

Serving the Simmental and Simbrah Breeds

March 2025

the Register

www.simmental.org

Inside

ASA'S Leading Breeders
Most Used Bulls 2023
57th Annual Meeting
Proceedings
Tom Risinger Passes

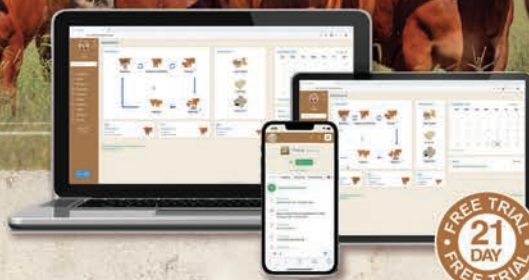
DOWNLOAD YOUR RECORDS FROM ASA & START YOUR FREE CATTLEMAX® TRIAL TODAY!

Track

ANIMAL INVENTORY
PRODUCTION HISTORIES
BREEDING & PREGNANCY
KEY PERFORMANCE RECORDS
HERD HEALTH TREATMENTS
CATTLE PURCHASES & SALES
PASTURES & RAINFALL
EQUIPMENT, TASKS *and more*

with the Industry's

#1 CATTLE SOFTWARE



The only thing that takes more work than raising cattle is keeping track of all of the records that go with it. That's why there's CattleMax. Whether you're tracking cattle or keeping records of everything from rainfall to receipts, CattleMax does it all. And does it easily.

 **CattleMax®**

cattlemax.com/simmental · 1-800-641-2343

Works Seamlessly with the American Simmental Association - Register Cattle - Import EPD Updates - Import Herd Inventory



Money IN THE Bank

7SM153

MONEY MAKER

3978845 | Eagle x Beacon



AJCH

PUREBRED SM | HOMO POLLED/HOMO BLACK

No matter how you look at it, MONEY MAKER is a sire that will add profit to any operation! He is a genetic outlier for all traits and will move your herd forward. With exceptional genetic merit, added power, foot quality and fluid and flexible mobility, MONEY MAKER will have you smiling all the way to the bank! This Eagle out of a Beacon adds another layer of predictability with a first calf crop proving to offer elite CE, combined with growth and extra phenotype. Don't miss the opportunity to make money with MONEY MAKER!

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	Shr	API	TI
24.7	-6	115.5	177.7	.39	13.3	31.7	89.4	16.1	17.3	66.9	-.44	.47	-.067	1.58	-.49	196.9	121.6
1	1	1	1	2	1	10	1	45	4	1	25	15	65	1	-	1	1

From Bielenberg Simmental and Heartland Simmentals, IA



YOUR SUCCESS *Our Passion.*

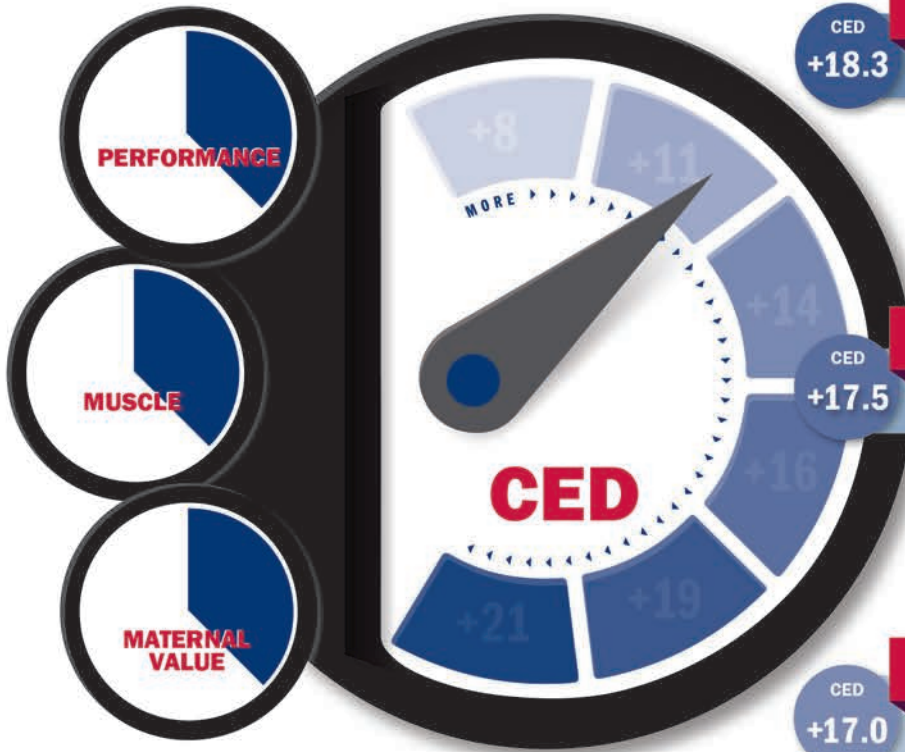
Phone: (614) 873-4638 ♦ www.selectsiresbeef.com

®Your Success Our Passion. and the Select Sires logo are registered trademarks of Select Sires Inc., Plain City, Ohio. EPDs are as of 1/30/25





DIAL IN CALVING EASE TO FIT YOUR OPERATION'S GOALS



No Need
to Sacrifice
PERFORMANCE,
MUSCLE,
or
MATERNAL
VALUE

CED
+18.3

ARROWHEAD
29SM0513 | ASA 3582558



CED
+17.5

TJ GOLD
29SM0495 | ASA 3582577



CED
+17.0

HONOR
29SM0503 | ASA 3789447



CED
+15.0

BOULDER
29SM0472 | ASA 2880390



CED
+13.9

COPPERHEAD
29SM0496 | ASA 3549340



For the most up-to-date data, visit Bull Search at [ABSbullsearch.ABSglobal.com](https://www.ABSbullsearch.ABSglobal.com) or contact your local ABS Representative.

KLONDIKE



SQUARE B TRUE NORTH 8052 x CCR COWBOY CUT 5048Z

TRAIT	CE	BW	WW	YW	ADG	CEM	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	STI
EPD	+17.2	-3.1	+81.1	+123.0	+26	+9.3	+35.6	+74.8	+14.8	+16.2	+39.9	+12	+76	+0.52	+43	-.39	+166	+97
ACC	.51	.57	.54	.53	.53	.30	.22	.30	.32	.45	.43	.35	.41	.39	.40	.02		
%	10	10	35			20	1	10		10	35		10				10	10

EPDs as of 01/21/2025 **TOP 35%**

TJ KLONDIKE 549K
29SM0523 | ASA 4065070

PROSPECTING FOR QUALITY & PRODUCTIVITY

- » Leadoff high selling bull at the 2023 Triangle J bull sale
- » Designed to produce superior replacement females that you can build a herd around
- » Curve bending data package with exceptional calving ease, growth and marbling
- » First progeny are standouts for body, eye appeal, and the feet and leg structure we have always admired in the bull
- » DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN

BEDROCK



TEHAMA PATRIARCH F028 x CCR COWBOY CUT 5048Z

TRAIT	CE	BW	WW	YW	ADG	CEM	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	STI
EPD	+15.5	-1.7	+84.1	+139.7	+35	+9.4	+27.8	+71.3	+16.2	+14.3	+55.3	-.02	+88	-.001	+65		+175	+101
ACC	.70	.82	.74	.70	.70	.37	.24	.36	.31	.64	.51	.38	.47	.42	.44			
%	20	25	25	15	10	15	20	15	35	30	10		5				4	4

EPDs as of 01/21/2025 **TOP 35%**

CCR BEDROCK 5171J
29SM0522 | ASA 4028738

SOLID FOUNDATION TO BUILD ON

- » Inarguably one of the very best SimAngus™ bulls to sell in the last few years
- » Balanced trait goodness with reasonable calving ease, accelerated growth and an abundance of added marbling and quality
- » His sire PATRIARCH is absolutely bulletproof for calving ease, performance, maternal made daughters and customer satisfaction
- » BEDROCK is a middle framed dense made bull with added length of body, depth of rib and thickness - You will like the amount of dimension and mass he displays, and you will really like the strength of foot soundness
- » DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN



**CHECK US
OUT ONLINE**



www.simmental.org

Have you visited simmental.org lately?

The entire website has a new look highlighting cattle sales, industry events, ASA's programs, marketing opportunities, and breeders' resources.

simmental.org makes it easy for you.

Breeders' resources include information on:

- ◆ SimGenetics
- ◆ Simple trait selection
- ◆ Genetic improvement tools
- ◆ Frequently asked questions

CONTENTS

Register

the Register ◆ March 2025 ◆ Volume 38, Number 6



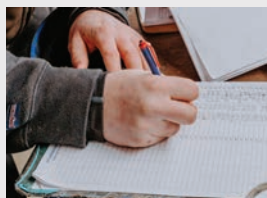
12

ASA Spotlight

Nutrition: The Foundation of Embryo Success

by Dr. Jonathan DeClerck

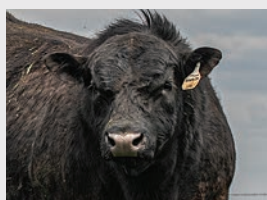
Embryo transfer is one of the most valuable tools for genetic progress, and proper nutrition is essential for donors, recipient females, and offspring.



18 ASA's Leading Breeders

by ASA Staff

A summary of the top five breeders by registrations in each state.



22 Most Used Bulls 2023

by ASA Staff

The 50 most-used bulls in 2023.



24 57th Annual Meeting Proceedings

by ASA Board of Trustees and Staff

Committee reports from ASA's 57th Annual Meeting, detailing the Association's efforts in 2024.



34 Tom Risinger Passes

by Dan Rieder

Tom Risinger was an early pioneer in the Simmental breed, helping establish the breed in the US as a breeder and Association leader.

Top-Shelf Genetics

Backed by Cow Sense & Science



1SM00186 KBHR **BOLD RULER** H152

Reg#: 3789539 | WS Proclamation E202 x WS Hot Beef X38
Homozygous Black | Homozygous Polled | Purebred

CED	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.3	-2.5	81.2	136.0	0.34	10.7	24.4	64.9	18.5
.76	.91	.89	.87	.87	.37	.29	.41	.43
10%	5%		20%	10%	2%			20%

DOC	CW	YG	MARB	BF	REA	API	TI
18.8	39.1	-0.16	0.86	-0.041	0.57	192.5	104.3
.80	.58	.44	.64	.52	.49		
2%	20%		1%			1%	2%

Ultimate powerhouse & elite maternal performance!

- > Thick-made, deep-sided powerhouse with a balanced design.
- > Outstanding maternal & convenience traits as well as API and TI!
- > A stout bull that carries the phenotypic quality to be a breed impact sire.

1SM00201 BSUM **SUMMIT** 303L

Reg#: 4206364 | Gibbs Fast Track 0634H x NLC Cow Boss 160C
Homozygous Black | Homozygous Polled | 5/8 Simmental, 3/8 Angus

CED	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.4	-1.2	91.5	148.9	0.36	9.3	25.1	70.8	17.8
.43	.48	.46	.46	.46	.22	.16	.25	.32
15%	30%	10%	10%	10%	20%		15%	20%

DOC	CW	YG	MARB	BF	REA	API	TI
18.4	42.6	-0.06	0.91	-0.011	0.54	182.8	105.3
.36	.39	.31	.37	.33	.36		
3%	30%		4%			2%	2%

Elite genetics meet balanced performance for growth, marbling & calving ease.

- > Awesome combo of phenotypic quality and high-end genetic value.
- > Keeps BW & CED in check while offering early growth, marbling & indexes.



Add these elite sires to your tank today.

Scan the code or contact your GENEX representative.

888.333.1783 // catalog.genex.coop

GENEX[™]
FOR GENERATIONS



Scan the QR code to learn why the Munger family places heavy emphasis on hybrid vigor.



ASA Voices

- 10 Trustee Viewpoint
- 38 AJSA Connection

Data & DNA

- 80 ASA Fee Schedule

ASA & State Updates

- 36 Fleckvieh Forum
- 52 Bulletins
- 78 New Members

Industry Insight

- 40 Cutting Edge
- 44 Beef Business
- 46 International
- 48 Newsmakers
- 50 Corporate Report

Sales & Shows

- 54 Cattlemen's Congress
- 74 Sale Results
- 82 Date Book

Cattle Trivia

- 50 Cow Sense

The Fine Print

- 84 Rates & Policies
- 86 Advertiser Index



SimGenetics breeders have kicked off 2025 with a strong presence at national events, including the Cattlemen's Congress. Results are available on page 54. Photo by Hannah Wine.

About the Cover

the Register (Issn: 0899-3572) is the official publication of the American Simmental Association, published monthly, except bimonthly, in December/January, May/June, and July/August by ASA Publication, Inc., One Genetics Way, Bozeman, Montana 59718, and is a wholly owned, for-profit subsidiary of the American Simmental Association.



Periodicals Postage paid at Bozeman, MT, and at additional mailing offices.
 Subscription Rates: \$50 (US), \$100 (US) First-Class, \$150 (US) All International Subscriptions.
 POSTMASTER: Send address changes to the Register,
 One Genetics Way, Bozeman, Montana 59718.

Printed in USA

HA

Magnifique 72L



CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
22.3	-5.1	72.2	110.2	0.24	14.0	33.4	69.4	21.2
1%	2%				1%	2%	20%	3%
DOC	CW	YG	MARB	BF	REA	SAPI	STI	
14.1	29.3	-0.13	1.25	-0.004	0.62	213.8	107.8	
30%			1%			1%	1%	

ASA 4196053

HOMOZYGOUS BLACK & HOMOZYGOUS POLLED

EPDs 2/12/25

BRIDLE BIT ECLIPSE E744

Sire **HOOK'S GALILEO 210G**
HOOK'S EVITA 18E

TJ DIPLOMAT 294D

Dam **HOOK'S GIGI 67G**
HOOK'S DALILAH 105D

- CALVING EASE PREDICTABILITY AT ITS VERY BEST!
- PROVEN in Multiple Herds by HIS EXCEPTIONAL, EASILY BORN CALVES!
- Breed All Your Heifers plus Your Best Cows and Donors to Him... with Total Confidence!
- Visualize the Value Impact of His Superb Individuality, Structure, Eye Appeal, Disposition and Pacesetting EPDs to Your Next Calf Crop!

Order semen early to ensure availability...only \$30 PER UNIT

Available from APEX Cattle, Cattle Visions or Allied Genetic Resources



DAN LEO 308-750-0200

1146 7th AVENUE | DANNEBROG, NE 68831

APEXCATTLE.COM

If you need bull power — WE HAVE IT!

Call now for the best selection.

Sibelle Synergy



Golden Dawn Parade



Evolution

Homo polled, non-diluter, 100% Fleckvieh - \$54,000 high-seller.

Crossroad Radium

STANLEY MARTINS FARMS

141 Hwy 18 • Postville, IA 52162
563-419-2444 (c) • 563-864-7305 (h)
stanmartins1234@gmail.com
www.stanleymartinsfarms.com

- We sell bulls every month of the year.
- 90% of our bulls sell from \$4,000-6,000.
- We export.

the Register

published by

ASA Publication, Inc.

One Genetics Way, Bozeman, Montana 59718 USA

406-587-2778 • fax: 406-587-9301

www.simmental.org • email: register@simmgene.com

Canada Publications Agreement Number: 1875183

ASA Publication, Inc., Board of Trustees

Ryan Thorson, Chairman • Scott Trennepohl, Vice Chairman

Victor Guerra • Troy Marple • Quin LaFollette

Wade Shafer, PhD, Executive Secretary-Treasurer

CEO

Wade Shafer, PhD

Managing Editor

Lilly Platts

Advertising/Editorial Coordinator

Rebecca Price

Sales Manager

Nancy Chesterfield

Media/Website Administrator

Kathy Shafer

Design/Production

Joel Coleman

Gretchen Jensen

Jenna Wacker

American Simmental Association

One Genetics Way, Bozeman, Montana 59718 USA

406-587-4531 • fax: 406-587-9301

www.simmental.org • email: simmental@simmgene.com

ASA Board of Trustees

Executive Committee

Victor Guerra, Chairman • Ryan Thorson, Vice Chairman • Scott Trennepohl, Treasurer
Troy Marple • Quin LaFollette • Wade Shafer, PhD, Executive Vice President

North Central Region

Matt Aggen (2026)

27133 146th St
Harmony, MN 55939 • 701.866.3544
mattaggen@hotmail.com

Troy Marple (2026)

9450 Michaels Rd
Westmoreland, KS 66549 • 785.250.0522
troy.j.marple@gmail.com

Tim Clark (2027)

1999 18th St NW
Turtle Lake, ND 58575 • 701.799.7752
Tim.Clark@hubbardfeeds.com

Loren Trauernicht (2028)

901 E Pine Rd
Wymore, NE 68466 • 402.230.0812
mtrauernicht@diodecom.net

Eastern Region

Brandi Karisch (2026)

648 Polly Bell Rd
Starkville, MS 39759 • 225.717.3324
mbkcattle@gmail.com

Scott Trennepohl (2026)

6591 W 625 N
Middletown, IN 47356 • 765.620.1700
sttrennepohl@yahoo.com

Chris Ivie (2027)

PO Box 264
Summertown, TN 38483 • 931.215.0316
iviejc@usit.net

Mark Smith (2027)

304 Moeller Rd
Picayune, MS 39466 • 601.798.3399
smith5785@bellsouth.net

Western Region

Quin LaFollette (2026)

1476 Hwy 14A
Powell, WY 82435 • 307.899.3553
Quin@Blacksummitcattle.com

Chad Cook (2027)

PO Box 174
Walsh, CO 81090 • 719.529.0564
bridlebitsimm@gmail.com

Maureen Mai (2028)

427 Peaceful Way
Bonners Ferry, ID 83805 • 208.660.2726
rymocattle@gmail.com

Ryan Thorson (2028)

1725 Road 261
Glendive, MT 59330 • 406.694.3722
ryanthorson7@gmail.com

South Central Region

Greg Burden (2026)

890 VZ CR 2205
Canton, TX 75103 • 405.780.0372
greg.gbkcattle@gmail.com

Victor Guerra (2027)

PO Box 92
Linn, TX 78563 • 956.607.5515
vvg03@aol.com

Greg Walthall (2027)

1051 NE 500 Rd
Windsor, MO 65360 • 660.525.9921
gregwalthall@gmail.com

Joseph Hensgens (2028)

136 Deer Park Ln
Rayne, LA 70578 • 985.992.9119
joehensgens@yahoo.com

BIELENBERG
Angus Simmental

IOWA *beef* CONNECTION

April 13

ANITA, IOWA

1 PM CT AT Anita Livestock Auction

2/3 of the bulls selling rank in the top 10% of the breed for \$API and \$TI.

SELLING 48 BULLS AND A SELECT GROUP OF ELITE FEMALES



BAS Money Maker



BAS Mega Millions



BAS EYE PLEASER M4253 ASA 4426333
BAS MEGA MILLIONS K2801 SON
CE 22.6 WW 90.6 YW 150.5 MILK 37.9
STAY 18.4 MARB 0.83 RE 0.85 \$API 190.7 \$TI 107.2



BAS FRUITION M4314 ASA 4426487
BAS MONEY MAKER J801 SON
CE 16.7 WW 100.6 YW 150.6 MILK 28.1
STAY 16.5 MARB 0.41 RE 1.22 \$API 167.8 \$TI 103.6

*Selling sons and the
influence of two of the
hottest bulls in the
Simmental breed.*



BAS MAX MONEY M4144 ASA 4426351
BAS MONEY MAKER J801 SON
CE 25.1 WW 95.3 YW 146.1 MILK 34.3
STAY 21.5 MARB 0.71 RE 0.95 \$API 201.0 \$TI 110.7



BAS COW POWER M4531 ASA 4426474
BAS MONEY MAKER J801 SON
CE 19.3 WW 96.9 YW 153.1 MILK 34.5
STAY 15.5 MARB 0.29 RE 1.03 \$API 156.8 \$TI 99.2



BAS DREAMED UP M4202 ASA 4426401
BAS MONEY MAKER J801 SON
CE 20.0 WW 97.1 YW 150.4 MILK 37.9
STAY 16.9 MARB 0.53 RE 1.0 \$API 170.1 \$TI 103.4

BID LIVE ONLINE **DVAuction**
Broadcasting Real-Time Auctions

BAS - your key to success.



BAS **Ranch**

Mike Bielenberg 515-357-0144
Jared Bielenberg 515-620-6881
Josh Engelman 515-509-8942

ALLIED
GENETIC RESOURCES
alliedgeneticresources.com

Marty Ropp 406-581-7835
Corey Wilkins 256-590-2487
Jared Murnin 406-321-1542

est 1967



by Ryan Thorson, Western Region

“Change is inevitable, misery is optional.” These are words that a mentor of mine always used to say, and a favorite quote of his. It was a guarantee that it would be brought up any time we were discussing changes that might be taking place. Although he is no longer with us, this quote still sticks with me because it is

just as applicable today as 15 years ago, and one could argue that we see more and faster change today than we ever have in our lifetimes. How we accept and adapt to change will be a critical driving force as it relates to our operations at home, as well as the American Simmental Association.

For many of us at home in our operations, there are small changes that we make throughout the years and don't give much of a second thought. However, there are also changes that could be made to improve the operation that might not happen because we are afraid of what the other side looks like, such as changing calving dates, planting different crops, or changing how our cattle are marketed. Add to the conversation estate planning or transitioning to the next generation, the ever-rising cost of land and equipment, and new technologies available, and it is easy to get overwhelmed with fear and fall back to the mindset to continue to do things the way we have always done them.

For the ASA, we must constantly be aware of change in the industry and be ready so that we are proactive and not reactive. As I mentioned in my last Viewpoint a year ago, the private sector is probably our biggest competitor when it comes to providing data. How do we adapt and change and be is a constant challenge and something we talk about at every board meeting. A common phrase that has been spoken in the last year is that we need to move at the speed of commerce to not only keep our Association at the forefront, but more importantly our members. This is challenging as we are a science-based breed association. Science takes time but this board continues to push staff to always keep a foot on the gas pedal.

The theme during our Fall Focus symposium directly related to changes that are happening in the packing industry. The continued focus to push carcass weights even higher and the possible change in the yield grade formula are at the top of the list. These changes are coming and it is important that the American Simmental Association provides the tools to our members to adapt to these changes, so we are at the forefront in the industry

and not playing catch-up. We must meet these changes head-on, whether it is providing the right tools for our members to improve on needed traits, or from a marketing standpoint to communicate the message that Simmental cattle are the solution and the best choice for use in a crossbreeding system for the commercial cattle industry.

The Carcass Merit Program is another great example of a change that your Association has had to make. The program was at a crossroads, for lack of a better term. We had more breeders wanting to utilize this program for progeny testing bulls than we had cows. I am proud to report that staff put their heads down and thought outside the box and have recently started working with a beef-on-dairy herd that will not only be able to provide carcass data back to the ASA, but also more novel traits like heart, lung, and liver scores and feedlot health phenotypes. Staff knew a change was needed and came to the board with this opportunity for additional thoughts and ideas, and then made it happen. Time will tell how successful this new endeavor is, but they drove the change to keep this valuable program available to our membership.

Of course, one cannot talk about change at the ASA in 2025 without talking about the change in leadership we will see this coming summer as Dr. Wade Shafer officially steps down as EVP. Dr. Shafer has been at the Association for the last 21 years and has served as the EVP for the last 12 years. The success of the ASA during his tenure is unmatched and this breed has possibly never seen as much industry acceptance and growth during any other period in history. Dr. Jon DeClerck will step in and assume the role of EVP on July 1, 2025. It goes without saying that this is probably one of the biggest changes that can occur not only at the ASA, but in any organization. For our members and staff, it certainly can be a time for fear of the unknown, but it can also be a time of excitement. Bringing someone new in from the outside can not only bring a fresh face, but also new ideas and enthusiasm for our Association and members. Our Mission Statement has guided this Association since its inception and has proven to be the foundation of our success. I am confident that Dr. DeClerck will continue to uphold our core values and our mission statement as he takes over the reins from Dr. Shafer, and our great breed will continue to flourish. We can fear change and get paralyzed in the thoughts of what if or we can embrace change and look at it as new opportunities, new ideas, and new possibilities. The choice is ours to make. ■

Great Northern Bull Sale

Friday, March 28, 2025 – 1:00 PM CST
 Northern Genetics Facility - Clear Lake, Minnesota

Sale Offering:
25 Simmental and SimAngus™ Bulls – 25 Charolais Bulls
 Proven Cow Families, Scan Data, Semen Testing & Genomics
 Free Delivery in Five State Area



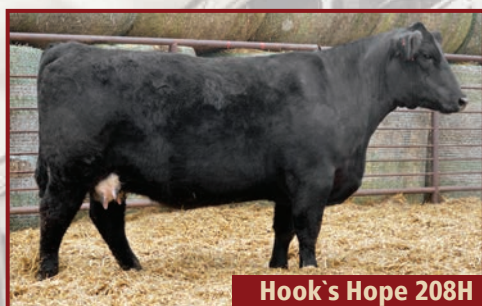
HTG Majestic 407M ASA #4428701 • PB SM
 LBRS Genesis G69 x Hook's Hope 208H

CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	\$TI
10	1.1	104	160	.36	5	23	75	.83	181	111



HTG Perfection 463M ASA #4428684 • PB SM
 LBRS Genesis G69 x Hook's Hope 208H

CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	\$TI
12	-1	90	139	.31	6	23	68	.88	194	107



Hook's Hope 208H

ASA# 3715193 • PB SM
 TJ Heisman 388F x Hook's Ceres 11C

CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	\$TI
12	.8	85	136	.32	7	24	66	.61	173	96



HTG Integrity 346L

ASA# 4300790 • PB SM
 LBRS Genesis G69 x Hook's Hope 208H
 2024 High-Selling Bull – Full Brothers Sell

CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	\$TI
14	-1.2	91	139	.3	7	23	69	.85	189	107

hosted by

Heritage
 2011
Cattle Co.

Scott, Julie, and Katie Moller
 Dustin, Maggie, Paisley, & Lainey Fischer
 Joel and Beth Stomberg
 Princeton, MN 55371
 612-272-2913
 heritagelivestock1@gmail.com

Guest Consignor:

Pearson Cattle 641-832-0232

Broadcasted by:

DVAuction
 Broadcasting Real-Time Auctions

NUTRITION:

The Foundation *of* Embryo Success

by Dr. Jonathan DeClerck



In today's seedstock business, standing still is equivalent to moving backwards. Whether flipping through sale catalogs, analyzing genetic trait trends, or admiring show ring champions, one thing is clear: Simmental cattle have made extraordinary progress over the last decade. The American Simmental Association has long been the home of progressive breeders who leverage science and technology to drive genetic advancements.

Unsurprisingly, the rate of genetic progress has accelerated with the adoption of embryo transfer (ET). As one of the most effective tools for amplifying the influence of superior cow families, ET offers incredible potential. However, its success depends on intensive management and attention to detail, as the variability of results can be significant.

Among the key challenges of a successful ET program is the performance of recipient females (recips). All too often, recips are cull cows removed from the herd due to poor reproductive performance or inadequate body condition. This creates a significant hurdle, as the industry's most progressive genetics are often entrusted to cows with a history of reproductive challenges. Even when recips are among the most productive cows in the herd, proper nutritional management is critical to achieving successful pregnancies and maximizing the potential of embryo transfer programs.

Ramping up the Plane of Nutrition

Maintaining proper body condition scores (BCS) in recipient cows is critical for achieving successful reproductive outcomes. Like the rest of the cow herd, recip cows with optimal body condition are more likely to conceive and maintain pregnancies. It's a familiar scenario at pregnancy check time — open cows are often the thinnest, as nutrient partitioning prioritizes maintenance

and lactation over reproduction. Cows losing weight are notoriously difficult to breed. Ideally, recip cows should have a BCS of 5 to 6 on transfer day. However, in light of the recent drought affecting many regions, some cow herds are struggling to reach this benchmark.

Fortunately, research has demonstrated that even thin cows (BCS 4) can achieve reproductive success when placed on an increasing plane of nutrition. Consider this analogy: A young married couple might delay having a baby due to financial concerns, but a job promotion or pay raise—though not yet realized—might encourage them to start trying. Similarly, a recip cow on a steep nutritional “ramp-up,” with energy intake exceeding maintenance and lactation requirements, can often resume estrous cycling. A study by Dr. Spitzer at the University of Illinois highlighted this effect, showing that BCS 4 cows on an increasing plane of nutrition achieved a 92% pregnancy rate, compared to just 43% for cows on a level plane.

This “ramping-up” strategy is effective because increased caloric intake boosts insulin production, which not only aids in glucose and carbohydrate metabolism but also supports reproductive tissues, particularly the ovaries. Insulin-like growth factor (IGF-1), which is linked to the development of the corpus luteum, further illustrates why ramping up the plane of nutrition can drastically improve ET success rates.

One proven method to ramp up nutrition is the inclusion of supplemental fat in the diet. Fat is a calorically

dense nutrient, containing 2.25 times more energy than carbohydrates, and provides additional reproductive benefits beyond its energy contribution. Fat contains cholesterol, a precursor for key reproductive hormones like estrogen, progesterone, and prostaglandins, which stimulate the estrous cycle and sustain pregnancy. Research by Dr. Reinaldo Cooke at Texas A&M has shown that supplemental fat enhances pregnancy recognition and accelerates embryonic development. While fat sources and quality vary, practical experience suggests that feeding approximately 1/2 pound of supplemental fat daily is sufficient to jumpstart the reproductive cycle.

Effective nutritional ramp-up programs should focus on high-energy rations, starting 30 to 50 days prior to ET and continuing for at least four weeks post-implantation. To ensure success, cows should remain on a consistent energy plane, avoiding sudden dietary changes that might disrupt uterine receptivity. Additionally, diets high in sulfur (often from distiller's grains) should be avoided, as sulfur can antagonize copper absorption and reduce conception rates.

Adequate dietary protein is also crucial for supporting early embryonic development and maintaining uterine health. However, overfeeding protein (total ration protein $\geq 14\%$) should be avoided, as excess protein is converted into ammonia and urea, which can alter the pH of the reproductive tract and negatively impact conception rates.

The Importance of Sustained Nutrition

Proper brood cow nutrition is a continuous process that extends well beyond the successful completion of embryo transfer. Sustained nutrition plays a critical role in enhancing reproductive outcomes and significantly increases the likelihood of successful pregnancies. Once cows are confirmed bred, it is essential to avoid an "out of sight, out of mind" approach. Consistently meeting their nutritional needs ensures optimal performance throughout gestation.

Bolstering Performance with Vitamin and Mineral Supplementation

Mineral supplementation has long been regarded as the spark that ignites a successful nutrition program, and for good reason. Vitamins and minerals facilitate nearly every biological process or reaction in the body. Proper year-round supplementation can yield a 2:1 return on investment through improved conception rates, enhanced animal gain, and overall health.

In the cattle business, achieving the gold standard of a 12-month calving interval requires cows to breed back within 85 days postpartum. This is no small feat, especially as the act of calving often causes injuries to the



reproductive tract that necessitate proper mineral supplementation for effective healing.

Not all trace mineral sources are created equal, and their bioavailability can vary widely. Oxides, for example, are virtually unavailable to the animal, while chlorides and sulfates offer better absorption. However, hydroxy and organic/chelated minerals are often the most bioavailable and therefore the preferred choice for optimizing reproductive performance. Trace minerals such as zinc, manganese, copper, and selenium play critical roles in reproductive hormone function and antioxidant defense. These elements directly influence key processes that ensure reproductive success.

Vitamins and minerals facilitate nearly every biological process or reaction in the body. Proper year-round supplementation can yield a 2:1 return on investment.

(Continued on page 14)

Nutrition: The Foundation of Embryo Success

(Continued from page 13)



Photo by Hannah Wine.

In addition to minerals, vitamins E and A are essential for reproductive health. Vitamin E enhances embryo viability, while vitamin A supports a healthy uterine environment, both of which are critical for successful pregnancies. Including these micronutrients in a comprehensive nutritional program ensures the best possible outcomes for embryo viability and overall herd productivity.

Addressing Early Embryonic Loss

Early embryonic death has a disproportionately large impact on ET and breeding programs, and its prevalence is often underestimated in the industry. Stress—caused by immune challenges, dietary changes, weather fluctuations, or improper cattle handling—is a primary factor contributing to this issue. When exposed to stress, cattle activate their innate immune system, a process that requires approximately one pound of glucose (blood sugar) every six hours. This energy drain often creates a caloric deficit, which can lead to early embryonic mortality.

Fortunately, several strategies can help mitigate these challenges. Supplementation with omega-3 fatty acids, for instance, has been shown to reduce inflammation and improve embryo survival rates. In addition, additives such as yeast cultures, probiotics, and phytogenic compounds can stabilize rumen function, preventing unnecessary activation of the innate immune system.

To further minimize stress, it is crucial to avoid sudden changes in feeding programs or moving recip cows

until they have had adequate time to settle. If transportation is unavoidable, it should be conducted within the first two days following embryo transfer to minimize disruptions.

The Impact of Epigenetics on Cattle Performance

The importance of sustained nutrition extends beyond immediate reproductive outcomes, as it directly ties into the concept of epigenetics — the interaction between genes and the environment. Dr. Jared Decker and collaborators, in a recent presentation at the Beef Improvement Federation, estimated that epigenetics accounts for 3–33% of variation in certain Expected Progeny Difference (EPD) traits. This phenomenon offers an explanation for why certain recipient cows consistently raise the best calves, regardless of the mating they carry.

Epigenetics accounts for 3–33% of variation in certain Expected Progeny Difference (EPD) traits. This phenomenon offers an explanation for why certain recipient cows consistently raise the best calves, regardless of the mating they carry.

The foundation of this phenomenon lies in fetal programming — the idea that a calf's lifetime performance is influenced by environmental factors and nutritional events occurring before birth. Efficient recipient cows, which provide consistent and adequate nutrients to their developing fetuses, enable these calves to express their full genetic potential. This maternal nutrition and environment influence key traits such as muscle and bone mass, immune competency, fertility, and overall phenotype.

By prioritizing sustained nutrition and minimizing stress throughout gestation, producers can significantly improve the genetic and phenotypic outcomes of their herds. These efforts not only enhance the success rates of ET and breeding programs but also contribute to long-term productivity and profitability. Investing in proper nutrition and management practices is a commitment to the future success of cattle operations and the advancement of the industry as a whole.

Going Forward

In a business where every breeding decision directly affects the bottom line, a strategic approach to nutrition

is an investment in long-term success. Technologies like embryo transfer have been instrumental in driving the remarkable genetic advancements of the Simmental breed. However, the success of an ET program begins well before the procedure itself. By adopting a comprehensive and targeted nutritional strategy, breeders can optimize recipient cows, ultimately enhancing the efficiency and outcomes of their ET efforts. Proper nutrition isn't merely an expense—it's a foundational component that ensures the herd's genetic potential is fully realized.

While many factors influence the success of an ET program, recipient cow management is one area where breeders have direct control. Investing in a "ramp-up" nutrition program for recip cows may seem costly, but the potential return on investment is substantial. For optimal results, cows should be provided with a high-quality mineral program and maintained on a positive plane of nutrition for at least 30 days prior to ET. Additionally, reducing stress through proper cattle handling and sustaining an elevated plane of nutrition for 30 days post-transfer can significantly lower the risk of early embryonic mortality, improving overall program success. ■



Dr. Jon DeClerck is ASA's incoming Executive Vice President and will begin in the role on July 1, 2025, following Dr. Wade Shafer's official retirement. DeClerck worked as a Technical Consultant for Purina Animal Nutrition, and has advised stakeholders across the beef production cycle in New Mexico, Texas, and Louisiana, combining innov-

ative 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.

2025 Annual ASA

**FALL
FOCUS**

Mark Your Calendar

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.

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

ASA's Leading Breeders

The following list including ASA's leading breeders, on the basis of Simmental (including fullblood, purebred, percentage, and Simbrah) registrations during the calendar year 2024. Within each state, province, or country, the top five breeders are shown in descending order, beginning with the breeder who registered the most animals. The minimum requirement for inclusion on this list was reporting five animals during the year.

Manitoba, Canada

Murray Farms, Inc – Decker
Rich Mc Farms, Ltd – Pilot Mound

Ontario, Canada

Semex Alliance – Guelph

Saskatchewan, Canada

Wheatland Cattle Co – Bienfait
Ashworth Farm & Ranch, Ltd –
Oungre

New Zealand

WJ & MF Lott – Fairlie

Alabama

Gibbs Farms – Ranburne
CK Cattle – Hope Hull
Black Rock Farm – Luverne
Tom Chestnut Family Ranch –
Headland
Woodco Cattle Company –
Thomasville

Arizona

Lee Cattle Company – Chandler

Arkansas

Lovaas Ranch – Yellville
Andresen, Nick – Springdale
White Wing Simmentals –
Huntington
Faulkner Farms – Center Ridge
River Bend Farms – Garland City

California

Red River Farms – Blythe
Circle Ranch – Ione
Hinton Ranch Simmentals –
Montague
Gonsalves Ranch – Modesto
Number 7 Simmentals – Auburn

Colorado

Lechleiter Simmentals – Montrose
Sutphin Cattle – Lamar
Bridle Bit Simmentals – Walsh
T-Heart Ranch – Del Norte
Campbell, Robert and Christy –
Ignacio

Connecticut

Perkins, Madison – North Stonington

Florida

Southern Cattle Company –
Marianna
Sewell Farms – Chipley
Currid Family Farms –
Defuniak Springs
Brantley Cattle Company – Callahan
Skipper, Frances – Archer

Georgia

Pigeon Mountain Simmental –
LaFayette
Cullens Cattle Co – Sandersville
Woodlawn Simmentals – Clarkesville
Callaway Cattle Co – Hogansville
Powder Creek Simmentals – Molena

Idaho

Lanting Enterprises – Twin Falls
Rymo Cattle Co – Bonners Ferry
Barker Cattle Co LLC – Elba
Johnson, Dirk E – Bancroft
Table Rock Ranch – Ririe

Illinois

Wildberry Farms – Scales Mound
Hillstown Farms – Marissa
Rincker Simmentals – Shelbyville
University of Illinois – Baylis
Rhodes, Anthony – Carlinville

Indiana

Purdue Animal Science–Beef Cattle –
West Lafayette

Heichelbech, Sherri – Rockport
Trennepohl Family Farm –
Middletown
ClearWater Simmentals – Milan
Beshears Simmentals – Winchester

Iowa

Nichols Farms – Bridgewater
Sullivan, Sara – Dunlap
Schooley Cattle Company –
Bloomfield
Bruhn Farms Joint Venture –
Mapleton
Cason, Charles D & Janet L – Albia

Kansas

Cow Camp Ranch – Lost Springs
River Creek Farms Inc – Manhattan
Gleason, Steve or Mary – Maple Hill
Rock Creek Ranch – Americus
Hanel Black Simmentals –
Courtland

Kentucky

Pleasant Hill Farms – Rockfield
Bushs North Severn creek
Simmentals – Owenton
Stephens Beef Cattle – Ewing
Isaacs Farms – Horse Cave
Allen DVM, Henry E – Versailles

Louisiana

Courtright, Dennis & Paula – Colfax
Rugged R Cattle Co – Wisner
Martin Simmental – Wisner
J&L Cattle Services – Rayne
Wittie, Louis and Sheila – Hammond

Maine

Pine Creek Show Cattle – Rumford
Thurston's Frm Simmental Ctl, G R –
Rumford
Ridgefield Farm – Appleton
McGee Farm Simmentals –
West Gardiner
Brown, Lily G – Exeter

Maryland

Rolling Vale Farms Inc – Accident
Winter Springs Farm LLC – Frederick
Hyland Farm – Mount Savage
Marky Butler Show Cattle –
Frederick
Slimmer, Alyssa – Sabillasville

Massachusetts

Hillcrest Farm – Auburn

Michigan

J-C Simmentals – Clare
Salinas Farms – Marion
Rich Beef & Grain – Sandusky
S/D Simmentals – Lake
Longcore Simmentals –
Cedar Springs

Minnesota

Clear Springs Cattle Co – Starbuck
Rydeen Farms Simmentals –
Clearbrook
Raatz Farms Inc – Jasper
K-LER Cattle Co – Saint Charles
Hilbrands Cattle Co – Clara City

Mississippi

Adamdale – Columbia
Ishee Bred Simmentals – Laurel
Rockhill Ranch – Purvis
Big O Cattle – Seminary
Circle E Farms – Lucedale

Missouri

Lucas Cattle Company –
Cross Timbers
Moriando, Mark – Mount Vernon
Superior Beef Genetics – Jasper
Oval F Ranch – Winston
Steaks Alive Ranch – Joplin

Montana

Lassle Simmentals – Glendive
Fauth Ranch Simmentals – Lavina
Nelson Livestock Co – Wibaux
Gateway Simmentals – Lewistown
Clarks Fork Angus & Simmental
Ranch – Edgar

Nebraska

Triangle J Ranch – Miller
Meyring Cattle Company – Alliance
Trauernicht Simmentals – Wymore

Apex Cattle Co – Dannebrog
Forster Farms – Smithfield

Nevada

Small Livestock LLC – Winnemucca
Wheatley, Jason – Panaca

New Hampshire

Orion Farms – Jaffrey

New Jersey

Bishop, Ward – Elmer
Bishop, Kevin W – Elmer
Wall, Keith – Newton

New Mexico

Leonard & Mary Morrow – Winston

New York

Simme Valley Ranch – Groton
Elm-Side Farm – Walton
Rugenstein Family Farm –
Canandaigua
Ranney, Travis – Lockport
Dominic, Emma M – Churubusco

North Carolina

Fred Smith Company – Clayton
Massey Farms – Burlington
Winslow, Benjamin L – Halifax
Price, Michael Eugene – Monroe
Munday English, Anna – Alexander

North Dakota

Kaelberer Ranch – New Salem
Kellers Broken Heart Ranch –
Mandan
Kenner, Roger A – Leeds
TNT Simmentals – Almont
Klain Simmental Ranch – Ruso

Ohio

Dickson Simmentals – St Louisville
Ferguson, John J – Mentor
Jones Show Cattle – Harrod
Maplecrest Farms – Hillsboro
Haley Farms – West Salem

Oklahoma

Griswold Cattle – Stillwater
Willis Simmentals – Marietta
H and H Simmentals – Weatherford
Buck Creek Ranch – Yale
C-4 Land and Cattle – Perkins

Oregon

Anderson Land and Livestock Inc –
Pilot Rock
Price Cattle Company – Baker City
344 Cattle – Richland
Allen Brothers Cattle – North Powder
Bar CK Cattle Company – Culver

Pennsylvania

Long Meadows Simmentals –
Spartansburg
Andrews Fleckvieh Simmentals –
Gillett
Powell's Valley Simmentals – Halifax
Virgili, Ethan – Carmichaels
Full Circle Farm – Dayton

South Carolina

Baxley Farms – Georgetown
Yon Family Farms – Ridge Spring
PB Squared – Saluda
Longview Farm – Anderson
Garber, Wayne – Laurens

South Dakota

Schnabel Ranch – Eureka
Werning, Dale – Emery
Eagle Pass Ranch – Highmore
3C Christensen Ranch – Wessington
Eichacker Simmentals – Salem

Tennessee

Triple A Farms – Bethpage
Reed Family Farms – Shelbyville
Ivie & Sons Simmentals –
Lawrenceburg
McCue Farms – Petersburg
Martin & Son Farm – Lyles

Texas

Pine Ridge Ranch LLC – Dallas
Simmentals of Texas -Granbury
Smith, Timothy J – Giddings
7 P Ranch – Winona
JC7 Cattle Company LLC –
Weatherford

Utah

Yardley Cattle Co – Beaver
Lyman Livestock – Salem
Burton Simmental – Talmage
Banks, Lynn B – Spanish Fork
Davies Ranch Seed Stock – Duchesne

(Continued on page 20)

ASA's Leading Breeders

(Continued from page 19)

Vermont

Plain View Farm – Topsham

Virginia

Shenandoah Valley Simmentals –
Quicksburg

McDonald Farms – Blacksburg

Edgewood Angus – West Point

Sandra B Eastep – Bland

Quaker Hill Farm LLC – Louisa

Washington

Trinity Farms – Ellensburg

Matheson Farms Simmental –
Bellingham

Sequim Valley Angus and
Simmental – Sequim

Burnt Ridge Ranch – Onalaska

Shelton Ranch LLC – Ellensburg

West Virginia

Classic Simmental Farm – Fairmont

Brown, Carter – Fairmont

Teets Cattle Company – Lost River

Buena Vista Simmentals – Old Fields

Cook Farm WV – Point Pleasant

Wisconsin

Larson's Full Deck Genetics – Nelson

Haugestuen Ranches – Barron

A & J Farms – Crivitz

Sandbox Farms – Almond

Riveredge Farms – Chilton

Wyoming

Wilson, Wayne R – Alva

Bird, Vearl W & Patsy – Fort Bridger

Black Summit Cattle – Powell

P/T Livestock – Shoshoni

Big Country Genetics – Cody ■

Reserve Your Space Now

May/June Register • SimTalk Membership Directory



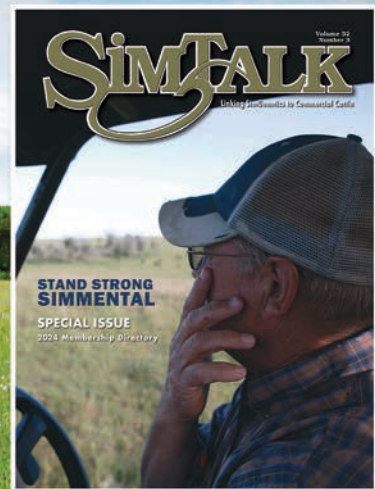
Deadline March 28

Contact:

Nancy Chesterfield
nchesterfield@simmgene.com

Rebecca Price
rprice@simmgene.com

or call 406-587-2778



Deadline April 16

BROWN PRA

PILOT

L4850



BROWN PRA PILOT L4850 - 2/10/23 - REG# 4213616

TRAIT	API	TI	CE	BW	WW	YW	ADG	MILK	STAY	DOC	MARB	CW	REA
EPD	179.1	107.8	14.1	1.0	96.5	148.4	0.32	26.8	17.7	18.8	0.86	39.4	1.14
%Rank	3%	1%	35%	35%	4%	10%	20%	25%	20%	2%	5%	35%	3%

*EPDs as of Jan. 16, 2025.

We are pleased to offer semen on Pilot through Allied Genetic Resources. Pilot is a GW Copperhead 919G son out of a BROWN Oracle B112 daughter. Secure yours for \$30 per straw. Volume discounts are available.



Jim Yance
334-726-7342
JYJRedAngus.com

Marty Ropp
406-581-7835
AlliedGeneticResources.com

Chuck Miller
573-881-3589
MillerCattleCompany.com

Most-Used Bulls 2023

Following is a list of the most-used bulls, ranked in order of number of progeny reported during the 2023 calendar year.

Reg. #	Name	#Progeny	Breed	\$API	\$TI	CE	BW	WW	YW	MCE	MWW	STAY	DOC	YG	MARB
3317371	OMF Epic E27	2054	PB SM	150.1	89	15	-1.2	86.6	126	7.4	68	17.5	14.3	-0.26	0.21
3253742	Hook's Eagle 6E	1793	3/4 SM 1/4 AN	158.6	101.9	14.6	-2.3	98	152.7	4.5	68.6	14.3	18.9	-0.42	0.54
2983443	THSF Lover Boy B33	1731	PB SM	149.9	91.2	12.5	0	84.8	121	7.2	72.4	15.7	17.4	-0.31	0.39
3565879	JSUL Something About Mary 8421	1697	PB SM	111.9	74.9	13.4	1.5	78.5	119.7	2.6	55.7	9	7.5	-0.32	-0.02
3789447	KBHR Honor H060	1517	PB SM	181.3	100.5	16.9	-2.1	86.8	135.8	9.8	69.9	20.1	7	-0.36	0.56
3417756	SYDGEN Enhance	1475	PB AN	152.4	89.7	14	-2.3	78.9	157.4	7.8	72.3	11.6	15.4	0.11	0.96
3789539	KBHR Bold Ruler H152	1442	PB SM	192.2	104.3	16.4	-2.4	81.6	133.6	10.7	65	18.5	18.9	-0.16	0.86
3582577	TJ Gold 274G	1282	PB SM	181.4	97.3	17.5	-3.4	76.9	116.8	9.4	59.1	18.4	11.2	-0.23	0.67
3658592	WHF/JS/CCS Double Up G365	1211	PB SM	98	70.9	11.2	1.4	84.9	108	4.8	64.9	12	13.8	-0.46	-0.31
3716905	GIBBS 9114G Essential	1205	PB SM	177.9	108.5	15.4	-1.7	102.8	174.6	8.9	82	17.6	19.3	-0.26	0.48
3603651	LBRS Genesis G69	1112	PB SM	184.9	119.2	9.1	2.9	114	173	2.9	80.4	14.9	17	-0.11	1.01
3709222	CLRS Homeland 327H	1069	5/8 SM 3/8 AN	165.7	95.7	10.8	0.6	89.1	142	7.8	70.6	21.8	9.4	-0.46	0.63
3960639	LCDR Reserve 210J	1022	PB SM	160.7	103.4	11.1	2	104.7	157	7.5	68.6	15.1	17.9	-0.33	0.53
3585120	Schooley Standout 27G	1007	PB SM	154.6	81.4	15.1	-2	65.4	88.1	9.1	52.6	17.9	18	-0.18	0.43
3568376	MR SR Highlife G1609	968	PB SM	144.8	87	15	0.9	88.7	140.5	8.5	72.5	17.9	5.6	-0.54	0.08
3563436	CLRS Guardian 317G	939	PB SM	199.5	110.5	15.3	-2.5	99.3	149.6	7.9	66.5	23.7	0	-0.22	0.73
3808091	W/C Bet On Red 481H	916	PB SM	125.4	78.7	13.1	1	73.3	112.2	6.1	58.5	10	16.2	-0.35	0.22
3563620	Hook's Galileo 210G	902	3/4 SM 1/4 AN	204.7	114.6	17.5	-2.3	89.7	139.9	12.4	81.9	19.2	19.6	-0.15	1.22
3775641	Rocking P Private Stock H010	872	PB SM	140.5	84.3	15.8	-0.6	78.4	112.3	8.3	50.6	12.2	8.9	-0.36	0.29
3419044	SO Remedy 7F	852	PB SM	108.8	72.3	13.8	1.3	79.6	125.5	3.3	53.4	10.5	14.9	-0.43	-0.18
3045559	W/C Relentless 32C	815	PB SM	105	71.8	9.7	3.3	71.4	92.6	3	52.1	7.3	7.3	-0.46	0.16
3910125	TJ War Paint 759J	775	1/2 SM 1/2 AN	147.7	90	7.8	1.2	88.3	127.2	4	82.1	20.1	12.8	0.04	0.56
3943850	KBHR Global J138	765	PB SM	185.5	97.5	17.3	-1.9	79.4	127.3	11.3	63.8	21.3	17.5	-0.28	0.65
3299037	WLE Copacetic E02	748	3/4 SM 1/4 AN	103	75.6	12.9	1.7	82.3	124.1	6.1	48.3	6.1	1.9	-0.47	0.12
3187005	W/C Bankroll 811D	706	PB SM	106.1	75.7	12.2	1.4	77.4	108.5	7.2	58.8	6.3	12.4	-0.49	0.03
3568352	MR SR Mic Drop G1534	648	PB SM	152.9	86.5	13.1	-0.6	87.2	145.7	11.2	66.1	22.4	20	-0.43	0.06
3582558	TJ Arrowhead 263G	637	1/2 SM 1/2 AN	158.1	95.2	18.3	-5.1	81.5	124.5	10.1	79.9	14.7	14.3	-0.21	0.49
3958195	STCC Tecumseh 058J	633	PB SM	120.4	77.1	6.4	4	80.1	112	1.1	59.1	14.6	5.6	-0.49	0.19
3325668	MR SR 71 Right Now E1538	623	PB SM	143.8	92.2	14.4	-1.8	89.6	141.6	9.7	68.6	13.2	16.8	-0.56	0.15
3289219	GEFF County O	613	PB SM	96.2	68.9	4	4.1	75.7	115.1	0.6	48.7	9.6	2.8	-0.55	-0.02
3396482	Tehama Tahoe B767	608	PB AN	161.3	92.8	15.9	-2.5	92.1	159.2	6.7	75.8	18.5	14.1	0.13	0.79
3918028	HA Justice 30J	572	PB SM	202.9	116.7	13.4	0.8	97.3	156.8	8.7	81.1	19.1	17.2	-0.37	1.07
3312276	KBHR High Road E283	555	PB SM	171.8	101.3	15.7	-1.3	92.4	144.8	8.9	71.3	17.3	15.5	-0.35	0.51
3646242	LCDR Progressive 106G	554	PB SM	176.1	103.7	18.2	-3.2	89.8	140	9.4	72.7	15.2	14.6	-0.27	0.57
3991776	Rockin H Captivate J75	549	PB SM	155.6	96	17.6	-1.7	93.1	147.5	10.5	77.3	15.3	19.3	-0.43	0.21
3254156	WS Proclamation E202	547	PB SM	167.8	102.7	13.3	0.4	96.4	143.6	7.7	74.6	15.8	17.8	-0.11	0.62
3611575	TJ Chief 460G	531	1/2 SM 1/2 AN	137.6	83	12.1	-0.7	80.2	115.6	5	76.2	17.9	11.7	-0.03	0.34
3981484	Next Level	529	PB SM	107	73.7	9.9	4	83.5	122.8	4.5	64.8	12.3	12.2	-0.58	-0.11
3808104	W/C Bank On It 273H	522	PB SM	108.7	70.4	12.1	2.3	71.8	89.8	7.2	59.6	10.7	14.6	-0.34	0.04
3701575	GW Hilger One 454H	496	3/4SM 3/16AN 1/16AR	154.3	99.3	10.2	0	103.5	161.6	2.4	78.6	18.9	18.1	-0.17	0.45
3382993	Southern Fortune Teller	481	1/2 SM 1/2 AN	165	99.4	16.5	-4.1	75.9	126.1	6.1	62.7	9.5	15.7	-0.18	0.88
2847534	Redhill 672X X004 231A	473	5/8 SM 3/8 AN	168	96.9	12.7	-0.2	86.4	143.7	9.8	51.6	17.6	16	-0.41	0.75
3877088	GW Jailbreak 555J	452	5/8SM 9/32AN 3/32AR	162	98.2	14.9	-1.6	95.7	153.4	7.1	76.7	18.6	19.8	-0.13	0.49
3943843	KBHR Gunsmoke J131	449	PB SM	192.8	110.1	10.3	1.2	94.6	142	5.7	72.8	20.6	12.3	-0.22	1
3620331	SAS Copperhead G354	448	PB SM	119.7	94.4	0.7	5.2	112.6	158.8	0.3	75.8	12.1	12.8	-0.39	0.23
2531081	MR HOC Broker	436	PB SM	82	62.6	5	4.3	76.5	107.4	1.9	56	9.8	-2.3	-0.43	-0.26
3491054	LCDR Favor 149F	432	PB SM	145.6	96.5	6.7	2.8	106.5	165.3	1.9	71.8	17.9	18.3	-0.39	0.25
3704533	GW High Ball 102H	426	5/8 SM 3/8 AN	191.5	109.9	14.1	-1.4	93.2	147.4	10.9	58.1	17.7	10.6	-0.08	1.12
3718806	Tehama Patriarch F028	425	PB AN	156	91.2	17.9	-4	83.6	157.4	13.3	74.5	12.6	12.7	0.16	0.84
3131823	DMCC/WOOD Fully Loaded 39D	421	PB SM	126.4	80.1	12.8	0.5	78.4	116.9	5.5	50.2	11.1	13.4	-0.53	0.14
Averages				150.28	91.69	12.99	-0.08	87.17	134.09	6.89	66.86	15.24	13.34	-0.296	0.432

LLSF

DAUNTLESS

K07

REG#
4128302

DOB
4.28.22

BREED
PB SIMMENTAL

HOMOZYGOUS POLLED



HPF/HILL UPRISING C104 X TJSC ONYX 44B

CONVENTIONAL SEMEN

\$100/UNIT

SEXED FEMALE SEMEN

\$250/UNIT



Daughter sold for \$30,000



Daughter sold for \$17,500



Daughter sold for \$5,250



TJSC Onyx 44B - dam of K07

CONTACT OWNERS FOR INFORMATION

UG UNLIMITED GENETICS

Ryan Andersen
25367 190th Street
Bloomfield IA 52537
641.226.1884

Lee Simmental Farms

Jerry & Barb Lee
1495 County Rd 274
Columbia MO 65202
573.881.5629

CATTLE Visions

573.641.5270

57th Annual Meeting Proceedings

January 2025, Denver, Colorado

The American Simmental Association held its Annual Meeting in Denver, Colorado, during the National Western Stock Show. The following committee reports were presented, detailing the Association's efforts in 2024.

Chairman's Report

by Chris Ivie, ASA Board chairman

As I begin to reflect on all that has transpired in the past year I served as chairman, it has been at times challenging with the agenda this group of Trustees was tasked with. On the other hand, it has been gratifying to see the progress we have made as an Association, which makes all the hours and nights away from our families and operations worth it.

In January 2024, Dr. Wade Shafer notified the Executive Committee of his plans to retire in June of 2025. This set into motion a charge to the Executive Committee to develop a plan to find his successor while continuing to do our duties as Trustees. Dr. Shafer made his official announcement to the full Board of Trustees, as well as staff, at our April board meeting in Bozeman. I will not be able to do justice to honor what Dr. Shafer has meant to this organization over his many years of dedication to the membership. What I can say is that Dr. Shafer had a long-term vision that not only maintained the mission statement that our founders put into place, but enhanced this vision that has propelled the American Simmental Association to our position as a leader in the cattle industry today. Thank you, Dr. Shafer, for your commitment to this industry, our organization, and our membership. Thank you for setting up the American Simmental Association for success for many generations to come.

In mid-December, the Board of Trustees selected Dr. Jonathan DeClerck to assume the position of Executive Vice President of the American Simmental Association on July 1, 2025. I would like to welcome Dr. DeClerck on board. We look forward to working with him as he continues to grow the legacy that Dr. Shafer and his staff have built.

International Genetic Solutions (IGS) has positioned the ASA and its membership well in recent years, and the potential growth is simply limitless. The IGS tools allow breeders to take data and utilize it within their operations, catered to their customer base. One would be foolish to think IGS is only for a certain sector of this industry; IGS has an impact on every animal evaluated. These IGS tools offered by the ASA are very logical and profitable wrenches in our toolbox, which we should all use daily in this cattle industry.

With IGS being the backbone of our Association and always thinking of ways to increase awareness and its effectiveness within the industry, this board decided in August 2024 that it was time to take a step forward and passed a resolution that was later passed by ASA's membership requiring all natural service sires born on or after January 1, 2025, meet the same DNA requirements as AI sires and donor dams. This is something that has been discussed many times before, and this board felt like this was the right time to implement this change.

Our AJSA Classics continue to be must-attend events that are growing, for good reason. Last year's National Classic in Tulsa, Oklahoma, was nothing short of spectacular. My hat goes off to everyone who attended, volunteered, and participated — thank you! A successful addition to the Classic was the DNA Clinic and DNA collection opportunity for junior members. The acceptance and actual demand for testing at this event exceeded our expectations. It is my hope that this Board of Trustees will continue to look at ways to encourage our adult and junior members to have their animals DNA tested prior to entry of the Classic and other Major PTP events.

The 2025 National Classic will be held in Madison, Wisconsin, so please make plans to attend. Everyone always says, "Let me know how I can help." If you are one of the folks who says that, please reach out to Mia Bayer to volunteer. I challenge each of you to be a judge in one of the contests at the Classics. Our AJSA members are great role models and represent the ASA well. They are the future of this organization and are doing an exceptional job keeping this AJSA freight train rolling. The Board is 100% committed to supporting our youth with every means available to us because we truly believe we are only getting started and the best is yet to come!

At the April Board meeting in Bozeman, as chairman, I challenged the Trustees and staff to sponsor a resolution or a directive, suggest a change to a current program, the creation of a new program, or something that will improve or enhance our customer service. Since then, this board passed 26 resolutions and 10 directives to continue to move the Association forward in a positive trajectory. The Executive Committee met in excess of 50 times since April and spent hundreds upon hundreds of hours meeting to discuss things like waiver requests, membership name changes, DNA fee increases, third-

party vendor requests, and the search for our next Executive Vice President.

My statement at the beginning of this report was that the agenda we were tasked with was challenging at times. I have only scratched the surface of the activity that has taken place in this last year within this Association. As I look back, I truly feel this current group of Trustees has met challenges head-on and has diligently worked together to complete each task. We have done this with one constant common goal and that is to always do what is best for the entire membership. We have stayed focused on our mission statement and the core policies of this Association throughout this year, and I'm extremely proud of this group of 17 Trustees and the staff's body of work.

My motto coming into my chairmanship that I conveyed to this board and staff was, "You will never steal second base if you keep your foot on first base!" It's pretty easy to assess that this group of Trustees and staff did not stand still, nor did we just go through the motions in 2024. I want to extend a personal "Thank You" to each of you for your efforts this past year!

My outgoing challenge, to not only the Trustees and staff but for all membership, for 2025 is "Let's Keep Building our Boat." Meaning, let's be like Noah and keep building on our mission statement and our core policies and telling our story about SimGenetics. We cannot let things distract us from our Mission! Many scholars believe it took Noah 120 years to build the Ark because God had instructed him to do so. Noah never wavered and was faithful, and we too should be Faithful to God, our families, and good stewards of what God has given us. Let's continue to be leaders in this industry and Keep Building our Boat!

Activities & Events

by Greg Burden, chairman

Committee members: Matt Aggen, Greg Burden, Victor Guerra, Chris Ivie, Brandi Karisch, Quin LaFollette, Doug Parke, Scott Trennepohl, and Greg Walthall

Staff lead: Luke Bowman

It's always an eventful year in the A&E committee. A big thank you to my committee members and the staff for what is always a long, extended meeting. We have a broad spectrum of events that we oversee, from Fall Focus to the AJSA Classics and all of the Major PTP events.

We started off the year by funding the Meet and Greet for the new Major PTP show at the Dixie National. We also added "Show Animal of the Year" awards for the Simbrah, Percentage Simbrah, and Fullbloods at the Major PTP shows. We then spent a lot of time on new rules for

the National Classic that we decided to implement at a later date with lots of input from the Junior Board.

One of the major things we did at the 2024 AJSA National Classic was offer DNA services for all cattle entered and exhibited, which turned out to be a huge success. Wade, Chairman Ivie, and several other board members worked very hard to keep everything straight, taking samples on over 350 animals.

We had to make a late switch on the location and date of the 2025 National Classic. Originally, when it was approved, there were no conflicts. However, Angus later had a date and location change, which then caused some overlap between the two breeds. We felt that as a committee, it was in the best interest that we take the high road and make a change to our dates since so many members compete in both breed's activities. With that said, we made the change for the 2025 AJSA National Classic to be held in Madison, Wisconsin, July 6-12.

In wrapping things up, it was a very busy year with several things tweaked just a little for the betterment of the activities. A couple of big changes and a lot of healthy and fruitful discussions that led to perfecting some programs and implementing others. Once again, I would like to thank my fellow board members and staff for their dedication to the Activities & Events Committee and its business.

Mr. Chairman, this concludes my report for the Activities & Events Committee, and I move that it be accepted into the minutes of the 57th Annual Meeting.

Breed Improvement

by Ryan Thorson, chairman

Committee members: Tim Clark, Chad Cook, Joseph Hensgens, Chris Ivie, Maureen Mai, Troy Marple, Mark Smith, Ryan Thorson, and Loren Trauernicht

Staff lead: Jackie Atkins

The Breed Improvement Committee (BIC) and the ASA Staff had another busy year focusing on different research opportunities and also working to enhance our current genetic evaluations for improved programs and tools to aid not only in our members' success, but also their customers' success. I would like to thank Ryan Boldt with IGS for his contributions throughout the past year, Lane Giess, ASA Geneticist, and most importantly our members who stay involved in the Association and provide ideas and feedback for the breed improvement committee.

Hydrops:

In the spring of 2023, a novel genetic condition in the Simmental population called Hydrops came to light. The

(Continued on page 26)

57th Annual Meeting Proceedings

(Continued from page 25)

Hydrops pregnancies result in extreme fluid accumulation in the uterus, often the fetus or calf does not survive, and sometimes the dam dies during delivery as well. The BIC and board approved to fund the sequence of initial cattle involved in the Hydrops research and analysis to attempt to find a causative mutation and DNA test for the Hydrops condition, followed by an embryo transfer project in the fall of 2023. In February of 2024, the board agreed to add Hydrops to Trait Trac, listing WS All Aboard as a documented carrier with no genetic holds placed on his descendants until there is a DNA test. At the same time a statement was issued to be used in marketing All Aboard genetics. This year the ASA board agreed to fund at \$20,000 additional long-read sequencing of the animals in the ET project that would allow analysis of epigenetic control including methylation. The UNL research team is actively analyzing the results with the hopes of developing a DNA test for carriers.

DNA services:

Cow Herd DNA Roundup (CHR): To date, over 61,000 mature cows were genotyped through the CHR (and over 3,100 in 2024). ASA has paid out just under 20,000 rebates for mature size records through the CHR, totaling \$98,655 paid back to the membership.

Calf Crop Genomics (CCG): 2024 was the fifth year for CCG, bringing in over 27,000 genotypes this year and 103,027 genotypes total on whole birth groups of calves during that time. Members participating in CCG earned just over 27,000 rebates for complete weight trait records submission on 90% of the birth group (birth, weaning, and yearling weights). Additionally, just over 2,300 rebates were paid for harvest records from CCG calves. Between the weight traits and carcass records, the CCG has given back just over \$161,000 to ASA members. In 2024, this board moved to allocate an additional \$250,000 to the rebates for the CHR and the CCG to ensure that these vital programs for a robust genetic evaluation continue to be funded into the future.

The Board passed a resolution to change the ASA rules for natural service sires born on or after January 1, 2025, to match the same DNA requirements as AI sires and donor dams. As this is a rule change, the membership will vote on this change in the January 2025 Annual Meeting.

Carcass programs:

The American Simmental Association (ASA) offers a robust set of programs for carcass data collection. The carcass programs range from young-sire progeny testing, regional feedouts, and incentivized DNA programs such as Calf Crop Genomics (CCG) and Carcass Expansion Project (CXP). In the past couple of years, ASA has seen a notable increase in the percentage of animals registered with actual carcass phenotypes. The ASA has increased the emphasis to capture carcass data on genotyped calves through these programs and can report that over 18,000 animals with carcass data have been genotyped.

In 2023, the BIC and the board of trustees passed increased allocation for the CXP and increased the payment for carcasses for CMP herds. This has been successful in helping the 2024 CMP year be productive and recruit new herds. In 2024, the ASA added a large beef-on-dairy herd with an opportunity to collect more carcass traits as well as novel traits like heart, lung, and liver scores, and feedlot health phenotypes.

International Genetic Solutions (IGS):

IGS remains healthy and strong with additional cattle, testing new partners, launching model and software updates to the growth and carcass evaluations, and moving new trait development close to the finish line. In 2024, IGS added Performance Beef Breeders (PBB), Simmental New Zealand, and the Australian Gelbvieh Association to the production run and began testing five additional new partners. The total number of animals in the genetic evaluation grew to over 23 million head and 600,000 genotypes in 2024. The IGS collaboration met several times throughout the year — at the IGS pavilion at NCBA, BIF social, an in person meeting at the ASA headquarters in Bozeman, as well as monthly meetings with the collaborators.

Genetic evaluation updates:

A prototype of a DMI prediction was completed in 2023 and entered a research launch phase in 2024. Along with DMI EPD, \$Gain was developed to predict progeny that are more profitable in the feedlot by converting feed into weight. \$Gain is a combination of Dry Matter Intake EPD (DMI) and Average Daily Gain EPD (ADG), where ADG is weighted by the value of a pound of gain, and DMI is negatively weighted by the cost of a pound of dry matter. \$Gain is expressed as the dollar difference per head per day during the post-weaning period, and a higher value is more desirable. IGS has been publishing updated DMI EPD and \$Gain evaluations since the spring of 2024.

IGS has a working model for Mature Weight EPD and is generating a multi-trait indicator of cow nutritional needs based on size and milk. This will be initially released as a research launch similar to the approach for DMI. IGS is testing multiple models for a multi-breed heifer pregnancy prediction. A PAP genetic prediction has also received much discussion during our breed improvement committee meetings throughout the past year. IGS continues to work to find the best approach to deliver the most accurate predictions while leveraging the most data. Although at times it seems that the needle is moving slow, rest assured that an accurate multi-breed genetic evaluation is the #1 goal.

Mr. Chairman, I would like to thank the Breed Improvement Committee members and the ASA staff for their help with a productive year and I move that the report be accepted into the minutes of the 57th Annual Meeting.

Finance Committee

by Scott Trennepohl, treasurer

Committee members: Greg Burden, Chad Cook, Chris Ivie, Troy Marple, and Scott Trennepohl

Staff lead: Linda Kesler

First, I would like to thank the Finance Committee members for their work this year: Chris Ivie, Troy Marple, Greg Burden, and Chad Cook.

The American Simmental Association (ASA) continues to stay in strong financial shape. ASA's Fiscal year 2024 ended June 30, 2024, and the consolidated report will be posted on ASA's website, and an overview is included in the 2024 Annual Report.

Total income was \$7,027,445 and expenses \$5,257,253 for a net operating income of \$1,770,192. The net operating income is an increase of \$596,162. Total Revenue has significantly increased over the past ten years, from \$4,004,062 in fiscal year 2015 to last fiscal year's total of \$7,027,445.

The largest growth of revenue, DNA services, has gone from \$512,697 in fiscal year 2015 to last fiscal year's total of \$1,874,913. Of course, the DNA expenses offset some of the revenue. ASA has provided programs for members to take advantage of DNA services at a very reasonable price through Cow Herd Roundup (CHR) and Calf Crop Genomics (CCG). If you aren't taking advantage of these programs, you still receive very reasonable rates independent of the programs.

Another program we encourage you to consider is Total Herd Enrollment (THE). The revenue from this program remains steady with an increase for fiscal year 2015 at \$1,112,057 compared to last fiscal year's total of \$1,528,136. Something to note, ASA has not increased most of its fees in 20+ years and in fact, during fiscal year 2019, it provided discounts to members.

New memberships remain steady over the last five years, as well as members who remain active. Members are staying active with the Association, comparing the annual service fees paid in fiscal year 2015 (\$541,495) to last fiscal year (\$702,274).

Expenses increase as we grow as an Association. Advertising and promotion have significantly grown over the past ten years as well as research and development to continue to provide the best genetic tools available. Last fiscal year, we recognized an additional PTP Show to ASA's rotation. We now have five Major PTP Shows that we invite you to attend: American Royal, North American International Livestock Show, National Western Stock Show, Cattlemen's Congress, Fort Worth Stock Show, and Dixie National. Don't forget to stop by the Meet and Greet at each event!

Travel for both Trustees and staff has increased, acknowledging that it is important to meet and visit with ASA's memberships and provide educational venues.

ASA remains conservative in its investments with Vanguard, but continues to receive a good return. ASA's commitment to reserve two year's revenue and the rest may be considered to support or invest in ASA's future. Should ASA experience a period of financial hardship, ASA's reserve will allow business to remain steady for the members while working through any challenges.

The ASA Board of Trustees and staff look forward to the future and feel confident that funds are available to provide services to the membership.

Mr. Chairman, this concludes my report, and I move that this be accepted into the minutes of the 57th Annual Meeting.

Growth & Development

by Chad Cook, chairman

Committee members: Matt Aggen, Chad Cook, Tim Clark, Joseph Hensgens, Chris Ivie, Brandi Karisch, Maureen Mai, Ryan Thorson, and Loren Trauernicht

Staff lead: Chip Kemp

The ASA trustees had much on their plate in 2024. As a result, the well-established and time-tested promotional and marketing plan laid out by staff was more appreciated than ever. The topics that require oversight by the Growth and Development committee went forward to grow the influence of SimGenetics, even while trustees were largely focused elsewhere.

I would like to acknowledge each committee member: Matt Aggen, Tim Clark, Joe Hensgens, Brandi Karisch, Maureen Mai, Ryan Thorson, Loren Trauernicht, and Chris Ivie.

This ASA staff is the best in the business. They are forward thinkers who use both traditional and novel tools to tell the story of Simmental and the breed's impact across the beef landscape. Simultaneously, this team has built and highlighted IGS and its undebatable value to serious seedstock breeders and the commercial beef business at all levels. I applaud them and especially thank those staff members who have aided G&D efforts in 2024.

Here is a short list of 2024 Growth and Development highlights.

1) Internal marketing and promotion decisions

Marketing and promotion efforts are the heartbeat of the G&D committee. Sometimes they are less exciting than other topics. But to be frank, they are the most crucial. It has been said before, but just as true today, ASA has a system and culture in place that responsibly leverages the dollars of ASA members to make the industry at large aware of the successes and advances within the Simmental business. The proof is in the pudding: high registration numbers, a vast volume of total animal records, unprecedented acceptance and value of

(Continued on page 28)

57th Annual Meeting Proceedings

(Continued from page 27)

Simmental influenced genetics, and growth of the partner institutions within the International Genetic Solutions (IGS) platform.

This takes all forms of communication. Print media has been under tremendous pressure. However, ASA is still committed to print publications. This happens primarily through our own publications, but also through a limited number of very eager and willing media partners who share our ideas, philosophy, and content along with our ads. If a print magazine doesn't have an appetite to share regular information from and about Simmental and our breeders, then they don't warrant your ad dollars. Period. We align with like-minded media partners.

Obviously, technology is a driving force in communication. One can evaluate these in a whole myriad of ways. To get a sense of effectiveness: there were over 72,000 unique visitors to the website in 2024, 1.4 million Facebook impressions this year, IGS videos have generated well north of 40,000 minutes' worth of viewership, and we have amassed over 160,000 total YouTube views over time.

A huge thank you to our friends at the Grant Company. They are a vital partner in our promotional efforts. They bring skills, insights, and efficiencies that we simply don't have on our own. They work as an extension of our ASA team and the relationship has proven valuable and should continue for years into the future.

The humble, novel, and targeted promotion path charted by this ASA staff has proven quite impactful, while being intentional and responsible with member dollars. You expect a ROI on your dollars. It is clear the ASA method is providing a serious return for you and your family.

2) DNA efforts at National Classic

Meaningful education and promotion most often take place when we humbly approach folks with facts and information that directly benefit them. It doesn't require empty hype or chest pounding. Rather, it simply requires folks of goodwill, tools of measurable value, and a chance to interact in a low-key and low-stress environment. The 2024 National Classic saw just such a happening. The ASA trustees and staff, assisted by IGS partner, Neogen, held an educational experience meant to remove the confusion and noise associated with DNA usage in beef cattle. The session highlighted the use of parentage and genotyping and the subsequent value of both. It was a tremendous success.

3) State Association programs for marketing and promotion

Callie Cooley continues to excel in her role as State Association Liaison. She has strengthened communication with state officers while enhancing both the unity and consistency of messaging across the country and a state association's ability to be creative at the same time. That is not easy.

A few statistics regarding the Check-Off and Check-Off Bonus programs:

1. \$17,695.25 in Check-Off dollars were claimed by 29 associations in Fiscal 2024
2. 23 states participated in the Check-Off Bonus program in Fiscal 2024
3. \$26,571.50 was paid to state associations for Check-Off Bonus in Fiscal 2024

A few statistics regarding the Cost Share program:

1. \$48,394.36 in Cost Share dollars were claimed in Fiscal 2024
2. 20 states participated in the Cost Share program in Fiscal 2024
3. Four states (AL, CO, MT, ND) qualified for \$4,000 or more in Cost Share dollars in Fiscal 2024 making them eligible for an additional \$1,000 in Fiscal 2025

4) ASA and the Genetic Merit Pricing Task Force (GMP)

In 2022, ASA Trustees chose to become one of the founding organizations behind the Genetic Merit Pricing Task Force (GMP). This support came with much discussion and well-defined parameters to ensure that ASA resources were used wisely and that the GMP was aligned with the core tenets and philosophy of ASA and its membership. As a reminder, in brief, those parameters are:

- Focus on multi-breed objective measures of terminal merit.
- Commit to scientifically sound assessments.
- Respect currently existing programs and allow free market to determine best use of objective terminal measures.
- Commit to respecting and avoiding any disruption to currently approved USDA beef programs.
- Ensure a viable, industry-led GMP structure.
- Commit to transparency of process and expenditures.

The GMP continues to meet in hopes of coalescing around a tool(s) that can aid in objective measures of terminal traits. ASA staff has been instrumental in keeping the GMP focused on its mission.

Mr. Chairman, this concludes my report for the Growth & Development Committee, and I move that it be accepted into the minutes of the 57th Annual Meeting.

Policy & Procedures

by Scott Trennepohl, chairman

Committee members: Greg Burden, Victor Guerra, Chris Ivie, Quin LaFollette, Troy Marple, Doug Parke, Mark Smith, and Greg Walthall

Staff lead: Sheldon Ross

As the Policy and Procedures chairman for the American Simmental Association, I am pleased to report on the progress we've made in 2024. We spent considerable effort and deliberation to ensure our policies were appropriate for ASA members and their continued success in the cattle industry.

I'd first like to thank the committee members for their efforts and contributions: Mark Smith, Troy Marple, Greg Burden, Greg Walthall, Quin LaFollette, Doug Parke, Chris Ivie, and Victor Guerra. We are also grateful for the work staff contributed including Wade Shafer, Linda Kesler, Sheldon Ross, and many others.

Starting with the January board meeting our work touched many issues of concern to our members. We clarified our process for accepting breeding records on transfers in order to assist in accurate record-keeping. After much deliberation, we were able to reach what we believe to be an amicable compromise to a long-standing point of contention: the fee for changing the name of an older registered animal. While remaining sensitive to the concerns about changing the pedigree of existing animals, we implemented a less onerous fee for older animals who have not yet recorded progeny with the Association.

In addition to these policy changes, the committee spent time reviewing our Rules and Bylaws to ensure they continued to reflect the needs of our membership and the cattle industry.

We also introduced a number of amendments for the membership to consider:

1. Clarifying our status as not-for-profit membership organization
2. Clarifying our Rules and Bylaws to be gender neutral.
3. An addition allowing for third parties to assist members in data reporting.
4. Allowing flexibility in the number of board nominees for vacancies
5. The adoption of DNA rules for natural sires in concordance with existing rules for AI sires and Donor Dams
6. New guidelines for sales manager qualifications.

Work in the committee was of course not limited to the changes implemented and proposed, but also the time and effort discussing existing policies that were ultimately deemed suitable. Furthermore, groundwork was laid for continuing discussion in committee meetings to come.

In conclusion, 2024 was a year of significant progress for the American Simmental Association, and I am proud of the work we have accomplished. We are well positioned to continue supporting our members in maintaining high standards of excellence in cattle breeding, and I look forward to what the future holds as we continue to evolve and grow together.

Mr. Chairman, this concludes my report for the ASA Publications, Inc. Board, and I move that it be accepted into the minutes of the 57th Annual Meeting.

Simbrah Committee

by Victor Guerra, chairman

Committee members: Greg Burden, Joseph Hensgens, Chris Ivie, Brandi Karisch, Doug Parke, Mark Smith, and Greg Walthall

Staff lead: Luke Bowman

The Simbrah Committee had another productive year; here are a few of the highlights. Among the several topics that were considered and discussed was promotion. The committee took action and worked with Callie Cooley and ASA's design team to create a new Simbrah logo that could be utilized in our promotional efforts. With the 2024 AJSA National Summer Classic in Tulsa, Oklahoma, the committee anticipated more participation from Simbrah exhibitors given its proximity to many Simbrah exhibitors and wanted to capitalize on their presence. Thus, the committee gathered some Simbrah breeders who donated funds to provide each Simbrah exhibitor at the 2024 AJSA National Classic in Tulsa, Oklahoma, with Simbrah promotional items, including caps with the newly created logo that were well received by the juniors and their families. Special thanks to committee member Brandi Karisch and Callie, as well as the ASA staff members who assisted us with this project.

Sticking with promotion, we had a positive discussion during our Fall Focus committee meeting in Amarillo, Texas, and we appreciate the non-committee-member Simbrah breeders who participated in the meeting. We received excellent feedback from them, including becoming more aggressive and having even more of a Simbrah presence in both the SimTalk and the Register magazines to build off the Simbrah-related content that is already being promoted. We are currently considering avenues on how we can most efficiently accomplish this in 2025 and hope to see more Simbrah-related advertising, as well as content being consistently featured soon. We encourage all Simbrah breeders to consider advertising, as well as forwarding your Simbrah-related news and events to ASA Publication, Inc. We are especially looking for testimonials from commercial producers utilizing SimGenetics with Brahman influence in their operations, thus we encourage you to connect them with the publication team.

Another key point of discussion this year within the committee has been the various performance gain tests across the country that are available to Simbrah breeders. These tests include the Rio Grande Valley Beef Improvement Association test in Texas, Connors State College Bull Test in Oklahoma, and numerous others including tests in Mississippi and Missouri that provide valuable data at often affordable rates. The committee continues to encourage Simbrah breeders to consider and participate in these tests if they are not doing so already to raise more awareness of the benefits of utilizing Simbrah cattle.

(Continued on page 30)

57th Annual Meeting Proceedings

(Continued from page 29)

The ASA's Progress Through Performance Ring of Champions program continues to grow with the recent addition of the Dixie National as a point show. The annual show held in Jackson, Mississippi, features both a Purebred and Percentage Simbrah Show, which gives Simbrah breeders an additional opportunity to earn points toward the Ring of Champions. Simbrah exhibitors also earn points at the Cattleman's Congress in Oklahoma City, Oklahoma, as well as at the Fort Worth Livestock Show in Fort Worth, Texas. The inaugural Simbrah PTP Ring of Champions winners were crowned in 2024, and we congratulate the individuals involved in these Simbrah cattle on their accomplishments. These are just a few of the highlights and topics of discussion that came before this committee this past year and we welcome your input as we progress in 2025.

In closing, we appreciate our staff liaison Luke Bowman and all staff members who assisted the committee this year as we oversaw the Simbrah business of the ASA. I would also like to thank my fellow committee members for their efforts and input throughout the year. We are looking forward to continuing to build off the momentum of past Simbrah committee's work to expand Simbrah's thumbprint in the industry in 2025.

Mr. Chairman, this concludes my report for the Simbrah Committee, and I move that it be accepted into the minutes of the 57th Annual Meeting.

ASA Publications, Inc. Board

by Victor Guerra, chairman

Board members: Chad Cook (vice chairman), Chris Ivie, Ryan Thorson, Scott Trennepohl, and Wade Shafer

It is appropriate to begin the ASA Publication, Inc. ("Publication") report by acknowledging the efforts of the entire staff at the Publication for their efforts this year. As you will see, it has been a busy and successful year, and we appreciate all their efforts in promoting SimGenetics through our various streams of communication.

Second, I would like to acknowledge each member of the ASA Pub Board: Chad Cook, Chris Ivie, Scott Trennepohl, Ryan Thorson, and EVP Wade Shafer.

By early 2025 we will have reached the one-year mark of the switch to Royle Printing as our printing service for magazines. The quality of the printing and overall impression of the magazines has not only greatly improved, but it has also been much more consistent with essentially no quality control issues throughout the year. Hats off to the team at Royle for this feat.

Printing costs with Royle have been in line with the estimates from the quotes prior to the switch. This allowed the Publication to enhance various areas including and most notably perhaps the information we included

from Fall Focus in the magazines from years past. Publication has also experienced a clearer and expedited line of communication with Royle, which has made them more efficient and effective.

You may have noticed a change in your advertisement deadlines. While they are slightly earlier than with the previous printer, it has allowed the Publication to address a clear reality relative to mailing, which are the challenges associated with the United States Postal Service delivery times as many of you may have experienced in your own businesses.

As a result, the Publication either risked the end recipient (and ultimately the person we need to take an action step through purchasing) not receiving a magazine in time to make a buying decision or we go to the other end of the process and require that the Publication receive that content sooner to increase the likelihood of timely delivery. Keeping the end user in mind, the Publication chose the latter option and has requested that content be submitted earlier by advertisers. While the Publication has experienced some growing pains with this decision, this course should maximize the member's advertising dollar and prove to be the right action with time.

Switching gears, the current Publication team has also streamlined many internal processes that allow them to be nimbler than in previous years. This has been vital to navigating the cost pressures on print, some of these internal processes include:

- Photo storage and cataloging.
- Membership Directory processes (which has been a significant effort by the team).
- Sire Source processes – after receiving feedback that the size and orientation of Sire Source should switch to "magazine" size, the Publication has decided to make this change. The Sire Source will be welcomed by many in this new format with little to no fiscal impact whatsoever.

Much in part to the efforts of Lilly and her team, editorial content has been extraordinarily effective in addressing key points in the industry. Special thanks to Lilly and the team in this area who have done tremendous work by informing and exposing our readers to content and discussions that are not generally seen elsewhere.

Much work has been put in this year to monitor the dollars (revenue and expenses) and that will likely result in novel sales packages being rolled out for the next fiscal year, which will offer flexible use of print, social media, and other digital resources for our members. In closing, we would like to thank the membership for your support of the Publication this year and we look forward to continuing our progress in 2025.

Mr. Chairman, this concludes my report for the ASA Publications, Inc. Board, and I move that it be accepted into the minutes of the 57th Annual Meeting.

American Simmental-Simbrah Foundation Board

by Randy Moody, chairman

Board members: Scott Cowger, Cathy Eichacker, Lori Eberspacher, Carrie Horman, Aaron Owen, Kelly Schmidt, Jennifer Tarr, and Adrienne Trennepohl

The American Simmental-Simbrah Foundation (ASF) board continues to be dedicated to raising funds to support the American Simmental Association in the areas of education, youth, and research. Several fundraising activities are held throughout the year. Foundation members are tasked with reaching out to public and private donors as well as making funding recommendations on research projects and other endeavors to the executive committee. Retiring board members who were recognized in August at the Fall Focus meeting are Mark Smith and Tonya Phillips. Highlights of the year include:

1) Foundation Female

The year kicked off with the sale of the Foundation Female during the Cattlemen's Congress in Oklahoma City, Oklahoma. Thank you to Hart Simmentals of South Dakota for their donation of the 2024 female. \$38,000 was raised from the sale of the female to support the Merit Scholarship program. Five Gold Merit Awards at \$5,000 and twelve Silver Merit Awards at \$2,500 are awarded yearly to outstanding Simmental youth during the National Classic.

2) PTP Show Fundraising

The PTP show season provides many opportunities for fundraising. A variety of items were auctioned off with funds going towards the Merit and youth programs. Sale items included a fishing trip, toy pedal tractor, and the ever-popular liquor and gun raffle held during the National Western at The One and Only Sale. Overall, over \$31,000 was raised during these fundraising efforts.

3) National Classic

ASF continues to have a strong presence at the National Classic. Besides awarding Merit Scholarships, the board also sponsors and organizes daily giveaway prizes for exhibitors. For the second year in a row the foundation board sponsored a lunch for the novice participants as well. It is our hope to increase the awareness of the foundation by being visible to the junior exhibitors and their families. The National Classic also hosts the popular Golf Outing, Silent Auction, and BBQ cookoff. These great events helped to add almost \$17,000 to our yearly fundraising efforts.

4) Supporter of the Year

The board voted to continue the supporter of the year award. In 2024 our supporter of the year award went to Craig McCallum of Circle M Farms. Craig is a major supporter of many junior and foundation events throughout

the year. Craig's desire to support the youth of the Simmental breed made him the perfect choice for this recognition. Craig was recognized at the 2024 National Classic.

5) Fall Focus

Funds for the general pillar of the foundation are raised through the Cash Cow fundraiser during the Fall Focus. 95 cow tags are sold throughout the conference with the final 5 tags being auctioned off during the annual recognition dinner. The lucky winner receives \$2,000 and the remaining funds go to the general fund. \$13,600 was raised during this fun event at Fall Focus.

6) Research Funding

The board is committed to funding research projects and will be looking to build up the research fund, as much has been depleted through the commitment to several recent projects, including the DNA Pooling and the Hydrops research.

The success of the Foundation is not possible without the hard work of its board as well as the generous donations of many supporters.

Mr. Chairman, this concludes my report for the American Simmental-Simbrah Foundation Board, and I move that it be accepted into the minutes of the 57th Annual Meeting. ■

See page 48 for important rule changes and updates from the 57th Annual Meeting. To see full voting results, please visit simmental.org.



\$API: 109
STI: 72

TJSC H-Town 131L

STCC Tecumseh 058J x TJSC Diamond 312H
ASA# 4274275 • Black • Polled
2024 NWSS Champion Bull by STCC Tecumseh



\$API: 87
STI: 69

RJ Trust Fund 212K

W/C Bankroll 811D x Hara's Kim Kardashian 1C
ASA# 4147173 • Black • Polled
Exciting, NEW, 3/4 Bankroll x Broker x Harietta for elite type!



\$API: 125
STI: 73

Walsh Against The Odds

Bet on Red x WLE Big Deal
ASA# 4256400 • Red • Homo Polled
ATO has foot size, excellent design & body dimension! His dam was a popular champion for Walsh, WI.



\$API: 133
STI: 84

SAS Black Majic L334

SRH Hannibal x Silver Lake Gold Digger
ASA# 4265277 • Hetero Black • Homo Polled
\$55,000 high-seller at Springer Simmentals 2024. Add mass & outcross pedigree.



\$API: 115
STI: 76

SJF SMJ Payroll 7245J

W/C Bankroll 811D x Profit
ASA# 3992818 • Red • Polled
Exciting combination of look, power, pedigree!



\$API: 94
STI: 63

Only One 905K

SFI Platinum FSY x TLLC One Eyed Jack
ASA# 4132878 Black, Polled
Added hair, flexibility, rib & eye appeal!



\$API: 114
STI: 80

LLSF High Profile J903

W/C Executive Order 8543B x
PSCS Alley's Lady 902G ET
ASA# 4062764 • Hetero Black • Homo Polled
Outstanding balance and look! 2023 MO State Fair Champion!



\$API: 121
STI: 76

SFIS Unstoppable J3

W/C Bankroll 811D x SFIS Crystal Gayle
ASA# 3969316 • Heterozygous Black • Polled
Awesome son of famous donor Crystal Gale that'll improve depth, profile & structure!



\$API: 146
STI: 83

WHF/JS/CCS Woodford J001

EGL Firesteel 103F x WHF Summer 365C
ASA# 4068398 • Homo Black • Homo Polled
3/4 Simmental. NEW and exciting calving ease and outcross pedigree with outstanding phenotype out of fantastic donor Summer 365C!



\$API: 94
STI: 68

Revelation 2K

TL Revenant 35 x CSCX Bandwagon 513A
ASA# 4153090 • Black • Polled
\$200,000 exciting outcross to improve all!



\$API: 157
STI: 97

LLSF Vantage Point F398

CCR Anchor x Uprising x Quantum Leap's Dam
ASA# 3492381 • Hetero Black • Homo Polled
3/4 Lead-off Bull in the 2019 NWSS Percentage Champion for Lee.



\$API: 126
STI: 76

Felt Perseverance 302F

W/C Executive Order 8543B x Rubys Rhythm Z231
ASA# 3493800 • Hetero Black • Homo Polled
Perseverance is a new, exciting baldy Executive Order son with tremendous maternal genetics behind him. The first dozen calves out of him have been born light and easily out of first calf heifers.



\$API: 176
STI: 103

LCDR Affirmed 212H

EGL Firesteel 103F x WS Miss Sugar C4
ASA# 3812282 • Homo Black • Homo Polled
Use him to make those next generation Purebreds. Excellent foot shape and depth of heel.



\$API: 101
STI: 72

WHF/JS/CCS Double Up G365

W/C Double Down x WHF Summer 365C
ASA# 3658592
Double Up is by proven calving ease sensation Double Down out of the legendary WHF/Steenhoek multiple time champion WHF Summer 365C.



\$API: 108
STI: 73

JBSF Berwick 41F

Rocking P Legendary C918 x JBSF 402B
ASA# 3462584 • Black • Polled
Newly available and producing extremely valuable progeny across the nation!



\$API: 167
STI: 102

HL Tommy Boy K65

CLRS Guardian 317G x HL Ms Smooth Criminal E174
ASA# 4167626 • Homo Black • Homo Polled
Blaze Calving ease Guardian son at Echard, IA, and Heartland.



\$API: 103
STI: 69

Wood Ruthless 151H

Relentless x High Regard x Aubreys BlackBlaze II
ASA# 3878993 • Homo Black • Homo Polled
Exciting outline and build with phenomenal cow families on both sides!



\$API: 136
STI: 85

ZTGC Just Cuz 52K

W/C Night Watch 84E x ZTGC The Blaze
ASA# 4063644 • Black • Homo Polled
Jared Werning's new & exciting balanced sire for profile & function!



\$API: 118
STI: 76

GOE Lets Roll 749J

W/C Bankroll 811D x W/C RJ Miss 8543 6105D
ASA# 4141350 • Hetero Black • Homo Polled
Lots of neck extension in a complete package!



\$API: 132
STI: 77

WHF Entourage H450

KCC1 Exclusive 116E x
WHF Delilah 45D by TJ Main Event
ASA# 3924201 • Hetero Black • Homo Polled
WHF & Boyert's exciting new herd sire!

COOL Additions!

CATTLE *Visions*

573-641-5270

www.cattlevisions.com



\$API: 102
\$TI: 70

TJSC Coping with Destiny 9K
WLE Copacetic E02 x TJSC Diamonds Destiny 134C
ASA# 4103854 • Black • Polled
2023–2024 dominante Grand Champion!



\$API: 140
\$TI: 84

Rocking P Private Stock H010
WLE Copacetic E02 x Rubys Wide Open 909W
ASA# 3775641 • Homo Black • Homo Polled
Private Stock was the 2022 Fort Worth Champion Bull and the 2021 NAILE Champion Bull.



\$API: 202
\$TI: 110

CLRS Guardian 317G
Hook's Beacon 56B x CLRS Always Xcellent
ASA# 3563436 • Homo Black • Homo Polled
Guardian was the \$85,000 selection in the 2020 "Bred For Balance" Sale. He's the breed's #1 \$API Purebred and #2 Marbling Purebred!



\$API: 132
\$TI: 74

KJK1 38 Special 801J
JSUL Something About Mary 8421 x
R Built To Believe 801F
ASA# 3927280 • Hetero Black • Hetero Polled
Cool profiled SAM son with a cool face backed by a great cow family!



\$API: 104
\$TI: 75

SO Remnant 418J
SO Remedy 7F x STCC Ms Persistent 7161
ASA# 4035943 • Black • Polled
Great Remedy son who was Reserve Champ at NAILE & Cattlemen's Congress!



\$API: 128
\$TI: 79

W/C Bet On Red 481H
W/C Fort Knox x W/C Relentless
ASA# 3808091 • Red • Homo Polled
Griswold's red bull purchase from the 2021 Werning sale!



\$API: 157
\$TI: 97

CLWTR Clear Advantage H4G
LLSF Vantage Point F398 x Miss Sugar C4
ASA# 3858588 • Homo Black • Homo Polled
Exciting, new sire that's ultra-complete out of one of the hottest donors!



\$API: 115
\$TI: 74

W/C Red Bird 269J
W/C Bankroll 811D x W/C Miss Angel 2870Z
ASA# 3974327 • Red • Homo Polled
Red Bird is the \$90,000 Brandon Bird & Jared Werning owned HOT red sire by Bankroll & National Champion ANGEL!



\$API: 102
\$TI: 74

R/C SFI Creedence 417J
SAM x SFI Love Me Later A9X
ASA# 3980387 • Homo Black • Homo Polled
2023 Cattlemen's Congress Grand Champion Purebred Simmental Bull!



\$API: 103
\$TI: 71

SWSN Cash Flow 81E
Profit x MR CCF Vision
ASA# 3348420 • Black • Polled
Cash Flow sired some of Hartman's and Vogler's high selling lots this past year!



\$API: 125
\$TI: 95

SAS Infra-Red H804
All Aboard x Erixon Bitten
ASA# 3803257 • Red • Homo Polled
One of the hottest red bulls to sell in 2021!



\$API: 96
\$TI: 65

S B C Buffalo Trace
W/C Relentless x WLE Shez It D056
ASA# 4129329 • Homo Polled • Hetero black
JS & Stephens new addition, exciting red gene Relentless son!



\$API: 174
\$TI: 92

Bar CK Red Empire 9153G
IR Imperial x CDI Verdict
ASA# 3766616 • Homo Polled
High-selling bull at BAR CKs 2021 Sale! Top 1%



\$API: 146
\$TI: 88

ES Right Time FA110-4
Welshs Dew It Right 067T x ES A110
ASA# 3481590 • Homo Black • Homo Polled
Newly available power, phenotype and marketability sire!



\$API: 135
\$TI: 73

2/F JWC Unassisted 675K
W/C Double Down x W/C RJ Miss 8543 6105D
ASA# 4154132 • Homo Black • Homo Polled
Exciting calving ease 3/4 blood in the top 2% for low BW. \$40,000 second top seller in JWC's 2024 Bull sale.



\$API: 94
\$TI: 61

ALL/FCF Hot Topic 099H
Profit x FCF Phyllis 532
ASA# 3926810 • Hetero Black • Homo Polled
Hot Topic was the 2021 NAILE Grand Champion % Bull! His dam is one of the hottest Angus donors in the world!



\$API: 103
\$TI: 81

RP/CMFM John B J104
HPF Quantum Leap Z952 x RP/BCR Stylish Love F158
ASA# 4109070 • Hetero Black • Homo Polled
Current 2023 Champion PTP % Bull! Champ at Ft. Worth, OKC, Am Royal!



\$API: 101
\$TI: 70

S&S TSSC Limitless 041H (1/2)
Conley No Limit x WS Revival
ASA# 3776857 • Black • Polled
Calf champion at 2020 NAILE and 2021 Royal!

Tom Risinger Passes

by Dan Rieder

A prominent Texas cattleman who was among the earliest in the US to utilize Simmental genetics, Tom Risinger, has passed away at age 84. He had been among the leaders of the breed in the US following a 1965 chance meeting with Canadian Simmental legend Travers Smith, who led the effort to establish the Swiss breed in North America.

In addition to their Texas holdings, he and his devoted wife, Dianne, had also founded a Simmental ranch near Cody, Wyoming.



Risinger, born in Woodville, grew up in Wharton, Texas. He earned his college education at the University of Texas on a rodeo scholarship and joined the Sigma Nu fraternity. Risinger married Dianne Wood in 1961, and that union resulted in a lifetime of hard work, dedication, and devotion to each other and to their land and cattle herd.

“From the beginning through much of my career, Tom and Dianne were very active members – ‘good ol’ number 5.’ There were very few ASA members in earlier years who didn’t know or hadn’t heard of Tom Risinger. He loved Simmental and he loved talking about Simmental. I will always remember and be grateful for the unflinching support he gave ASA staff.”

Steve McGuire



Risinger was heavily involved in establishing the ASA, serving on the founding Board of Trustees, and came back in the 1990s to serve a second four-year term. He proudly held ASA membership number “Old Number 5,” which was effectively used in promotional efforts.

His opinions and expertise were widely respected, not only in the US and Canada, but by producers worldwide. His foreign travels included Japan, West Africa, Canada, Great Britain, and Central and South American countries.

In retirement, the Risingers used a pickup and a fifth-wheel to see much of the US and Canada, with additional experience in Alaska. Risinger is survived by his wife, Dianne; two daughters, Tracy Smith and Whitney Swanner; grandchildren Tommy and Phoenix Swanner; and sister, Mary Ella Anderson. ■



“Tom was certainly one of the most influential individuals in the history of our breed. I had the good fortune of getting to know Tom and Dianne, as they would stop by the office with their camper on their seasonal migratory route. I always looked forward to those visits.”

Dr. Wade Shafer



JUNIOR MEMBERSHIPS

REQUIRED FOR AJSA CLASSICS

NEW MEMBERSHIPS

New members should apply for membership as early as possible in order to enter for AJSA Classics.

Application can be found at juniorsimmental.org under the Membership tab. Application by email is preferred (members@simmgene.com). ONLINE APPLICATION IS NOT AVAILABLE.

Membership applications received after 12 pm the same day as the deadline are not guaranteed to be completed prior to the deadline.

ACTIVE MEMBERSHIPS

Juniors with active membership can enter AJSA Classics without any further action. If entering the 2025 National Classic, the Annual Service Fee (ASF) for 2025-26 will be included in the entry process.

EXPIRED MEMBERSHIPS

Juniors with expired membership can reactivate them by logging into their Herdbook account.



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

Our Pioneers – Old Cattlemen of the Southern California Deserts: Trail Justice or Was It Murder?

The historic Empire Ranch was about 40 miles southeast of Tucson, Arizona. In 1876, Walter Vail and Herbert Hislop established the ranch. It grew from a 160-acre homestead to over 100,000 acres.

Vail and Hislop paid Edward Fish, a Tucson businessman, \$2,000 for the property. A few months later John Harvey, an Englishman, joined the partnership. They also had ranching operations in Southern California.

Beef cattle were their mainstay. The completion of the Transcontinental Railroad at Promontory Point in Utah in 1869 gave ranchers a new option for moving cattle long distances, either east or west. California, driven by the Gold Rush of 1849, became a magnet for people of all persuasions. Rapid population growth also made California a prized destination for beef producers.

Vail and his partners realized the opportunities and pursued them. By 1886, a large increase in freight rates charged by the railroads became cost prohibitive to moving cattle by that method. They, like many other ranchers, refused to pay these high rates. Needing to move 2,000 steers to the Warner Ranch in San Diego County, California, Vail decided they would be moved the “old-fashioned way” by foot. The route would essentially be the same as those described in my last two columns for settlers traveling to the Southern California deserts. This decision carried many risks. Long, waterless distances and treacherous conditions were well known, but also unavoidable.

Tom Turner, a young Texan, was hired as trail boss. All arrangements were discussed in detail with Vail, who decided to send his brother Ed along as well as a group of old-time cowboys from the Empire Ranch. Most were Mexican vaqueros. These cowboys knew that traveling such a great distance through the unforgiving terrain meant cattle had to be driven slowly and given adequate time to rest to maintain their stamina. The final destination was the Anza-Borrego Desert in Southern California.

The cattle and crew left the Empire Ranch en route to Yuma, Arizona. Not long after departure, two young fellows accompanied by several horses showed up. They, too, were heading to California. When they offered their services to help with the cattle drive, Turner accepted. These brothers had the last name of Fox. They quickly proved their work habits and blended in with the crew. They were described as likable.

The drive found good feed and water conditions on this first leg of the journey. Always an obstacle, crossing the Colorado River awaited them. Scouts returned and suggested the best route would be near Willow Lake with shallow flowing water and shallow banks. Once across the Colorado, the deserts awaited. The great unknown was the location of suitable water.

Days would pass before they found their first water. Turner, riding point, heard a steer bawl lowly, as thirsty cattle will do. The lead steer raised his head and hurried his pace with his nose facing the wind. Turner knew the steer smelled water. Everyone followed this wind surfer. Two miles away, plentiful clear water was found. The cowboys described this discovery as “the most pleasing scenes ever experienced.” After several days, once men and cattle had rested and fully recharged, the journey continued.

Days later, that lead steer was at it again and more life-saving water was the result.

Eventually the group arrived at Carrizo Creek and the Anza-Borrego Desert. The plan called for days of rest “and recuperation.” The next morning, a mysterious two-horse carriage carrying four men approached the chuckwagon. They motioned for Ed Vail to come over to the carriage. He was a sheriff from Arizona with two other deputies and a rancher. They inquired if there were two boys with horses traveling with them. Vail answered yes. The rancher from Arizona claimed the “boys” had stolen his horses. Since the cattle drive had dipped into Mexico along the route the sheriff could not follow them there. Thus, they took the train to Temecula, where a California deputy joined them.

Vail cautioned that the two “boys” were well armed and very fast with their guns. The sheriff asked Vail to tell the crew that they were mining men and were heading to a nearby mine. Later in the day, the Fox brothers and the other cowboys came into camp. The Fox brothers were initially suspicious of the strangers, but after dinner became more relaxed. The sheriff’s plan was to capture the brothers individually when the moment was right. The older brother was captured with little fuss, but the younger brother managed to break away from his attackers. He ran up a wash with a deputy in close pursuit. Unable to catch him, the deputy raised his gun, fired, and fatally shot the unarmed cowboy. The older brother, now in handcuffs, ran to where his younger brother lay dead. He was told to stop but refused to do so screaming for the sheriff to shoot him, too. They didn’t.

The brother in custody asked Vail to give his brother a proper burial and Vail assured him that he would. The cowboys wrapped the dead brother in his blanket and laid him to rest. The dirt-filled grave was covered with stones. The date was around March 1, 1886. Lester Reed, author of *Old Time Cattlemen and Other Pioneers of the Anza-Borrego Area*, found the grave in 1930 and photographed it. Years later he learned that the grave had been destroyed.

Reed was told that after the Fox boy was buried at Carrizo Creek someone placed a marker at the grave bearing the inscription: “Joe Fox, age 19, Murdered.”

Eventually, the railroads, fearing more cattle drives, lowered their rates. This allowed the ranchers to move their cattle via rail to California once again. Vail and other locals of the Southern California Deserts were shocked and outraged with the killing of Joe Fox, saying it was totally unnecessary. Was it necessary? What was gained? Was it “Justice Served on the Trail or was it Murder?” ■

Editor’s note: This is the forty-third 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



2025 DATES AND DEADLINES

DATES TO KNOW

APRIL 1

AJSA Regional and National Classic entries open
Register online through your Herdbook Account.

APRIL 30

The Summit Early Registration Deadline
Registration opens March 10. Fees increase after April 30.

MAY 3

AJSA Hotel Scholarship deadline
Scholarship covers lodging expenses for one room at 2025 AJSA National Classic. Application available at juniorsimmental.org.

MAY 5 4:30pm MDT

AJSA Regional Classics EARLY entry deadline
Registration fees double after 4:30 pm MDT.

MAY 12 4:30pm MDT

AJSA Regional Classics FINAL entry deadline
No Regional Classic entries will be accepted after 4:30 pm MDT.

MAY 20 4:30pm MDT

AJSA National Classic EARLY entry deadline
Registration fees double after 4:30 pm MDT.

MAY 27 4:30pm MDT

AJSA National Classic FINAL entry deadline
No National Classic entries will be accepted after 4:30 pm MDT.

JUNE 1

AJSA Trustee Application deadline
ASF Merit Award deadline
AJSA Photography Contest deadline
Applications and complete details available at juniorsimmental.org.

JUNE 5

The Summit FINAL Registration Deadline

EVENTS

JUNE 4-7

AJSA Eastern Regional Classic
Harrisonburg, Virginia

JUNE 19-22

AJSA Western Regional Classic
Tremonton, Utah

JULY 6-12

AJSA National Classic XLV
Madison, Wisconsin

JULY 20-23

The Summit - IGS Youth Leadership Conference
Philadelphia, Pennsylvania

CONTACT AJSA

- juniorsimmental.org
- American Junior
- Simmental Association
- ajsa@simmgene.com
- 406.587.4531

Mia Bayer
ASA Director of Youth Programs
& Foundation Manager
715.573.0139 | mbayer@simmgene.com

Event schedules coming soon.
Updated 2025 AJSA Classic rules available in March.

Developing leaders through friendship, networking, and communication skills!



by Cecillia Newby

“It’s okay, Cecillia, stand up, dust yourself off, and grab ahold of the halter.” These words are some of the earliest memories I have with my father. I was seven

years old and taking on the largest challenge I had ever faced—breaking my bucket calf to lead. Looking back now, this doesn’t seem like such a challenge, but it seemed impossible for the three-foot-eight girl in her t-shirt, athletic shorts, and mud boots.

These characteristics show strength and passion for the beef industry, which members of this Association display daily. Producers consistently demonstrate resilience during difficult times, are committed to their work, and utilize creativity to solve problems that come across their path. These characteristics and many more highlight each leader’s strengths that they bring to the table.

Through my time in the AJSA, I have built many friendships with others who share my passions. These friendships have shown me how everyone uses their strengths to lead in their own lives. Whether it is leading their state association or their family operation, everyone has a unique way of using their strengths to make a difference.

Leaders are all around us. They take the opportunities that life throws at them, no matter their challenges. Leaders focus on what makes them unique and how to use their strengths to strive. We can learn to embrace our challenges and take life by the halter. All we have to do is lead. ■

We all face challenges, whether breaking a bucket calf to lead, managing our operations, or balancing the multiple aspects of our lives. However, being part of the beef industry and the American Junior Simmental Association has taught me how to step up when things are challenging and how to be a leader.

During my time in the AJSA, I witnessed many leaders who served on the board and in the barns, and when I was younger, I believed that you needed a specific title to be considered a leader. However, over time, I discovered leadership doesn’t require a title or position. Instead, it focuses on commitment, resilience, and creativity.



2024–2025 American Junior Simmental Association Board of Trustees

Eastern Region

Carter Hall
Ripley, WV
304-373-8427
chall1221@gmail.com

Walker Housley
Dayton, TN
423-599-8346
walkerhousley@gmail.com

North Central Region

Noah Goss
Kanopolis, KS
785-810-8636
noahggoss@gmail.com

Emerson Tarr
LeRoy, IL
309-205-0860
eleetarr2021@gmail.com

South Central Region

Hallie Hackett
Texarkana, TX
903-556-6758
halliehack10101@gmail.com

Anna Sweat
McCaskill, AR
870-200-7600
anna.sweat.06@gmail.com

Western Region

Aribella Beins
Deweyville, UT
435-452-2391
bella.beins@gmail.com

At-Large

Ella Fischer
St. Joseph, MO
816-261-5991
ellafischer24@gmail.com

Chase Harker
Hope, IN
812-603-5371
chaseharker1902@gmail.com

Cecillia Newby
Oswego, KS
620-717-8018
kstatetd@gmail.com

Anna Webel
Farmington, IL
309-351-9223
anna.g.webel@gmail.com



www.juniorsimmental.org



AJSA Classic DNA REMINDER

AN ANIMAL MUST BE REGISTERED WITH ASA TO BE ENTERED AT AN AJSA CLASSIC.

Non-registered animals, suspended animals, and animals with pending DNA may not be entered.

WHEN IS DNA TESTING REQUIRED FOR REGISTRATION?

ET CALVES FROM PURCHASED EMBRYOS

If you purchased embryos from another breeder, DNA parent verification must be completed in order for the resulting calf to be registered, even if the animal was born on your property.

DONOR DAMS AND AI SIRES

All donor dams and AI sires must be GGP-100K tested and approved for donor or AI sire use, regardless of ownership. If your calf is a product of AI or embryo transfer, check that its parent animals are approved through the Expanded Report online, found below the animals' pedigrees in Herdbook.

WHAT IF I PURCHASED A CALF?

PURCHASED ANIMALS

If you plan to purchase or have already purchased an animal that you want to show at an AJSA Classic this summer, ask the seller these questions:

- Does the calf have an active registration number with ASA?
- If the calf is a product of embryo transfer, has the DNA parent verification process been completed?
- Was a donor dam and/or AI sire used? If so, have they been DNA tested and approved for use?

START THE DNA PROCESS ASAP

To order a DNA kit or paperwork, or if you have questions about the testing process or requirements, contact DNA Services. **DNA should be submitted to the lab for testing as soon as possible, as testing can take 4-5 weeks to complete.**

DNA SERVICES

dna@simmgene.com
406.587.4531

Genvax Technologies Takes New Step Toward USDA Approval of its Vaccines

by Jennifer Shike, Bovine Veterinarian

Genvax Technologies, a startup bringing advances in RNA vaccine production to animal health, announced recently that it has closed its Series Seed Plus funding. This funding will accelerate the company's path toward USDA approval of its vaccines, enabling rapid response to foreign animal disease outbreaks and improving livestock health and profitability, the company said in a release.

Genvax was founded in February 2021 by entrepreneurs Joel Harris and Hank Harris, DVM. In August 2022, the company closed a seed financing round worth \$6.5 million in financial and research support led by United Animal Health.

New Hire

To help move the company forward, Genvax recently named Lucas Huntimer as chief scientific officer to lead innovation. He brings decades of expertise in vaccine development, regulatory strategy and sustainable solutions through leadership roles at Novartis, Elanco, and Rumin8. Huntimer received his PhD in immunobiology from Iowa State University, and has been focusing on advancing vaccine efficacy and managing complex research and development portfolios.

"We are thrilled that Lucas has joined our expanding team," Joel Harris, CEO and co-founder of Genvax Technologies, said in a release. "His leadership will be instrumental in achieving licensure for our first product and manufacturing facility, while shaping the future of this novel RNA technology in animal health."

Innovations in Technology

Genvax's proprietary RNA platform enables the rapid development of herd- or flock-specific vaccines matched precisely to the variant strain circulating in animal production operations, the company said in a release.

"By inserting a specific transgene or 'gene of interest' (GOI) matched to the variant strain into the platform, the RNA generates an antibody response without requiring the whole pathogen," the release said.

With the threat of foreign animal diseases such as highly pathogenic avian influenza (HPAI), African swine fever (ASF), and evolving variants of swine influenza, the industry needs groundbreaking solutions now, Harris said in a release. "For HPAI, our innovative vaccine could play a pivotal role in eradication efforts and strengthen global trade relationships," he said.

Huntimer believes Genvax's cutting-edge saRNA vaccine platform represents a breakthrough in addressing emerging animal diseases. "Our rapid development capability allows us to pivot quickly in response to new threats, delivering targeted vaccines with unprecedented speed and precision," Huntimer added. "This technology will transform how we protect animal health and mitigate the risks posed by evolving pathogens."

Pioneering Growth

United Animal Health said their company has been a key driver of Genvax's mission to revolutionize animal health and led the financing with the aim of commercializing the technology in livestock. "At United Animal Health, we are committed to pioneering advancements that safeguard the future of animal

agriculture," Doug Webel, president and CEO of United Animal Health, said in a release. "Genvax's RNA vaccines exemplify the type of innovation that will redefine health outcomes and strengthen global food security. By leveraging our research farms and expertise, we are well-positioned to refine and commercialize these groundbreaking solutions."

United Animal Health led the financing with support from Johnsonville Ventures, Iowa Farm Bureau's Rural Vitality Funds, Iowa Corn Growers Association, and members of Ag Startup Engine. According to a release, this coalition of investors spans the animal health, nutrition, feed, and food processing industries, underscoring the transformative potential of Genvax's technology in addressing emerging threats to the food supply chain.

Preliminary UNL Beef Research Shows No Performance Loss Associated with Varying Distillers Grains in Cattle Finishing Diets

by Maria Tibbetts, University of Nebraska-Lincoln

Preliminary research at the University of Nebraska-Lincoln (UNL) shows varying distillers grains in a cattle finishing diet may not have a negative effect on cattle performance. Ethanol byproducts — distillers grains — have changed how some feedyards finish cattle. However, the price and supply varies by season and ethanol demand. Feeders and researchers assumed disruptions in the supply of distillers' grains would affect the performance of cattle accustomed to the feed source in a feedlot.

A recent study at the University of Nebraska-Lincoln looked to quantify how much the performance is affected by varying the amount of distillers grains in a finishing diet.

It turns out that according to the research so far, it doesn't. "Ever since COVID, the supply and deliveries of distillers grains has been inconsistent," said Paige Madison, a master's student in the UNL ruminant nutrition department who worked on this research project. "We wanted to see what it would do to the cattle if producers ran out of distillers and had to pull it out of the diet and then a week later, they got a delivery and could put the full inclusion back into the diet."

When the diet is not consistent, cattle can experience ruminal acidosis, which is when the pH of the rumen becomes low, said Jim MacDonald, UNL professor of animal science and principal investigator on this research project. "Acidosis may cause cattle to go off feed, reducing intakes and subsequently causing a reduction in average daily gain and hot carcass weight," MacDonald said. "Rumen acidosis contributes to economic losses from reduced hot carcass weight, increased liver abscesses, and increased death loss. The economic impact of liver abscesses alone is estimated to be \$41.6 million annually."

Distillers grains are used in feedlot diets as a source of energy and protein. Distillers can be wet, dry, or modified based on the moisture of the byproduct. This research project used modified distillers grains, which have a moisture level of about 48%.

Research on variable amounts of distillers grains included in the feedlot diet can help producers manage feedlot diets for maximum efficiency and cattle health. "The current strategy to

(Continued on page 42)

Oh what fun
 AJSA NATIONAL CLASSIC XLV
 2025

MADISON, WISCONSIN
 JULY 6-12

HOTEL INFO

HOTELS MUST BE BOOKED THROUGH THE LINK TO QUALIFY FOR BLOCK RATES
 Do not contact the hotels directly to make reservations.

ALL HOTELS WITHIN ONE MILE OF FAIRGROUNDS. RATES CURRENT AS OF JANUARY 1, 2025.

HOME2 SUITES MADISON CENTRAL
 2153 Rimrock Road
 Madison, WI
 Rates starting at \$129/night

CLARION SUITES ALLIANT ENERGY CENTER
 2110 Rimrock Road
 Madison, WI
 Rates starting at \$129/night

SHERATON MADISON
 706 John Nolen Drive
 Madison, WI
 Rates starting at \$149/night

SCAN TO BOOK
 Or type this link
 into your browser
rb.gy/sydri8



CAMPING

ALLIANT ENERGY CENTER
 North Lot & Willow Island
 608.267.3976
aec@alliantenergycenter.com
 For more info: rb.gy/fubs9z



(Continued from page 40)

manage variable supply is to limit the inclusion of distillers grains,” MacDonald said. “We have seen the inclusion of distillers grains reduced significantly over the past decade due to an increase in the price relative to corn, a perceived reduction in the feeding value of the distillers grains, and variable supply.”

The most recent research project was phase two of a UNL study that looked at varying distillers in diets with two inclusions of distillers grains. Phase one of the study looked at a ration that included distillers only at 25% of the ration. In this study the distillers grains were replaced with a blend of high-moisture corn and dry-rolled corn. Since the distillers grains also provide protein, urea was added to the control diet so the study was evaluating only the feed source to ensure cattle were not deficient in protein when the distillers grains were removed. The results of this study showed no significant differences in the performance — intake, average daily gain, and feed efficiency — between the constant versus variable inclusion groups of cattle.

Phase two focused on constant versus variable distillers at 10% and 25% of the diet, with a control of corn with no distillers. The researchers were surprised to find there was still no significant difference between the constant versus variable inclusion groups.

The research was conducted at the Eastern Nebraska Research, Extension and Education Center near Mead, Nebraska, and is funded by the Nebraska Corn Board. This winter UNL researchers started a third phase of the variable distillers grains research at UNL’s recently opened Klosterman Feedlot Innovation Center using Hokofarm RIC2Discover technology feed bunks, which measure the pattern and amount of feed consumption by individual animals.

Instead of using just cattle performance to determine if there are differences between the constant and variable groups, phase three is also using pH probes in the rumen to detect rumen acidosis that may not result in visible symptoms.

“While we would never recommend that anyone should make sudden dramatic changes to their finishing diets, these data do provide some peace of mind that if supply disruptions or sudden changes in price occur, there is flexibility in making diet changes without negatively impacting animal performance,” MacDonald said.

Preventing a One Health Crisis: How Science is Informing New Policy

by Jennifer Shike, Bovine Veterinarian

The current One Health crisis brought about by the challenge of viral diseases and the need to improve the level of biosecurity practiced across species has spurred the American Veterinary Medical Association (AVMA) to take a big step forward to protect animals.

On January 10, the House of Delegates of the AVMA voted unanimously to approve a resolution entitled “Biosecurity.” This resolution, authored by Scott Dee, DVM, and sponsored by the Minnesota Veterinary Medical Association, is based on scientific research documenting the ability of evidence-based biosecurity programs to control porcine reproductive and respiratory syndrome (PRRSV) infection across a large-scale pork production system for an extended period.

“Globally, herds, flocks, companion animals, and exotic wildlife populations are at risk of infection by multiple agents, including porcine reproductive and respiratory syndrome virus (PRRSV), and African swine fever virus (ASFV) in pigs, along with highly pathogenic avian influenza virus (HPAIV) infection in multiple avian and mammalian species, resulting in a documented spillover into humans,” explains Dee. “Therefore, to protect the health and welfare of all that are at risk, veterinarians must practice biosecurity that is science-based, as historically, the practice of animal biosecurity has been long on marketing and short on science, resulting in mixed messages to animal owners and the public.”

Dee says the research not only proved the efficacy of science-based biosecurity, but also raised the question of how this new information could be leveraged beyond pigs and PRRSV for the benefit of “all people short and tall, and all creatures great and small.”

Approval of the resolution led to an AVMA policy on biosecurity, as follows:

- Diseases of animals can be transmitted in many ways, including direct and indirect oral, airborne, and vector-borne routes of transmission.
- Because of these many risks, prevention of disease transmission through the practice of biosecurity is critical to protecting the health and welfare of all species.
- To be effective, biosecurity programs should be based on scientific evidence and current best practice(s) as applicable.
- The AVMA supports the protection of the health and welfare of animals through the practice of science-based biosecurity and encourages its members to become familiar with this approach.

“Since an AVMA policy on biosecurity did not previously exist, this was a logical first step to take,” Dee says. “As mentioned in the policy, all veterinarians across all species should become familiar with the science of biosecurity, follow an evidence-based approach to practice it in the field, and strive to bring answers to existing questions.”

Using scientific information from pivotal publications to write policy for the benefit of the profession is a novel approach when dealing with critical matters that affect animal and human health, Dee explains. ■



AMERICAN SIMMENTAL-SIMBRAH
F O U N D A T I O N



A BIG THANK YOU

to All who contributed to the Foundation Female, and also to the Dickson Family for graciously donating this outstanding female.



Group of 2025 Foundation Female Contributors along with the AJSA Board of Trustees.

Seller: Dickson Family, OH

Designated Foundation Mission:
Youth/Merit Awards

Animal Name:
DSC Bailey 84M
Sire: Rocking P Private Stock H010
Dam: DSC Miss Bailey 85H
Purebred Simmental

Animal Registration Number:
4421349

Sale Name:
Sold in the Bricktown National
Simmental Sale at the Cattlemen's
Congress, Oklahoma City, OK

Sale Date: Sunday, January 12, 2025

Foundation Fundraising

The American Simmental–Simbrah Foundation has had a busy start to 2025. Fundraising efforts for the year were kicked off at the Cattlemen's Congress in Oklahoma City, Oklahoma. Every January the Foundation is proud to auction off the Foundation Female to raise funds for the Merit Scholarship program.

This year DSC Bailey 84M, donated by the Dickson Family of Ohio, was auctioned off during the Bricktown National sale. A consortium of over 30 breeders came together and purchased the female for \$30,000. After selling the female the donor selected from the drawing that would take the heifer home was GB Marketing of Texas. The sale of the 2025 Foundation Female contributed to increasing the total funds raised to \$713,300.

Thank you to all the breeders who continue to support this fundraiser year after year and a special thank you to Dickson Farm.

Buyers:

Adcock Land & Livestock	Jones Show Cattle
B&K Simmental/Ivie&Sons	JS Simmental
Beshears Simmentals	LaMuñeca/Seale
Buck Creek Ranch	MadLuke Cattle
Chad Holtkamp	Martin Trudeau
Circle M Farms	Insurance/Ray Trudeau
Cloud Cattle Company	Moore Land and Cattle
Diamond J Simmental	Red River Farms
Eberspacher Enterprises	Rocking P Livestock
GB Marketing	Tim Shaeffer Show Cattle
Hagan Cattle	Sandeen Genetics
Harker Simmental	Schick Chicks Cattle Co
Hart Simmentals	Shoal Creek Land & Cattle
Heidt Simmentals	TC Reds
Helm Farms	The Royal Classic Sale
Horstman Cattle Co	Top Hat Simmentals
Krieger Livestock Insurance	Wayward Hill Farm

Contributors' names were then put in a drawing for the female, and GB Marketing of Texas was the winner.

Retained Placenta in Beef Cattle

by Mark Z Johnson, Bovine Veterinarian

Retention of fetal membranes, or retained placenta, in cows usually is defined as failure to expel fetal membranes within 24 hours after parturition. Normally the expulsion occurs within eight hours after delivery of the calf. The placenta is retained when the cotyledons on the placenta do not detach from the caruncles on the uterus during parturition. Retained placenta is rare in most cow herds.

Retained placenta creates the potential for problems. It hangs from the vulva, which permits manure and micro-organisms from the manure into the uterus. Also, when the cow lays down in dirt or mud, which is loaded with bacteria, it permits bacteria to cause infection in the uterus and can have serious negative consequences. Infection in the uterus can cause the cow to become ill (fever, weight loss, etc.). In severe cases of infection the cow can actually die. When the uterus becomes infected and inflamed, it takes longer for the cow to clean and be ready for the next breeding season. Retained placentas can result in delayed rebreeding or cows coming up open at the end of breeding season.

Bottom line: retained placentas jeopardize reproductive efficiency and can rob operations of profit potential.

Typical causes of retained placenta

Dystocia. As a result of too large a calf, twins, or abnormal presentation of the fetus, calving difficulty is a cause.

Poor nutrition. Inadequate consumption of energy or protein during pregnancy can result in thin cows. Dietary deficiency of vitamin A, selenium, iodine, or vitamin E have been linked to retained placenta. Retained placenta is most often associated with nutrition, in particular, low levels of vitamin A or the mineral selenium.

Stress, obesity, and genetics can play a role. Infectious diseases like brucellosis, leptospirosis, IBR virus or BVD virus.

What are the best management practices to prevent retained placenta? Over time, proper nutrition, herd health, and mineral supplementation should solve most of the problems. Typically the best source of vitamin A for cattle is green, leafy forage. A good-quality free-choice mineral supplement containing selenium is advised. Cows and heifers in body condition scores of 5 to 6 at calving time is advised. If you are dealing with sick cows as a result of retained placenta, consult your veterinarian for best treatment options.

US Cattle Inventories Still Looking for a Low

Derrell S. Peel, Oklahoma State University Extension

The annual Cattle report from USDA-NASS at the end of January showed that the US cattle industry continued to get smaller in 2024. The inventory of all cattle and calves was 86.66 million head, down 0.6% year-over-year. This total inventory was 1.8% lower than the recent cyclical low in 2014 and the lowest since 1951. The all cattle and calves inventory has decreased 8.0 million head (8.5%) from the cyclical peak in 2019.

The beef cow herd on January 1 was 27.86 million head, down 0.5% year-over-year and 3.8% below the previous low in 2014; the lowest since 1961. The beef cow herd has declined 3.78 million head from the recent peak in 2019, a decrease of 11.9% in six years. The January 1, 2025 inventory of beef replacement

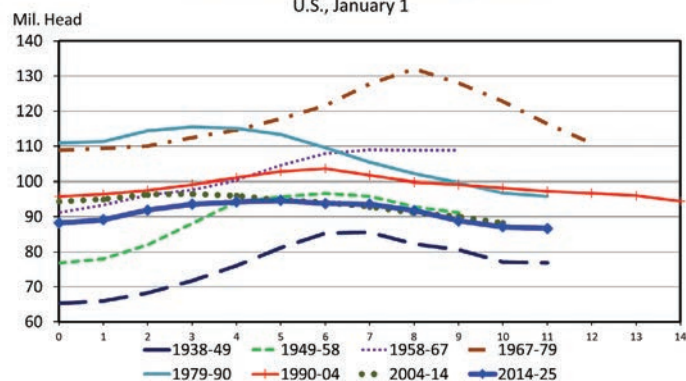
heifers was 4.67 million head, 1% less than one year ago and the smallest inventory since 1949. The 2025 beef replacement heifer inventory is down 9% from the previous low in 2011.

The dairy cow inventory in this report was 9.35 million head, unchanged from last year. The inventory of dairy replacement heifers was 3.9 million head, down 0.9% year-over-year. The inventory of bulls was 2.01 million head, down 0.6% from one year ago.

Other inventory categories are used to calculate the estimated feeder supply outside of feedlots. This includes the sum of other heifers (down 1%); steers 500+ pounds, (down 0.6%); and calves < 500 pounds (down 0.2%) adjusted for January 1 feedlot inventory (down 0.9%) resulting in a feeder supply estimate down 0.5% from last year.

The cattle industry is characterized by so-called “ten-year” cattle cycles. In fact, the last eight cattle cycles have varied from nine to 14 years with only one (2004–2014) exactly ten years from low-to-low inventory (Figure 1). The 2025 inventory represents the eleventh year since the previous cyclical low. Is 2025 the cycle low? Maybe, but not necessarily. We won’t know for sure for another year.

Figure 1. Total Cattle Inventory By Cycle
U.S., January 1



For 2025, the die is mostly cast relative to herd dynamics. The small inventory of beef heifers calving in 2025 (a part of the total beef replacement heifer inventory) suggests that little, if any, growth in the beef cow herd is likely. With bred heifers determined for the year, it will depend on cow culling. The cow culling rate in 2024 dropped to 10.2% (from higher levels in 2021–2023), about equal to the previous twenty-year average. Another year of sharp decrease in beef cow culling could lead to minimal herd growth but, lacking that, the cow herd could shrink a bit more this year. In the last three herd expansions, the cow culling rate has averaged below nine percent. In 2025, beef cow slaughter will have to drop more than 12% year-over-year to result in a cow culling rate below 9%.

The question of heifer retention in 2025 will determine herd dynamics in 2026 and beyond. Heifers saved for breeding (part of the 2025 beef replacement heifer inventory) and additional unplanned (or impulse) heifer breeding in 2025 may result in a modest increase in heifers calving in 2026. The supply of heifers available to do this is limited but could allow for limited herd growth in 2026. Additional retention of heifer calves in 2025 (for breeding in 2026) might set the stage for more rapid herd growth in 2027 and beyond.

(Continued on page 46)

Walton - Berry

Graduate Student Support Grant

Purpose:

To aid in the professional development, success, and experiences of young animal scientists at the regional and national level, by providing support for graduate study.

The recipient shall mentor a Masters or PhD student in Animal Science.

The recipient mentor and student shall provide a report for publication in both *SimTalk* and *the Register*.

The Committee requests that faculty mentors apply for the grant to assist in planning and conducting research, as well as graduate student recruitment and travel.

The Committee will award funds to the top two qualifying programs:

\$5,000 to the top pick and \$3,000 to the second choice.

This grant is available to all agriculture disciplines; however, focus will be on the genetic improvement of livestock.

Entry Deadline: April 15, 2025, with announcement by May 15, 2025.

To apply for this award:

Faculty members must submit an application explaining the particular area of study and how these funds will be used. The application will include a description of the research, along with supporting documentation from the Department Administration.

This grant will be made payable as a gift to the research account of the selected faculty member.

AMERICAN SIMMENTAL-SIMBRAH
FOUNDATION

Walton-Berry Graduate Student Support Grant

Applications may be submitted electronically or in hard copy to the:

American Simmental Association
One Genetics Way
Bozeman, MT 59718

or
simmental@simmgene.com

Entry Deadline: April 15

(Continued from page 44)

What is a Good Bull Worth in 2025?

Mark Z. Johnson, Oklahoma State University Extension

The spring bull-buying season is here and it's time to revisit the age-old question. The question has been asked forever, or at least as long as we have been breeding cattle with a notion of trying to make the next generation better. It is a classic and timeless question. It is an important question. At this time of year, when many bulls are being marketed and we are planning ahead for the spring breeding season, it is a question that is asked a lot!

The Answer

I remember first hearing the answer nearly 40 years ago as a student at Oklahoma State University: "A good bull is worth the value of five calves he sires." I've heard that answer again many times over the years. It is a good answer and a good rule of thumb to follow; the problem is it doesn't exactly narrow down the range. If we do a little "cowboy math," this answer may in fact lead to more questions. Such as:

What is considered a "good bull"?

For this discussion, qualifications to meet "good bull" status are:

- A bull that sells with a registration paper that includes pedigree information and a complete set of genetic values (including EPD and bio-economic indices) to be considered in the selection process.
- A bull that has passed a breeding soundness exam (BSE) and sells with a breeding soundness warranty (terms will vary).

When are we marketing our calves? What is their value?

According to the most recent (January 21, 2025) Oklahoma Market Report:

- 524-pound weaned steer calves (Large, 1) are worth about \$3.50/pound for a value of approximately \$1,834 per head. Therefore, if my future marketing plan is to sell weaned steers, $1,834 \times 5 = \$9,170$ is the answer.
- 912-pound yearling steers (Large, 1) are worth about \$2.53/pound for a value of over \$2,300 per head. Therefore, if my future marketing plan is to sell yearling steers, $2,300 \times 5 = \$11,500$ is the answer.
- 1,500-pound finished beef steers are worth \$2.00/pound live for a value of \$3,000 each. Therefore, if my future marketing plan is to retain ownership through finishing and selling fed cattle on a live weight basis, $3,000 \times 5 = \$15,000$ is the answer.

So, in the current market, a good bull is worth somewhere between \$9,000–\$15,000 to a commercial cow-calf operation. Where exactly in that range depends on your marketing plan and the market conditions at that time. This is not an exact number because there are many variables in play. One key point illustrated here is that the longer you own the offspring before marketing, the greater the value of the bull to your operation. Retained ownership gives you more time and opportunity to capture the value of your investment in genetics. It is noteworthy that we haven't considered the value added to replacement females a bull will sire. Bulls used to sire the next generation of cows have an even greater long-term economic impact on the profit potential of your operation and should be valued accordingly.

I encourage cow-calf operations to consider their production system and marketing plan. Doing so should dictate where to apply selection pressure. Genetic values pay when you purchase bulls capable of improving genetic potential for the

specific traits that will translate to added value at your intended marketing endpoint.

Keep the following chart in mind as another way to evaluate ownership cost of bulls on a per-calf-sired basis.

Bull purchase price	\$6,000	\$9,000	\$12,000	\$15,000
Cost per calf sired*	\$40	\$60	\$80	\$100

*Assuming 150 calves sired over duration of time as a herd bull. ■

Cattle and Bison Imports from Mexico to Resume Under New Protocols

by Maggie Malson, Bovine Veterinarian

On February 1, the United States Department of Agriculture's Animal and Plant Health Inspection Service (APHIS) announced cattle and bison imports from Mexico will resume utilizing new preventative measures.

In November 2024, APHIS halted shipments of Mexican cattle and bison after a positive detection of New World screwworm (NWS) in southern Mexico. According to the release, APHIS and Mexico agreed to and implemented a comprehensive pre-clearance inspection and treatment protocol to ensure safe movement and mitigate the threat of NWS. APHIS says its top priority is to protect American livestock from foreign pests.

Newly released preventative measures include:

- Mexico identified and prepared pre-export inspection pens in San Jeronimo, Chihuahua, and Agua Prieta, Sonora, which APHIS visited, inspected, and approved.
- Cattle and bison will be inspected and treated for screwworm by trained and authorized veterinarians prior to entering the pre-export inspection pens, followed by inspection by Mexican officials before proceeding to final APHIS inspection before crossing at the Santa Teresa and Douglas Ports of Entry, respectively.
- Cattle and bison approved for importation will also be dipped in a solution to ensure they are otherwise insect- and tick-free.

The United States and Mexico are working closely to approve additional pre-export inspection pens and reopen trade through other ports of entry, the release says. APHIS will continue working with partners in Mexico and Central America to eradicate NWS from the affected areas and to reestablish the biological barrier in Panama, which has been maintained since 2006.

In the last two years, screwworm has spread north of the barrier throughout Panama and into Costa Rica, Nicaragua, Honduras, Guatemala, El Salvador, Belize, and now Mexico. The APHIS release says the increase is due to multiple factors including new areas of farming in previous barrier regions for fly control and increased cattle movements into the region.

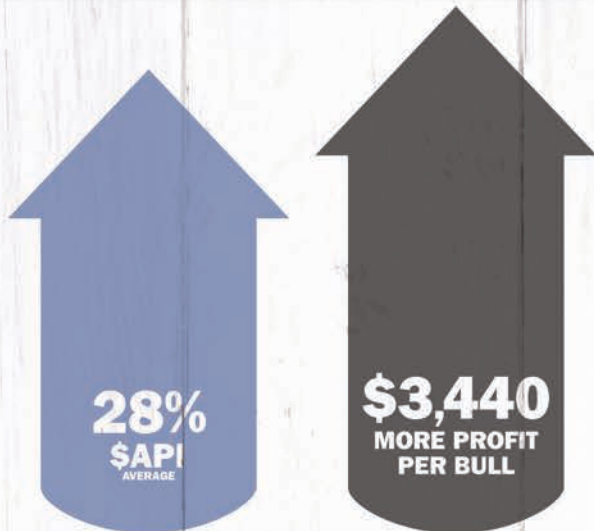
APHIS is releasing sterile flies through aerial and ground release at strategic locations, focusing on Southern Mexico and other areas throughout Central America. A complete list of

(Continued on page 48)

ALL PURPOSE MORE PROFIT



 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association



The American Simmental Association's **\$All Purpose Index (\$API)** predicts cow herd profitability while keeping pressure on terminal traits.

And data from the last two decades show it's working.

Better genetics translate to increased profits for bulls used to sire replacement heifers and harvest remaining calves.

Build a herd that works as hard as you do.

STAND STRONG SIMMENTAL

406-587-4531 • simmental.org

(Continued from page 46)

regions APHIS recognizes as affected by screwworm as well as more detailed information on trade restrictions can be found on the USDA APHIS Animal Health Status of Regions website.

US Agricultural Exports in Fiscal Year 2025 Forecast at \$170.0 Billion

USDA

US agricultural exports in fiscal year (FY) 2025 are forecast at \$170.0 billion, up \$500 million from the August 2024 forecast. This projection is primarily driven by increases in livestock and dairy exports. Beef exports are projected \$400 million higher to \$8.8 billion as higher volumes offset lower unit values. Dairy exports are raised \$300 million to \$8.4 billion based on increased US price competitiveness for a number of products. Overall livestock, poultry, and dairy exports are forecast to increase by \$700 million to \$39.3 billion. Grain and feed exports are forecast at \$36.5 billion, up \$200 million from the August forecast, as higher exports of corn and sorghum more than offset moderately lower

wheat and feed and fodder exports. Horticultural exports are projected at \$41.7 billion, up \$200 million from August due to increases in fresh and processed fruit and vegetable exports. Oilseed and product exports are projected at \$33.5 billion, down \$500 million due to lower soybean and peanut volumes. Cotton exports are forecast down \$200 million to \$4.3 billion due to lower volumes. The forecast for ethanol exports is lowered by \$100 million to \$4.2 billion, as falling export unit values offset slightly higher volumes.

Exports to Mexico, the top US agricultural market, are forecast \$700 million higher from the August projection to \$29.9 billion, driven by continued robust demand for a range of products. The export forecast for Canada is \$300 million higher to a record-high \$29.2 billion, supported by a strong economic outlook. Agricultural exports to China are forecast at \$23.3 billion, down \$700 million from the August projection.

US agricultural imports in FY 2025 are forecast at \$215.5 billion, up \$3.5 billion from the August projection, led by increases in horticultural as well as sugar and tropical product imports. ■

NEWSMAKERS

Rule Changes and Updates from the 57th Annual Meeting

ASA recently held its 57th Annual Meeting in Denver, Colorado, during the National Western Stock Show. Many ASA members attended virtually as well as in person. The Board and ASA leadership shared a summary of the last year's work for each committee (page 24 of this issue). The membership also voted on several amendments, which are outlined below. To see full voting results please visit simmental.org.

DNA Testing for Herdsires

Rule Amendment No. 1 passed. Effective immediately, any natural service sire born on or after January 1, 2025, must now meet the same DNA requirements (GGP-100K testing) as AI sires and donor dams before any of their progeny can be registered.

This rule change does not affect current herdsires, but will impact many producers in the coming years. ASA strongly encourages members to begin planning for this change immediately to ensure no future issues. To help clarify the rule change, see the examples below:

Example Scenario 1: On April 5, 2026, Mr. Smith registers bull calf 1P. The calf is the result of natural service. The calf's sire was born on March 20, 2021, and is not DNA tested. Even though this natural service sire hasn't been DNA tested, Mr. Smith is able to register the calf because his sire was born before January 1, 2025. Only natural service sires born on or after January 1, 2025, are required to be DNA tested.

Example Scenario 2: In 2028, Mr. Smith applies for registration on bull calf 1S. The calf is the result of natural service; however, this time, the calf's sire was born February 1, 2025, and is not DNA tested. Mr. Smith is not able to register bull calf 1S because the rule change requires natural service sires born on or after January 1, 2025, have the same DNA requirements as AI sires and donor dams. 1S cannot be registered until his sire meets the current DNA requirements.

ASA encourages breeders to test any bulls born after the first of this year that they anticipate will be used as natural service sires or AI sires. This proactive step will help ensure compliance with the new requirement. Contact the DNA Department at dna@simmgene.com with any questions or test requests.

Third-Party Vendor Designation

Bylaw Amendment No. 3 passed. Third-party vendors will now be recognized differently than authorized representatives in Herdbook. Many members utilize the services of data managers or other professionals, and for ease of communication, include these person(s) as authorized representatives on their Herdbook membership account. These third-party vendors will now have a separate designation on Herdbook, allowing them to communicate about ASA records, but separating them from authorized representatives on the account. If you have a person(s) listed on your account who is a third-party vendor (record keeper, office manager, etc.) please call the ASA office.

Additional Updates

In addition to these changes, sale managers and those submitting transfer requests will be required to provide current contact information (name, address, phone number, and email), in order to quickly and accurately address any questions.

The 2025 Western Regional application was approved, and the event will be held in Tremonton, Utah, June 19–22, 2025. The dates of the 2026 National Classic were approved, and the event will be held in Grand Island, Nebraska, July 4–10, 2026. Free DNA testing will once again be available on cattle entered and exhibited at the 2025 National Classic. More details to follow.

In addition to the printed copies, active adult members will also receive an emailed copy of *the Register* if an email address is on file, which will further ensure timely communication about Association news as well as the distribution of valuable advertisements. To receive your digital copy please ensure that the email address on file in Herdbook is current. ■



TRIF/Bar CK Pioneer 244K
ASA# 4188796
CMP Class of 2025

If Beef Is Your Business

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

CMP
ASA
CARCASS MERIT PROGRAM

 **SimGenetics**
PROFIT THROUGH SCIENCE

American Simmental Association

To learn more about the CMP visit www.simmental.org, then click Carcass Merit Program under the Commercial tab.

Questions, contact cmp@simmgene.com for more information regarding this program.

Participants receive:

- ◆ \$200 for each AI-sired calf with carcass information
- ◆ Free semen on top young herdsires
- ◆ Free ASA Genetic Evaluation on your cow herd
- ◆ Free genotyping on terminal progeny
- ◆ Keep any or all replacement females

Become a Carcass Merit Program test herd today

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

Elanco Launches Pradalex for Treatment of Livestock Respiratory Diseases

by Jennifer Shike, Bovine Veterinarian

Elanco Animal Health Incorporated announced the availability of Pradalex (pradofloxacin injection) for the treatment of swine respiratory disease (SRD) and bovine respiratory disease (BRD).

The first new molecule and injectable antibiotic treatment to be approved by the US Food and Drug Administration (FDA) to treat BRD and SRD in roughly two decades, Pradalex offers livestock producers a new tool in the toolbox.

“SRD is the most prevalent cause of nursery and grow-finish pig deaths in the US, creating substantial production and economic losses for producers and accounting for additional annual costs of up to \$5 per pig,” the company said in a release. “In the cattle industry, BRD — or ‘shipping fever’ — is one of the most frequent and costly stocker and feedlot diseases, affecting the health and wellbeing of animals and potentially costing producers \$1 billion annually.”

Available in 100 mL and 250 mL volumes, Pradalex is indicated for the treatment of BRD and SRD and kills major BRD and SRD bacteria, including *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni*, and *Mycoplasma bovis* in cattle and *Bordetella bronchiseptica*, *Pasteurella multocida*, *Mycoplasma hyopneumoniae*, *Glaesserella (Haemophilus) parasuis*, and *Streptococcus suis* in pigs.

“The launch of Pradalex further demonstrates Elanco’s commitment to bring new tools and innovations that help address some of our customers’ biggest challenges,” José Manuel Correia de Simas, executive vice president, US farm animal at Elanco, said in a release. “Pradalex is a new molecule with a novel mode of action that treats respiratory diseases in beef and swine, strengthening our portfolio of solutions and providing veterinarians and producers with multiple choices to prevent and control respiratory challenges.”

The treatment is a convenient single-dose, low-volume antibiotic with “excellent syringeability and an industry-leading withdrawal period,” the company said in a release. Pradalex’s structural differences result in a dual targeting effect that yields improved potency compared to similar antibiotics, Elanco added.

Because Pradalex is rapidly absorbed and distributed at the injection site, it can reach a high and effective therapeutic concentration in plasma within 45 minutes of administration to cattle and a high maximum therapeutic concentration in cattle lung pulmonary epithelial lining fluid within six hours. The company explained this aids in the fast in-vitro elimination of bacteria and limits lung damage in both cattle and swine. Its pharmacokinetic and pharmacodynamic profile reduces the time needed to select resistant bacteria, contributing to judicious antibiotic use, Elanco said.

“Pradalex combines a high plasma peak concentration reached very quickly with a unique mode of action, resulting in comprehensive coverage of Gram-positive and Gram-negative pathogens,” Pat Hoffmann, Elanco swine technical consultant, said in a release. “It makes an exceptional option for a spot treatment injectable intervention.”

Pradalex is indicated for the treatment of:

- SRD in weaned swine intended for harvest
- BRD in beef cattle (calves two months of age and over, steers, heifers, and bulls intended for slaughter and replacement heifers, and bulls intended for breeding and less than one year of age)
- BRD in dairy cattle (replacement heifers and bulls less than one year of age)

Pradalex should not be used in swine intended for breeding (boars intended for breeding, replacement gilts and sows intended for breeding) and in nursing piglets. Pradalex should also not be used in male and female cattle intended for breeding that are over one year of age, in calves under two months of age, or in veal calves.

“At Elanco, we focus on bringing producers a broad portfolio of solutions to support their disease prevention efforts, starting with vaccines and feed additives that optimize the health outcomes of calves,” Ronald Tessman, Elanco beef technical consultant, said in a release. “When antibiotics are necessary, Elanco has a full range to fit producers’ needs. Pradalex is our newest antibiotic and is truly different from any other product on the market, giving producers another valuable tool that can be used in an integrated approach to reducing losses due to BRD.”

COW SENSE

Register

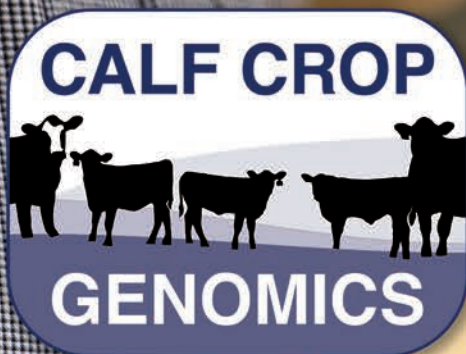
Ten questions designed to test your beef industry knowledge:

1. The nitrogen compounds that make up proteins are known by what name?
2. What is the composite breed that is composed of ½ Brahman, ¼ Shorthorn, and ¼ Hereford?
3. What is the term utilized to describe the taking of measurements of economically important traits in a live animal?
4. What term is used to describe an animal that has too much set to the hock joint as viewed from the side?
5. What is the venereal disease in cattle that lowers fertility, causes abortion, and is transmitted by the bull during natural service?
6. What is the typical range of average daily gain for a feedlot steer?
7. Which has the highest cholesterol content: beef, chicken, pork, or shrimp?
8. What live condition might cause a “dark cutter” carcass?
9. If a calf receives a ration over and above its maintenance requirements, what would be the expected result?
10. Substances produced by glands with no ducts that act as chemical messengers in the body are known by what term? ■

Answers:

1. Amino acids; 2. Beeftaster; 3. Performance testing; 4. Sickle-hocked; 5. Vibriosis; 6. 2.5 to 4 pounds per day; 7. Shrimp; 8. Stress, causing depletion of muscle glycogen; 9. Added growth; 10. Hormones.

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



**Make it a
good one.**

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.

DNA Updates

DNA Research Fee Application

DNA research fees are \$1/minute and may apply to parentage rechecks, misidentified samples, or other scenarios involving unusual increase in staff time. Each case is unique, so estimating the final charge is difficult. If there are a significant number of animals not qualifying to a parent(s), please reach out to the DNA Department to discuss a rough estimate of time and cost.

Testing Timeline

Allow 4-5 weeks. Please communicate any deadlines you may be working with to the ASA DNA staff. Expedited and tracked shipping is always recommended when ordering kits and shipping samples to Neogen.

\$30 DNA Research Fee

Sample packages sent to the ASA office (with or without paperwork), instead of the lab, will incur a \$30 research fee. With the exception of research projects (CHR, CCG, CXP), all samples are to be sent directly to the lab with ASA paperwork.

TSU/Applicator Price Increase

Due to rising costs from the TSU manufacturer AllFlex™, ASA has increased the price of TSU sampling kits to \$22 per box. Each box will still include ten individual tissue sampling units. The cost of TSU applicators has also been increased to \$90 each.

Semen Sample Fee

There is a \$7.20 processing fee for all semen straws and/or semen samples submitted to Neogen for DNA testing.

Second Quarter Check-Off Dollars Available

December 31 marks the end of the second quarter in ASA's fiscal year. State associations wishing to claim their second quarter check-off dollars can do so at any time by visiting simmental.org and completing the "Promotional Check-off Dollars Request Form" found in the Membership/State Association section. Remember that cost share reimbursement requests can be sent at any time. For the complete cost share program guidelines and reimbursement request directions, visit ASA's website. Contact Callie Cooley at stateassoc@simmgene.com with any questions.

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.

DNA Research Programs Continue



The Calf Crop Genomic (CCG) testing project and Cow Herd DNA Roundup (CHR) continue to accept new submissions. The CCG offers a 50% off GGP-100K genomic test including parentage (\$25 compared to \$50 equivalent test) to participating breeders who test their entire calf crop group.



The CHR program also continues to accept new herds. The project tests females at \$25 per sample for a GGP-100K genomic test. Members must test 90% of their calving-age cows to qualify for the reduced price. When members submit mature cow body weights and

body condition scores or hip heights on 90% of their calving-age cows, they will receive a \$5 credit to their account for each reported cow. Cows must be 18 months of age or older when mature cow measurements are taken to qualify for the \$5 credit. The \$5 credit will only be applied once in an animal's life. For

example, if a member received a credit for the phenotypes in 2018 for that cow, they cannot receive another credit for the same cow with a new weight and BCS in 2019.

Additional requirements apply for both programs. Please visit simmental.org, and email researchdna@simmgene.com for full program requirements and more information.

Digital Certificates Available

ASA now offers members the option to download official digital certificates for registered animals. ASA no longer scans and emails or faxes copies of printed certificates, and is encouraging shows, sales, and other events to utilize digital certificates. Digital certificates are the easiest, most reliable way to obtain an official record quickly. To download a digital certificate, search for your registered animal on Herdbook. If you are logged in and the animal is registered in good standing, there will be a button to download a digital certificate. Only the current owner of an animal can access the digital certificate. Please contact the registrations department at simmental@simmgene.com with questions.

Office Holiday Schedule

Monday, May 26

Memorial Day

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 ■

SOUTHEAST
Classic
April 19, 2025
Florida Bull Test Greenwood, Florida

Selling an ELITE set of Simmental, Angus, Red Angus Females and Bulls along with Commercial Females.

Contact sale manager to request sale book.. Bid & Videos at **LiveAuctions.TV**

ST. JOHN Marketing & Consulting
Locke St. John
615.427.8979

Steve Williams 334.726.3771
Luke Mobley, auctioneer 205.270.0999



CATTLEMEN'S CONGRESS

5th Annual Bricktown National Simmental Sale

January 12, 2025 • Oklahoma City, OK

No.	Category	Average
14	Bulls	\$6,075
7	Bred Females	\$11,330
16	Open Heifers	\$5,425
37	Live Lots	\$6,788

Auctioneer: Jered Shipman, TX

Sale Manger: Greg Burden, GB Marketing, TX

Representing ASA: Luke Bowman

High-Selling Lots:

\$38,000 – Bred Female, “Miss Double Up L006,” s. by WHF/JS/CCS Double Up G365, cons. by Henderson, Finesse, and Grandview, IA; sold to Alexis Richardson, Pierce, NE.

\$12,000 – Bred Female, “NXT Hearts On Fire L315,” s. by JSUL Something About Mary 8421, cons. by Next Generation Farms, IL; sold to Circle M Farms, Rockwall, TX.

\$10,500 – 1/2 interest in Bull, “OBCC Creedence 410M,” s. by R/C SFI Creedence 417J, cons. by Owen Bros, MO; sold to Diamond J Simmentals, Kaufman, TX.

\$10,500 – Open Heifer, “NXT Black Satin M408,” s. by Reckoning 711F, cons. by Next Generation Farms, IL; sold to Double J Simmentals and Blake Darnell Family, TN.

\$9,000 – 2/3 interest in Bull, “SBC Resurrection 115L,” s. by Reckoning 711F, cons. by Stephens Beef Cattle, KY; sold to Peter Wilkins, Blacksburg, SC.

\$9,000 – 2/3 interest in Bull, “SO Midnight Rider 1L,” s. by WLE Copacetic E02, cons. by B&K Farms, Ivie & Sons, and Walker Housley, TN; sold to Abram Marshall, Fremont, NE.

\$8,000 – Open Heifer, “CLAC Serena’s Destiny 474M,” s. by TJSC Coping With Destiny 9K, cons. by Elmore Farms, OK; sold to Heidt Family, Ozark, MO.

Comments: Also selling were 17 Embryo Lots at an average of \$2,020; and 30 Units of Semen at an average of \$375/unit.



The American Simmental-Simbrah Foundation has had a busy start to 2025. Fundraising efforts for the year were kicked off at the Cattlemen’s Congress in Oklahoma City, Oklahoma. Every January, the Foundation is proud to auction off the Foundation Female to raise funds for the Merit Scholarship program.

This year DSC Bailey 84M, donated by Dickson Simmentals of Ohio, was auctioned off during the Bricktown National sale. A consortium of over 30 breeders came together and purchased the female for \$30,000. After selling the female, the donor selected from the drawing that would take the heifer home was GB Marketing of Texas. Contributions from the sale of the 2025 Foundation Female increased the total funds to \$713,300.

Thank you to all the breeders who continue to support this fundraiser year after year and a special thank you to Dickson Simmentals.

2025 donors included: Adcock Land & Livestock, B&K Farm/Ivie & Sons Simmentals, Beshears Simmentals, Buck Creek Ranch, Circle M Farms, Cloud Cattle Company, Diamond J Simmental, Eberspacher Enterprises, GB Marketing, Hagan Cattle, Harker Simmental, Hart Simmentals, Heidt Simmentals, Helm Farms, Holtkamp Cattle Company, Horstman Cattle Co, Krieger Livestock Insurance, Jones Show Cattle, JS Simmental, LaMuñeca/Seale Show Cattle, MadLuke Cattle, Martin Trudeau Insurance/Ray Trudeau, Moore Land and Cattle, Red River Farms, Rocking P Livestock, Tim Schaeffer Show Cattle, Sandeen Genetics, Schick Chicks Cattle Co, Shoal Creek Land & Cattle, TC Reds, The Royal Classic Sale, Top Hat Simmentals, and Wayward Hill Farm.

Thank you to all of the breeders who continue to support this fundraiser year after year. The funds raised continue to support the Foundation’s mission of supporting education, research, and the youth of the Simmental breed.

Junior Show

Date: January 13, 2025
Location: Oklahoma City, OK
Judge: Dave Allan, TX

Purebred Females



Spring Calf Champion
"JSUL Butter Up 4369M,"
s. by SO Remedy 7F,
exh. by Josie Phillips, Maysville, KY.
13.6/62/84/4.7/17.7/9.5/.08/-.096/.95/111/68



Reserve Spring Calf Champion
"JMSC Revlon 408M,"
s. by Revelation 2K,
exh. by Chloe Clark, Muldrow, OK.
11.2/64/83/3.7/16.7/9.9/.15/-.089/.61/112/70

Junior Calf Champion
"JSUL Special Rose 4201M,"
s. by JSUL Something About Mary 8421,
exh. by Bristol Demaree, Jamestown, IN.
11.1/78/119/2.9/19.2/9.5/.04/-.078/.93/111/75



Reserve Junior Calf Champion
"JSUL America 404M,"
s. by W/C Relentless 32C,
exh. by Gracelyn McClure, Chickasha, OK.
9.6/72/97/3.3/19.3/6.9/.13/-.068/1.13/106/73



Senior Calf Champion
"JSUL Proud Mary 3654L,"
s. by Reckoning 711F,
exh. by Josie Phillips, Maysville, KY.
10/77/110/3.4/18.7/11.9/.01/-.013/.80/109/72



Reserve Senior Calf Champion
"DDLC Jade 023L,"
s. by Rocking P Private Stock H010,
exh. by Tripp Berna, Stroud, OK.
14.1/68/100/6.1/13.8/11/30/-.055/.61/131/77



Intermediate Champion
"FLAR Becky 307L ET,"
s. by WLE Copacetic E02,
exh. by Addison Kennedy, Wagoner, OK.
9.6/82/119/4.7/11.1/9.3/.12/-.094/.85/113/78



Reserve Intermediate Champion
"BTYL Tuna Salad 635L,"
s. by Next Level,
exh. by Brant Will, Wiota, IA.
8.2/83/122/3.6/21.1/10.9/.01/-.088/1.05/108/75



**Grand Champion, Junior Champion,
and Junior Show Supreme Champion**
"JSUL Rosie 3418L,"
s. by JSUL Something About Mary 8421,
exh. by Addison Bartlow, Monticello, IL.
11.1/78/119/2.9/19.2/9.5/.04/-.078/93/111/75



**Reserve Grand Champion
and Reserve Junior Champion**
"KFFF Harlies Diamond 134L,"
s. by TJSC King of Diamonds,
exh. by Hank Hanza, Lawton, OK.
10.2/67/95/3.4/15/10.7/.06/-.094/.95/110/69

(Continued on page 56)



CATTELEMEN'S Continued CONGRESS

(Continued from page 55)

Percentage Females



Spring Calf Champion

"S&S TSSC Main Miley Cyrus,"
s. by Rose MC Encore 0463,
exh. by Eli Walther, Centerville, IN.
6.9/75/100/3.6/14.3/10.5/- .20/- .040/.52/77/59

Reserve Spring Calf Champion

"JSUL Who Dat 4204M,"
s. by JBSF Berwick 41F,
exh. by Bret Pembrook, Fairview, OK.
10.9/68/104/6.6/19/6/.29/- .033/.59/103/71



Junior Calf Champion

"RP/CMFM Wildfire M06,"
s. by SCC SCH 24 Karat 838,
exh. by Wyatt Phillips, Maysville, KY.
7.1/80/115/2.7/21.2/6.9/.23/- .026/.87/97/74



Reserve Junior Calf Champion

"TCSC/CLJ Diamond 124M,"
s. by SCC SCH 24 Karat 838,
exh. by Josie Phillips, Maysville, KY.
7.5/77/108/3.5/21.5/9.8/.04/- .027/.73/91/67



Senior Calf Champion

"RP/CMFM Built To Love L117,"
s. by Conley Lead the Way 0738,
exh. by Kinley Murphy, Poolville, TX.
10.5/78/92/7/15.6/8.9/.53/.027/.48/117/79



Reserve Senior Calf Champion

"Miss Next Time 3193,"
s. by Next Level,
exh. by Whitney Anne Meier, Clinton, TN.
9.3/72/104/4.8/19.3/11/.07/- .081/.81/98/67



Intermediate Champion

"APB/ALL Phyllis 381L,"
s. by EC Rebel 156F,
exh. by Addison Bartlow, Monticello, IL.
8.5/76/121/4.2/20.6/14.2/.40/- .011/.39/123/76

Reserve Intermediate Champion

"LWD Lexi,"
s. by Sugar Daddy,
exh. by Kit Pettigrew, Yukon, OK.
9.4/60/80/5/15.2/7.1/.25/- .069/.63/96/64



Grand Champion and Junior Champion

"SULL Love Too 123L,"
s. by THSF Lover Boy B33,
exh. by Breckyn Bloomberg, Secor, IL.
11.9/76/114/5.8/22.3/15.5/.36/- .038/.55/131/79



Reserve Grand Champion and Reserve Junior Champion

"S&S NXF TSSC Jennifer Anniston,"
s. by Mr HOC Broker,
exh. by Carlee Clark, Muldrow, OK.
5.3/79/120/2.1/18.2/7.4/- .11/- .063/1.03/76/63

Percentage Simbrah Females



Reserve Grand Champion Junior Calf Champion

"Hagan Marvelous 034M,"
s. by Hagan Hush Money 647G,
exh. by Zachary Buchanan, Waxahachie, TX.
9.4/71/105/4.7/16.9/10.4/- .01/- .102/.75/105/69

Reserve Junior Calf Champion

"Smith Superior Eyes Meet 18M,"
s. by JSUL Something About Mary 8421,
exh. by Kayla Sansom, Brenham, TX.
13.4/72/105/5.3/16.5/11.9/- .13/- .076/.51/97/64



Grand Champion Junior Champion
 “Hagan Cleo 032L,”
 s. by Hagan Hush Money 647G,
 exh. by Annede Peoples, Rockwall, TX.
 9.6/65/92/5/15/9.8/-07/-082/.75/97/63

Simbrah Females



Reserve Grand Champion and Junior Calf Champion
 “F/WAR Rhaenyra,”
 s. by Hagan Hush Money 647G,
 exh. by Braylen Schaeffer, Hagerstown, IN.
 8.3/66/98/4.1/15.8/5.9/-22/-117/.69/68/55



Reserve Junior Calf Champion
 “Smith Diva Timeless Dancer,”
 s. by Smith Follow My Lead,
 exh. by Holden Hawkins, Bogata, TX.
 13.6/71/99/8/15.1/4.9/-02/-096/.68/93/69



Grand Champion and Senior Calf Champion
 “3CC LMC Gin Blossom L69,”
 s. by LMC Gold Medal 5Z/75,
 exh. by Waylon Seale, San Augustine, TX.
 6.3/71/102/4.7/14.7/6.7/-13/-101/.53/71/58



Reserve Senior Calf Champion
 “LMC Starlight 5L/157,”
 s. by LMC Gold Medal 5Z/75,
 exh. by Nolan Seale, San Augustine, TX.
 6.6/78/111/3.6/11.8/5.7/-23/-128/.55/66/60

Intermediate Champion
 “Smith McCrary Hurtin Feelings,”
 s. by Smith Follow My Lead,
 exh. by Hallie Hackett, Texarkana, TX.
 14.4/55/68/8.2/15/8.2/-17/-119/.73/89/59

Junior Champion
 “Hagan Penny 55L,”
 s. by Hagan Hush Money 647G,
 exh. by Karter Peoples, Rockwall, TX.
 9.2/69/97/5/15.1/12.5/.27/-101/.64/82/57



Reserve Junior Champion
 “F WAR Athena,”
 s. by Hagan Hush Money 647G,
 exh. by Gauge Gillespie, Waxahachie, TX.
 9.5/64/86/5.1/15.8/5.2/-23/-136/.59/66/54

Fullblood Females



Grand Champion and Calf Champion
 “SBV Choice 280M,”
 s. by Silver Lake Jackson 24J,
 exh. by Amber Morris, Marengo, IN.
 4.5/79/108/3.8/34.6/16.2/-18/-117/.95/97/66



Reserve Grand Champion and Reserve Calf Champion
 “Logland Iclide 426M,”
 s. by JB CDN Apache Junction 1831,
 exh. by Landon Ohlde, Williamsburg, KS.
 4.2/76/109/4.7/35.3/12.8/-04/-108.52/96/67

Intermediate Champion
 “Logland Blitz 391L,”
 s. by Logland Arrow L03E,
 exh. by Garrett Jones, Anna, TX.
 5/77/112/4.2/33.7/16.3/.04/-128/91/112/7

Reserve Intermediate Champion
 “Logland Ruthy 390L,”
 s. by Protstock Hickory 7053T,
 exh. by Zane Witte, Stover, MO.
 4.4/64/92/3.3/31/10.3/.06/-127/.48/98/66

Junior Champion
 “Logland Golli 2312L,”
 s. by BHR Gannon G776,
 exh. by Cade Austin Tate, Muldrow, OK.
 2.8/80/109/.1/34.3/12.8/-05/-118/1.02/95/69

Reserve Junior Champion
 “Estes Lucy L88,”
 s. by BHR Ebele E511E,
 exh. by Payton Klein, Charleston, AR.
 7.7/72/97/5.4/34.3/15.8/-22/-151/.73/97/63

(Continued on page 58)



CATTLEMEN'S Continued CONGRESS

(Continued from page 57)



Senior Champion
"Logland Ruth Ann 260K,"
s. by JB CDN Apache Junction 1831,
exh. by Cade Austin Tate, Muldrow, OK.
2.7/73/94/2.6/35.8/13/-10/-145/62/92/66

Reserve Senior Champion
"TBCO Chaney,"
s. by Logland Arrow L03E,
exh. by Garrett Jones, Anna, TX.
7.4/75/97/4.5/31.4/16.1/-09/-134/68/106/68

Open Show

Dates: January 13–14, 2025
Location: Oklahoma City, OK
Judges: Mark and Jade Kelley, TX

Percentage Simbrah Show

Bulls



Reserve Grand Champion and Junior Calf Champion
"JSJW Red's The New Black,"
s. by Jass On The Mark 69D,
exh. by Williams Cattle, Dayton, TX.
11.2/70/100/3.2/19/5.6/-30/-120/87/69/57

Reserve Junior Calf Champion
"Peach Code Red M7,"
s. by JSUL Something About Mary 8421,
exh. by Peach Creek Ranch, Granger, TX.
7.3/82/123/2.2/21.5/8.7/-05/-086/1.04/97/72



Grand Champion and Intermediate Champion
"Hagan Ace 647L,"
s. by Hagan Senor 4055G,
exh. by Hagan Cattle, Yoakum, TX.
7.7/72/115/3.8/14.9/4.4/-21/-095/59/77/62

Females



Grand Champion and Junior Calf Champion
"Hagan Marvelous 034M,"
s. by Hagan Hush Money 647G,
exh. by Zachary Buchanan, Waxahachie, TX.
9.4/71/105/4.7/16.9/10.4/-01/-102/75/105/69



Reserve Grand Champion and Reserve Junior Calf Champion
"Smith Superior Eyes Meet 18M,"
s. by JSUL Something About Mary 8421,
exh. by Kayla Sansom, Brenham, TX.
13.4/72/105/5.3/16.5/11.9/-13/-076/51/97/64



Junior Champion
"Hagan Cleo 032L,"
s. by Hagan Hush Money 647G,
exh. by Annede Peoples, Rockwall, TX.
9.6/65/92/5/15/9.8/-07/-082/75/97/63

Simbrah Show

Bulls



Grand Champion and Junior Calf Champion
"Merryfields Mr Anderson 6M,"
s. by TTSJ Hugo 52H,
exh. by Mackey Cattle and Merryfield,
Crockett, TX.
8.1/59/83/4.7/18.2/12/01/-100/56/91/58



Reserve Grand Champion and Reserve Junior Calf Champion
"Hagan Money Clip 6M,"
s. by Hagan Hush Money 647G,
exh. by Hagan Cattle, Yoakum, TX.
8.9/66/98/5.4/14.2/7/-14/-115/65/78/59

Intermediate Champion
"HDHC Only Dreamin',"
s. by Smith One and Only 895G,
exh. by Hallie Hackett, Texarkana, TX.
8.1/63/86/3.2/14.1/9.9/08/-097/64/103/65

(Continued on page 60)

AMERICA'S COW

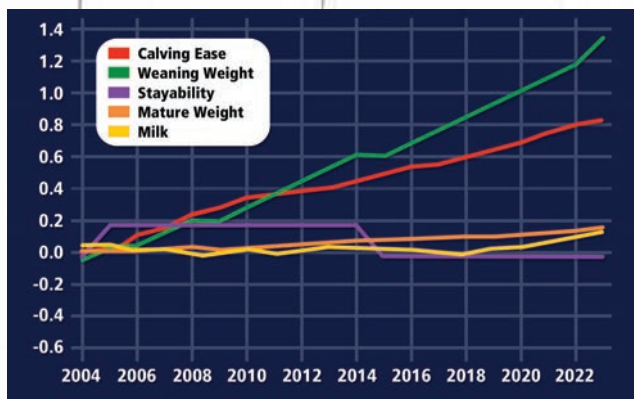
Simmental, SimAngus™, SimAngus HT, and Simbrah.

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

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

Maternal Trait Genetic Trends

Purebred Simmental in past 20 years



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

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

Source: USDA MARC

\$All Purpose Index (\$API)

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

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

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

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

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

MORE MEANS MORE

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

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

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

All to strengthen your bottom line.

Terminal Trait Genetic Trends

Purebred Simmental in past 20 years



\$Terminal Index (\$TI)

predicts profitability when all calves are harvested.

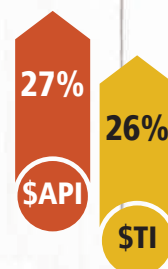
Trait	Simmental rank compared to other Continental breeds
Marbling	First
Carcass Weight	Second
Back Fat	Second
Post Weaning Gain	First

Source: USDA MARC

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

Did You Know?

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



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



CATTELEMEN'S Continued CONGRESS

(Continued from page 58)

Females



Grand Champion Cow/Calf Pair
"McCrary Smith Look At Me,"
s. by Smith Shortstop,
exh. by Hallie Hackett, Texarkana, TX.
9.3/63/87/5.5/15.9/6.2/-21/-131/59/71/56



Reserve Grand Champion and Junior Calf Champion
"F/WAR Rhaenyra,"
s. by Hagan Hush Money 647G,
exh. by Braylen Schaeffer, Hagerstown, IN.
8.3/66/98/4.1/15.8/5.9/-22/-117/69/68/55



Reserve Junior Calf Champion
"Smith Miss Darling Diva 20M,"
s. by Smith Follow My Lead,
exh. by Jenna Tyler, Texarkana, TX.
13.1/73/104/7.5/15.1/1.7/.06/-097/54/90/71



Grand Champion and Senior Calf Champion
"3CC LMC Gin Blossom L69,"
s. by LMC Gold Medal 5Z/75,
exh. by Waylon Seale, San Augustine, TX.
6.3/71/102/4.7/14.7/6.7/-13/-101/53/71/58



Reserve Senior Calf Champion
"LMC Starlight 5L/157,"
s. by LMC Gold Medal 5Z/75,
exh. by Nolan Seale, San Augustine, TX.
6.6/78/111/3.6/11.8/5.7/-23/-128/55/66/60

Intermediate Champion
"Smith McCrary Hurtin Feelings,"
s. by Smith Follow My Lead,
exh. by Hallie Hackett, Texarkana, TX.
14.4/55/68/8.2/15/8.2/-17/-119/73/89/59



Junior Champion
"F WAR Athena,"
s. by Hagan Hush Money 647G,
exh. by Gauge Gillespie, Waxahachie, TX.
9.5/64/86/5.1/15.8/5.2/-23/-136/59/66/54



Reserve Junior Champion
"Smith Diva Take Me 2 The Dance,"
s. by Smith Follow My Lead,
exh. by Jakob Sansom, Brenham, TX.
12.2/70/95/7/15.1/4.9/-31/-108/57/73/60

Fullblood Show

Bulls



Grand Champion and Junior Calf Champion
"AKGO Steve Harvey 183M,"
s. by Logland Double Dare 233K,
exh. by Ashlyn Ohlde, Williamsburg, KS.
6.6/63/86/4.7/32.5/13.4/.06/-141/99/107/67



Reserve Grand Champion and Reserve Junior Champion
"Jones & Sons Origin Story,"
s. by Logland Arrow L03E,
exh. by Caroline Jones, Whitewright, TX.
6.8/66/94/5/30.1/11.7/-08/-109/90/96/64

Intermediate Champion
"N40 Hemi's Triple Threat L321,"
s. by N40 Mr Hemi H014,
exh. by 5R Farm, Paris, AR.
6.1/70/96/2.3/29.4/14.2/-16/-131/66/93/62

Females



Grand Champion Cow/Calf Pair
 “Logland Ruth Ann 260K,”
 s. by JB CDN Apache Junction 1831,
 exh. by Top Cat Farm, Muldrow, OK.
 2.7/73/94/2.6/35.8/13/-10/-145/.62/72/66



Grand Champion and Calf Champion
 “Logland Icicle 426M,”
 s. by JB CDN Apache Junction 1831,
 exh. by Landon Ohlde, Williamsburg, KS.
 4.2/76/109/4.7/35.3/12.8/-.04/-108/.52/96/67



Reserve Grand Champion and Reserve Calf Champion
 “TBCO Tillie,”
 s. by JB CDN Captain Call 1948,
 exh. by Payton Klein, Charleston, AR.
 3.5/78/109/1.1/31.5/14/13/-.088/.79/108/73

Intermediate Champion
 “5RTW Nellie Belle,”
 s. by JD CDN Apache Junction 1831,
 exh. by 5R Farm, Paris, AR.
 .2/86/121/.1/32/14.9/-.01/-101/.93/98/71

Reserve Intermediate Champion
 “FSSR Tulip,”
 s. by JMH Humberto,
 exh. by Top Cat Farm, Muldrow, OK.
 4/61/86/2.9/30.4/15.1/-13/-111/.69/93/58

Junior Champion
 “Logland Golli 2312L,”
 s. by BHR Gannon G776,
 exh. by Top Cat Farm, Muldrow, OK.
 2.8/80/109/.1/34.3/12.8/-.05/-118/1.02/95/69

Reserve Junior Champion
 “Estes Lucy L88,”
 s. by BHR Ebele E511E,
 exh. by Payton Klein, Charleston, AR.
 7.7/72/97/5.4/34.3/15.8/-.22/-151/.73/97/63

Senior Champion
 “TBCO Chaney,”
 s. by Logland Arrow L03E,
 exh. by Garrett Jones, Anna, TX.
 7.4/75/97/4.5/31.4/16.1/-.09/-134/.68/106/68

Percentage Show

Females



Reserve Grand Champion and Spring Calf Champion
 “B C R Rachel M123,”
 s. by B C R Platinum 309H,
 exh. by Bret Pembroke and Circle M Farms,
 Fairview, OK.
 14.2/74/120/7.9/16.6/10.1/.30/-.023/.70/122/77



Reserve Spring Calf Champion
 “APB/SCC Phyllis 465M,”
 s. by EC Rebel 156F,
 exh. by Addison Bartlow, Monticello, IL.
 8.4/76/119/4.3/20.7/12.4/.28/-.024/.48/112/73



Junior Calf Champion
 “TCSC/CLJ Diamond 124M,”
 s. by SCC SCH 24 Karat 838,
 exh. by Circle M Farms and Rocking P
 Livestock, Maysville, KY.
 7.5/77/108/3.5/21.5/9.8/.04/-.027/.73/91/67



Reserve Junior Calf Champion
 “S&S Kanicki Summer Love 4058M,”
 s. by Rose MC Encore 0463,
 exh. by Alayna Grafft and Schaeffer Show
 Cattle, Middletown, OH.
 7.9/77/103/4.2/12.2/10.8/.00/-.016/.61/90/65



Senior Calf Champion
 “Wallace Yolanda 388L,”
 s. by Next Level,
 exh. by Sache Dowling, Fair Grove, MO.
 10.3/79/121/5.7/23.3/11.5/-.14/-.089/1.08/93/67

(Continued on page 62)



CATTELEMEN'S Continued CONGRESS

(Continued from page 61)



Reserve Senior Calf Champion
"RP/CMFM Built To Love L117,"
s. by Conley Lead The Way 0738,
exh. by Kinley Murphy, Poolville, TX.
10.5/78/92/7/15.6/8.9/.53/.027/.48/117/79



Intermediate Champion
"APB/ALL Phyllis 381L,"
s. by EC Rebel 156F,
exh. by Addison Bartlow, Monticello, IL.
8.5/76/121/4.2/20.6/14.2/.40/-.011/.39/123/76

Reserve Intermediate Champion
"LWD Lexi,"
s. by Sugar Daddy,
exh. by Kit Pettigrew, Yukon, OK.
9.4/60/80/5/15.2/7.1/.25/-.069/.63/96/64



Grand Champion and Junior Champion
"S&S NXF TSSC Jennifer Anniston,"
s. by Mr HOC Broker,
exh. by Carlee Clark and Schaeffer Show
Cattle, Muldrow, OK.
5.3/79/120/2.1/18.2/7.4/.11/-.063/1.03/76/63



Reserve Junior Champion
"FLAR Dorothy 318L ET,"
s. by SO Remedy 7F,
exh. by Maebree Whorton, Lincoln, AR.
11.7/61/89/3.9/21.5/14.6/.03/-.071/.85/108/64

Bulls



**Reserve Grand Champion
and Spring Calf Champion**
"Conley Stallion 430M,"
s. by R/C SFI Creedence 417J,
exh. by JS Simmentals, Prairie City, IA.
10.5/80/120/6/19.5/7.6/.31/-.014/.58/108/77



Reserve Spring Calf Champion
"TCBC Money Mike 409M,"
s. by WLE Copacetic E02,
exh. by Tripp Berna, Stroud, OK.
9.9/60/61/5.3/13.5/7.9/.04/-.056/.76/90/60



Junior Calf Champion
"TK Black Label,"
s. by PVF Blacklist 7077,
exh. by Kitzerow Cattle, Saint Charles, IA.
9.3/79/112/2.6/15.7/11.3/.15/-.030/.64/102/70

Reserve Junior Calf Champion
"Twin Falls Daxton M99,"
s. by WHF/JS/CCS Woodford J001,
exh. by Twin Falls, Cheney, KS.
10.1/81/114/3.5/17.5/.14/.03/-.078/.70/106/71



Senior Calf Champion
"G/F Jagger 417L,"
s. by OHL Jaguar 4232J,
exh. by Tammy Foose and Aces Wild Ranch,
Greencastle, IN.
8.7/70/105/4.5/17.3/9.9/.27/-.016/.50/106/70



Intermediate Champion
"Deputy Bass Reeves,"
s. by Rocking P Private Stock H010,
exh. by Shannon Adcock, Sedan, KS.
10.8/81/126/5.8/16.4/12.4/.24/-.052/.78/116/76

Reserve Intermediate Champion
"TKCF SSF/BS Apollo Creed,"
s. by Holtkamp CLAC Change Is Coming,
exh. by Grant Meyer, Sedgewickville, MO.
8.6/82/121/5.3/14.6/8.6/.31/-.042/.51/109/77



Grand Champion and Junior Champion
 "OHL Livin' The Dream 389-1L,"
 s. by WLE Copacetic E02,
 exh. by Schaffer Show Cattle, Griswold Cattle,
 Ohlrichs Cattle Co., Maple Lane Farms,
 Norfolk, NE.
 10.4/82/121/4.8/10.6/4.4/.05/- .102/.93/88/71

Reserve Junior Champion
 "Harkers Medicine Man,"
 s. by SO Remedy 7F,
 exh. by JS Simmentals and Chase Harker,
 Prairie City, IA.
 7.6/79/121/1.5/16.4/6.4/.24/- .101/1.06/97/73



Senior Champion
 "RP/CMFM Ante Up K084,"
 s. by Silveiras Forbes 8088,
 exh. by Circle M Farms and Rocking P
 Livestock, Maysville, KY.
 10.3/60/88/4.2/18.3/8.6/.36/- .043/.63/108/68

Purebred Show
Bulls



Spring Calf Champion
 "TAY Make Your Money 1M ET,"
 s. by Rocking P Private Stock H010,
 exh. by TT Goering Cattle, McPherson, KS.
 13.9/68/98/6.6/16.3/13.7/.16/- .066/.63/128/74



Reserve Spring Calf Champion
 "McFerrans Recall 407M,"
 s. by Rocking P Private Stock H010,
 exh. by McFerran Farms, Seminole, OK.
 12.4/76/104/7.2/17.9/11.06/- .102/.81/116/75



Reserve Grand Champion and Junior Calf Champion
 "New Trend All Right 1M,"
 s. by WLE Copacetic E02,
 exh. by Jacey Massey, Boley, OK.
 12.2/82/120/4.8/13.9/9.4/.04/- .092/.87/115/78



Reserve Junior Calf Champion
 "TASF Maverick M001,"
 s. by JSUL Something About Mary 8421,
 exh. by Thomas and Son Farms, Boonsboro, MD.
 11/83/126/1.4/17.3/6.1/- .08/- .062/.93/101/76

Senior Calf Champion
 "S B C Resurrection 115L,"
 s. by Reckoning 711F,
 exh. by Stephens Beef Cattle, Ewing, KY.
 7/76/100/2.6/18/10.1/.07/- .041/.70/105/72



Reserve Senior Calf Champion
 "RF Level Up,"
 s. by Next Level,
 exh. by Chase Schlup, California, MO.
 7/74/110/3.5/17.4/10.5/- .12/- .123/.89/96/67



Junior Champion
 "Rocking P Just Believe L009,"
 s. by LLSF Pays To Believe ZU194,
 exh. by Circle M Farms, Rockwall, TX.
 9.2/75/108/5.1/19.3/9.9/.42/- .046/.91/129/82



Reserve Junior Champion
 "Pays To Win,"
 s. by SC Pay The Price C11,
 exh. by Rodney & Aaron Parson and Scherichs
 Simmental, Graysville, PA.
 8.3/71/103/2.1/17.1/10.16/- .068/.87/111/72

(Continued on page 64)



CATTLEMEN'S Continued CONGRESS

(Continued from page 63)



Grand Champion and Senior Champion
"OBCC/GSC College Player C13K,"
s. by SO Remedy 7F,
exh. by Owens Bros. Cattle Co., Gerdes Show
Cattle, XTB Cattle Company, Elmore Cattle
Services, B&K Farms, Ivie & Sons, Waukomis,
OK.
9.9/79/121/2.8/17.2/9.5/.05/-.097/.67/110/75

Reserve Senior Champion
"S B C Buffalo Trace 133K,"
s. by W/C Relentless 32C,
exh. by JS Simmentals and Stephens Beef
Cattle, Prairie City, IA.
9.3/71/107/3.7/15/8.9/-.03/-.071/1.10/96/65

Females



**Grand Champion
and Cow/Calf Pair Champion**
"JSUL SWC Proud Mary 2524K,"
s. by THSF Lover Boy B33,
exh. by Sage Scheihing, Watonga, OK.
11.9/78/115/4.9/24.7/12.8/.16/-.064/.73/128/80



Spring Calf Champion
"JMSC Revlon 408M,"
s. by Revelation 2K,
exh. by Chloe Clark, Muldrow, OK.
11.2/64/83/3.7/16.7/9.9/.15/-.089/.61/112/70



Reserve Spring Calf Champion
"JSUL Honey Bun 4349M,"
s. by WHF/JS/CCS Woodford J001,
exh. by Brexlyn Grabiell and Schaeffer Show
Cattle, Edison, OH.
12/79/108/4.5/21.3/13.7/.24/-.059/.69/133/81



Junior Calf Champion
"Price/Les Madonna M701,"
s. by SO Remedy 7F,
exh. by Brooklyn Bailey, Hydro, OK.
10.9/70/112/3/18.9/9.3/-.05/-.094/.83/107/70



Reserve Junior Calf Champion
"RRF Missy 048M,"
s. by WCC/RRF Troubadour 0130H,
exh. by Sage Schenk, Chickasha, OK.
12.1/73/106/6.5/19.8/9.5/.15/-.073/.62/121/78



**Reserve Grand Champion
and Senior Calf Champion**
"JSUL Proud Mary 3654L,"
s. by Reckoning 711F,
exh. by Circle M Farms and Rocking P
Livestock, Maysville, KY.
10/77/110/3.4/18.7/11.9/.01/-.013/.80/109/72



Reserve Senior Calf Champion
"DDLC Jade 023L,"
s. by Rocking P Private Stock H010,
exh. by Tripp Berna, Stroud, OK.
14.1/68/100/6.1/13.8/11/.30/-.055/.61/131/77

(Continued on page 66)



TRUST THE ORIGINAL

The first multi-breed evaluation is still cattlemen's first choice.





CATTLEMEN'S Continued CONGRESS

(Continued from page 64)



Intermediate Champion

"LAA/LJR Jara 385L,"

s. by STCC Tecumseh 058J,

exh. by Brenna Bartlow, Monticello, IL.

7.8/87/135/2.5/17.4/13.2/.22/.100/1.22/127/83



Reserve Intermediate Champion

"FLAR Becky 307L ET,"

s. by WLE Copacetic E02,

exh. by Addison Kennedy, Wagoner, OK.

9.6/82/119/4.7/11.1/9.3/.12/-.094/.85/113/78



Grand Champion, Junior Champion, and Open Show Supreme Female

"JSUL Rosie 3418L,"

s. by JSUL Something About Mary 8421,

exh. by Addison Bartlow, Monticello, IL.

11.1/78/119/2.9/19.2/9.5/.04/-.078/.93/111/75



Reserve Junior Champion

"JSUL American Pride 3195L,"

s. by THSF Lover Boy B33,

exh. by Levi Buchanan, Waxahachie, TX.

13.6/82/115/7/25.6/9.6/.25/-.067/.98/129/85



Senior Champion

"Toris Time 126K,"

s. by WLE Copacetic E02,

exh. by Zachary Wright, Stroud, OK.

12/70/102/5.5/9.9/7/.07/-.086/.72/113/71

Special Awards

Premier Breeder

Sara Sullivan, Sullivan Farms, Dunlap, IA.

Premier Exhibitor

Circle M Farms and Rocking P Livestock, Maysville, KY. ■

CLARITY IS CASH

SimGenetics
From Through Science
A MeritLink subsidiary

\$20+

MORE PER CARCASS

74lb.

LIGHTER COWS

Today's industry pays big for heavy fat steers, but your pocketbook demands smaller cows. What to do? The answer is clear, dependable data and the courage to bypass traditional straightbreeding. Simmental-influenced cows are an average 74 lb. lighter at maturity than Angus-sired counterparts.^a Meanwhile, packers pay \$20 to \$34 more for SimAngus™ and Simmental-sired steers than English-sired calves.^b Finally, raise efficient cows and high-performance calves. The proof is in the data – and the cash.

STAND STRONG
SIMMENTAL

406-587-4531 • simmental.org

*USMARC, Zimmerman, M., et al., "Breed and heterotic effects for mature weight in beef cattle," *J. of Anim. Sci.*, Vol. 99, 2001. Adjusted for sire sampling, Angus was the heaviest at maturity among the 10 breeds evaluated. Solutions are deviations from Angus. YW EPDs were extracted from genetic evaluations conducted in 2019. Estimate of MWT differences at 6 years of age. The study considered 108,892 weight records from 5,518 nonbred cows sired by 782 bulls. ^b Effect of sire breed group on carcass value of beefed cattle harvested through 194 County Sheep Carcass Futurity Cooperative, Lewis, Iowa, 2002 to 2008. Oddy, K. & King, M. (Eds) 2009. Kansas State University. Relationship Among Sire Breed Group, Call Sex and Year Group on Carcass Traits. Breeds represented in the English-sired group: Angus, Red Angus, South Devon, Hereford and Shorthorn.

Simple Marketing, Effective Results Business Card Ads

Grab the opportunity

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

Bonus

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



Sample business card pages in the Register

For more information contact:

Nancy at nchesterfield@simmgene.com | Rebecca at rprice@simmgene.com

Call 406-587-2778

State Marketplace

Colorado



BRIDLE BIT SIMMENTALS
ERROLL COOK & SONS
 PO Box 507, Walsh, CO 81090
 Chad Cook 719-529-0564
 bridlebitsimm@gmail.com
 www.bridlebitsimmentals.com

Annual bull and female sale March 17, 2025



6591 W County Road 625 N • Middletown, Indiana 47356
 765.620.1700 - Scott • 765.620.0733 - Jeff
 Thomas Lundy: 502.471.0354
 WWW.TRENNEPOHLFARMS.COM



Rodney & Kim Hofmann
 2244 19th Rd
 Clay Center, KS 67432
 785-944-3674
 www.honestbulls.com

"Proof + Performance = Profit"

Iowa



Denny Cason - 641-814-3332
 London Cason - 641-799-7350
 drcason@srisonline.com
 2077 715th Ave
 Albia, Iowa 52531

Female Sale November 7, 2025 - Bull Sale March 1, 2025
 Russell, IA



JENSEN SIMMENTALS
 Steven A. Jensen • 913-636-2540
 40532 John Brown Highway
 Osawatomie, KS 66064
 jensensimmentals@gmail.com

In our 6th decade breeding Simmental cattle.

www.jensensimmentals.com



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

35th Annual "Built to Work"
 SimAngus Bull Sale, February 11, 2026

Illinois



Curt and Pam Rincker Brent Rincker Cari Rincker
 Cell: 217-871-5741 217-246-3550 217-531-2179
 crincker@lakelandcollege.edu rincker@gmail.com rinckercattle@gmail.com

Visitors always welcome! Sale info at: www.rincker.com

SPRINGER SIMMENTAL

Jeff & Lynda Springer
 Michelle & Todd Christianson
 Steve & Bri Springer
 3119 310th St • Cresco, IA 52136
 641-330-6654
 sprinsim@iowatelecom.net
 WWW.SPRINGERSIMMENTAL.COM

Kansas

Cow Camp Ranch

Kent, Mark and Nolan Brunner
 3553 Upland Rd. • Lost Springs, KS
 785-466-6475 Kent
 785-466-1129 Nolan
 785-258-0173 Mark
 nolan@cowcampbeef.com

Spring Bull Sale - Saturday, January 24, 2026
 Spring Turn-Out Sale - Saturday, April 26, 2025

Owner: Commercially Targeted Seedstock

Jim Berry

Cattle Manager:
 Ben Lehman
 563-920-0315

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



www.wildberryfarms.net

Indiana



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

Clear Choice Events
 Bull Sale. 3/22/25
 Customer Sale. 4/26/25
 Spotlight Show. 4/26/25
 Female Sale. 10/25/25

WWW.CLEARWATERSIMMENTALS.COM



Dan 812-371-6880
 Luke 812-371-7976
 Chase 812-603-5371
 John 812-371-6881
 Ben 812-371-2926

John & Barbara, Ben, Ashley, Gracie,
 Laynie & Hudson, Danny, Jill, Luke & Chase



THE PERFORMANCE IS BRED IN - BEFORE THE BRAND GOES ON!

DICKINSON SIMMENTAL AND ANGUS RANCH

Kirk • 785-998-4401 (phone & fax)
 2324 370th Ave. March 2025
 Gorham, Kansas 67640 53rd Annual
 www.dickinsonranch.com Production Sale
 At the Ranch

Dixon Farms, Inc.

Carol Dixon, Kevin Dixon,
 & Lyle Dixon, D.V.M.
 13703 Beaver Creek Rd • Atwood, KS 67730
 785-626-3744 • drlyle@live.com
 www.dixonfarms.com



DX

Minnesota



2026 Production Bull
 & Female Sale - Feb. 5th

Visit www.kaehlercattle.com to request a catalog!

MOBILE
 Seth Kaehler - 507-272-5403
 Ralph Kaehler - 507-269-5721
 EMAIL
 klercattle@gmail.com
 MAILING ADDRESS
 23913 County Road 37
 St. Charles, MN 55972
 STRUCTURED FOR SUCCESS



Dr. Lynn Aggen
 Office: 507-886-6321
 Mobile: 507-421-3813
 Home: 507-886-4016

Performance with Quality



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

Harmony, MN 55939
 www.oakmfarm.com



Missouri

LUCAS CATTLE CO.

Registered Simmentals, SimAngus™ & Angus Cattle

Cleo Fields 417-399-7124
 Jeff Reed 417-399-1241
 Forrest & Charlotte Lucas, Owners
 28511 County Rd. 50
 Cross Timbers, MO 65634
 Office 417-998-6512
www.lucascattlecompany.com Visitors Always Welcome



Ed and Kathi Rule
 Lucy, Olivia and Luke
 Excelsior Springs, MO

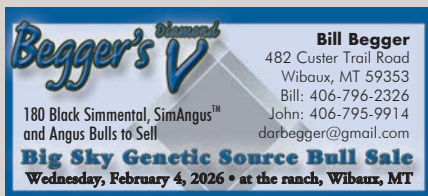
Cattle Manager: David Vest 660-620-1141
Farm Manager: Scott Akey 816-835-5332

shoalcreekcattle@aol.com
www.shoalcreeklandandcattle.com



John & Jeanne Scorse
 P.O. BOX 3832 • Joplin, MO 64803
 Phone: 417-437-0911 • 417-437-4434
scorsej@steaksalive.com
 Facebook - Steaks Alive

Montana



Bill Begger
 482 Custer Trail Road
 Wibaux, MT 59353
 Bill: 406-796-2326
 John: 406-795-9914
darbegger@gmail.com

180 Black Simmental, SimAngus™ and Angus Bulls to Sell
Big Sky Genetic Source Bull Sale
 Wednesday, February 4, 2026 • at the ranch, Wibaux, MT



Join us...
FEBRUARY 16, 2026
 BILLINGS LIVESTOCK COMMISSION
www.BULLSOFTHEBIGSKY.COM
 Follow Bulls of the Big Sky on Facebook



Dennis & Nila Schenk & Sons
 350 County Line Rd
 Fairfield MT 59436
 406-590-3377
diamond@3rivers.net/diamondbars.net
Bull Sale 2nd Friday in January, 2026
 WESTERN LIVESTOCK GREAT FALLS MT



Clay & Marianne Lassle
Sarah & Ryan Thorson
 42 Road 245
 Glendive, Montana
 Clay: 406.486.5584
 Ryan: 406.694.3722
lassleranchsimmentals.com lrsbeef@midrivers.com



Shannon & Jen Carr
 820 Little Bitterroot Rd
 Hot Springs, MT 59845
 Cell: 406.270.2268
lbriversimmental@gmail.com
lbriversimmental.com
Bulls of the Big Sky
 February 16, 2026



Dale & Paula Miller
 Gildford, MT 59525 406-376-3109
www.millersimmental.com
 7DM0174@ttc-cmc.net
Bulls of the Big Sky
 February 16, 2026
 Billings, MT



Bull Sale every February & Female Sale every November
 Troy Wheeler, Cattle Manager 406-949-1754
 Gary Burnham 406-439-2360 / ppsranch@gmail.com
 2515 Canyon Ferry Rd, Helena MT 59602
 Birthplace of first Polled Black Simmental Bull / ASA NO. 174

Nebraska



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



Black Simmental Bulls & Females
 Purebred to Percentage
 Jay & Kim Volk
 Clark & Leslie Volk
 Jay 402-720-7596 • Clark 402-720-3323
 20604 US Hwy 30 • Arlington, NE 68002
volkjk@aol.com • www.jandcsimmentals.com
J&C Annual Bull Sale –
January 24, 2026



Selling 400+ Simmental & SimAngus™ Bulls Annually
 Genomically Enhanced EPDs | Scan Data
 Real World Performance | PAP Bulls
 Cattle Feeding Network
 Where Quality Counts and Value Matters
 Jeff Stagmeyer
 Owner
 308.340.6152
powerlinegenetics.com
 Bobbi Hartwig
 Sales & Marketing Mgr.
 217.306.6137
bbobbi.pigg@tuls@gmail.com



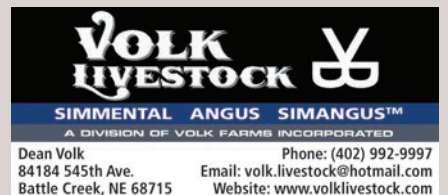
Bull Sale - Feb. 20, 2026
 SPECIALIZING IN BLACK & RED POLLED SIMMENTAL,
 SOME FLECK INFLUENCE
Melanie Miller 402-841-1450
Leonard Miller 402-640-8875
 Neligh, NE
www.SandyAcresSimmental.com



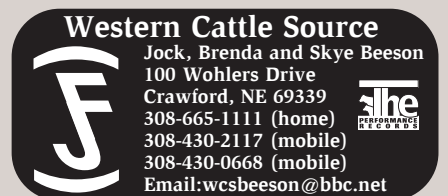
402-641-2936 Cell
Nick and Andrea
 303 Northern Heights Drive • Seward, NE 68434
sloupsimmentals@gmail.com • sloupsimmentals.com
 Join us at the Farm, October 18, 2025
 for our 30th Annual Production Sale.



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



VOLK LIVESTOCK
 SIMMENTAL ANGUS SIMANGUS™
 A DIVISION OF VOLK FARMS INCORPORATED
 Dean Volk
 84184 545th Ave.
 Battle Creek, NE 68715
 Phone: (402) 992-9997
 Email: volk.livestock@hotmail.com
 Website: www.volklivestock.com



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



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

State Marketplace

North American Fullblood Breeders

BRINK FLECKVIEH

23098 Gunder Rd • Elkader, IA 52043
Jerry: 563-245-2048 • Preston: 563-880-2075
jbrink@alpinecom.net

Visit our website: www.brinkgenetics.com

JENSEN SIMMENTALS

Steven A. Jensen • 913-636-2540
40532 John Brown Highway
Osawatomie, KS 66064
jensensimmentals@gmail.com

In our 6th decade breeding Simmental cattle.

www.jensensimmentals.com



DAVID J. & ANNE B. KULP, DVM

717-278-6399 or 717-823-2161 938 Power Rd.
kulpgen@aol.com Manheim, PA 17545

LITTLE CREEK CATTLE



2638 Turkey Creek Road
Starkville, Mississippi

Dr. Jason & Nikki Gress
Jason 301.331.1773
Nikki 304.676.7382
info@littlecreekcattle.com
www.LittleCreekCattle.com

FULLBLOOD FLECKVIEH AND FLECK INFLUENCED CATTLE

Fleckvieh & Fleckvieh-Based Simmentals • SimAngus™ • Simbrah

Scott Riddle
Fred Schuetze
817-894-0563

2649 Pear Orchard Road
Granbury, Texas 76048

Website: simmentalsoftexas.com • Email: sotsimmentals@yahoo.com



Accuracy Matters

Carcass predictions take time and progeny, accelerate this process with the CMP.

carcdata@simmgene.com



North Carolina

REGISTERED SIMMENTAL
F-1 REPLACEMENTS
REGISTERED BRAHMAN

MYRA NEAL MORRISON

8800 Row-Cab Line Rd. • Rockwell, NC 28138
704-279-3128 • 704-202-6171 Cell
E-mail: myram@morrisonfarm.com
www.morrisonfarm.com



North Dakota



Wesley & Kelsey

701.391.2838

Nicholson Family

701.391.6205

cdiamond@bektel.com

C Diamond Simmentals

Dawson ND



Wade & Merri Staigle
Center, ND 701-794-3351

Kevin & Liz Hansen
Ryder, ND 701-758-2571

Annual bull & female sale
February 20, 2026

www.dakotapress.com

Terry Ellingson & Family

Phone: 701-384-6225

Cell: 701-741-3045



5065 125th Ave. NE • Dahlen, ND 58224

tellings@polarcomm.com • www.ellingsonsimmentals.com

Annual Production Sale, January 23, 2026

Kaelberer Simmentals

Claye and Michelle Kaelberer and Family

4215 County Road 85 • New Salem, ND 58563
701-220-3124 (cell) • 701-843-8342 (home)

Edge of the West Bull and Female
Production Sale each February



Dwight & Susan Keller Family
Luke, Jake & Tess Keller

1573 55th St., Mandan, ND 58554

701-445-7350 (home)

701-471-5215 (Dwight cell)

701-471-1142 (Luke cell)

701-471-5065 (Jake cell)

kbhr@westriv.com

www.kbhrsimental.com

"Simmental Beef on the Cutting Edge!"



Roger, Jeanette,
& Erika Kenner

5606 57th St. NE

Leeds, ND 58346

Phone 701-466-2800

Erika 406-581-1188

erika.kenner@gmail.com

www.kennersimental.com

Fax 701-466-2769



Quandt Cattle Company
Jason Quandt 701-710-0080
Gabe Quandt 701-408-9154
Oakes, ND

14th Annual Bull Sale
February 17, 2026

JOSH & TRISTA RUST

759 7th Ave NW
Mercer, ND 58559
p: 701.447.2479
f: 701.447.2478
c: 701.391.9769



e: rustmountainviewranch@hotmail.com
w: www.rustmountainviewranch.com

TNT Simmental Ranch

41st Annual "Carrying On" The Genetic Explosion Bull Sale!
Friday, February 13, 2026 • At The Ranch, Lehr, ND

www.tntsimentals.com DVAuction.com

Shanon & Gabe Erbele
Lehr, ND

S 701-527-5885 • G 701-426-9445

gserbele@hotmail.com

Kevin & Lynette Thompson
Almont, ND

H 701-843-8454 • K 701-391-1631

kevinandlynette@westriv.com

[facebook.com/tntsimentalranch](https://www.facebook.com/tntsimentalranch)

Wilkinson Farms Simmentals



Terry and Cathy Schlenker Family
7649 49th Street SE
Montpelier, ND 58742
701-489-3583 (home)
701-320-2171 (cell)

www.wilkinsonfarmssimentals.com

Ohio

Breeding Cattle at its best!



John Ferguson
440-478-0782

Herdsman:
Lindsey Ferguson
440-478-0503

www.fergusonshowcattle.com



Haley Farms

11203 Mullinix Road
West Salem, Ohio 44287
Pam: 330-353-6072
Mike: 330-350-0405
www.haley-farms.com

Purebred Simmental Cattle



Tim, Peg, Emily & Kyle Brinkman
D860 County Road 15 Holgate, OH 43527
Tim. 419.966.5587 | Home. 419.264.3312
www.missingrailcattle.com

Oklahoma

Willis Simmentals



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



Steve & Cathy Eichacker
605-425-2391 or
605-421-1152
email: es@triotel.net
25446 445th Ave
Salem, SD 57058

Annual Bull Sale • March 7, 2025

WERNING CATTLE COMPANY

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



South Dakota

Benda Simmentals



Jim and Jay Benda

26106 366th Ave. Jim: 605-730-6703 (Cell)
Kimball, SD 57355 Jay: 605-730-0215 (Cell)
605-778-6703 bendaranch@midstatesd.net

Black and Red Breeding Stock

EKSTRUM
South Dakota's
Source for Outcross
Performance
Simmentals!

Clay Ekstrum
605-778-6185 (H)
605-730-1511 (C)

John Ekstrum
605-778-6414

36220 257th St., Kimball, SD 57355
clayekstrum@midstatesd.net • ekstrumsimmentals.com



Bruce and Sandra Flittie

11913 342nd Ave • Hosmer, SD 57448
605-283-2662 • flittiesimm@valleytel.net

Tennessee

MARTIN FARMS



Neil J. Martin
CELL 931-623-2634
HOUSE 931-670-3646

Christopher Martin

CELL 931-580-6821

MartinFarmsBeef.com
martinfarmsbeef@gmail.com

9387 S Lick Creek Rd | Lyles, TN 37098

Texas



Harley – 605-680-0845
Dawn – 605-680-4224
Kari – 605-680-4386
Home – 605-894-4464

Simmental Cattle – Club Calves

Harley, Dawn and Kari Cable
2344 Rocky Road • Pukwana, SD
hdccable@midstatesd.net

HART'S
SIMMENTALS

Justin Hart
605-216-6469

10904 387th Avenue • Frederick, SD 57441
4hooves@nvc.net • www.hartsimmentals.com

Simbrah, SimAngus™ HT, SimAngus™ & Simmental

FILEGONIA CATTLE COMPANY



Joe & Beth Mercer
327 CR 459

Lott, TX 76656

Cell: 956-802-6995

bethmercer1974@gmail.com

www.filegoniacattle.com

Christensen ★ Dunsmore

3C Christensen Ranch

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

Annual Production Sale
March 21, 2025 • Wessington, SD



NLC Simmental Ranch

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

NLC

R&R Cattle Company



Steve & Elaine Reimer & Family

25657 345th Avenue
Chamberlain, SD 57325
Phone: 605-234-6111

Email: rrcattle@midstatesd.net

Schnabel
Ranch Simmentals

Tom & Meghan Schnabel
605-380-2811

www.srsimms.com • schnabelranch@gmail.com

Annual Sale Third Saturday in February
Hub City Livestock, Aberdeen, SD

Monte Christo Ranch & Investments

Jud and Margie Flowers

12111 N. Bryan Road • Mission, TX 78573-7432

956-207-2087

email: judf@lonestarcitrus.com

"No Nonsense" Simbrah Cattle

Double J Farms

Kipp Julson • 605-351-9088
48672 252nd St
Garretson, SD 57030
doublejfarm@alliancecom.net
www.doublejsimmentals.com

Double J Farms 52nd Annual
Bull and Female Sale, January 23, 2026
Garretson, SD

Stay ahead with CMP

"If we think our competition isn't getting better, we're simply not paying attention." - Marty Ropp

carcdata@simmgene.com



STAVICK SIMMENTAL

Veblen, SD
605-237-4663 (Mike)
605-551-9016 (Owen)
stavickx@tnics.com
stavicksimmental.com

ANNUAL SALE — FIRST THURSDAY IN FEBRUARY

TRAXINGER SIMMENTAL



Reds, Blacks • Bulls and Females
Private Treaty Sales

Mike and Terri Traxinger
11176 – 406th Avenue
Houghton, SD 57449
Home: 605.885.6347
Mike's cell: 605.294.7227
mtrax@nvc.net
www.traxinger.com

Utah

YARDLEY CATTLE CO.

PO Box 1059
Beaver, UT 84713
yardleyy1@gmail.com

435-310-1725 – Steven
435-691-8688 – Gib
yardleycattleco.com

More than a Carcass Test

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

carcdata@simmgene.com



Livestock Services

Genetics



Semen Available on
Today's Hottest AI Sires

573-641-5270
www.cattlevisions.com

ORIGen

Breeder to Breeder Genetic Services

10 West Arrow Creek Road
Huntley, Montana 59037

1-866-867-4436

www.ORIGenbeef.org

Prove It.

**Feeder Profit
CALCULATOR™**

You know your calves are worth it.
Give buyers facts so they know it too.

IGS@internationalgeneticsolutions.com

Auctioneers and Marketing

**Tracy Harl
Auctioneer**

402-469-3852
605 E. CR. 72 • Wellington, CO

ROGER JACOBS
Auctioneer
P.O. Box 270
Shepherd, MT 59079
406-373-6124 Home
406-698-7686 Cell
406-373-7387 Fax
auctions@jacobslivestock.com

**Jered Shipman,
Auctioneer**

806-983-7226
6945 CR 206
Grandview, TX 76050

Insurance

James F Bessler Inc
LIVESTOCK MORTALITY INSURANCE

4812 McBreyer Pl
Fort Worth, Texas 76244-6083
817-562-8980 Office • 817-562-8981 Fax
815-762-2641 Cell
jim@jamesfbessler.com
www.jamesfbessler.com

**Jame Secondino
Krieger**

812-208-0956
www.livestockins.com
Universal, Indiana

Livestock Mortality Insurance

Agent for...
**AMERICAN
LIVE STOCK**
A Division of Market Service Incorporated

The Proof is in the Progeny

A young sire test such as the Carcass Merit Program (CMP) serves two main purposes:

- Earliest progeny proof attainable on young sires.
- Commercial producers sample promising young bulls for free.
- Reward-based program for commercial producer involvement.

Look for the Logo!



Learn more by contacting carcdata@simgene.com



3/4 blood SimAngus™

ASA# 3888047

EGL Ammunition 035J

Bridle Bit Eclipse E744 X TJ 22X

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
20.5	-2.4	79.2	115.9	0.23	10.9	29.9	69.4	16.1

Doc	CW	YG	Marb	BF	REA	Shr	API	TI
16.3	23.8	-0.21	0.58	-0.05	0.44	-0.36	161.6	91.6

EPD as of 1.125



H O M O P O I L E D H O M O B L A C K

TI 22X



*Ammunition is a maternal brother to EGL Firesteel
 * Definitely a bull to use on heifers, calves weighing 65-70lbs.
 They come easy with lots of vigor
 * Great disposition. Great hair. The heifers all carry the look and
 easy keeping desired for replacements
 *Top 2% CE & Top 5% MCE

P r o g e n y



P r o g e n y

Rolfes Simmental

5538 Hwy 9 Sibley, IA 51249
 Michael Rolfes | 712-330-2858
 Bob Rolfes | 712-330-2758

Eagle Pass Ranch

34261 200th St Highmore, SD 57345
 AJ Munger | 605-521-4468

Gibbs Farms' Annual Bull and Female Sale

November 9, 2024 • Ranburne, AL

No.	Category	Average
27	Fall Yearling SM Bulls	\$11,167
4	Fall Yearling 3/4 SM Bulls	\$8,750
123	Fall Yearling SimAngus Bulls	\$8,209
154	Total Fall Yearling Bulls	\$8,742
12	Bred SM Heifers	\$4,563
80	Bred SimAngus Heifers	\$4,290
4	Bred 3/4 SM Heifers	\$8,750
16	Open SM Heifers	\$3,040
39	Open SimAngus Heifers	\$3,186
2	Open 3/4 SM Heifers	\$15,875
2	SM Pregnancy Lots	\$3,100
155	Total Female Lots	\$4,154

Auctioneer: Ron Kreis, OH

Representing ASA: Ashby Green

Comments: Cattle sold into 21 states, including AL, AR, CA, FL, GA, IA, ID, IL, KY, LA, MI, MO, MS, MT, NC, OH, SC, TN, TX, VA, and WV.



Friday evening, Dr. Jamie T. Courter, State Beef Genetics Specialist of the University of Missouri, and Marty Ropp, CEO of Allied Genetic Resources, gave an educational program.



Doug Gibbs welcomes a standing-room-only crowd to another great offering of Simmental and SimAngus genetics where the first dozen bulls offered averaged \$19,500.



Corey Wilkins (right), Allied Genetic Resources, evaluating potential donors with Fred Smith, Clayton, NC.



Some of the youngsters were practicing their livestock management skills during lunch prior to the sale.

NAILE Select Sale

November 16, 2024 • Louisville, KY

No.	Category	Average
40	Total Lots	\$7,225

Auctioneer: Ron Kreis, OH

Sale Manager: Haefner Marketing, IL

Sale Staff: Shane Ryan, IL; and Kent Jaecke, OK

High-Selling Lots:

\$36,000 – Pick of the Wayward Hill Farms Bull Calves, cons. by Wayward Hill Farms, KY; sold to Hart Farms, SD.

\$16,000 – Bred Female, “RP/CMFM Stylish Love L007,” s. by SJW Exit 44, bred to THSF Lover Boy B33, cons. by Rocking P Livestock and Circle M Farms, KY; sold to Winston Grannis, KY.

\$10,000 – Open Female, “H6S Sloan,” s. by TJSC Hammertime 35D, cons. by Happy 6 Simmentals, KY; sold to Bill Sloup, NE.

\$9,750 – Open Female, “Harkers Bubble,” s. by W/C Relentless, cons. by Harker Simmentals, IN; sold to Larry Waltz, MO.

\$9,500 – Pick of the 2025 “Vikki” ET Calves, cons. by Hicks Cattle, TX; sold to Ransom Farms, IN.

\$9,500 – Open Female, “DF Nellie 443M,” s. by W/C Bankroll 811D, cons. by Dorsey Farms, IL; sold to Karley Sinclair, ON.

\$9,500 – Bred Female, “WCCO Boots 317L,” s. by WHF/JS Double Up, bred to THSF Lover Boy B33, cons. by Woodard Cattle Co., OH; sold to Brady Mork, MN.

\$8,500 – Bull, “RB2C Testimonial 305L,” s. by WLE Copacetic E02, cons. by River Bluff Cattle, IL; sold to Lenny Franklin, AL.

12th Annual “AffordaBull” and Female Sale

November 23, 2024 • Hogansville, GA

No.	Category	Average
34	Yearling Bulls	\$5,155
44	Commercial Bred Heifers	\$2,995

Auctioneer: Carroll Cannon, GA

Sale Staff: Patsy Cannon, GA; Glenn Smith, GA; and Paul Wall, GA.

High-Selling Lots:

\$7,750 – SimAngus Bull, “JCCJ Cowboy Cut 335L,” s. by JCCJ Cowboy Cut 146J, cons. by Callaway Cattle Co., Hogansville; sold to Elliott Farms, Lizella.

\$7,500 – SM Bull, “DRG Lonnie 14L,” s. by KS Net Income H433, cons. by Driggers Simmental Farm, Glennville; sold to Will Tucker, Pine Mountain.

\$7,250 – SimAngus Bull, “JCCJ Nightride 314L,” s. by J Bar J Nightride 225Z, cons. by Callway Cattle Co., Hogansville; sold to Worth Farms, Edison.

\$6,000 – SM Bull, “DRG Leon 21L,” s. by LCDR Reserve 210J, cons. by Driggers Simmental Farm, Glennville; sold to Brent Badillo-McDaniel, Rydal.

\$6,000 – SM Bull, “DRG Larry 20L,” s. by GW Hilger One 454H, cons. by Driggers Simmental Farm, Glennville; sold to Miller Simmentals, Gildford, MT.

\$5,500 – SimAngus Bull, “JCCJ Sone Cold 317L,” s. by TJ Stone Cold 336G, cons. by Callaway Cattle Co., Hogansville; sold to TWA Farm, Fort Valley.

\$5,500 – SimAngus Bull, “DRG Lamar 18L,” s. by LCDR Reserve 210J, cons. by Driggers Simmental Farm, Glennville; sold to Highsmith Farms, Wray.

\$5,250 – SimAngus Bull, “JCCJ Honor 321L,” s. by KBHR Honor H060, cons. by Callaway Cattle Co., Hogansville; sold to Gary Daniel, Cypress Inn, TN.

Comments: Bulls sold into AL, FL, GA, MT, and TN.

Western Choice Female Sale

December 7, 2024 • Billings, MT

No.	Category	Average
57	Bred Cows	\$3,977
32	Bred Heifers	\$5,456
4	Heifer Calves	\$4,163
93	Total Lots	\$4,494

Auctioneer: Ty Thompson, MT

Sale Manager: Marty Ropp, Allied Genetic Resources (AGR), IL; Jared Murnin (AGR); and Rocky Forseth (AGR).

Marketing Representatives: Todd Finke; Marr Wznick, *Western Ag Reporter*; Deven Murnin, *Western Livestock Journal*; and Jeff Thomas, *The Prairie Star*.

Representing ASA: Andy Roberts

High-Selling Lots:

\$17,000 – Red 1/2 SM 1/2 AR Bred Cow, “GW Miss Direct Drive 932E,” s. by VGW Direct Drive, cons. by Gateway Simmental, sold to Dillan Line, Miller, NE.

\$14,000 – Black 5/8 SM 3/8 AN Bred Heifer, “GW Miss Galileo 754L,” s. by Hook’s Galileo 210G, cons. by Gateway Simmental, sold to Connor Kaelberer, New Salem, ND.

\$9,000 – Black 5/8 SM 3/8 SM Bred Heifer, “GW Miss High Ball 434L,” s. by GW High Ball 102H, cons. by Gateway Simmental, sold to JC Simmental, Clare, MI.

\$7,250 – Red 1/2 SM 5/16 AR 3/16 AN Heifer Calf, “GW Miss Movin On 578M,” s. by GW Movin On 183C, cons. by Gateway Simmental, sold to Dillan Line, Miller, NE.

\$7,250 – Black 1/2 SM 5/16 AN 5/32 CS 1/32 AR Bred Heifer, “W5R Miss Hilger 1 31L,” s. by GW Hilger One 454H, cons. by Walking 5 Ranch, sold to Jordan Valigura, Estancia, NM.

Comments: Consignors included 3H Simmental, Plains; Begger’s Diamond V Ranch, Wibaux; Clarks Fork Angus and Simmental Ranch, Edgar; Gateway Simmental, Lewistown; Laird Simmentals, Dubois, ID; Miller Simmental, Gildford; Rice Cattle, Bonners Ferry, ID; Rymo Cattle Company, Bonners Ferry, ID; Table Rock Ranch, Ririe, ID; Uriarte Cattle Co., LLC, Stevensville; and Walking 5 Ranch, Broadview.

The sale also included the opportunity to purchase raffle tickets for a black 1/2 SM 1/2 AN heifer calf, “M53,” s. by CCR Fire Power 8081J, donated by Begger’s Diamond V Ranch. Won by Black Summit Ranch, Powell, WY. The raffle generated over \$5,520 to benefit the Montana Simmental Association.



Inside the sale facility.



Looking over the offering.

UT Bull Test Sale

December 12, 2024 • Spring Hill, TN

No.	Category	Average
4	PB SM Bulls	\$4,250
23	SimAngus Bulls	\$5,783
27	Total SimInfluenced Bulls	\$5,556

High-Selling SimInfluenced Bulls:

\$8,500 – SimAngus, cons. by Reed Family Farms, sold to Jerry Hoffines, Ekron, KY.

\$8,250 – SimAngus, cons. by Scott Valley Farm, sold to Sleigh Brothers, Clarksville.

\$8,000 – PB SM, cons. by Cumberland Bottoms Ranch, sold to Hoyt Dillehay, Cookeville.

\$7,500 – SimAngus, cons. by Southern Cross Ranch, sold to Mike Evans, Woodville, AL.

\$7,500 – SimAngus, cons. by Ligon Simmentals, sold to Brandon Jones, Pulaski.

\$7,250 – SimAngus, cons. by Scott Valley Farm, sold to Michael Goode, Minor Hill.

\$7,000 – SimAngus, cons. by Scott Valley Farm, sold to Ray Wakefield, Lewisburg.

Comments: Also selling were 33 Angus Bulls at an average of \$5,124; four Hereford Bulls at an average of \$5,750.

North Dakota Simmental Association’s Classic Sale

December 14, 2024 • Mandan, ND

No.	Category	Average
29	Bred Heifers	\$6,405
10	Open Heifers	\$4,500
39	Lots	\$5,917

Auctioneer: Tracy Harl, NE

Sale Manager: Jeff Thomas, MT

Marketing Representatives: Kirby Goettsch, *Farm and Ranch Guide*; Scott Ressler, ND Stockmen’s Association; Tony Heins, *Cattle Business Weekly*; and Todd Finke, Special Assignment.

Representing ASA: Perry Thomas

High-Selling Lots:

\$13,500 – Bred Heifer, “Miss Traxs L361,” s. by Rockin H Captivate J75, bred to Redhill Burley 99J, cons. by Traxinger Simmental, Houghton, SD; sold to Kunkel Simmentals, New Salem.

\$10,500 – Bred Heifer, “QB Ms L334,” s. by TNT Journey J458, bred to LRS Falcon, cons. by Quandt Brothers, Oakes; sold to Mike Kegley, Casselton.

\$10,000 – Bred Heifer, “QB Ms L329,” s. by Springcreek Ironsides 53G, bred to BC Structure J111, cons. by Quandt Brothers, Oakes; sold to ClearWater Simmentals, Milan, IN.

\$7,000 – Open Heifer, “KR Miss Elsie M01,” s. by KWA Northstate 63H, cons. by Kaelberer Ranch, New Salem; sold to Ashworth Farm and Ranch, SK.

\$6,250 – Open Heifer, “4E Gigi 19M,” s. by KLER Promoter G15, cons. by 4E Simmentals, Plaza; sold to Kemnitz Ranch, Cavalier.

Comments: Also selling were 31 embryo lots at an average of \$393.

25th Annual Florida Bull Test

January 18, 2025 • Greenwood, FL

No.	Category	Average
10	PM SM Bulls	\$5,125
14	SimAngus Bulls	\$5,910
24	SimInfluenced Bulls	\$11,035

Auctioneer: Carroll Cannon, GA

High-Selling SimInfluenced Lots:

\$7,000 – PB SM Bull, “Woodlawn Fate,” s. by Mr SR Mic Drop G1534, cons. by Woodlawn Farms, LLC, Clarksville, GA.

\$7,000 – SimAngus Bull, “CHESF9L,” s. by TJ MC Squared 509H, cons. by Tom Chestnut Family Ranch, Headland, AL.

\$7,000 – SimAngus Bull, “CHES E52L,” s. by TJ MC Squared 509H, cons. by Tom Chestnut Family Ranch, Headland, AL.

\$7,000 – SimAngus Bull, “GTF MC2 L511,” s. by TJ MC Squared 509H, cons. by Gamble Town Farm, Inc., Columbia, AL.

\$6,750 – SimAngus Bull, “CHES F9L,” s. by TJ MC Squared 509H, cons. by Tom Chestnut Family Ranch, Headland, AL.

(Continued on page 76)

(Continued from page 75)

- \$6,500** – SimAngus Bull, “CHES MC 95,” s. by TJ MC Squared 509H, cons. by Tom Chestnut Family Ranch, Headland, AL.
- \$6,000** – SimAngus Bull, “CHES Commander 8,” s. by CCR Commander 5135F, cons. by Tom Chestnut Family Ranch, Headland, AL.
- \$6,000** – SimAngus Bull, “GTF Colonel L317,” s. by Chat Salvo J10, cons. by Gamble Town Farm, Columbia, AL.
- \$6,000** – SimAngus Bull, “GTF MC2 L641,” s. by TJ MC Squared 509H, cons. by Gamble Town Farm, Columbia, AL.

Comments: Also selling were 20 Black Angus Bulls at an average of \$5,425; 1 Red Brangus Bull for \$5,250; and 1 Charolais Bull for \$6,250. An estimated 250 buyers bid on the 46 performance-tested bulls for sale. During the 112-day feed test, the bulls were evaluated for feed efficiency, average daily gain, weight per day of age, and carcass merit.

Ellingson Simmentals’ 25th Anniversary “Expect Excellence” Annual Sale

January 24, 2025 • Dahlen, ND

No.	Category	Average
63	SM Yearling Bulls	\$8,143
20	SM Open Yearling Heifers	\$3,125
83	Total Lots	\$6,934

Auctioneer: Roger Jacobs, Shepherd, MT

Sale Representatives: Jeff Thomas, *The Farm and Ranch Guide*; Tony Heins, *Western Ag Reporter*; Kadon Leddy, *Cattle Business Weekly*; and Logan Hoffmann, DV Auction.

Representing ASA: Russ Danielson

High-Selling Lots:

- \$24,000** – PB SM Bull, “Ellingson /STR Red Notice M4034,” s. by R Plus 5015C, sold to Red Top Ag Ventures, Lousa, AB.
- \$21,000** – SimAngus Bull, “Ellingson Growth Fund M461,” s. by Deer Valley Growth Fund, sold to Roger Kadrmas, Dickinson.
- \$19,000** – SimAngus Bull, “Ellingson Deadwood M412,” s. by Poss Deadwood, sold to Bill Begger, Wibaux, MT.
- \$18,000** – PB SM Bull, “Ellingson Genesis M498,” s. by LBRS Genesis G69, sold to Steve Stoddard, Broadus, MT.
- \$17,000** – PB SM Bull, “Ellingson Beef Maker M409,” s. by Ellingson Beef Maker Y113, sold to Jamyson Fisher, Tappen, ND.
- \$5,000** – SimAngus Heifer, “Ellingson Ms Yuma M423, s. by R Plus Yuma 9087G, sold to Darren Eli, Binford.

8th Annual Reck Brothers’ Genetic Advantage Sale

January 26, 2025 • Blakesburg, IA

No.	Category	Average
9	Age Advantaged Bulls	\$5,833
22	Yearling Bulls	\$4,963
6	Fall Yearling Bulls	\$6,833
31	Bred Females	\$5,851
68	Live Lots	\$6,012

Auctioneer: Jon Schaben, IA

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

Marketing Representatives: Val Eberspacher (EE); Tom Rooney, IA; Wille Weis, Special Assignment, IA; Austin Brandt, Agri-Media Group, IA; Jeremie Ruble, Special Assignment, IA; Mike Sorensen, Special Assignment, IA; Kendall Bremer, Special Assignment, IA; Greg Miller, Special Assignment, SD; Brice Walker, Consultant, MO; and Amanda Hilbrands, LiveAuctions.TV, MN.

High-Selling Lots:

- \$14,000** – Bull, “RBS Lover Boy L157,” s. by THSF Lover Boy B33, sold to Level Lane Farm, Milton.
- \$8,250** – Bull, “RBS Intuition M109,” s. by W/C Intuition 1574J, sold to Bell Angus Genetics, Salem, MO.
- \$8,000** – Bull, “RBS Tecumseh L713,” s. by STCC Tecumseh 058J, sold to Jolie Johnson, Monmouth, IL.
- \$7,750** – Bred Female, “RBS Luna L322,” s. by Rubys Turnkpike 771E, bred to Mr SR 71 Right Now E1538, sold to Sandeen Genetics, Blakesburg.
- \$7,250** – Bred Female, “RBS Miss L317,” s. by W/C Bankroll 4254F, bred to Mr SR 71 Right Now E1538, sold to Moody Farms, Maxwell.
- \$7,250** – Bull, “RBS 4254F L404,” s. by W/C Bankroll 4254 F, sold to Ray Eash, Blakesburg.
- \$7,250** – Bred Female, “RBS Zahara L365,” s. by Mr SR 71 Right Now E1538, bred to TSN Statesman K006, sold to Conner Glosser, Blakesburg.
- \$6,750** – Bred Female, “CWSC Rhythm L329,” s. by THSF Lover Boy B33, bred to W/C Intuition 1574J, sold to Wibholm Cattle Company, Dows.



Rogers Jacobs (L) and Russ Danielson.



Looking over the offering.



Onsite sale crowd and those connected online.



Marit Ellingson, Roger Jacobs and John Ellingson.



Neighbor Scott Sandeen added Reck genetics to his herd.



Brandon Reck welcomes the large crowd.



The matriarch of the Reck family, Carolyn Reck.



The Reck crew (L-R) Brandon, Rodney, Don, and Lonny. ■

TJ Say When 541M

Homo Black Homo Pulled

1/2 SM 1/2 AN • REG# 4366370 • 1/23/2024



Semen \$30

ADJ 205 895
ADJ 365 1526
SC 40 cm
Frame 6.3

MUSGRAVE 316 STUNNER
DB ICONIC G95
DB MS DISCOVERY

TJ GOLD 274G
TJ 11J
TJ 6C

A power bull with exceptional performance without sacrificing feet quality.

CE	BW	WW	YW	DOC	CW	MARB	REA	API	TI
13.2	1.6	108.7	179.1	17.1	81.5	0.95	0.65	169.3	112.5

Top 1% Top 1% Top 10% Top 1% Top 3% Top 55% Top 10% Top 1%

EPDs as of 2/10/2025



Prairie View Farms
Greg Drebes 573-248-5814



JEFF STAGEMEYER 308-340-6152
DERYL RILEY 308-962-6975
WILLS FARMS 308-760-7411

Contact Powerline Genetics for Semen

ARIZONA

Groseta, Peter
690 S Mt Mingus Road
Cottonwood, AZ 86326

ARKANSAS

Ward, James
52 County Road 46
Corning, AR 72422

Birkner, Carl
339 Pigeon Roost Drive
Solgohachia, AR 72156

CALIFORNIA

K/H Livestock
PO Box 146
Shandon, CA 93461

Kool Breeze Livestock
PO Box 221
Adin, CA 96006

COLORADO

13 H Cattle Co
32218 County Road 361
Buena Vista, CO 81211

IDAHO

Crapo, Weston
2070 E 500 N
Saint Anthony, ID 83445

King Cattle Co
2166 E 3800 N
Filer, ID 83328

ILLINOIS

Worthington Farms
22070 E 1900th Street
Prairie City, IL 61470

Gualandri, Carter
230 Pavilion St
Grand Ridge, IL 61325

Schafer Ridge Farm
11219 W Cross Rd
Galena, IL 61036

INDIANA

Shared Harvest of Northeast IN
5859 W 100 S-90
Markle, IN 46770

Flat Rock Precision
8655 S 225 W
Flat Rock, IN 47234

Clinton Conard and Family
8550 W Vernal Pike
Bloomington, IN 47404

IOWA

Metzger Cattle Company
61673 250th Ave
Palmer, IA 50571

Tlach, Barry
5856 Hwy 92
Prole, IA 50229

Krause Livestock
2094 330th St
Madrid, IA 50156

Haglund, Kriss R
782 Kale Rd
Boone, IA 50036

KANSAS

Higher Power Genetics
10544 Mcpherson Rd
Atchison, KS 66002

Sage Cattle Co
9601 SW Hodges Rd
Auburn, KS 66402

MINNESOTA

Vrieze, Kimberly
79946 280th St
Racine, MN 55967

Swart, Jared
16935 20th St NW
New London, MN 56273

MISSOURI

Middendorf, Clay
24590 Monroe Rd 224
Paris, MO 65275

LB Cattle
12006 CR 190
Norborne, MO 64668

MONTANA

Eric & Kate Morrisett
PO Box 1314
Cut Bank, MT 59427

B&K Livestock
6647 N Kolin Rd
Moccasin, MT 59462

NEBRASKA

Shannon Cattle Company
944 41 1/2 Rd
Riverton, NE 68972

NORTH CAROLINA

Jakebrake Cattle Co
415 Callicutt Rd
Bear Creek, NC 27207

FXB Livestock
2193 E Rd
Walnut Cove, NC 27052

NORTH DAKOTA

Peterson, Darin
15028 44th St SE
Wheatland, ND 58079

OKLAHOMA

Mendell Cattle Co
8555 S 4470 Rd
Welch, OK 74369

Borden, Darla
207996 E County Rd 56
Vici, OK 73859

McMurphy Farms
31497 Hughes Rd
Alva, OK 73717

OREGON

Stafford, Cully
2875 NE Barnes Butte Rd
Prineville, OR 97754

PENNSYLVANIA

Grumbine, Michelle
691 Mount Pleasant Rd
Annville, PA 17003

SOUTH CAROLINA

Campbell, Brian
194 Cedar Shoals Church Road
Enoree, SC 29335

SOUTH DAKOTA

Triple H Livestock
14253 433rd Ave
Webster, SD 57274

TENNESSEE

Phillips, Tim
4589 Claude Loftis Rd
Cookeville, TN 38501

Gentry, Brent
15 Jonathan Drive
Fayetteville, TN 37334

TEXAS

McKissick Farms
570 Pilot Grove Rd
Whitewright, TX 75491

Wiggs Land and Cattle
1706 CR 303
Hamilton, TX 76531

Zoeller, Stephen
346D Ammann Rd
Boerne, TX 78015

WEST VIRGINIA

Grady, Randall
148 Grady Ln
Sandyville, WV 25275

WISCONSIN

Rufer Cattle
W 3131 Oliver Rd
Monticello, WI 53570

Windy Bottom Ranch
161 230th Street
Osceola, WI 54020

McGuire, Haley
140 Cherry St
Edgerton, WI 53534

TJ Take That 614M

Homo Black Homo Pulled

PB SM • REG# 4366420 • 1/5/2024



Semen \$30

ADJ 205 765
ADJ 365 1404
SC 41 cm
Frame 6.3

WS PROCLAMATION E202
KBHR BOLD RULER H152
BAR CK MS X38 106Z

CAMP CAMPBELL E737
TJ 60H
TJ 5F

Full brother to 2024 sale highlight
TJ Creed, being big ribbed, long
sided and athletic on the move.

CE	BW	WW	YW	DOC	CW	MARB	REA	API	TI
16.6	-0.4	88.9	155.9	18.7	43.4	0.65	0.52	184.0	101.1

Top 20% Top 3% Top 2% Top 15% Top 4% Top 2% Top 4%

EPDs as of 2/10/2025



JEFF STAGEMEYER 308-340-6152
DERYL RILEY 308-962-6975
WILLS FARMS 308-760-7411

Contact Powerline Genetics for Semen

DNA Services (Contact ASA For Testing Kits)

Genomic Tests:

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

**Add-on tests available*

	Stand Alone ↓	Add-on ↓
SNP Parental Verification	\$20	Free
STR Parental Verification	\$40	\$18
Coat Color	\$22	\$9
Red Charlie	\$26	\$19
Horned/Polled	\$38	\$22
PMel (Diluter)	\$22	\$3
Oculocutaneous Hypopigmentation (OH) ..	\$29	\$16
BVD PI	\$6	
Semen Sample Processing Fee	\$7.20	

Genetic Conditions Panel \$29

(Must run with GGP-100K)

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

(Individual defect tests can be ordered for \$29.)

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

****Prices are subject to change*

DNA Collector Fees: AllFlex TSU - \$22.00 (box of 10) • AllFlex Applicator - \$90.00 • Blood Cards - \$1.00 ea. (processing fee)
Hair Cards - \$5.00 ea. (processing fee) • Sample Pull Fee – \$3.00 ea.

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				

A re-enrollment fee of \$35.00 applies to any dam that is removed from inventory and re-enters the herd at a later date.

A member who has dropped out of THE and wishes to return, may do so for the next enrollment season. Re-enrollment fee is \$35 per animal (maximum of \$350) plus enrollment fees. Non-THE registration fees will apply to the calendar year when a member did not participate in THE.

American Simmental Association Fees

First Time Membership Fee:

Adult First Time Membership Fee*	\$160
<i>(Includes: \$50 set-up fee and \$110 AMF)</i>	
Junior First Time Membership Fee*	\$40
Prefix Registration	\$10

**After January 1: \$105 for Adults and \$40 for Juniors*

Annual Service Fee (ASF)*:

Adult Membership	\$110
Junior Membership	\$40

Fiscal year runs from July 1 – June 30

Registration Fees:

Registration Fees enrolled in THE

Enrolled in Option A	No Charge
Enrolled in Opt B or C <10 months	\$30
Enrolled in Opt B or C 10 months <15 months ...	\$40
Enrolled in Opt B or C >15 months	\$50

Transfer Fees:

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

Additional Transactions:

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

Registration Foreign/Foundation Fees:

Register Foundation Cow	\$5
Register Foundation Bull	\$25

Registration Fees not enrolled in THE:

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



ROLLER **RANCH**

2ND ANNUAL BULL SALE

Selling

25 SIMMENTAL & SIMGENETIC YEARLING BULLS

WEDNESDAY

APRIL 9, 2025

HELD ON CCI.LIVE AT 7:00 P.M.

**CATTLE AVAILABLE FOR VIEWING ANYTIME BY
APPOINTMENT AT THE RANCH IN HEWITT, MINNESOTA**

INNOVATION
AgMarketing, LLC

Graham Blagg (530) 913-6418
Jered Shipman (806) 983-7226
Tim Anderson (605) 682-9343

CCI
LIVE



ROLLER **RANCH**

Brent Roller 218.849.7414
Jenny Roller 320.491.7284



LUCAS CATTLE CO.

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



BULLS FOR SALE

**SIMMENTAL &
SimAngus™ BULLS**

**YEARLINGS
AVAILABLE!**

CALL FOR MORE INFORMATION

**Cross Timbers,
Missouri**

www.lucascattlecompany.com

(417) 399-7124

(417) 998-6878



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

Robert & Charlotte Lucas

MARCH

- 11 True West Genetics' Production Sale – Moro, OR
- 13 Brink Fleckvieh's Spring Bull and Heifer Sale – Elkader, IA
- 14 Powerline Genetics' March Edition Bull Sale – Arapahoe, NE
- 15 Buck Creek Ranch's Bull Sale – Yale, OK
- 15 CO Select Bull Sale – Fort Collins, CO
- 15 MCA/MSU Bull Evaluation Sale – Remus, MI
- 15 OSA's Eastern Spring Classic Sale – Columbus, OH
- 15 Red Hill Farms' "More Than a Bull XX" Bull Sale – Lafayette, TN
- 15 Rockin H Simmental's Production Sale – Canby, MN
- 17 Bridle Bit Simmentals' All Terrain Bull Sale – Walsh, CO (pg. 68)
- 20 Western Cattle Source's Annual Bull Sale – Crawford, NE
- 21 3C Christensen Ranch and NLC Simmental Ranch 54th Annual Production Sale – Wessington, SD (pg. 71)
- 21 7L Diamond Ranch's Annual Bull and Heifer Sale – Monte Vista, CO
- 21 Black Summit Break Out Bull Sale – Powell, WY
- 21 Marshall and Fenner Farms 16th Annual Performance Tested Bull and Female Sale – Boonville, MO
- 21 Sunflower Genetics' Annual Sale – Maple Hill, KS
- 22 The Clear Choice Bull Sale – Milan, IN (pg. 68)
- 22 Lechleiter 35th Annual Bull Sale – Loma, CO
- 22 T Heart Ranch's High Altitude Bull Sale – La Garita, CO (pg. 68)
- 24 McEntire Red Angus' Spring Production Sale – Sweetwater, OK
- 25 Open Gate Ranch's 45th Annual Bull Sale – Augusta, MT
- 26 Diamond H Ranch's Annual Production Sale – Victoria, KS (pg. 68)
- 28 6th Annual Great Northern Bull and Female Sale – Clear Lake, MN (pg. 11)
- 28 Vertical Edge Genetics "Bulls In Bancroft" Production Sale – Bancroft, ID
- 29 2nd Annual Blue Ridge Classic Spring Sale – Edinburg, VA
- 29 Wildberry Farms' Annual Production Sale – Hanover, IL (pg. 87)

APRIL

- 1 Henry's Fork Cattle Company's Private Treaty Bulls for Sale – Rexburg, ID
- 4 CK Bar Ranch's 24 Annual Bull Sale – St. Onge, SD
- 4 SDSU's 33rd Annual Bull Sale – Brookings, SD
- 5 68th Annual WBIA's Annual Sale – Platteville, WI
- 5 Big Country Genetics Bull Sale – Cody, WY
- 5 Belles and Bulls of the Bluegrass – Lexington, KY
- 5 The Gathering at Shoal Creek – Excelsior Springs, MO (BC)
- 5 McDonald Farms' Annual "Pick of the Pen" Bull Sale – Blacksburg, VA
- 8 OSA's Spring Online Sale – www.dponlinesales.com
- 8 Thomas Ranch's 53rd Annual Bull Sale – Harrold, SD
- 9 Roller Ranch's 2nd Annual Bull Sale – Hewitt, MN (pg. 81)
- 12 Hilbrands Cattle Co.'s Passion 4 Perfection Sale – Clara City, MN
- 12 Lucas Cattle Company's Bull Sale – Cross Timbers, MO
- 13 Iowa Beef Connection – Anita, IA (pg. 9)
- 19 New Day Beef Genetics' Bull Sale – Salem, MO
- 19 RS&T Simmentals' Performance and Pounds Bull Sale – Butler, MO
- 19 Southeast Classic Sale – Greenwood, FL (pg. 53)
- 25 Crosshair Simmental's Production Sale – Napoleon, ND
- 26 Classic Farms' 6th Annual Spring Fever Sale – Weston, WV
- 26 The Clear Choice Customer Sale – Milan, IN (pg. 68)
- 26 Cow Camp Ranch's Spring Turn-Out Sale – Lost Springs, KS (pg. 68)
- 26 Heartland Performance with Class Production Sale – Waverly, IA

MAY

- 3 Stars and Stripes Sale – Hummelstown, PA
- 17 Mississippi/Alabama Simmental Sale – Cullman, AL
- 18 Red Hill Farms' Maternal Monday Online Sale – www.redhillfarms.net

JUNE

- 4-7 AJSA Eastern Regional Classic – Harrisonburg, VA
- 19-22 AJSA Western Regional Classic – Tremonton, UT

JULY

6-12 AJSA National Classic — Madison, WI

SEPTEMBER

6 NC Fall Harvest Sale — Union Grove, NC

OCTOBER

- 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. 69)
- 24-25 Yon Family Farms' Maternal Roots Fall Female and Bull Sale — Ridge Spring, SC
- 25 The Clear Choice Female Sale — Milan, IN
- 25 Red Hill Farms' Bull and Females of Fall Sale XI — Lafayette, TN

NOVEMBER

- 1 Irvine Ranch's Annual Production Sale — Manhattan, KS
- 2 Triangle J Ranch's Female Sale — Miller, NE (pg. 69)
- 7 Cason Pride & Joy Elite Female Sale — Russell, IA
- 11 Prickly Pear Simmental Ranch's Fall Female Production Sale — Helena, MT
- 13 Bickel Brothers' Simmentals' Feeder Calf Sale — Mobridge, SD
- 15 Lazy C Diamond Ranch's Annual Sale — Kintyre, ND

- 17 Bichler Simmentals' 21st Annual Production Sale — Linton, ND
- 20 The Event Vol X Simmental Sale — Pleasant Dale, NE
- 22 C&C Farms' Clear Vision Fall Sale — Jefferson, GA

DECEMBER

- 5 Jewels of the Northland Sale — Clara City, MN
- 6 Western Choice Simmental Sale — Billings, MT
- 13 NDSA's Classic Sale — Mandan, ND
- 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. 69)
- 23 Double J Farms' 52nd Annual Bull and Female Sale — Garretson, SD (pg. 71)
- 23 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pg. 70)
- 24 Cow Camp Ranch's Annual Spring Bull Sale — Lost Springs, KS (pg. 68)
- 24 J&C Simmentals' Annual Bull Sale — Arlington, NE (pg. 69)
- 25 Triangle J Ranch's Bull Sale — Miller, NE (pg. 69)

FEBRUARY 2026

- 2 Bell Simmentals' Annual Production Sale — Fordville, ND

1/2 SM 1/2 AN
Homozygous Black II Homozygous Polled

- Five EPD in the top 5% of the breed: WW, YW, MWW, CW, and \$TI.
- His sons are averaging \$6,000 @ Virginia Bull Tests.
- Calf crops are off the chart: they come easy in the 70-80-lb. range, are very active, and grow like crazy! A true heifer bull.
- Combines the best of Simmental (Hook's Beacon) and Angus (E W A Payton).
- Raised on fescue with very little feed. He is pictured here coming off cows on fescue pastures with no silage or special feed — just a working bull.
- Top EPD that are important for making market calves or replacement heifers that will turn a profit for your farm or ranch.

**SEMEN: \$30/UNIT; VOLUME DISCOUNT
FREE SHIPPING**
SEMEN COLLECTED BY AND STORED AT
NORTH AMERICAN BREEDERS;
40 MILLION COUNT CONCENTRATION

STEPHAVEN FARMS
Billy Seay
8020 Courthouse Rd II
Church Rd, VA 23833
804-514-5586
william.seay@verion.net

Trait	Direct				Maternal				DOC	Carcass					\$API \$TI	
	CE	BW	WW	YW	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA		
EPD	17.2	-3	96.9	158.3	10.2	29.0	78.7	15.7	13.0	62.3	.04	.77	.026	.76	169	102
%	10	45	4	3	10	15	2	40	45	3	99	10	99	35	10	3

EPD pulled 1.21.2025

Serving as American Simmental Association's (ASA) official publication, *the Register* is mailed nine times annually, has a circulation of 5,500+, and is focused primarily on ASA's paid membership.

the Register is an 8 1/8 x 10 7/8 inch glossy, full-color publication that provides a direct and consistent line of communication to the ASA membership.

Ad Sales Staff

For All Your Advertising Needs



Nancy Chesterfield

406-587-2778

nchesterfield@simmgene.com



Rebecca Price

406-587-2778

rprice@simmgene.com

Subscriptions

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

ASA Publication, Inc

One Genetics Way
Bozeman, Montana 59718 USA
406-587-2778 • Fax 406-587-8853
register@simmgene.com

Space and four-color rates for *the Register*:

Space Rates	Non-Contract	5X Contract	9X Contract	Four Color
1 page	\$770	\$730	\$700	\$300
2/3 page	\$660	\$630	\$600	\$200
1/2 page	\$440	\$420	\$400	\$150
1/3 page	\$330	\$315	\$300	\$100
1/4 page	\$220	\$210	\$200	\$75
1/8 page	\$150			\$50
3-inch mini	\$100			\$30
2-inch mini	\$85			\$15
2-inch card	\$700/year, 9 insertion		\$135	
1-inch card	\$390/year, 9 insertions		\$90	

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

the Register Deadlines for Publication:

Issue	Sales Close	Ad Materials Due	Camera Ready Due	Approx Mail Date
May/June '25	March 28	April 3	April 11	May 19
July/August '25	May 21	May 28	June 6	July 15
September '25	July 31	August 6	August 14	Sept 22
October '25	August 15	August 21	August 28	Oct 6
November '25	Sept 26	Oct 2	Oct 10	Nov 17
2026 Calendar	Oct 23	Oct 28	Nov 6	Dec 22
Dec '25/Jan '26	Oct 28	Oct 31	Nov 11	Dec 22
February '26	Dec 19	Dec 23	Jan 5	Feb 9

Send all ad materials to: register@simmgene.com

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

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

Digital Advertising

The ASA offers a variety of digital advertising options. For more details, visit simmental.org.

Layouts & Proofs

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

Advertising Content

the Register and its staff assume no responsibility or obligation to verify the accuracy and truthfulness of advertising copy submitted to *the Register*. However, *the Register* reserves the right to reject any advertising copy or photo which *the Register* deems unsuitable for publication for any reason, including copy or photographs which are false or misleading.

the Register assumes no responsibility for the accuracy and truthfulness of submitted print ready ads. Advertisers shall indemnify and hold harmless *the Register* for any claims concerning advertising content as submitted. Advertising containing pedigrees or statements regarding performance must conform to records kept by the American Simmental Association. Copy deviating from official records may be changed as necessary without advertiser consent.

Editorial Policy

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

Terms

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

ONE OF THESE STRAWNS IS NOT LIKE THE OTHERS



Read the fine print—if it's not CSS, it's not certain.

Using A.I.? Look for the semen straw that says CSS—The Industry Standard for high-quality, safe semen. The other straws expose your herd to risk.

Reach out to learn more: naab-css@naab-css.org



National Association
of Animal Breeders

3C Christensen Ranch 71	Dickinson Simmental and Angus Ranch 68	Little Bitterroot River Simmental 69	Select Sires [®] , Inc. 1, 9
ABS [®] Global, Inc. 2, 3, 71	Dickson Family 43	Little Creek Cattle 70	Shipman, Jered, Auctioneer 72
All Purpose Index (\$API) 47, 59	Dixon Farms, Inc. 68	LiveAuctions.TV 53	Shoal Creek Land & Cattle, LLC 69
Allied Genetic Resources . . . 7, 9, 21, 87	Double J Farms 71	Livestock Services 72	SimGenetics Profit Through Science 15, 16, 17, 47, 49, 66, 72
America's Cow More Means More. . . 59	DVAuction 9, 11, 87	Lucas Cattle Company 69, 82	Simmentals of Texas 70
American Junior Simmental Association (AJSA) 35, 37, 39, 41	Eagle Pass Ranch 73	Martin Farms 71	<i>SimTalk</i> Membership Directory 20
American Live Stock Inc. 72	Eberspacher Enterprises Inc. BC	Miller Cattle Company 21	Sloup Simmentals 69
American Simmental Association IFC, 4, 6, 15, 16, 17, 45, 47, 49, 51, 59, 66, 72	Eichacker Simmentals 71	Miller Simmentals 69	South Dakota Simmental Breeders 71
American Simmental-Simbrah Foundation (ASF) 43, 45	Ekstrum Simmentals 71	Minnesota Simmental Breeders 68	Springer Simmental 68
APEX Cattle 7	Ellingson Simmentals 70	Missing Rail Simmentals 70	St. John Marketing and Consulting . . . 53
ASA Performance Advocate 69	Fall Focus 15	Missouri Simmental Breeders . . . 15, 69	Stanley Martins Farms 8
ASA Publication Inc. 20, 67	Ferguson Show Cattle 70	Montana Simmental Breeders 69	Stavick Simmental 71
Begger's Diamond V 69	Filegonia Cattle Company 71	Monte Christo Ranch & Investments 71	Steaks Alive 69
Benda Simmentals 71	Flittie Simmental 71	Morrison, Myra Neal 70	Stephaven Farms 83
Bessler Inc, James F 72	Forster Farms 69	Munger Family 6	T-Heart Ranch 68
Bielenberg Angus Simmental 1, 9	Foundation Female 43	National Association of Animal Breeders 85	Tennessee Simmental Breeders 71
Bridle Bit Simmentals 68	GENEX [™] 5	National Classic 35, 37, 39, 41	Terminal Index (\$TI) 59
Brink Fleckvieh 70	Get Your Animals Tested 39	Nebraska Simmental Breeders 69	Texas Simmental & Simbrah Breeders 71
Brush Country Bulls 71	GGP-100K 39	NLC Simmental Ranch 71	The Gathering at Shoal Creek BC
Build, Breed, Achieve 16, 17	Haley Farms 70	North American Breeders 83	<i>the Register</i> 20
Bulls of the Big Sky 69	Harker Simmentals 68	North American Fullblood Breeders 70	The Summit 37
Business Cards 67	Harl, Tracy Auction Company 72	North Carolina Simmental Breeders 70	TNT Simmental Ranch 70
C Diamond Simmentals 70	Hart Simmentals 71	North Dakota Simmental Breeders 70	Total Herd Enrollment (THE) 17, 68, 69, 71
Cable Ranch 71	Heartland Simmentals 1	Oak Meadow Farms 68	Traxinger Simmental 71
Calf Crop Genomics (CCG) 17, 51	Heritage Cattle Company 11	Ohio Simmental Breeders 70	Trennepohl Farms 68
Carcass Expansion Project (CXP) 17	Hofmann Simmental Farms 68	Oklahoma Simmental Breeders 71	Triangle J Ranch 3, 69, 77, 79
Carcass Merit Program (CMP) 17, 49, 70, 71, 72	If Beef Is Your Business 49	ORlgen 72	Trust The Original 65
Cason's Pride & Joy Simmentals 68	Illinois Simmental Breeders 68	Pearson Cattle 11	Unlimited Genetics 23
Cattle Visions 7, 23, 32, 33, 72, 88, IBC	Indiana Simmental Breeders 68	Powerline Genetics 69, 77, 79	Volk Livestock 69
CattleMax Software IFC	Innovation AgMarketing, LLC 81	Prickly Pear Simmental Ranch 69	Walton-Berry Graduate Student Support Grant 45
Cattlemen's Congress 43	International Genetic Solutions (IGS) 65	Quandt Cattle Company 70	Werning Cattle Company 71
CCi.Live 81, BC	Iowa Beef Connection 9	R&R Cattle Company 71	Western Cattle Source 69
Certified Semen Services 85	Iowa Simmental Breeders 68	Regional Classic 35, 37, 39	Wildberry Farms 68, 87
Check Us Out Online 4	J & C Simmentals 69	Reserve Your Space Now 20	Wilkinson Farms Simmentals 70
Clarity is Cash 66	Jacobs, Roger, Auctioneer 72	Rincker Simmental 68	Willis Simmentals 71
Clear Water Simmentals 68	Jensen Simmentals 68, 70	River Creek Farms 68, 79	Your Success Our Passion [®] 1
Colorado Simmental Breeders 68	JYJ Red Angus 21	Rolfes Simmental 73	
Cow Camp Ranch 68	K-LER Cattle 68	Roller Ranch 81	
Cow Herd DNA Roundup (CHR) 17	Kaelberer Simmentals 70	Rust Mountain View Ranch 70	
Dakota Xpress 70	Kansas Simmental Breeders 68	Sales Call 69	
Diamond Bar S 69	Keller Broken Heart Ranch 70	Sandy Acres Simmental 69	
Diamond H Ranch 68	Kenner Simmentals 70	Schnabel Ranch Simmentals 71	
	Kulp Genetics 70	Secondino Krieger, Jame 72	
	Lassle Ranch Simmentals 69		
	Lee Simmental Farms 23		

WILDBERRY

Annual Production Sale

70 FORAGE-DEVELOPED BULLS

35 BRED HEIFERS AND PAIRS FROM THE HEART OF THE HERD

FARMS

March 29, 2025

1:00 pm • Hanover, IL



M023 // ASA 4437291 // 1/2 SM 1/2 AN
TEHAMA TAHOE B767 x SFG COWBOY LOGIC D627



M086 // ASA 4437320 // 1/2 SM 1/2 AN
CCR NATIONWIDE 4503J x WBF WIDE MARGIN F012



M061 // ASA 4437308 // 1/2 SM 1/2 AN
MILL BRAE IDENTITY 7116 x WBF LIMIT UP H046



M200 // ASA 4437358 // 1/2 SM 1/2 AN
DEER VALLEY GROWTH FUND x SRS RIGHT-ON 22R



F426 // ASA 3402487 // PB SM
IR ZEUS A718 x WBF ANSWER IT A080

DONOR SELLS



M192 // ASA 4437351 // PB SM
FIVE STAR JACKSON J10 x SRS RIGHT-ON 22R



M044 // ASA 4437300 // PB SM
SCHOOLEY KROWN 28K x CLRS DIVIDEND 405D

MATERNAL BROTHER TO PATTON



M069 // ASA 4437312 // 3/4 SM 1/4 AN
WBF PATTON K059 x CONNEALY ALL A 525A



M016 // ASA 4437288 // 5/8 SM 3/8 AN
WBF RL DEETS H126 x JC MR HURON 7262G

Commercially raised seedstock built for both commercial and purebred production and longevity.

WILDBERRY

FARMS

BEN LEHMAN, CATTLE MANAGER: 563-920-0315

DEAN ELDER, HERDSMAN: 712-269-1261

JIM BERRY, OWNER: 815-297-5562 evenings • simgene@msn.com

6502 IL RT 84 South, Hanover, IL 61041

DVAuction
Broadcasting Real-Time Auctions

ALLIED
GENETIC RESOURCES
www.alliedgeneticresources.com

HIGH \$API



LCDR Anthem 33K

By HHS Entourage
EPD: CE: 16 \$API: 191 \$TI: 112



KSU Bald Eagle 53G

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

By LBRS Genesis
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

By Gibbs Essential
EPD: CE: 15 \$API: 176 \$TI: 91



HLTS/CLRWTR Ahead of Time K1

By ES Right Time FA 110-4
EPD: CE: 17 \$API: 168 \$TI: 93



CLRWTR Clear Advantage H4G

By LLSF Vantage Point F398
EPD: CE: 15 \$API: 157 \$TI: 97



Bar CK Red Empire 9153G

By IR Imperial
EPD: CE: 17 \$API: 174 \$TI: 92



KBHR Charger K102

By Mr SR Red October
EPD: CE: 19 \$API: 202 \$TI: 103

% BULLS



5/8 SimAngus™

HA Magnifique 72L

By Hook's Galileo 210G
EPD: CE: 22 \$API: 211 \$TI: 108



3/4 SimAngus™

Schooley Krown 28K

By KBHR Revolution H071
EPD: CE: 15 \$API: 168 \$TI: 103



3/4 SimAngus™

LLSF Vantage Point F398

By CCR Anchor 9071B
EPD: CE: 13 \$API: 112 \$TI: 84



1/2 SimAngus™

W/C Style 69E

By Style 9303
EPD: CE: 14 \$API: 133 \$TI: 74



3/4 NAILE and
NWSS Champ
3/4 SimAngus™

Reckoning 711F

By W/C Relentless 32C
EPD: CE: 7 \$API: 100 \$TI: 64



3/4 SimAngus™

W/C Fort Knox 609F

By W/C Bankroll 811D
EPD: CE: 10 \$API: 135 \$TI: 85



3/4 SimAngus™

LTS Succession 29J

By W/C Relentless 32C
EPD: CE: 13 \$API: 94 \$TI: 63



3/4 SimAngus™

WHF/JS/CSS Woodford J001

By EGL Firesteel
EPD: CE: 14 \$API: 145 \$TI: 84



3/4 SimAngus™

CLRS Jet Black 706J

By Redhill 231A
EPD: CE: 15 \$API: 150 \$TI: 89



3/4 SimAngus™

Harkers Medicine Man 005L

By SO Remedy
EPD: CE: 8 \$API: 97 \$TI: 73



1/2 SimAngus™

TSN Architect J618

by GAR Home Town
EPD: CE: 15 \$API: 171 \$TI: 100



3/4 SimAngus™

Hooks Galileo 210G

By Bridle Bit Eclipse
EPD: CE: 18 \$API: 205 \$TI: 115

NEW HOTTIES



GCC Night Owl 3104L
By Rocking P Private Stock H010
EPD: CE: 18 \$API: 167 \$TI: 90



FRKG Classic 948K
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

Featured high-seller
to Ferguson in
Werning's '24 sale!



I Reckon 043J
By Reckoning 711F
EPD: CE: 10 \$API: 119 \$TI: 73

Reserve Show
Bull of the Year



Second Chance 601H
By VCL Foresight
EPD: CE: 8 \$API: 103 \$TI: 75



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



LLW Card Merit 03H
By TL Ledger
EPD: CE: 10 \$API: 114 \$TI: 72



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



W/C Cyclone 385H
By W/C Bankroll 811D
EPD: CE: 11 \$API: 136 \$TI: 81

CATTLE *Visions*

Call for your free book
573-641-5270

Entire lineup online at:

www.cattlevisions.com

Semen available on the best
Angus and Clubbie sires too.



SC Sensational L2

WHF/JS/CCS Double Up G365 x Bramlets Sensation F800
3/4 SM • Bred to KBHR Bold Ruler



SC Knockout L4

Mr SR 71 Right Now x SC Knockout
322H • 3/4 SM • Bred to SC Vantage
Point K123



SC Robins Kiss L12

W/C Need4Speed x SC Robins Kiss D27
PB SM • Bred to SC Vantage Point K123



SC Liberty L102

W/C Fort Knox 609F x SC Breathe G102
PB SM • Bred to Rocking P Private Stock
Fall Bred



SC Lover Girl L7

W/C Bet On Red 481H x HILB Lost N Love E44G
PB SM • Bred to SC Vantage Point K123
Spring Bred



SC Sriracha L117

KBHR Sriracha H127 x HILB Lost N Love
E44G • PB SM • Herd Bull Prospect



SC Knockout M8

WHF/JS/CCS Double Up G365 x HPF/
Borne Knockout Y030 • PB SM
March Show Heifer Prospect



SC Onyx M3

W/C Bet On Red 481H x STF Onyx 451W
PB SM • March Show Heifer Prospect



14th Anniversary Sale OFFERING OUR BEST

Saturday, April 5, 2025 - 1:00 PM
Shoal Creek Sale Facility, Excelsior Springs, MO



ED & KATHI RULE
Cell 816.582.9966
9402 Cameron Road
Excelsior Springs, MO
shoalcreekcattle@aol.com
Scott Akey, Manager
816.835.5332
David Vest, Herdsman
660.620.1141



**70 ELITE LOTS OF SIMMENTAL,
SIMANGUS™ & RED ANGUS!**

View full sale offering at www.ebersale.com

Professional Sale Management: Val & Lori Eberspacher 507.532.6694
Cell 612.805.7405 • sales@ebersale.com
www.ebersale.com

