

# the Register

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

Packers continue to demand heavier finished cattle, while cow-calf producers are faced with the challenge of maintaining efficiency, longevity, and profitability in their herds. Can we balance these two seemingly contradictory demands?

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**Christmas in July in Madison, Wisconsin**

**Preparing for the New Herdsire DNA Testing Requirement**

**End Product Considerations**

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ACC	.52	.57	.52	.52	.52	.30	.22	.30	.35	.46	.43	.35	.41	.39	.41	.02		

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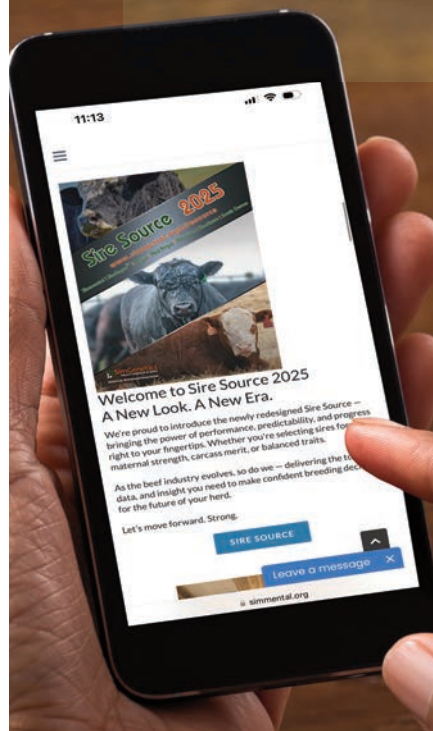
TRAIT	CE	BW	WW	YW	ADG	CEM	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	STI
EPD	+14.9	-1.5	+87.0	+140.0	+33	+9.1	+27.8	+72.6	+16.9	+14.3	+56.4	-.01	+1.03	+.003	+.60		+183	+105
ACC	.70	.83	.76	.74	.76	.37	.29	.39	.32	.63	.55	.38	.52	.41	.42			

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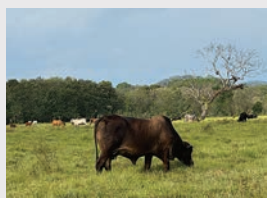
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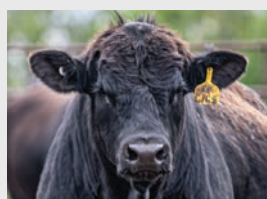
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2. A bull's desire to mate is described by what term?
3. What is the recommended location for implanting in beef cattle?
4. What body condition score (BCS) would you assign to an ultra-fat cow with impaired mobility?
5. What happens to a bull's EPD accuracy as his number of progeny increases?
6. What male organ functions in the storage, maturation, and transportation of sperm cells?
7. What is the average ribeye area per hundred pounds of live weight for steers?
8. What does the acronym TDN stand for in relation to feedstuffs?
9. What venereal disease causes infertility and occasional early abortions, and is caused by a protozoan organism that is spread from the bull to the cow?
10. What major genus of plants is normally associated with causing prussic acid poisoning when stressed by drought or freezing? ■

### Answers:

1. Finishing ration; 2. Libido; 3. Backside middle third of ear; 4. A BCS of 9; 5. His accuracy also increases; 6. Epididymus; 7. 1.1 square inches; 8. Total Digestible Nutrients; 9. Trichomonas; 10. Sorghum family.

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*Producers are shifting from spring calving to summer work across the country.*  
Photo taken at John Rolfe Farms by Grace Rolfe.

### About the Cover



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by Matt Aggen, North Central Region

For many breeders it has been full speed ahead! The past few months have included calving, bull sale season, and planned matings. The markets continue to be strong and SimGenetics continue to be well received. There is no doubt that this is a direct result from the efforts of our breeders and the leadership of

our Association — they have placed us in a position to succeed.

The American Simmental Association sponsors some outstanding events that are coming up this spring and summer. First, the SimGenetics Training for Young Leaders and Entrepreneurs (STYLE) program will be held in Bozeman in June. This is a must-attend event for young members, with valuable education and leadership opportunities. The AJSA National Classic will take place in Madison, Wisconsin, this summer. Mia Bayer and staff always do an outstanding job with this, the largest event of the year.

Fall Focus, which will be held August 22–26, is really gaining popularity. It's a wonderful educational event that gives the membership the opportunity to interact with one another and sit

in on some board meetings and learn about the process. This year's Fall Focus will be held in Columbia, Missouri, and will be co-hosted by the Missouri Simmental Association. My time on the ASA Board of Trustees has opened my eyes — I have learned so much and have made lifelong friends. I have worked with some excellent chairmen, including Barry Wesner, Doug Parke, and Chris Ivie. This past January the gavel was passed to Mr. Victor Guerra, and I'm excited for him to lead our board. In closing, I would like to extend my gratitude to Dr. Wade Shafer and Chip Kemp for your efforts and contributions to the American Simmental Association and the beef industry. I wish you all the best in your future endeavors. Stand Strong. ■



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

by Dr. Jon DeClerk

Packers continue to demand heavier finished cattle, while cow-calf producers are faced with the challenge of maintaining efficiency, longevity, and profitability in their cow herds. How can producers balance these two seemingly contradictory demands?

**W**ith record high prices across all classes of cattle, the beef industry is buzzing with both excitement and uncertainty. Cow-calf producers, in particular, find themselves at a crossroads. The industry is caught in a paradox — balancing the proven efficiency of moderate-framed cows with the market's growing demand for larger, heavier cattle.

Research consistently shows that moderate-sized cows excel in efficiency. They wean a higher percentage of their body weight, bounce back quicker for rebreeding, and remain productive in the herd longer than their larger, heavier counterparts. Yet, market pressures are pulling in the opposite direction. With the US cow herd at its smallest since 1961 and retail beef demand surging, packers and feedlots are calling for heavier calves and larger carcasses to keep the supply chain humming.

This contradiction — where efficiency supports one approach while demand pushes for another — leaves many in the industry searching for answers. That's why, at the American Simmental Association's 2025 Fall Focus in Columbia, Missouri, on August 22–23, we're tackling this challenge head-on. Join us as we explore strategies to help cow-calf producers stay profitable while staying true to what science tells us works.

## **The Case for Moderate-Framed Cows**

Every environment presents its own challenges, and what works in one region may not in another. A cow that thrives on the vast, semi-arid rangelands of New Mexico isn't necessarily the best fit for the Upper Midwest — and vice versa. For the sake of this discussion, I'll focus on what holds true in most production settings.

Let's talk numbers. For years, research has reinforced a simple truth: moderate-framed cows — typically weighing between 1,100 and 1,300 pounds — are the most cost-efficient engines of the cow-calf business in most settings. A 2017 study from Ohio State University found that cows well-matched to their environment, especially those on

the smaller to mid-sized end of the spectrum, excel at converting forage into pounds of weaned calf.<sup>1</sup>

The key metric here is weaning efficiency — the proportion of a cow's body weight she converts into a calf at weaning. Research consistently shows that moderate-framed cows wean an impressive 45–50% of their body weight, while larger cows (1,500 pounds and up) often drop below 40%.<sup>1</sup> That gap adds up fast, especially when feed costs are factored in.

In commercial operations, where efficiency drives profitability, bigger isn't always better — despite market trends favoring larger cattle. While seedstock operations may supplement calves to maximize genetic potential, commercial producers generally rely solely on forage and milk. In these settings, moderate cows simply wean more efficiently, making them the more sustainable choice.

Fertility is another major advantage. Moderate-framed cows tend to maintain their body condition scores (BCS) more easily through tough seasons — whether it's a harsh winter or a drought — because they require less forage to sustain themselves. Research from the University of Arkansas found that cows with a BCS of 5 to 6 at calving re-bred within 60 days at a 90% success rate, compared to just 70% for cows with a BCS of 4 or lower.<sup>2</sup> Simply put, smaller cows hit that optimal condition more reliably with fewer inputs, leading to higher fertility rates and tighter calving intervals — both key drivers of profitability.

Then there's longevity, the ultimate cost-saver. Moderate-framed cows stay productive longer. A 2011 analysis by Kent Olson in *BEEF Magazine* found that smaller to mid-sized cows often remain in the herd for ten to 12 years, while their larger counterparts start breaking down — whether from joint issues or metabolic strain — around 7–9 years.<sup>3</sup> That's two or three additional calf crops per cow. Fewer replacements mean lower development costs and more time keeping proven, high-performing females in the herd.

In an industry where every dollar matters, the long-term benefits of moderate cows can't be ignored.

## The Market Pushes for Bigger Cattle

Last year's Fall Focus in Amarillo explored the feedlot and packing sectors' growing push for larger, heavier cattle. While carcass weights have steadily increased over the past few decades, the past couple of years have seen a notable surge driven by the simple dynamics of supply and demand.

As of January, the US cow herd shrank to a historic low of just 27.9 million head,<sup>4</sup> while beef demand has never been stronger. Retail sales hit a record high in 2024, climbing 8% over the previous year.<sup>5</sup> With fewer cattle available and demand soaring, packers and feedlots have made their priorities clear: they need bigger cattle and heavier carcasses to keep the supply chain moving.

The data speaks for itself. CattleFax reported that hot carcass weights hit a record high in 2024, surpassing 900 pounds — a full 36 pounds above the three-year average.<sup>6</sup> Feedlots benefit from these heavier cattle, as greater growth potential translates to more pounds gained in the yard, diluting initial purchase price and improving margins. Packers win, too: more beef per hook means greater plant efficiency and a steadier supply to meet strong consumer demand.

This demand inevitably trickles down to the cow-calf sector. Producers are tempted to retain those big, growthy heifers from top-end bulls, knowing their calves will generate serious pay weight at weaning. But here's where things get complicated. Those big bulls can often sire daughters that mature into 1,500-plus-pound cows, significantly increasing the herd's feed and forage demand. A pasture that once supported a moderate-framed herd is suddenly stretched thin, with cows consuming 20–25% more feed per head.<sup>7</sup> And when the feed/hay bill arrives, efficiency — and often profitability — start to erode.

*(Continued on page 12)*



*Fall Focus 2025 will explore the challenges facing cow-calf producers. Pictured here, Justis Rydeen (left) and Doug Parke participate in a demonstration about carcass grading at Fall Focus 2024.*



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

(Continued from page 11)

## The Hidden Cost of Increasing Cow Size

Let's break it down. A 1,200-pound cow in good condition (BCS 5) typically requires about 24 pounds of dry matter per day — roughly 2% of her body weight — depending on forage quality and weather conditions.<sup>8</sup> Increase that to a 1,600-pound cow, and daily intake jumps to 32 pounds. Over a 120-day winter feeding season, that's an extra 960 pounds of hay per cow. Scale that up to a 100-head herd, and you're looking at an additional 48 tons of hay — or a much steeper feed bill. And that's assuming your summer pastures can keep up. Bigger cows graze harder, increasing the risk of overstocking, especially in dry years.

But the challenges don't stop at feed costs. The bigger daughters of those high-growth bulls don't just require more feed — they're often less resilient. A 2019 study from Oklahoma State University found that larger-framed cows have lower rebreeding success in tough environments, leading to herd pregnancy rates as much as 10% lower than their moderate-framed counterparts.<sup>9</sup> So, while those heavier calves typically bring in more dollars at weaning, they often come at a cost: reduced weaning efficiency (weaning a lower percentage of a cow's body weight), more open cows, and a shorter herd lifespan. In many instances for commercial cow-calf producers, it's the classic case of winning the battle but losing the war.

## Striking the Right Balance: Genetic Supplier's Role

So, what's the path forward for seedstock producers? Again, every operation is unique, and there's no one-size-fits-all approach. What thrives in North Dakota won't

necessarily succeed in Oklahoma — and vice versa. Fortunately, the data suggest that Simmental breeders are already moving in the right direction. A study from the US Meat Animal Research Center (USMARC) in Clay Center, Nebraska, shows that Simmental-sired calves have a slight advantage in weaning weight over Angus-sired calves, yet their mature cow counterparts weigh in at 74 pounds lighter than those sired by Angus bulls.<sup>10</sup> This indicates that growth and efficiency don't have to be mutually exclusive — Simmental genetics are proving they can deliver both.

The key is having an effective breeding strategy. For commercial cow-calf producers, crossbreeding is virtually non-negotiable. Heterosis doesn't just boost weaning weights by 10% — it increases cow lifetime production by an impressive 23%.<sup>11 & 12</sup> That's a massive advantage for long-term profitability, giving ranchers more pounds of calf over a cow's career without ballooning input costs.

In many cases, it may be worth considering a more structured approach to mating cattle. High-performance bulls with big growth EPD may produce sale barn standouts, but are they building sustainable herds? Their daughters will be the backbone of commercial operations for a decade or more; if they grow too big to thrive on available resources, profitability takes a hit.

Perhaps a plausible solution is greater differentiation, developing bulls specifically for maternal or terminal purposes. Research from the University of Nebraska shows that selecting sires with strong maternal traits — like stayability and moderate mature size — can extend cow longevity by one to two years compared to high-growth sires.<sup>13</sup> This study not only confirms the premise behind \$API but also highlights the value of retaining females from maternal-focused sires. This approach

*Packers continue to demand heavier finished cattle.*



builds a more efficient, longer-lasting cow herd, while still allowing producers to capitalize on high-growth genetics through complementary terminal sires.

The fix isn't about abandoning performance, it's about strategic selection. Mating moderate-framed females with top-tier maternal traits (CE, Stay, and \$API), to terminal-focused sires (\$TI), can generate feeder calves at the top of the market without compromising cow efficiency.

It's not about choosing sides in the industry debate. It's about bridging the gap.

## Where Do We Go from Here?

Here's the challenge: science proves moderate cows win on cost and longevity, but the market demands bigger, heavier cattle. Cow-calf producers are stuck in the middle, trying to stay profitable without stretching their resources too thin. With numerous different environments, it goes without saying there's no one-size-fits-all solution, but there are effective strategies. Maybe it's leveraging crossbreeding — Simmental's strong suit — to merge efficiency with growth. Or maybe it's working closely with your seedstock supplier to match the right bulls to the right job: maternal sires for herd longevity and terminal sires for top-dollar feeder calves.

As the industry wrestles with these competing pressures, producers need data-driven strategies to stay both profitable and relevant. That's exactly what we'll tackle at Fall Focus 2025. Expect real-world insights from those who've mastered the balance between cow efficiency and market demand. We'll break down the latest research, hear from the IGS Science Team on cutting-edge genetic tools, and explore practical solutions to keep operations in the black.

This isn't just theory — it's an actionable, industry-shaping discussion. Mark your calendars — this is one conversation you don't want to miss. ■

## Quick Facts

- The US cow herd at its smallest since 1961; as of January, it shrank to a historic low of just 27.9 million head.
- Moderate-framed cows wean 45–50% of their body weight, while larger cows (1,500 pounds and up) often drop below 40%.
- Cows with a BCS of 5 to 6 at calving re-bred within 60 days at a 90% success rate, compared to just 70% for cows with a BCS of 4 or lower.
- Smaller to mid-sized cows often remain in the herd for ten to 12 years, while their larger counterparts start breaking down — whether from joint issues or metabolic strain — around 7–9 years.
- Hot carcass weights hit a record high in 2024, surpassing 900 pounds — a full 36 pounds above the three-year average.
- A 1,200-pound cow in good condition (BCS 5) typically requires 24 pounds of dry matter per day — roughly 2% of her body weight. A 1,600-pound cow's daily intake jumps to 32 pounds. Over a 120-day winter feeding season, that equals an extra 960 pounds of hay per cow.
- Larger-framed cows have lower rebreeding success in tough environments, leading to herd pregnancy rates as much as 10% lower than their moderate-framed counterparts.
- Heterosis boosts weaning weights by 10%, and increases cow lifetime production by 23%.
- Sires with strong maternal traits — like stayability and moderate mature size — can extend cow longevity by one to two years compared to high-growth sires.

<sup>1</sup> Beck, P., et al. (2017). "Matching forage systems with cow size and environment for sustainable cow-calf production in the southern region of the United States." Ohio State University Beef Newsletter, July 2017.

<sup>2</sup> Gadberry, S. (2015). "Body Condition Scoring and Reproductive Efficiency." University of Arkansas Extension Service.

<sup>3</sup> Olson, K. (2011). "Cow Size & Production." *BEEF Magazine*.

<sup>4</sup> USDA National Agricultural Statistics Service (NASS). (2025). "Cattle Inventory Report, January 1, 2025."

<sup>5</sup> National Cattlemen's Beef Association. (2025). "Beef Industry Review and Consumer Insights: February 2025 Edition." BeefResearch.org.

<sup>6</sup> Kevin Good, quoted in "CattleFax Forecasts Continued Producer Profitability with Herd Expansion on the Horizon," National Cattlemen's Beef Association, February 5, 2025. <https://www.ncba.org/ncba-news/news-releases/news/details/41486/cattlefax-forecasts-continued-strong-demand-and-high-price-outlook-for-cattle-producers>

<sup>7</sup> Lalman, D. (2020). "Cow Size and Feed Efficiency." Oklahoma State University Extension.

<sup>8</sup> National Research Council. (2016). "Nutrient Requirements of Beef Cattle."

<sup>9</sup> Mulliniks, T., et al. (2019). "Cow Size Impacts on Reproduction and Longevity." *Journal of Animal Science*.

<sup>10</sup> Cundiff, L. V., et al. (2010). "Breed Comparisons in the Germplasm Evaluation Program at MARC." Proceedings, Beef Improvement Federation Annual Meeting.

<sup>11</sup> Núñez-Domínguez, R., et al. (1991). "Effects of Heterosis on Lifetime Cow Productivity in Hereford, Angus, and Shorthorn Crossbred Females." *Journal of Animal Science*, 69(10), 3857–3865.

<sup>12</sup> Cundiff, L. V., et al. (1992). "Effects of Heterosis on Maternal Performance and Reproduction in Beef Cattle." *Journal of Animal Science*, 70(5), 1435–1442.

<sup>13</sup> Thallman, R. M., et al. (2018). "Genetic Parameters for Stayability and Longevity in Beef Cattle." *Journal of Animal Science*, 96(Suppl 3), 45–46.



### TJSC H-Town 131L

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



### 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!



### 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.



### Herbster Dynamic 451M

4/B Dynamo x FRKG Countess 924J  
ASA# 4450609 • Homo Black • Homo Polled  
2025 Hartman Sale Feature to Bailey, ND!  
Ultrasound with wild phenotype! Dam was \$225,000 Freking record-seller.



### OMF Journeyman J24

Mr SR Mic Drop G1534 x OMF Deka D23  
ASA# 3953637 • Homo Black • Homo Polled  
Hot outcross producing high sellers!



### Only One 905K

SFI Platinum FS5 x TLLC One Eyed Jack  
ASA# 4132878 • Black • Polled  
Added hair, flexibility, rib & eye appeal!



### LLSF Point of Proof M741

WHF Point Proven H45 x HPF Rite 2 Luv 398D  
ASA# 4443743 • Hetero Black • Homo Polled  
Improving calving ease, build, and eye appeal!



### 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!



### 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!



### Revelation 2K

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



### 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.



### 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.



### 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.



### 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.



### JBSF Berwick 41F

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



### 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.



### 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.



### 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!



### 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!



### 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!



SAPI: 102  
STI: 70

### TJSC Coping with Destiny 9K

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



SAPI: 140  
STI: 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.



SAPI: 102  
STI: 65

### JWC Engage 144M

Mr Hoc Broker x Miss Werning 8543U  
ASA# 4389917 • Hetero Black • Hetero Polled  
\$230,000 JWC 2025 high seller!

# COOL Additions!

## CATTLEVisions

573-641-5270

www.cattlevisions.com



SAPI: 133  
STI: 88

### RP/BCR Eminence H005

WLE Copacetic x Rubys Wide Open  
ASA# 3701500 • Homo Black • Homo Polled  
Power & profile highlight at Buck Creek & RJ's!



SAPI: 132  
STI: 74

### KJK1 38 Special 801J

JSUL Something About Mary 8421 x  
R Built To Believe 801F  
ASA# 3972780 • Hetero Black • Hetero Polled  
Cool profiled SAM son with a cool face backed by a great cow family!



SAPI: 104  
STI: 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!



SAPI: 128  
STI: 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!



SAPI: 157  
STI: 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!



SAPI: 199  
STI: 112

### Schooley Movement 413M

Schooley Krown x LBRS Genesis  
ASA# 4425203 • Homo Black • Homo Polled  
Top % ranks across the board: CE, YW, DOC, MB & SAPI!



SAPI: 102  
STI: 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!



SAPI: 139  
STI: 90

### W/C Right Now 2302K

Mr SR 71 Right Now E1538 x W/C Miss Werning 899F  
ASA# 4122781 • Homo Black • Homo Polled  
Werning's calving ease replacement for Right Now!



SAPI: 125  
STI: 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!



SAPI: 96  
STI: 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!



SAPI: 174  
STI: 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 %



SAPI: 146  
STI: 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!



SAPI: 135  
STI: 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.



SAPI: 94  
STI: 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!



SAPI: 103  
STI: 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!



SAPI: 101  
STI: 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!

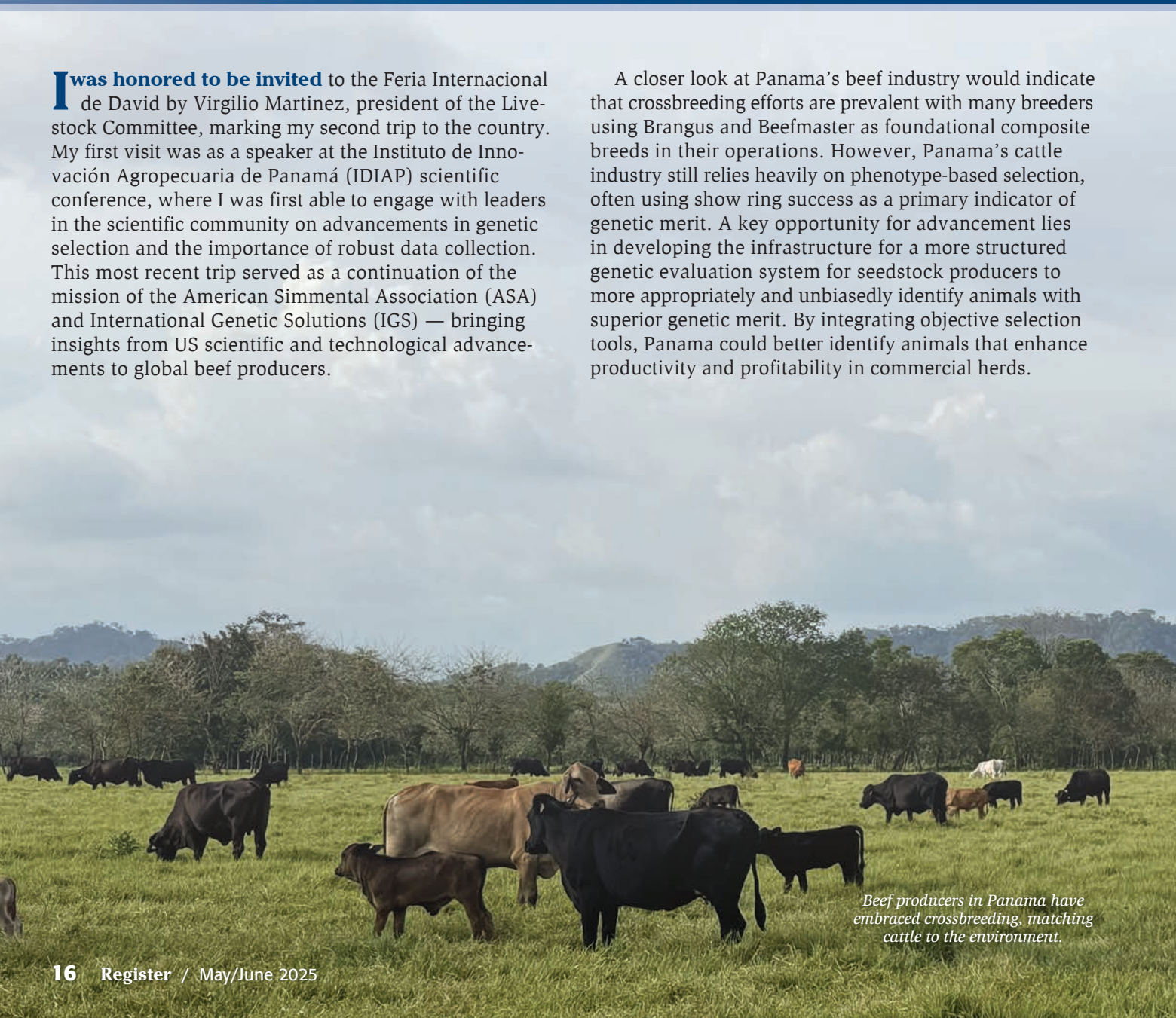
# Bridging Genetic Advancements *between the* US *and* Panama

by Lane Giess, ASA Geneticist

Panama's cattle industry is a dynamic and evolving sector in the global beef industry. Deeply rooted in the use of *Bos indicus* breeds to combat its variable tropical climate, Panamanian beef producers have focused on resilience and adaptability to be successful. With approximately 1.5 million cattle, their national cow herd provides much of the country's 4.5 million population with beef. Because of a strong urge to satisfy the country's growing demand for beef, opportunities exist to enhance genetic selection strategies and beef production efficiencies.

**I was honored to be invited** to the Feria Internacional de David by Virgilio Martinez, president of the Livestock Committee, marking my second trip to the country. My first visit was as a speaker at the Instituto de Innovación Agropecuaria de Panamá (IDIAP) scientific conference, where I was first able to engage with leaders in the scientific community on advancements in genetic selection and the importance of robust data collection. This most recent trip served as a continuation of the mission of the American Simmental Association (ASA) and International Genetic Solutions (IGS) — bringing insights from US scientific and technological advancements to global beef producers.

A closer look at Panama's beef industry would indicate that crossbreeding efforts are prevalent with many breeders using Brangus and Beefmaster as foundational composite breeds in their operations. However, Panama's cattle industry still relies heavily on phenotype-based selection, often using show ring success as a primary indicator of genetic merit. A key opportunity for advancement lies in developing the infrastructure for a more structured genetic evaluation system for seedstock producers to more appropriately and unbiasedly identify animals with superior genetic merit. By integrating objective selection tools, Panama could better identify animals that enhance productivity and profitability in commercial herds.



*Beef producers in Panama have embraced crossbreeding, matching cattle to the environment.*



*Giess shared about genetic advancements in the beef industry with Panama beef producers.*

Unlike in the US, where crossbreeding still faces some resistance, Panama has demonstrated a strong ability to match different breeds and genetics to diverse environmental conditions. In regions like Chiriquí, where the climate is hotter and drier, breeds such as Brahman and Brangus remain dominant, though when you cross over the Cordillera de Talamanca mountains into the Bocas del Toro province where it is cooler, you will start to find more *Bos taurus* breeds such as Angus and Simmental.

During my visit, I toured Ganadería Mercedes D. de Miro e Hijas, a ranch managing over 1,700 commercial cows. Their approach to structured crossbreeding and intensive grazing strategies stood out as a model of efficiency and maximizing the production in a challenging environment. Led by Dr. Miguel Cardozo, the ranch has

a dedicated Brahman cow herd and imports Angus semen from the US and Brazil to develop Brangus replacements. With a primarily Brangus cow herd, they use other breeds such as Simbrah to further enhance the amount of heterosis being captured. One of the most impressive lessons learned from Dr. Cardozo was their investigation into a side-by-side comparison of the fertility rates and calf performance on cows managed in straight open grass pastures versus those managed in pastures mixed with trees for shade. Uniquely, few production systems utilized these “mixed” pastures in Panama due to greater management efforts, but the results of this side-by-side comparison would suggest that the fertility rates and performance in pastures with trees is superior compared to open pastures.

*(Continued on page 18)*



# Bridging Genetic Advancements between the US and Panama

(Continued from page 17)



*Giess led a feet and leg scoring clinic for Panamanian beef producers.*

As part of my visit, I led a feet and legs scoring clinic with local breeders to emphasize the importance of structural integrity in cattle selection. Bringing awareness to the nuances of foot conformation can help breeders better identify potential animals for culling. Panama imports a significant amount of US genetics, and sometimes the high-growth sires from the US are starting to introduce foot structure issues, such as hoof curling and flat heels, into their cow herd. The breeders in attendance were highly engaged, eager to learn, and extremely responsive to the material, which highlights their dedication to genetic improvement.

Panama's cattle industry has a strong foundation with enthusiastic breeders, commendable use of crossbreeding principles, and a fundamental understanding of matching genetics to variable environments, but the next step in its evolution will be the integration of objective genetic selection tools. The country relies heavily on US-developed genetics and science, which further enforces the importance of collaboration between Panamanian breeders and the ASA and IGS network. By fostering global partnerships we can strengthen beef production systems, enhance genetic evaluation methodologies and prediction, and build a more resilient global beef industry. ■



*Panama's beef industry utilizes several breeds, including Brahman and Brangus, Simmental, Angus, and Beefmaster.*

# AMERICA'S COW



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## STAND STRONG SIMMENTAL

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# Christmas *in* July *in* Madison, Wisconsin

by Lilly Platts



SimGenetics youth will once again be gathering in Madison, Wisconsin, for the biggest American Junior Simmental Association (AJSA) event of the year. The National Classic features a full week of cattle shows, competitions, scholarship opportunities, and camaraderie.

## Alliant Energy Center – Madison, Wisconsin

The Alliant Energy Center in Madison, Wisconsin, was again chosen to host the AJSA National Classic for a number of reasons, including space, hotel locations, and its central location for out-of-state attendees. With its proximity to the interstate, the facility is easy to access with livestock trailers. Several hotel options are just up the road, and camping spaces are also available. The Alliant Energy Center has hosted the World Dairy Expo, as well as many cattle events and jackpots. The entire campus is 164 acres, with easily accessible parking. The AJSA National Classic was last held at the Alliant Energy Center in 2022.

## Cattle Shows and Educational Competitions

The 2025 AJSA National Classic will feature a variety of cattle show classes, as well as educational competitions. The judging competition, public speaking, sales talk, showmanship, quizzes, photo contest, and interview contest have become highlights for many attendees. These competitions complement the show ring, and prioritize broadening the knowledge and skill of each AJSA member.

## Scholarship Opportunities

Each year more than \$55,000 in scholarships is awarded at the AJSA National Classic. The Merit Award Program and hotel and lodging scholarships help SimGenetics youth pursue education and participate in the National Classic. The 2025 Merit Award winners will be recognized during the National Classic. To learn more about scholarships and to apply, visit [juniorsimmental.org](http://juniorsimmental.org).

## DNA Clinic

AJSA members will again have the opportunity to participate in a free DNA clinic, including an educational session and DNA sample collection. In collaboration with Neogen Inc., all animals exhibited at the 2024 AJSA National Classic in Tulsa, Oklahoma, were eligible for a complimentary GGP-100K (high-density) genomic test, which includes parentage verification. The initiative was designed to educate junior members on the importance and value of DNA testing in the beef industry, as well as stimulate the collection of valuable genomic information. As a result, over 400 DNA samples were collected. Participation in both the demonstration and DNA collection and testing are optional.



*The city of Madison is a central location for the 2025 AJSA National Classic.*



Photo by Hannah Wine.

## Local Attractions

Madison boasts a variety of attractions, including the state capitol, Olbrich Botanical Gardens, Henry Vilas Zoo, Memorial Union Terrace, Capitol Square, Chazen Museum of Art, a charming downtown, Madison Children's Museum, and much more.



The Alliant Energy Center in Madison, Wisconsin, hosted the AJSA National Classic in 2022, and was chosen again for the 2025 event.

## Hotels and Camping

All hotel rooms must be booked through the link on the AJSA website in order to receive the discounted rate. You cannot call the hotels directly to book. If you have any questions, please contact [ajsa@simmgene.com](mailto:ajsa@simmgene.com).

- **Home 2 Suites Madison Central**
  - 2153 Rimrock Road Rates starting at \$129/night
- **Sheraton Madison**
  - 706 John Nolen Drive Rates starting at \$149/night
  - \*\*\*rates current as of January 1, 2025
- **Camping available at the Alliant Energy Center**
  - North Lot and Willow Island
  - Please call 608-267-3976
  - or email [aec@alliantenergycenter.com](mailto:aec@alliantenergycenter.com)

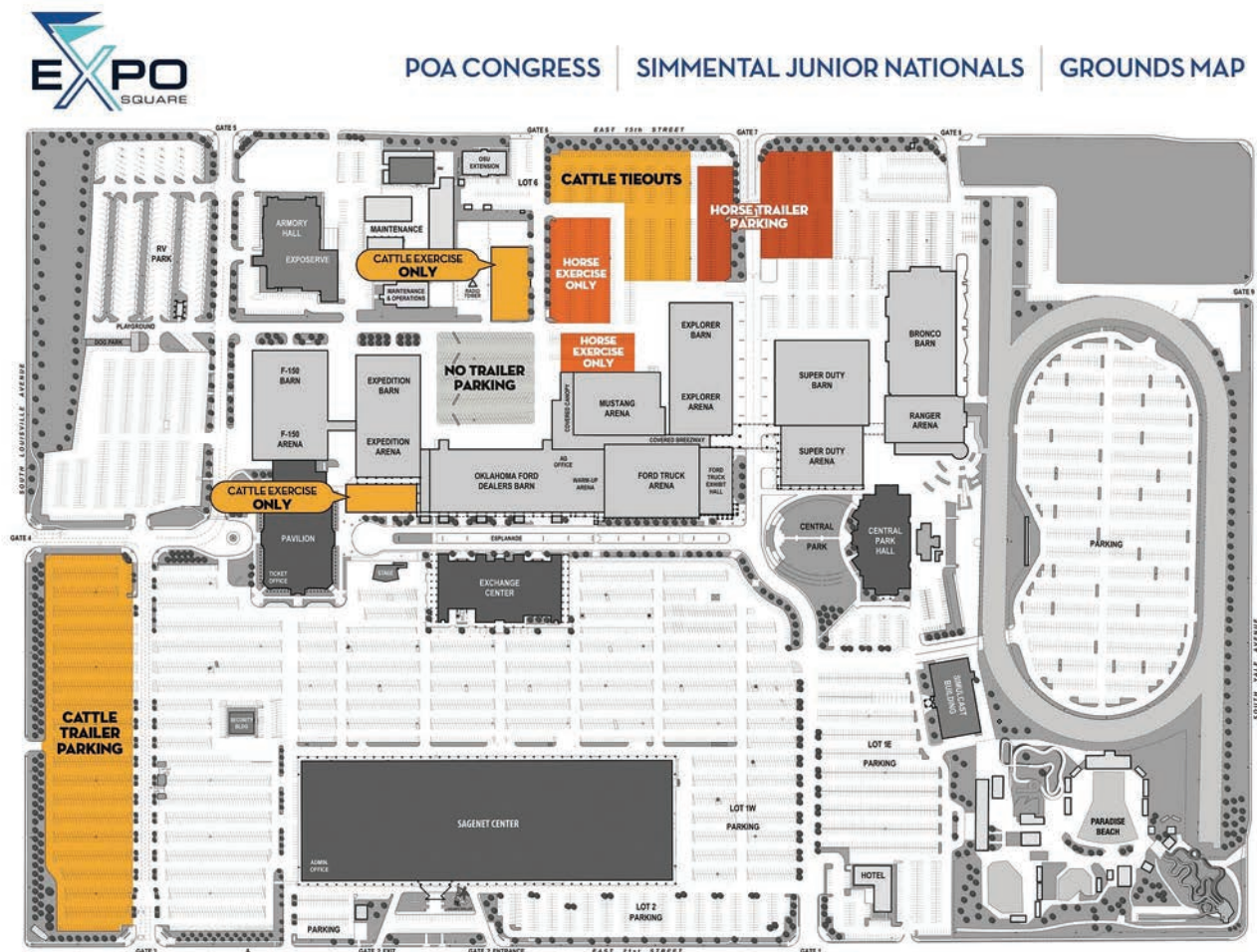
*(Continued on page 22)*



The coliseum at the Alliant Energy Center.

# Christmas in July in Madison, Wisconsin

(Continued from page 21)



The Alliant Energy Center grounds.

## Deadlines

- May 3: AJSA Hotel Scholarship Deadline
  - Scholarship covers lodging expenses for one room at the 2025 AJSA National Classic. Applications available at [juniorsimmental.org](http://juniorsimmental.org)
- May 20, 4:30 PM MDT
  - AJSA National Classic EARLY entry deadline
  - Registration fees double after 4:30 PM MDT
- May 27
  - 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](http://juniorsimmental.org)

## Fundraising and Other Needs

A number of fundraising events have taken place, and the AJSA is always open to additional donations and support for the National Classic.

Due to the huge participation in educational contests, volunteers who can help with timing, judging, and more are needed for the event. To volunteer or donate to the AJSA National Classic, please contact Mia Bayer at [mbayer@simmgene.com](mailto:mbayer@simmgene.com).

## More Information

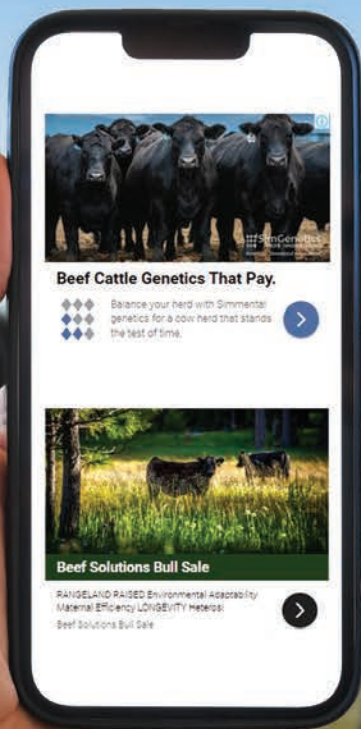
For deadlines, detailed rules, and more information about the 2025 AJSA National Classic, please visit [juniorsimmental.org](http://juniorsimmental.org). Follow the AJSA on Facebook and Instagram for news and weekly updates! ■

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# Preparing *for the* New Herdsire DNA Testing Requirement

by ASA Staff

The American Simmental Association membership recently voted to approve a resolution requiring a GGP-100K genomic panel on all herd bulls/natural service sires born on or after January 1, 2025. While it will take time for this rule to impact the membership, it is imperative that seedstock providers begin planning. A genomic test (GGP-100K or equivalent) has been required on all AI sires for some time; now, any natural service sire born on or after January 1, 2025, must meet the same DNA requirements (GGP-100K testing) as AI sires and donor dams before any of their progeny can be registered. The following guidelines can help members, and those applying for registration, prepare for this change.

## Who does the rule apply to?

All herdsires born on or after January 1, 2025, must have a GGP-100K test. The following scenario describes how this rule applies: In 2028, Mr. Smith applies for registration on bull calf 1S. The calf is the result of natural service. 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. If the sire of Mr. Smith's calf had a 100K test completed, the registration of 1S would not have been delayed.

The GGP-100K testing requirement applies to herd sires and AI sires (in addition to donor dams). Both members and non-members applying for registration must follow this rule. As has been the case for AI sires and donor dams, the owner of the parent animal is responsible for the testing. ASA cannot force any breeder to complete this testing, however, making it extremely important for members utilizing AI sires, donor dams, leasing herd sires, etc., to verify that testing is complete.

## When does this rule go into effect?

The rule change was voted on by the ASA membership and is officially in place. However, because it will take time for any bull calves born after January 1, 2025 to begin siring calves, the rule change will not immediately affect the membership. It is never too early to prepare, and by collecting and submitting DNA samples on bull calves born this spring and beyond, producers can prevent any future issues.

## Why is this testing now required?

DNA testing has become an increasingly important tool for genetic progress. The GGP-100K test includes parent verification, which is critical for ensuring the accuracy of the ASA Herdbook. Parentage mistakes are an inherent part of raising cattle — heifers mix up calves, the AI tech grabs the wrong straw of semen, etc. — and knowing that parentage is accurate is extremely important, especially for any bull siring progeny.

Beyond parentage, the GGP-100K test includes access to the multi-breed genetic evaluation. Genomically Enhanced Expected Progeny Differences (GE-EPD) are a game-changer for commercial, seedstock, and all beef producers in between. The GGP-100K panel evaluates the molecular makeup of approximately 100,000 specific locations on the animal's genome, some of which have influence on various traits we predict (growth, carcass, stay, etc.).

The difference between GE-EPD and standard EPD is mostly seen in the form of increased prediction accuracy. Animals that have GE-EPD have significantly improved accuracy for all EPD as young animals. The way this improvement in prediction accuracy can be measured is by reflecting any improvement in a progeny equivalent. A progeny equivalent is the quantity of progeny an animal would have to have born, measured for a trait, and reported to the ASA to receive the same increase in accuracy from a genomic panel. In the case of most of the growth traits, it would take ~25 progeny before a non-genotyped animal would receive the same prediction accuracy as a genotyped animal.

Requiring a GGP-100K test on all herdsires will further improve genetic predictions, EPD accuracy, and the forward progress of SimGenetics cattle.

*A GGP-100K genomic panel will  
now be required on all herd  
bulls/natural service sires born on  
or after January 1, 2025.*

## How can this testing be done?

ASA's DNA Department offers several options for testing animals, including blood and hair samples, and Tissue Sampling Units (TSUs), which are recommended. Testing is ordered through the ASA office. ASA's contracted laboratory has an expected turnaround time of 4–5 weeks for results once the sample reaches the lab. Shipping, sample failures, etc can add additional time. Breeders are encouraged to plan ahead when collecting samples to avoid any delays in sire approval or the registration of progeny. This testing should be completed by the seedstock provider in a timely manner, ensuring that the responsibility is not passed on to the customer. Many seedstock providers are already completing GGP-100K testing on sale bulls in order to provide GE-EPD to their customers, and in doing so will already be meeting this new requirement.

The Calf Crop Genomics (CCG) program can also help producers navigate this change. This program offers discounted pricing and additional rebates on whole-calf crop genomic testing. A GGP-100K panel is offered at half the price of the normal testing — reduced from \$50 down to only \$25/head — with opportunities for additional rebates for phenotypic data reporting. More information on CCG can be found at [simmental.org](https://simmental.org) under "Programs."

If you have questions about this rule change, or want more information on DNA testing, please contact the ASA DNA Department ([dna@simmgene.com](mailto:dna@simmgene.com)). ■



# 2025 Annual ASA

# FALL FOCUS

FOCUS ON YOU. FOCUS ON SUCCESS.  
FOCUS ON PROFIT.

August 22–26, 2025  
Columbia, Missouri

Co-hosted by  
Missouri's Simmental  
Breeders



 **SimGenetics**  
PROFIT THROUGH SCIENCE

American Simmental Association  
[www.simmental.org](http://www.simmental.org)

## Registration

- ❖ The American Simmental Association is delighted to announce that registration for Fall Focus 2025 is free. However, it is essential for planning purposes that all attendees register in advance. To ensure a smooth event experience, we kindly ask that all attendees register by August 8.
- ❖ Those planning to attend may register at any time by visiting [www.fallfocus.org](http://www.fallfocus.org). A link to book accommodations at the host hotel will be emailed upon completing registration. Please note that the group rate and room block expire on July 29, so we encourage you to register and make your reservations early.

## Questions about Fall Focus?

Contact ASA's Events Team  
at 406-587-4531 or visit  
[www.fallfocus.org](http://www.fallfocus.org).



## The Show-Me State Showcase

### Friday, August 22

Attendees of Fall Focus 2025 can look forward to an engaging and educational experience centered around the latest advancements in the beef industry and Missouri's contributions to those advancements.

### Morning

*Trowbridge Livestock Center, University of Missouri Campus*

Tentative tour highlights and presentation topics to include:

- ❖ Demographics of Missouri's beef industry
- ❖ New Meats Research Laboratory
- ❖ Animal Science research updates including beef-on-dairy and fescue tolerance
- ❖ American Foods Group state-of-the-art processing plant
- ❖ Cooperative marketing seedstock

### Afternoon

*Cattle Visions Bull Collection Facility*

Tentative tour highlights and presentation topics to include:

- ❖ Mizzou's contributions to heat synchronization protocols
- ❖ Show-Me Select Bred Heifer Marketing Program
- ❖ KC Animal Health Corridor
- ❖ Live cattle evaluation in the "Information Age" and cattle display

### Evening

*Warm Springs Ranch*

- ❖ Dinner at Warm Springs Ranch; breeding farm for the world-famous Budweiser Clydesdales

*\*Schedule is subject to change.*



*Attendees partake in Texas field tour during 2024 Fall Focus.*

## Educational Symposium and Recognition Dinner

### Saturday, August 23

Held at the Hilton Garden Inn, attendees will have the opportunity to hear from topic experts as they discuss various aspects influencing the beef industry. The Educational Symposium will take a deep dive into the cow-calf sector, focusing on the balance between genetic efficiency and industry demands. Receiving positive feedback from past years' panel discussions, the panels and opportunity to engage with the experts will again be incorporated into the day.



*Drs. Bryon Wiegand, Dale Woerner, and Ty Lawrence discuss beef carcass dynamics at the 2024 Fall Focus Educational Symposium.*

This year's lineup will feature several faculty members from University of Missouri's well-known Animal Science department, including:

- ❖ Dr. Bryon Wiegand
- ❖ Dr. Jamie Courter
- ❖ Dr. Jordan Thomas
- ❖ Dr. Alison Meyer

And others, including:

- ❖ Dr. Randie Culbertson, Iowa State University
- ❖ Dr. Charley Martinez, University of Tennessee
- ❖ The IGS Science Team
- ❖ And more!

In the evening, the 2025 Lifetime Promoter and Golden Book award recipients will be recognized at the Recognition Dinner and Celebration. The Golden Book award is the Association's highest honor, and each year is awarded to three individuals or organizations that have made significant contributions to the development of the Simmental and Simbrah breeds. All are welcome to attend dinner and celebrate those being recognized.

The American Simmental-Simbrah Foundation will also hold their annual fundraiser. Proceeds from the fundraiser support future Fall Focus events. A huge thank you to those who participate.

## Committee and Board Meetings

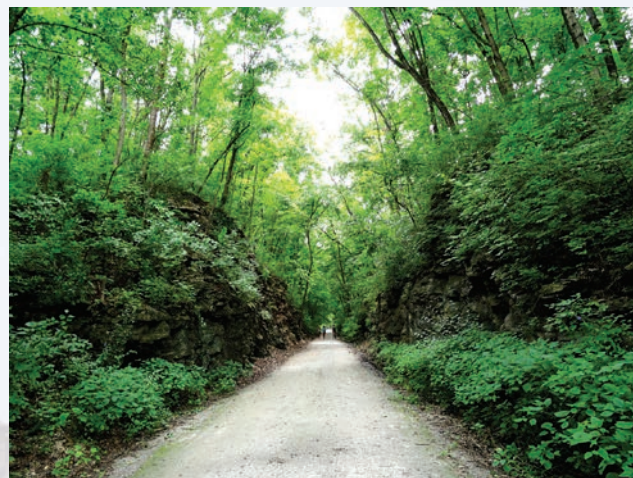
### Sunday–Tuesday, August 24–26

Interested attendees are invited to stay and join the ASA Board of Trustees to discuss critical issues within the Activities and Events, Breed Improvement, Growth and Development, Policies and Procedures, and Simbrah Committees. Throughout these meetings, attendees will gain insights from staff presentations and committee reports. The board meeting continues on Monday and Tuesday.

## Accommodations

The conference headquarters are located at the Hilton Garden Inn, 3300 Vandiver Drive, with a block of rooms available August 20–26. The special room rate will be available until July 29, or until the block is sold out, whichever comes first. A link to book your hotel room will be emailed upon completion of your registration.

The Hilton Garden Inn does not offer shuttle service to and from the airport; however, several rideshare companies, including Uber and Lyft, are available in Columbia.



## Local Attractions

Bring the family and extend your trip to visit some of the great local attractions including:

- ❖ Boone County History & Culture Center
- ❖ "The Big Tree" – a 90-foot-tall Bur Oak, over 350 years old
- ❖ MKT Nature and Fitness Trail
- ❖ Historic home of John William "Blind Boone"
- ❖ Local Farmers Markets
- ❖ The Stockyards & Arcade District
- ❖ Rock Bridge Memorial and Finger Lakes State Park

Check out [www.visitcolumbiamo.com](http://www.visitcolumbiamo.com) for more ideas and information.

# End Product Considerations

Red meat yield, an upgraded yield grading system, bigger finished weights, and more.

by Lilly Platts

Change is inevitable in the beef industry, and recent conversations about potential updates to the yield grading system, a push for heavier finished weights, and a shift to considering whole-animal red meat yield leave many questions about how producers throughout the supply chain could be affected. At Fall Focus 2024, ASA's Chip Kemp led Drs. Ty Lawrence, Dale Woerner, and Bryon Wiegand through a series of questions about these potential changes. This conversation took place during the Educational Symposium, allowing attendees to also ask the panelists questions.

**L**awrence kicked off the conversation about measuring red meat yield, discussing the implications of the intense focus on ribeye area that has been standard in the industry for some time. Single-trait focus, whether in EPD or phenotype selection, usually has a negative impact on other traits; in this case, overall animal muscling. Currently, the push for bigger finished cattle has caused some producers to put even more emphasis on ribeye in order to continue producing animals that meet yield grade standards. Lawrence shared that under the current system, ribeye has to be a primary focus for profit. A new yield grade system will likely focus more on whole-animal red meat yield, as opposed to individual measurements like ribeye. If a shift toward whole-animal muscling is going to take place, the industry needs to know beforehand. "Whatever the new system may become, all seedstock and commercial producers, all cattle feeders, and everyone upstream needs to know what the new criteria are," Lawrence shared.

Woerner added that the beef production cycle makes these conversations extremely relevant today, as breeding decisions producers are currently making won't come to fruition for three years. He predicts that any changes to how yield is measured will take place in three to five years. "You're making decisions today that may match up to a different yield metric," Woerner said.

Dr. Wade Shafer asked the panelists about their confidence in these changes coming within three to five years. Woerner shared that he is extremely confident because packers are going to continue moving the needle, whether the USDA (the current third-party oversight agency) keeps up or not.

Woerner cautioned that producers should not decrease their emphasis on ribeye, but rather add emphasis to whole-animal muscling on top of their current criteria. "I would never say to decrease your emphasis on ribeye," Woerner shared. "But, you're going to have to increase emphasis on total conformation and phenotype, and undoubtedly that's good for our industry."

Feed efficiency is a positive reason for increasing the emphasis on red meat yield. Woerner shared, "If you talk to a growth biologist and a muscle biologist, they will tell you that the best way to improve weight gain and feed efficiency is by improving muscularity. Muscle takes four and a half calories per gram to produce and fat takes time. So, we know that it's far more efficient to put muscle on an animal than fat," Woerner said.

Trait selection is a constant balancing act, and putting more emphasis on overall muscling would require producers to evaluate how other traits are affected. Woerner shared that a new yield system could put negative pressure on fat. Consumers demand a marbled, tender, flavorful product, which means this could pose a challenge for producers. "What it means is you [producers] are going to be expected to produce animals with less fat externally and more marbling," Woerner explained. "Everyone recognizes that we have to maintain genetics for marbling, but we have to do it quicker. The animals are going to have to get there faster, with fewer days on feed and less external fat. It's a big ask."

In addition to potential feed efficiency improvements, technology now makes it possible to accurately measure an animal's total phenotype. Instead of taking individual measurements throughout the animal, X-ray and 3D



Right (L-R): Chip Kemp,  
Dr. Bryon Wiegand,  
Dr. Dale Woerner, and  
Dr. Ty Lawrence.

Opposite:  
Cow-calf producers  
have to balance meeting  
industry needs with  
the unique elements  
of their operations.



imaging can capture a holistic measurement. Woerner added that a technology currently exists using radar to measure the conformation of live cattle.

Producers currently have metrics for selecting weaning and yearling weight, marbling, and other carcass traits. A metric for whole-animal-muscling does not exist, which poses a challenge for breed associations and cow-calf producers. Woerner shared that it is too early to give producers advice for trait selection, but anatomically, they do know that the primary drivers of red meat yield include round dimensionality, hindquarter muscling, and forearm and shank circumference. Another challenge is the lack of data. Producers have been diligently collecting measurements on other traits for many years, which allows for a robust, accurate dataset that can be used for future selection. Establishing standards for capturing and submitting these new measures will be important.

Woerner clarified that moving toward a system prioritizing overall red meat yield should not encourage producers to forget about traits like marbling, or to push their cattle to a point where fertility, calving ease, and other critical traits are negatively impacted.

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**Moving toward a system  
prioritizing overall red meat yield  
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and other critical traits are  
negatively impacted.**

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*Finished carcass weights will continue to increase  
in coming years.*

(Continued on page 30)

# End Product Considerations

(Continued from page 29)



*The number of cattle a packer can process every day is limited, which has influenced the push for heavier finished animals.*

Finished carcass weight is an additional consideration. Lawrence shared that he foresees desired finished weights continuing to increase into the future. “In my opinion, no one in this room will be alive when we hit a plateau,” he shared. “We’re going to continue to add weight for the foreseeable future. Someday a 1,500-pound carcass will be normal, and we’re not that far away.”

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**“Someday a 1,500-pound carcass will be normal, and we’re not that far away.”**

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Beef processors are limited to killing 390 animals per hour, meaning the heavier the carcass the better they can keep up with increasing costs of operating each year. “They [cattle] have to come in a little heavier day after day, and year after year, to dilute an increasing cost structure that is coming at them just from inflation, if nothing else,” Lawrence added.

Crossbreeding has long been a tool for producing heavier cattle — Simmental genetics were first used in the US for this exact reason — and the practice could be even more important in the future. Wiegand ran a SimAngus cow herd for some time, and has experience with pushing performance while maintaining important convenience traits like calving ease. He explained that with the help of a reproductive physiologist he was able to focus on cross-bred females that were “curve benders,” meaning they were moderate in size, efficient, bred back, and still produced large calves. “I leaned into this hybridization model and strongly believe in crossbreeding,” he said.

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**Crossbreeding has long been a tool for producing heavier cattle — Simmental genetics were first used in the US for this exact reason — and the practice could be even more important in the future.**

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International Genetic Solutions (IGS), which allows for genetic comparison across many breeds and promotes crossbreeding, could also be a valuable tool in navigating these potential changes and challenges. “When I stand in front of 525 undergraduates in animal science I don’t talk about breeds. I talk about biological types of cattle,” Wiegand shared. “If we think about biological types of cattle, I think you [SimGenetics] are in a really good spot, which is why I gravitated to the commercial side of this breed as a biological type of cattle.”

The question of corporate systems was also raised. Corporations like Walmart are establishing their own packing plants, which allows them to have more influence on the entire beef supply chain. With control over the entire system, a corporation like Walmart can demand what they want for their specific model, whether it fits the larger industry’s system or not.

Sustainability is also a frequent topic of conversation in the industry that is strongly tied to consumer demand. Many sustainability conversations point to cow size and efficiency as priorities. Smaller cow size can be beneficial in sustainability efforts, but focusing too much on that

area can lead to a decrease in overall calf weight yield each year. Woerner added that urban sprawl and the continual decrease in pasture and tillable acres should be considered. Essentially, fewer cattle need to do more with fewer resources while also meeting industry and consumer demand. "It's a balance, and I think supply and demand will drive the definition of what we produce," he said.

Lawrence added that much of the pressure toward larger carcass weights is going to fall on the feeder, meaning cow-calf producers don't need to place intense focus on increasing weights themselves. "The cattle feeder is going to take care of the bigger carcass...the cattle feeder is where the giant change in carcass weight is coming from, and the math in their economics says to make them bigger year-over-year," he explained.

The conversation closed with a brief discussion about liver abscesses and respiratory heart failure in the feedlot. Woerner shared that research around liver abscesses is currently ongoing, but is showing that the heritability is

under 10%. This suggests that an animal's likelihood of developing liver abscesses in the feedlot is largely environmental. "It's hugely environmental and predominantly management-driven," Woerner said.

Lawrence added that gut health is strongly tied to the instance of liver abscesses. Dairy cattle demonstrate this point. Around 27% of beef cattle that have been on feed for 200 days have a 27% instance of liver abscesses; in dairy cattle, it's 60%. Dairy-raised calves are pulled off the cow immediately and placed in a confined area. A calf's rumen isn't developed for six weeks, but in many instances these calves are being fed steam-flaked corn immediately. "That system is arguably to the detriment of gut health early on, and that manifests itself throughout their lifetime," Lawrence shared.

Fall Focus 2025 will be held August 22–26, 2025, in Columbia, Missouri. To learn more about this free educational event please visit [fallfocus.org](https://fallfocus.org). ■

### About the panelists:

**Dr. Ty E. Lawrence** is a professor of animal science at West Texas A&M University (WTAMU). He was raised on a cow-calf operation near Dalhart, Texas, before pursuing formal education at West Texas A&M University (BS, MS) and Kansas State University (PhD). Lawrence spent two years with Smithfield in the position of research manager for pork harvest and processing facilities on the Eastern Seaboard before entering his academic career. In his current position at West Texas A&M University, he has taught over 2,500 undergraduate and graduate students in 14 different animal, food, and meat science courses. In addition, Dr. Lawrence is the director of the WTAMU Beef Carcass Research Center, which annually evaluates 200,000+ cattle for a variety of research projects. His research activities focus on improving the yield, quality, and safety of red meat products and have resulted in the publication of more than 115 peer-reviewed scientific journal manuscripts.

**Dr. Bryon Wiegand** is a native of Cairo, Missouri, and is currently professor of Animal Science at the University of Missouri (MU). He has served as a technical advisor to the Missouri Association of Meat Processors, supervises the MU Collegiate Meats Judging Team, and oversees operation of the Mizzou Meat Market (a full-line meat processing plant under USDA inspection). In 2015, he assumed the role of State Meats Extension Specialist. Wiegand has been recognized by his peers with

multiple national teaching awards, most notably two career teaching honors, the American Society of Animal Science Distinguished Teacher Award, and the American Meat Science Association Distinguished Teacher Award. He was named a Kemper Teaching Fellow at MU in 2014. Wiegand was appointed as Associate Division Director in Animal Science in 2019, and made responsible for coordinating research farms and auxiliary units as well as animal science outreach to stakeholders in Missouri and beyond. In 2021, he was appointed Director of the Division of Animal Science.

**Dr. Dale R. Woerner** serves as the Cargill Endowed Professor in Sustainable Meat Science in the Department of Animal and Food Sciences at Texas Tech University. Dr. Woerner earned his BS and MS degrees in animal science from Texas Tech University in 2003 and 2005, respectively, and earned his PhD in animal science and meat science from Colorado State University in 2009. He served on the faculty at Colorado State University for nine years, joining the faculty at Texas Tech University in his current position in 2018. He has conducted more than 15 million dollars in industry-funded research and has published more than 300 scholarly works, including peer-reviewed manuscripts and technical reports in the area of meat science.



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

### Our Pioneers – Tom Risinger

Sadly I learned of the passing of Tom Risinger while reading the March 2025 *Register*. Unquestionably, Tom was a legend in the Simmental breed. His contributions to our fledgling breed association during our formative years assisted the ASA during very difficult times. I shudder to think of the possible outcomes without his wisdom and thoughtful insights.

Sometime in early 2021, Dr. Wade Shafer and I had a conversation about those early pioneers who formed the ASA. Tom Risinger's name readily rose to the top of the list. Dr. Shafer shared some of his memories and knowledge about Tom's importance to the ASA. Later, Dr. Bob Hough, author of *Simmental's American Journey*, highly recommended that I contact Tom and helped me with those arrangements. My hope was that Tom would be agreeable to being profiled in the "Our Pioneers" series for the Fleckvieh Forum column. My phone contact with Tom and his wife, Diane, was enlightening and very worthwhile. The following article was printed in this column in the July/August 2021 edition of *the Register*, and that conversation and more is being reprinted here as a tribute to the life and times of Tom Risinger and his lasting influence to the ASA and our Simmental breed.

When Amor 1A arrived in the US, events had actually moved at warp speed given the fact that Parisien, Amor's sire, had only been in Canada for about three years. Understandably, there were great expectations for Parisien, who had arrived in Canada from Europe in 1967. Some very wise producers saw the potential to fundamentally change the beef cattle industry in North America. They were right in that belief, as Parisien was a great sire, and Travers Smith and his partners were fortunate to have selected such a fine specimen. The breed's foundation was firm. Amor 1A had been sold by Travers and his SBL partners for the incredible sum of \$154,000 to a US syndicate. One member was from Oklahoma and the remaining six were from Texas. One of those Texans was our featured pioneer for the July/August 2021 edition: Tom Risinger.

In *Simmental's American Journey*, Hough explains Tom Risinger's involvement with the fledgling ASA. At that time, the organization was under the leadership of an interim, unpaid executive secretary, Dale Lynch. The ASA was on shaky financial grounds. With the increasing demand for services, the ASA Board considered Risinger as a capable person "to be brought in to train and help (Lynch) relieve some of the workload." Tom was really not interested in the position but allowed his name to be considered. "When the trustees agreed to hire a full-time executive, Risinger was more than happy to withdraw from consideration." Don Vaniman, another pioneer, was subsequently hired as the first full-time executive secretary.

In my efforts to learn more about that syndicate, I contacted Tom and Diane Risinger by phone. I found them to be the most pleasant and cordial people one could ever hope to encounter. It became clear that Tom and Diane cherished their memories of their many years in the cattle business. Most cherished, of course, were their recollections of the many wonderful and fine people they encountered along a very long and successful career. Diane explained her role as the keeper of the books and recalled the challenges in trying to keep track of the records of 1,200 head of cattle. And even though they had been retired for several years, they were aware of the rapid advance and interest in performance and genetic information at the forefront of the industry.

When we got around to the topic of the syndicate that purchased Amor 1A, Diane chuckled at the term "syndicate," so we decided to describe it as the "Group of Seven." Tom recalled the excitement they had in being part of that historic event. As to my inquiry about the makeup of the other six members, Tom advised me that I was "almost too late" as just about everyone involved is no longer with us. He gave credit to Bert Reyes for being the driving force behind the negotiations to purchase Amor. (As a side note, for those interested in the life and legacy of a truly great cattle person, I recommend you check out the history and contributions of this remarkable man, Bert Reyes, which can be found online.)

In conclusion, I am so pleased to have spoken to the Risingers. Over 50 years ago, their interest in performance improvement for their cattle led them to the Simmental breed. They saw the potential to dramatically improve the beef cattle herds in North America by using Simmental genetics, more so in crossbreeding and the many advantages of heterosis. Major investments in genetics, such as their role in the Amor 1A purchase, were risky, of course, but only trial and error over time would determine the benefits. I think it can be safely concluded that the Risingers were highly successful over a long and illustrious career. Thankfully, our Simmental breed has been a direct beneficiary of the contributions made by one of our true pioneers, Tom Risinger, and following my conversation with them we can include Diane as well. Many thanks and we are grateful! ■

*Editor's note: This is the forty-fifth 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](mailto:larryhmaxey@gmail.com) • [editor@simmgene.com](mailto:editor@simmgene.com)

# DECK THE COURSE - FA LA LA

## WEDNESDAY, JULY 9, 2025

10:00 AM Shotgun Start

### LOCATION:

Plesant View Golf Course  
1322 Pleasant View Rd.  
Middleton, WI 53562



### TOURNAMENT:

- 4-Person Best Shot
- \$125/player or \$500/team includes cart and lunch



*Held in conjunction with the 2025 AJSA National Classic. All proceeds are earmarked to support youth through Merit Scholarships and The Summit Leadership Conference.*

REGISTRATION OPENS APRIL 15, 2025 - REGISTER ONLINE AT [www.juniorsimmental.org](http://www.juniorsimmental.org)

*\*\*Sponsorship opportunities available*

*Junior exhibitors welcome to join in on the fun!*

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Contact for Additional Tournament Information: Carrie Horman: 319.551.7626 or Nate Horman: 515.291.7478



## 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](http://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](http://juniorsimmental.org).

### JUNE 5

The Summit FINAL Registration Deadline

## EVENTS

### JUNE 4-7

AJSA Eastern Regional Classic  
Harrisonburg, Virginia

### JUNE 18-21

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](http://juniorsimmental.org)  
📘 American Junior  
📷 Simmental Association  
✉ [ajsa@simmgene.com](mailto:ajsa@simmgene.com)  
📞 406.587.4531

Mia Bayer  
ASA Director of Youth Programs  
& Foundation Manager  
715.573.0139 | [mbayer@simmgene.com](mailto:mbayer@simmgene.com)

Updated 2025 AJSA Classic rules available on the AJSA website.

# 2025 DATES AND DEADLINES



## Tentative Schedule

### TUESDAY, JUNE 3

All day Cattle arrival to tie-outs  
5-7 pm Early Cattle and Contestant Check-In

### WEDNESDAY, JUNE 4

7-8 am Final Cattle and Contestant Check-In  
9 am Cattlemen's Quiz  
10:30 am Public Speaking  
3 pm Sales Talk

## Hotels

### HAMPTON INN

43 Covenant Drive | Harrisonburg, VA  
540-437-0090

### COUNTRY INN & SUITES

27 Covenant Drive | Harrisonburg, VA  
540-433-2400

### TRU BY HILTON

111 Pleasant Valley Road | Harrisonburg, VA  
540-385-0222

## Fees & Deadlines

CONTESTANT FEE	\$50 (includes shirt and banquet ticket)
CATTLE FEE	\$75/head (includes bedded stalls)
ENTRY DEADLINE	May 5, 4:30 pm MDT
LATE ENTRIES	May 12, 4:30 pm MDT
Fees double after May 5. No entries accepted after May 12.	
NOVICE DEADLINE	May 20

### THURSDAY, JUNE 5

8 am Judging Contest  
1 pm Calvin Drake Genetic Evaluation Quiz  
3 pm Showmanship

### FRIDAY, JUNE 6

9 am Bred & Owned Show

### SATURDAY, JUNE 7

9 am Owned Show  
To Follow Awards Banquet

## Contacts & Socials

### CHAD & CARRIE JOINES

#### Event Coordinators

Chad: 540-557-7263 | Carrie: 540-230-8383  
cbjoines@vt.edu

### MIA BAYER

ASA Director of Youth Programs and Foundation Manager  
715-573-0139 | mbayer@simmgene.com



Facebook: 2025 AJSA Eastern Regional  
Remind: Text @ajsa25east to 81010

## Judges

### CATTLE SHOW

Jack Ward, Missouri

### SHOWMANSHIP

Kevin & Mandy Rooker, Pennsylvania



## Developing leaders through friendship, networking, and communication skills!



by Chase Harker

### Lesson from the Hardwood

Growing up in Indiana, I naturally have a great appreciation for many things “Midwest”: sweet corn, pork tenderloins, fresh tomatoes,

and cream pie. And because I am a Hoosier, I also have a deep love of basketball.

Basketball is so ingrained in Indiana’s culture that the state boasts ten of the 12 largest high school gyms in the US, the largest crowd (40,000+) to ever attend a high school basketball game, and the plot for the best sports movie of all time, aptly named *Hoosiers*.

Thanks to “Hoosier Hysteria,” Indiana has raised many basketball greats such as Larry Bird, Oscar Robertson, and perhaps the greatest coach of all time, John Wooden. Wooden was born in a small town southwest of Indianapolis and started his basketball journey as a three-time All-American player for Purdue University. Although he had a notable playing career, he is most well-known for his stellar coaching career, having won ten National Collegiate Athletic Association national championships in 12 seasons as head coach of the University of California–Los Angeles Bruins. During his tenure, his teams also achieved four undefeated seasons.

While John Wooden had a sterling reputation as a great coach thanks to his team’s unparalleled success, more people are familiar with his name and story 50 years after his final season because of how he impacted the game of basketball — and sports in general — through his many coaching and leadership books. It was his character and his ability to instill good principles in his players and others that led to his lasting legacy.

Having good character was at the heart of what Wooden taught his players. He celebrated hard work, discipline, and teamwork. He emphasized leading by example, acting courageously, being punctual, and having respect for others. He was a masterful coach because upheld these values through his own behavior.

One of Coach Wooden’s most famous quotes perfectly sums up how he approached coaching and life: “Be more concerned with your character than your reputation, because your character is what you really are, while your reputation is merely what others think you are.”

Coach Wooden’s wisdom is timeless. In today’s social-media-driven society, it’s easy to get wrapped up in promoting a good reputation when what really matters is cultivating good character. As we all set out to achieve success in and out of the show ring, we’d do well to keep this in mind. Because as Wooden would say, we should “never cease trying to be the best you can be.” ■



### 2024–2025 American Junior Simmental Association Board of Trustees

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



# RACE TO THE FINISH

2025 AJSA WESTERN REGIONAL CLASSIC

## TENTATIVE SCHEDULE

**JUNE  
18**

8 am Tie-Outs Open for Arrival  
2 pm Barns Open for Setup  
*Stalling assigned by state*

**JUNE  
19**

8-9 am Contestant and Cattle Check-In  
10 am Opening Ceremony  
11 am Calvin Drake Genetic Evaluation Quiz  
1:30 pm Cattlemen's Quiz  
3:30 pm Sales Talk  
6:30 pm Dinner and Family Fun Night

**JUNE  
20**

8:30 am Judging Contest  
11:30 am Public Speaking  
12 pm Lunch  
3:30 pm Cattle Show | Steers • Bulls • Pairs

**JUNE  
21**

9 am Cattle Show | Heifers  
*30 mins after* Showmanship  
*60 mins after* Awards Banquet  
9 pm All Tack and Cattle Out of Barns  
*Cattle may remain in tie-outs overnight*

## ENTRY FEES & DEADLINES

Contestant Fee	\$50	<i>Includes show shirt and all provided meals</i>
Cattle Fee	\$65/Entry	<i>Includes bedding in barns</i>
Entry Deadline	May 5, 4:30 pm MDT	
Late Entries	May 12, 4:30 pm MDT	
<i>Fees double after May 5. No entries accepted after May 12.</i>		
Novice Deadline	May 20	

## CONTACTS & SOCIALS

Box Elder County Fairgrounds 320 North 1000 West | Tremonton, UT

Chris & Allison Beins, Coordinators

Chris: 435.452.1806

Allison: 435.452.1548

tophatsimmentals@gmail.com

Mia Bayer, ASA Director of Youth Programs  
and Foundation Manager

715.573.0139

mbayer@simmgene.com

## HOTELS & CAMPING

**Hampton Inn - Tremonton**

2145 W Main St | Tremonton, UT

435.257.6000

**Western Inn - Tremonton**

2301 W Main St | Tremonton, UT

435.257.3399

**Aspen Grove RV Park**

700 W Main St | Tremonton, UT

435.339.6003 | [aspengrovervpark.com](http://aspengrovervpark.com)

*Wider selection of hotels available in Brigham City and Logan  
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Contact Chris Beins at 435.452.1806 to discuss.



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Remind: Text @ajsa25west to 81010



# AJSA

## SILENT AUCTION



at the AJSA  
National Classic  
in Madison, WI, July 6–12



Photos are samples of auction items from the 2024 Silent Auction.  
Thank you to all who made donations.

## Are you looking for a way to support the American Simmental-Simbrah Foundation?

We will again be hosting a Silent Auction during the National Classic in Madison, WI, July 6–12, 2025. All proceeds go directly to the Foundation. So, you want to contribute but aren't sure what to bring?

In the past, we have had some unique handmade items as well, which we love. We encourage individuals as well as state associations, junior and adult, to participate. Items will be displayed for bidding throughout the week and the auction will end prior to the close of the event.

Have an idea for an auction item? Reach out to Carrie!

If you have questions, please  
reach out to **Carrie Horman**  
at 319-551-7626.



Auction  
Items  
Needed!



MADISON, WISCONSIN  
JULY 6-12

## BASIC SCHEDULE

Arrival & Move In	July 6
Check-In / Contests	July 7
Contests	July 8-9
Cattle Show	July 10-11
Showmanship & Awards	July 12

Complete schedule coming soon  
Subject to change

## HOTELS & CAMPING

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*Do not contact the hotels directly to make reservations.*

ALL HOTELS WITHIN ONE MILE OF FAIRGROUNDS. RATES CURRENT AS OF APRIL 9, 2025.

### HOME2 SUITES MADISON CENTRAL

2153 Rimrock Road  
Madison, WI  
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### SCAN FOR HOTELS

Or type this link  
into your browser  
[rb.gy/sydri8](https://rb.gy/sydri8)



### SHERATON MADISON

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

### ALLIANT ENERGY CENTER CAMPSITES

Willow Island  
608.267.3976  
[aec@alliantenergycenter.com](mailto:aec@alliantenergycenter.com)  
For more info: [rb.gy/fubs9z](https://rb.gy/fubs9z)



## ENTRY DEADLINES

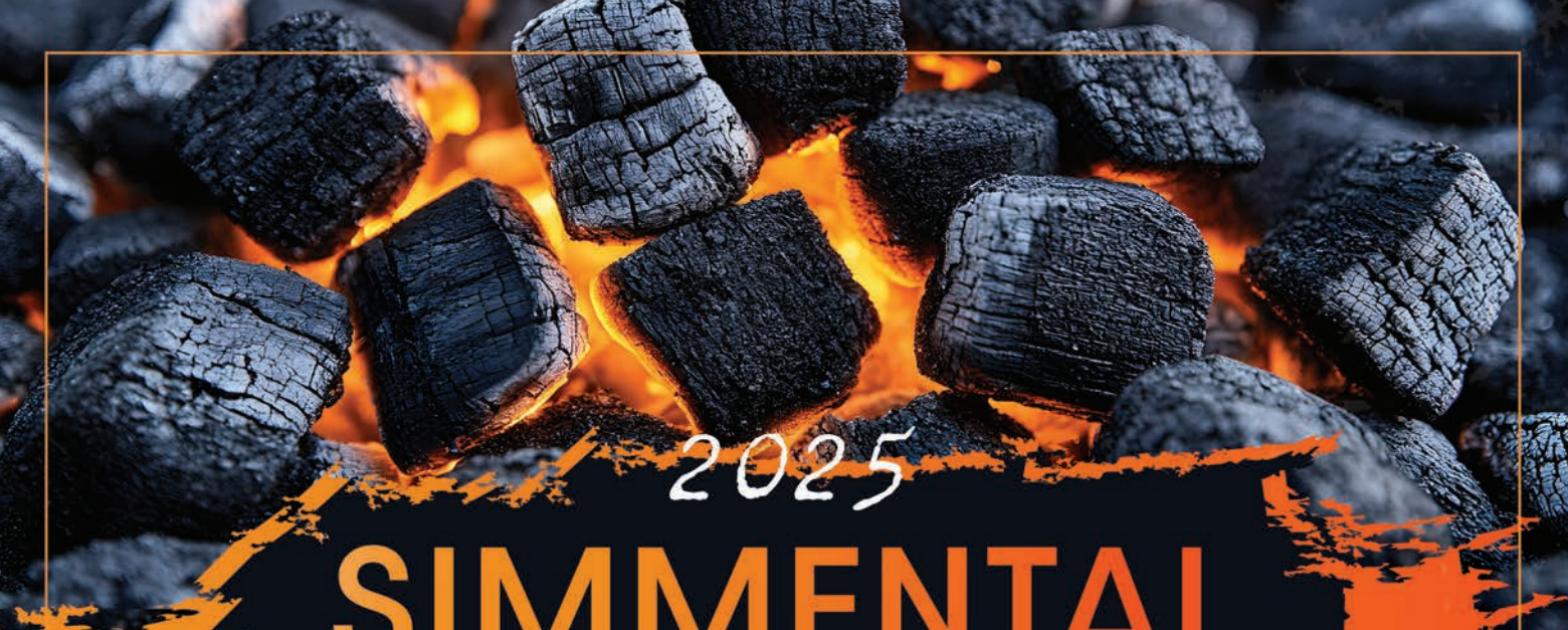
### ENTRIES NOW OPEN

**EARLY DEADLINE** May 20, 4:30 pm MDT  
**FINAL DEADLINE** May 27, 4:30 pm MDT

Fees double after May 20.  
No entries accepted after May 27.

**NOVICE DEADLINE** June 10  
Novice entries open May 1





2025  
**SIMMENTAL**  
SIZZLE

**TUESDAY | JULY 8, 2025**

**MADISON, WI | THE ALLIANT ENERGY CENTER**

MEAT DISTRIBUTION: SEE NATE OR CARRIE HORMAN

**BBQ CONTEST CATEGORY TURN-IN: 4:00 PM**

PROCEEDS WILL GO TO THE AMERICAN SIMMENTAL/SIMBRAH FOUNDATION  
EARMARKED FOR THE AJSA MERIT SCHOLARSHIPS AND LEADERSHIP WORKSHOPS.

\$150/TEAM | 3 PEOPLE PER TEAM | JUNIORS ENCOURAGED TO JOIN

**CATEGORIES**

TRI-TIP ROAST  
BEEF CUT #2: TBD  
PORK LOIN  
GRILLED CHEESE  
(MORE DETAILS TO COME)



**PEOPLE'S CHOICE**

**12:00-3:00 PM**

NON-PARTICIPANTS CAN CAST  
THEIR VOTE WITH A MONETARY  
DONATION TOWARD THEIR  
FAVORITE DISH

FOR MORE INFORMATION, PLEASE CONTACT:

NATE HORMAN 515.291.7478 OR CARRIE HORMAN 319.551.7626



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

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

## Seeking Sire Nominations For CMP

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

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

## Sale Catalog Resources Added to ASA Website

Looking to add some information about EPD and indexes, genomics, the IGS multi-breed genetic evaluation, or the benefits of participating in ASA's programs to your sale catalog? Look no further! ASA has compiled a folder with various resources like logos, camera-ready ads, and answers to frequently asked questions that can be used in sale catalogs or other marketing materials. Visit [www.simmental.org](http://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](http://www.simmental.org) or reach out to Jackie Atkins at [jatkins@simmgene.com](mailto:jatkins@simmgene.com).

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

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

If you have any questions, contact the DNA department at [dna@simmgene.com](mailto:dna@simmgene.com). To view the current DNA testing prices visit [simmental.org](http://simmental.org).

## July 15 Deadline Approaching for State Association Programs

With the end of the fiscal year approaching, state associations have until July 15 to submit final cost share and check-off dollar requests. All state association forms and program information can be found at [simmental.org](http://simmental.org). Contact Callie Cooley at [stateas-soc@simmgene.com](mailto:stateas-soc@simmgene.com) with 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.

*(Continued on page 44)*

# SIMBRAH

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(Continued from page 42)

## 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 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](http://simmental.org), and email [researchdna@simmgene.com](mailto:researchdna@simmgene.com) for full program requirements and more information.

## 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 ■

## INTERNATIONAL

## Register

### What Do Foot-and-Mouth Disease Outbreaks in Europe Mean for the US?

by Jennifer Shike, Bovine Veterinarian

Foot-and-mouth disease (FMD) is rearing its ugly head in Europe. After an outbreak in water buffalo in Germany in January, an outbreak in cattle in Hungary in early March and an outbreak in cattle in Slovakia last week, why now? What is the US doing to keep this foreign animal disease out and protect the country's livestock industry?

"FMD is caused by a virus that affects cloven-hoofed animals, including cattle, pigs, sheep, and goats," explains Megan Niederwerder, DVM, who serves as the executive director of the Swine Health Information Center (SHIC). "It does not affect humans and is not a threat to food safety, but it has significant trade implications once it is introduced into a country."

FMD has been fairly quiet in these European countries, with no cases reported for decades. Other parts of Europe have seen outbreaks more recently, like the 2001 outbreak in the United Kingdom that caused a crisis in British agriculture and tourism, and resulted in the cancellation of the World Pork Expo held in Des Moines, Iowa.

"FMD really decimated the United Kingdom," says Barb Determan, who was serving as president of the National Pork Producers Council (NPPC) at the time. "It became very apparent that we couldn't guarantee the safety for our US pig herd because

of the high numbers of international travelers that would be at the show. We had to cancel the World Pork Expo out of an abundance of precaution."

That was the first time, but not the only time the World Pork Expo was canceled. The event was also canceled in 2019 because of the African swine fever outbreak in China, and again in 2020 due to the COVID-19 pandemic. "That was a hard financial decision," Determan says. "We had just completed the separation agreement between NPPC and the National Pork Board. NPPC was very tightly budgeted at that time, so it was a huge hit."

However, keeping the US pig herd safe was the most important thing on everyone's mind. She says they made their decision after hearing reports from veterinarians who had been to England to better understand the extensiveness as well as from the USDA that had sent veterinarians over to help. "At that time, we didn't have near the biosecurity practices and things that we do now with the disinfectant foot mats," Determan says. "We also don't have live pigs on the grounds now, compared to how we did things many years ago. We used to have live pigs everywhere on the fairgrounds in the early 2000s from genetics companies with pigs in their displays to the pigs in the live shows."

### The Truth About FMD

The clinical signs of FMD are similar to what the name implies. It can cause vesicles or blisters on the feet, mouth, and tongue of animals that are infected. The US has not had a case of

FMD since 1929. “We certainly want to keep it that way, as the economic implications for producers are significant if the virus is introduced,” Niederwerder says.

Compared to many viruses, FMD is a highly stable, non-enveloped virus that allows it to be infectious for longer periods. It’s very contagious and highly transmissible. Not only are there risks with transmission of the virus through infected meat products that may come in through illegal trade, but it can also be carried on contaminated clothes or equipment or supplies of humans.

“The human would not be infected, but certainly people can carry the virus on contaminated clothing,” Niederwerder says. “That’s why it’s really important as we think about prevention of entry into the US.”

FMD causes fever and pain. It results in excessive salivation and causes reduced milk production in dairy cattle. “When you think about the impact, certainly there’s an impact on animal health with regards to the clinical signs, but even further is this impact on trade restrictions and the economic losses for producers,” Niederwerder says. “When you try and contain the virus, that oftentimes results in those infected animals being culled or euthanized so the disease no longer has the chance to spread.”

### Why Should the US Pay Attention?

When a virus moves into a new geographical range or is reintroduced into a country that has maintained a negative status for a long period, Niederwerder says it’s critical to reassess the risk to the US. “In January, Germany reported their first case in over 30 years in water buffalo near Berlin,” she explains. “It was 14 animals, and those animals were all culled after the infection was confirmed, but certainly trade restrictions and implications on surrounding areas of that Berlin farm were significant.”

Fast forward to March when two additional countries reported cases. Hungary reported FMD in a single farm of cattle in the north part of the country for the first time in over 50 years. Shortly thereafter, the virus appeared in Slovakia (which also hadn’t seen a case in over 50 years) in multiple herds of cattle. “Just recently, another herd was a suspect herd in Slovakia, near the southern border near Hungary,” Niederwerder says. “This is certainly concerning, how this virus is being reintroduced. Is it associated with contaminated fomites that may be in the country or traveling to new locations? Is it associated with wild boar? Could it be associated with infected hay?”

Although there is still a lot to be discovered about how FMD was introduced into these populations, it’s a significant warning to the US to be on alert. “We need to do everything we can to make sure it doesn’t get reintroduced into the US,” Niederwerder says. “How can we amp up any biosecurity measures that are necessary to reduce our risk? We also need to think about reducing the risk of introduction into our country through travel and illegal trade.”

### Be Alert

Livestock operations should reevaluate biosecurity protocols. If any of your farm’s employees travel to areas where there are infected animals, implement a quarantine period for entry back into your US farm, she advises. “Be vigilant,” Niederwerder urges. “One of the challenges of FMD is that it does cause these characteristic lesions of vesicles or blisters on the mouth, nose, or the hoof. What becomes very tricky is that those clinical signs are indistinguishable from other vesicular diseases such as

Senecavirus A. If producers and veterinarians see these lesions, they must report it immediately so it can be investigated and confirmed that it is not FMD virus.”

FMD is not just a disease of pigs and cattle, she points out. Sheep, goats, and cloven-hoofed zoo animals may also be impacted by FMD. This increases the breadth of what the industry needs to monitor.

“The world is very small now,” Niederwerder says. “Not only do people travel more internationally, but animals move around more than ever, too. It’s extremely important for those of us who are producers to keep our eyes open and pay attention to what’s going on worldwide so we can be as prepared as possible for any change in disease risk.”

That’s one of the ways that SHIC is trying to help producers. SHIC provides timely domestic and global disease updates to producers. “Watching the SHIC global disease report is really important for producers,” Determan says. “It comes out every month and really gives you a feel for what’s happening in the entire world from a swine health standpoint. The biggest lesson we learned from the 2001 FMD outbreak is that looking farther out than just our own farm gate is so important.” ■

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## Bulls and Breeding Soundness Examinations

Mark Z. Johnson, *Oklahoma State University Extension*

A significant portion of reproductive failures in cow-calf enterprises are due to the fertility of the herd bull. With turnout just around the corner, it's time to focus on your bull battery. Most spring-calving cow-calf operations are approaching the start of the breeding season. There are some important management considerations to keep in mind during this pre-turnout period: 1) have a veterinarian conduct a breeding soundness exam (BSE) on all potential herd sires, 2) monitor body condition score of your bulls on inventory to make sure they are in Body Condition Score of 6 by turnout, and 3) slowly transition the newly purchased young bulls to a forage-based diet.

Bull breeding soundness is one of the most economically important traits for cow-calf producers. Accordingly, a BSE is recommended to measure a bull's potential to achieve satisfactory conception rates. The BSE should include examination of the reproductive anatomy, scrotal measurement, sperm motility, sperm morphology (physical characteristics), locomotion, eyesight, and body condition score. A bull that passes the BSE appears to be sound for breeding purposes as best as science can determine at that point in time. Bulls should have a BSE six to eight weeks prior to turnout. If a bull fails the BSE, this allows producers to have enough time to replace the animal with a sound bull for the breeding season.

Each year cow-calf operations purchase yearling bulls to replace sub-fertile bulls or poor genetics. If new bulls have been developed on a grain-based, high-energy diet, they have the potential to be overconditioned. New bulls should be gradually transitioned to a lower-energy, forage-based grazing system over the 30–60 days before being turned out on cows. This period can allow the bull to shed excess fat and reach an optimum body condition for the breeding season. These bulls should be kept in a large enough pen or pasture so they can get daily exercise. When multiple bulls are used in a single pasture, they should be exposed to each other prior to turnout to minimize bull interactions once they join the cow herd. Bottom line: it's time to plan for your next breeding season.

## Five Must-Do Steps for Raising Healthy Beef-on-Dairy Calves before They Leave the Farm

by Taylor Leach, *Bovine Veterinarian*

With beef-on-dairy calves in high demand and day-old prices sky high, ensuring these crossbred calves get off to the best possible start has become a must for dairy producers. Not only does proper care improve calf health, but it also maximizes their market value and long-term performance. During the I-29 Moo University Dairy Beef Short Course, Dr. Gail Carpenter, Iowa State University Assistant Professor of Outreach and Extension, explained that the first few days are make-or-break for setting these calves up for success.

Here are her top five priorities dairy producers should focus on:

### 1. Breed the right calves in the first place

Before a beef-on-dairy calf is even born, Carpenter notes that the right breeding decisions make all the difference. Choosing the

best cows and bulls helps ensure easy calvings, healthy calves, and animals that bring top dollar down the road. For her, this means creating calves that hit the ground strong, grow well, and meet market demands — whether through feedlot performance or carcass quality. Therefore, a little planning up front goes a long way in setting up both your dairy and beef programs for success.

“Beef-on-dairy is an inventory management practice first and foremost,” Carpenter says. “It's easy to be pulled toward making a lot of beef-on-dairy calves. But don't forget, you also have to keep milking cows, so make sure that you're protecting your replacement numbers as well.”

Beyond determining the ideal number of beef-on-dairy calves, she emphasizes the importance of selecting the right dams and bulls. “Whether it's using [tools like] genomics, health data, or parent averages, it's essential to breed the right number of calves and select the right cows for beef semen,” she adds. “Make sure you're choosing for traits like calving ease and conception rate. I think we're going to see a bigger drive toward breeding for more carcass traits and producing a high-quality product.”

### 2. Prioritize maternity management

Next on Carpenter's list is a clean and well-managed maternity area. “Keeping calving pens clean, ensuring cows have access to clean water, and avoiding overstocking are fundamental practices,” Carpenter notes. “Whatever your maternity system is — whether it's just-in-time calving or a designated maternity pen — manage it well and keep a close eye on those cows.”

Beyond cleanliness, attention to detail in maternity care makes a difference. “Make sure you're cleaning your tools, using them productively, and maintaining calf housing and bedding properly,” Carpenter adds. “Bottles, nipples, and all feeding equipment should be kept clean to ensure the best start for your calves.”

Producers should be mindful of monitoring cows closely for signs of labor and assisting when necessary. Using clean equipment for calving assistance, ensuring newborns receive immediate care, and minimizing stress in the maternity area all contribute to better outcomes. Carpenter notes that a well-managed maternity area helps reduce disease risk and ensures calves are born into a safe, healthy environment.

### 3. Ensure proper colostrum management

Colostrum is the foundation of a calf's immune system and is crucial for setting the stage for good health. Without enough high-quality colostrum, a calf's ability to fight infections and thrive early in life is compromised. “Colostrum is going to be critical whether it's for your replacements or your beef-on-dairy calves. Use the same high-quality colostrum across the board,” Carpenter says. “If volume is an issue, colostrum replacers can be a valuable tool to make sure calves get the antibodies they need.”

Providing colostrum quickly after birth is essential, as the calf's gut is most open to absorbing antibodies within the first few hours. The sooner you can get it into them, the better their chances are for developing a strong immunity and preventing future health issues.

Key colostrum practices include:

- Ensuring calves receive high-quality colostrum within the first few hours of life. This is crucial for the calf to get the right amount of antibodies.
- Using a Brix refractometer to confirm colostrum quality (ideally 22% or higher). This helps you ensure the colostrum is rich in immunoglobulins, which are vital for the calf's immune system.

- Feeding colostrum at the correct temperature to maximize absorption. Warm colostrum (around 100°F) ensures that calves can properly absorb all the beneficial nutrients.

#### 4. Implement a solid pre-transport health plan

Before a calf leaves the farm, it's crucial to ensure it receives all the necessary health interventions to set it up for success in its next stage of life. Having a solid pre-transport health plan in place not only supports the calf's health but can also help meet buyer requirements and avoid any issues during transport. "Vaccination protocols vary, so it's essential to work with your vet and buyers to develop a plan that suits your operation," Carpenter notes.

Beyond vaccinations, several other practices can help ensure calves stay healthy during their move. Common pre-transport practices include the following:

- Administering vaccinations based on the farm's disease risks. Vaccinations should be tailored to protect calves from the most common diseases in your area or based on specific risks your operation faces.
- Navel dipping to prevent infections. Newborn calves are especially susceptible to infection, so dipping the navel in an antiseptic solution helps prevent bacterial infections from entering through the umbilical cord.
- Ensuring calves are well-fed and hydrated before transport. Well-nourished, hydrated calves are less stressed and more resilient during transport. Make sure they've had a good meal and are drinking before leaving the farm.

#### 5. Maintain a clean, comfortable environment

Creating a comfortable environment for your beef-on-dairy calves is one of the simplest yet most impactful ways to ensure their health and long-term performance. A calf's first few days are crucial, and the conditions they are raised in directly affect their growth, immunity, and overall well-being. "Keeping the calf's environment clean and well-ventilated, ensuring calves stay warm and dry, and minimizing stress are all things within a producer's control," explains Carpenter.

To truly optimize calf comfort, producers should focus on several areas:

- Provide deep, dry bedding to help regulate body temperature. Bedding plays a big role in keeping calves warm and comfortable. Fresh, dry bedding such as straw or shavings can help calves maintain their body temperature. Change bedding regularly to ensure it stays clean and dry, as damp bedding can lead to problems like pneumonia or scours.
- Maintain proper airflow to reduce respiratory disease risk. Good ventilation is essential for calf health. Poor air circulation can lead to respiratory issues, which are common in calves and can impact their long-term health. Make sure the housing area is well-ventilated but free from drafts, which could cause chilling.

#### Setting Calves Up for Success

Managing beef-on-dairy calves isn't just about checking off a few boxes — it's about paying attention to the little things every step of the way. By focusing on these five key priorities, farmers can give their calves the best start possible, making sure they stay healthy and strong for their next chapter of life. ■

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For over 40 years now we have been committed to producing functional and eye appealing Simbrah seedstock that work in various environments. We have progeny available out of several state-of-the-art donors to help assist you with your genetic goals. Give us a call or better yet, **COME SEE US** and the **COW POWER** we are working with at La Muñeca.

**LMC KHLOE 5K/54** is a Starwest Pol Blueprint daughter out of LMC KPBR Eva. This promising donor traces back to Pine Ridge genetics featuring some of our most productive cattle from the 1990s. Excited to be working with genetics that **STAND THE TEST OF TIME.**



**LMC PIONEER WOMAN 1B/129** combines the best of our Polled Brahman and Simbrah programs. She is sired by +LMC LF Ambassador and out of the famous LMC WFC Ms. Dream Girl donor. She is a 3/8 Simmental x 5/8 Brahman brood cow that represents **THE COWMAN'S KIND.**



**LMC BBS RYANN 1H/19** is a full sister to the popular LMC BBS Masterpiece bull and a prolific donor just like her dam BBS Jennie Walker. We're utilizing today's best Simmental bulls on her and her full sisters to make **NEW BLOOD SIMBRAHS.** Stay tuned for much more from these genetics.



**LMC MISS AMERICA 5Z/92** is sired by the 2009 Reserve National Champion LMC ATZ Dr. Feel Good bull and out a functional TE McAllister cow. At thirteen years old she still looks like a champion and has an exciting heifer calf at side by RGV/LMC The Specialist.



**LMC BBS GOLDEN LOVE 5J/9** is a striking LMC Gold Medal daughter out of the late LMC BBS Jennie Love donor. Her first set of embryo calves have us even more fired up about the future of Simbrah. We appreciate all the recent Gold Medal semen buyers.



**A BIG HEARTY THANKS TO ALL OF OUR RECENT BUYERS  
AND WE LOOK FORWARD TO WORKING WITH YOU**

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## Millennials and Protein Craze Boost Meat Sales to Record High

by Jennifer Shike, Bovine Veterinarian

Despite the extreme inflationary pressure on income now, consumers continue to lean into their love for meat in 2024. “2024 was the strongest year on record for meat, with growth for beef and chicken, pork, lamb had a really good year, bison, veal, you name it,” says Anne-Marie Roerink, owner of 210 Analytics, who conducted the 2024 Power of Meat study. “It was just an all-around fantastic year, and it really underscored that despite consumers having that pressure on income and being in the non-stop balancing act on what to spend their money on, meat won big.”

### How Did Meat Win?

When times are tough, people start to cook at home more often, Roerink says. A part of the dollar that came out of food service restaurants went into the retail grocery store space. She says part of the dollar might end up back at restaurants. But, that’s not a bad thing for the meat industry. The balance between retail and restaurants tends to be a good thing. “For years, we worried about whether millennials were going to be meat and poultry consumers like the generations before them. The answer is a resounding yes,” Roerink says.

Millennials, especially the older half of this age group, are starting to come into their income potential. “Many millennials now have children,” she adds. “And those children are starting to be the age where you think you go to the grocery store for the entire week, and about two days later, your pantry, fridge, and freezer are empty.”

The retail meat industry sold 500 million more packages in 2024 than they did in 2023. Roerink says 62% of that 500-million-package growth was driven by millennials. “That’s been a key finding for all of us,” she says. “Millennials do approach meat and poultry a little bit differently, so that’s going to mean more change in years to come.”

Another reason why the meat industry is doing so well is Americans’ massive focus on protein. “If you walk around the store, from your mac and cheese to your Skippy peanut butter, protein call-outs are everywhere,” Roerink explains. “But at the same time, this is going hand in hand with some people saying, ‘I want fewer ingredients in the things that I buy. I want a more natural form of food.’ That combined focus on protein with more wholesome foods has really put meat and poultry back into the driver’s seat as well.”

### What Do Millennials Really Want?

Roerink says millennials are focused on convenience more than ever. This is largely attributed to their life stage — running around and balancing time between family and work like generations before them. “They have more focus on sustainability and animal welfare,” she adds. “With their approach and values relative to meat and poultry, I think we’re going to see some different needs in terms of transparency. They truly do want to hear from the producers. They want to understand what kind of life the animal had, how you approach water management, and everything else.”

She says it may sound crazy, but consumers do want to know how their food is produced. And if they don’t hear it from the producer, they may dream up their own descriptions, she points out. “Oftentimes when we think about our meat category, we use industry terms. We approach it from a scientific angle,” Roerink says. “This means nothing to consumers. They want to know more, but we need to speak in a language that makes sense to those consumers.”

## Enhancing Meat Quality through Management Decisions Pre-Calving

by Paul Beck, Oklahoma State University

Meat quality is influenced by various factors that affect the consumer’s eating experience, including tenderness, marbling, and fat composition. While many factors contribute to the final product, beef producers play a key role in shaping meat quality through their management and nutritional decisions, even before an animal is born.

Production systems vary widely based on climate and economics, but management choices made before birth can significantly impact meat quality. Key decisions include breed selection and maternal nutrition.

Breed type affects meat quality. *Bos taurus* breeds, such as Angus and Hereford, tend to have higher marbling scores than *Bos indicus* breeds. Crossbreeding beef and dairy genetics can optimize efficiency and carcass quality, with research ongoing to determine the best breed combinations for superior meat characteristics.

A dam’s uterine capacity and diet during pregnancy directly impact the offspring’s muscle development, fat composition, and overall meat quality. Intrauterine growth restriction can limit muscle fiber development and reduce marbling. Proper maternal nutrition helps mitigate these effects. Studies show that protein supplementation during gestation improves marbling and meat tenderness, while both undernutrition and overnutrition of the beef cow during gestation can negatively impact carcass traits of their calves.

Feeding antioxidant-rich diets to pregnant cattle can enhance the offspring’s meat quality by improving shelf life and flavor stability. Research suggests that plant-based antioxidants, such as rosemary and thyme, can reduce fat oxidation, preserving meat tenderness and taste.

Beef producers have a significant influence on meat quality through breeding choices and nutrition management. Understanding these factors and implementing best practices from conception through finishing can lead to higher-quality beef, improving both consumer satisfaction and market value.

## Gene Editing: Livestock Genetic Improvement through DNA Editing

by Angie Stump Denton, Bovine Veterinarian

Traditional cattle breeding has always involved modifying the genetics of animals, but the term “genetic modification” is often associated with more modern biotechnologies like genetic engineering and gene editing.

“Often when people hear the expression ‘genetic modification’ what comes to mind is the whole GMO debate and scary memes on the internet, or that if you eat GMOs [Genetically-Modified Organisms] something bad will happen to you,” says Alison Van Eenennaam, UC–Davis animal biotechnology and genomics Extension specialist. “That narrative has been very hard to correct.”

Van Eenennaam was a featured speaker during Kansas State University’s recent Cattlemen’s Day. Genetic engineering, which has been around for about 30 years, involves introducing transgenic constructs from other organisms, such as Bt-corn. However, this technology has seen limited use in animal production due to consumer pushback against GMOs and the difficulty of introducing new traits into animals, Van Eenennaam says.

A newer technology called genome editing or gene editing has emerged in the last decade. “Gene editing is basically just conventional breeding, but done more intelligently,” she summarizes. “This allows for the targeted manipulation of an animal’s DNA without introducing foreign genetic material. For example, researchers have developed a ‘PRRS-resistant’ pig by knocking out a gene that the virus uses to infect the animal. Gene editing can also be used to introduce beneficial alleles from one breed into the elite germplasm of another, without diluting the desired genetics.”

In cattle, gene editing has been used to create knockouts for traits like disease resistance and heat tolerance, as well as knock-ins to introduce desirable alleles like the polled trait. “In 2009, we were able to define the entire sequence of the cattle genome, which gave us a look at the genetic variation that exists between cattle breeds,” Van Eenennaam says. “In the case of cattle, that’s about three billion base pairs of DNA that make up the cattle genome.”

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**In cattle, gene editing has been used to create knockouts for traits like disease resistance and heat tolerance, as well as knock-ins to introduce desirable alleles like the polled trait.**

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She explained there are two ways to gene edit cattle: cloning and microinjection into zygotes. “The key difference is that cloning starts with an edited cell line, while microinjection edits the zygote directly,” she says. “Ultimately, the goal is to produce a homozygous, non-mosaic animal where both alleles carry the desired edit, ensuring the trait is passed on to offspring.”

Van Eenennaam explains a few of the cattle-focused gene editing projects have centered around traits like polled, disease

resistance, heat tolerance, and muscle development. In the swine industry, she says gene editing is being used to improve a pig’s resistance to Porcine Reproductive and Respiratory Syndrome (PRSV), a devastating disease that costs the swine industry about \$1.2 billion per year in the US.

A gene editing project that could have a big impact on the beef industry is surrogate sires or “artificial insemination on legs.” The process produces bulls that are generating semen from a different cell line. For example, a tropically adapted bull working in an environment where he is well suited, but his semen could be, genetically, an Angus sire.

“You can basically do AI on legs, because you could naturally service with elite germplasm,” she says. “There’s a lot of different applications that have some potential to really benefit the beef industry.”

Gene editing technology still faces regulatory hurdles in the US, as well as the need to overcome perceptions among countries that buy US beef. Van Eenennaam says the main risks with gene editing are more reputational than safety-related, as activist groups may try to lump gene editing with GMOs. She encourages more discussion highlighting how gene editing can address issues like animal welfare and disease resistance in ways that align with consumer values.

Excited about the potential of gene editing to improve livestock production in a targeted and precise manner, she summarizes that regulatory approaches will be crucial in determining which applications reach the market and who can bring them forward. ■

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

**or call 406-587-2778**

## Pilgrim's Announces \$1.5 Billion Special Dividend and Long-term Capital Allocation Strategy

Pilgrim's Pride Corporation, one of the world's leading food companies, recently announced a capital deployment strategy in support of its ongoing efforts to improve its capital structure, enhance its diversified portfolio, stimulate brand growth, and generate shareholder value. As a part of the strategy, the company's board of directors has approved the declaration of a special cash dividend of \$6.30 per share. The total amount of the special dividend payment will be approximately \$1.5 billion, based on the current number of shares outstanding.

"Pilgrim's is confident in the future of our business and we believe our capital allocation strategy positions the company for continued, disciplined growth and enhanced earnings potential across our diversified portfolio," said Fabio Sandri, CEO of Pilgrim's. "The Board's decision to pay a special dividend reflects our strong balance sheet and our commitment to create long-term stockholder value. Today's announcement is a testament to our team's ability to execute our key customer strategy, unlock value through differentiated offerings, and relentlessly pursue quality and service."

In addition to the special dividend, the company is outlining the ways it is strengthening its portfolio, aligning with key customers and growing organically in the US market. In the coming years, projects will include expanding in prepared foods due to brand growth; adding small bird capacity to support key customer growth; converting a big bird plant to a case-ready facility for continued growth in retail; and expanding protein conversion capacity to upgrade the portfolio and reduce risk. With today's dividend announcement, over the last five years, Pilgrim's has invested more than \$950 million in acquisitions, \$1.8 billion in share repurchases and dividends, and \$2.2 billion in capital expenditures.

During the investor day event, the Pilgrim's leadership team will discuss its capital allocation strategy, growing momentum in branded offerings across its portfolio, and future growth plans.

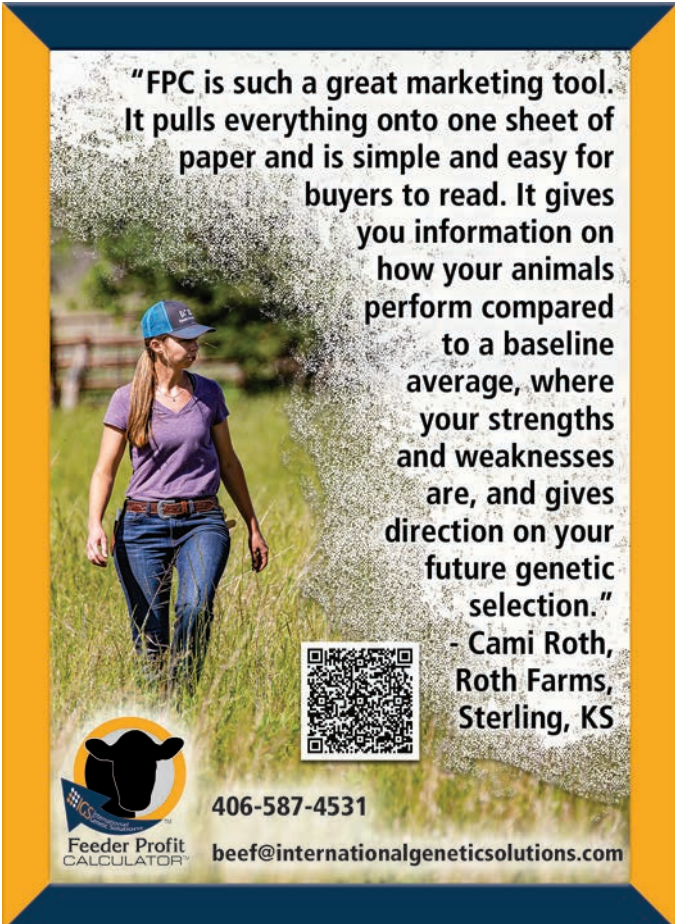
## Axiota Animal Health Announces FDA Approval of Multimin 90

Trace minerals are essential for key functions in the body. While a dietary mineral program is key for cattle health, even the best oral programs face challenges. Variation in intake, antagonists, poor digestibility, and changes in demand can result in uneven trace mineral status in the herd. The most effective trace mineral programs address these challenges by incorporating strategic supplementation that ensures even treatment across the herd. Cattle that are fully supplemented are more prepared for periods of transition and stress.

Multimin 90 is the only FDA-approved drug that contains four trace minerals known to support cattle health. Its subcutaneous injectable format for supplementation results in a significant rise in levels of zinc, copper, manganese, and selenium in the blood within eight to ten hours of injection and liver storage within 24 hours. Multimin 90 complements oral trace mineral programs and is a safe and effective option to strategically supplement four key trace minerals.

William (Bill) Weldon, Axiota Chief Executive Officer, said "The approval of Multimin 90 as a new animal drug confirms that the product veterinarians and beef and dairy producers have relied on since 2010 meets the highest standards of quality, safety, and efficacy for animal health products. Taking the additional steps to secure FDA approval is a testament to Axiota's continued commitment to provide a reliable and high-quality supply of trusted, proven products to cattle producers."

The United States joins more than 30 other countries where Multimin 90 is approved, including several countries in key cattle-producing areas of Europe, North America, and Latin America. ■



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**- Cami Roth, Roth Farms, Sterling, KS**

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## Nelson Livestock Company's 51<sup>st</sup> Annual Bull Sale

February 10, 2025 • Wibaux, MT

No.	Category	Average
60	SM, SimAngus and Angus Yearling Bulls	\$4,704
13	SM and SimAngus Age-advantaged Bulls	\$5,750
73	Total Lots	\$4,890

**Auctioneer:** Ty Thompson, MT

**Sale Manager:** Allied Genetic Resources (AGR) IL

**Marketing Representatives:** Marty Ropp (AGR); Jared Murnin (AGR); Rocky Forseth (AGR); Andy Rest, *Cattle Business Weekly*; Jaramie McLean, *Tri-State Livestock News*; and Kevin Murnin, American Hereford Association.

**Representing ASA:** Andy Roberts

### High-Selling Lots:

**\$9,500** – 5/8 SM 3/8 AN, "NLC 79M," s. by C-3 Next Up NS B220 J939, sold to Reverse El Ranch, Bison, SD.

**\$9,250** – 3/4 SM 1/4 AN, "NLC 148L," s. by NLC Eagle 1J8, sold to Terry Stedman, Beach, ND.

**\$9,000** – PB SM, "NLC 57M," s. by JLC Eagle 1J8, sold to Reverse El Ranch, Bison, SD.

**\$8,500** – 1/2 SM 1/2 AN, "NLC 27M," s. by C-3 Next Up NS B220 J939, sold to Shad Haber, Vita.

**\$8,500** – 1/2 SM 1/2 AN, "NLC 301L," s. by DB Iconic G95, sold to Steve Hillard, Glendive.



Looking over the offering.



Inside the sale facility.

## Bulls of the Big Sky

February 17, 2025 • Billings, MT

No.	Category	Average
229	PB SM and SimInfluenced Bulls	\$6,331

**Auctioneer:** Ty Thompson, MT

**Sale Manager:** Allied Genetic Resources (AGR), IL

**Marketing Representatives:** Marty Ropp (AGR); Jared Murnin (AGR); Rocky Forseth (AGR); John Goggins, *Western Ag Reporter*; Devin Murnin, *Western Livestock Journal*; and Jeff Thomas, *The Prairie Star*.

**Representing ASA:** Andy Roberts

### High-Selling Lots:

**\$37,500** – PB SM, "LBRS Mesquite M76," s. by LBRS Genesis G69, sold to Barret Billingsley, Glasgow, KY.

**\$20,000** – 3/4 SM 1/4 AN, "Fauth Mr 802L," s. by ASR American Proud H0301, sold to Schnabel Ranch Simmentals, Eureka, SD.

**\$12,500** – 1/2 SM 1/2 AN, "AOK Mr Iconic 470M," s. by DB Iconic G95, sold to T Heart Ranch, Center, CO.

**\$12,000** – PB SM, "AOK Mr Gold 477M," s. by KBHR Mr Gold J142, sold to Miller Simmental, Gildford.

**\$12,000** – PB SM, "MFSR Genesis 750M," s. by LBRS Genesis G69, sold to Steve Stoddard, Hammond.

**Comments:** Consignors included: AOK Simmental, Chinook; Fauth Ranch, Lavina; Konesky Simmental, Sand Coulee; Little Bitterroot River Simmental, Hot Springs; Miller Simmental, Gildford; Promise Land Ranch, Plummer, ID; and Rymo Cattle Company, Bonners Ferry, ID.



Looking over the offering.



Inside the sale facility.

## Emmons Ranch Bull Sale

March 1, 2025 • Olive, MT

No.	Category	Average
73	SM and SimAngus Yearling Bulls	\$6,250

**Auctioneer:** Charlee Kuchbacher, MT

**Representing ASA:** Andy Roberts



Looking over the offering.



Inside the facility.



The auction block.

## Doll Ranch's 45<sup>th</sup> Annual Production Sale

March 4, 2025 • Mandan, ND

No.	Category	Average
64	PB Yearling SM Bulls	\$8,059
4	PB Yearling SM Heifers	\$4,583
68	PB SM Lots	\$7,855

**Auctioneers:** Seth Weishaar and Lynn Weishaar, ND

**Sale Representatives:** Colt Keffer, CK Sales and Marketing; Hadley Schotte, *Charolais Journal*; Tony Heins, *Western Ag Reporter*; Scott Dirk, *Tri-State Livestock News*; and Kirby Goettsch, *Farm and Ranch Guide*.

**Representing ASA:** Perry Thomas

(Continued on page 52)

(Continued from page 51)

## High-Selling SM Lots:

- \$26,000** – Bull, “DCR Mr Vanderbilt M221,” s. by KS Vanderbilt G220, sold to Traxinger Simmentals, Houghton, SD.
- \$22,000** – Bull, “DCR Mr Megatron M315,” s. by DCR Mr Hangover H238, sold to Sonny Berndt, Rugby.
- \$15,000** – Bull, “DCR Mr Midnight-Ride M099,” s. by BC1 Structure J111, sold to Dan Staigle, Center.
- \$12,500** – Bull, “DCR Mr Mighty Mac M054,” s. by FW Hilger One 454H, sold to Chad Olson, Mandan.
- \$12,500** – Bull, “DCR Mr Mad Hatter M288,” s. by Bridle Bit Resource G917, sold to Joe Fritel, Willow City.
- Comments:** Also selling were 98 PB Charolais Bulls at an average of \$6,337; and four PB Yearling Charolais Heifers at an average of \$4,458.

## Klein Ranch's 7th Annual Heart of the Herd Sale

March 5, 2025 • Atwood, KS

No.	Category	Average
32	SimGenetic Bulls	\$6,406
48	Open Commercial SimAngus Heifers	\$2,325
80	Total Lots	\$3,957

**Auctioneer:** Charly Cummings, Yates Center  
**Marketing Representatives:** Rocky Forseth, Allied Genetic Resources; Guy Peverly, *Stock Exchange News*; Bretty Sayer, *Kansas Stockman*; and Ben Gleason, Live-Ag.  
**Representing ASA:** Susan Russell

## High-Selling Lots:

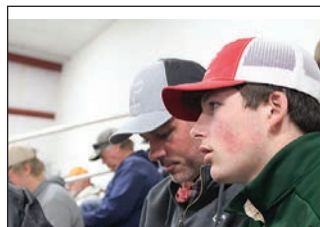
- \$28,000** – PB SM Bull, “Klein King James M040,” s. by CLRS King James 616IK, cons. by Klein Ranch, sold to Wilkinson Farms Simmentals, ND.
- \$10,000** – 1/2 SM Bull, “TJKR Galileo 479M,” s. by Hook's Galileo 210G, cons. by Kechter Ranch, sold to Cord Sommer, NE.



A large crowd filled the bleachers and tables at Klein's Heart of the Herd Sale.



Richard Rains, KS, bought several bulls.



Cody Whitney and son Trace, KS, successfully bought a couple bulls.



Rocky Forseth handled several phone bids.

## Keller Broken Heart Ranch's Annual Production Sale

March 6, 2025 • Mandan, ND

No.	Category	Average
102	Yearling SM Bulls	\$9,930
78	Yearling SM Heifers	\$4,198
180	Total Lots	\$7,446

**Auctioneer:** Tracy Harl, Wellington, CO  
**Marketing Representatives:** Kelly Klein, *Tri-State Livestock News*; Tony Heins, *Western Ag Reporter*; Dennis Ginkens, *Western Livestock Reporter*; Scott Ressler, ND Stockmen's Association; Will Bollum, Special Assignment; Logan Hoffmann, DV Auction; Marty Ropp, Allied Genetic Resources; and Jeremie, Ruble, Ruble Cattle Services.  
**Representing ASA:** Russ Danielson

## High-Selling Lots:

- \$200,000** – SimInfluenced Bull, “KBHR Mr Homelander M021,” s. by KBHR Homelander J071, sold to River Creek Farms, Manhattan, KS.
- \$75,000** – PB Bull, “KBHR Mr Essential M041,” s. by Gibbs 9114G Essential, sold to ST Genetics, OH; and Triangle J Ranch, Miller, NE.
- \$35,000** – PB Bull, “KBHR Mr Gunsmoke M089,” s. by KBHR Gunsmoke J131, sold to Shoal Creek Land and Cattle, Excelsior Springs, MO.
- \$23,000** – PB Bull, “KBHR Mr Jam-Packed M050,” s. by WS Jam-Packed 88J, sold to Westway Farms, Olds, AB.
- \$19,000** – PB Bull, “KBHR Mr Gunsmoke M058,” s. by KBHR Gunsmoke J131, sold to Wilkinson Farms, Montpelier.
- \$18,500** – PB Bull, “KBHR Mr Jam-Packed M188,” s. by WS Jam-Packed 88J, sold to Jamyson Fischer, Tappen.
- \$18,000** – SimInfluenced Bull, “KBHR Mr Stockmarket M004,” s. by Bieber CL Stockmarket E119, sold to Veseth Cattle Co., Malta, MT.
- \$17,000** – PB Heifer, “KBHR Ms Essential M007,” s. by Gibbs 9114G Essential, sold to Scott Werning, Emery, SD.



Welcoming entrance.



Looking over the offering.



The Keller Family greets the sale crowd.



Abram and Dani Mertz, River Creek Farms, KS.

## Eichacker Simmentals and JK Angus Annual Production Sale

March 7, 2025 • Salem, SD

No.	Category	Average
96	SM and SimInfluenced Bulls	\$10,432
36	SM and SimInfluenced Heifers	\$9,292
1	ES Open Heifer Pick F113/Genesis Daughters	\$21,000
133	Total SimInfluenced Lots	\$10,203

**Auctioneer:** Tracy Harl, CO

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

**Marketing Representatives:** Val Eberspacher (EE); Jim Scheel, Special Assignment, SD; Randy Rasby, *American Cattlemen*, NE; Jeff Kapperman, *Tri-State Neighbor*, SD; Kent Snowden, *Tri-State Neighbor*, NE; Dustin Carter, Special Assignment, SD; Chris Effling, Special Assignment, SD; Marty Ropp, Allied Genetic Resources, IL; Kadon Leddy, *Cattle Business Weekly*, SD; Jeremie Ruble, Special Assignment, IA; Tom Hook, Allied Genetic Resources, MN; and Justin Dikoff, DVAuction, SD.

**Representing ASA:** Ken Odde

### High-Selling SimInfluenced Lots:

**\$70,000** – PB SM Bull, “ES MK11,” s. by Hook’s Galileo 210G, sold to 3C Christensen Ranch, Wessington.

**\$60,000** – PB SM Bull, “ES MG9107-1,” s. by CLRS King James 616K, sold to Doll Simmentals, New Salem, ND.

**\$50,000** – PB SM Bull, “ES MK69,” s. by JC Quiet Man 758K, sold to Hart Simmentals, Frederick.

**\$42,500** – PB SM Bull, “ES M94F-1,” s. by LCDR Reserve 210J, sold to Eagle Pass Ranch, Highmore.

**\$34,000** – PB SM Bull, “ES MH 129-6,” s. by LCDR Diligence 215J, sold to Kenner Simmentals, Leeds, ND.

**\$27,000** – 3/4 SM Cow/Calf Pair, “ES L150,” s. by CLRS Homeland 327H, Heifer Calf s. by Bridle Bit Recharge K256, sold to Bichler Simmentals, Linton, ND; and Phil Smith, St. Johns, MI.

**\$21,000** – 3/4 SM Open Female, ES F113/Genesis Daughter Pick, sold to ST Genetics, Navasota, TX.

**\$20,000** – PB SM Bull, “ES MK63-1,” s. by Hook’s Hercules 209H, Nickeson Simmentals, Flandreau.

**Comments:** Also selling were 31 Angus Bulls at an average of \$5,353.



Alan & Elicia Rieker made the trip from Eustis, NE.



Rob Long, Long Simmentals, added so ES genetics to his program.



Jim Nickeson Flandreau, SD, selected a new herd sire for his bull battery.



An overflowing crowd enjoyed the Eichacker Simmental hospitality.

## Gonsior Simmentals' 25th Annual "In The Heartland" Sale

March 8, 2025 • Fullerton, NE

No.	Category	Average
51	Herd Bull Prospects	\$6,505
21	Cow/Calf Pairs and Bred Females	\$6,648
26	Open Females	\$3,904
98	Live Lots	\$6,086

**Auctioneer:** Tracy Harl, Co

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

**Marketing Representatives:** Val Eberspacher (EE); Derek Vogt (EE); Rick Buehler, NE; Tim Burke, NE; Buddy Robertson, OK; Chris Beutler, Livestock Digital, NE; Jason Hanson, Livestock Digital, NE; Braden Benes, NE; Jeremie Ruble, IA; and Sarah Kucera, DVAuction, NE.

### High-Selling Lots:

**\$40,000** – Bull, “Gonsior Part O The Journey M33,” s. OMF Journeyman J24, sold to Shoal Creek Land and Livestock, Excelsior Springs, MO.

**\$15,500** – Bull, “Gonsior First Revision M66,” s. by LCDR Reserve 210J, sold to Bergman Cattle Co., Arapahoe.

**\$15,000** – Bull, “Gonsior Red Storm M98,” s. by Bar CK Red Empire 9153G, sold to Brandon McHugh, Dunlap, IA.

**\$12,500** – Cow/Calf Pair, “Gonsior Kenzo K986,” s. by HILB Oracle C033R, Bull Calf s. by KBHR Keynote K229, sold to Sloup Simmentals, Staplehurst.

**\$12,000** – Cow/Calf Pair, “Gonsior Lana L11,” s. by W/C Executive Order 8543B, Heifer Calf s. by Hook’s Galileo 210G, sold to Square D Simmentals, Garland, TX.

**\$11,000** – Bull, “Gonsior Showtime M48,” s. by Mr SR Mic Drop G15334, sold to Lazy S Simmental, Anselmo.

**\$10,000** – Cow/Calf Pair, “Gonsior/JMAM Addison L603,” s. by JSUL Something About Mary 8421, Bull Calf s. by KBHR Charger K102, sold to Square D Simmentals, Garland, TX.

**\$8,500** – Bull, “Gonsior 9M,” s. by Hook’s Galileo 210G, sold to Keiser Cattle Gothenburg.

**Comments:** Mark your calendar for the 26th Annual Sale, March 14, 2026.



Gonsior Simmental hosted a full house for their 25th Anniversary Sale.



Mike Gonsior is the senior partner in the Gonsior firm.



Fellow Simmental breeders Russ Ruth and Deon Gocke.



Don Bergman, Bergman Cattle Co., added Gonsior genetics to his program.

(Continued on page 54)

(Continued from page 53)

## Colorado Select Bull Sale

March 15, 2025 • Fort Collins, CO

No.	Category	Average
128	SM and SimAngus Bulls	\$6,278

**Auctioneers:** Tom Frey, CO; and Shawn Silverberg, CO

**Marketing Representatives:** Corey Wilkins, Allied Genetic Resources; Justin Warren, Wyoming Livestock Roundup; and Jessic Chester, DVAuction.

**Representing ASA:** Susan Russell

### High-Selling Lots:

**\$15,500** – PB SM, “1501M,” s. by ASR American Proud H0301, sold to McConkie Ranch, Altamont, UT.

**\$10,500** – PB SM, “817M,” s. by KBHR Bold Ruler H152, sold to Fox Ranch, Walden.

**\$10,500** – PB SM, “622M,” s. by KBHR Bolder Ruler H152, sold to Ritchard Ranch, Kremmling.



Host, Darby Line, welcome the crowd.



Looking over the PAP-tested sale offering.



Darby Line greets potential buyers in the cattle alley.



Jennifer Boka sang the National Anthem prior to the sale.

## Rockin H Simmentals' 11th Annual Production Sale

March 15, 2025 • Canby, MN

No.	Category	Average
32	SM and SimAngus Bull	\$7,641
15	Bred Females	\$4,600
7	Open Females	\$4,536
54	Live Lots	\$6,394

**Auctioneer:** Dustin Carter, SD

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

**Marketing Representatives:** Val Eberspacher (EE); Kelly Schmidt, Special Assignment, MN; Chance Ujzdowski, WI; Kipp Julson, SD; Jason Hanson, Livestock Digital, NE; Kyle Hunt, Purina, SD; and Logan Hoffman, DVAuction, ND.

### High-Selling Lots:

**\$18,000** – Bull, “Rockin H Memphis M78,” s. by OMF/DK KRJ Jawbreaker 15J, sold to Rincker Brothers, Strasburg, IL.

**\$14,000** – Bull, “Rockin H MVP M45,” s. by OMF/DK KRJ Jawbreaker 15J, sold to Ashworth Farm and Ranch, Oungre, SK.

**\$13,500** – Bull, “Rockin H Jawbreaker M55,” s. by OMF/DK KRJ Jawbreaker 15J, sold to Smith Farm and Livestock, Lehi, UT.

**\$10,500** – Bull, “Rockin H All American M58,” s. by LCDR Patriot 8K, sold to Steve Scholz, Stapleton, NE.

**\$10,500** – Bull, “Rockin H Mr Powerplay M65,” s. by TJ Power Play 422H, sold to Ketterling Simmentals, Wishek, ND.

**\$9,250** – Bull, “Rockin H Mr Patriot M66,” s. by LCDR Patriot 8K, sold to Alex Renaas, Nunda, SD.

**\$8,750** – Bull, “Rockin H Mr Favor M75,” s. by LCDR Favor 149F, sold to David Larson, Brainerd.



Matt Hoffman greets a large crowd despite the snowstorm overnight.



Holly and Lori Hoffman listen to opening remarks.



David & Stephanie Larson added two bulls to their bull battery.



Friends Mark & Richard Pesek help the Rockin H team with sale prep.

## Bridle Bit Simmentals' All Terrain Bull Sale

March 17, 2025 • Walsh, CO

No.	Category	Average
88	SM and SimAngus Bulls	\$9,239
10	SimGenetic Open Heifers	\$10,900
10	Commercial Open Heifers	\$3,470
108	Total Lots	\$8,859

**Auctioneer:** Tracy Harl, CO

**Sale Manager:** Allied Genetic Resources (AGR), IL

**Marketing Representatives:** Corey Wilkins (AGR); Jared Murnin (AGR); Leoma Donsbach (AGR); DVAuction and Superior Livestock Auction.

**Representing ASA:** Susan Russell

### High-Selling Lots:

**\$47,000** – 3/4 SM Bull, “Bridle Bit Mr M427,” s. by CLRS Homeland 327H, sold to Rydeen Farms, MN.

**\$41,000** – 3/4 SM Bull, “Bridle Bit Mr M480,” s. by JC Mr Pontiac D114K, sold to Hall Stock Farm, ND.

**\$30,000** – PB SM Open Female, “Bridle Bit Miss M4108,” s. by Bridle Bit Recharge K256, sold to Bar KD Ranch, OR.

**\$23,000** – 5/8 SM Bull, “Bridle Bit Mr M429,” s. by CLRS Homeland 327H, sold to Jace Staudt.

**\$19,000** – PB SM Bull, “Bridle Bit Mr M422,” s. by Gibbs 9114G Essential, sold to Gil Cowles, KY.

**\$17,250** – 5/8 SM Bull, “FOCR Mr M413,” s. by Bridle Bit Eclipse E744, cons. by Far Out Cattle Ranch, sold to Rallin Nightingale, NM.

**\$17,000** – 5/8 SM Bull, “Bridle Bit Mr M404,” s. by Hook’s Galileo 210G, sold to Darrin Davies, MO.

**\$16,000** – PB SM Open Female, “Bridle Bit Miss M490,” s. by Gibbs 9114 Essential, sold to Lyman Livestock.

**\$11,000** – 5/8 SM Open Female, “Bridle Bit Miss M49109,” s. by CLRS Homeland 327H, sold to Taylor Farms, KY.

**Comments:** Far Out Cattle Ranch was a guest consignor. Leoma Donsbach, Data Genie, was the featured speaker the night before the sale.



Bridle Bit’s Austin Cook (left) discusses bull with prospective buyers.



Chad Cook (right) welcomes the crowd to the family’s sale.



A large crowd participated in the two-day event.



Data Genie’s Leoma Donsbach (left) visits with Jerrid Brisendine of Far Out Cattle Ranch.

## Kegley Simmentals’ 2<sup>nd</sup> Annual Bull and Female Sale

March 18, 2025 • Lisbon, ND

No.	Category	Average
24	Yearling SM and SimAngus Bulls	\$6,427
12	Open Heifers	\$3,754
1	Pick of the Herd Replacement	\$6,500
37	Total Lots	\$5,562

**Auctioneer:** Dustin Carter, SD

**Sale Representatives:** Logan Hoffmann, DVAuction; and Scott Ressler, Ringman.

**Representing ASA:** Perry Thomas

### High-Selling Lots:

**\$9,250** – PB SM Bull, “KEGS Mr Roper AE 2278,” s. by Colorado Bridle Bit E752, sold to Kaelberer Simmentals, New Salem.

**\$8,750** – PB SM Bull, “KEGS Mr QB1 1779,” s. by SFG Cowboy Logic D627, sold to Wade Heinrich, Larimore.

**\$8,250** – PB SM Bull, “KEGS Mr Charlie 2070,” s. by QB War Admiral K59, sold to Tyler Speich, Milnor.

**\$8,000** – 1/2 Blood SM Bull, “KEGS Mr Rolette JK2251,” s. by Tehama Tahoe B767, sold to Brandon Knuttson, Marion.

**\$6,500** – Pick of the Bred Heifers, sold to Tucker Phearson, Ayr.

**\$3,900** – 1/2 Blood Open Female, “KEGS Miss 2296,” s. by Tehama Tahoe B767, sold to Wade Heinrich, Larimore.

**\$3,800** – PB SM Open Female, “KEGS Miss JU2143,” s. by KBHR Mr Impact J177, sold to Wade Heinrich, Larimore.

**\$3,600** – PB SM Open Female, “KEGS Miss 2110,” s. by QB War Admiral K59, sold to Justin Bartholomay, Sheldon.

## T-Heart Ranch’s High-Altitude Bull Sale

March 22, 2025 • La Garita, CO

No.	Category	Average
193	SM and SimAngus Yearling Bulls	\$7,326

**Auctioneer:** Charly Cummings, KS

**Sale Manager:** Allied Genetic Resources (AGR), IL

**Marketing Representatives:** Marty Ropp (AGR); Corey Wilkins (AGR); Justin Warren, Superior Livestock; and Josh Staudt, Superior Livestock.

**Representing ASA:** Susan Russell

**Comments:** The sale offering was from T-Heart Ranch and Campbell Simmentals.



Shane Temple (right), T-Heart Ranch, visits with a customer prior to the sale.



Multi-generational buyers walk through the display pens.



A large crowd on hand in person, on the phone and online. ■

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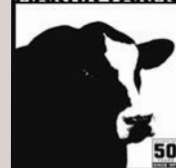
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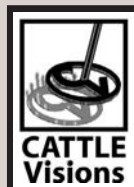
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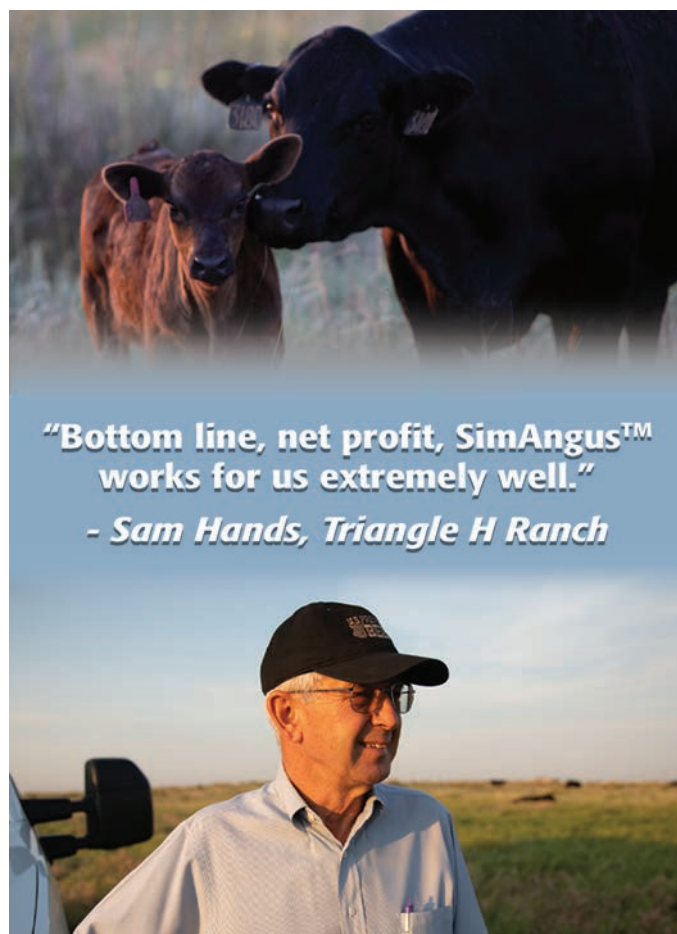
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**Register**

### MAY

- 3 Stars and Stripes Sale — Hummelstown, PA
- 17 6th Annual Back to Grass Sale — Henderson, TX
- 17 Mississippi/Alabama Simmental Sale — Cullman, AL
- 18 Red Hill Farms' Maternal Monday Online Sale — [www.redhillfarms.net](http://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
- 27-28 Simbrah Synergy Sale — Giddings, TX

### 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. 57)
- 24-25 Yon Family Farms' Maternal Roots Fall Female and Bull Sale — Ridge Spring, SC
- 25 The Clear Choice Female Sale — Milan, IN (pg. 56)
- 25 Red Hill Farms' Bull and Females of Fall Sale XI — Lafayette, TN

### NOVEMBER

- 1 Cason Pride & Joy Elite Female Sale — Russell, IA (pg. 56)
- 1 Irvine Ranch's Annual Production Sale — Manhattan, KS
- 2 Triangle J Ranch's Female Sale — Miller, NE (pg. 57)
- 8 Gibbs Farms' 20th Annual Bull & Replacement Female Sale — Ranburne, AL
- 8 MSA Fall Harvest Sale — Springfield, MO
- 12 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
- 22 C&C Farms' Clear Vision Fall Sale — Jefferson, GA
- 22 Stanley Martins' Farms Dispersal Sale — Decorah, IA

### DECEMBER

- 5 Yardley Cattle Co's Focus on the Female Sale — Beaver, UT
- 6 Jewels of the Northland Sale — Clara City, MN
- 6 Western Choice Simmental Sale — Billings, MT
- 13 NDSA's Classic Sale — Mandan, ND
- 13 North Alabama Bull Evaluation Sale — Cullman, AL
- 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. 57)
- 18 The One and Only Simmental Sale — Denver, CO
- 23 Double J Farms' 52nd Annual Bull and Female Sale — Garretson, SD (pg. 59)
- 23 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pg. 58)
- 24 Cow Camp Ranch's Annual Spring Bull Sale — Lost Springs, KS (pg. 56)
- 24 J&C Simmentals' Annual Bull Sale — Arlington, NE (pg. 57)
- 25 Triangle J Ranch's Bull Sale — Miller, NE (pg. 57)

## FEBRUARY 2026

- 2 Bell Simmentals' Annual Production Sale — Fordville, ND
- 3 Koepplin's Black Simmental 38th Annual Bull Sale — Mandan ND
- 3 Stavick Simmental's King of the Range Bull Sale — Aberdeen, SD (pg. 59)
- 4 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT (pg. 57)
- 5 K-LER Cattle Company's Annual Sale — St. Charles, MN (pg. 56)
- 5 Stavick Simmental's King of the Range Bull Sale — Veblen, SD
- 6 Kunkel Simmentals' Annual Production Sale — New Salem, ND
- 7 Gibbs Farms' 3rd Annual Spring Sale — Ranburne, AL
- 7 Klain Simmental Ranch's Annual Production Sale — Ruso, ND
- 9 Nelson Livestock Company's Production Sale — Wibaux, MT
- 10 Edge of the West Production Sale — Mandan, ND
- 11 Jackpot Cattle Co.'s Annual Private Treaty Bull and Heifer Sale — Miller, SD
- 11 River Creek Farms 36th Annual Production Sale — Manhattan, KS (pg. 56)
- 13 Bred for Balance Sale — Starbuck, MN
- 13 TNT Simmentals' 41st Annual "Carrying On" the Explosive Difference Sale — Lehr, ND (pg. 58)
- 14 Kenner Simmentals' 30th Annual Production Sale — Leeds, ND
- 15 Trauernicht Simmentals' Bull Sale — Wymore, NE
- 16 Bulls of the Big Sky — Billings, MT (pg. 57)
- 17 Quandt Brothers' 14th Annual Production Sale — Oakes, ND (pg. 58)
- 19 Illinois Performance Tested (IPT) Bull Sale — Springfield, IL
- 20 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 58)
- 20 Illinois Beef Expo Multi-Breed Sale — Springfield, IL
- 20 R&R Cattle Company's Annual Production Sale — Chamberlain, SD
- 20 Sandy Acres Simmentals' Bull Sale — Creighton, NE (pg. 57)
- 21 Flittie Simmental/Schnabel Ranch Simmentals/Lazy J Bar Ranch's Joint Production Sale — Aberdeen, SD (pg. 59)

## MARCH 2026

- 2 S/M Fleckvieh Cattle's Private Treaty Bull Sale — Garretson, SD
- 5 22nd Annual Cattleman's Kind Bull Sale — San Saba, TX
- 5 Keller Broken Heart Ranch's Annual Production Sale — Mandan, ND
- 6 Eichacker Simmentals' Annual Production Sale — Salem, SD (pg. 59)
- 7 Cason's Price and Joy Spring Bull Sale — Russell, IA (pg. 56)
- 7 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA
- 14 Carcass Performance Partners' Bull Sale — Lucedale, MS
- 14 Gonsior Simmentals' 26th Annual "In the Heartland" Sale — Fullerton, NE
- 20 3C Christensen Ranch and NLC Simmental Ranch 54th Annual Production Sale — Wessington, SD (pg. 59)
- 20 Black Summit Annual Bull Sale — Powell, WY
- 20 Colorado Select Bull Sale — Fort Collins, CO
- 21 Lechleiter Simmentals' Annual Bull Sale — Loma, CO
- 21 Red Hill Farms' More Than a Bull Sale XXI — Lafayette, TN
- 23 Bridle Bit Simmentals' All Terrain Bull Sale — Walsh, CO (pg. 56)
- 23 T-Heart Ranch's High-Altitude Bull Sale — La Garita, CO (pg. 56)
- 25 Diamond H Ranch's Annual Production Sale — Victoria, KS (pg. 56)
- 28 Clear Choice Bull Sale — Milan, IN (pg. 56)

## APRIL 2026

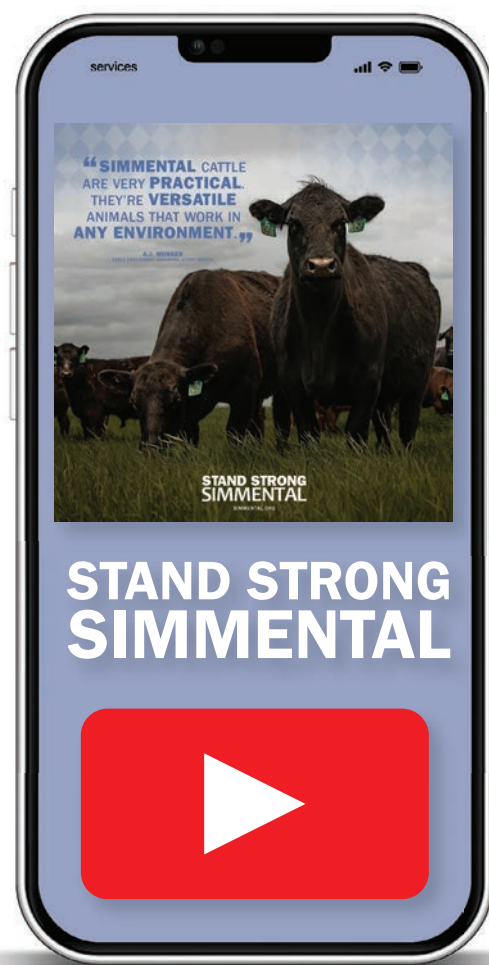
- 4 McDonald Farms' 23rd Annual "Pick of the Pen" Bull Sale — Blacksburg, VA
- 25 Clear Choice Customer Sale — Milan, IN (pg. 56)
- 25 Cow Camp Ranch's Spring Turn-Out Sale — Lost Springs, KS

## MAY 2026

- 2 Stars and Stripes Sale — Hummelstown, PA
- 18 Red Hill Farms' Maternal Monday Online Sale — [www.redhillfarms.net](http://www.redhillfarms.net)

## JULY 2026

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



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November '25	Sept 26	Oct 2	Oct 10	Nov 17
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Dec '25/Jan '26	Oct 28	Oct 31	Nov 11	Dec 22
February '26	Dec 19	Dec 23	Jan 5	Feb 9

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## 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

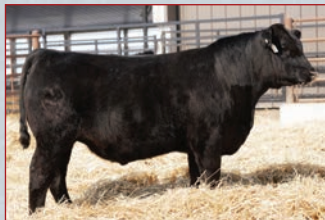
EPD: CE: 13 \$API: 195 \$TI: 118



### 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: 17 \$API: 176 \$TI: 91



### HLTS/CLRWTR Ahead of Time K1

By ES Right Time FA 110-4

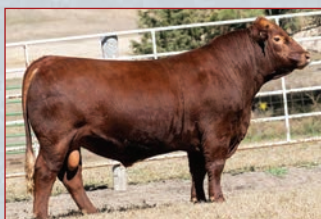
EPD: CE: 17 \$API: 168 \$TI: 93



### 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



### HA Magnifique 72L

By Hook's Galileo 210G

EPD: CE: 22 \$API: 211 \$TI: 108



### Schooley Krown 28K

By KBHR Revolution H071

EPD: CE: 15 \$API: 168 \$TI: 103



### LLSF Vantage Point F398

By CCR Anchor 9071B

EPD: CE: 13 \$API: 112 \$TI: 84



### W/C Style 69E

By Style 9303

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



### Reckoning 711F

By W/C Relentless 32C

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



### W/C Fort Knox 609F

By W/C Bankroll 811D

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



### LTS Succession 29J

By W/C Relentless 32C

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



### WHF/JS/CSS Woodford J001

By EGL Firesteel

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



### CLRS Jet Black 706J

By Redhill 231A

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



### Harkers Medicine Man 005L

By SO Remedy

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



### TSN Architect J618

by GAR Home Town

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



### 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



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EPD: CE: 10 \$API: 119 \$TI: 73

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By OMF Journeyman  
EPD: CE: 10 \$API: 125 \$TI: 78



**Only One 905K**  
By SFI Platinum F5Y  
EPD: CE: 9 \$API: 94 \$TI: 63



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



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



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

## PROVEN



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



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



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



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



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



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



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



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



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



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



**W/C Cyclone 385H**  
By W/C Bankroll 811D  
EPD: CE: 11 \$API: 136 \$TI: 81

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