right to produce as much groundwater as they desired.

In 1949, groundwater districts began to form to guide water management. One of the biggest questions facing areas reliant on groundwater has been at which point the water is the vested property of the landowner. Does possession begin in the ground, or only once water has been drawn? In 2013, the Texas Supreme Court ruled that water is the vested property of the landowner in the ground.

A landowner may have a fence surrounding their property above the ground, but the water beneath is obviously not contained to these boundaries. Because of this and other factors, the Texas Supreme Court’s ruling left many questions unanswered. Guthrie shared that these questions were immediately brought up, and fortunately, it was determined that a groundwater district can deny a drilling permit if it is not within the district’s rules. It was also decided that groundwater districts are the state’s preferred method for managing groundwater. This allows locally appointed groups to make decisions about groundwater management, which is especially important for agriculture. The alternative of having all water decisions be made at a state or federal level could leave important rural voices out.

(CONTINUED ON PAGE 26)



Water in the Ogallala Aquifer and Beyond

(CONTINUED FROM PAGE 25)

Seeking Solutions

The Ogallala Aquifer is one of several under depletion management. While the water is being put to beneficial use and managed, the harsh reality is that the aquifer in the Texas Panhandle simply isn't recharging. From large dairies to farming and beef cattle, the area produces a large volume of agricultural products, and is also home to many communities. This means that water in the aquifer must be managed in the best way possible while continuing to support water needs.

While the Ogallala Aquifer is being depleted, data shows that agricultural producers are doing more with less.

Guthrie shared that measuring groundwater use through meters is important for future management. While the Ogallala Aquifer is being depleted, data shows that agricultural producers are doing more with less. "You can't manage what you don't measure," Guthrie said.

Her work involves educating producers about management practices that can conserve groundwater. "The North Plains Groundwater Conservation District has focused a lot of time, money, and effort on doing agricultural conservation demonstrations," she shared.

Guthrie's district also offers a four-week course focused on in-depth information about irrigation technology, new crop varieties, tilling practices, and

measurement tools that can reduce water use while maintaining production levels. These educational efforts give farmers and ranchers options to take back to their operations that can help conserve water for future generations.

The Panhandle is home to many large dairies, which require significant water. Because the groundwater in this area is managed equitably, dairies are not allowed to use more water than others. However, feedstuff production also plays into the amount of water required to produce dairy products. Guthrie shared about studies being done to determine if different feeds can reduce the amount of water being used, while maintaining production.

Crops like corn also require significant water, and in areas like the Panhandle, researchers and farmers are studying seed varieties that have been genetically modified to require less water. Bush shared, "These genetics and advancements are making a big difference in water use."

Sometimes, evaluating the way things "have always been done" can reveal major opportunities for improvement. Bush shared a story about a farmer who was struggling to make it through each growing season with enough water for his crops. He switched from using a standard seven-tower pivot to a four-tower pivot, which is lower to the ground, and found that he not only had enough water when the season was over, but that he also had more yield.

Bush and Guthrie emphasized that the future sustainability of the Ogallala Aquifer, and others being depleted, will be dependent on good management, conservation, and cooperation.



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Chip Kemp moderating a panel discussion with Amy Bush (left), and Janet Guthrie.

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Dam: WS Miss Sugar C4
WS Anise A71

ASA# 3254156
PB SM

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	SF	API	TI
EPD	13.3	0.5	96.8	144.1	0.3	7.9	26.7	75.0	17.9	18.1	36.5	-.16	0.59	-.044	.51	-.41	170.8	102.4
ACC	.84	.95	.93	.93	.93	.82	.83	.86	.70	.89	.78	.59	.76	.69	.76	.20		
%	25	35	5	10	20	20	25	10	25	3	25	99	5	95	99	-	5	2

EPD as of 9.23.24

Simmental

- A legendary sire that is represented in top sellers in sale after sale. The common denominator is that they are either out of his daughters, or his prepotent, popular sons, Bold Ruler, Global or Genesis!
- Proclamation (now deceased) took the Simmental world by storm by consistently siring impressive performance, extra volume, good feet, and structure with the added value he has brought to the marketplace with his good-natured progeny.
- Acclaimed as Sugar's "Greatest and Most Proven" Son! Proclamation daughters are on her same path of maternal greatness!
- His sons have topped numerous auctions and are featured sire groups in sale after sale.
- His highly maternal daughters are beautiful uddered, broody, gentle, easy fleshing, fertile and extra valuable in building better cow herds.
- For better dispositions, extra body mass, super sound structure, great feet and program-impacting multi-trait EPDs with added performance, he is the sire of choice!
- High Quality Semen, Excellent Conception Rates!

Semen: \$50/unit

Available through Allied Genetic Resources, Cattle Visions, Bovine Elite, LLC, and APEX Cattle.



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Wilkinson Farms
Terry & Cathy Schlenker
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701-320-2171 (cell)

Annual 'HETEROISIS HEADQUARTERS' Bull, Elite Show Prospect, Bred Heifer and Fall Pair Sale...

TSN Architect J618



Homozygous Black
Homozygous Polled

G A R Ashland
Sire: G A R Home Town
Chair Rock Sure Fire 6095

CCR Cowboy Cut 5048Z
Dam: TSN Miss Cowboy D350
TSN Miss Force A160

ASA# 3928828
1/2 SM 1/2 AN

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	SF	API	TI
EPD	15.6	-2.6	74.6	124.5	.31	10.3	23.0	60.8	11.0	16.1	53.2	-.09	.96	-.005	.82	-	167.4	97.7
ACC	.59	.65	.59	.59	.59	.35	.24	.34	.36	.47	.49	.38	.45	.44	-			
%	20	15	55	35	25	10	60	60	85	15	10	85	2	90	30	-	10	5

EPD as of 9.23.24

SimAngus™

- From the first calf crop, his high-selling sons paced the 2024 APEX, Leachman, and TSN bull sales!
- PROVEN calving ease on hundreds of first-calf heifers! They come easy, have vigor, and are packed with his anticipated quality.
- Outcross genetics at its best combining an extraordinary data with his impressive individuality and gentle demeanor!
- He has an exciting future with his unique phenotype, structure, great feet, eye-appeal, and program impacting EPDs.
- Use him to advance calving ease, docility, and carcass traits without sacrificing performance and maternal genetics.
- Exceeding the \$29,000 \$Profit threshold, he ranks amongst the most elite of the Leachman, APEX, and TSN sires.
- Breed him to heifers with complete 'calving ease' confidence. Excellent quality semen!

Semen: \$30/unit

Semen available from Allied Genetic Resources, Cattle Visions, and APEX Cattle.



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970-444-2855
www.leachman.com

HA Covenant 30K



Homozygous Black
Homozygous Polled

Bridle Bit Eclipse E744
Sire: Hook's Galileo 210G
Hook's Evita 18E

GW-WBF Substance 820Y
Dam: Hook's Ceres 11C
Hook's Sarita 92Y

ASA# 4040505
PB SM

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	SF	API	TI
EPD	14.2	1.9	96.7	151.4	.34	8.8	26.3	74.6	20.2	18.1	50.3	-.32	.79	-.064	1.02	-.54	187.4	107.0
ACC	.56	.66	.52	.53	.53	.33	.22	.31	.37	.47	.46	.37	.43	.39	.43	.07		
%	20	65	5	4	10	15	25	10	10	3	4	80	1	70	20	-	1	1

EPD as of 9.23.24

Simmental

- His first calf crop is proving him as a 'truly great' breeding bull! Calves are blessed with very consistent calving ease, excellent quality, eye appeal, structure, and exceptional, early performance.
- He is the 'true standout' Galileo son in terms of phenotype, balance, and his impressive genomic data!
- Great dispositioned, excellent feet and legs, deep-ribbed and powered up with impressive natural thickness.
- Breed him to an entire heifer crop, flush your best donors and breed a bunch of cows knowing that he will add value, quality, and market returns to every calf he sires.
- Use the Planned Mating calculator to see the kind of EPD and Indexes projected utilizing him this year! The resulting data will be impacting, ahead of most any purebred sire in the breed.
- For correct-structured, great-footed, docile calves that have that extra volume, fleshing ability and eye appeal, make sure you order plenty of his semen.

Semen: \$30/unit

Semen available from Allied Genetic Resources, Cattle Visions, and APEX Cattle.



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January 25, 2025... Preview Sale Offering at APEXCattle.com

HA Magnifique 72L



Homozygous Black
Homozygous Polled

Bridle Bit Eclipse E744
Sire: Hook's Galileo 210G
Hook's Evita 18E

TJ Diplomat 294D
Dam: Hook's Gigi 67G
Hook's Dalilah 105D

ASA# 4196053
5/8 SM 3/8 AN

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	SF	API	TI
EPD	22.2	-5.1	72.9	112.1	.24	14.1	34.1	70.5	19.6	14.3	32.5	-.11	1.24	-.001	.64	-.37	210.8	108.0
ACC	.47	.51	.48	.48	.48	.27	.22	.31	.35	.46	.44	.35	.40	.38	.41	.04		
%	1	2	65	65	70	1	2	15	10	30	55	85	1	90	60	-	1	1

EPD as of 9.23.24

SimAngus™

- One of the breed's most exciting new sires for the 2024 breeding season and considered by many as the finest Galileo son! Seven elite top 1-2% EPDs and \$Indexes!
- Few bulls can match his valuable combination of top percentile data, let alone possess his kind of flawless phenotype. Appreciate his overall physique, eye appeal, natural muscle, large scrotal size, and great feet.
- Use the Planned Mating tool in Herdbook with your females, and see how his elite CE, BW, MCE, MILK, STAY and MARB EPDs plus \$API and \$TI projections can move your females' production to a new, higher level.
- He stems from a beautiful, broody dam that is perfect uddered. The maternal value he offers will translate into a valuable set of daughters with total assurance.
- He is destined to be one the most-used sires in 2024, order his semen early. Breed him to heifers with assurance of his predictable calving ease. His impactful data set and individuality will add valuable economic and genetic value.

Semen: \$30/unit

Semen available from Allied Genetic Resources, Cattle Visions, and APEX Cattle.



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Fall Focus Showcases Industry Hub

by Lilly Platts, photos by Grant Company

ASA prioritizes an industry-wide view, under the assumption that for SimGenetics breeders to succeed, their commercial customers have to profit. From this wide vantage point, there are a number of issues that matter, from solving health issues in the feedlot to understanding water supply challenges. ASA recently gathered experts and industry leaders to cover these subjects and more at Fall Focus 2024.

Over one-third of US beef is finished in the Texas Panhandle, making it a fitting destination for ASA's 2024 Fall Focus event. SimGenetics breeders, the ASA Board of Trustees, staff, and beef industry professionals gathered in Amarillo to learn about feeding, processing, and evaluating beef, as well as larger industry issues.

Friday, August 23, kicked off with a visit to the West Texas A&M University research feedlot. Dr. John Richeson, professor of Animal Science, and Dr. Kendall Samuelson, associate professor of Animal Science, shared about the feedlot setup, the various research projects that take place at the facility, challenges facing producers in the region, and nutrition.

The primary goal of the research feedlot is to replicate the standard process of large facilities for research and teaching. Currently, the facility is primarily filled with cattle that are close to being finished, and newly received high-risk cattle. One area of research Richeson



Dr. Tommy Perkins sharing about ultrasound technology, grading, and how to best capture carcass data.

and Samuelson discussed is improving the nutrition and environment for high-risk cattle entering the feedlot. High-risk cattle may be small or weaned early, not preconditioned, stressed, or facing any number of factors making them more susceptible to disease in the feedlot.

Samuelson's primary focus is on beef cattle nutrition, and she shared about the most common feedstuffs available in the Panhandle region, the feed rations she is seeing success with, and other factors that affect cost and efficiency in the feedlot.



The group got back in the vans to head to the West Texas A&M campus, just a few miles up the road from the feedlot. Dr. Tommy Perkins, associate professor of Animal Science, presented about ultrasound technology, grading, the discrepancies between ultrasound and actual carcass data, and other factors that can affect the data producers receive on their finished product. One example focused on the importance of measuring ribeye area in the correct location and how easy it can be to make a mistake, emphasizing the importance of educating meat cutters on proper methods. He also shared various ultrasound images using different technologies, and explained the methods for

(CONTINUED ON PAGE 32)

Attendees gathered at the West Texas A&M research feedlot early Friday morning.

Inset: Justis Rydeen and Doug Parke participate in a demonstration.



(CONTINUED FROM PAGE 31)

FALL FOCUS

Steers on feed at the West Texas A&M research feedlot.



identifying and measuring carcass traits. Richeson and Samuelson rejoined the group, along with Brandon Ford, associate director of Cattle Procurement at Tyson, for a panel discussion, answering the group's questions about beef finishing and processing.

After lunch, the group split up to tour the Caviness Meat Science and Innovation Center, and the Panhandle Plains Historical Museum. Dr. Trent Schwartz, assistant professor of Animal Science, led the group through the university's newly constructed, state-of-the-art meat processing facility. From well-thought-out cattle handling pens, to a space for students to experiment with meat curing methods, the facility gives students the opportunity to learn about each aspect of harvesting and processing meat. The final room is a retail space, where the public can purchase packaged products. The Panhandle Plains Historical Museum took visitors through the history of the area, from artifacts to art.

The tour ended with a beef tasting/sensory panel led by Dr. Ty Lawrence, professor of Animal Science and Director of the Beef Carcass Research Center. After explaining the factors that affect beef texture, flavor, and tenderness, Lawrence and graduate students handed out a group of prepared beef samples. After everyone tasted each sample, individual votes were collected on the quality of the beef, ranging from worst to best. After votes were collected, Lawrence revealed the cut of beef, and how it was prepared. From properly cooked tenderloin to microwaved strip steak, the samples demonstrated that the method and doneness of meat is paramount; even the best cut of meat can be ruined if not prepared correctly.

The day ended with an evening at Hodgetown Stadium for dinner and a baseball game, where the Amarillo Sod Poodles played the Corpus Christi Hooks. After a long game it looked like the Hooks had the win, but the Sod Poodles rallied at the bottom of the ninth to win.

Friday was filled with opportunities for attendees to learn about every aspect of getting finished beef onto consumers' plates, from feed rations to preparing the final product. Fall Focus 2025 will be held in Columbia, Missouri. Stay tuned for details!

ST



Above: Participants gather during a tour of the Caviness Meat Science and Innovation Center, led by Dr. Trent Schwartz.

Below: Dr. Ty Lawrence gave a presentation about factors affecting beef flavor, which included an interactive tasting of beef prepared several ways.



BEST PRACTICES FOR SEEDSTOCK PRODUCERS

Best Practices to Receive the Most Accurate Genetic Predictions

1 Clearly define breeding objectives

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

2 Use whole herd reporting

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

3 Properly define contemporary groups

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

4 Take data collection and reporting seriously

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

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

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

6 Use index-based selection

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

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



Jackie Atkins, PhD



Matt Spangler, PhD



Bob Weaber, PhD



Wade Shafer, PhD

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.



Fall Finance Chores

by Scott Clawson, Oklahoma State University

Fall is almost behind us. As we transition from running hay equipment to preparing for the winter-feeding season it provides a great opportunity to catch our breath and glance at our financial condition.

Why now?

Fall is a prime time for a spring-calving cow-calf operation to experience a cash flow issue. This can be attributed to a collection of timing and seasonal ranch operations. The first potential cause is our calving and marketing season. Most operations are spring-calving and then market calves in the fall. This results in most operations receiving the largest portion of their annual revenue in the fall of the previous year. We usually pay any debt obligations due, and supplement purchases for the cow herd last winter. We then moved into hay season. Capital expenditures, along with diesel, fertility, net wrap, repairs, and maybe labor are all consuming cash.

What should we do?

The easiest step would be to sit down and estimate ranch expenses from now until we intend to sell calves. Then, take our cash balances, evaluate our revolving credit line, any anticipated cash inflows, and add them together. Subtract the anticipated expenses from the anticipated inflows. If positive, our short-term cash position is likely adequate. If not, we need to consider how to meet that cash need.

Calculating working capital at this point would also be helpful. Working capital is a liquidity measure and shows us how effectively we will be able to cover our short-term obligations. This includes any operating costs we have on the horizon and any upcoming debt obligations we need to be ready for.

A strong cash or working capital position allows us to be opportunistic. We may be able to purchase assets (cattle, equipment, etc.) that are undervalued in the market. Furthermore, we could make investments that may yield greater profits later. Items like pasture fertility for stockpiling forage, backgrounding, or retaining ownership on calves could be examples to explore. For more information on farm business management issues, contact your local Extension educator.

Beef Cow Numbers May Not Recover for Years

The outlook for a recovery in the number of beef cows after five years of declining numbers will not be anytime soon, according to a report from CoBank.

Beef cow populations fell to 28.2 million head so far in 2024, a decline of 2.5% compared with 2023 and the lowest since 1961, according to USDA data. Some of the

factors in the most recent inventory decline included persistent drought conditions in 2021 and 2022, though some relief arrived in states with the highest beef cow populations in 2024, the CoBank report noted. Higher hay prices over the last few years appear to be evening out, allowing cow-calf operators to rebuild their winter feed supplies, according to the report. Current prices, however, remain considerably higher than costs during the previous herd rebuilding cycle between 2014 and 2019, the report said.

The report from the agricultural lender cited grim forecasts for when beef cow inventories are expected to return to levels reported in 2023. Some top unidentified industry analysts told CoBank that they do not expect the beef-cow sector to return to last year's levels for three to four years, while other unidentified analysts are suggesting that contraction could continue two more years to 2030.

The Impact of Beef-on-Dairy Calves

by Derrell S. Peel, Oklahoma State University Extension

The most common question I get at market outlook presentations is "What is the market impact of all these beef-on-dairy calves?" There seems to be a perception that these calves represent an additional number of cattle beyond the traditionally available cattle inventory data.

Historically the dairy industry bred all cows to dairy genetics, using the 50% heifer calf crop to ensure sufficient heifers from which to select the best genetics for the milking herd. The male calves and culled females became part of the beef industry. The growing production of beef x dairy crossbred calves in recent years is the result of increased commercial feasibility of sexed-semen technology. With sexed semen, dairy producers can target the production of dairy replacement heifers in a subset of genetically superior cows. This frees up the remaining dairy cows to utilize beef genetics and produce crossbred calves.

Straightbred dairy steers and heifers are heavily discounted in beef markets because the light-muscled animals produce carcasses with less desirable muscle conformation. Beef x dairy crossbred calves are significantly more valuable because the resulting carcasses have improved muscling and carcass conformation. Straightbred dairy calves not used for milk replacements previously entered the beef market simply as a residual, with limited, or sometimes no, value in the beef industry. In contrast, beef x dairy cross calves are a significant source of revenue for dairy producers and are subject to management choices regarding genetics and production. Numbers are uncertain but a significant percentage of potential non-replacement dairy calf production today are beef x dairy crosses.

CONTINUED ON PAGE 40



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

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

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

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

Continental European breeding."

- MARC GPE Progress Report No. 22, USDA



American Simmental Association
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USDA-NASS estimated the January 1, 2024, inventory of dairy cows at 9.36 million head. The dairy herd is relatively stable and has only varied by 130 thousand head, or 1.4%, from maximum to minimum in the last ten years. The dairy industry contributes an average of roughly 26% of the total US calf crop each year. The contribution of the dairy industry to beef production does not change significantly year to year although the relative share of dairy in beef production increases slightly when the beef industry declines cyclically. Growth in production of beef x dairy crossbred calves does not represent any net additional production of cattle but rather a change in the genetic composition of dairy calf production.

Dairy production, including beef x dairy calves, are included in the cattle inventory and production data that are routinely available. Calf crop, cattle on feed, and slaughter data and other data include beef and dairy sectors and therefore already account for the beef x dairy calves now being produced in the dairy sector. Beef x dairy calf production is not having much impact on total beef production and market prices beyond what is already considered in market analysis. There are some impacts in specific meat markets because the beef cuts from beef x dairy carcasses may have access to markets previously closed to dairy beef. Arguably, the biggest

impact of beef x dairy production is the blurring of the historical demarcation between beef and dairy sectors in the US.

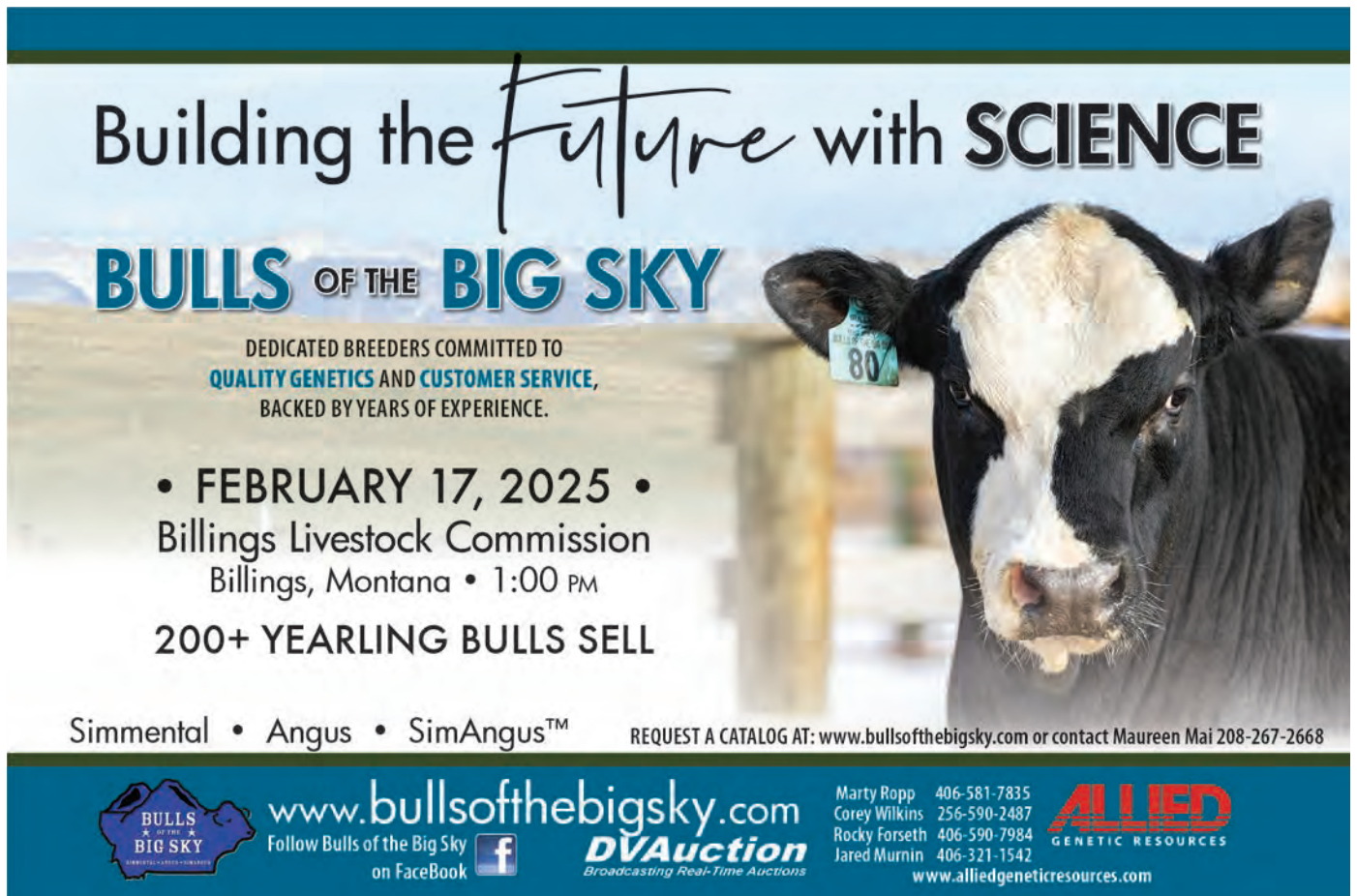
USDA to Require More Proof for Animal-raising and Environmental Claims

Companies that tout certain animal-raising and environmental claims on meat and poultry labels will need more documentation, according to updated guidelines from the USDA.

The agency said the move aligns with efforts to protect consumers from misleading labels and supports President Biden's Executive Order on Promoting Competition in the American Economy.

Secretary of Agriculture Tom Vilsack emphasized that these updates promote transparency and fairness, ensuring that consumers can trust the labels on meat products. The guidelines "strongly encourage" third-party certification to validate claims such as "Raised Without Antibiotics," "Grass-Fed," "Free-Range," and "Climate-Friendly."

CONTINUED ON PAGE 44



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2024 AJSA National Classic Grand Champion Percentage Simmental Heifer
Congratulations Arthur family!



B C R PRECIOUS K 103

2023 KS State Fair Reserve Supreme Champion Open Breeding Heifer
Congratulations Walrod family!



B C R TIME TO SHINE J207

2023 San Antonio Livestock Exposition Reserve Grand Champion Purebred Simmental Heifer
Congratulations Metzler family!



B C R LUCY K039

2023 Cattlemen's Congress Division III Champion 2023 NJAS Reserve Division IX Owned Heifer
Congratulations Clark family!



B C R PHYLLIS 092J

2022 NJAS Grand Champion Owned Heifer
Congratulations Phillips family!



B C R TIME TO SHINE J080

2022 AJSA National Classic Reserve Grand Champion Percentage Simmental Heifer
Congratulations Phillips family



B C R SERENITY 052H

2021 Tulsa State Fair Supreme Champion Open Breeding Heifer
Congratulations Collum family!

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Miss R Plus 3007A ASA 3979131

CE	BW	WW	YW	ADG	MCE	MM	MMW	MB	REA	SAPO	\$TI
7.3	3.5	76.1	114.6	0.24	5.6	25.3	63.3	.05	.94	111.1	73.8

Selling 2 ET sons

- Both are full brothers to R Plus Yuma 9087G who sold for \$150,000 (1 solid black & 1 solid red)
- She was the lead off female in the R Plus Dispersal sale in 2023.*



HHS GEORGIA 802G ASA 3979131

CE	BW	WW	YW	ADG	MCE	MM	MMW	MB	REA	SAPO	\$TI
15.6	-1.2	81.9	122.8	0.26	9.8	21.7	62.5	.35	.65	165.3	90.4

Selling Sons & Daughters

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R Plus Yuma 9087G



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

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In response to concerns over “Raised Without Antibiotics” claims, the USDA said it conducted a study revealing that 20% of tested samples contained antibiotic residues. The new guidelines address these findings by recommending routine testing and emphasizing stronger documentation for such claims.

FSIS said it will take enforcement action against any establishments found to be making false labeling claims. The USDA said it plans to publish a peer-reviewed paper on the study’s results soon.

New Vaccine Protects Cattle from Deadly Tick-Borne Disease

University of Missouri

University of Missouri researchers are working to develop the first-ever vaccine proven to protect cattle from a devastating tick-borne cattle disease known as bovine anaplasmosis. The research is vital to the state’s economy as it aims to protect Missouri’s \$1.6 billion cattle industry.

Bovine anaplasmosis — which is common in Missouri — infects the red blood cells of cattle and causes hundreds of millions of dollars in economic losses nationwide each year and nearly \$1 billion in losses worldwide, primarily due to reduced cattle production, treatment costs, and deaths.

Roman Ganta, a McKee endowed professor in Mizzou’s College of Veterinary Medicine and a Bond Life Sciences Center researcher, led the study that created the new vaccine. The work involved genetically modifying the pathogen *Anaplasma marginale* — which causes bovine anaplasmosis — in a lab. By deleting a specific gene and then injecting the modified pathogen into cattle, the vaccinated cattle were successfully immunized against the disease.

“I often receive calls from cattle producers who are excited about our research and want to know how soon they can get the vaccine,” Ganta said. “There is currently no effective, widely available vaccine for the disease, and cattle farmers are very worried about the disease harming or killing their cattle. We want to help farmers in Missouri and around the world and are working hard to come up with a viable solution.”

Moving the Needle Forward

Ganta, who has been researching molecular genetics and vector-borne diseases for more than 30 years, was hired at Mizzou in 2023 as part of MizzouForward, a ten-year, \$1.5 billion transformational effort that focuses on faculty expansion, infrastructure growth, and student success.

Throughout his career, Ganta has published more than 100 studies in peer-reviewed journals and earned more than \$22 million in grants from organizations such

as the National Institutes of Health, the US Department of Agriculture, the Centers for Disease Control and Prevention, industry partners, and foundations. He is an example of why Mizzou is a leading research university and a member of the prestigious Association for American Universities.

Working at a land-grant university, Ganta’s research will ultimately help improve the health of cattle — and the agricultural economy — throughout Missouri, particularly in rural areas.

“Missouri is a hotbed for tick-borne diseases, and bovine anaplasmosis causes massive economic losses both here in Missouri and around the world,” Ganta said. “Mizzou has already made substantial contributions to protecting cattle against ticks. For example, many farmers currently give their cattle an antibiotic called chlortetracycline, which was first discovered at Mizzou’s Sanborn Field in 1945. While effective, that medicine doesn’t fully eliminate the infection, so this new vaccine is an innovative step forward to fully eliminate the infection.”

Ganta said the new vaccine has been proven to give immunized cattle protection against bovine anaplasmosis for at least a month, and he and his team are eager to conduct additional research to determine how long the genetically modified pathogen can provide immunity for cattle. Ganta is also collaborating with industry partners to discuss future distribution of the new vaccine — which has been patented — to cattle producers.

The study, “Genetically modified live vaccine offers protective immunity against wild-type *Anaplasma marginale* tick-transmission challenge,” was published recently in *Vaccine*. Funding for the study was provided by the National Institutes of Health and Russell L. Rustici Rangeland and Cattle Research Endowment, University of California–Davis.

Leading the Charge in Tick Research

Mizzou — the state of Missouri’s flagship and most prominent research university — has been on the frontlines of tick research for years. A 2021 Mizzou study found recent increases in both the number and severity of tick-borne diseases in the Midwest, particularly in the humid climates of Missouri, Kansas, Oklahoma, and Arkansas. The documentation of what, when, and where ticks are present helps public health officials better understand the threat of tick-borne diseases to people, pets, and livestock.

Researchers in Mizzou’s College of Veterinary Medicine and College of Health Sciences also were the first to identify the invasive longhorned tick in northern Missouri in 2022 and in Boone County, Missouri, in 2023. Mizzou’s Veterinary Medical Diagnostic Laboratory assists livestock producers who notice various health issues in their cattle with tracking down the causes of such signs in an effort to support Missouri’s agriculture industry.



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World Meat Prices Down from July, Still Up on Year

The Food and Agriculture Organization's Meat Price Index averaged 119.5 points in August, down 0.7% from July, but still 3.7% higher than the same time last year. The United Nations recently released the FAO Food Price Index.

Poultry meat prices fell due to Brazil's temporary export suspension following a Newcastle disease outbreak, despite the issue being resolved.

Global pig meat prices dropped for a second month, driven by weak import demand and ample supply, the report said. Ovine meat prices saw a slight dip after three months of increases, mainly due to reduced Chinese imports. However, bovine meat prices edged up slightly, influenced by seasonal declines in slaughter animal supplies in Oceania.

Feedlot Inventories Unchanged from Last Year

by Derrell S. Peel, Oklahoma State University Extension

The latest USDA Cattle on Feed report pegged August 1 feedlot inventories at 11.1 million head, unchanged

from one year ago. Because of the strong seasonal variation in feedlot inventories, a 12-month moving average of feedlot inventories is the best means to see the actual trend in feedlot production. The moving average total of feedlot inventories peaked cyclically in September 2022 at 11.887 million head before declining to 11.548 million head in September 2023. Total feedlot placements have decreased by 1.3% in the last 12 months compared to the previous 12-month period. However, in the last year, average feedlot inventories have increased to 11.636 million head. Feedlot inventories have risen counter-cyclically due to continued feeding of heifers and increased days on feed. Feedlots have slowed the feedlot turnover rate enough to keep average monthly inventories higher despite fewer cattle entering feedlots.

Feedlot placements in July were 105.8% of last year. The placement total was slightly higher than the average trade estimate. July marketings were 107.7% of one year ago, close to expectations. July 2024 was unusual with two extra business days in the month, meaning that daily average feedlot marketings were actually down by 2.1% year-over-year.

Current feedlot inventories mask the continued decline in feeder cattle in the US. Figure 1 shows the US calf crop from 2008 to 2023 with a projected 2024 calf

CONTINUED ON PAGE 52

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Sired by KMJ Husker 814
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W/C Fort Knox 609F

By W/C Bankroll 811D
EPD: CE: 10 \$API: 136 \$TI: 85



LTS Succession 29J

By W/C Relentless 32C
EPD: CE: 13 \$API: 97 \$TI: 65



W/C Night Watch 84E

By CCR Anchor 9071B
EPD: CE: 18 \$API: 146 \$TI: 83



Rocking P Private Stock H010

By WLE Copacetic E02
EPD: CE: 16 \$API: 141 \$TI: 83



SSC Shell Shocked 44B

By Remington Secret Weapon 185
EPD: CE: 17 \$API: 131 \$TI: 75



THSF Lover Boy B33

By HTP/SVF Duracell T52
EPD: CE: 12 \$API: 146 \$TI: 90



HA Magnifique 72L

By Hook's Galileo 210G
EPD: CE: 22 \$API: 212 \$TI: 108



Ruby NFF Up The Ante 9171G

By Ruby's Currency 7134E
EPD: CE: 12 \$API: 120 \$TI: 68



ACLL Fortune 393D

By MR TR Hammer 308A ET
EPD: CE: 9 \$API: 86 \$TI: 66



LLW CARD Compass 086K

By LLW Card True North G71
EPD: CE: 14 \$API: 128 \$TI: 83



Only One 905K

By SFI Platinum F5Y
EPD: CE: 10 \$API: 96 \$TI: 63



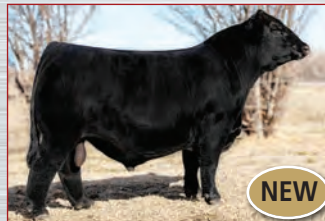
Mr SR 71 Right Now E1538

By Hook's Bozeman 8B
EPD: CE: 15 \$API: 147 \$TI: 92



HOF New Era 1882J

By CLRS Guardian
EPD: CE: 15 \$API: 194 \$TI: 105



SFI High Velocity K7F

By WLE Copacetic E02
EPD: CE: 113 \$API: 115 \$TI: 77



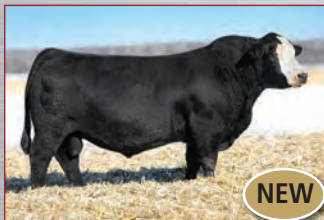
Reckoning 711F

By W/C Relentless 32C
EPD: CE: 8 \$API: 105 \$TI: 65



TJSC King of Diamonds 165E

By LLSF Pays To Believe ZU194
EPD: CE: 13 \$API: 121 \$TI: 70



KBHR Revolution H071

By HHS Mr 847D
EPD: CE: 13 \$API: 171 \$TI: 106



SC Pay the Price C11

By CNS Pays to Dream T759
EPD: CE: 7 \$API: 115 \$TI: 79



HLTS/CLRWTR Ahead of Time K1

By ES Right Time FA 110-4
EPD: CE: 17 \$API: 169 \$TI: 93



W/C Relentless 32C

By Yardley Utah Y361
EPD: CE: 10 \$API: 111 \$TI: 73



WBF Undisputed L078

By KBHR Hartland H100
EPD: CE: 15 \$API: 184 \$TI: 93



Holtkamp Clac Change Is Coming 7H

By WLE Copacetic E02
EPD: CE: 10 \$API: 101 \$TI: 73



W/C Cyclone 385H

By W/C Bankroll 811D
EPD: CE: 11 \$API: 138 \$TI: 82



LLSF Vantage Point F398

By CCR Anchor 9071B
EPD: CE: 13 \$API: 113 \$TI: 84



WS Revival B26

By LLSF Uprising Z925
EPD: CE: 10 \$API: 103 \$TI: 66



LLSF Pays To Believe ZU194

By CNS Pays To Dream T759
EPD: CE: 10 \$API: 126 \$TI: 79



LLSF Dauntless K07

By HPF/HILL Uprising C104
EPD: CE: 12 \$API: 103 \$TI: 65



WINC All Right 213K

By OMF Epic
EPD: CE: 13 \$API: 137 \$TI: 85



KSU Bald Eagle 53G

By Hook's Eagle 6E
EPD: CE: 16 \$API: 192 \$TI: 106



WLE Black Mamba G203

By WLE Copacetic E02
EPD: CE: 16 \$API: 134 \$TI: 80



I Reckon 043J

By Reckoning 711F
EPD: CE: 11 \$API: 123 \$TI: 74



W/C Express Lane 29G

By Rubys Turnpike 771E
EPD: CE: 10 \$API: 134 \$TI: 88



CLRWTR Clear Advantage H4G

By LLSF Vantage Point F398
EPD: CE: 15 \$API: 155 \$TI: 96



Schooley Krown 28K

By KBHR Revolution H071
EPD: CE: 13 \$API: 169 \$TI: 106



LCDR Favor 149F

By LCDR Witness 541C
EPD: CE: 7 \$API: 143 \$TI: 97



LLW Card Merit 03H

By TL Ledger
EPD: CE: 9 \$API: 112 \$TI: 72



TL Ledger 106D

By Profit
EPD: CE: 10 \$API: 118 \$TI: 70



W/C Satisfy 161L

By Mr SR 71 Right Now E538
EPD: CE: 13 \$API: 136 \$TI: 88



OBCC Kavanaugh F236

By OBCC Unfinished Business
EPD: CE: 13 \$API: 141 \$TI: 80



LLSF Favored One H98

By LCDR Favor
EPD: CE: 7 \$API: 131 \$TI: 95



Wheatland 3-D 1142J

By CKCC LD Dimension 8965
EPD: CE: 8 \$API: 119 \$TI: 75



WHF/JS/CCS Double Up G365

By W/C Double Down
EPD: CE: 12 \$API: 104 \$TI: 74



TJ 50K 485H

By TJ Teardrop
EPD: CE: 10 \$API: 152 \$TI: 83



W/C Style 69E

By Style 9303
EPD: CE: 13 \$API: 133 \$TI: 74



Mr Ishee Triple Trailblazer 018H

By KOCH Big Timber 685D
EPD: CE: 15 \$API: 151 \$TI: 80



Second Chance 601H

By VCL Foresight
EPD: CE: 7 \$API: 100 \$TI: 73



CDI Innovator 325D

By TJ Main Event 503B
EPD: CE: 12 \$API: 132 \$TI: 91

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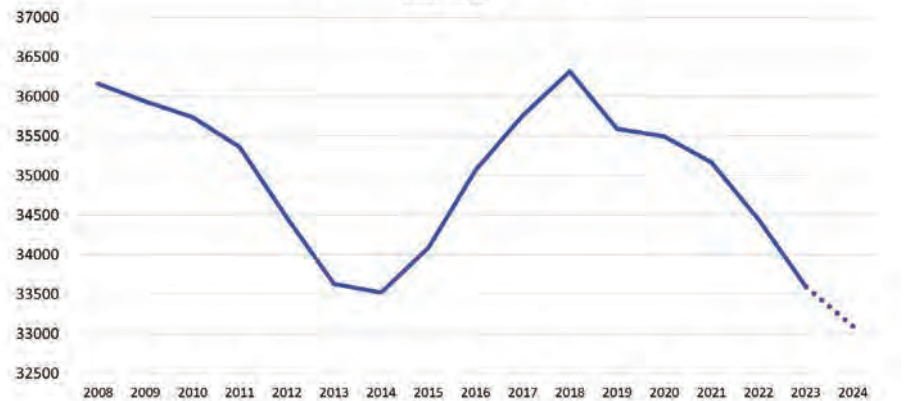
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INDUSTRY UPDATE

CONTINUED

crop of 33.1 million head. At that level, the total calf crop is down 3.22 million head from the 2018 cyclical peak. The projected 2024 calf crop is the smallest total US calf crop since about 1941 (based on estimated calf crop prior to 1960). This calf crop figure includes beef and dairy so straightbred dairy as well as beef-on-dairy crossbred calves are included in this total calf crop.

Figure 1. U.S. Calf Crop
1000 Head



In the first 32 weeks of the year, total steer and heifer slaughter was down 1.3% year-over-year, with steer slaughter down 0.9% and heifer slaughter down 1.9% compared to last year. With yearling carcass weights up sharply year-over-year (steers up 23.1 pounds and heifers up 18.6 pounds), fed beef production for the year-to-date is up 1.1% over last year. By contrast, nonfed beef production is down 13% thus far in 2024, led by a total cow slaughter decrease of 15.3% year-over-year. Beef cow slaughter is down 15.9%, and dairy cow slaughter is down 14.6% year-over-year, along with a 7.4% year-over-year decrease in bull slaughter. Cow carcass weights are up 10.7 pounds year-over-year, and bull carcass weights are up 28.8 pounds year-over-year. Total beef production is down 1.4% thus far in 2024 compared to last year. At the current rate, total beef production for the year may be down two percent or less from last year, substantially less than earlier expectations of a four to five percent year-over-year decrease in beef production.

When Should Ranchers Start Tax Planning?

by Bethany Johnson and Aaron Berger, University of Nebraska Extension

Does it seem too early to start planning for taxes? Even though calves may still await weaning, and crops still stand in the fields, fall is an excellent time to meet with your tax accountant and start looking ahead for tax purposes.

Pre-tax planning allows producers to plan for upcoming income and expenses. Make or hold off on major equipment purchases, sell or wait to sell livestock and crops — pre-tax planning will help avoid unforeseen tax implications of your decisions.

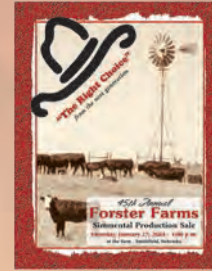
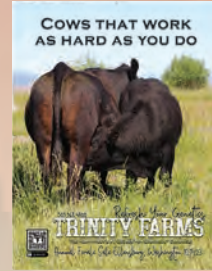
What should you do when planning a pre-tax meeting with your tax accountant? Start early. Set an appointment with your accountant. September and October will allow for time to make end-of-the-year decisions. Planning in advance is an advantage for cattle producers, where livestock are not as easy as crops to sell quickly, if needed, and sale checks are sometimes larger.

Come prepared. Get your books up to date and bring these to your pre-tax meeting. Email your tax accountant any reports for the year. Electronic book-keeping programs, like Quickbooks and Quicken, have templates for reports,

CONTINUED ON PAGE 56

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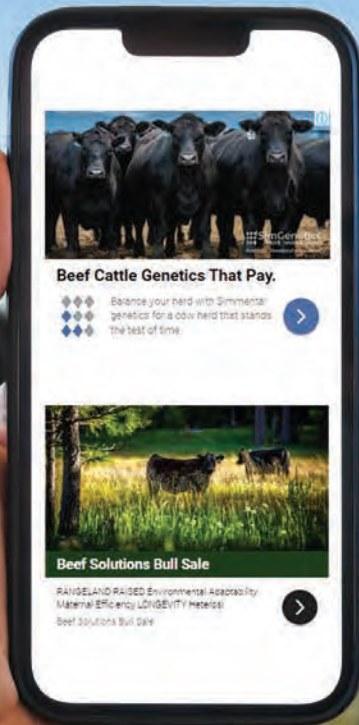
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JC317L

5/8 SM 3/8 AN JC MR TALON 403G DAUGHTER
CE BW WW YW MILK STAY MARB RE \$API \$TI
16.3 -4.0 74.5 119.8 29.0 20.2 0.78 0.87 178.9 95.7



JC338L

PB SM CLRJ JOHNNY WALKER 1049J DAUGHTER
CE BW WW YW MILK STAY MARB RE \$API \$TI
74 4.6 115.2 177.6 33.1 18.4 0.39 1.31 155.1 104.4



JC348L

5/8 SM 3/8 AN REDHILL COUNTRYMAN 81J DAUGHTER
CE BW WW YW MILK STAY MARB RE \$API \$TI
12.0 -1.6 69.2 110.5 22.3 20.6 0.58 0.93 156.2 83.1



JC355L

5/8 SM 3/8 AN TJ NEBRASKA 258G DAUGHTER
CE BW WW YW MILK STAY MARB RE \$API \$TI
10.6 0.9 89.7 139.8 29.2 14.9 0.51 1.21 144.5 92.6



JC377L

PB SM LBRS GENESIS G69 DAUGHTER
CE BW WW YW MILK STAY MARB RE \$API \$TI
14.4 -1.9 83.6 121.0 21.3 16.5 0.66 0.71 171.7 98.5



JC386L

5/8 SM 3/8 AN REDHILL COUNTRYMAN 81J DAUGHTER
CE BW WW YW MILK STAY MARB RE \$API \$TI
13.1 1.2 96.6 158.0 21.8 12.3 0.65 1.43 153.7 100.0



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Look ahead. What are estimated future expenses? Will any additional income come in before December 31? Did you purchase or trade any equipment? Bring the purchase agreements/trade papers for this year's equipment purchases.

After reviewing the numbers, if your operation has a surplus, what sound business decisions can you make with the profit? Consider estate and transition planning for your operation. Some of your attorney's fees may qualify as tax-deductible expenses.

Maintenance and repairs. Schedule a time before the end of the year to repair equipment, buildings, pivots, or make land improvements, such as fence, new tanks or stock wells, or control invasive species.

Pay down debt, with a plan. According to Tina Barrett, executive director of the Nebraska Farm Business Inc, "excess funds are tricky." To have extra cash to pay down debt, you need taxable income. "But if someone takes \$100,000 and pays down a land note, they may get to the end of the year and realize their taxable income is \$100,000 higher than usual. It is not a pleasant surprise, when there is no money to pay expenses," explains Barrett. Every situation is different, so ask your accountant about your position.

Do not spend money on tax-deductible expenses, just to reduce tax payments. "If you didn't spend that \$100,000 on stuff that's not needed, and if instead, you could have spent \$30,000 on taxes and \$70,000 to reduce debt you would be further ahead financially," Barrett comments. Again, each tax situation is unique, so ask what works best for your operation.

Ask your accountant how hard it has become, or if it's still a good plan, to try and meet the March 1 deadline to submit taxes for agricultural producers. An alternative is to make an estimate by January 15, pay the estimate, then producers have until April 15 to file and pay the difference. This can be beneficial with late information, or if income is higher this year than the previous year.

With weaning and harvest around the corner, take the time to prepare and set up a pre-tax planning appointment with your tax account.

USDA Responds to Petition to Prohibit Producers from Using "Low Carbon"

More than a year after the Environmental Working Group (EWG) petitioned the USDA to prohibit meat producers from touting their beef as "low carbon," the USDA issued its final response denying the request.

CONTINUED ON PAGE 60

Annual Meeting and Banquet - December 13, 2024

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The nonprofit organization’s petition, which was filed to the USDA’s Food Safety and Inspection Service (FSIS), also called on the agency to require independent verification of other climate claims made on food labels, calling them confusing and misleading.

Claims like “net zero” and “carbon neutral” on food products can have consumers believe they result in reduced greenhouse gas emissions, rather than difficult-to-measure farmland practices, the document stated.

This week, FSIS responded saying that it has not approved a “Low-Carbon Beef” label for any meat product intended for commerce. However, FSIS will continue to evaluate and approve environment-related claims that are truthful, not misleading, and in compliance with federal regulations. FSIS also addressed the request to prohibit all carbon or climate-related labeling claims, stating that it has approved such claims when they are supported by adequate documentation, and there is no evidence to suggest these claims are inherently misleading.

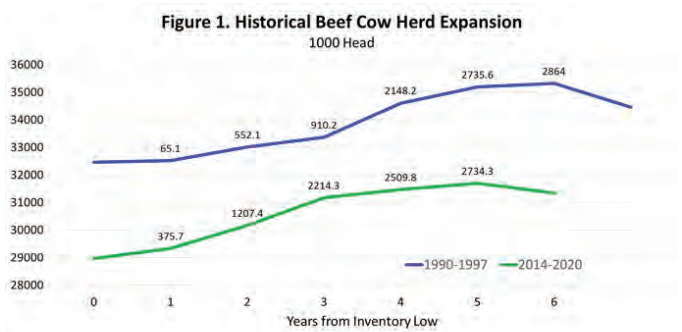
The petition’s request for mandatory third-party verification and numerical carbon disclosures was also denied. FSIS argued that requiring third-party certification could impose significant costs on small establishments, limiting the availability of such products to consumers. Instead, FSIS encourages the use of third-party certification but does not require it.

Two Scenarios for Beef Herd Expansion: Slow; and Even Slower

by Derrell S. Peel, Oklahoma State University Extension

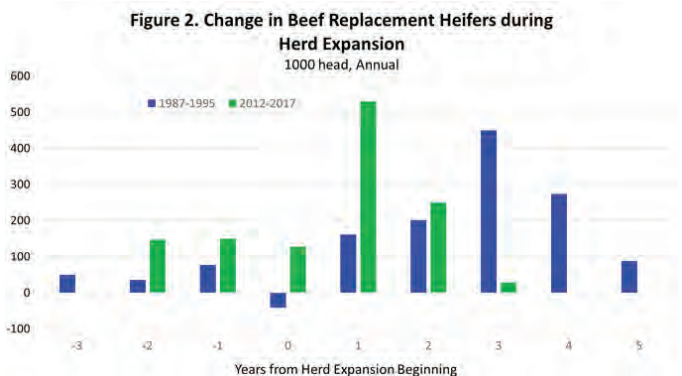
Coming into 2024, the beef cow herd is at a 63-year low — the smallest beef cow inventory since 1961. This has pushed cattle prices to record levels through 2023 and 2024. And yet, there are no indications that any beef herd rebuilding is underway. The question of rebuilding the beef cow inventory is fundamental for cattle markets in the next few years.

A review of historical herd expansions is instructive. Figure 1 shows the path of beef cow herd increase for the past two complete cyclical expansions. From 1990–1996, the beef cow herd increased by 2.864 million head. From 2009–2014, the beef cow herd increased less — by 2.734 million head — in one less year but faster. The beef cow herd increased by 1.2 million in just two years from 2014–2016.



One of the keys to herd expansion is heifer retention. Figure 2 shows the changes in beef replacement heifer inventories leading to and during herd expansion. Beef replacement inventories increased three out of four years prior to the beginning of herd expansion in 1991, and for three years prior to herd expansion in 2015. Both expansions included one year of very large heifer retention (year three in 1993 and year two in 2015) with smaller increases before and after.

History provides some insight into what to expect in the next few years. First is the fact that we do not yet have a zero year (low inventory) from which herd rebuilding can begin. Beef cow slaughter is sharply lower, down nearly 16% year-over-year thus far in 2024. However, that level of beef cow slaughter, combined with the low beef replacement heifer inventory in 2024 (Figure 3) implies that the beef cow herd continues to liquidate by another 0.5–1 percent in 2024. Beef cow slaughter would have to drop by roughly 22% year-over-year to avoid additional liquidation this year. The current rate of beef cow slaughter indicates a herd culling rate in excess of 10% this year. The culling rate is expected to drop below 10% during herd expansion. Thus, 2025 is the earliest zero year for the next expansion to begin. There is no certainty that additional liquidation will not occur in 2025.



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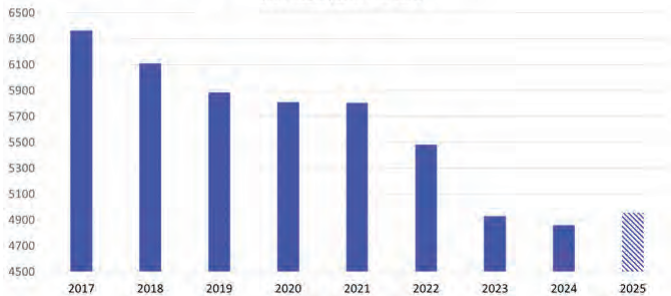


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Figure 3 shows the level of beef replacement heifer inventories since the cyclical peak in 2017. Liquidation of beef replacement heifer inventories in recent years means that there is no pipeline or momentum for herd expansion compared to previous expansions. Moreover, the level of heifer slaughter and heifers in feedlots in 2024 suggests that the replacement heifer inventory in 2025 is likely to show modest growth at best. Figure 3 shows a projected 2% year-over-year increase in beef replacement heifers in 2025. At that level, the beef cow herd is limited to stable numbers or very minimal increase in 2025. Beyond 2025, heifer retention could increase more and accelerate herd expansion beginning in 2026. Current conditions do not suggest a high likelihood of sharply accelerating heifer retention anytime soon.

Figure 3. Beef Replacement Heifers
1000 head, (2025 forecast)



The threat of continuing/ redeveloping drought is one of the factors limiting the beginning of herd expansion at the current time. Should developing drought conditions become a reality in the coming months with the return of La Niña, additional herd liquidation is likely, and any herd rebuilding could be pushed off further into the future. The beef cattle industry is smaller than needed, and signals for rebuilding will continue and grow in coming months. However, herd rebuilding is likely to be slow to start and proceed quite slowly initially.

Failing to Have a Biosecurity Plan is Planning to Fail

National Cattlemen's Beef Association

Biosecurity in the cattle industry has experienced emerging challenges in recent months, and veterinarians have been on the forefront of the response. Influenza A (H5N1) virus has been found in dairy herds in at least 13 states and has altered animal movement across the country.

Another threat is the Asian Longhorned Tick, which has expanded its range to include beef cattle in the Midwest. These looming risks present cattle veterinarians

CONTINUED ON PAGE 68

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and producers with an opportunity and a challenge to improve biosecurity practices to protect animal health and welfare, human health, and business continuity.

Veterinarians are uniquely trained to evaluate individual animals within a herd system and provide integrative management plans to prevent diseases or problems from occurring in the future. These plans and protocols promote animal health and minimize the time and labor resources required to treat sick animals.

Small steps can reduce disease transmission probability by orders of magnitude. Simple measures such as hand washing, changing coveralls, and cleaning boots can have a great impact on disease transmission. Foundational principles of biosecurity, as discussed in the Beef Quality Assurance (BQA) program, funded by the Beef Checkoff, are necessary to build upon and understand where a particular cattle operation stands at present.

Reduce Disease Risks

Annual biosecurity training for caretakers and visitors in disease prevention and control practices can reduce the risk of disease spread between animals and humans (zoonotic disease) and prioritizes public health for all. Proper implementation of sound biosecurity practices can also protect the operation from lawsuits and financial loss.

Biosecurity planning is a proactive prevention practice that veterinarians and producers can work on together. It overlaps with many aspects of the herd health plan, including quarantining new animals, assessing movement records, updating treatment records and animal identification, providing good nutrition, optimizing welfare, minimizing stress with good stockmanship, and implementing vaccination programs. These topics encompass everyday activities, and veterinarians have a critical teaching role in caretaker education regarding biosecurity guidelines.

Daily biosecurity practices include some of the most important steps to protecting the cattle herd. Veterinarians can assist producers in customizing plans for each operation, allowing flexibility for producers and their resource team to evaluate what management practices work best for their situation. BQA has partnered with the USDA-funded Secure Beef Supply (SBS) Plan for Continuity of Business to develop resources on how to properly develop written biosecurity plans to effectively combat common cattle diseases.

The BQA Daily Biosecurity Plan for Disease Prevention template offers an introductory, stepwise biosecurity plan for identifying and mitigating biosecurity risks on cattle operations.

Additional Precautions

This daily plan is a precursor to the SBS plan, an enhanced biosecurity plan that will be necessary during a potential or confirmed foreign animal disease outbreak,

such as with foot and mouth disease (FMD), which is the most contagious viral disease that affects cloven-hoofed animals. The SBS plan and training materials have amplified biosecurity steps to protect against FMD.

The SBS plan is similar to other Secure Food Supply plans, such as the Secure Milk Supply (SMS). As the dairy industry continues to be impacted by H5N1, USDA is reimbursing producers who want to develop an enhanced biosecurity plan using SMS resources. Veterinarian involvement is key to implementing biosecurity at the farm level.

All producers will start their biosecurity plans at different levels, so emphasizing foundational biosecurity principles will be advantageous during plan development. The National Cattlemen's Beef Association (NCBA), through USDA National Animal Disease Preparedness and Response Program (NADPRP) funds, has been developing new SBS educational resources including sector-specific videos as training tools. National train-the-trainer workshops for veterinarians will also be offered at AABP and winter AVC meetings to educate and encourage adoption of the SBS plan.

The greatest contribution of the cattle (and livestock) industry to disease preparedness will include proactive preparation through biosecurity planning. Collaboration among all levels of the supply chain will be vital as we continue to protect the integrity of our cattle and livestock industries.

Computer-based Model Could Mitigate Cattle Fever Tick Outbreaks

by *Helen White*, Bovine Veterinarian

Since the early 1900s, eradicating cattle fever ticks has challenged surveillance and quarantine programs designed to protect the US and Texas cattle industry.

Over the decades, scientists and specialists in state and federal regulatory programs overseeing the US Cattle Fever Tick Eradication Program have developed datasets that track a detailed history of detecting and eliminating cattle fever ticks.

Now, a team of Texas A&M AgriLife researchers is assimilating this information into an interactive, computer-based tool to identify ever-changing risks to prevent or mitigate cattle fever tick infestations.

The three-year project, Agricultural Biosecurity: Harnessing Data Fusion to Meet Emerging Challenges to Cattle Fever Tick Eradication in a Changing World, has received a \$600,000 grant from the US Department of Agriculture National Institute of Food and Agriculture, Agricultural Biosecurity Program and is funded by the Agriculture and Food Research Initiative, the nation's leading competitive grants program for agricultural sciences.

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The Cattle Fever Tick Team

Texas A&M AgriLife Research project investigators are Pete Teel, PhD, Regents Professor; and Taylor Donaldson, PhD, assistant research scientist, both in the Department of Entomology; and Rose Wang, PhD, senior research scientist; and William Grant, PhD, professor, both in the Department of Ecology and Conservation Biology.

“The cattle fever tick issue is a constant challenge for Texas,” Teel said. “It has a considerable history related to the development, security, and sustainability of the cattle industry, and not just in the US because of our international boundary with Mexico.”

Other researchers on the team from Texas A&M are Doug Tolleson, PhD, professor, Department of Rangeland, Wildlife and Fisheries and director of the Sonora Research Station; David Anderson, PhD, Texas A&M AgriLife Extension Service economist and professor, Department of Agricultural Economics. Research collaborators from the USDA Agricultural Research Service (ARS), are Kimberly Lohmeyer, PhD, director, Knippling-Bushland US Livestock Insects Research Laboratory, Kerrville; Donald Thomas, PhD, research scientist, Cattle Fever Tick Research Laboratory, Edinburg; and Kennan Oyen, PhD, research scientist, Animal Disease Research Unit, Pullman, Washington.

The advisory group includes representatives from the USDA Animal and Plant Health Inspection Service (APHIS), Veterinary Services, the Texas Animal Health Commission, and the regulatory agencies in charge of the US Cattle Fever Tick Eradication Program.

Cattle Tick Fever: A Long History of Challenges

Only two species of cattle fever ticks, *Rhipicephalus annulatus* and *Rhipicephalus microplus*, can transmit the pathogens that cause the highly fatal cattle disease, bovine babesiosis, or Texas cattle fever, Teel said.

“There are no drugs or vaccines to protect cattle from this disease, so we rely upon eliminating the vectors to prevent this problem,” Teel said. “The best disease control is to prevent the tick vectors from reestablishing in the US from Mexico, where both the ticks and disease pathogens remain endemic. At risk are US cattle that are immunologically susceptible to infection through the bite of cattle fever ticks.”

Teel said these ticks and the pathogens they transmit were once distributed throughout 13 southern states and southern California. In 1906, the US Cattle Fever Tick Eradication Program was developed to eradicate them. By 1943, the USDA declared the ticks were eradicated in the US, except for a zone on the Texas–Mexico border. A permanent quarantine zone inside Texas along the Rio Grande was established to intercept infested animals and ticks that might come across from Mexico.

In Texas, USDA–APHIS operates the eradication program within the permanent quarantine zone,

collaborating with the Texas Animal Health Commission and other state and federal agencies outside the permanent zone for inspection, quarantine, and other eradication efforts. USDA–APHIS estimates the annual economic benefit of the eradication program to the US cattle industry is more than \$1 billion.

Harnessing Data Fusion to Assess Risk Projections

Both tick species and pathogens are still endemic in Mexico. Teel said the problem remains and has become more complicated in Texas because of several challenges. There have been land use and population changes, and increased resistance to acaricides, the pesticides used to control ticks. Also, wildlife hosts such as white-tailed deer and nilgai antelope can spread ticks to a more extensive range because they are not confined within fence lines like cattle.

The research project uses these challenges as scenarios for risk analysis with data fusion, which integrates multiple data sources to produce information relevant to cattle fever tick eradication.

Teel said the research project’s goal is to combine disparate datasets from the US Cattle Fever Tick Eradication Program to create a computer-based platform that better analyzes and identifies factors conducive for the spread of cattle fever ticks.

Some of these factors are changes in climate and weather patterns, vegetation, land use and fragmentation, and the risk of evolving strains of cattle fever ticks resistant to acaricides.

Some datasets have analytical models going back 65 years; others include real-time weather data, GPS mapping, and outbreak investigations.

Another project goal is to develop an interactive tool that regulatory agencies’ staff can use in the field on devices such as a tablet, phone, or computer to access the new computer platform.

“Texas has developed different technologies and databases that track the history of these infestations and the interactions of how incidents occurred,” Teel said. “There’s a lot to be learned from the relationship of these datasets if they can be evaluated in conjunction with each other. Then we can develop risk assessments to be proactive about stopping tick incursions as quickly as possible.”

Beef-on-Dairy: How to Make Successful Semen Selection Strategies

by Taylor Leach, Bovine Veterinarian

Today’s dairy farmers aren’t just bringing milk, cheese, and butter to the table – they’re also bringing beef. And it’s adding some serious value to their operations.

With week-old beef-on-dairy calves fetching nearly \$1,000 in some parts of the country, prices are turning heads, and calves are turning profits, pushing producers

to prioritize their beef-on-dairy mating selections. And with crossbred calf prices through the roof, making the right beef semen selection has the potential to push those sky-high prices even higher.

Dr. Bob Weaber, professor and department head for the Eastern Kansas Research and Extension Center at Kansas State University, highlights three considerations every dairy farmer should keep in mind before selecting semen for their beef-on-dairy program:

1. Understand Industry Dynamics

As market conditions and consumer demands evolve, producers should align their beef-on-dairy mating programs with current and anticipated market needs. This alignment can be achieved by partnering with genetics consultants, utilizing specialized mating decision tools, and staying informed on industry trends.

“In the past, there has been limited knowledge of beef-on-dairy pairing criteria,” Weaber says. “Genetic companies saw the need for a better selection index to accommodate this production model. More research has been conducted to refine beef bull trait criteria, particularly for dairy cows, and create a beef-on-dairy sire directory and customized selection index.”

He recommends collaborating closely with your semen provider to understand what tools are available to make the most informed decisions possible.

2. Map It Out

Just like any breeding program, your beef-on-dairy mating decisions should align with big-picture goals of your farm.

“Consider the specific breeding objectives of your operation,” Weaber says. “Are the primary goals centered around maximizing milk production, ensuring high fertility rates, or perhaps both? Dairy semen is the preferred option if the aim is to maintain or enhance dairy-specific traits such as milk yield and production of replacement females. On the other hand, if the focus is on enhancing growth rates, feed efficiency, improving carcass quality, and aligning with market demands favoring beef characteristics, opting for beef semen is a more viable option.”

3. Evaluate Traits

When making mating decisions, producers will often turn their focus toward the traits certain sires possess. However, Weaber says it’s imperative not to overlook the valuable contributions of the dam. “Advancements in breeding practices have debunked the misconception that using beef semen adversely affects milk production,” he explains. “Producers no longer have to stick to the old rule of using beef semen only on their lowest-performing cows. Instead, they can customize their breeding plans and choose beef traits and bulls/breeds that excel in those areas which complement Holstein and Jersey genetic potential for marbling and consistency.”



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To optimize crossbred calves, producers should establish specific criteria for selecting dams before breeding a dairy animal with beef semen. Consider factors such as the number of calvings, genetic merit, production records, and genomic testing results. Sire traits to select for include frame size, muscling, ribeye area, and calving ease. This approach ensures that only the most suitable dams and sires are chosen for crossbreeding, ultimately maximizing the value of their beef-on-dairy program.

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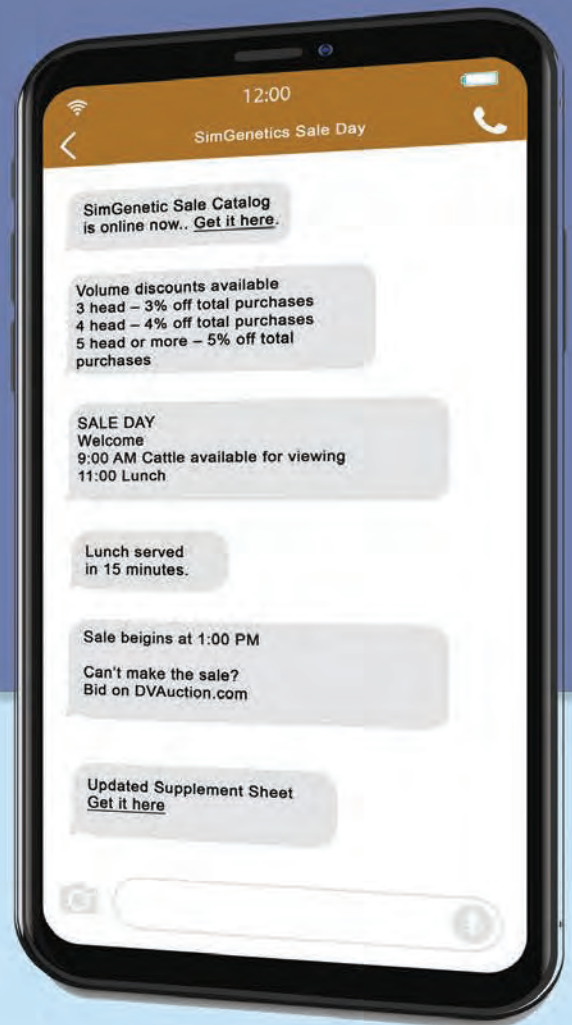
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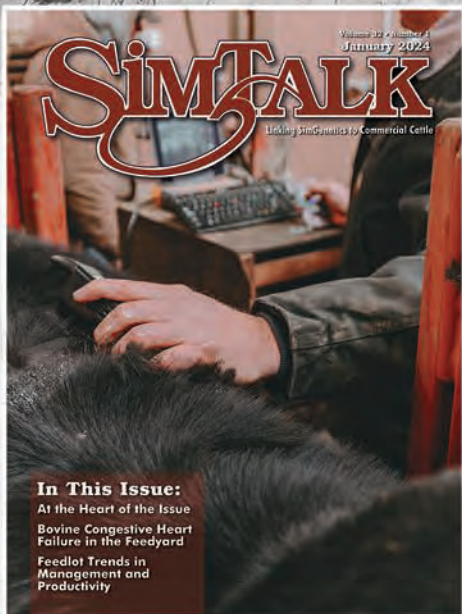


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nchesterfield@simmgene.com

Rebecca Price
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or call 406-587-2778



In This Issue:
At the Heart of the Issue
Bovine Congestive Heart
Failure in the Feedyard
Feedlot Trends in
Management and
Productivity

Ad Space Deadline: November 19
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Progress Through Performance Shows

Mark Your Calendars for 2024–2025 Major PTP Open Shows

Visit event websites for show schedules.

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www.americanroyal.com

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National Western Stock Show

January 2025

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This is the National SimGenetics Show for 2024-2025

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- ◆ Percentage Simbrah Female and Bull of the Year
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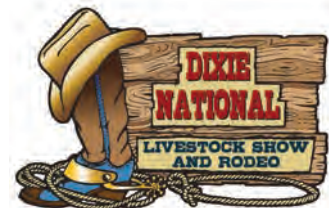
*If fewer than four animals earn points at multiple events, no winners will be recognized.
If fewer than three shows recognize a breed division, that division will be excluded.*

Qualifications

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

Additional information

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NOVEMBER

- 2 28th Annual Southern Showcase Sale — Rome, GA
- 2 Cason's Pride & Joy Elite Female Sale — Russell, IA
- 2 Irvine Ranch's 20th Annual Production Sale — Manhattan, KS
- 2 Missouri Simmental Association's "Fall Harvest" Sale — Springfield, MO
- 3 Triangle J Ranch's Female Sale — Miller, NE (pg. 82)
- 9 Gibbs Farms' 19th Annual Bull & Replacement Female Sale — Ranburne, AL (pg. 91)
- 13 Prickly Pear Simmental Ranch's Female Sale — Helena, MT (pg. 45)
- 15-17 Boyle Ranch's Red, White and Beautiful Fleckvieh Female Sale — www.auctions.boylerranchfleckvieh.com
- 16 Lazy C Diamond Ranch's Fall Sale — Kintyre, ND (pg. 27)
- 16 Next Step Cattle Co.'s Annual Sale — Livingston, AL (pg. 85)
- 16 The Select Sale — Louisville, KY
- 16 Strickland Cattle and Guest Simmental, SimAngus and Angus Bull and Female Sale — Glennville, GA (pg. 73)
- 18 Bichler Simmentals' 20th Annual Production Sale — Linton, ND (pg. 75)
- 22 The Event Vol. X — Pleasant Dale, NE
- 23 Great Lakes Beef Connection Female Sale — Clare, MI (pg. 55)
- 23 Stanley Martins Farms' Fleckvieh Female Sale — Decorah, IA (pg. 4)
- 30 Clear Springs Cattle Company's Mature Cowherd and Red Dispersal — Starbuck, MN (pgs. 18-19)
- 30 Nolan and Bagby Performance Cattle's Breeding For the Future Bull and Female Sale — Rockfield, KY (pg. 86)
- 30 Trennepohl Farms' Right By Design Sale — Middletown, IN

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- 6 Yardley Cattle Company's Focus on the Female Sale — Beaver, UT (pg. 5)
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- 18 Cow Camp Ranch's Annual Spring Bull Sale — Lost Springs, KS (pgs. 7, 81)
- 21 Cattle Connect at Franzen Simmentals — Leigh, NE
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- 24 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pgs. 43, 82)
- 25 J&C Simmentals' Annual Bull Sale — Arlington, NE (pg. 82)
- 26 Triangle J Ranch's Bull Sale — Miller, NE (pg. 82)
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- 1 Springer Simmental's Sale of Value Based Genetics — Decorah, IA
- 1 Stockmen's Source Bull Sale — Wellfleet, NE
- 3 44th Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT (IBC)
- 3 Bell Simmentals' 9th Annual Bull and Female Sale — Fordville, ND (pg. 63)
- 4 Koeplin's Black Simmental's 37th Annual Bull Sale — Mandan, ND
- 4 Little Bitterroot Ranch and Laird Simmental's Joint Sale — Ramsay, MT (pgs. 2, 81)
- 5 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT
- 6 Stavick Simmental's Annual Sale — Veblen, SD (pgs. 39, 83)
- 7 Kunkel Simmentals' Annual Production Sale — New Salem, ND
- 7 Silver Dollar Simmentals' 1st Annual Production Sale — Rubgy, ND
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- 8 Kenner Simmentals' 29th Annual Production Sale — Leeds, ND
- 8 Rydeen Farms 27th Annual "Vision" Sale — Clearbrook, MN (pgs. 37, 81)
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- 10 Nelson Livestock Company's Annual Sale — Wibaux, MT (pg. 81)
- 10 Prickly Pear Simmental Ranch's Bull Sale — Helena, MT

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NEXT STEP Cattle Co.

12TH ANNUAL SALE

12:00 NOON **NOVEMBER 16, 2024** LIVINGSTON, AL

80 SIMMENTAL AND SIMANGUS LONG-YEARLING AND AGE-ADVANTAGED BULLS



L801 ASA# 4321322 1/2 SM 1/2 AN
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CE	YW	MARB	RE	SAPI	STI
14.5	163.1	1.06	1.02	179.9	111.9



L950 ASA# 4334767 1/2 SM 1/2 AN
HOOK`S GALILEO 210G son

CE	YW	MARB	RE	SAPI	STI
14.7	142.4	0.81	0.72	170.1	101.3



L915 ASA# 4334806 PB AN
HPCA VERACIOUS son

CE	YW	MARB	RE	SAPI	STI
14.0	171.7	1.17	1.14	150.9	103.3



L810 ASA# 4321349 1/2 SM 1/2 AN
CLRS GUARDIAN 317G son

CE	YW	MARB	RE	SAPI	STI
14.5	132.9	0.69	0.72	164.6	95.8



L434 ASA# 4326284 1/2 SM 1/2 AN
REDHILL TRITON NS W2 20G son

CE	YW	MARB	RE	SAPI	STI
8.9	153.3	0.60	0.81	144.3	97.2



3001 ASA# 4227466 PB AN
EXAR STOCK FUND 9097B son

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- 11 Edge of the West Production Sale — Mandan, ND (pg. 82)
- 11 Werning Cattle Company's 44th Annual Production Sale — Emery, SD
- 12 Jackpot Cattle Co.'s Annual Private Treaty Bull and Heifer Sale — Miller, SD (pg. 83)
- 12 Traxinger Simmental's Annual Bull Sale — Houghton, SD
- 13 Lassel Ranch Simmentals' 32nd Annual Bull Sale — Glendive, MT
- 14 10th Annual MODOC Bull Sale — Alturas, CA
- 14 Bred For Balance — Starbuck, MN (pgs. 18-19, 81)
- 14 TNT Simmentals' 40th Annual "Carrying On" the Explosive Difference Sale — Lehr, ND (pg. 82)
- 15 Flittie Simmental/Schnabel Ranch Simmentals/Lazy J Bar Ranch's Joint Production Sale — Aberdeen, SD
- 15 Rhodes Angus Open House Bull Sale — Carlinville, IL
- 15 Yon Family Farms' Spring and Bull and Female Sale — Ridge Spring, SC
- 16 K-LER Cattle's Annual Production Sale — Saint Charles, MN
- 16 Trauernicht Simmentals' Nebraska Platinum Standard Bull Sale — Beatrice, NE
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- 20 Illinois Performance Tested Bull Sale — Springfield, IL
- 20 Wilkinson Farms' Breeding for the Future Sale — C-B Sale Facility
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- 21 Multi-Breed Simmental Sale — Springfield, IL
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- 1 Powerline Genetics' PAP-Tested Bull Sale — Castle Dale, UT (pg. 65)
- 1 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (pg. 83)
- 2 Illini Elite Spring Bull and Female Sale — Shelbyville, IL
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- 15 CO Select Bull Sale — Fort Collins, CO (pg. 80)
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- 15 OSA's Eastern Spring Classic Sale — Columbus, OH
- 15 Powerline Genetics' March Edition Bull Sale — Arapahoe, NE (pg. 65)
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- 21 Black Summit Break Out Bull Sale — Powell, WY (pg. 51)
- 22 The Clear Choice Bull Sale — Milan, IN (pg. 80)
- 22 Lechleiter 35th Annual Bull Sale — Loma, CO (pg. 80)
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- 5 Big Country Genetics Bull Sale — Cody, WY
- 5 McDonald Farms' Annual "Pick of the Pen" Bull Sale — Blacksburg, VA
- 5 Belles and Bulls of the Bluegrass — Lexington, KY
- 5 The Gathering at Shoal Creek — Excelsior Springs, MO
- 19 RS&T Simmentals' Performance and Pounds Bull Sale — Butler, MO
- 25 Crosshair Simmental's Production Sale — Napoleon, ND
- 26 Classic Farms' 6th Annual Spring Fever Sale — Weston, WV
- 26 The Clear Choice Customer Sale — Milan, IN (pg. 80)
- 26 Cow Camp Ranch's Spring Turn-Out Sale — Lost Springs, KS (pg. 81)

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14	109	181	17	1.14	1.09	196	120



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CE	WW	YW	STAY	MARB	RE	SAPI	STI
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3300L ASA# 4284502 SIMANGUS
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CE	WW	YW	STAY	MARB	RE	SAPI	STI
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3392L ASA# 4284395 SIMANGUS
 GIBBS HIGH RIDGE 0226H x GIBBS 7124E STONEWALL

CE	WW	YW	STAY	MARB	RE	SAPI	STI
14	83	144	14	0.76	0.58	160	95



3L11 ASA# 4284871 PB SM
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CE	WW	YW	STAY	MARB	RE	SAPI	STI
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17.4	-4.2	75.3	121.2	0.29	10.2	22.2	59.9	17.1	12.8	35.7	-0.2	0.74	-0.006	0.93	172.8	95
10%	4%	55%	45%	35%	10%	65%	60%	25%	45%	45%	60%	10%	90%	15%	4%	10%

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