

the Register

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Golden Book Awards 2025

Two longtime breeders are recognized with the Association's highest honor. *Page 12*

Erroll & Gayle Cook
Walsh, Colorado



Darrell Stiles
Cushing, Oklahoma



2025 Annual ASA

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Inside**

Inside

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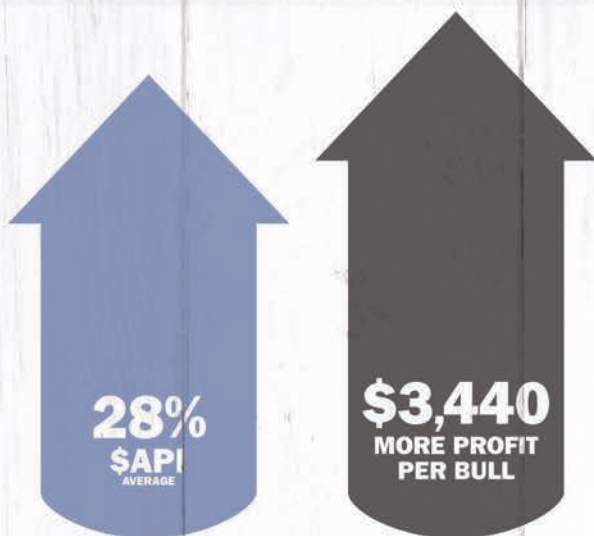
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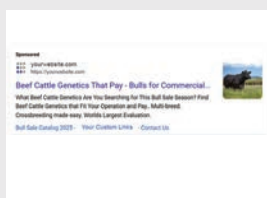
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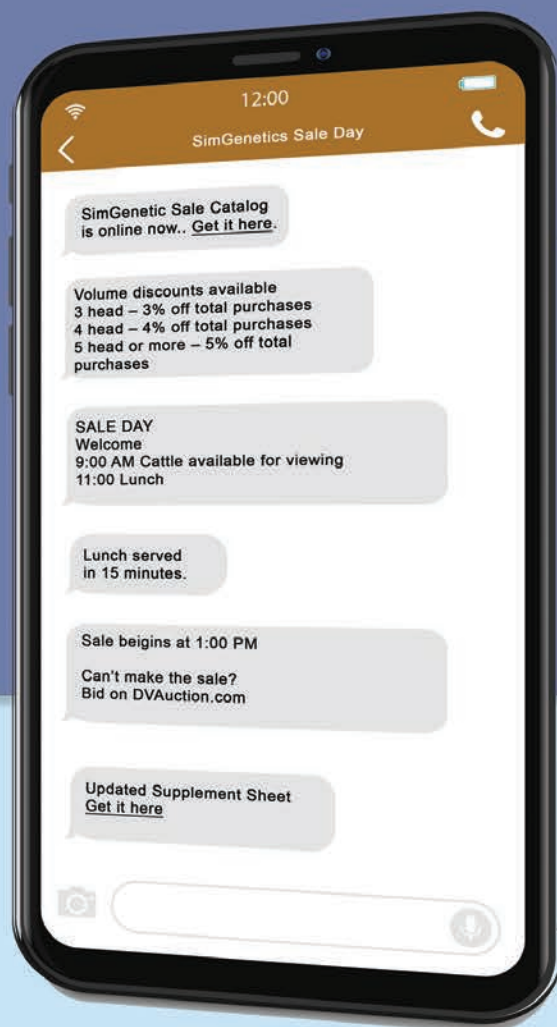
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1. What is the specialized type of muscle found in the wall of the heart?
2. Name the six basic nutrients.
3. External fat on a beef carcass is also known by what term?
4. Pairs of genes that occupy the same loci on the chromosome are known by what term?
5. What is the one-word term for "chewing of food"?
6. An animal whose front knees bend forward is described by what term?
7. What is the name of the global trade organization that arbitrates trade disputes between countries?
8. If two heterozygous polled animals are mated, what percentage of their offspring would you expect to be polled?
9. Plant-eating animals are categorized by what scientific classification?
10. A test that evaluates a bull's ability to breed cows naturally is known by what name? ■

Answers:

1. Cardiac; 2. Water, carbohydrates, minerals, fats, proteins, and vitamins; 3. Fat cover; 4. Alleles; 5. Mastitation; 6. Buck-kneed; 7. World Trade Organization; 8. 75%; 9. Herbivorous; 10. Serving capacity test.

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Erroll and Gayle Cook,
and Darrell Stiles are the 2025
Golden Book Award recipients.

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by Dr. Jon DeClerck, incoming Executive Vice President

As I prepare to step into the role of Executive Vice President of the American Simmental Association (ASA) on July 1, I'm filled with gratitude, excitement, and a deep sense of purpose. This transition period, working alongside ASA's retiring EVP Dr. Wade Shafer and COO/CFO Linda Kesler, has been a masterclass in leadership and dedication. Wade and Linda have been the backbone of the ASA for years, steering our organization through challenges and opportunities with wisdom and grit. Their contributions to ASA and the cattle industry are immense, and we owe them a profound debt of gratitude. Wade's strategic vision and Linda's operational expertise have elevated Simmental's prominence, and their willingness to serve as consultants post-retirement ensures their legacy will continue to guide us. I've gained invaluable insights from their ability to balance innovation with tradition, and I'm honored to build on their foundation.

A key factor that drew me to this role is ASA's unwavering commitment to scientific principles and its focus on prioritizing the cattle industry's needs. Our core values and mission statement are unique, and they've been instrumental in driving the remarkable success of SimGenetics. This strong foundation

positions ASA for continued growth as innovation accelerates, and I'm excited to be part of an organization so deeply rooted in purpose and progress.

That same commitment is clearly reflected in the people behind the mission. Working with ASA's incredible staff has been one of the most rewarding parts of this transition. This team is a powerhouse of talent — executing at a high level and living out our shared commitment to advancing the industry and serving producers. Their professionalism and passion make it easy to see why ASA is a leader in genetic evaluation, youth development, and breed advancement. I'm truly thrilled to collaborate with them as we chart ASA's next chapter.

I've also had the privilege of leading the planning for Fall Focus 2025, ASA's flagship educational event. It's shaping up to be a great opportunity — not only to connect with many of you in person — but to dive into a timely and complex topic: the cattle industry's paradox. On the one hand, moderate-framed cows have proven to be efficient, sustainable, and well-suited for many production environments. On the other hand, feedlots and packers are increasingly pushing for larger, heavier cattle to meet consumer demand for more beef. This issue sits at the intersection of two areas I'm passionate about — science and economics — and has significant implications for the future of our industry. Simmental genetics have already shown the ability to bridge this gap, offering both brood cow efficiency and feedlot performance. But as leaders and innovators, we have the opportunity to go even further. At Fall Focus, we'll explore the genetic tools and management strategies that can help close this divide — and I look forward to the conversations that will emerge about using our cattle to drive long-term profitability.


Stepping into the EVP role is the culmination of a lifelong dream. I've been immersed in the cattle industry all my life — working on ranches, conducting research, and gaining experience across different regions and sectors of the beef business. Throughout every stage of my career, one constant has been the standout performance, adaptability, and quality of Simmental cattle. Their impact on commercial and seedstock operations alike is nothing short of staggering, and I'm deeply honored to serve our membership by leading an association that has been instrumental in the remarkable success and continued evolution of SimGenetics. It's been a pleasure meeting many of you at events, shows, and sales — your passion for the breed is truly inspiring. I'm looking forward to connecting with even more of you, as your insights and experiences are the driving force behind the Association's success.

My goal is to expand the reach of Simmental genetics. We have a powerful story to tell of cattle that combine efficiency, growth, and market relevance. I'm committed to helping producers amplify this story through data-driven tools, innovative marketing, and partnerships that showcase Simmental's value.


This is an exciting time for ASA. With Wade and Linda's guidance, a talented staff, and a passionate membership, we're poised to accelerate our momentum. Thank you for your support. I'm honored to serve you and look forward to working together to advance the Simmental breed. See you at Fall Focus! ■

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by Troy Marple, North Central Region

What a start to a great 2025. As we approach the halfway point of the year we are experiencing record highs in nearly every sector of the cattle industry. The spring sale season was amazing with increasing demand for SimGenetics. We have seen an increased acceptance of SimGenetics at nearly every level as well

— whether you are selling seedstock to commercial producers or show stock, Simmental cattle are in high demand.

Hopefully, spring calving season is either over or winding down for most of you, and the breeding season is in full force. As the grass greens up, we look forward to getting them sent out to pasture and the bulls turned out so we can settle into summer.

As we head for the summer months, I would encourage you to take part in some awesome activities that the Association is putting on. The SimGenetics Training for Young Leaders and Entrepreneurs (STYLE) program will be held in Bozeman, Montana, from June 23–25. This program has received rave reviews from those who have participated, and I would encourage you to give it a try in the future. On July 6–12 we are hosting the AJSA National Classic in Madison, Wisconsin. There will be an amazing set of cattle and an even better set of youth taking part. After that, please join us August 22–26 in Columbia, Missouri, for the annual Fall Focus, which will be co-hosted by the Missouri Simmental Association. This event will be jam-packed with useful

information about all things Simmental, issues that our beef industry is dealing with, and time for fun and networking.

As you read this, we are at the end of an era at the ASA. Effective June 30, Dr. Wade Shafer retired as the EVP. I'm not sure there are words out there that can describe what Wade has meant to the Simmental breed and the cattle industry over his career at ASA. He has helped position our breed as one of the most popular and most commercially acceptable in the industry. Over his career, we have watched our market share grow, and he was instrumental in developing what is known today as International Genetic Solutions (IGS) — the largest genetic evaluation in the beef industry. I know it isn't enough, but we all owe Wade a big "Thank You" for his dedication, leadership, and incredible vision he has provided as the EVP of ASA.

We started a new chapter as Dr. Jon DeClerck took over on July 1. I believe he knows he has some big shoes to fill, but I know he is up to the challenge. It will be exciting to see where he can lead us in the future. If you haven't had a chance to meet or talk to Jon, I encourage you to reach out and say hi and get to know him. He has a passion and a desire that is overwhelming for all things Simmental and the cattle industry. In closing, I hope the ponds are full, the streams are running, and the grass is green. I hope your calves will gain well and let's all cross our fingers and hope that summer and fall are as good or better than spring was. If there is anything I can do for you as your voice in Bozeman don't hesitate to reach out. ■

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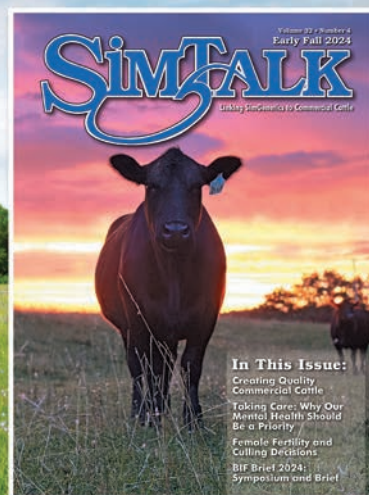
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Deadline September 17



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2025 Golden Book Awards

by Lilly Platts

The World Simmental-Fleckvieh Federation (WSFF) Golden Book Award recognizes individuals and organizations that have made significant contributions to the development of the Simmental/Simbrah breeds. Two longtime Simmental breeders have received the Association's highest honor.

Erroll and Gayle Cook, Walsh, Colorado



Erroll and Gayle Cook.

Erroll and Gayle Cook were instrumental in the establishment and growth of the Simmental breed in Colorado. Their highly respected seedstock operation, Bridle Bit Simmentals, continues to produce SimGenetics seedstock for commercial and registered breeders.

Erroll and Gayle Cook were early breeders of Simmental cattle in Colorado with ASA number 4086, issued in 1974. Erroll was manager of Achilles Cattle Company. He also managed the Artificial Insemination company from the Colorado State University (CSU) Bull Stud, collecting some of the very early Simmental bulls, including Parisien, Galant, and LaCombe Achilles.

The Cooks were instrumental in the formation of the Colorado Simmental Association (CSA), with Gayle serving as the association's secretary/treasurer for many years. Erroll served on the CSA board, with several terms as president. Erroll and Gayle were also active in getting the Simmental breed into the National Western Stock Show as a breed show and sale, which was no small feat in the early 1970s. In thanks for their dedication, they were offered an exclusive CSA Honorary Lifetime Membership.

Erroll and Gayle raised three sons, Brent, Chad, and Brad, while establishing a renowned herd of Simmental cattle known for the single brand, Bridle Bit. Their cattle were shown nationally, and excelled in the AJSA programs for their sons. Their program eventually evolved into a nationally known herd of performance cattle.

In 1986, the Cooks moved from northern Colorado back to Walsh, Erroll's hometown. Both the family and their cow herd moved south so Erroll could take over the family fuel business. There, they established Bridle Bit Simmental as it is known today. Bridle Bit Simmental has been recognized for their pioneering efforts many times, including the CSA Breeder of the Year in 2024, and five times as the Colorado State Fair Premier Breeder and Exhibitor. Erroll and Gayle also were recognized with CSA's Pioneer Award. Erroll himself was recognized in 2006 as the CSA Seedstock Producer of the Year, with the ranch recognized for the same honor in 2021, highlighting their continued improvements over the decades.

Bridle Bit is an ASA Performance Advocate herd and focuses on complete data and records to help improve their herd and the Simmental breed. They use embryo transfer to preserve genetics from their top-producing females.

Their sale bulls are being developed using a C-Lock intake system to gain additional feed efficiency data. They have sold bulls through their All-Terrain Bull Sale into AI studs, and also have a dedicated base of commercial customers.



The second and third generations of the Cook family are the driving forces in their ranch operations today, but Erroll remains at the helm. He serves as host at the family's annual cattle sale, the tagger of new calves, and is a fixture in their fuel business and at community events.

In addition to ranching, the family also owns and operates Cook Oil, which provides fuel products to producers in the very southeast corner of Colorado, as well as into neighboring Kansas. They have branched out that business to become a PowerSport dealer, receiving a district award from that ATV company.

Gayle passed away in March of 2011, and Erroll later married Peggy. The entire Cook family has contributed to the breed in Colorado and beyond, with Erroll and Gayle's legacy being carried on at Bridle Bit Simmentals.

(Continued on page 14)



*Above left: Erroll and Gayle at the 1988 Colorado State Fair.
Above: The second and third generations of the Cook family are the driving forces in ranch operations today, but Erroll remains at the helm.
Below, L-R: Rachel, Pearl (dog), Erroll, Austin and Chad Cook with the CSA Breeder of the Year award.*



2025 Golden Book Awards

(Continued from page 13)

Darrell Stiles, Cushing, Oklahoma



Darrell Stiles is a pioneer of the Simmental breed. Growing up on his family's dairy operation, he took an early interest in cattle and breeding and became one of the first Artificial Insemination technicians and teachers in the country. This work brought the Simmental breed into his life and led to the formation of DarBill Simmentals. Darrell has had a storied career in the industry, and today his grandchildren, who affectionately call him "Papa Darrell," are continuing the family legacy.

*Front, L-R: Billie Stiles, Briar Burden, Darrell Stiles, and Holden Burden.
Back, L-R: Kayla Burden, LaMecia Stidham, Colt Burden, Lyndsie Cook, and Nancy Chipukites.*

Darrell grew up on his family's dairy operation, competing in dairy judging through high school. He had many successes, which inspired him to pursue an education in Dairy Sciences at Oklahoma State University (OSU). Shortly after graduating in the early 1960s, Darrell worked as a field man with Kansas State University's Kansas Artificial Breeding Service Unit (KABSU). Artificial insemination (AI) was bringing new genetic advancements to the cattle industry, and he was on the first team of instructors to train farmers and ranchers how to AI their own cows.

In Kansas, Stiles embarked on an exciting venture with three friends and colleagues from KABSU (Ancel Armstrong, Charles Michaels, and Dennis Wells) to create Sunflower Simmentals. The group bought semen on two of the first four bulls imported into the United States: Fern and Capitan. The two bulls were owned by all of the co-op bull studs, which KABSU was a part of and the two Sunflower used. Bismark and Parisien were also imported to the US during this time.

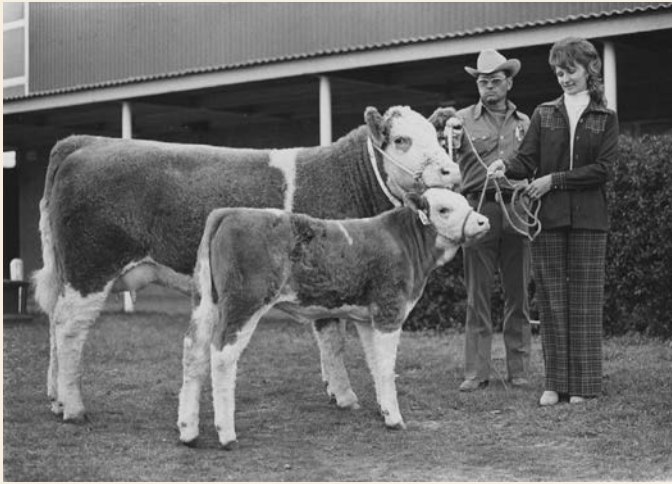
The group worked with cooperator herds to breed cows and purchase the heifer calves at a nickel above market price. In the summer of 1969, during those first pregnancies, Stiles returned to his family's Centennial farm, Cabin Creek Farms, in Cushing, Oklahoma. In the spring of 1970, he and his wife, Billie, received their first

ten weaned halfblood Simmental heifers from their partnership with Sunflower Simmentals, which started their own Simmental herd.

These females were later bred to bulls like Galant and Extra. With calves to register, Darrell joined the American Simmental Association with membership number 1638; this number would have easily fallen in the first 100 if he had joined when he first became involved with the breed, but he waited until there were calves to register.

Stiles bred some of the first black Simmentals through his upgrade program, which utilized grade Holstein cows from the family dairy. The larger breed had started transitioning to black at the time, and Darrell raised two very well-known and used sires, DarBill U Bad and DarBill Bad Monday. He also raised both the sire and dam of Bad Monday, which was one of the first black Simmental bulls to win multiple national shows. In the following years, Darrell continued to breed animals that were considerably productive in and out of the show ring, including a black heifer that won the AJSA National Classic in 1994.

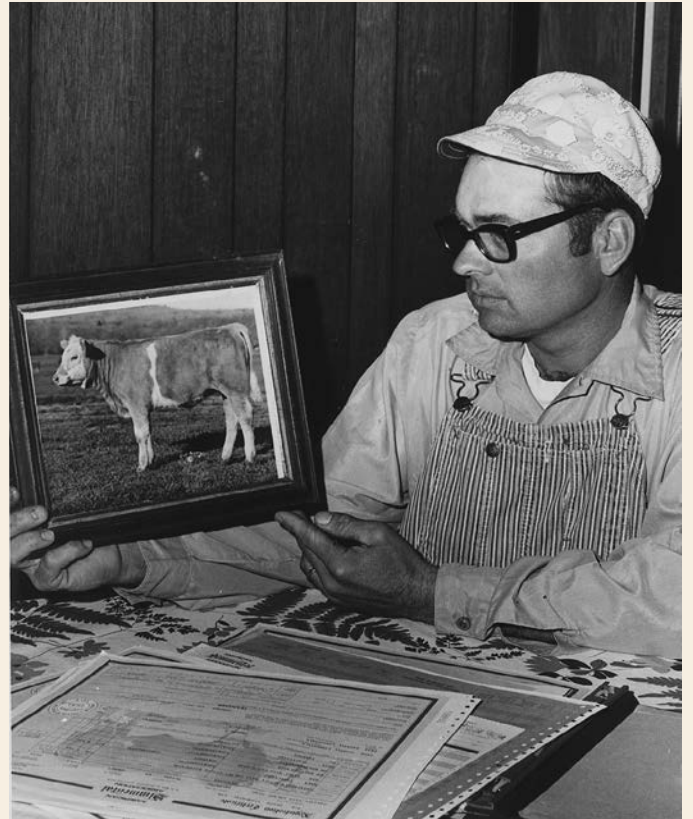
Darrell was a founding member of the Oklahoma Simmental Association, serving many years on its board of directors. He has provided years of leadership to the agricultural community of Payne County, Oklahoma. Darrell has also been chairman of the county fair board



for many years, and continues to serve on the county cattle producers' board as well as the county conservation board.

The drought of 2011–2012 caused Darrell to nearly wipe out his registered Simmental herd. Fortunately, his grandson, Colt, is rebuilding the Simmental herd for his sons, Briar and Holden Burden. Now in his mid-80s, Darrell did all of the AI work for their herd until recently, and has now trained Colt. Darrell inspired a love and appreciation of Simmental cattle and agriculture in every generation that has come after him and made a lasting impact on the entire breed and industry.

(Continued on page 16)



Above left: Darrell and Billie with a SimGenetics pair they sold in Oklahoma at the Simmental Classic on December 8, 1973.

The pair sold to AgroFarms for \$23,000.

Above: Darrell in the early years talking to a newspaper writer about the Simmental breed.

Below: DarBill Bad Monday at the North American International Livestock Show in 1992.



2025 Golden Book Awards

(Continued from page 15)

Golden Book Award Recipients 1982 to Present

Jerry Moore, '82, Canton, OH
Dr. Horst Leipold, '82, Manhattan, KS
Dr. Harry Furgeson, '82, Anaconda, MT
Don Vaniman, '85, Bozeman, MT
Dr. Ray Woodward, '86, Miles City, MT
Lou Chesnut, '86, Spokane, WA
Jess Kilgore, '87, Three Forks, MT
Arnold Brothers, '87, McIntosh, SD
Rob Brown, '88, Throckmorton, TX
Bob Dickinson, '88, Gorham, KS
Tom Abell, '89, Wharton, TX
Ron Baker, '89, Hermiston, OR
Albert West, III, '90, San Antonio, TX
Miles Davies, '92, Deer Trail, CO
Henry Fields, '92, Claude, TX
Dr. Earl Peterson, '92, Littleton, CO
Colville Jackson, '92, Gloster, MS
Ancel Armstrong, '93, Manhattan, KS
Javier Villarreal, '94, Acuna Coah, Mexico
Dr. Harlan Ritchie, '94, East Lansing, MI
Bud Wentz, '94, Olmito, TX
Kay Thayer, '95, Bozeman, MT
Walt Browarny, '95, Calgary, AB
Steve McGuire, '96, Bozeman, MT
H.W. Fausset, '96, Worland, WY
Hugh Karsteter, '97, Cushing, OK
Nina Lundgren, '97, Eltopia, WA
Don Burnham, '99, Helena, MT
Dr. Bob Schalles, '99, Manhattan, KS
Tom Risinger, '99, Crockett, TX
Bill Spiry, '00, Britton, SD
Bob Christensen, '00, Malvern, IA
Kay Klompier, '01, Bozeman, MT
Robert Haralson, '01, Adkins, AR
Dr. John Pollak, '02, Ithaca, NY
Dr. Dick Quaas, '02, Ithaca, NY
Dr. Jerry Lipsey, '03, Bozeman, MT
Marty Ropp, '03, Bozeman, MT
Jim Taylor, '03, Wallace, KS
Dr. Joe & Mary Prud'homme, '04, Tyler, TX
Dr. Bob Walton, '05, DeForest, WI
Sam Smith, '05, Prague, OK
Emmons Ranch, '05, Olive, MT
Hudson Pines Farms, '06, Sleepy Hollow, NY
Dan Rieder, '06, Bozeman, MT
Silver Towne Farms, '07, Winchester, IN
Gateway Simmental, '07, Lewistown, MT
Dr. Larry Cundiff, '07, Clay Center, NE

Reese Richman, '08, Tooele, UT
Clifford "Bud" Sloan, '08, Hamilton, MO
Sally Buxkemper, '09, Ballinger, TX
Nichols Farms, '09, Bridgewater, IA
Triple C Farms, '09, Maple Plain, MN
Linda Kesler, '10, Bozeman, MT
Stuart Land & Cattle, '10, Rosedale, VA
Powder Creek Simmentals, '10, Molena, GA
Tom Clark, '11, Wytheville, VA
Harrell Watts, '11, Sardis, AL
Frank Bell, '12, Burlington, NC
John Christensen, '12, Wessington, SD
Bob Finch, '12, Ames, IA
Willie Altenburg, '13, Fort Collins, CO
Tommy Brown, '13, Clanton, AL
Roger Kenner, '13, Leeds, ND
Dr. Michael Dikeman, '14, Manhattan, KS
Val & Lori Eberspacher, '14, Marshall, MN
Hounshell Farms, '14, Wytheville, VA
Verlouis Forster, '15, Smithfield, NE
Jennie Rucker, '15, Hamptonville, NC
Dr. Mike Tess, '15, Bozeman, MT
Bill Couch, '16, Owensville, IN
Billy Moss, '16, McCormick, SC
Pine Ridge Ranch, '17, Dallas & Athens, TX
Dr. Calvin Drake, '17, Manhattan, KS
Jim Berry, '17, Scales Mound, IL
Reflected R Ranch, '18, Sugar City, CO
Swain Select Simmental, '18, Louisville, KY
J.W. Brune, '19, Overbrook, KS
Doug Parke, '20, Paris, KY
Bob Volk, '20, Arlington, NE
Gordon Hodges, '21, Hamptonville, NC
Steve Reimer, '21, Chamberlain, SD
Fred Schuetze, '21, Granbury, TX
Tom Hook, '21, Tracy, MN
Kevin Thompson, '21, Almont, ND
Parke & Nina Vehslage, '21, Brownstown, IN
Scott Riddle, '22, Hubbard, TX
Wade Shafer, PhD, '22, Bozeman, MT
Gib Yardley, '22, Beaver, UT
Hart Simmentals, '23, Frederick, SD
Neil Martin, '23, Lyles, TN
Cynthia Conner, '23, Bozeman, MT
Jim Largess, '23, Bozeman, MT
Cow Camp Ranch, '24, Lost Springs, KS
Dr. Henry Allen, '24, Versailles, KY ■



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The screenshot shows an eBlast advertisement for the Eichacker Simmentals' Annual Production Sale. At the top, the 'ES EICHACKER SIMMENTALS' logo is displayed. The main text reads: 'Eichacker Simmentals' Annual Production Sale Friday, March 7, 2025, Salem, SD - 1pm'. Below this, it says 'Selling 100 Simmental & SimAngus™ Bulls; 33 Angus Bulls' and 'Simmental Females with most having calves at side'. A link 'Click here for more information' is provided. The central part of the ad features a grid of 12 photographs of various cattle, each with a label. The labels include: 'ES M04F-1 FSIM', 'ES MK69 FSIM', 'ES MH129-4 FSIM', 'ES MK11 FSIM', 'ES MG11 FSIM', 'JK 452 FSIM', 'ES MJ129-2 FSIM', 'ES MJ143 FSIM', 'ES L150 FSIM', 'ES L120 FSIM', 'ES L96 FSIM', and 'JK 487 FSIM'. Each label also includes a brief description of the animal's lineage and characteristics. At the bottom left, it says 'Selling 170 Head! 730+ Bulls & 40 Pairs & Bred Females - Simmental, SimAngus™, Sim/Red Angus, and Angus'. The bottom right corner features the 'Eichacker Simmentals' logo, contact information for Steve & Cathy Eichacker, and the 'DVAuction' logo.

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Eichacker Simmentals' Annual Production Sale
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BRED TO FULL BROTHER'S MATE

ES MH129-4 FSIM
LEON RESERVE 2100 X HORN'S BECKON
BRED TO FULL BROTHER'S MATE

ES MK11 FSIM
HORN'S BECKON 2100 X HORN'S BECKON
BRED TO FULL BROTHER'S MATE

ES MG11 FSIM
WILL FULL HORN'S MATE X
GIRL MATE'S MATE

JK 452 FSIM
WILL FULL HORN'S MATE X
GIRL MATE'S MATE

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LEON RESERVE 2100 X HORN'S BECKON
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ES MJ143 FSIM
HORN'S BECKON 2100 X HORN'S BECKON
BRED TO FULL BROTHER'S MATE

ES L150 FSIM
WILL FULL HORN'S MATE X
GIRL MATE'S MATE

ES L120 FSIM
WILL FULL HORN'S MATE X
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2025 Lifetime Promoter Awards

by Chloe Tolar

Started in 2019, the Lifetime Promoter Award recognizes those who make significant contributions to the Simmental breed. Recipients of this distinguished award are selected based on major contributions to the promotion and advancement of SimGenetics and the American Simmental Association.

Terry Burks, Scottsville, Kentucky

Terry Burks has been an active, involved, and longtime member of the Simmental community. His passion extends from livestock judging to pouring into the young people involved in the industry. Terry and his wife Alice live in Scottsville, Kentucky.



Terry and his wife Alice.

Terry Burks is a respected and revered member of the livestock industry. He was a member of the American Junior Simmental Association (AJSA) from the beginning until he aged out in the early 1980s, serving on the AJSA Board. Terry Burks shares, "It is a blessing to put passion into action," and he has stayed true to his word.

Terry grew up in Glasgow, Kentucky, where he started showing Simmental cattle in the mid-1970s. He was active and extremely competitive, winning many of the contests and still holding the record in some. Terry was always pleased showing his own heifers despite being offered to show for or borrow from others. He started judging through 4-H and later was part of the Kentucky 4-H Gold team in 1979. In 1986, Terry was a member of the Western Kentucky University Collegiate Livestock Judging team, finishing as either high individual or second place overall in most contests. The beginning of his judging career was only a small tell of his future ahead. After completing his education, Terry worked for a number of Simmental operations across the country including Wayward Hill Farms,

Swain Select Simmentals, K.O. Cattle Company, Silver Towne Farms, WW Cattle Company, and Breck Ellison Farm.

Terry has judged over 1,300 junior and open shows in 43 states. Judging the AJSA National Classic, the Eastern Regional Simmental Show, the Simmental Breeders Sweepstakes Junior Show, all the Texas majors, the American Royal, the North American International, The Cow Place, The Great Western, the National Western, the Oklahoma Youth Expo, the Dixie National and numerous other National and Junior National beef cattle shows are just a few highlights. Terry is a certified judge in multiple species, along with an endorsement from several beef cattle, meat goat, and sheep associations. Terry is well known, and some have called him "the best judge of all four-legged and some two-legged animals."



Terry has judged over 1,300 junior and open shows in 43 states.

Terry is a regular promoter of the Simmental breed's early years of history and was recognized with honorary membership in the Fullblood Simmental Fleckvieh Federation. "He's a walking encyclopedia of our breed's past genetics and routinely stumps many on who and what those animals were," says ASA Trustee Greg Walthall.

For those who follow his Facebook, Terry makes daily promotional and education posts for the Simmental breed. He adds pictures of winners, their pedigree, and history. Terry is passionate about investing in juniors involved in livestock and thanks his mentor Warren Beeler for his insight. Terry has made a massive impact on many lives across the country, and it is clear that he has a large passion for judging, livestock, and the young people involved.

Warren Garrett, Comanche, Texas

Warren Garrett has had a lasting impact on the Simmental and Simbrah breeds. His time working with the Texas Simmental-Simbrah Association brought tremendous growth and impact.



Warren Garrett.

Warren Garrett has been instrumental in promoting the Simmental breed in Texas and beyond. His work at the Texas Simmental Simbrah Association (TSSA) left a lasting, positive impact on the state organization, and the state's youth have also benefited greatly from Warren's continued involvement. The Texas cattleman also worked for the American Simmental Association as a fieldman, and was instrumental in the development of ASA's long-time publications, *the Register* and *SimTalk*, as well as Simbrah International.

His efforts for improvement and growth of the TSSA are still visible today. While working with the TSSA, sale numbers, membership, and promotion grew. The state's SimGenetics breeders saw record-high sale attendance and prices. In the 1980s Warren served as the TSSA Executive Vice President while Texas was one of the largest in ASA registrations, helping grow the organization and the breed throughout the state. Through advertisement in monthly beef publications, mailing promotional material, setting up a booth at stock shows, sponsoring shows and sales, field days, hosting a yearly convention, and having a presence at numerous beef industry events, Warren and

his team at the TSSA left no stone unturned in their efforts to promote the Simmental breed.

Warren is very knowledgeable of the Simmental breed and is frequently called on for guidance. He has assisted many members of the breed with encouragement during his time in the industry. ASA Trustee Troy Marple describes Warren as "a man of integrity who is well respected by new and old breeders."



Warren (right) speaking with Tom Risinger.

In his work as a fieldman for ASA, Warren promoted SimGenetics through *SimTalk* and *the Register*. He attended shows, sales, and other breeder gatherings primarily in Texas, Oklahoma, Kansas, Arkansas, and Louisiana, and would travel beyond his region when needed, visiting most of the continental United States, as well as Canada and Mexico.

The Texas Junior Simmental Simbrah Association (TJSSA) has been the recipient of Warren's help and knowledge countless times, and he was named as one of the TSSA's Families and Supporter of the Year in 2000, and the TJSSA Friend of the Year in 2005. He served on the TJSSA scholarship committee for many years as well.

After his work with ASA ended in 2005, Warren continued his work with the breed through sale consultation, cattle photography and videography, advertising, and private treaty sales. He is well known for his ability to capture an animal's best features through the lens.

Warren's dedication to the Simmental breed has had a lasting impact on countless breeders, members, and youth in Texas and beyond. Warren's knowledge of promotion and advertising was invaluable both to ASA and the TSSA, and his work today continues to promote SimGenetics throughout the country.

Previous Award Recipients

- 2019** Ron Miller, Plattsmouth, Nebraska
- 2020** Carlos and Sister Guerra, La Muñeca Cattle Company, Linn, Texas
- 2021** Larry Martin, Clinton, Illinois

- 2021** Keith "Sundance" Ruff, Pleasant Hill, Illinois
- 2022** Kansas State University
Department of Animal Science and Industry
- 2023** Pearl Walthall, Windsor, Missouri
- 2024** Pam Haley, West Salem, Ohio ■

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A Champion of Cattle Genetics

by Dan Rieder

Dr. Wade Shafer, who has served as ASA's Executive Vice President since 2013, is stepping into a new chapter in retirement.



Shafer has served as ASA's EVP for 12 years.

Always Simmental

Dr. Wade Shafer has spent the majority of his life in the world of Simmental cattle. He grew up on the Shoestring Simmental operation, owned by his parents, Gordon and Lillian, who established their small herd in 1972 near Detroit Lakes in north central Minnesota. Their family consisted of Wade and four younger sisters: Brenda, Dawn, Shannon, and Dixie. After Lillian passed, Gordon, now 88, stayed on the farm, which is no longer in production.

After graduating from high school, Shafer enrolled at North Dakota State University in nearby Fargo, receiving his bachelor's degree in Animal Science. Always intrigued by the intricate science of animal breeding, he then enrolled at Colorado State University and earned his Master's Degree, followed by a PhD while concentrating on quantitative genetics, bio-economics, and simulation modeling.

After graduation, Shafer returned home to apply the lessons he had absorbed from NDSU and CSU and gathered a number of area cooperators, who represented more than 500 head, eventually marketing 200 bulls annually. When that endeavor ended, Shafer accepted an offer from then-CEO Jerry Lipsey to join the ASA staff as Director of Breed Improvement in 2003.

The Predecessors

The sixth Executive Vice President (EVP) in a very exclusive club, he follows Dale Lynch, who briefly held the post from 1968 to 1969 as the Association was being formed. The founding board then hired Don Vaniman, who served from 1969–1978, followed by Dr. Earl Petersen, who filled the position from 1978–1990. Brian Kitchen, former Canadian Simmental Association CEO, became the fourth EVP, and served from 1990–1996.

Dr. Jerry Lipsey, a highly respected animal scientist from the University of Missouri, became the organization's fifth EVP, and held the position between 1996 and 2013. Lipsey's 17-year term is the longest tenure in the history of ASA's leadership position. When Lipsey retired, Shafer was the obvious choice to assume the EVP position.

For the Greater Good of the Industry

Shafer is known throughout the beef business for championing the entire industry, not just the Simmental breed. The formation and growth of International Genetic Solutions (IGS) is proof of this. Shafer has been heavily involved in IGS since its inception, which has since been described as an "unprecedented collaboration between progressive breeders and breed associations to enhance beef industry profitability."

ASA and Shafer, as their leading science advocate, have been associated for more than two decades and have seen participation in IGS grow to the largest genetic database in the world. Breed associations and individual breeders from around the globe now submit their data to be evaluated.

Besides ASA, other breed associations, including Red Angus, which was allied with ASA during the formative years, that became involved as IGS gained popularity



Shafer and Linda Kesler, who has been instrumental in the success of the ASA during Shafer's tenure.

have been Gelbvieh, Limousin, South Devon, Brangus, and more. Foreign organizations and breeders primarily from Canada and Australia have also joined the coalition.

Because all data are run and processed through one genetic evaluation, all cattle are evaluated on an identical basis. The IGS database includes over 21 million animal records, and 500,000 genotypes. In short, IGS is the epitome of multi-breed evaluation.

In addition, it allows individuals to directly compare EPD predictions across breeds and breed composition by accurately accounting for heterosis and breed differences.

Building Community

One of Shafer's proudest achievements at ASA has been building a staff that he says is "the best in the business." Many ASA employees have chosen to stay with the Association for decades, which is in large part thanks to the environment Shafer has fostered.

Chip Kemp, who worked with Shafer for many years, shared, "I hope the Simmental family truly appreciates what Wade has done and the successes the breed and Association have experienced during his time. This is a rarity in our industry. History books will note what happened at ASA during his tenure. It is quite possible that no association will ever experience the same level of success in such a short period of time. But what matters



Shafer shared his knowledge of the beef industry and Simmental breed at many events during his tenure.

(Continued on page 24)

A Champion of Cattle Genetics

(Continued from page 23)



Left: Shafer and Steve McGuire.
Below: Kathy and Wade Shafer.

more in the end, and matters more to Wade, is knowing that he helped one individual at a time reach their own goals, raise their family on that piece of dirt, and to build more sustainability in their own operation because they used the tools and services that his team championed.”

A testimony by Managing Editor Lilly Platts, which recently printed in *SimTalk*, sums up the affection and respect that the staff holds for Shafer as he winds down his ASA career. “When I started working for ASA, I immediately felt a sense of support and positivity, and I quickly learned that a lot of that is thanks to Wade. I have watched as he encouraged myself and other members of the staff,” she remarked.

“I also learned that Wade’s office door is always open. The number of people who have stuck with ASA for the majority of their careers is also a testament to the culture that Wade has fostered. Wade is extremely proud of this, as he should be,” she concluded.

Guiding the Association

Under Shafer’s 12-year leadership tenure as EVP, ASA continued its longtime emphasis on science and performance, while adding to ASA’s financial resources. He managed the sale of the Association’s original prime property and the organization’s 50-year-old building, used the windfall to finance an upgraded, functional headquarters building, and used the leftover balance to strengthen ASA’s financial reserves.

While managing ASA personnel and day-to-day operation he also led the Association’s lengthy battle against the COVID pandemic without a hitch even as many staff members worked primarily from home.



The Future

Shafer and his wife, Kathy, are parents of four children: Tony, Mike, Jake, and Kristi; and grandparents of five. Kathy and Wade have not announced a final decision on what the future may hold for them. However, they are adamant about remaining in the Bozeman area where they have put down roots and acquired property. It would be a good bet that he won’t be far away from his chosen career associated with beef cattle science and his favorite breed. ■

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Guided *by* Guerra

by Lilly Platts

Current Chairman of the American Simmental Association Board of Trustees, Victor Guerra, discusses his Simmental story and leadership role.

Victor Guerra's family has been involved in Texas agriculture since the early 1800s. Guerra's great-great-grandmother, Antonia, registered the family brand in 1873. The La Muñeca seedstock business was founded in 1989 when Guerra's parents, Carlos X and Ofira "Sister" bought out the Guerra Brothers cow herd. The weaned calves from that first year were fed out for 100 days, and La Muñeca held their first production sale in January of 1990.

Located near Linn, Texas, La Muñeca is uniquely suited for Simmental and Brahman-influenced cattle. Over the years, the family has also raised Red Angus, Red Brangus, Red Brahman, Indu Brazil, Gyr, black and white Zebus, Gelbray, Braunviehs, Polled Brahms, Simbrah, and Simbravieh. La Muñeca sells Simbrah and Brahman herd bulls, as well as semen.

Guerra grew up participating in many youth programs, including the American Junior Simmental Association. The late Sally Buxkemper took Guerra to his first AJSA National Classic. Named after his uncle Victor who passed away at 18 in an asphyxiation accident, Guerra has been dedicated to youth programs throughout his career, honoring the skills he obtained as well as his uncle's memory.

Guerra graduated from Texas A&M University with a BS in Agriculture Development with an emphasis in Beef Cattle Production. Afterward, he completed an internship at Merrill Lynch and worked as a legislative aide for state representative Armando "Mando" Martinez. This experience inspired Guerra to attend St. Mary's University School of Law in San Antonio, Texas, where he obtained his JD.

Following law school, Guerra worked at the Texas Commission on Environmental Quality in the litigation division, and later worked as General Counsel at Pathfinder Public Affairs. He then started a solo law practice, Victor G. Guerra, P.C., which focuses on transactional law.

Guerra currently holds positions with various organizations, including the Texas FFA Foundation and Hidalgo County Farm Bureau. He is also a member of several scholarship committees, including the Texas Junior Simmental-Simbrah Association Education Trust.

Guerra shared, "The constant throughout my time away from the ranch was the cattle business and seeking ways to be a part of our operation from afar. In God's timing I was led back to the ranch, and I am blessed to be able to pursue my passion of raising cattle alongside my



family. I focus on marketing and relations, and run a few Simbrah cows of my own. Without the support of my parents and siblings, I could not do what I do, and I want to thank all of them for their support while I am gone serving these various associations and organizations that played a significant role in my upbringing.”

Platts: What were your thoughts when you assumed the role of Board Chairman?

Guerra: Over the last four years of my service on the Board I have been blessed to meet so many different people and strengthen my friendships with fellow trustees, ASA staff, and members. To be able to lead the mission this year and reach the pinnacle of service to the ASA is an honor.

During your term as Board Chairman, are there any major actions you would like to see accomplished?

Following the transition from Dr. Wade Shafer’s tenure into Dr. Jon DeClerck’s, one of the main goals is to ensure a smooth passing of the torch. It is incumbent upon us all to do our part to ensure that the momentum and success we have created as a team under Dr. Shafer’s leadership is sustained. Every one of us who has an interest in the ASA has a purpose and is part of the team. As we progress with some new faces, may we embrace this change and work with them as they adjust to their new roles.

Naturally, with any major change, member involvement should increase as we progress this year. Hopefully, more members will become actively involved in all aspects of the organization, from the Foundation, state associations, and even considering serving on the Board of Trustees. My dad has always told us, “A breed is only as good as its people,” and we are all uniquely equipped with a set of skills that can benefit the ASA. I urge you to consider getting involved where you believe you can best be an asset to the Association to move SimGenetics forward.



*Above: Guerra at his family’s La Muñeca Cattle Company.
Photo by the Grant Company.*

Opposite: La Muñeca is uniquely suited for Simmental and Brahman-influenced cattle.

Below: Guerra (far right) with a group of longtime SimGenetics breeders at the 2024 Back to Grass Sale in Henderson, Texas.

Why is it important that the Board represent the various SimGenetics producers across the country?

We are blessed to currently have a diverse set of trustees that are successful at home in a variety of ventures and their real-world experiences are valuable to our process. Our common bond to advance SimGenetics coupled with our diverse backgrounds is an important resource to the Association. It is this diversity that fuels our potential as a governing body to make a positive difference as we carefully consider each topic and infuse our past experiences and insight from our constituents.

(Continued on page 28)





La Muñeca has been selling seedstock since 1990.

How do you encourage all Trustees, including newly elected ones, to become active participants in the decision-making process?

As Chairman, it is my goal to foster an environment where each trustee believes they can be at their best as we discuss and consider the business of the ASA. With that said, each trustee has been strategically placed on committees where we felt they would thrive and in turn be most productive for the Association. The chairs of the various committees often seek the input of every committee member as collectively we represent the membership, and it is crucial we hear insight from everybody. I am also mindful of creating the best forums for trustees to voice their opinions on where they feel this Association's direction needs to be headed.

As the Association moves into the future, what is the value of International Genetic Solutions?

IGS is unprecedented when it comes to multi-breed evaluations, due to its sheer amount of data, and this can be attributed to the efforts of staff and support of numerous ASA boards over the years since its inception. It has expanded in scope thanks to the numerous partners who were attracted to the IGS mission and remain committed today due to the quality of service, as well as the unparalleled accuracy IGS provides.

What has been the effect of Total Herd Enrollment (THE)?

THE has been yet another avenue for breeders to cut costs and identify cattle that are excelling in their program. THE's focus on the maternal side of the business has allowed operators to utilize those dams and genetics that are generating the most profit. This program's mission has accomplished a lot over the years, including a

mass accumulation of data that has increased predictability, and in turn profitability.

A unique feature to THE is the Performance Advocate (PA) recognition, honoring those operations meeting the mark in terms of submitting data on the requisite number of traits to acquire the advocate status. For 15 years now, the PA program has played a critical role in fueling our genetic evaluation.

How has ASA's Progress Through Performance (PTP) program contributed to breed improvement?

The PTP program continues to be an asset to SimGenetics by including and providing both judges, as well as spectators, with data on each entry that they may utilize as they see fit. A judge's acknowledgment of certain EPD throughout the show highlights both the advantages and disadvantages of certain entries. This program has evolved over the years and is not as rigorous as it once was; however, with the quality of SimGenetics and elevated level of competition, it remains a useful option in the selection at PTP shows across the country.

Recently, the PTP Ring of Champions program was expanded to include Fullblood Simmental and Simbrah cattle. The increased promotion generated by this season-long program has been welcomed by many and has created added exposure for those breeders who go the extra mile to exhibit their SimGenetics at numerous, if not all, Ring of Champion points shows across the country.

DNA testing has become standard practice in the industry. How have the research programs developed by ASA helped advance the utilization of this technology?

The implementation of DNA markers has allowed us to identify cattle that possess those useful genetic traits in a manner that used to take significantly more time and

money. In an era where cost of production demands are becoming more challenging to meet, DNA has allowed us producers to become more effective and efficient in our breeding programs, and improved sustainability. Through programs such as the Cow Herd Roundup, Calf Crop Genomics, and the Carcass Expansion Program, the ASA has a suite of options of how you can utilize DNA to help increase your bottom line while identifying those cattle that have the traits you are looking for to increase your chances of being successful on an annual basis. All the while saving money on those services and increasing predictability.

What is the value of SimGenetics being present at national shows like the NWSS, or Cattlemen's Congress?

As urban sprawl and rising input costs decrease the population involved in production agriculture, the opportunity to get in front of the consumer will become less common. Thus, capitalizing on every opportunity to market our product to the public will become critical. Having SimGenetics present at marquee events like the shows in the PTP Ring of Champions program from an industry standpoint is also beneficial to see where we stack up with other breeds as many of these shows select supreme champions among all breeds. SimGenetics have been as competitive as any breed in these lineups. Most importantly, it gives producers an opportunity to build a network and collaborate with fellow producers. Often, this collaboration results in crossbreeding and infusing hybrid vigor into our industry.

What is the impact of the American Junior Simmental Association, and ASA's youth programs?

When I reflect on my upbringing, it was programs like the AJSA that reinforced many of the values that my parents were working to instill in us. Hearing about how important a trait was at home, coupled with it being reinforced by an effective program like the AJSA, had a crucial role in who I became as an adult. If you capitalize on the many opportunities the program presents your youngster, they can develop confidence, acquire valuable knowledge of the industry, build an invaluable network, and the list goes on. The time spent together as family and friends only increases the value of this one-of-a-kind program.

The IGS Youth Leadership Summit, which is a collaborative effort among a few IGS partners that is held every other year during the summer, continues to be an asset to the program. This year the group heads to Philadelphia, Pennsylvania, for a few days of leadership training. We appreciate all the sponsors, staff, and volunteers who make this conference a success and for their interest in developing the future generation of leaders.

Comment on the significance of the American Simmental-Simbrah Foundation.

Positioning ourselves to be sustainable for many years to come is critical. This is where the work of the Foundation is essential to what we do. Thanks to the generosity and vision of so many individuals, the Foundation continues to grow in each pillar. In particular, the Merit Award

(Continued on page 30)



Photo by The Grant Company



Photo by the Grant Company.

program has had a substantial impact by supporting our youth. We continue to look for ways to expand the Foundation's thumbprint and appreciate everyone who has had a hand in its success.

How vital are strong state associations to the overall welfare of SimGenetics?

I cannot overstate the importance of both promotional and grassroot efforts to disseminate the positive virtues of our breed to the industry. More localized opportunities to collaborate and market our SimGenetics are key to our sustainability and growth. Among my fondest memories of being involved in SimGenetics were our Texas Simmental-Simbrah Association conventions where we gathered not only to conduct business, but strengthen our friendships. A strong set of state associations bolsters our national footprint and lays a solid foundation for the future success of SimGenetics.

How secure is the Association from a financial standpoint?

I would like to thank Linda Kesler for her many years of service to the ASA, many of which she served as the Chief Financial Officer among her numerous other titles. Thanks to the support and efforts of so many, along with timely decisions that proved to be beneficial to membership, we are currently secure as far as our finances are concerned. We must continue to support the various programs when we can to ensure our financial success long-term.

How important is it for ASA members to be involved in the decision-making process, through voting and attendance (in-person and virtually) at meetings?

A breed is only as good as its people, and we are a diverse set of producers who have each been blessed with a unique set of skills. When we come together and consider the various matters before us, it increases our chances of moving in the right direction. I have seen it firsthand in Texas — involvement impacts the demand for SimGenetics. Thanks to so many volunteers through the years that kept organizations going despite the times, we are blessed now to be enjoying one of the strongest markets for SimGenetics. It has taken some form of involvement to get to this point and together we are stronger regardless of what sector of the industry you are involved in.

How does the Association support the membership?

If you look at the suite of programs that ASA has created and made available to membership through the years, I am impressed at how they align with our mission. For example, last year's DNA Clinic at the AJSA National Classic saw great interest from the junior families, and over 350 DNA samples were collected free of charge thanks to our partnership with Neogen. We continue to seek opportunities to connect with the end user, as well as provide producers with the information necessary to make the best decision possible for their operations.

During this time when people are relying on electronic communication, what do you perceive as the future for ASA's print publications?

My fellow trustees know that the ASA Publication's mission is near and dear to my heart. This question encapsulates a few questions in this interview and so an example is only fitting. At Fall Focus in Amarillo, we had some breeders attend the Simbrah Committee meeting and challenge us to increase Simbrah promotion in our publications. They held our feet to the fire and over the last couple of months you may have seen an uptick in Simbrah promotion. This is a direct result of member involvement, a collaborative effort among Simbrah breeders, along with the support of the Association. The adage of "no See, No Tell = NO SELL" still applies and we cannot presume that everyone is seeing our social media posts or visiting our website. Print advertising remains an effective method for getting information to producers, so we support ASA's publications here at the ranch and hope to grow it in the future. Now, this may come with some slight changes of how we get the publication to you. For instance, juniors must now opt in to receive a print copy of *the Register*. This young demographic may be more inclined to read the magazine on their phones or tablets; thus, it was decided it was best to reach this faction of membership in this manner. Either way, we are seeking new avenues to put SimGenetics materials in front of as many eyes as possible.

What are the historical and current strengths of this organization and our cattle?

If you look at the history of the breed, our cattle have been big and they have also been moderate, but we have always been progressive in our approach. ASA's ability to adapt to change and have the foresight to do so at the right time has proven to be beneficial for the Association. Currently, our strengths remain in our mission to have an impact on the industry by continuing to provide members with opportunities to measure their cattle on the rail, in the ring, and everywhere in between. This direction has created a desirable product through the collaboration and efforts of many. The strength of our people is also noteworthy. From our staff to our members, we have assembled a dedicated team at the ASA that, when coupled with our products, is positioned to continue to have a positive impact on the beef industry. ■



*Above: Guerra speaking at an ASA Board of Trustees meeting.
Below: SimGenetics females at La Muñeca Cattle Company.*



BUILD, BREED, ACHIEVE

BUILD YOUR SYSTEM. ACHIEVE YOUR GENETIC IMPROVEMENT GOALS.

– 6 Steps to Achieve Your Genetic Goals –

1. Clearly define breeding objectives

2. Use whole herd reporting

3. Properly define contemporary groups

4. Commit to thorough and accurate data collection and reporting on economically relevant traits

5. Use index-based selection

6. Incorporate genomics

GENOMIC TESTING SYSTEM TO REACH YOUR GOALS

“ You do not rise to the level of your goals.
You fall to the level of your systems. ”
— James Clear, *Atomic Habits* —

TOTAL HERD ENROLLEMENT



THE is a whole herd reporting program that benefits participants by providing improved female records, more informative EPD, and faster genetic improvement.

COW HERD DNA ROUNDUP



CHR facilitates DNA testing on entire cow herds to improve female trait predictions, improve all genomically enhanced EPD, and establish parentage markers on the entire cow herd for easier parent verification in future calves.

CALF CROP GENOMICS



CCG provides members with the opportunity to genotype entire calf crops, allowing participants to make informed genetic selection decisions based on the most accurate predictions available.

CARCASS EXPANSION PROJECT & CARCASS MERIT PROGRAM



CXP and CMP collect vital carcass data on genotyped calves, which improves carcass trait predictions and DNA marker predictions for all cattle in the IGS genetic evaluation and supports breeders in advancing their genetic programs.

1. Genotype all animals within a contemporary group
2. Genotype males and females
3. Incorporate genomic enhanced predictions into selection decisions as early as possible

The Power of Data:

ASA's Carcass Merit Program Gives Young Bulls a Head Start

by Lilly Platts

The Carcass Merit Program has been helping SimGenetics producers prove their up-and-coming sires for 28 years, while also adding beneficial data to the genetic evaluation.

The American Simmental Association's Carcass Merit Program (CMP) was founded under the leadership of past ASA Executive Vice President Jerry Lipsey in 1997. The first matings through the program took place at the Sheek Ranch, Cabool, Missouri, and the program has been growing ever since. By mating top young sires in the breed to commercial females, the CMP has been yielding valuable carcass data for almost three decades. The CMP builds EPD accuracy, and assists in the early screening

for young bulls in real-world commercial settings. While CMP's ultimate focus is carcass traits, it also contributes calving ease scores, and birth, weaning, and yearling weights, which is beneficial to all animals in the International Genetic Solutions (IGS) evaluation. In 2024, ASA expanded CMP to a second testing avenue, which will bring in other research data and allow even more sires to be tested annually.

CMP Coordinator, Susan Russell, owns and operates Reflected R Ranch near Sugar City, Colorado, alongside her husband, Curt. Russell served on the ASA Board of Trustees, and supported the Association as a SimSpecialist before stepping into her current role with the CMP. Russell works with seedstock producers looking to prove their promising young sires through the CMP, and also coordinates with commercial cow-calf cooperator herds.

Platts: How are bulls added to the CMP?

Russell: Owners may nominate one or more sires annually, or choose to participate selectively when they have raised or purchased an outstanding sire who would offer valuable data to their operation. Nominations are open to the ASA membership. The CMP is not a closed research project — the doors are open.

The first step for nominating a sire is simple: review the form on [Simmental.org](https://simmental.org) → Programs → CMP. Submit the completed form to cmp@simmgene.com and/or call me to make sure your potential sire will fit the program.

Bulls need to have phenotypic and genotypic merit, and at least a GGP100K test completed. Since a cooperator system is used in the traditional CMP avenue, bulls that rank in the top 10–20 percent in traits such as \$API, \$TI, Calving Ease, and Marbling are most desired. First preference is given to young sires, but older sires may be accepted. Likewise, SimGenetics is given preference, but sires registered with other International Genetic Solutions partner breeds may also be considered. Nominations are open year-round.

Once vetted and approved, the nominator provides and ships their sire's semen to CMP's storage tanks at Origen. After semen is used, a \$2,000/sire nomination fee will be assessed through Herdbook. The fee may be split



Above: The CMP helps producers prove their young bulls through data collection. Photo by Hannah Wine.

Opposite: Using cooperator herds, the CMP offers an unbiased view of how a promising young sire will perform in the future. Photo by the Grant Company.

between bull partners, based on instructions. I find it exciting to read the sire class list each year. Typically these sires quickly become the up-and-coming bulls to watch.

How are cooperator herds sourced, and how can they benefit from the CMP?

CMP has cooperator or commercial test herds scattered in different environments and regions. Cooperators range from university research partners to young commercial cattle producers with off-ranch day jobs. Some have been loyal partners and others are newer participants. All manage and care for the livestock we entrust to them and feed our data-hungry system.

To be statistically relevant, a cooperator must have at least 100 cows to AI to CMP bulls. ASA provides semen from four to six premium CMP bulls to each cooperator to inseminate their designated cows.

Herd preferences, such as hide color or breed composition, are taken into consideration as bulls are assigned. Breeding is random mating. As one cooperator recently commented: “We’ve got another outstanding class of choices.”

Each cooperator records their data in a provided Herdbook account. They input their herd base and individual calf data at each step from birth through finish. ASA provides Tissue Sampling Units for their calf crop and shoulders genotyping expenses. Cooperators, who are required to harvest all male calves, secure individual animal-verified harvest records, which they then submit to ASA.

Harvest records are matched with the provided CMP sires and individual calf records. Those qualifying animals receive a payout from ASA. In August 2022, the ASA board increased the incentive to \$200/head to compete with current cattle market prices and to better reflect the value of the data it receives from cooperator herds.

In addition to this attractive payout, cooperators benefit from top-tier bulls, free genetic evaluation of their herd, and the option to keep all heifer calves!

On Simmental.org → Programs → CMP there is also a cooperator herd summary sheet, or members may call me to inquire about becoming a CMP cooperator herd. We specifically need herds in the southern and eastern regions of the US.

How does the CMP set promising young sires up for success?

Bull owners commit their next generation of genetically influential young sires because CMP is an unbiased evaluation that delivers usable data. Although these elite young sires have GE-EPD, already boosted from genotyping, they are still unproven in the “real world.” Many have just been collected, with no proof of their future impact.

We have all purchased sires that had eye appeal and excelled on paper, but then we were disappointed when the first set of calves hit the ground. CMP offers that early screening, plus more. When testing a young sire, remember that the data bumps from records, ranging from calving assistance and birth to weaning and yearling data. All of these things boost the economically relevant EPD accuracy more quickly than a single-herd model. The record enhancement from the carcass data collected about 30 months later predicts end-product value. All this is fed into the genetic evaluation so it not only benefits the entire evaluation, but specifically aids the breeder/owner not just with testing results on the sire himself, but on all his progeny.

Cooperator herds harvest all male CMP progeny and have the option to keep replacement females, which provides ongoing data such as cow productivity on the maternal side.

(Continued on page 36)



The Power of Data: ASA's Carcass Merit Program Gives Young Bulls a Head Start

(Continued from page 35)

Why is CMP testing still valuable in the age of GE?

While other harvest tests have been developed within the beef industry, and genomic testing has evolved to improve animal predictability, CMP remains relevant.

As our Association's tagline reminds us, Simmental continues to provide "profit through science." Data is our lifeblood. CMP has a directive to focus on gathering carcass information on the progeny of individual sires, but it also helps generate those difficult-to-collect metrics that are vital components in the powerful evaluation.

Yes, there are some private enterprises that might claim to have superior carcass metrics, but when you examine it closer you will see that they might promote a single metric, and they are relatively small in comparison to our biggest trump card — namely IGS — and the leverage, breadth, and validity of its collaborative data.

IGS has approximately 23.5 million animals in its genetic evaluation. While it grows daily, a recent breakdown of the IGS database shows 450,000 carcass records and 24,250 carcass records with genotype records attached. Of the 25 IGS breed partners, ASA has the largest subset. If you look at ASA's database only, we have around 6.7 million records with 82,600 carcass records and 20,350 carcass records with genotype records attached.

While CMP doesn't get credit for all the carcass records found in the IGS evaluation, it does add fuel to the engine that has genotypes on the sires of about 330,000 of those carcass records, along with genotypes on more than 20,000 of the dams. That fact gives IGS a huge advantage when it comes to leveraging the predictive value of genotyping technology.

ASA hasn't sat on its laurels. In addition to the power of the world's largest genetic evaluation, the CMP structure offers benefits to both the sire nominator and the test herds. With our newest CMP avenue, ASA has added data points that provide cutting-edge metrics desired by segments of the beef industry. These topics were covered at the 2023 and 2024 Fall Focus educational symposium, including the heart, lung, and liver scoring. ASA continues to research and offer more tools, including CMP, Cow Herd Roundup, and Calf Crop Genomics to enhance your operation, your Simmental community, and the larger industry.

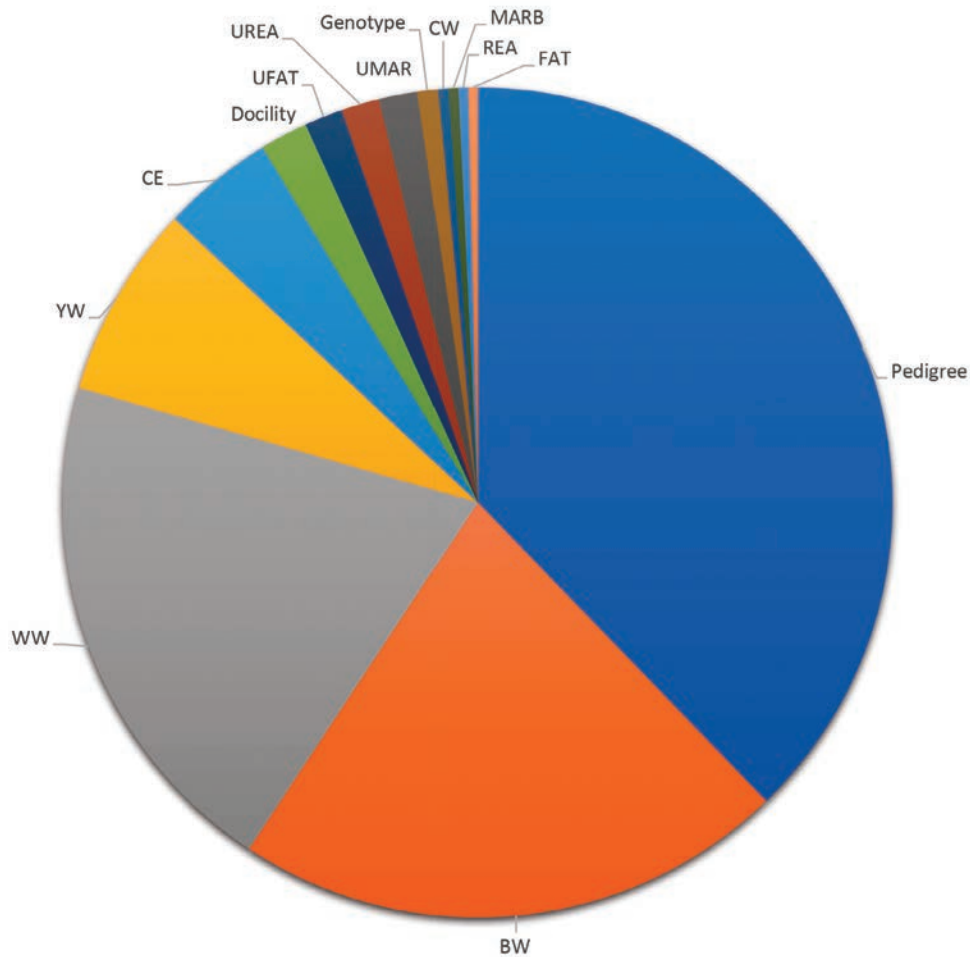
Why do you personally participate in CMP?

Since 2016, my husband Curtis and I have had eight of our herdsires in CMP. Our business, Reflected R Ranch, is one of a couple dozen data-driven ASA members who

The CMP is open to all SimGenetics producers, as well as IGS partner breeds.



Representation of Data in the IGS Database



consistently offer sires to CMP. We believe in the value of CMP to prove young sires on a larger scale than we can achieve within our small operation, and value testing them in various environments. We appreciate how it significantly builds EPD accuracy and gives us vital feedback to enhance our herd's genetics. It creates the ultimate benefit of providing difficult-to-collect harvest data back to our 140-cow operation, as well as to ASA and the IGS evaluation.

Are there any new or interesting opportunities being explored for the CMP?

In 2024, ASA expanded CMP. The new opportunity enhances the original cooperator herd model so ASA has the ability to test even more sires annually, take sire nominations year-round, and gain new trait data desired by the industry. We anticipate the impact will be huge.

We welcomed a partnership with Simplot, a multifaceted firm with its livestock division based in Idaho. The ASA-Simplot option offers a "phenotypic pipeline" of conception through harvest.

While we value our traditional cooperator herds, not all nominated sires fit that template. Specifically, we now have a better channel to test top Simbrah and Fullblood bulls and to test more Simmental and percentage Simmental sires within the contract's parameters.

This all-terminal pipeline allows for non-traditional breeding times, and the data stream will include novel metrics such as feedlot performance records, feedlot treatment records, feed intake, carcass data, and heart, lung, and liver scoring.

Both the conventional and expanded CMP options feed data into the IGS evaluation. ASA is excited to welcome Simplot, whose techs have already bred females from their inaugural class of CMP bulls. ■



BALANCE THE SCALES

BREED EFFECTS FOR COW MATURE WEIGHT (MWT) ^{abc}	
Angus	0
Charolais	-20 lb.
Hereford	-39 lb.
Simmental	-74 lb.

Big cows come with big feed bills.

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

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

That's a balanced herd built for profit.

STAND STRONG SIMMENTAL

406-587-4531 • simmental.org

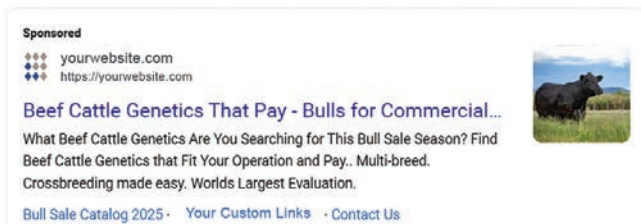
^aUSMARC, Zimmerman, M., et al., "Breed and heterotic effects for mature weight in beef cattle," *J. of Anim. Sci.*, Vol. 99, 2021. ^bAdjusted for sire sampling, Angus was the heaviest at maturity among the 16 breeds evaluated. Solutions are deviations from Angus. YW EPDs were extracted from genetic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

Exploring Digital Advertising for Cattle Breeders

by Kathy Shafer, Website Administrator and Media Communications Coordinator

Advertising your business through digital platforms can be an effective way to reach customers. However, because of the number of options available and the complexity of the modern digital landscape, knowing where to start can be difficult. ASA is working to stay ahead of the curve in digital marketing, and has established tools available for you to take advantage of.

The world of marketing is evolving, and cattle breeders are finding new ways to connect with potential buyers beyond traditional methods, like print ads or word of mouth. Search engine ads have emerged as a powerful tool in digital advertising to reach target audiences, increase visibility, and reach new clients. However, for many breeders who only market cattle once a year and advertise for a limited time before their sale, running a successful digital campaign on their own is often unrealistic. That's why the Simmental Strong Campaign was created: to make digital advertising a viable, turnkey solution for breeders. By participating in ASA's established campaign with proven success, breeders gain access to expert strategy, optimized targeting, and the benefits of collective reach — without the need for long-term ad management or high upfront investment.



Targeted search engine ads are one of the most effective ways to reach potential customers.

Benefits of Joining the Simmental Strong Campaign

Our Simmental Strong Digital Campaign integrates your marketing message into an established, high-performing campaign: placing it alongside compelling content that promotes the value of SimGenetics. This approach delivers your message directly to producers of all breeds.

By participating in the Simmental Strong Campaign, breeders can take full advantage of digital advertising without substantial investment. There's no need to run your ad for months, waiting for search engines to pinpoint your target audience. By joining the campaign, you inherit the collective machine learning and optimization

of the established Simmental Strong ads, and avoid the cost of launching an individual campaign from scratch, which can cost thousands of dollars. This allows your ad to perform effectively from the start, bypassing the typical lengthy learning period required for new campaigns.

Take Advantage of a Proven Approach

Our streamlined approach helps you achieve success with digital advertising without navigating it alone. Here's how it works for you:

1. Defined Audience

The Simmental Strong Campaign pinpoints the ideal audience for your genetics, targeting commercial cattle producers, seedstock buyers, and regional producers who are actively seeking the unique value SimGenetics bring to a herd. There's no need to define your audience—the campaign has already done it for you.

2. Platform

With the Simmental Strong Campaign, you'll be part of a coordinated effort across platforms like Google Search Ads, YouTube, and Gmail. The campaign leverages these platforms to ensure your message is visible to the right people without you having to figure out the best channels on your own.

3. Budget

The Simmental Strong Campaign offers a group advertising opportunity that allows you to leverage the benefits of collective spending. By participating, your ad will be part of the Simmental Strong umbrella, benefiting from the strength and visibility of an already-established campaign.

4. Monitor Performance

As part of the Simmental Strong Campaign, you'll receive performance tracking and insights into how your ad performed.

Contact ASA Publication, Inc., to get started:
register@simmgene.com ■

Most Prolific Donor Cows

This list is sorted by total number of calves reported, and includes the top 51 females.

Reg. #	Name	Birth Date	Breed	# of ET Progeny	\$API	\$TI	Owner
2446017	Miss Werning KP 8543U	2008-02-17	PB SM	263	124.4	70.4	Rust Mountain View / Jared Werning
2529932	TJ Ms 38W	2009-01-26	PB SM	254	151.4	73.8	5G Farms / S&S Farms / Stephens Farms
2974794	WS Miss Sugar C4	2015-01-16	PB SM	222	170.5	98.9	Lucas Cattle Company
2575604	TJ 22X	2010-03-16	PB SM	213	142.3	83.1	Rosebud Cattle Company
2410956	EKHCC Red Jewel 760	2007-04-25	PB SM	205	99.6	61.2	Jaron & Kevin Van Beek
2481646	STF Onyx 451W	2009-01-02	PB SM	150	98.2	55.6	Loomis Simmentals / Back Home Farm
2584182	HF Serena	2011-02-08	PB SM	140	114.5	77.9	Osborn Cattle and Trennepohl Farms
2317687	LRS Ms Dakota 559R	2005-03-21	PB SM	140	108.3	74.3	Taylor Farms
2399540	TJ 8T	2007-01-10	1/2 SM 1/2 AN	128	157	85.2	Lazy C Diamond Ranch
2773815	TJ 95A	2013-01-11	1/2 SM 1/2 AN	125	147.5	82.2	Heath Wills
2637396	WHF/PRS/HPF Alley 247Y	2011-09-07	PB SM	123	108.5	68.4	Loomis Simmentals / Back Home Farm
2632981	IR Ms Geneva X200	2010-03-09	1/2 SM 1/2 AN	107	151.9	90.7	Rural Route 5 Farm
2752773	ES A110	2013-02-10	3/4 SM 1/4 AN	104	121.2	83.7	Eichacker Simmentals
2630061	SSF BLK Louise Y534	2011-09-21	PB SM	102	157.8	92.2	Lucas Cattle Company
2385520	Miss Knockout 74T	2007-03-15	PB SM	102	95.2	60.7	Scott Hobbs / Jones Cattle / 102 Cattle Co
2527626	CCR Ms Apple 9332W	2009-09-21	PB SM	99	113.9	71.4	Bichler Simmentals
2860142	WHF Andie 365A	2013-10-05	PB SM	94	98	69.6	Beshears, Kali Elaine
3499782	KBHR Matron of Honor F202	2018-03-26	PB SM	90	187.6	102.2	Iron Creek Cattle Co
3254157	WS Electra E88	2017-02-22	PB SM	89	194	98	Keller Broken Heart / Rydeen Farms
2660685	KS Miss Sequoia Y770	2011-04-11	3/4 SM 1/4 AR	88	111.3	71.1	CTN Simmentals
2711735	Haras Hairietta Clone H4W	2009-01-23	1/2 AN 5/16 MA 1/8 CA 1/16 CS	86	120.2	73.9	Hara Farms
3500598	Brown Ms Quannah 505B	2014-02-16	PB AN	86	134.5	75.1	Vorhies, Mat
2538616	HS Sweet Gem X141N	2010-03-04	PB SM	81	125.7	73.4	Full Circle Farm
2543756	Double J Miss X011	2010-02-18	PB SM	81	103.6	79.1	Kenner, Erika Jo
3627373	HHS Georgia 802G	2019-09-05	PB SM	74	164.3	90.2	Haven Hill / Ellingson Sim / Strommen Sim
3253753	Hook's Evita 18E	2017-01-27	PB SM	74	196.3	107.4	Lucas Cattle Company
3118556	WHF Summer 365C	2015-09-21	PB SM	72	93.6	69.1	Steenhoek, Chesney
2720588	TJ 21Z	2012-01-19	1/2 SM 1/2 AN	71	152.1	78.6	Cedar Springs Farm
3288205	TJ 28E	2017-01-16	PB SM	71	163	84.4	Triangle J Ranch
2523446	GW Miss GPRD 038W	2009-02-19	5/8 SM 5/16 AN 1/16 MX	71	173.4	97.4	Gateway Simmentals
3618738	KBHR IR/JLN Astoria G119	2019-03-25	PB SM	71	189.2	106.2	Nickeson Simmental / Irvine Ranch
2995924	JBSF Proud Mary	2015-03-07	PB SM	66	105.7	68.5	Sullivan, Sara
2164995	Hooks Mika 141M	2002-04-11	PB SM	65	143.3	79.7	Lazy C Diamond Ranch
2865421	JS Black Satin 9B	2014-02-27	PB SM	64	88.8	65.4	Campbell Land / Maggie Griswold
2682358	Bar CK Ms X38 106Z	2012-01-06	3/4 SM 1/4 AN	64	185.6	86	Kellers Broken Heart Ranch
3403406	Hook's Fantasia 94F	2018-02-26	PB SM	61	181.8	87.9	J-C Simmentals & All Beef LLC
2584931	HPF/Borne Knockout Y030	2011-01-17	PB SM	60	96	66.9	Shoal Creek Simmental
2765109	Rubys Linda 341A	2013-03-02	PB SM	60	150.2	78.1	Ruby Cattle Company
3503386	Schooley Miss 3000A 823F	2018-01-23	1/2 SM 1/2 AN	58	174.9	106.6	Schooley Cattle Company
3338065	KSU Miss All-Around 53E	2017-01-20	3/4 SM 1/4 AN	57	149	90.3	Kansas State University
2615212	Gibbs 0532X SM Star P342	2010-08-29	PB SM	57	177.3	87.6	Gibbs Farms
3729750	W/C Angel 7114E	2017-09-15	PB SM	53	114.5	66.2	Werning, Jared
2652711	STF Miss ZW87	2012-02-08	PB SM	52	106	56	Barron Simmentals / Sloup Simmentals
2588661	SFI Betty Sue Y85T	2011-02-13	PB SM	51	120.8	69.8	Logan Marple / Mid-Am Genetics
3268331	SFIS Crystal Gayle	2017-05-02	PB SM	50	111.1	64.6	Speas Farms Inc
3120719	Hook's/JRA Demi 605D	2016-03-04	1/2 SM 1/2 AN	50	115.2	73.6	Highland Acres
2496696	CLRWTR Sazerac W94B	2009-02-04	3/4 SM 1/4 AN	50	93.7	58.6	Meimer Farms
3133208	K-LER Dolly's Queen 609D	2016-02-13	5/8 SM 3/8 AN	50	129.6	83.7	CTN Simmentals
2651200	CCLC Lovana 1128	2011-09-25	1/2 SM 1/2 AN	46	117.4	70.2	Wicks, Zane
3339904	GLS Miss Cut E10	2017-01-02	3/4 SM 1/4 AN	46	131.9	83.7	Field Cattle Company
3042644	ASR Ms Josie C5168	2015-03-03	PB SM	46	147	81.4	Triangle J Ranch



by Larry H. Maxey,
founder and superintendent, NAILE Fullblood Simmental Shows

Our Pioneers – The American Bison

The near extinction of the American bison in the mid to late 1800s was caused by many factors. In hindsight, none were justifiable. This horrific blemish on our nation's history cannot be dismissed, diminished, or rightfully rationalized. Equally, the negative impact on the survival of Native Americans, who had existed in a favorable symbiosis with these great beasts for millennia, was profound.

The buffalo numbers were staggering with estimates in the tens of millions. Their range was over several hundred million acres. This American phenomenon rivaled numbers seen in the African savannah.



Bison grazing in Montana. Image courtesy of the Montana State Library.

Christopher Knowlton, author of *Cattle Kingdom*, described the observations of Thomas Farnham while on the Santa Fe trail in 1839, taking three days to pass through a single buffalo herd covering a 45-mile distance: "At one point he could see bison for 15 miles in every direction, suggesting a herd that encompassed 1,350 square miles." In 1859, Luke Voorhees claimed to have traveled for 200 miles through a single herd somewhere along the border of Colorado and Nebraska. And a dozen years later, Colonel R. I. Dodge passed through a herd along the Arkansas River that was 25 miles wide and 50 miles long.

It is too painful to describe the process used for the man-made mass extinction of the American bison. William T. Hornaday, in his 1889 book *The Extinction of the American Bison*, blamed the near extinction on five causes: the hunters' preference for female hides, "phenomenal" stupidity of these animals, their indifference to man, the arrival of breach-loading rifles, and contagious cattle diseases. Man's killing spree lasted until the spring of 1884. "When the hunting syndicates went out that year, as usual, to shoot the bison, there were none to be found."

By 1902, only two dozen bison remained in the US, which were protected in Yellowstone National Park. The demise of the American bison was an event of apocalyptic proportions that will live in infamy!



Bison bones deposited along the Northern Pacific Railroad tracks in eastern Montana. Photo originally printed in the publication *Sport Among the Rockies: The Record of a Fishing and Hunting Trip in North-Western Montana*, by the Scribe [Charles Spencer Francis] (Troy, NY, 1889). Image courtesy of the Montana State Library.

Several pieces for this column have noted how the removal of the American bison created a vacuum in the vast territories they once occupied. It didn't take long for that vacuum to be filled by cattle. During the Civil War, wild Longhorn cattle, essentially left on their own, exploded in numbers. By the war's end, the economies of the northern cities like New York were booming due in large part to wartime spending. With a rising standard of living, people moved up the food chain to beef as their meat preference, displacing pork as the primary protein source. With this came soaring beef prices, and its relative scarcity in the East was a major contributor. In Texas, the opposite was true. A steer worth four dollars in Texas would sell for 40 or 50 in the Northeast.

Prior to the arrival of the railroads, trail drives were the only option to move the cattle throughout the country. Some of those endeavors have been covered in this column. However, until the arrival of railroads, the destination for cattle drives were mainly North and West with only scattered efforts to move the cattle East for many reasons. With the railroad, that all changed. The stage was now set for the creation of cattle towns, which will be covered in the upcoming September edition of *the Register*. ■

Editor's note: This is the forty-sixth in the series Our Pioneers.

Is there a Simmental pioneer who you would like to see profiled in this series? Reach out to Larry Maxey or the editor to submit your suggestions:

larryhmaxey@gmail.com • editor@simmgene.com

Developing leaders through friendship, networking, and communication skills!



by Anna Webel

Jump In

As a kid, I was always told how lucky I was that my life revolved around and was rooted in (pun intended) the agricultural and livestock industry. I always knew that was true, but putting the skills and development that the livestock realm has taught me to use every day has allowed me to create a deeper appreciation for the industry. Recently, I jumped out of my comfort zone and took a deep dive into corporate America. Exciting, right? I went through the application, interview, and onboarding process to become a Commercial Intern in the Product Support and Logistics Division (PSLD) at Caterpillar. Talk about a mouthful! Over this time, however, I was consistently complimented on my skills of professionalism, ability to defend my stance, and much more. Like so many other juniors in the livestock industry, I felt so prepared to tackle real-world applications because of the foundation that has been laid over the past 12 years of participation in the AJSA National Classic.

Don't get me wrong, my first love and true passion still stems from working, developing, and making decisions around Simmental cattle, livestock, and animal agriculture, but this experience that I have been through the past few weeks has been unlike any other. As one of over 600 corporate interns, I have felt like the tiniest

little fish in the Pacific Ocean. To put it to scale, I crossed the line that I would consider my comfort zone a long, long time ago. I will say, though, that jumping headfirst into the deep end can sometimes be better than wading step by step. The experience of meeting new people, networking, and problem-solving is not different from diving headfirst into an educational contest at the AJSA National Classic. Whether it is a hard question that a sales talk judge asks or the process of organization that it takes to put a public speech together, every contest, in some way, develops each junior to become a better version of themselves personally and professionally.

With the skills the AJSA experience has taught me, I have been able to tackle each new task this summer during my internship. The educational contests are set up to help every junior within our beloved Association, but you only reap the benefit of them if you are consciously putting in the work, effort, and dedication necessary. J.J. Watt once said, "Success isn't owned. It's leased. And rent is due every day." While I understand that the educational contests are sometimes not the most important on a given junior's daily list over the summer, or even at the National Classic, they are there for YOUR benefit. Making the conscious decision to participate in sales talks, public speaking, interview contests, judging, and quizzes to the highest degree you can muster will eventually make you a better professional. So, jump out of your comfort zone at the National Classic and give it your best go! ■



www.juniorsimmental.org



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Feedlot Inventory Inches Lower

by Derrell S. Peel, Oklahoma State University Extension

The latest USDA Cattle on Feed report pegs feedlot inventories on May 1 at 11.376 million head, down 1.5% year-over-year. This is the sixth consecutive monthly decrease year-over-year in feedlot numbers, though the decrease has been minimal thus far. Figure 1 shows that annual average feedlot totals are slightly lower recently (far right side) but have decreased little in the past 18 months or so.

April feedlot placements were down 2.6% year-over-year, about as expected. Feedlot placements have been variable, down four of the last six months and down a total of 3.6% compared to the same period one year ago. April feedlot marketings were down 2.5% year-over-year, also close to expectations. Feedlot marketings were down three of the previous six months, compared to last year, and decreased just 1.6% in total during the same six-month period. The result is a slower turnover rate that allows feedlots to maintain higher inventory levels despite decreased placements.

Feedlots have maintained inventories primarily because of two factors: continued heifer feeding and increased days on feed. The April quarterly breakdown showed that the heifer percentage of feedlot inventories dropped to the lowest level in five years but remains above the average of the past 30 years. Data from Kansas feedlots shows that days on feed (DOF) increased in mid-2023, with average DOF increasing by about ten days since. Heifer feeding and increased days on feed have masked declining feeder cattle numbers since mid-2023.

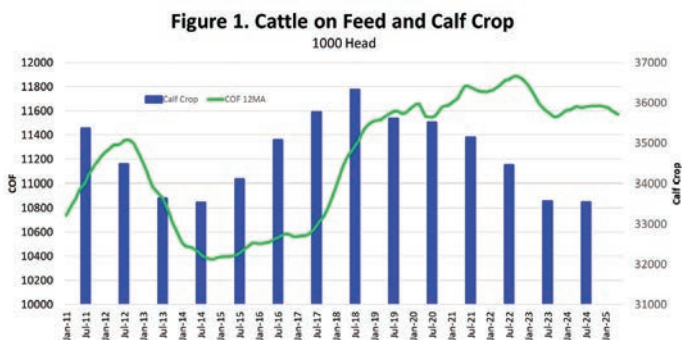


Figure 1 shows that the total calf crop has declined for the past six years, peaking cyclically in 2018. Feedlot inventories have remained relatively steady while the total calf crop declined. The current relationship between cattle-on-feed and calf crop is a sharp contrast to a decade ago when feedlot inventories dropped as the calf crop decreased to cyclical lows. From 2012–2014, average feedlot inventories decreased by 984,000 head. Since the peak in 2022, average feedlot inventories have fallen by just 315,000 head and have varied by a scant 94,000 head in the past 24 months.

There are indications that heifer feeding will decline in the coming months as heifer retention increases. Additionally, days on feed have likely reached a maximum, meaning that no additional gains are likely from slowing the feedlot turnover rate. Both of these factors mean that it's likely feedlots will see more rapid decreases in average inventories in the coming months.

Liver Abscesses Reduced with Beef-Cross Feeding Strategy

by Maureen Hanson, Bovine Veterinarian

As the dairy-beef crossbreeding phenomenon continues to evolve, there remain unsolved challenges to maximizing the performance and value of those animals.

We know those calves aren't the same as fullblood, conventional beef animals. We know we can't feed and raise them exactly the same. But can we get closer to matching the performance of their beef cousins, particularly related to challenges like their currently high incidence of liver abscesses?

A recent Iowa State University study sought to bring some clarity to the lifetime nutrition of beef-cross animals, and how it influences their performance and ultimate carcass quality. The study started with 120 day-old, dairy-beef cross steers and segmented them into four feeding groups:

- A high-starch starter ration for 60 days, followed by a high-starch pellet ration for 60 days.
- A high-starch starter ration for 60 days, followed by a forage-based TMR ration for 60 days.
- A low-starch starter ration for 60 days, followed by the high-starch pellet ration for 60 days.
- A low-starch starter ration for 60 days, followed by the forage-based TMR ration for 60 days.

All calves were weaned from a common liquid ration at 60 days. Following the 60-day postweaning experimental phase, the entire study group was fed a common grower TMR ration for 140 days, and a common finishing diet for another 200 days.

In the post-weaning receiving phase, the two groups that were fed the pellet ration had significantly higher feed intake, average daily gain (ADG), and ending weight. However, that disparity narrowed during the grower phase. By the end of the grower phase (~260 days), there was no significant difference in body weight among the four groups.

In the finishing phase, there was also no significant difference in feed intake or ADG, but the low starch/TMR group was unique in that it had a slightly different growth curve. Those calves continued steadily increasing in daily feed intake and growth as the other calves were slowing down.

"Some of this may be due to compensatory gain following the receiving phase, but we speculate some may also be due to a healthier rumen in the later finishing period," said Iowa State Extension Beef Specialist Denise Schwab, primary investigator of the study.

Harvest data indicated no difference in the quality grade, yield grade, or carcass weights among the four groups, but the low starch/TMR group had slightly heavier carcass weights. Most telling was the disparity in the incidence of liver abscesses and condemned rumens. In total, the incidence of liver abscesses across all groups was 19%, which is well below current industry incidence for dairy-beef cross steers. The high starch/TMR group had more than 30% incidence of liver abscesses, while the low starch/TMR group had less than 5%.

Rumen condemnations were highest for the high starch/high starch pellet group, at 19%. Comparatively, the low starch/TMR group was the lowest, at just 4%. Overall, the low starch/TMR group had an average of 20% fewer liver abscesses and rumen condemnations compared to the other three groups.

In terms of numeric economic returns, the low starch/TMR group had the highest average carcass value, and the high starch/TMR group had the highest net economic returns.

The Upside of a Short Calving Season

by Mark Z. Johnson, Oklahoma State University Extension

There are several benefits to a short calving season, including simplifying cow management, gaining efficiency of labor management, increasing weaning weight, and improving the uniformity and marketability of the calf crop. Collectively, all these advantages lead to one positive potential impact: improved profitability. CattleFax survey data of cow-calf operations sorts participants into three groups: high, average, and low profitability. The high profitability group had a shorter calving season with a higher percentage of cows calving in the first 45 days. The shorter calving season creates opportunities to gain efficiency in several areas of management; these operations were able to sell more pounds while keeping expenses down.

Obviously, more calves born earlier in the calving season equates to more pounds at weaning. What is the value of a single cow calving one heat cycle earlier? If calves gain about two pounds a day from birth to weaning, in the current market with a pound of weaning weight valued in excess of \$3, the added 40 pounds of weaning weight is worth at least \$120 per cow. The added benefit of uniformity also improves marketability of your calf crop. Calf buyers prefer to buy lots of uniform calves so they can be managed similarly. Calf crops with substantial weight variation will be discounted in the marketplace.

Address the following questions to achieve a shorter breeding season in 2025 and a shorter calving window next spring:

1. Do you have ample bull-to-female ratios in each breeding pasture?
2. What is the age of your bulls and the number of females they should be expected to cover?
3. Are you managing your two-year-old pairs separate from your mature cows to ensure proper development, body condition, and potential to breed back quickly?
4. Have all your bulls passed a breeding soundness exam prior to turnout?
5. Is your cow herd in adequate body condition? Is supplemental feed needed?
6. Have you considered an estrous synchronization protocol to tighten your breeding season?

12 Tips If You're Feeling Isolated and Lonely

by Angie Stump Denton, Bovine Veterinarian

Mental health is not a luxury — it's fundamental to every part of life, including showing up for family and friends, holding a job, getting through school, enjoying rest and relaxation, and simply being able to connect with others.

Rural Minds, a nonprofit organization that serves as the informed voice for mental health in rural America, encourages individuals to seek help during times of struggle with loneliness

or isolation. If you are feeling lonely, here are some steps that can help you build social connection:

1. Understand the power of social connection and the consequences of social disconnection by learning how the vital components (structure, function, and quality) can impact your relationships, health, and well-being.
2. Invest time in nurturing your relationships through consistent, frequent, and high-quality engagement with others. Take time each day to reach out to a friend or family member.
3. Minimize distraction during conversation to increase the quality of the time you spend with others. For instance, don't check your phone during meals with friends, important conversations, and family time.
4. Seek out opportunities to serve and support others, either by helping your family, coworkers, friends, or strangers in your community, or by participating in community service.
5. Be responsive, supportive, and practice gratitude. As we practice these behaviors, others are more likely to reciprocate, strengthening our social bonds, improving relationship satisfaction, and building social capital.
6. Actively engage with people of different backgrounds and experiences to expand your understanding of and relationships with others, given the benefits associated with diverse connections.
7. Participate in social and community groups such as fitness, religious, hobby, professional, and community service organizations to foster a sense of belonging, meaning, and purpose.
8. Reduce practices that lead to feelings of disconnection from others. These include harmful and excessive social media use, time spent in unhealthy relationships, and disproportionate time in front of screens instead of people.
9. Seek help during times of struggle with loneliness or isolation by reaching out to a family member, friend, counselor, health care provider, or the 988 crisis line.
10. Be open with your health care provider about significant social changes in your life, as this may help them understand potential health impacts and guide them to provide recommendations to mitigate health risks.
11. Make time for civic engagement. This could include being a positive and constructive participant in political discourse and gatherings (e.g., town halls, school board meetings, local government hearings).
12. Reflect the core values of connection in how you approach others in conversation and through the actions you take. Key questions to ask yourself when considering your interactions with others include: How might kindness change this situation? What would it look like to treat others with respect? How can I be of service? How can I reflect my concern for and commitment to others? ■

Hidden Hazards: Now is the Time to Rethink Gun Use in Cattle Handling

by Angie Stump Denton, Bovine Veterinarian

Millions of pounds of ground beef are thrown away each year because of foreign material contamination. This is not just about isolated incidents but a widespread practice that needs immediate attention.

With the smallest cattle herd size on record, the impact of every pound of beef and every head lost due to foreign material contamination is even more significant today than it has ever been.

Pat Mies, Vice President of food safety and quality assurance at Tyson Fresh Meats and Chair of the beef industry food safety council, shares alarming math regarding foreign material contamination.

There is an economic loss due to cattle contaminated with foreign materials. Mies explains regulatory rules that consider any foreign material, regardless of size, to be an adulterant and unfit for human consumption.

The issue is industry-wide and not just state or region specific. Processors from across the US have frequently reported challenges with foreign material in beef cattle. "It's not a Texas issue or New Mexico issue or a South Dakota issue," Mies says. "It's an entire US issue."

Trey Patterson, Padlock Ranch president and CEO, says "Food safety in our industry is non-negotiable; it's now an expectation."

Patterson says the 2022 National Beef Quality Audit revealed a significant problem: 100% of non-fed plants reported finding foreign objects in beef, with half experiencing customer complaints about items like shotgun pellets. And in the audit, 50% of fed plants are having the same issue.

Trent Schwartz, West Texas A&M University assistant professor, explains, "This is not a fed versus non-fed issue. This is all cattle being sold for meat consumption, and we believe highly that all of this is happening in the production phase, whether it be cattle gathering techniques or treating cattle."

Mies acknowledges plants have access to resources and technology to catch foreign material but it is not 100% accurate. "We have metal detectors, defect eliminators, X-ray systems, and vision systems," he admits. "We're using artificial intelligence to train these systems to do a better job, to get rid of these foreign objects. And then we also have the human element — people watching product and pulling product that may have foreign objects in it. We have all these things in our plants, yet we still have problems. It's not 100% foolproof. It's not 100% fail-safe."

Economic Impacts

Patrick Linnell, CattleFax analyst, provided an economic perspective regarding cull cows and the financial loss due to foreign material contamination. "Cull cows is one area in particular where there's an especially strong connection between animal welfare and husbandry and value to the producer," Linnell says.

With cow inventory at its lowest since the 1950s, and as the beef and dairy industries try to stabilize and rebuild, Linnell says cull cow supplies will remain tight for the foreseeable future. Cull cows on average represent 20% of total marketing and management for an individual operation and the industry as a whole, he adds.

"The consumer wants all the beef through the system that we can provide them," Linnell says. "That's why making sure we don't have to dispose of this high-value product because of foreign material contamination is important."

The economic and reputational implications of foreign contamination are severe. With current beef prices, each contaminated animal represents a significant financial loss. Moreover, these incidents can damage domestic as well as international market confidence.

Linnell says that 50% of US beef consumption is in the form of ground beef. "If you do the simple math and look at what ground beef costs today in retail stores, it's about \$5 per pound on average across the US. That is a lot of money that we're pulling out of the system because people decided to use a shotgun and bird shot to move stubborn cattle," Mies says.

It Starts with the Live Animal

Schwartz is the lead researcher working on a checkoff-funded study in partnership with NCBA regarding foreign material detection techniques in live animals before the animal enters the processing facility.

He says a wide range of foreign objects have been found in live animals, with metal shot being the most common. He points out that most of the foreign material found relates back to metal objects coming from the live side, not something that's added to the product post-harvest.

His team is cataloging pictures and materials received from plants and individuals for future use and educational purposes. The primary source of these foreign objects appears to be cattle handling practices. "Cattle get in rough country and won't come out," he says. "The first instinct is to use a shotgun or rat shot and move those cattle with some metal shot."

Hunters are another concern for the shot residue. "We don't feel like this is a hunting issue," he says. "This is a direct contact, point-blank type issue. Criminal mischief has also been brought up. Criminal mischief or criminal acts is certainly a possibility."

He also says unintended exposure or living conditions can lead to the foreign material, such as cattle ingesting wire protruding through the stomach, and into the skirt or other organs. Darts are also becoming an increasing concern, with some found deeply embedded in muscle tissue and even lungs.

"We need to start looking at the production side, and how we can limit some of these items that are making their way into the plant," Schwartz summarizes.

His ongoing research project is focusing on developing methods to detect objects in live animals under the hide using ultrasound, X-ray, and metal detection techniques. "The goal of the research is to determine efficacy. Does it work?" Schwartz explains. This work will allow for technology advancements to potentially identify foreign material throughout the supply chain in the live animal.

How You Can Help

Patterson suggests a voluntary, industry-wide effort to address the problem before it reaches processing facilities. "I need your help," Mies says in a plea to all beef producers. "I need you to talk to your friends, your family, your neighbors, anybody that you can about moving cattle with shotguns, and that it should never happen in our industry."

Researchers Close in on Alpha-Gal Syndrome Meat Allergy Mystery Linked to Ticks

by Jennifer Shike, Bovine Veterinarian

Is wild-habitat disruption to blame for the increasing US prevalence of Alpha-gal syndrome (AGS), a tick-borne allergy to animal meat? A University of North Carolina (UNC) at Chapel Hill modeling study is helping close in on this mysterious meat allergy that is on the rise.

Ross Boyce, an assistant professor in the infectious diseases division at the UNC School of Medicine and assistant professor of epidemiology in the Gillings School of Global Public Health, is collecting information from a network of sources. He is using this data to strategically determine where and how to battle ticks and other insects that can change a person's life for the worse with one bite, UNC reports.

Using a dataset of 462 AGS patients with confirmed AGS from UNC Health and models based on environmental factors, such as landcover and topography, the team assessed whether the risk of AGS is linked to habitat fragmentation often seen in open spaces and areas of low-density development in North Carolina, South Carolina, and Virginia.

What is AGS?

Bites from the lone star tick (*Amblyomma americanum*) or the blacklegged tick (*Ixodes scapularis*, also called deer ticks) can trigger AGS. Alpha-gal is a sugar molecule found in most mammals. After eating mammalian meat, people who become allergic to alpha-gal may experience an hours-long delay in symptoms, which include hives, swelling of lips, face, tongue or throat, stomach pain, and nausea, UNC reports. It can also cause restricted breathing and death.

AGS has a particularly high incidence in the mid-Atlantic region. The number of suspected cases rose from 24 in 2009 to more than 34,000 in 2019. The only way to positively know a patient has the allergy is to test for antibodies that their bodies developed to fight the infection. Most people with AGS need to refrain from eating meat such as beef, pork, lamb, venison, and rabbit.

"Reports of AGS have grown rapidly since its first report in 2009 and are likely to continue to increase as awareness of AGS and incidence of tick-borne disease more broadly increases," the authors explain. "These increases are likely to be exacerbated by shifts in land use, resulting in more human-tick interactions throughout the southeastern US."

Although clinical and laboratory diagnostics for AGS are becoming more readily available, the epidemiology of AGS, and tick-borne disease in general, apart from Lyme disease, is not well described.

AGS Risk Factors

The models identified low population density and open-space development as risk factors for AGS. Two models predicted a strong east-to-west risk gradient across the mid-Atlantic region, which largely reflects the environmental transition from mountains to coastal plains, while a third model predicted a much more uneven distribution.

"Understanding environmental risk factors associated with AGS diagnosis is a critical first step for determining at-risk populations. Here we show evidence supporting the hypothesis that AGS is associated with landcovers often correlated with the presence of *Am. americanum*," the authors say.

Although the distribution of alpha-gal cases throughout the US do not align exactly with the known distribution of lone star ticks, researchers say this suggests potential environmental confounders and/or ascertainment bias. However, estimating incidence and geographic case distribution is complicated by limited reporting, as AGS is not generally reportable at the federal level and there is low healthcare provider awareness of the condition.

"AGS incidence, like all TBD (tick-borne disease), is largely driven by human behaviors that increase human-tick interactions, e.g., land use change, as opposed to tick population dynamics," the authors wrote. "Anthropogenic land use change, such as forest fragmentation and urbanization in particular, have been linked to increased TBD risk."

This study suggests the need for personal protection measures for individuals residing in, or entering, these at-risk areas. ■

NEWSMAKERS

Register

In Memoriam...

Brian Kitchen, Past ASA EVP, Passes



Past ASA Executive Vice President, Brian Kitchen, has passed. Born in Ontario, Canada, Kitchen was raised on a dairy farm. He graduated from the Ontario Agricultural College at the University of Guelph, and went on to work for New Breeds Industries, and later Western Breeders of Canada. His primary responsibilities included purchasing and importing cattle of all breeds from Europe. He then started the magazine *International Dairy Contact Ltd.*, serving as General Manager. He then worked as the Agricultural Manager at the Calgary Stampede. After five years, Kitchen accepted the role of General Manager for the Canadian Simmental Association. During this time, Kitchen also operated a large farm in Manitoba.

Kitchen was hired to serve as the ASA EVP in 1991. During his tenure, the Association's publication production was moved from Missouri to Bozeman. ASA hosted the World Simmental Fleckvieh Federation gathering, as well as FOCUS 2000. Kitchen resigned as EVP in 1996.

(Continued on page 48)

(Continued from page 47)

Chloe Tolar Joins Team ASA for Summer Internship



Oklahoma State University (OSU) senior Chloe Tolar has accepted an internship with the American Simmental Association, where she will contribute to communications and youth programming. Under the guidance of Managing Editor Lilly Platts and Youth Programs and Foundation Manager Mia Bayer, Tolar is joining the team's efforts with *the Register*, *SimTalk*, and Association communication through writing and creating

content for the membership and beyond, with a special focus on expanding coverage of the AJSA and ASA's youth programs.

Tolar is set to graduate from OSU in December 2025 with her Bachelor of Arts in English Professional Writing. Growing up between Texas and Mississippi, she has been involved in cattle raising and production her entire life through livestock showing, working with her family, and junior cattle associations. Chloe started her photography business in 2018, specializing in lifestyle portraiture, senior graduates, and weddings.

From the Spring 2025 Board Meeting

The American Simmental Association's Board of Trustees recently met in Bozeman, Montana, to discuss key matters on behalf of ASA members and the Association. Productive discussion was held throughout the three days, and ASA would like to thank those who engaged during the committee meetings and/or other discussions. Key resolutions:

- A directive was passed to continue exploring options to restructure International Genetic Solutions (IGS) as a division of the ASA.
- Susan Russell, CMP Coordinator, reported during the Breed Improvement meeting that she is still accepting sire nominations for the Carcass Merit Program (CMP). If you or someone you know would like to nominate a sire, contact Susan at cmp@simmgene.com.
- Resolutions were passed to approve the 2027 National Classic to be held July 17–23, 2027, in Louisville, Kentucky, and 2027 Eastern Regional Classic to be held in Bloomsburg, Pennsylvania, June 23–26, 2027. Minor changes to the judge selection process beginning with the 2026/2027 show season were also approved and passed.
- A directive to have staff develop a notification email system for nonmember accounts separate from the primary email address was passed.

As always, you are encouraged to reach out to a Trustee from your region or a staff member with any questions you have. This is not a complete list of the resolutions and directives passed, but rather a highlight of some of the notable discussions. ■

Doramectin Shown as Solution for Screwworm Outbreak Threatening Cattle along Texas-Mexico Border

A resurgence of the deadly New World screwworm (*Cochliomyia hominivorax*) has prompted the US Department of Agriculture (USDA) to suspend all imports of live cattle, horses, and bison from Mexico. The parasite, whose larvae feed on the living tissue of warm-blooded animals, has been detected in southern Mexico, raising alarms about its potential spread into the United States.

The New World screwworm, once eradicated from the US in the 1960s, poses a significant threat to livestock and wildlife. Infestations can be fatal to a full-grown cow within one to two weeks if left untreated. The USDA has emphasized the severity of the threat, noting that a similar outbreak in 1976 affected over 1.4 million cattle in Texas alone.

In this critical time, Doramectin has proven to be a vital tool in combating screwworm infestations as it effectively disrupts the parasite's life cycle by targeting larvae at multiple developmental stages.

"Doramectin targets parasitic larvae at multiple stages, killing them before they can continue their development or reproduce," said Dr. Pete Hann, Technical Services Veterinarian and Parasitologist at Aurora Pharmaceutical. "Doramectin breaks the cycle and gives producers the upper hand in protecting their herds."

Producers in affected areas are urged to monitor cattle closely for signs of screwworm and to consult with their veterinarians about incorporating Doramectin into their parasite control protocols.

Mexico Takes Additional Measures to Help Fight New World Screwworm

by Maggie Malson, Bovine Veterinarian

USDA has announced that Mexico agreed to additional measures to help fight New World Screwworm (NWS). The US had given Mexico a deadline of April 30 to follow protocols in place or the US would put restrictions on cattle imports.

USDA Secretary Rollins posted on X.com that Mexico has resumed efforts to help fight NWS with the following:

- Eliminate restrictions on USDA aircraft
- Waive customs duties on eradication equipment
- Increase surveillance

Rollins says ports will remain open to livestock imports at this time; however, if at any time these terms are not upheld, port closure will be revisited. The secretary had sent a letter to Mexico outlining the expectations for cooperation on the issue.

Protocols had been established in February after the pest was discovered in southern Mexico in November 2024. "I am happy to share that Mexico has continued to partner in emergency efforts to eradicate the New World Screwworm," Rollins says. "This pest is a devastating threat to both of our economies, and I am pleased to work together with Mexico in good faith to protect the livelihoods of our ranchers and producers who would have been hurt by this pest."

Rollins reiterated that USDA is working every day to keep pests and disease from harming the agricultural industry. "I thank our frontline USDA staff and their counterparts in Mexico for their work to ensure the screwworm does not harm our livestock industry," she adds. ■

Armatrex Spray-On Antimicrobial Now Available

Merck Animal Health, known as MSD Animal Health outside of the United States and Canada, has announced the commercial availability of Armatrex (silane quaternary ammonium salt), an EPA-registered, spray-on antimicrobial solution, as part of a partnership agreement with Good Salt Life, LLC, the product manufacturer. Merck Animal Health will market and sell the product in the United States.

Armatrex is an odorless, colorless, and non-toxic solution. It creates an invisible and durable barrier to inhibit the growth of bacteria, fungi, mold, and algae. The barrier provides up to 90 days of protection and antimicrobial activity and can enhance biosecurity when used in conjunction with cleaning and disinfecting protocols.

“The importance of biosecurity and protecting animals and property from disease spread is a top concern for consumers and producers alike,” said Justin Welsh, DVM, executive director of livestock technical services at Merck Animal Health, in a prepared statement. “Directly aligned with our strategy of prevention, we are excited to partner with Good Salt Life, LLC, to provide this innovative product because biosecurity and pathogen control are essential parts of the food supply chain.”

“Keeping animals healthy starts with maintaining clean environments. That’s really what this partnership is about,” said Adrian Fulle, president and CEO of Good Salt Life, LLC, in the prepared statement. “Armatrex gives producers and other animal health stakeholders an easy-to-use tool that works long after it’s applied. We’re excited to work with Merck Animal Health to provide this technology to market and help improve biosecurity across animal health facilities.”

The ready-to-use formulation does not require mixing or measuring. Armatrex can be applied with induction-charged technology to provide uniform coverage of treated surfaces, decreasing product waste. It does not cause microbial adaptation, resistance or mutation, the companies report.

Armatrex is available in one-gallon, five-gallon, or 55-gallon presentations from Merck Animal Health or its distributors.

In addition to Armatrex, Good Salt Life, LLC, offers advanced chemical delivery systems for antimicrobial solutions on surfaces. By leveraging innovative technology, the company says these systems help ensure efficient and thorough application, reducing product waste while enhancing biosecurity, and pathogen control in animal health facilities.

Agricultural Textiles Market to Hit US\$ 17.77 Billion by 2031, Research Report by The Insight Partners

According to a new comprehensive report from The Insight Partners, the global agricultural textiles market is witnessing noticeable growth owing to rising global population and food security concerns.

Vertical and urban farming expansion is expected to propel market growth during the forecast period. The report runs an in-depth analysis of market trends, key players, and future opportunities.

Overview of Report Findings:

1. **Market Growth:** The agricultural textiles market is expected to reach US\$ 17.77 billion by 2031 from US\$ 12.30 billion in 2024; it is anticipated to register a CAGR of 7% during the forecast period. The demand for sustainable farming practices is rising significantly. Materials such as shade nets, weed control fabrics, and biodegradable mulch films enhance crop yields with minimal environmental damage. More farmers are seeking an eco-friendly solution to enhance productivity while reducing the application of chemicals, and agricultural textiles are witnessing increased demand.
2. **Technological Advancements in Agricultural Textiles:** Technological innovations in agricultural textiles are driving market growth. The development of fabrics with improved durability, UV resistance, and water retention properties enhances crop protection and growth. These textiles help regulate temperature, moisture, and light, creating favorable conditions for crops. As innovation progresses, these advanced textiles are increasingly being adopted across various agricultural sectors, boosting the market.
3. **Increasing Demand for Organic Farming Solutions:** The growing interest in organic farming is also an excellent opportunity for agricultural textiles. Farmers are shifting to natural and a sustainable means by using textiles such as biodegradable mulch films and organic pest control covers. These reduce dependence on chemical inputs, making them support eco-friendly farming and driving demand for agricultural textiles specific to organic farming.
4. **Geographical Insights:** In 2024, North America led the market with a substantial revenue share, followed by Europe and Asia Pacific. Asia Pacific is expected to register the highest CAGR during the forecast period.

Market Segmentation

- By Fiber Material, the agricultural textiles market is segmented into nylon, polyester, polyethylene, polypropylene, natural fiber, and others. The polyethylene segment held the largest share of the market in 2024.
- In terms of formation technology, the market is categorized into woven, knitted, non-woven, and others. The woven segment held the largest share of the market in 2024.
- On the basis of product type, the market is categorized into shade nets, mulch mats, and others. The mulch mats segment held the largest share of the market in 2024.
- Based on application, the market is bifurcated into outdoor agriculture, and controlled environment agriculture. The controlled environment agriculture segment held a larger share of the market in 2024.
- The agricultural textiles market is segmented into five major regions: North America, Europe, APAC, Middle East and Africa, and South and Central America.

Competitive Strategy and Development

Key Players: A few of the major companies operating in the agricultural textiles market are Beaulieu Technical Textiles; Belton Industries; Hy-Tex (UK) Limited, Diatex SAS; Garware

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Technical Fibres Limited; Swatch; Toray Textiles Europe Ltd.; Arrigoni S.p.A.; TenCate Geosynthetics; Mogul Co., Ltd.; etc.

Global Headlines on Agricultural Textiles

- SASMIRA Launched Agro-Textile Center to Aid Indian Farmers
- Mondi and Cotesi launched a sustainable mulch film alternative
- FRESHPPACT Launched Groundbreaking Agricultural Mulch Trials in Ghana

Greenhouse and shade netting applications are now gaining significant usage. Textiles protect crops against extreme weather conditions while excluding insects, animals, and diseases. These textile solutions optimize light and temperature for crops. This results in the increasing demand for controlled-environment agriculture and urban farming, boosting the agricultural textiles market. In addition, climate change is forcing the implementation of climate-resilient agriculture, which opens an opportunity for agricultural textiles. Protective covers, shade nets, and frost blankets help farmers combat extreme weather such as heatwaves, frost, and drought. The demand for crop protection and yield resilience will increase as agriculture adapts to changing climates.

The report from The Insight Partners provides several stakeholders — including information on raw material suppliers, agricultural textiles manufacturers, and distributors/suppliers — with valuable insights to successfully navigate this evolving market landscape and unlock new opportunities. ■

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August 22–26, 2025 | Columbia, Missouri

Focus on Cow Herd Profitability

August 22

Field Day Showcasing
Missouri's Beef Industry

August 23

Educational Symposium
Featuring Industry Experts

August 24–26

Committee Meetings
& ASA Board Meeting

SimGenetics
PROFIT THROUGH SCIENCE
American Simmental Association

Co-hosted by
Missouri's Simmental Breeders



Visit fallfocus.org
for more information.

DNA Testing Requirements for Herdsires

In January, ASA membership voted to require a DNA test (GGP-100K genomic panel) on all herd bulls/natural service sires born on or after January 1, 2025. This new rule mimics the current DNA requirement for AI sires and donor dams.

Although the rule change isn't immediately affecting membership, it is never too early to prepare. By collecting and submitting DNA samples on bull calves born this spring and beyond if they'll go on to sire registered calves, producers can avoid future issues.

DNA Test for Bovine Congestive Heart Failure (BCHF) Risk Now Available

A test estimating a genomic prediction for risk for development of Bovine Congestive Heart Failure (BCHF) is now available as an add-on the GGP100K (\$9.50) or a standalone test (\$19.50). This is not an IGS prediction but molecular breeding value based on the Simplot and Neogen partnership studying heart failure in feedlot cattle. Because this is a molecular breeding value, results will be based solely on the DNA marker information and will not include other pertinent information that goes into EPD like pedigree, breed, and performance records. The test returns a molecular breeding value for risk of progeny developing heart scores correlated to BCHF (lower number is better). The average accuracy of animals tested is 0.32 (standard deviation 0.09). At this time the results will be reported through an email but not uploaded to Herdbook. Please contact Jackie Atkins at jatkins@simmgene.com with any questions.

Seeking Sire Nominations For CMP

Looking to test your top young sire across different environments? Want to enhance accuracy and gain valuable data on your young sire? The Carcass Merit Program (CMP) is for you!

Since 1997, the CMP has relied on select cooperator herds to test sires; however, ASA recently added a new CMP testing avenue, which will allow for MORE SIREs to be tested annually. CMP collects vital carcass data on calves, which improves carcass trait predictions and DNA marker predictions for all cattle in the IGS genetic evaluation, and supports breeders in evaluating their young sires and advancing their genetic programs. If you're interested in nominating a sire, fill out the nomination form at simmental.org (Programs, ASA Programs, CMP).

Sale Catalog Resources Added to ASA Website

Looking to add some information about EPD and indexes, genomics, the IGS multi-breed genetic evaluation, or the benefits of participating in ASA's programs to your sale catalog? Look no further! ASA has compiled a folder with various resources like logos, camera-ready ads, and answers to frequently asked questions that can be used in sale catalogs or other marketing materials. Visit www.simmental.org and click on "Sale Catalog Resources" under the Marketing tab to view the material.

Hydrops Update: TraitTrac and a Recommended Marketing Statement

ASA has been investigating a developing genetic condition that causes Hydrops pregnancies in a certain line of Simmental genetics. Here are some updates in relation to this research and ASA's actions/suggestions:

Hydrops has been added to Herdbook's TraitTrac with WS All Aboard B80 listed as a documented carrier. At this time there are no genetic holds placed on his descendants as there is not a DNA test available yet. Once there is a test, then Hydrops will follow the same policy as other genetic conditions.

Female progeny who are descendants of or are directly sired by WS All Aboard B80 (ASA# 2852207) are at risk for carrying a genetic abnormality called Hydrops. Daughters may develop a serious condition during late gestation that results in excess fluid in the fetal membrane, which typically causes the loss of the calf and occasionally the dam. There is no current test at this time to identify animals carrying this mutation. Research is ongoing regarding the transmission of the abnormality, and to develop a genetic test. Helping our producers navigate this issue is of the utmost importance to us. Therefore, given that there is neither a full understanding of this condition nor a test, careful consideration should be given regarding the question of whether to breed WS All Aboard B80 descendant females until more information is available to breeders.

For questions regarding established WS All Aboard B80 genetics, Hydrops symptoms, reporting an active case, or additional information, please visit the Hydrops Information Center at www.simmental.org or reach out to Jackie Atkins at jatkins@simmgene.com.

Price Adjustment Notification: uLD Genomic Panel, Semen Sample Processing, and TSU Fees

Due to increased costs from ASA's contracted laboratory, ASA will be raising the price of the ultra-Low Density (uLD or 9K) genomic panel and the processing fees for semen samples, effective immediately. Due to increased costs from the manufacturer, ASA will be raising the price of TSUs from \$22/box to \$23/box, effective immediately. These price adjustments are essential to cover rising expenses and production costs, and we thank you for your understanding.

If you have any questions, contact the DNA department at dna@simmgene.com. To view the current DNA testing prices visit simmental.org.

New Fiscal Year Underway for State Association Programs

It's a new fiscal year at ASA. A new fiscal year means a blank slate for state associations; now is a good time to plan how to take advantage of ASA's state association programs. Remember that each state association is allocated \$4,000 on a 60-40 split for most qualifying advertising items. States can also claim check-off

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dollars on a quarterly basis. Check-off dollar amounts are based on total cattle registration numbers per state and are paid at \$0.25 per registration. September 30 marks the end of quarter 1. In order to claim those dollars, a state association officer must visit simmental.org and complete the "Promotional Check-off Dollars Request Form" found in the Membership/State Association section. Contact Callie Cooley with any questions at stateassoc@simmgene.com.

2025 Year-Letter is N

In accordance with the Beef Improvement Federation guidelines, the year-letter animal identification for 2025 is N, and will be followed by P in 2026, and R in 2027. The letter M was the year-letter designated during 2024. Per the BIF guidelines, the following letters are not used: I, O, Q, and V.

Office Holiday Schedule

Friday, July 4 & Monday, July 7

Fourth of July

Monday, September 1

Labor Day

Thursday, November 27 & Friday, November 28

Thanksgiving

Wednesday, December 24, Thursday, December 25 & Friday, December 26

Christmas ■

American Simmental-Simbrah Foundation

Cash Cow Fundraiser

Fall Focus • Columbia, Missouri • August 22–26, 2025

**Become an official sponsor of Fall Focus 2026
by contributing to the ASF fundraiser!**

Purchase one or more of the 95 ear tags for a chance to be in the final draw-down during the Fall Focus Recognition Dinner.

- A total of ten will participate in the final draw-down.
- Five tags drawn from the 95 sold throughout the week; the other five will be auctioned off during the dinner.
- You'll receive \$2,000 cash if you have the last ear tag number drawn!

Winning ear tag will receive \$2,000 cash!

For more information or to purchase an ear tag, contact:
Mia Bayer: 715-573-0139
Cathy Eichacker: 605-421-1138
or any Foundation Board Member.

Selling 95 ear tags
for \$100 each.

5 ear tags will
be auctioned
at Fall Focus.

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Registration

The American Simmental Association is pleased to offer free registration for Fall Focus 2025. While there's no cost to attend, advance registration is essential for event planning. Please register by visiting www.fallfocus.org. After registering, you'll receive a link to book your accommodations at the host hotel. Note: the group rate and room block will expire on July 29, so we encourage early registration and reservations.

If you have any questions, contact ASA's Events Team at 406-587-4531 or visit www.fallfocus.org



General Schedule

Thursday, August 21

5:00 pm

Registration Desk open

Name badge and program pick-up available until 7 pm

5:00 pm

American Simmental-Simbrah Foundation Board Meeting

6:00 pm

STYLE Alumni Reception

7:00 pm

Simbrah Committee Meeting

Friday, August 22

6:30 am

Registration Desk open

Name badge and program pick-up available until tour departure

8:00 am

Show-Me-State Showcase (Missouri field day/tours)

Transportation departs from Hilton Garden Inn at 7:15 am.

7:00 pm

"An Evening with the Clydesdales"

Dinner and Program at Warm Springs Ranch

Transportation departs from Hilton Garden Inn at 6:30 pm.

Saturday, August 23

7:00 am

Registration Desk open

Name badge and program pick-up available

8:00 am

Educational Symposium

6:00 pm

Recognition Dinner and Celebration

Sunday, August 24

8:00 am

Town Hall Meeting

9:45 am

Committee Meetings (Activities & Events, Breed Improvement, Growth & Development, and Policy & Procedures)

3:30 pm

Board Meeting begins

Monday, August 25

8:00 am

Board Meeting continues

Tuesday, August 26

7:00 am

Board Meeting concludes

Thank You Fall Focus Sponsors!

Industry Sponsors



Foundation Fundraiser Sponsors

2024 Cash Cow Fundraiser Contributors

Missouri Sponsors

To Be Announced

***The schedule is subject to change.
Detailed schedules for each day can
be found on the subsequent pages.***

The Show-Me State Showcase

August 22, 2025

Friday Schedule

Trowbridge Livestock Center – Mizzou Campus

7:15 am

Transportation departs for Mizzou Campus from Hilton Garden Inn (*meet in hotel lobby*)

8:00 am

Welcome to Mizzou Animal Science – Dr. Bryon Wiegand, University of Missouri

8:15 am

Overview of Missouri's Beef Cattle Industry – Cyndi Young-Pueyear, Brownfield Ag News

8:30 am

Fescue Tolerance Research Update – Dr. Jamie Courter, University of Missouri

9:15 am

Beef on Dairy Research Update – Dr. Teagan Schnurbusch, University of Missouri

10:00 am

Break



10:30 am

The Economic Impact of America's Heartland Packing: American Foods Group's New Processing Plant at Wright City, MO – Clay Boyles, American Foods Group

11:00 am

New Day Genetics Co-op Marketing Success – Ted Cunningham, New Day Genetics

11:45 am

Welcome to Mizzou – Dr. Mun Choi, President, University of Missouri

12:00 pm

Lunch (provided)

Following lunch, attendees will have the option to visit historic Rocheport, MO, or attend the session at Cattle Visions (schedule to the right). Transportation will be provided for both options.

Tour and Event Previews:

Trowbridge Livestock Center

At the Trowbridge Livestock Center, hear from leading University of Missouri Animal Science faculty and learn about the cutting-edge research being done. The Division of Animal Sciences at the University of Missouri is a leader in animal agriculture, focused on excellence in teaching, research, and innovation. Faculty expertise spans reproductive and environmental physiology, ruminant and monogastric nutrition, genetics and genomics, meat science, and livestock production.

Cattle Visions

Immerse yourself in even more learning at Cattle Visions as you hear from industry leaders on key topics shaping Missouri's beef industry. The afternoon will wrap up with a live heifer evaluation presentation and cattle display, giving participants a hands-on look at practical insights into selection and breeding.

Warm Springs Ranch

Warm Springs Ranch is the official breeding farm of the Budweiser Clydesdales. Set on 300+ acres in the heart of Missouri, this modern facility, built in 2008, includes a foaling barn, veterinary lab, and ten pastures with custom shelters. It's home to more than 70 Clydesdales, from foals to stallions.

Cattle Visions

1:30 pm

Welcome – Jared Royer, Cattle Visions

1:45 pm

Success of the Show-Me-Select Heifer Program – Drs. Jordan Thomas and Thiago Martins, University of Missouri

2:30 pm

Recognition of Dr. Dave Patterson and Dr. Mike Smith's Heat Synchronization Research

3:00 pm

Live Heifer Evaluation in the Information Age – Drs. Jamie Courter and Jordan Thomas, University of Missouri; Mike Siemens, Lucas Cattle Company; and Doug Frank, ABS

Following the final presentation and cattle display, attendees will be transported back to the hotel to relax and freshen up before dinner at Warm Springs Ranch.

Warm Springs Ranch

"An Evening with the Clydesdales"

6:30 pm

Transportation departs for Warm Springs Ranch from Hilton Garden Inn (*meet in hotel lobby*)

7:00 pm

Dinner, socializing, and a Missouri Welcome

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Educational Symposium

Saturday, August 23

Hilton Garden Inn Conference Center

Welcome and Opening Comments

- 8:00 am Dr. Jon DeClerck, ASA EVP, and Victor Guerra, ASA Board Chairman
- 8:15 am Introduction: Eyes Don't Lie – Dr. Charley Martinez, University of Tennessee

Session I

The Cow Efficiency vs. Beef Demand Paradox: Navigating the Future of Beef Production

- 8:30 am Recap of 2024 Fall Focus: Outlining the Paradox – Dr. Bryon Wiegand, University of Missouri
- 9:00 am Fetal Programming: Implications of Increased Cow Size – Dr. Allison Meyer, University of Missouri
- 9:30 am Identifying Genetic Tools to Optimize Cow Efficiency – Dr. Jamie Courter, University of Missouri
- 10:00 am Break
- 10:30 am Systems for Successful Application of Sex-Selection in Commercial Beef Herds – Dr. Jordan Thomas, University of Missouri
- 11:00 am Roundtable Discussion with Drs. Wiegand, Meyer, Courter, and Thomas – moderated by Dr. Jon DeClerck
- 12:00 pm Lunch

Session II

Focus on the International Genetic Solutions (IGS) Multi-breed Genetic Evaluation

- 1:00 pm New Trait Discussion and Q&A – IGS Science Team
- 2:30 pm Break

Session III

Bridging Science and Selection: Tools for Reproductive and Genetic Success

- 3:00 pm Factors Affecting Heifer Development and Pregnancy – Dr. Randie Culbertson, Iowa State University
- 3:30 pm Eyes Don't Lie: The Intersection of Visual Indications and Seedstock Bull Selection – Dr. Charley Martinez, University of Tennessee
- 5:00 pm Wrap-up
- 6:00 pm Recognition Dinner and Celebration

**The schedule is subject to change.*

Meet Your Symposium Speakers

Jackie Atkins, PhD

Director of Science and Education, American Simmental Association; Director of Operations, International Genetic Solutions



Jackie Atkins grew up in Mandan, North Dakota, and became involved with cattle breeding at an early age. Her parents owned a veterinary clinic with a heavy emphasis on beef cattle, and also had their own commercial cow-calf operation. Her father was an early adopter of AI and estrus synchronization, and Atkins spent much of her youth heat detecting, breeding, riding, and fencing, which sparked her interest in cattle and reproduction. She completed her BS in Veterinary Biotechnology at Montana State University, and PhD and Masters in reproductive physiology at the University of Missouri. After graduation, she worked for Dr. Chuck Gue, Belgrade, Montana, as an embryologist for two years. This work involved significant travel, and upon having her first child, Atkins decided to transition.

A call from Dr. Jerry Lipsey led her to begin working on science projects for ASA in 2013. She now serves as ASA's Director of Science and Education. Atkins has been involved in many programs and events, including the Carcass Merit Program, Cow Herd DNA Roundup, and Fall Focus. Atkins is the mother of three girls, Hazel, Ada, and Greta. She spends much of her free time helping with homework, at her girls' events, gardening, and running.

Jamie Courter, PhD

Assistant Professor & State Beef Extension Specialist, University of Missouri

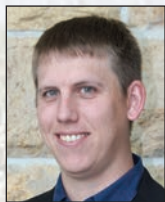


Originally from Henderson, North Carolina, Dr. Jamie Courter received a bachelor's degree in Animal Science from North Carolina State University. It was here that her passion for the beef industry began. Following graduation, she went on to obtain a master's degree in Animal Breeding and Genetics from South Dakota State University. During her tenure there, she interacted with and learned from producers of all ages and backgrounds. Her thesis research was conducted at the US Meat Animal Research Center in Clay Center, Nebraska, working with leading geneticists to advance calculations of genomically enhanced EPD. This knowledge and experience led to her decision to attend the University of Nebraska–Lincoln for a doctoral degree, where she worked to better quantify docility for genetic evaluations.

Following graduation, Courter spent the first five years of her career as a Product Manager and Technical Services Manager at Neogen Genomics. While different titles, both positions had the same goal: to help beef producers better understand the use case and benefits of genomic technology. In the fall of 2023, Courter became the Beef Genetics Extension Specialist for the University of Missouri.

Ryan Boldt, PhD

Lead Geneticist, International Genetic Solutions



Ryan Boldt is a native of northern Colorado, where he grew up on a small family farm. Boldt attended Texas Tech University, earning a BS in animal science. After graduation Boldt attended Colorado State University (CSU), where he earned a MS and PhD. While he was attending CSU his research focused on genetic relationships between fertility and other commonly recorded phenotypes, as well as Bovine Respiratory Disease. Currently, Boldt is the Lead Geneticist for International Genetic Solutions.

Meet Your Symposium Speakers

Randie Culbertson, PhD

Cow-Calf Extension Specialist & Beef Geneticist,
Iowa State University



Dr. Randie Culbertson spent her childhood on her family's cattle ranch in New Mexico. She received her BS in Animal Science at New Mexico State University and pursued her graduate degrees at Colorado State University, earning her MS and PhD in Animal Breeding and Genetics.

Upon completing her PhD in 2019, she accepted a position as the lead geneticist with the American Simmental Association and International Genetic Solutions (IGS). In November 2022, Culbertson joined the faculty at Iowa State University as the Cow-Calf Extension Specialist and Beef Geneticist. In her role at Iowa State, she works with the Iowa Beef Center to execute Extension programming for cattle producers in addition to conducting applied research for beef cattle production.

Victor Guerra

Chairman, ASA Board of Trustees



Victor Guerra, Linn, Texas, owns and operates La Muñeca Cattle Company (LMC) alongside his parents and siblings. LMC runs 100 Simmental and Simbrah cows, and markets genetics private treaty throughout the year, in addition to select consignment sales. Supporting youth is important to the Guerra family, and each year, they sponsor the Simmental-Simbrah Super Bowl held in conjunction with the San Antonio Livestock Show, and hold their own LMC Field Day and Futurity. They also hold an annual LMC and Friends Giving THANKS online sale around Thanksgiving where all the proceeds go to various worthy causes, including youth events. Guerra is an active advocate of Simmental and Simbrah genetics, and participates in a number of promotional activities. He currently serves on the Hidalgo County Farm Bureau Board. Guerra also serves on the Texas FFA Foundation Board of Directors, in addition to a number of other agricultural organizations. Guerra holds a BS in Agricultural Development with an emphasis in Beef Cattle Production from Texas A&M University. Guerra also holds a JD from St. Mary's School of Law in San Antonio and owns Victor G. Guerra, PC.

Jon DeClerck, PhD

Executive Vice President,
American Simmental Association



Dr. Jon DeClerck is a forward-thinking leader with extensive experience in the cattle industry and a lifelong passion for advancing animal science. Holding a PhD in Ruminant Nutrition from Texas Tech University, he has excelled in technical consulting, education, and research. As a

Technical Consultant for Purina Animal Nutrition, Dr. DeClerck has advised stakeholders across the beef production cycle in New Mexico, Texas, and Louisiana, combining innovative research with practical solutions to help producers maximize profitability. Previously, he served as a lecturer and livestock judging coach at Texas Tech and Iowa State University, mentoring students and leading multiple national champion livestock and meat evaluation teams. DeClerck has been recognized as a national champion team coach, and is the recipient of numerous industry awards. Raised on a diversified farm near Aledo, Illinois, featuring a Simmental and commercial cow herd, Dr. DeClerck has a deep connection to the breed. A lifelong advocate for Simmental cattle, he is committed to serving the membership and advancing the scientific innovation and growth that have long defined ASA.

Charley Martinez, PhD

Assistant Professor, University of Tennessee



Dr. Charley C. Martinez is an assistant professor and Extension economist in the Department of Agricultural and Resource Economics at the University of Tennessee (UT). He also serves as the Director of the UT Center of Farm Management. His research and Extension programming involves the fields of farm and financial management, experimental economics, livestock and meat market economics, and policy. Martinez received his BS in Agricultural Business and Ranch Management from Texas A&M University-Kingsville, and his PhD in Agricultural Economics from Texas A&M University.

Allison Meyer, PhD

Associate Professor of Nutritional
Physiology/Ruminant Nutrition,
University of Missouri



Dr. Allison Meyer grew up on a purebred Shorthorn operation in central Indiana, where her passion for both science and the beef industry was ignited. Meyer earned degrees at Michigan State University, the University of Missouri, and North Dakota State University, and was on faculty at the University of Wyoming before returning to the University of Missouri in 2013. The Meyer Lab works to improve nutritional management of beef cows and heifers based on scientific understanding of their nutrient partitioning to calves during pregnancy and lactation. This often focuses on the area of “developmental programming,” or how environmental influences (such as nutrient intake or balance, health, heat/cold stress) during crucial windows of fetal and early life development affect cattle long-term. One of Meyer’s favorite aspects of her career is helping students to realize their interest in research and/or animal nutrition, and she has inspired many students to pursue graduate degrees or careers in this area. Meyer co-teaches undergraduate and graduate nutrition and beef cattle production courses, co-developed a new study abroad program to Ireland, and advises undergraduate students. Additionally, she has worked to increase livestock nutrition education for veterinary students by providing guest lectures and other input.

Bryon Wiegand, PhD

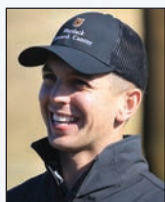
Professor & Division Director of Animal Sciences,
University of Missouri



Dr. Bryon Wiegand is a native of Cairo, Missouri, and is currently Professor of Animal Science at the University of Missouri (MU). He has taught animal products, beef production, and physiology and biochemistry of muscle classes. Wiegand’s research focuses on fat quality of food animals as well as pre- and post-natal influencers of growth and body composition. He has served as a technical advisor to the Missouri Association of Meat Processors, supervises the MU Collegiate Meats Judging Team, and oversees operation of the Mizzou Meat Market (a full-line meat processing plant under USDA inspection). In 2015, he assumed the role of State Meats Extension Specialist. Wiegand has been recognized by his peers with multiple national teaching awards, most notably two career teaching honors: the American Society of Animal Science Distinguished Teacher Award, and the American Meat Science Association Distinguished Teacher Award. He was named a Kemper Teaching Fellow at the MU in 2014. Wiegand was appointed as Associate Division Director in Animal Science in 2019 where he was responsible for coordinating research farms and auxiliary units as well as animal science outreach to stakeholders in Missouri and beyond. In 2021, he was appointed Director of the Division of Animal Science.

Jordan Thomas, PhD

Assistant Professor, University of Missouri



Dr. Jordan Thomas is a professor in the College of Agriculture, Food, and Natural Resources at the University of Missouri. Thomas is a Missouri native and University of Missouri alumnus, having earned his PhD in Animal Science in 2017. He maintains an active applied research and teaching appointment focused on the management of forage-based livestock systems. He coordinates the breeding program for research herds across the University of Missouri Agricultural Experiment Station, and he served as the state cow-calf Extension specialist and program advisor to the Show-Me-Select Replacement Heifer Program until 2023. The primary research focus of the Thomas Lab is reproductive management, with expertise in areas such as heifer selection and development, synchronization of the estrous cycle, timed artificial insemination, embryo transfer, and sex-selection technologies. Additionally, Thomas is a collaborating faculty member at the National Center for Applied Reproduction and Genetics, contributing to interdisciplinary research and outreach efforts in the sustainable management of beef cattle production systems.

Recognition Dinner & Celebration

Saturday, August 23, at 6:00 pm

An evening to honor the Golden Book Award and Lifetime Promoter Award recipients.

Golden Book Awards

Erroll & the late Gayle Cook, Bridle Bit Simmentals, Walsh, CO

Erroll and Gayle Cook were some of the very early breeders of Simmental cattle in Colorado with ASA number 4086, issued in 1974. Erroll was manager of Achilles Cattle Company and managed the artificial insemination company from the Colorado State University (CSU) bull stud. He managed the CSU bull stud and collected some of the very early Simmental bulls such as Parisien, Galant, and LaCombe Achilles. He and Gayle were instrumental in the formative years of Colorado Simmental Association (CSA), with Gayle serving as the association's secretary/treasurer for about eight years. Erroll served on the Colorado Simmental Board and served several terms as president.

Erroll and Gayle raised three sons, Brent, Chad, and Brad, while establishing a renowned herd of Simmental cattle known for the single brand, Bridle Bit. The second and third generations are the driving forces in their ranch operations today, and they have ramped up their breeding program to focus on economically relative traits, but Erroll remains at the helm. Erroll's influence on the Simmental breed in Colorado and beyond has been significant.

Darrell Stiles, Cushing, OK

Darrell Stiles has had a long career in the Simmental breed and beef industry. After graduating from Oklahoma State University, Darrell was one of the first instructors to teach farmers and ranchers how to artificially inseminate (AI) their own cows. He was also an early pioneer for the Simmental breed. Through a partnership called Sunflower Simmentals, Darrell helped import semen on the first four Simmental bulls used in the US: Fern, Capitan, Bismark, and Parisien. Through cooperator herds, the group accelerated the use of Simmental genetics in the US.

In the spring of 1969, Darrell returned to his family's Cabin Creek Farms in Oklahoma. The following year, he and his wife, Billie, received their first ten weaned halfblood Simmental heifers from their partnership with Sunflower Simmentals, which started their own Simmental herd. This became a highly successful Simmental business, which is still in operation today. Now in his mid 80s, Darrell continues to AI the family's cows. Darrell inspired a love and appreciation of Simmental cattle and agriculture in every generation that has come after him.

Lifetime Promoter Awards

Terry Burks, Scottsville, KY

Terry Burks is a respected and revered member of the livestock industry. He was a member of the American Junior Simmental Association from the beginning until he aged out, and has since had a robust career in the industry. Terry has judged roughly 1,300 junior and open shows in 43 states.

Terry is well versed in the Simmental breed's early years and history. For those who follow Terry's Facebook, he makes weekly promotional and education posts for the Simmental breed, adding pictures of show winners, along with their pedigree and history. His lifelong passion for the Simmental breed and larger beef industry have had a positive impact on countless youth, and he is respected by peers across the country.

Warren Garrett, Comanche, TX

Warren Garrett is a lifelong promoter of the Simmental breed. He led the Texas Simmental-Simbrah Association (TSSA) and was foundational in its growth during the 1980s and 1990s. His leadership was instrumental in growing the state's membership, increasing sales, and improving the acceptance of SimGenetics throughout the region.

Warren has mentored many breeders throughout his career, and is often sought out for sound advice. He has also helped many youth, serving on the TSSA scholarship committee, and ensuring that the TSSA's activities always included young breeders. As a photographer, he has helped many breeders showcase their cattle.

Open ASA Board Meeting

Sunday, August 24 – Tuesday, August 26

Hilton Garden Inn Columbia

Mission Statement

The success of the American Simmental Association is dependent on our members' cattle making a significant genetic contribution to the beef industry. By utilizing the most advanced science, the highest priority is to maintain services and products which bring value to ASA members' customers.

Core Policies

Science

Commitment to science and development of the most effective selection tools. Advance ASA in the industry.

Membership

Development, registration, and promotion of SimGenetics.

Youth

Support junior programs. Guide the junior membership and their programs to learn life skills, science and use of technology, and financial responsibilities. Involve the Foundation.

Collaboration

Commitment to partnerships with industry leaders and universities to advance research and science. Advancing selection tools, DNA-enhanced EPD, and monitoring genetic defects.

Education

For advancement and profit of our members and their customers.

Promotion

Promotion and marketing to enhance our members' market share. Ensure that SimGenetics continues to appeal to the commercial industry.

Data Growth

Offer the most advanced genetic evaluation services with the largest database regardless of breed.

Financial Stability

ASA will maintain sufficient financial reserves to ensure leadership in the beef industry, funds for continued research and development, and a thriving breed association.

Services

Offer programs relating to all beef production segments. Be leaders. Step outside traditional practices and offer opportunities for our members to grow in the industry.



Join Trustees and staff in open discussion relating to ASA programs via the town hall meeting, committee meetings, and board meeting. All are welcome and encouraged to attend.

Sunday, August 24

- ♦ Town hall meeting
- ♦ Committee meetings
 - ♦ Activities & Events
 - ♦ Breed Improvement
 - ♦ Growth & Development
 - ♦ Policies & Procedures
- ♦ Board meeting
 - ♦ Approval of agenda and minutes
 - ♦ Chairman's report
 - ♦ EVP's report
 - ♦ Financial report
 - ♦ Foundation report
 - ♦ Stats and measures presentation

Lunch will be provided; dinner is on your own.

Monday, August 26

- ♦ Committee reports and presentation of directives and resolutions
- ♦ Bull session

Lunch and dinner are on your own.

Tuesday, August 27

- ♦ Voting on directives and resolutions
- ♦ Meeting adjourns

**The schedule is subject to change.*

2025–2026 ASA Board of Trustees



Back row left to right: Ryan Thorson, Jon DeClerck (EVP), Scott Trennepohl, Mark Smith, Troy Marple, Matt Aggen, Greg Walthall, Greg Burden, and Quin LaFollette
 Front row left to right: Chad Cook, Victor Guerra, Maureen Mai, Brandi Karisch, Tim Clark, and Chris Ivie
 Not pictured: Joseph Hensgens and Loren Trauernicht

Standing Committees

Executive

Victor Guerra, Chairman
Ryan Thorson, Vice-Chairman
Scott Trennepohl, Treasurer
Troy Marple
Quin LaFollette
Jon DeClerck, PhD (EVP)
Staff: Luke Bowman

Activities & Events

Review and recommend to the Board any new Association activities and events or changes to existing programs. An Association program is defined as any event that is sponsored in whole or in part by the Association in terms of financial support, staff time and effort, or the use of the Association name. It shall include, but not be limited to, such items as sales, contests, programs, and membership in other organizations.

Greg Burden, Chairman
Matt Aggen
Tim Clark
Victor Guerra
Chris Ivie
Brandi Karisch
Maureen Mai
Mark Smith
Greg Walthall
Staff: Mia Bayer

Assets & Finance

This committee shall monitor the investment program of the Association on a periodic basis, review the income and expense reports monthly, prepare and submit to the Board of Trustees for approval an annual operating budget, and review proposed capital expenditures for approval or recommendation to the Board.

Scott Trennepohl, Treasurer/Chairman
Greg Burden
Victor Guerra
Chris Ivie
Greg Walthall
Jon DeClerck, PhD (EVP)
Staff: Luke Bowman

Breed Improvement

All activities that would have a bearing on the improvement of the breed will be the responsibility of this committee. Performance guidelines, research, genetic monitoring, DNA analysis, and regulations for new technology are examples.

Quin LaFollette, Chairman
Chad Cook
Victor Guerra
Joseph Hensgens
Troy Marple
Ryan Thorson
Loren Trauernicht
Scott Trennepohl
Staff: Jackie Atkins, PhD

Foundation Board

Randy Moody, Chairman
Chris Beins
Scott Cowger
Lori Eberspacher
Cathy Eichacker
Carrie Horman
Aaron Owen
Kelly Schmidt
Jennifer Tarr
Adrienne Trennepohl
Barry Wesner
Staff: Mia Bayer

Growth & Development

Review and recommend to the Board of Trustees new programs or activities that will foster and promote the continued growth and development of the breed and the Association. Functions such as promotion, public relations, member relations, advertising, and the role of the Association within the beef industry will be addressed by this committee.

Brandi Karisch, Chairwoman
Chad Cook
Victor Guerra
Joseph Hensgens
Quin LaFollette
Mark Smith
Ryan Thorson
Loren Trauernicht
Staff: Kathy Shafer

Policies & Procedures

This committee shall be responsible for the aspects of Association life that require an interpretation of policy or procedural questions or the formulation of proposals that will have a bearing on the membership of this Association.

Troy Marple, Chairman
Matt Aggen
Greg Burden
Tim Clark
Victor Guerra
Chris Ivie
Maureen Mai
Scott Trennepohl
Greg Walthall
Staff: Sheldon Ross and Luke Bowman

Simbrah

The objectives of this committee are to review policy, rules, regulations, activities, promotional methods, and materials that pertain to the Simbrah breed, and make recommendations to the ASA Board of Trustees.

Joseph Hengens, Chairman
Greg Burden
Victor Guerra
Chris Ivie
Brandi Karisch
Troy Marple
Mark Smith
Scott Trennepohl
Greg Walthall
Staff: Luke Bowman

Nominating

The vice chairman shall serve as chairman. One trustee from each of the four regions will be appointed to complete the committee. A minimum of one (1) persons for each vacancy on the Board will be presented for consideration as Board nominees. The Board shall then select a nominee whose name shall be placed on the nominating ballot.

Ryan Thorson, Chairman
Tim Clark
Brandi Karisch
Quin LaFollette
Greg Walthall
Staff: Luke Bowman and Sheldon Ross

ASA Publication Board

Ryan Thorson, Chairman
Scott Trennepohl, Vice-Chairman
Victor Guerra
Quin LaFollette
Troy Marple
Jon DeClerck, PhD (EVP)
Staff: Callie Cooley, Business Manager

Guidelines for Committee meetings

- ❖ Moderated by Committee Chair
- ❖ Meetings will follow Robert's Rules of Order
- ❖ Review of previous meeting's minutes
- ❖ For each agenda item
 - ❖ Review of reference material
 - ❖ Committee discussion on agenda item
 - ❖ Staff presentation(s), if any, relating to the agenda item
- ❖ Attendees: Open the floor for general discussion on agenda item
- ❖ Close floor
- ❖ Resolution or Directive Needed — Move and second by committee members only. Vote by committee members only
- ❖ Please use microphones when speaking

Hotel Information

Conference Headquarters: Hilton Garden Inn Columbia
(3300 Vandiver Dr, Columbia, Missouri)

Room rate: \$129

The hotel block closes July 29. To make your room reservation, follow the link provided in the confirmation email received upon registering for Fall Focus.



Travel Information

The Columbia Regional Airport is conveniently located about 15 minutes from the conference headquarters. The Hilton Garden Inn does not offer shuttle service to and from the airport; however, several rideshare companies, including Uber and Lyft, are available in Columbia.

For further information about visiting the Columbia area, spend some time at www.visitcolumbia-mo.com. You'll find attractions from art to history, recreation, shopping, and more. Bring the family and extend your trip to visit some of these great local attractions including:

- ♦ Boone County History & Culture Center
- ♦ "The Big Tree" – a 90-foot-tall Bur Oak, over 350 years old
- ♦ MKT Nature and Fitness Trail
- ♦ The Stockyards & Arcade District
- ♦ Rock Bridge Memorial and Finger Lakes State Park



Sponsorship Opportunities

Those who contribute to the American Simmental-Simbrah Foundation (ASF) fundraiser held during Saturday evening's Recognition Dinner will be recognized as sponsors of Fall Focus 2026.

Consider supporting this important event! Can't attend in person but want to show your support? Contact Cathy Eichacker at 605-421-1138 or Mia Bayer at 715-573-0139.



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(Continued on page 66)

State Marketplace

Minnesota continued

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Brink Genetics' Annual Fullblood Fleckvieh Bull & Female Sale

March 13, 2025 • Elkader, IA

No.	Category	Average
52	Fullblood Fleckvieh Yearling Bulls	\$7,471
16	Fullblood Fleckvieh Open Females	\$6,234
68	Total Lots	\$7,180

Representing ASA: Bert Moore

High-Selling Lots:

- \$11,000** – Bull, “Brink M454,” s. by Brink Handle J1067, sold to Bottomley, NC
- \$11,000** – Bull, “Brink M406,” s. by Brink Poster K201, sold to Steves, CO.
- \$11,000** – Bull, “Brink M434,” s. by Brink Handle J1067, sold to Klink, IA.
- \$11,000** – Bull, “Brink M478,” s. by Brink K266, sold to Bottomley, NC.
- \$10,750** – Bull, “Brink M463,” s. by Great Guns Binz 260H, sold to Wolfe, Canada.
- \$10,750** – Bull, “Brink M426,” s. by Brink Handle J1067, sold to Riverfront Cattle, WV.
- \$10,000** – Bull, “Brink M497,” s. by Brink Poster K201, sold to Ledbetter, OK.
- \$10,000** – Open Female (Polled), “Brink M486,” s. by Brink Poll Canvas F837, sold to Knox & Simmentals of Texas, TX and AUS.
- \$10,000** – Open Female (Polled), “Brink M492,” s. by Brink Poll Canvas F837, sold to Knox & Simmentals of Texas, TX and AUS.

Comments: Cattle sold into 19 states, Canada, and Australia.

Black Summit Cattle Company's Annual Bull Sale

March 21, 2205 • Powell, WY

No.	Category	Average
86	SimAngus Bulls	\$7,788

Auctioneer: Kyle Shobe, MT

Sale Manager: Allied Genetic Resources (AGR), IL

Marketing Representatives: Marty Ropp (AGR); Jared Murnin (AGR); Corey Wilkins (AGR); Rocky Forseth (AGR); Bo Beevis, *Wyoming Livestock Roundup*; Matt Wznick, *Western Ag Reporter*; and Devin Murnin, *Western Livestock Journal*.

Representing ASA: Andy Roberts

High-Selling Lots:

- \$26,000** – 5/8 SM 1/4 AR 1/8 AN, “BSUM 4183M,” s. by CLRS Homeland 327H, sold to Little Bitterroot River Ranch Simmental, Hot Springs, MT; and Kelly Erickson, Kadoka, SD.
- \$20,000** – 5/8 SM 3/8 AN, “BSUM 4105M,” s. by GW Pendleton 110J, sold to Travis Wolf, Starbuck, MN.
- \$15,000** – 5/8 SM 3/8 AN, “BSUM 4155M,” s. by BLRS Homeland 327H, sold to EFTR LLC, Cheyenne.
- \$14,500** – 5/8 SM 3/8 AN, “BSUM 416M,” s. by BSUM Country Boy 038H, sold to Tyler Kinn, Turtle Lake, ND.

Wildberry Farms Annual Bull and Female Production Sale

March 29, 2025 • Hanover, IL

No.	Category	Average
64	Bulls	\$6,385
34	Pairs and Bred Heifers	\$4,685
1	Donor Female	\$24,000
99	Total Lots	\$5,933

Auctioneer: Randy Gill, WI

Marketing Representatives: Marty Ropp, Allied Genetic Resources, IL; Ben Lehman, Wildberry Farms, Bryce Lehman; Barney Gehl; Justin Steward; and Chad Classen, *The Stockman Magazine*.

Representing ASA: Bert Moore

High-Selling Lots:

- \$24,000** – PB SM Donor Female, “WBF Grace F426,” s. by IR Zeus A718, sold to Fauth Ranch, MT; and All Beef LLC, IL.
- \$13,500** – PB SM Bull, “WBF Lucky M050,” s. by Schooley Krown 28K, sold to George Winter, Elizabeth.
- \$11,000** – SimAngus Bull, “WBF Logic M023,” s. by Tehama Tahoe B767, sold to Beeler Farms, Warsaw.
- \$10,000** – SimAngus Bull, “WBF Trust Fund M200,” s. by Deer Valley Growth Fund, sold to Dehn Land and Cattle, Elizabeth.
- \$10,000** – SimAngus Bull, “WBF Big Spread M016,” s. by WBF RL Deets H126, sold to Steele's Little Farm, Elizabeth.
- \$9,750** – PB SM Bull, “WBF Kingdom M066,” s. by Schooley Krown 28K, sold to George Winter, Elizabeth.
- \$9,500** – SimAngus Bull, “WBF Grant M069,” s. by WBF Patton K059, sold to Dehn Land & Cattle, Elizabeth.
- \$9,000** – SimAngus Bull, “WBF Captain M033,” s. by CCR Cochise 4142H, sold to Mike Buck, Anamosa, IA.

Volume Bull Buyers: George Winter, Elizabeth; Mike Buck, Anamosa, IA; and Dehn Land and Cattle, Elizabeth.

Volume Female Buyers: J&J Land Solutions Elkport, IA; and 4D Cattle Co, Winthrop, IA.



Jim Berry addresses the pre-sale crowd.



Good-sized crowd on hand.



Welcome to Wildberry Farms.

14th Annual "Gathering at Shoal Creek" Sale

April 5, 2025 • Excelsior Springs, MO

No.	Category	Average
10	SM Fall Bred Females	\$4,725
19	Cow Calf Pairs	\$5,303
14	Open Females	\$5,286
9	SM Bulls	\$5,100
52	SimInfluenced Lots	\$5,152

Auctioneer: Chisum Peterson, SD

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

Marketing Representatives: Val Eberspacher (EE); Austin Brandt, Lee AgriMedi, IA; Mike Sorensen, Special Assignment, IA; Buddy Robertson, OK; Bruce Bradley, Special Assignment, MO; Matt Owen, Consultant, MO; and Wyatt Durst, CCI.Live, KS.

Representing ASA: Dr. Michael Dikeman

High-Selling SimInfluenced Lots:

\$9,750 – Cow/Calf Pair, "SC Sensational L2," s. by WHF/JS/CCS Double Up G365, Heifer Calf s. by KBHR Bold Ruler H152, sold to Andrea and Dakota Heidt, Ozark.

\$9,000 – Open Female, "SC Onyx M3," s. by W/C Bet On Red 481H, sold to BF Black Simmentals Auburn, NE.

\$7,500 – Bull, "SC Up The Ante L129," s. by Ruby NFF Up The Ante 9171G, sold to Gorham Farms, Rayville.

\$7,000 – Cow/Calf Pair, "HILB Miss 495D," s. by GSC GCCO Dew North 102C, Bull Calf s. by LLSF Double Time K30, sold to Parson Cattle Co. LLC, Bolivar, MO.

\$7,000 – Open Female, "SC Knockout M8," s. by WHF/JS/CCS Double Up G365, sold to Mason Lowrey, Galt.

Comments: Also selling were four Red Angus fall-bred females at an average of \$7,188; and six Red Angus bulls at an average of \$5,792.



Longtime friends and Simmental enthusiasts Scott Cowger, RS&T Simmentals, and sale manager Val Eberspacher discuss the sale offering.



Sale hosts, Ed & Kati Rule, welcomed the large crowd.



Ed Rule thanks his team of Scott Akey and David Vest for their hard work at Shoal Creek.



Teamwork — it takes a village.

Iowa Beef Connection

April 13, 2025 • Anita, IA

No.	Category	Average
40	Bulls	\$6,481
5	Open Registered Heifers	\$8,333
45	Total Lots	\$6,687

Auctioneer: John Schaben, IA

Sale Manager: Allied Genetic Resources, IL

High-Selling Lots:

\$36,000 – Bull, "BAS Dreamed Up M4042," sold to River Creek Farms, Manhattan, KS; and Gonsior Simmentals, Fullerton, NE.

\$11,500 – Bull, "BAS Max Money M4144," sold to Evan Harper, Logan.

\$11,000 – Bull, "BAS Monumental Money M4202," sold to Corey Dean, Kahoka, MO.

\$9,250 – Open Heifer, "BAS Ms Money Make M413," sold to Nelson Farm, Mitchellville.

\$9,000 – Open Heifer, "BAS Ms Money Maker M403," sold to Michael Cold, Thomasville, AL.

Heartland Simmentals' Performance with Class Bull and Female Sale

April 26, 2025 • Waverly, IA

No.	Category	Average
68	Bulls	\$5,994
186	Bred Females and Pairs	\$4,046
254	Registered Lots	\$4,568

Auctioneer: Phil Schooley, IA

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

Marketing Representatives: Val Eberspacher (EE); Austin Sorensen, American Cattlemen, IA; Austin Brandt, Lee-Agri Media, IA; Greg Miller, GEM Marketing, WI; Jeremie Ruble, Ruble Cattle Services, IA; Marshall Ruble, Ruble Cattle Services, IA; Jared Ruter, Lee-AgriMedia, IL; Dusty Horton, Humeston Livestock Exchange, IA; Nick Echard, IA; Mike Sorensen, AL; Chris Beutler, Livestock Digital, NE; Bob Dwyer, IL; Nick Dwyer, IL; Chad Claussen, *The Stockman Magazine*, IA; and Amanda Hilbrands, LiveAuctions.TV, MN.

Representing ASA: Bert Moore

High-Selling Lots:

\$20,000 – PB SM Bull, "HL M35," s. by BAS Money Maker J801, sold to John Schwartzhoff, Lansing.

\$12,000 – Cow/Calf Pair, "HL DCC7 ES EO L119," s. by W/C Executive Order 8543B, Bull Calf s. by BAS Money Maker J801, sold to Schorg Simmentals, Ramsen.

\$11,000 – 3/4 SM Bull, "HL Money Maker M130," s. by BAS Money Maker J801, sold to Roger Hammel, Dorchester.

\$10,000 – PB SM Bull, "HL DCC7 M65," s. by WHF Proven Point H45, sold to Hillstown Farms, Marissa, IL.

\$9,500 – PB SM Bull, "HL M173," s. by HL Thunderstruck J111, sold to Echard Farms, Farmersburg.

\$9,000 – 3/4 SM Bull, "LLO Mater M2," s. by TJ Frosty 318E, sold to Adam McCallister, Griffithsville, WV.

(Continued on page 72)

(Continued from page 71)

\$8,500 – PB SM Bull, “HL DCC7 M69,” s. by LCDR Diligence 215J, sold to Highum Farms, Peterson, MN.

\$8,500 – PB SM Bull, “CM-Core Enhancer 22KM,” s. by WS Enhancement 25H, sold to Prickly Pear Simmental Ranch, Helena, MT.

Comments: Guest consignors included: Echard Farms, DeNio Cattle, Lone Oak Beef, and Moss Farms.



Kirk Lynch, Heartland Simmentals and Angus welcomes the large crowd.



Repeat customers Lowell Dohlmán and Jeff Swanson in attendance.



The Echard family was a guest breeder.



Mary Lynch announces the Kristin Martinson Scholarship winner.

6th Annual Classic Farms' Spring Fever Sale

April 26, 2025 • Jackson's Mill, WV

No.	Category	Average
74	Total Lots	\$4,010

Auctioneer: John Spiker, Jane Lew

High-Selling Lots:

\$7,250 – Cow/Calf Pair, “Pond View Diamond,” cons. by Pond View Farm, White Hall, MD; sold to Darrin Shaffer, Pennsboro.

\$7,000 – Cow/Calf Pair, “Winslow's Ms Upgrade,” cons. by Full Circle Farm, Dayton, PA; sold to Young Cattle Co., Belmont, OH.

\$6,000 – Cow/Calf Pair, “BV Hillbillie Logic,” cons. by Buena Vista Simmentals, Old Fields; sold to Bruce Garrett, Camden.

\$6,000 – Cow/Calf Pair, “HFSC Cover Girl,” cons. by Full Circle Farm, Dayton, PA; sold to Darin Storm, Clinton, IL.

\$5,750 – Cow/Calf Pair, “Coaly,” cons. by VanHorn Farms, Malta, OH; sold to Darrin Shaffer, Pennsboro.

\$5,500 – Cow/Calf Pair, “TCC4 Miss Lacey,” cons. by Buena Vista Simmentals, Old Fields; sold to Jason Shamblin, Looneyville.

\$5,500 – Bred Heifer, “HFSC Lighthearted Lady,” cons. by Hillcrest Farm, Auburn, MA; sold to Heritage Hill, Waynesburg, PA.

\$5,100 – Bull, “Classic Pioneer M150,” cons. by Classic Farms, Fairmont; sold to Whiskey Moon Ridge Farm, Sycamore, PA.

\$4,500 – Embryos out of “CLAC Black Satin,” cons. by Classic Farms, Fairmont; sold to Householder Farms Show Calves, Hammondsville, OH; and George Heinlein, Stoystown, PA.



Lifelong friends, Chris Brown, Classic Farms, and Jim Bosley, Buena Vista Simmentals.



On the block (L-R): Kellee Brown, John Spiker, and Chris Brown, along with Michael Caretti and Charlie Strickler ringside.



Ringmen Charlie Strickler and John Meents. ■



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THE Enrollment

Spring 2025 THE Enrollment – (dams calve January 1–June 30) –
Early enrollment open October 15 through **December 15, 2024**.
Late enrollment available until February 15, 2025.

Fall 2025 THE Enrollment – (dams calve July 1–December 31) –
Early enrollment open April 15 through **June 15, 2025**.
Late enrollment available until August 15, 2025.

	Option A (TR)	Option B (SR)	Option C	Option D (CM)
Early Enrollment	\$15.00	FREE	\$7.50	\$500/herd
*Late Enrollment	\$16.00	\$1.00	\$8.50	\$500/herd
*Late enrollment fees				

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Enrolled in Opt B or C >15 months	\$50

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First Transfer	No Charge
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Within 60 calendar days of sale	\$10
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Register Foundation Bull	\$25

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DATE BOOK

Register

JULY

6-12 AJSA National Classic — Madison, WI

SEPTEMBER

- 6** NC Fall Harvest Sale — Union Grove, NC
- 10** Trennepohl Farms' Early Opportunity Sale — Middletown, IN
- 21** Rincker Simmentals' Illini Elite Simmental Sale — Shelbyville, IL
- 25** Circle Ranch's Beef Solutions Sale — Ione, CA
- 27** The Seedstock Connection Sale — Nolensville, TN
- 27-28** Simbrah Synergy Sale — Giddings, TX

OCTOBER

- 4** Horstman Cattle Company's Factory Direct Sale — West Lafayette, IN
- 11** Madluka Cattle Company's Crossroads Sale — Arcadia, IN
- 11** Trinity Farms' Fall Female Sale — Ellensburg, WA
- 13** Burlap and Barbed Wire Female Sale — Clay Center, KS
- 18** Fred Smith Company Ranch's Extra Effort Sale — Clayton, NC
- 18** New Direction Sale — Seward, NE (pg. 66)
- 24-25** Yon Family Farms' Maternal Roots Fall Female and Bull Sale — Ridge Spring, SC
- 25** 7P Ranch's 50th Annual Production Sale — Winona, TX
- 25** The Clear Choice Female Sale — Milan, IN (pg. 65)
- 25** PSA's Fall Classic Sale — Waynesburg, PA
- 25** Red Hill Farms' Bull and Females of Fall Sale XI — Lafayette, TN
- 31** 31st Annual Hokie Harvest Sale — Blacksburg, VA

NOVEMBER

- 1** Cason Pride & Joy Elite Female Sale — Russell, IA (pg. 65)
- 1** Irvine Ranch's Annual Production Sale — Manhattan, KS
- 2** Triangle J Ranch's Female Sale — Miller, NE (pg. 66)
- 8** Gibbs Farms' 20th Annual Bull & Replacement Female Sale — Ranburne, AL
- 8** MSA Fall Harvest Sale — Springfield, MO
- 13** Bickel Brothers' Simmentals' Feeder Calf Sale — Mobridge, SD
- 15** Lazy C Diamond Ranch's Annual Sale — Kintyre, ND (BC)
- 15** Next Step Cattle Co.'s Annual Sale — Livingston, AL
- 17** Bichler Simmentals' 21st Annual Production Sale — Linton, ND
- 22** C&C Farms' Clear Vision Fall Sale — Jefferson, GA
- 22** Stanley Martins' Farms Dispersal Sale — Decorah, IA (pg. 6)
- 29** Trennepohl Farms' Right by Design Sale — Middletown, IN

DECEMBER

- 5** Yardley Cattle Co.'s Focus on the Female Sale — Beaver, UT
- 6** Jewels of the Northland Sale — Clara City, MN
- 6** Western Choice Simmental Sale — Billings, MT
- 6** T-Heart Ranch and L-Cross Ranch High Altitude Female Sale — La Garita, CO
- 13** NDSA's Classic Sale — Mandan, ND
- 13** North Alabama Bull Evaluation Sale — Cullman, AL
- 13** South Dakota Simmental Association's State Sale — Mitchell, SD
- 14** Trauernicht Simmental's Nebraska Platinum Standard Sale — Beatrice, NE
- 19** Buck Creek Ranch's Grand Event Vol. VI — Yale, OK

JANUARY 2026

- 9** Diamond Bar S Bull Sale — Great Falls, MT (pg. 66)
- 11** Bricktown National Simmental Sale — Oklahoma City, OK
- 18** The One and Only Simmental Sale — Denver, CO
- 20** Franzen Simmental's Production Sale — Leigh, NE
- 23** Double J Farms' 52nd Annual Bull and Female Sale — Garretson, SD (pg. 68)
- 23** Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pg. 67)
- 24** Cow Camp Ranch's Annual Spring Bull Sale — Lost Springs, KS (pg. 65)

- 24 J&C Simmentals' Annual Bull Sale — Arlington, NE (pg. 66)
- 25 Triangle J Ranch's Bull Sale — Miller, NE (pg. 66)

FEBRUARY 2026

- 2 46th Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT
- 2 Bell Simmentals' Annual Production Sale — Fordville, ND
- 3 Koepplin's Black Simmental 38th Annual Bull Sale — Mandan ND
- 4 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT
- 5 K-LER Cattle Company's Annual Sale — St. Charles, MN (pg. 65)
- 5 Stavick Simmental's King of the Range Bull Sale — Veblen, SD (pg. 68)
- 6 Kunkel Simmentals' Annual Production Sale — New Salem, ND
- 7 Gibbs Farms' 3rd Annual Spring Sale — Ranburne, AL
- 7 Klain Simmental Ranch's Annual Production Sale — Ruso, ND
- 7 Springer Simmental's Sale of Value Based Genetics — Decorah, IA
- 9 Nelson Livestock Company's Production Sale — Wibaux, MT
- 9 Prickly Pear Simmental Ranch's Bull Sale — Helena, MT (pg. 66)
- 11 Jackpot Cattle Co.'s Annual Private Treaty Bull and Heifer Sale — Miller, SD
- 11 River Creek Farms 36th Annual Production Sale — Manhattan, KS (pg. 65)
- 11 Traxinger Simmental's Annual Bull Sale — Houghton, SD
- 12 Lassle Ranch Simmentals' 33rd Annual Production Sale — Glendive, MT
- 13 Bred for Balance Sale — Starbuck, MN
- 13 TNT Simmentals' 41st Annual "Carrying On" the Explosive Difference Sale — Lehr, ND (pg. 67)
- 14 Kenner Simmentals' 30th Annual Production Sale — Leeds, ND
- 15 Trauernicht Simmentals' Bull Sale — Wymore, NE
- 16 Bulls of the Big Sky — Billings, MT (pg. 66)
- 17 Quandt Brothers' 14th Annual Production Sale — Oakes, ND (pg. 67)
- 18 Hart Simmentals' 51st Annual Production Sale — Frederick, SD
- 19 Illinois Performance Tested (IPT) Bull Sale — Springfield, IL
- 20 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 67)
- 20 Illinois Beef Expo Multi-Breed Sale — Springfield, IL
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- 20 Sandy Acres Simmentals' Bull Sale — Creighton, NE (pg. 66)
- 21 Flittie Simmental/Schnabel Ranch Simmentals/Lazy J Bar Ranch's Joint Production Sale — Aberdeen, SD (pg. 68)
- 21 Rhodes Angus Open House Bull Sale — Carlinville, IL
- 25 C Diamond Simmentals' Annual Production Sale — Dawson, ND
- 28-3/7 Hofmann Simmental Farms' "Buy Your Way" Bull Sale — Clay Center, KS

MARCH 2026

- 2 S/M Fleckvieh Cattle's Private Treaty Bull Sale — Garretson, SD
- 4 Klein Ranch's Heart of the Herd Sale — Atwood, KS
- 5 22nd Annual Cattleman's Kind Bull Sale — San Saba, TX
- 5 Keller Broken Heart Ranch's Annual Production Sale — Mandan, ND (pg. 67)
- 6 Eichacker Simmentals' Annual Production Sale — Salem, SD (pg. 68)
- 7 Cason's Price and Joy Spring Bull Sale — Russell, IA (pg. 65)
- 7 Gibbs Farms' 3rd Annual Spring Sale — Ranburne, AL

- 7 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA
- 12 B&B Simmental's Bull and Heifer Auction Sale — Gregory, SD
- 14 Carcass Performance Partners' Bull Sale — Lucedale, MS
- 14 Gonsior Simmentals' 26th Annual "In the Heartland" Sale — Fullerton, NE
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- 20 Black Summit Annual Bull Sale — Powell, WY
- 20 Colorado Select Bull Sale — Fort Collins, CO
- 21 Lechleiter Simmentals' Annual Bull Sale — Loma, CO
- 21 Ohio Beef Expo Eastern Spring Classic Sale — Columbus, OH
- 21 Red Hill Farms' More Than a Bull Sale XXI — Lafayette, TN
- 21 TeKrony Brothers Simmental's 14th Annual Bull Sale — Clear Lake, SD
- 23 Bridle Bit Simmentals' All Terrain Bull Sale — Walsh, CO (pg. 65)
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- 4 McDonald Farms' 23rd Annual "Pick of the Pen" Bull Sale — Blacksburg, VA
- 4 Belles and Bulls of the Bluegrass — Lexington, KY
- 4 The Gathering at Shoal Creek — Excelsior Springs, MO
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- 25 Cow Camp Ranch's Spring Turn-Out Sale — Lost Springs, KS (pg. 65)

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- 2 Stars and Stripes Sale — Hummelstown, PA
- 16 Mississippi/Alabama Simmental State Sale — Cullman, AL
- 18 Red Hill Farms' Maternal Monday Online Sale — www.redhillfarms.net

JUNE 2026

- 10-13 AJSA Eastern Regional Classic — Lebanon, IN

JULY 2026

- 4-10 AJSA National Classic — Grand Island, NE

JUNE 2027

- 23-26 AJSA Eastern Regional Classic — Bloomsburg, PA

JULY 2027

- 17-23 AJSA National Classic — Louisville, KY

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February '26	Dec 19	Dec 23	Jan 5	Feb 9
March '26	Jan 29	Feb 3	Feb 11	March 20
April '26	March 2	March 4	March 13	April 20
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HIGH \$API



LCDR Anthem 33K

By HHS Entourage

EPD: CE: 16 \$API: 191 \$TI: 112



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By Hook's Eagle 6E

EPD: CE: 15 \$API: 191 \$TI: 106



CLRS Guardian 317G

By Hook's Beacon

EPD: CE: 15 \$API: 200 \$TI: 111



Gibbs Culmination 2411K

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EPD: CE: 13 \$API: 195 \$TI: 118



KBHR Revolution H071

By HHS Mr 847D

EPD: CE: 15 \$API: 173 \$TI: 104



KBHR Keynote K229

By CLRS Guardian

EPD: CE: 16 \$API: 228 \$TI: 119



OMF Rest Assured J18

By OMF Epic E27

EPD: CE: 16 \$API: 170 \$TI: 85



TERS Kodiak 206K

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EPD: CE: 17 \$API: 176 \$TI: 91



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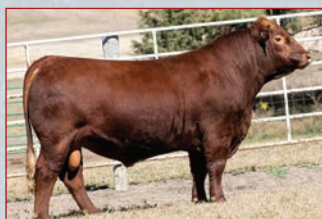
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By Hook's Galileo 210G

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W/C Style 69E

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EPD: CE: 14 \$API: 133 \$TI: 74



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By W/C Relentless 32C

EPD: CE: 7 \$API: 100 \$TI: 64



W/C Fort Knox 609F

By W/C Bankroll 811D

EPD: CE: 10 \$API: 135 \$TI: 85



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EPD: CE: 13 \$API: 94 \$TI: 63



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EPD: CE: 14 \$API: 145 \$TI: 84



CLRS Jet Black 706J

By Redhill 231A

EPD: CE: 15 \$API: 150 \$TI: 89



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By SO Remedy

EPD: CE: 8 \$API: 97 \$TI: 73



TSN Architect J618

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EPD: CE: 15 \$API: 171 \$TI: 100



Hooks Galileo 210G

By Bridle Bit Eclipse

EPD: CE: 18 \$API: 205 \$TI: 115

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By Rocking P Private Stock H010
EPD: CE: 18 \$API: 167 \$TI: 90



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By SO Remedy 7F
EPD: CE: 13 \$API: 119 \$TI: 74



LLSF Dauntless K07
By HPF/HILL Uprising C104
EPD: CE: 14 \$API: 108 \$TI: 64



WINC All Right 213K
By OMF Epic
EPD: CE: 14 \$API: 136 \$TI: 85



SFI High Velocity K7F
By WLE Copacetic E02
EPD: CE: 13 \$API: 112 \$TI: 76



W/C Satisfy 161L
By Mr SR 71 Right Now E538
EPD: CE: 13 \$API: 130 \$TI: 88

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I Reckon 043J
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Only One 905K
By SFI Platinum F5Y
EPD: CE: 9 \$API: 94 \$TI: 63



LLW CARD Compass 086K
By LLW CARD True North G71
EPD: CE: 14 \$API: 125 \$TI: 82



TL On the Run 106K
By Second Chance
EPD: CE: 7 \$API: 106 \$TI: 75



Wheatland 3-D 1142J
By CKCC LD Dimension 8965
EPD: CE: 9 \$API: 120 \$TI: 75

PROVEN



THSF Lover Boy B33
By HTP/SVF Duracell T52
EPD: CE: 12 \$API: 146 \$TI: 90



Holtkamp Clac Change Is Coming 7H
By WLE Copacetic E02
EPD: CE: 11 \$API: 95 \$TI: 71



Rocking P Private Stock H010
By WLE Copacetic E02
EPD: CE: 16 \$API: 140 \$TI: 84



SSC Shell Shocked 44B
By Remington Secret Weapon 185
EPD: CE: 17 \$API: 127 \$TI: 75



WLE Black Mamba G203
By WLE Copacetic E02
EPD: CE: 16 \$API: 131 \$TI: 80



WHF/JS/CCS Double Up G365
By W/C Double Down
EPD: CE: 11 \$API: 101 \$TI: 72



LLSF Pays To Believe ZU194
By CNS Pays To Dream T759
EPD: CE: 10 \$API: 126 \$TI: 79



LCDR Patriot 8K
By Mr Entourage
EPD: CE: 11 \$API: 165 \$TI: 102



W/C Night Watch 84E
By CCR Anchor 9071B
EPD: CE: 18 \$API: 139 \$TI: 83



Mr SR 71 Right Now E1538
By Hook's Bozeman 8B
EPD: CE: 15 \$API: 137 \$TI: 92



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