Volume 34 • Number 4
Late Fall 2026

SimTalk

Linking SimGenetics to Commercial Cattle



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See page 68

In This Issue:

Performance Advocate Program Enters Seventeenth Year

Building a Business

Finding the Balance

Measuring Beef Cow Productivity and Performance

Fall Focus 2026

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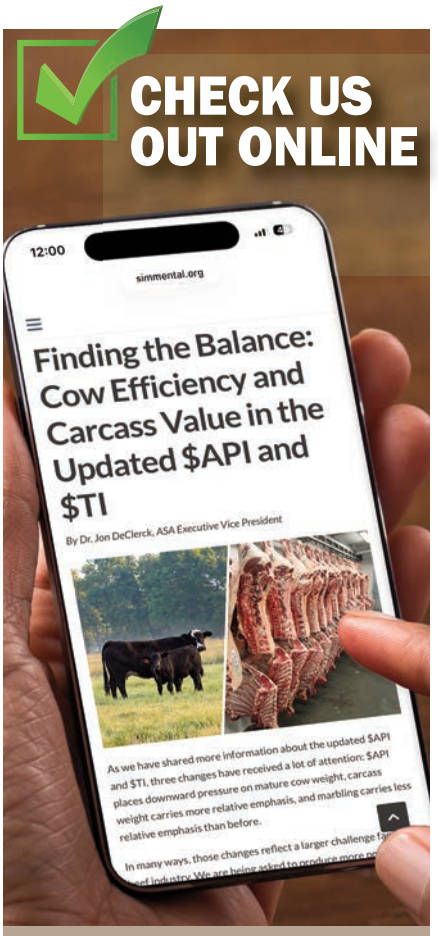
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A SimGenetics pair at Quandt Cattle Company, Oakes, North Dakota. Photo by Addison Rall, Addison K Creative.



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7SM173 MARSHAL DILLON

4485267 | Gunsmoke x Iconic | PB SM

New to the Select Sires lineup, MARSHAL DILLON was selected to create great daughters and quality male offspring. He sires breed-leading growth, calving ease and Marbling, making him ideal for generating more value to your calf crop. His dam walks on a great set of feet and legs and is one of the best uddered cows you will find.

CE	BW	WW	YW	ADG	DMI	$GN	HP	MCE	Milk	MWW	CER	Stay	DOC	CW	YG	Marb	BF	REA	API	TI
10.3	-0.1	96.6	154.2	.36	1.1	.088	11.2	7.2	29.7	77.9	197.4	16.5	16.7	45.3	-.17	.99	-.019	.83	189.9	114.0
50	30	10	5	5	90	10	20	25	15	4	95	45	10	20	99	1	99	65	2	1



7SM148 ELECTRIFY

4220293 | Captivate x Verdict | PB SM

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CE	BW	WW	YW	ADG	DMI	$GN	HP	MCE	Milk	MWW	CER	Stay	DOC	CW	YG	Marb	BF	REA	API	TI
19.9	-4.7	84.2	130.8	.29	1.2	.028	10.8	11.9	34.4	76.4	169.4	19.8	17.0	33.9	-.38	.42	-.05	1.1	181.3	100.2
2	1	35	30	30	95	80	25	1	3	10	90	15	10	45	45	20	85	15	4	10



7AN900 GRAND SLAM

4668995 | HOME RUN x Sunbeam | PB AN

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CE	BW	WW	YW	ADG	DMI	$GN	HP	MCE	Milk	MWW	CER	Stay	DOC	CW	YG	Marb	BF	REA	API	TI
25.7	-2.9	103.7	170.0	.41	1.63	0.119	9.3	12.1	30.5	82.3	201.1	13.2	26.4	116.8	.05	2.67	.065	1.72	267.7	145.6
1	15	2	2	2	99	10	60	1	10	2	95	75	1	1	99	1	99	1	1	1



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18.3	-4.3	70.8	124.7	.34	1.21	0.078	12.3	9.8	31.1	66.4	221.2	21.4	13.7	23.9	.21	0.69	.054	-0.04	168.8	91.8
10	4	75	45	20	85	35	4	10	10	40	95	4	55	90	99	20	99	99	10	25

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CE	WW	YW	CW	MRB	$API	$TI
14	85	123	36	.72	160	95
30%	30%	50%		15%	20%	15%



RVR HOMELANDER 415N

KBHR HOMELANDER J071 × ROSEDA POWERBALL23
ASA 4620101 | 3/8 SM 5/8 AN

CE	WW	YW	STAY	MRB	$API	$TI
16	97	158	20	1.43	216	122
20%	10%	10%	10%	1%	1%	1%



RVR TYSON 147N

RVR TYSON 429K × RC XCEED 063D
AAA 4536306 | 5/8 SM 3/8 AN

CE	WW	YW	CW	MRB	$API	$TI
17	85	135	33	.96	190	102
10%	30%	30%		3%	2%	5%



RVR MISS COMPASS 073N

ADV COMPASS L3574 × HHS MR 866D
ASA 4536242 | PB SM

CE	WW	YW	CW	MRB	$API	$TI
11	102	163	60	.66	175	107
45%	3%	2%	3%	5%	10%	2%



RVR MISS KANSA 055N

RUBYS QUADRANT 210K × RC XCEED 063D
ASA 4536270 | PB SM

CE	WW	YW	CW	MRB	$API	$TI
11	101	151	49	.62	166	106
50%	4%	10%	15%	10%	15%	2%



RVR MISS HOMELANDER 022N

KBHR HOMELANDER J071 × RVR ROGUE 530H
ASA 4536211 | 5/8 SM 3/8 AN

CE	WW	YW	CW	MRB	$API	$TI
13	101	162	65	1.06	184	115
35%	4%	3%	5%	2%	3%	1%



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From the Editor

by Lilly Platts, managing editor



This issue of *SimTalk* might be my favorite that we've done in a while. Working with people who know so much about this industry makes my job easy, especially when I can talk them into writing for our publications. This issue is proof of that.

Dr. Ben Crites wrote a piece about cow productivity that I hope you'll read. One of the best and most challenging things about the beef industry is that no two operations look the same. When you start talking about input costs, available resources, and other factors, even operations next door to one another are going to have a different set of expectations and needs. With this in mind, Dr. Crites breaks down how to identify the best cow for an individual operation, and shares some valuable advice.

Over the last few months, we have been very focused on the updates to ASA's two economic selection indexes, $API and $TI. Knowledge and use of indexes and EPD vary in the commercial sector, but these updates will have an impact on bull sale season, whether it's through your own selection or the advice your seedstock provider offers. The team leading this update has put together a significant amount of valuable information about these updates. We could fill an entire issue with educational content related to these updates, but wanted to be intentional about which piece we shared here in *SimTalk*. Cow efficiency, carcass traits, and the increasing pressure to do more with less is top-of-mind for every producer. Dr. Jon DeClerck wrote a piece on how this factors into the new All Purpose Index ($API) and Terminal Index ($TI), and what that means for you. If you want to learn more about these updates, please visit simmental.org, go to the "Breeder Resources" tab, and click on "New EPD Updates."

Dr. DeClerk shared some insight on navigating these changes in the November *Register*, and has also shared several pieces on social media. If you are feeling any hesitation or worry about these changes, I would encourage you to find one of these pieces. If you don't receive *the Register*, Dr. DeClerck's piece will be shared online in November.

This summer, our communications team had the pleasure of working with Rose Oie. Rose signed on as a summer intern, and attended several events over her internship. She has been creating content for social media, taking photos, and most recently, writing pieces for our publications. Rose wrote a great recap of Fall Focus 2026, which was held at the end of August in Bozeman. We are already making plans for Fall Focus 2027 in Sioux Falls, South Dakota, which I am very excited about. Fall Focus is my favorite industry event, and I hope you'll make plans to attend.

Lastly, this issue includes our yearly Performance Advocate feature. I have been putting this piece together for many years now, and occasionally, there is a new name that stands out. This year as I was scrolling through, I noticed someone from New Mexico. I looked them up, asked a few questions, and quickly realized they had a neat story. Jordan and Amy Valigura have built an operation from scratch, and are first-generation producers. They are very focused on collecting, submitting, and analyzing data. When I spoke to Jordan and Amy, it was clear that they have a larger vision, and that they are extremely passionate about the Simmental breed. I love talking to people like Jordan and Amy who have figured out how to start from square one. There is no easy way to get started as a young person, and I really hope that stories like this will encourage anyone in the same position.

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Performance Advocate Program enters Seventeenth Year

by Lilly Platts

PA Recognizes Dedicated and Driven Data-Reporting Operations

For seventeen years, the Performance Advocate Program (PA) has recognized cattle producers who maintain a commitment to data reporting. The 2026 program marked the seventh year under new guidelines, developed to identify the dedicated data reporting that fuels ASA's genetic evaluation.

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

Producers listed here are for the fall 2024 and spring 2025 calf crops. The operations featured below represent a selection of the operations that qualified as Performance Advocates.

Black Summit Cattle Company • Powell, Wyoming

Black Summit Cattle was founded in 1990 by Quin and Tracy LaFollette. In 2009, the operation shifted from raising Angus genetics to SimAngus, with the goal of offering their customers cattle that thrive in the West. The family has since homed in on their SimAngus program, raising cattle that offer the best of both breeds, from calving ease to growth. Quin and Tracy raised their family in the industry, and their son, Gavin, is now a part of the operation.

All females at Black Summit are DNA tested through the Cow Herd DNA Roundup and bulls are DNA, performance, and PAP tested. Black Summit Cattle holds an annual bull sale the third Friday in March. They frequently purchase and feed customer calves in order to acquire carcass data, sharing that data in order to help customers and guide their own genetic decisions.



Quinn and Tracy LaFollette started their family-run Black Summit Cattle in 1990.

Far Out Cattle Ranch • Walsh, Colorado

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

Data collection begins as soon as the first calf hits the ground and continues until it is sold as a mature bull or female. Birth weight, yearling weight, carcass, feed intake, and more is collected. Bulls and females selected to market are developed at Bridle Bit Simmental, where data continues to be collected, including through their feed intake system. Bulls and a select group of females are marketed through the Bridle Bit Simmental All Terrain Bull sale.



The Brisendine family has been recognized for several years as a Performance Advocate because of their dedication to data collection.

Andy and Kim Kratzer • Marquette, Kansas

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

Andy was first introduced to the breed when his father purchased Simmental bulls in the 1970s. He carried his passion for the beef industry through college, running cows with his father's herd. After college he was able to strike out on his own, and has been improving his cow herd ever since. Andy goes above and beyond as a commercial producer, submitting data and participating in ASA programs. The commercial THE option allows the Kratzers to receive performance data, better manage their herd, and increase profitability.



Andy and Kim Kratzer utilize data to make progress on their commercial cow herd.

(CONTINUED ON PAGE 12)

Performance Advocate Program Enters Seventeenth Year

(CONTINUED FROM PAGE 11)

Little Bitterroot Simmental • Hot Springs, Montana

Shannon and Jen Carr's Little Bitterroot Simmental Ranch is based near Hot Springs, Montana. Named after their home in the Little Bitterroot Valley, the operation raises purebred and percentage Simmental cattle. Shannon and Jen both grew up involved with the breed, participating in 4-H, livestock judging, and the American Junior Simmental Association.

Little Bitterroot Simmental maintains a focus on the female, selecting cows with excellent udders, feet, and traits that will keep them in the herd for many years. To maintain balance, Little Bitterroot Simmental selects moderate-sized females that calve easily while maximizing growth through weaning. Their customer base is both commercial and seedstock, which requires a balanced focus on a wide range of traits. The Carrs utilize genetic testing, and keep an eye on carcass traits. Little Bitterroot Simmental is a member of the Bulls of the Big Sky group, which will hold its 18th Annual Bull Sale February 15, 2027, in Billings, Montana.



The Carr family is focused on raising balanced SimGenetics seedstock for commercial and seedstock producers alike.

Mairs Livestock • Ironton, Missouri

Mairs Livestock is dedicated to utilizing the latest technology in genetic improvement, and takes the task of collecting and submitting data seriously. Danny and Gwen Mairs relocated from California to southeast Missouri in 2019 after building a successful family trucking business, and have set out to fulfill their goal of raising high-quality, profitable cattle. Their son, Matt, is also helping build the business, as well as Brandi Fitzgerald, who handles much of the record keeping and data submission. Initially, their cattle were mostly Angus. Danny knew early on that they wanted to harness the benefits of crossbreeding.

The Mairs family is focused on breeding cattle that are strong maternally, and also perform in the feedlot and on the rail. Missouri is prime cattle country, but does come with challenges like humidity, fescue, and parasites. Danny has seen the benefits of crossbreeding in this environment, and also maintains a diligent herd health protocol. The Mairs family also works with Allied Genetic Resources. Currently, they are focused on raising high-quality females, which Danny foresees a major demand for.



Danny Mairs dove headfirst into the beef industry after building a successful family trucking company.

Red Hill Farms • Lafayette, Tennessee

Red Hill Farms has been consistently recognized as a Performance Advocate, highlighting a dedication to data collection and submission. The operation consists of Red Angus, Simmental, SimAngus, Charolais, and Angus cows, purebred sows, and row crops that support the livestock enterprises. The business is family owned and operated, with Bart and Sarah Jones at the helm; their son Ty is the seventh generation at Red Hill Farms. Data reporting is of utmost importance to Red Hill Farms, and they use extensive performance records and DNA analysis when selecting the bulls and females. Their sales are held annually on the third Saturday of March and last Saturday of October.

Bart and Sarah have deep roots in the area and in agriculture. The original farm was purchased in the late 1860s by Bart's great-great-great grandmother. Sarah utilizes her professional background in accounting, managing all of the financial records, cattle records, and marketing, in addition to being involved in the day-to-day management of the cow herd. Bart grew up on a purebred hog operation, and Red Hill Farms continues to raise hogs. This background, and the data-driven nature of the hog business, has influenced his emphasis on recording data on the cow herd and participating in Total Herd Enrollment.



Red Hill Farms was named the Seedstock Producer of the Year by the Beef Improvement Federation in 2024.



Traits Reported to ASA

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

(CONTINUED ON PAGE 14)

Performance Advocate Program Enters Seventeenth Year

(CONTINUED FROM PAGE 13)

Driven Performance Advocate

(reported 10 or more traits)

BREEDER		SEASON	TOTAL TRAITS
Bata Brothers	Adams, ND	2025 S	10
BGibbs Farms	Ranburne, AL	2024 F	11
Bridle Bit Simmentals	Walsh, CO	2025 S	13
Clear Springs Cattle Co	Starbuck, MN	2025 S	13
Double B Acres	Sterling, OH	2025 S	10
J-C Simmentals	Clare, MI	2024 F	11
J-C Simmentals	Clare, MI	2025 S	10
J Davis Cattle LLC	Westminster, SC	2024 F	10
Kirlin Simmentals	Avoca, MN	2025 S	10
Lathrdrum Cattle	Ankeny, IL	2025 F	12
Mairs Livestock Co LP	Ironton, MO	2025 F	13
McDonald Farms	Blacksburg, VA	2025 S	10
Red Hill Farms	Lafayette, TN	2025 S	11
Riveredge Farms	Chilton, WI	2025 S	10
Roth Farms	Sterling, KS	2025 S	10
Spring Valley Farms	Castalia, IL	2024 F	10
University of Illinois	Baylis, IL	2025 S	10
University of Nebraska	Ithaca, NE	2025 S	10

Dedicated Performance Advocate

(reported 8 to 9 traits)

Auburn University Beef Teaching Unit	Auburn, AL	2024 F	9
Andy Kratzer	Marquette, KS	2025 S	9
Andy Kratzer	Marquette, KS	2024 F	9
B&B Simmental Cattle	Burke, SD	2025 S	8
Black Summit Cattle	Powell, WY	2025 S	8
Circle M Cattle Company	Burlington, NC	2024 F	9
CLM Ranch	Olean, MO	2024 F	8
CLM Ranch	Olean, MO	2025 S	8
Dixon Farms	Thomasville, AL	2024 F	9
Far Out Cattle Ranch	Walsh, CO	2025 S	8
Forseth Livestock	Fairfield, MT	2025 S	8
Four Corner Farms, LLC	Eufaula, AL	2024 F	8
Gibbs Farms	Ranburne, AL	2024 F	8
Joseph Konesky	Sand Coulee, MT	2025 S	9
Hardrock Beef Cattle	Graninte, NC	2024 F	8
Harper Thorson	Glendive, MT	2024 F	9
Keller's Broken Heart Ranch	Mandan, ND	2025 S	8
Lassle Simmentals	Glendive, MT	2024 F	8
Lassle Simmentals	Glendive, MT	2025 S	9
Lathrdrum Cattle	Ankeny, IA	2025 S	9
Little Bitterroot Simmentals	Hot Springs, MT	2025 S	9
Martin Farms	Lyles, TN	2024 F	8

Dedicated Performance Advocate (continued)

(reported 8 to 9 traits)

BREEDER		SEASON	TOTAL TRAITS
Massey Farms	Burlington, NC	2024 F	9
Miller Simmentals	Gildford, MT	2025 S	8
Moffitt Farms	Enola, AR	2025 S	8
Neidig Farms	Battle Creek, NE	2025 S	9
Quandt Brothers	Oakes, ND	2025 S	9
Red Hill Farms	Lafayette, TN	2024 F	8
Robert Anderson	Ryder, ND	2025 S	9
Rocking B	Oakdale, IL	2025 S	9
Roger Eakins	Jackson, MO	2024 F	9
Roller Ranch	Hewitt, MN	2025 S	8
Rolling W Simmentals	Herber Springs, AR	2024 F	8
Salinas Farms	Marion, MI	2025 S	9
Slayton Farms	West Plains, MO	2024 F	8
Sleepy Creek Farms	Summit, MO	2024 F	8
Sleiter Cattle	Morris, MN	2025 S	9
Toad Holler Simmentals	Burlington Junction, MO	2025 S	8
Valigura Simmentals	Estancia, NM	2025 S	9

ST

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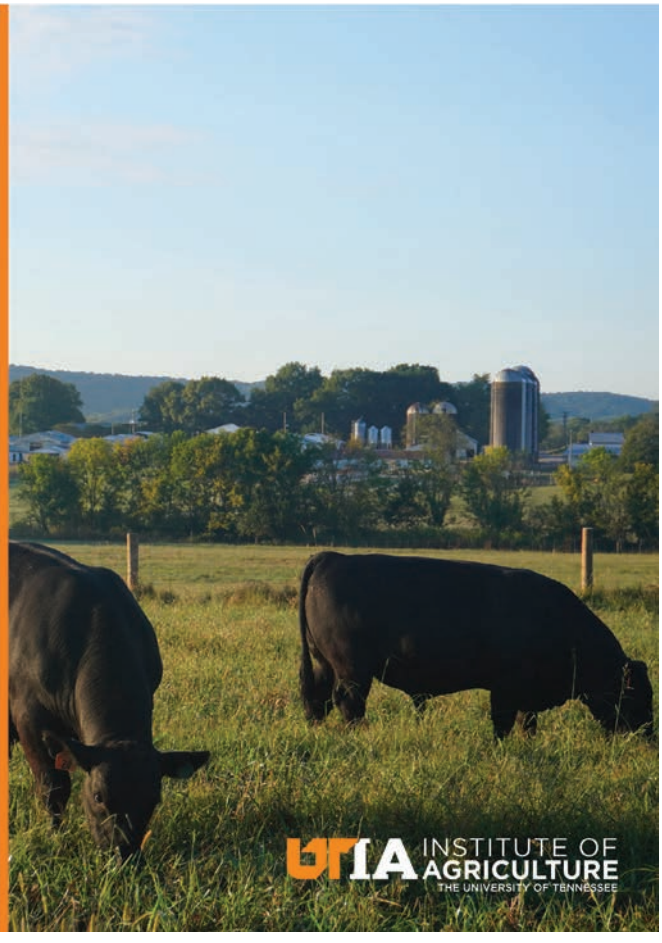
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8.4	1.6	123.3	191.4	16.7	1.48	1.29	209	134.7

4558247 **RFS Northern Exposure**



CE	BW	WW	YW	STAY	MARB	REA	$API	$TI
16.5	-2.3	78.6	124.4	23.7	1.03	.72	210.7	107.3

4535896 **WS Turning Point**



CE	BW	WW	YW	STAY	MARB	REA	$API	$TI
18.4	-2.0	84	135.3	17.0	1.24	0.53	213.3	116.3

4545013 **KBHR Crucible**



CE	BW	WW	YW	STAY	MARB	REA	$API	$TI
20.1	-1.9	86.3	149.2	21.0	1.33	1.0	218	115.1

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Building a Business:
Valigura Simmental's First-Generation Journey

by Lilly Platts

Jordan and Amy Valigura are first-generation producers from central New Mexico. The young couple has been quick to pivot, learn about the business, and take advantage of the tools available to them. Valigura Simmental is dedicated to tracking and submitting data, and qualified to be an ASA Performance Advocate for the Spring 2025 season.

Jordan and Amy Valigura were raised in the suburbs of Albuquerque, New Mexico. A serious injury at the age of 11 took sports out of Jordan's life, and forced him to change his interests. After he learned to walk again, he found a job at a miniature horse facility. "That's what brought me into agriculture," he recalled.

A search for horse hay led Jordan to Steve and Laura Pargin — farmers from Ignacio, Colorado — who would eventually sell the couple their first cows. These early experiences solidified a love for agriculture, and Jordan knew he wanted to pursue a career in the industry. "I have always loved cows, and always loved animals," he recalled.

Jordan first started farming a small plot with his parents, but had visions of a much more substantial business. Just a few short months after getting married, Jordan shared with Amy that he wanted to buy a farm. "I didn't even know what that looked like, but he did," Amy recalled. "He had the vision, and he just has a knack for it. He has a very good business mindset."

On a budget, Jordan started with 20 cows on the cull list from the Pargin family. As these cows started producing income, Jordan and Amy were able to purchase ground and start building their operation. The couple chose to relocate to Estancia, around an hour east of Albuquerque. The environment in the area is harsh, but as Jordan explained, "We ended up here because we could afford it."

The couple was able to find irrigated farm ground, which they have since added on to. Farming was an important part of the operation's growth, with the dairy industry driving demand for feed in the area. The Valiguras continued growing the cow herd while farming until around a decade ago, when they realized the beef business wasn't helping their bottom line. "We gutted the cow herd from around 100 head down to 40," Jordan shared.

The COVID-19 pandemic was hard on the dairy industry, which caused the couple to reevaluate their operation again. "We lost a lot of dairies around here," Amy recalled. "We had to rethink our program, and started gravitating more towards cattle."

With rebuilding the cow herd on the table, the Valiguras decided to look closely at the direction they wanted to go. A bad experience with a bull that was supposed to be suited for heifers, and inevitably led to what Jordan called a "wreck," led the couple to focus on building a registered herd. "We decided we were going to spend a little more money, and buy a bull with genomics that we knew was a heifer bull," Jordan recalled. "We decided to work toward being a registered herd with all of the data, and wanted to do everything right."



Building a Program

Jordan was familiar with the Simmental breed because of friends in the industry, and he saw an opportunity to raise cattle better suited to their environment. "We really loved the crossbred cow, and we've always believed that the crossbred animal is superior," Jordan shared. "When we started bringing in the Simmental cattle you could see the difference."

The SimAngus cross has stood out to the Valiguras, striking the balance between thriftiness and growth. The couple works with a neighboring Angus producer, which has allowed them to see the benefits of crossbreeding. "We see the weaning weights, and everything, and in our opinion crossbreeding is always a good choice," Jordan shared.

That same bull that caused calving problems in their heifers pushed the Valiguras to get serious about collecting data. "My mind really went to using data," Jordan said. "I learned really quickly that in the registered business honesty is what makes it. If you're not submitting honest, accurate numbers to your association, then your data has no integrity."

Data Genie became a valuable partner for the Valiguras in 2022. Jordan emphasized their budget, and decided to try genomic testing. Since then, they have participated in Total Herd Enrollment, ASA's Calf Crop Genomics program, and submitted data on a wide range of traits.

Jordan emphasizes the importance of submitting data on everything, pushing against the misconception that recording a low-performing animal will hurt an operation. "It makes the outliers or the better animals even better when they rise above 100 head, instead of ten," he explained.

While data collection is critical at Valigura Simmental, it is not complicated. Each piece of data is written down, submitted to Data Genie, and referenced through Herdbook. "We don't even own a computer," Jordan laughed.

Valigura Simmental goes above and beyond, collecting and submitting data on harder-to-collect traits. Recently, they weighed their cows, providing valuable data to the Association. Seeing their cow weights was also informative. "We run a herd that is very diverse, with mature cows ranging from 1,000 to 1,800 pounds, and we feel we can serve both the terminal and maternal sides of the breed," Jordan shared.

(CONTINUED ON PAGE 22)







Opposite: Jordan and Amy's early focus on farming allowed them to purchase irrigated ground. **From top:** Jordan and Amy Valigura. Valigura Simmental has participated in the Tucumcari Bull Test for the past five years, with their bulls topping the test several times. Autumn, Aubrey, and Theodore Valigura help their parents with daily tasks on the ranch.

Building a Business: Valigura Simmental's First-Generation Journey

(CONTINUED FROM PAGE 21)



Valigura Simmental believes in the power of crossbreeding, and has found Simmental to be a valuable base for their program.

Elevating Simmental

The Simmental breed is less common in New Mexico, which is something the Valiguras want to change. "It's a common misconception in our state that Simmental is this big orange cow with calving problems," Jordan said.

The state is especially arid and harsh, which Jordan sees as a major opportunity for the breed. "All around us, even the Angus breeders around us, are bucking the trends," he said.

Selling high-quality bulls and participating in the Tucumcari Bull Test are two things the Valiguras are actively doing to increase the prevalence of Simmental in New Mexico. "Bulls are put on a feed efficiency test, and then marketed through a sale in March. They test around 220 bulls per year, and we get to see how ours compete against the other breeds," Jordan said.

The Tucumcari Bull Test, organized by New Mexico State University, is the longest-running test in the country. Their bulls have excelled at the test, topping it several times. Valigura Simmental has participated in the test for five years now, and it is something they plan to continue having a strong presence in. Additionally, Valigura Simmental sells 15 to 30 head of bulls by private treaty.

While feed efficiency is just one of many traits Jordan finds value in, he sees the program as a way to make sure their genetics are stacking up against other producers. While gain and final product are a common focus, Jordan maintains a focus on balance and maternal traits, leaning toward the belief that one animal or set of genetics cannot do everything. "I'm more of the mindset that you have maternally focused animals, and more terminal animals," Jordan explained.

At home, bulls are developed to fit their future environments on commercial operations. "They are prepared to go anywhere in the state of New Mexico. Last year, we sold two bulls to a friend running 200 cows on 80,000 acres. He has been really happy with them. Our bulls have to travel, and they have to work for it. I don't want them to be fat and lazy, so I don't feed them that way," Jordan explained.

For the Family

Family is at the heart of everything Jordan and Amy do. Their three children, Autumn, Aubrey, and Theodore, are homeschooled and extremely involved in their daily tasks. Docility is nonnegotiable in the cow herd because of this. "We do it ourselves, as a family," Amy said. "We set things up so our kids can help. Our cattle are great, so we don't have to worry about the kids."

Jordan and Amy also value the lessons their children are learning by growing up in agriculture. "We're getting so caught up in technology, and I feel like we're losing the heart of everything," Jordan shared. "We need to know how to grow food, and how to feed ourselves. It's our job as parents to teach our kids that."

The road to building a place in the beef industry has required resilience and creativity, but the Valigura family sees it as a part of a larger picture. "We have always felt like God brought us here," Amy concluded. "We really feel like we belong here, even when it gets hard."

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TNT Assurance J455 ASA# 3942173

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	$API	$TI
5	3.9	114	182	.42	4	29	86	.15	1.16	140	94

Adj. WW: 833 lbs. Adj. YW: 1,490 lbs.



RF Caliber 014G ASA# 4017365

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	$API	$TI
3	5.7	107	167	.37	2	20	74	-.07	1.03	112	85

Adj. WW: 893 lbs. Adj. YW: 1,538 lbs.



KBHR Homelander J071 ASA# 3943783

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	$API	$TI
12	-.9	107	168	.38	9	28	81	1.76	1.23	223	134

Adj. WW: 810 lbs. Adj. YW: 1,533 lbs.



Bridle Bit Recharge K256 ASA# 4058272

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	$API	$TI
16	-2	85	142	.35	9	31	73	.68	1.28	183	103

Adj. WW: 728 lbs. Adj. YW: 1,232 lbs.



KBHR Revolution H071 ASA# 3789458

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	$API	$TI
11	1.8	107	166	.37	4	22	76	.35	1.21	160	102

Adj. WW: 797 lbs. Adj. YW: 1,515 lbs.

For catalogs and information:

Ellingson Simmentals

Terry Ellingson & Family

Phone: 701-384-6225

Cell: 701-741-3045

5065 125th Ave. NE • Dahlen, ND 58224

email: tellings@polarcomm.com

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

DVAuction

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LBRS Genesis G69 ASA# 3603651

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	$API	$TI
6	2.8	113	171	.36	5	26	82	.95	1.11	184	118

Adj. WW: 767 lbs. Adj. YW: 1,329 lbs.



Hook's Galileo 210G ASA# 3563620

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	$API	$TI
16	-2.3	91	140	.3	11	39	84	1.17	.63	200	114

Adj. WW: 714 lbs. Adj. YW: 1,329 lbs.



WFL Mountain View 4J ASA# (4531683)

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	$API	$TI
8	3.7	104	149	.28	.9	16	68	.14	1.17	131	91

Adj. WW: 869 lbs. Adj. YW: 1,440 lbs.

CANSM - 1360297



Erixon Bloodstone 7M ASA# 4722192

CE	BW	WW	YW	ADG	MCE	MILK	MWW	MARB	REA	$API	$TI
15	-1	88	132	.28	8	29	73	-.05	1.06	139	85

Adj. WW: 789 lbs. Adj. YW: 1,376 lbs.

www.ellingsonsimmentals.com or www.simmental.org

Finding the Balance: Cow Efficiency and Carcass Value in the Updated $API and $TI

by Dr. Jon DeClerck, ASA EVP

As we have shared more information about the updated $API and $TI, three changes have received a lot of attention: $API places downward pressure on mature cow weight, carcass weight carries more relative emphasis, and marbling carries less relative emphasis than before.

In many ways, those changes reflect a larger challenge facing the beef industry. We are being asked to produce more pounds of product while also keeping cow size, maintenance cost, and forage use in check.

That creates an obvious tension. If we want more carcass weight, are we simply going to make mature cows bigger too? And if moderate, cost-efficient cows are important, why not build an index that stops at weaning and focuses solely on the cow-calf producer?

These are fair questions that highlight what I like most about the updated $API: it balances cow efficiency with downstream terminal value.

Marbling Still Matters

When $API and $TI debuted over 20 years ago, carcass quality was a major challenge across the industry, with the percentage of cattle grading Choice and Prime near historic lows. Improving marbling offered substantial economic opportunity.

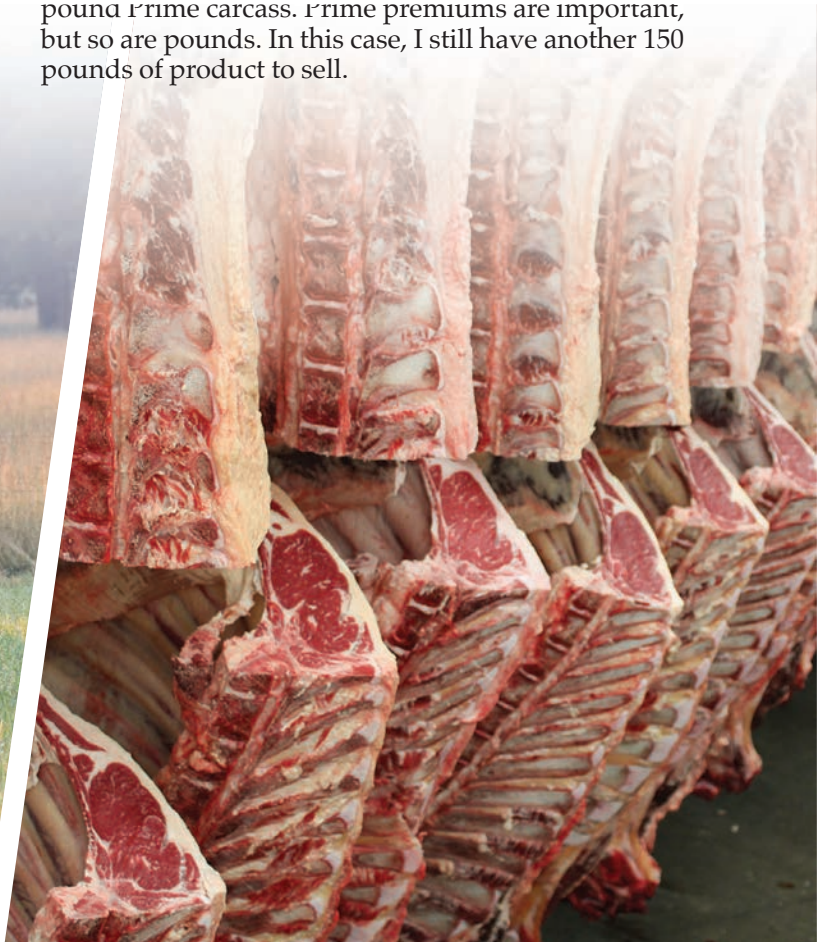


Simmental breeders responded. Over the next two decades, breeders submitted carcass and ultrasound data, used the Marbling EPD, and embraced $API and $TI as selection tools. Today's population is far better positioned to capture grid premiums than it was in 2005. In short, the indexes did their job.

Think of a basketball player who works relentlessly on his weakest skill (his three-point shot) until he becomes a great shooter. He doesn't stop shooting threes, but he no longer spends every practice focused solely on them. That is where we are. (See Figure 1.) Marbling remains economically important and still carries substantial weight in the indexes. But the progress we have made allows us to shift some emphasis toward other traits.

At the same time, the industry has continued moving toward substantially heavier carcasses, a long-term trend that has accelerated sharply in recent years. In work by Dr. Tatum and colleagues, although quality grade mattered, carcass weight was by far the biggest driver of carcass value, accounting for roughly 77–84% of the difference in revenue.

That makes intuitive sense. On most grids, I would rather market a 950-pound Choice carcass than an 800-pound Prime carcass. Prime premiums are important, but so are pounds. In this case, I still have another 150 pounds of product to sell.



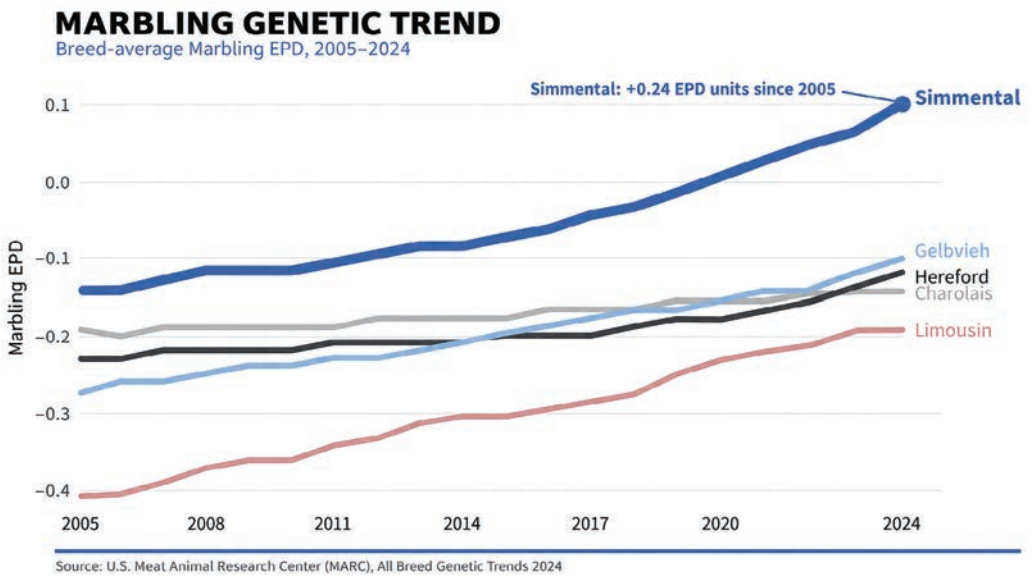


Figure 1: Breed-average Marbling EPD trends, 2005–2024, illustrating Simmental's substantial genetic progress.

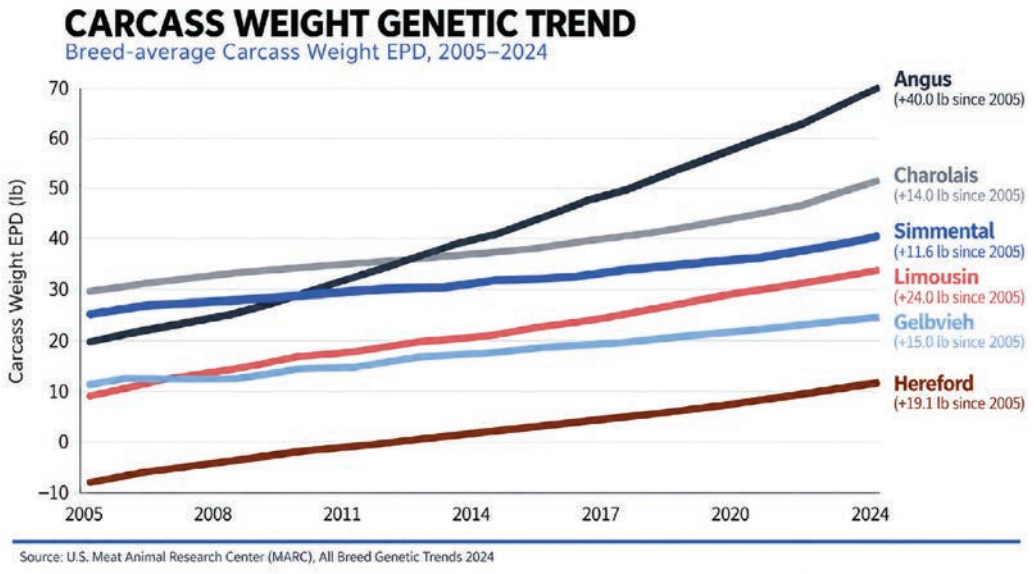


Figure 2: Breed-average Carcass Weight EPD trends, 2005–2024.

Genetic trends remind us that selection indexes work. While Simmental breeders made substantial progress in marbling, other breeds have emphasized carcass weight. (See Figure 2.)

The takeaway is not that Simmental should chase maximum carcass weight. Extremes rarely serve the cattle industry well.

The opportunity is to create more carcass weight efficiently while balancing the other traits that drive profitability — exactly what $API and $TI are designed to do.

Why Not Stop at Weaning?

If most cow-calf producers sell calves at or near weaning, why doesn't ASA simply build a maternal index that maximizes profitability at that point?

Because the cattle industry only works when the next owner still wants to buy your calves. If cattle underperform for backgrounders, feedyards, or packers, eventually those buyers discount them — or buy something else. That loss in confidence ultimately flows back upstream to both the cow-calf and seedstock producer.

That is why $API considers profitability across the production chain. SimGenetics need to create value for the cow-calf producer, but they also need to work for the next owner.

$API can reward value beyond weaning without letting mature cow size get out of bounds, and the fixed land base is what makes that possible.

(CONTINUED ON PAGE 28)

Finding the Balance: Cow Efficiency and Carcass Value in the Updated $API and $TI

(CONTINUED FROM PAGE 27)

The Fixed Land Base Keeps Us Honest

$API uses a fixed land base. In other words, the model assumes the amount of forage available does not increase just because cows get bigger. As mature cow size increases, carrying capacity declines, meaning fewer cows can be maintained on the same acres.

Because mature cow weight directly drives maintenance costs, the updated model creates a natural economic check against inflating cow size just to add carcass weight.

This is where the updated $API excels. It challenges us to keep cows efficient, fertile, and well adapted to their environment while producing calves that generate profit after leaving the ranch. Finding that balance is the paradox facing the industry today — and exactly the kind of challenge SimGenetics should embrace.

There will be multiple ways to create a high-$API animal. Some will generate value through Stayability and lower cow cost; others through growth and carcass merit. The goal is not one visual mold. The goal is profit.

The better question is not, "What should high-$API cattle look like?" but, "How do these cattle make money?"

Our responsibility is not to preserve yesterday's rankings. It is to build cattle that create value for tomorrow's beef industry.

ST



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Montana Simmental Association

Measuring Beef Cow Productivity and Performance

by Dr. Ben Crites, Director of Commercial and Industry Relations

The best cow isn't necessarily the one that produces the biggest calf. She is the cow that consistently and efficiently converts the resources available to her into a marketable calf, breeds back quickly, calves early in the calving season, and does it profitably — year after year.

What Does a "Good" Cow Look Like?

For many producers, the answer comes down to what is easiest to see and measure. Common points of discussion include calf weaning weight, body condition score, pregnancy status, or overall visual appearance. Those measurements are important, but without any context each only tells part of the story. A cow that weans a heavy calf once may not necessarily be more productive than a cow that consistently raises a calf with an average weight year after year. Similarly, a larger cow may wean a heavier calf, but she'll likely require considerably more feed to maintain herself.

Ultimately, cow productivity should be evaluated over time and in the context of the production system. The most useful measurements consider reproduction, calf performance, cow size, resource requirements, longevity, and profitability.

Reproductive Performance: Why it Matters

A cow cannot produce a calf, and ultimately pounds of beef, if she doesn't become pregnant. Reproductive performance is the foundation of a productive cow herd. Pregnancy rate, calving rate, calving interval, age at first calving, and the number of calves produced during a cow's lifetime are all useful measures.

Perhaps most importantly, reproductive performance should be evaluated over multiple years. A cow that becomes pregnant and raises a calf every year is fundamentally different from one that produces an impressive calf but occasionally misses a breeding season. This is one reason reproductive failure can have such a significant impact on herd productivity and profit potential. When a cow fails to become pregnant, the opportunity to sell a calf from that cow is lost entirely. Small differences in calf weight don't compensate for a missing calf. To quote a good friend at the University of Tennessee, Dr. Justin Rhinehart, "the return on investment of an open cow is depressingly low."

Calf Performance: Context Matters

Calf performance remains a critical component of cow productivity. Birth weight, weaning weight, average daily gain, yearling weight, and carcass performance can all provide valuable information.



However, a 600-pound weaning weight does not mean the same thing across every environment or management system. Calf age, dam age, sex, contemporary group, and environmental conditions can all influence observed performance. Using adjusted weights and contemporary-group comparisons where appropriate helps producers make more meaningful evaluations and management decisions.

The goal isn't necessarily to produce the biggest calf possible. The goal is to produce a calf every year within the resources and environment of the operation in a profitable manner. A producer operating in a high-input environment likely has a different optimal cow than a producer relying heavily on their forage base. The same genetic selection decision can produce very different outcomes when the feed resources and environment change. That is why performance needs to be measured relative to the system in which cattle are expected to perform.

The goal isn't necessarily to produce the biggest calf possible. The goal is to produce a calf every year within the resources and environment of the operation in a profitable manner.

Don't Forget the Cow behind the Calf

In commercial cow-calf settings it is easy to focus on the calf because the calf is marketed and is a primary revenue source. But the cow herself is consuming resources every day of the year. Mature cow weight, body condition scores, and feed intake measurements can help producers understand the feed inputs required to maintain the cow herd.

Cow size is particularly important. Two cows may wean calves of similar weight, but if one cow requires substantially more feed to maintain herself, those cows are not equally efficient. Larger cows can have greater production potential, but they also generally have greater maintenance requirements.

The important question isn't simply, "How much does her calf weigh?" It is also, "What did it take to keep this cow productive?"

Measuring Pounds of Calf Weaned Per Cow Exposed

One of the most useful measurements for evaluating herd productivity is pounds of calf weaned per cow exposed. I was trained in reproductive physiology, and



Above: Cow productivity should be evaluated over time and in the context of the production system. **Opposite:** Cow productivity and profitability always hinges on input costs.

my mentor, Dr. Les Anderson, instilled in me the importance of pounds of calf weaned per cow exposed, as this metric combines calf performance and reproductive efficiency of the cow herd. It goes beyond looking at conception rate, pregnancy rate, calving rate, and weaning rate individually. Rather, pounds of calf weaned per cow exposed provides an opportunity for a bigger picture overview on the performance of a cow herd.

The calculation is simple:

Total pounds of calf weaned ÷ number of cows exposed

For example, consider two herds that each have 100 cows.

Herd A exposes 100 cows. Ninety calves are weaned at an average of 600 pounds.

90 calves × 600 pounds = 54,000 pounds weaned

54,000 ÷ 100 cows exposed = 540 pounds per cow exposed

Now consider Herd B. They also expose 100 cows, the average weaning weight is higher at 675 pounds, BUT the herd only weans 75 calves.

75 calves × 675 pounds = 50,625 pounds weaned

50,625 ÷ 100 cows exposed = 506 pounds per cow exposed

Herd B has the heavier average calf, but Herd A produces more pounds of calf per cow exposed because of its increased reproductive performance. I recognize this

(CONTINUED ON PAGE 36)

Measuring Beef Cow Productivity and Performance

(CONTINUED FROM PAGE 35)



Above: There is no single measurement that defines the ideal beef cow. Evaluating what matters most for an individual operation is critical. **Opposite:** Due to the variability of operations, performance needs to be measured relative to the system in which cattle are expected to perform.

example may seem extreme, but it helps illustrate the importance of looking at the bigger picture. Again, this measure is valuable because it combines reproduction and calf growth into a single number. It is not a complete measure of profitability, because it does not account for the additional costs associated with achieving greater output. But tracking the number over time can provide a good indication of whether changes in genetics or management are actually increasing herd productivity.

Other Metrics for Productivity and Performance

The example above demonstrates how pounds of calf weaned per cow exposed provides more context of the performance of a cow herd compared to an average weaning weight alone. But what are other ways, likely uncommon ways, that we can measure cow or land productivity? We could evaluate the pounds of calf weaned per *pound* of cow exposed. For example, let's say we have ten cows that weigh 1,500 pounds on average and they wean nine calves with an average weaning weight of 600 pounds.

9 calves × 600 pounds = 5,400 pounds weaned

10 cows × 1,500 pounds = 15,000 pounds of cows exposed

5,400 pounds weaned ÷ 15,000 pounds of cows exposed = 0.36 pounds of calf weaned per pound of cow exposed

Pounds of calf weaned per *acre* is a metric that can be used to analyze the productivity of a farm or ranch. Many of us deal with land constraints daily and it's a real, continual problem for production agriculture. Let's say we have a 50-acre farm and we use the same nine calves in the previous example.

5,400 pounds of calf weaned ÷ 50 acres = 108 pounds of calf weaned per acre.

At the recent Fall Focus Symposium, Drs. Ryan Rathmann and Troy Rowan shared information in their presentations on cow size and its impact on productivity, stocking rates, and ultimately profitability. One of the interesting pieces in their presentation was modeling a fixed land base. In other words, they didn't assume that they had more acres to graze or feed resources available just because the cows in their model got bigger.

The All-Purpose Index ($API) is a powerful tool provided by International Genetic Solutions that is used when retaining replacements and is an expression of dollars per cow exposed. One of the unique attributes of the All-Purpose Index ($API) is that it uses a fixed land base for the modeled cow herd. Essentially, if the cows get smaller you can run more of them, and if they get bigger, then you can run fewer of them.

Genetic Tools Available and the Importance of Data

Once producers know what they want to improve, genetic tools can help move the herd in the desired direction. Expected progeny differences, economic indexes, genomic information, and individual performance records provide different pieces of the puzzle. Traits such as calving ease, stayability, mature weight, weaning weight, average daily gain, feed efficiency, and carcass merit can all contribute to selection decisions.

Collecting, analyzing, and submitting these phenotypes on entire contemporary groups is especially important data that fuels the genetic evaluation. Similarly, cow removal or culling records can add another important layer of information. If cows consistently leave the herd because of reproductive failure, foot and leg problems, udder issues, inability to shed, disposition issues, or poor calf performance, those records can identify opportunities for both management and genetic improvement.

Genetic evaluations predict differences in genetic potential. On-farm records demonstrate how cattle actually perform within their environment and management system. The combination is powerful: measure performance, identify the traits that are important to you, and use genetic selection to create the next generation of cattle capable of meeting those goals.

You Can't Manage What You Don't Measure

There is no single measurement that defines the ideal beef cow. A productive cow must first reproduce. She must raise a valuable calf. She must do so without requiring excessive resources. And she must repeat that process every year for many years.

A productive cow must first reproduce. She must raise a valuable calf. She must do so without requiring excessive resources. And she must repeat that process every year for many years.

Producers don't need to collect hundreds of measurements to improve their herd. Start with a few numbers that directly relate to the operation's goals and record them consistently.

At a minimum, consider tracking:

1. Pregnancy status — Did she become pregnant?
2. Calving status and date — Did she calve and when?
3. Calf weaning weight — How much did she produce?
4. Mature cow weight — What does it take to maintain her?
5. Cow longevity — How many years does she remain productive?

The answers to those questions provide a much more complete picture of cow performance. From there, producers can calculate pounds of calf weaned per cow exposed, pounds of calf weaned per pound of cow exposed, and lifetime productivity. The key is consistency. A single year's data may be interesting, but several years of records can reveal trends and separate true differences from environmental noise.

For commercial producers, the goal is not simply to produce more pounds. It is to produce more valuable pounds from every cow exposed, using the resources available and maintaining a cow herd that can remain productive for years to come. The best cow isn't necessarily the one that produces the biggest calf. She is the cow that consistently and efficiently converts the resources available to her into a marketable calf, breeds back quickly, calves early in the calving season, and does it profitably — year after year.

ST



HIGH $API



LCDR Anthem 33K
By HHS Entourage
EPD: CE: 12 $API: 174 $TI: 111



KSU Bald Eagle 53G
By Hook`s Eagle 6E
EPD: CE: 16 $API: 190 $TI: 104



KLER Maximus M3
By KBHR Revolution H071
EPD: CE: 9 $API: 156 $TI: 98



Gibbs Culmination 2411K
By LBRS Genesis G69
EPD: CE: 11 $API: 200 $TI: 117



KBHR Revolution H071
By HHS Mr 847D
EPD: CE: 11 $API: 163 $TI: 102



KBHR Keynote K229
By CLRS Guardian
EPD: CE: 17 $API: 224 $TI: 118



OMF Rest Assured J18
By OMF Epic E27
EPD: CE: 15 $API: 161 $TI: 83



TERS Kodiak 206K
By Gibbs Essential
EPD: CE: 16 $API: 165 $TI: 92



HLTS/CLRWTR Ahead of Time K1
By ES Right Time FA 110-4
EPD: CE: 15 $API: 159 $TI: 90



HTG Perfection 463M
By LBRS Genesis G69
EPD: CE: 11 $API: 199 $TI: 109



Bar CK Red Empire 9153G
By IR Imperial
EPD: CE: 17 $API: 169 $TI: 93



LCDR Patriot 8K
By HHS Mr Entourage 867B
EPD: CE: 12 $API: 158 $TI: 94

% BULLS



HA Magnifique 72L
By Hook`s Galileo 210G
EPD: CE: 19 $API: 218 $TI: 117



Schooley Krown 28K
By KBHR Revolution H071
EPD: CE: 12 $API: 163 $TI: 101



LLSF Vantage Point F398
By CCR Anchor 9071B
EPD: CE: 12 $API: 114 $TI: 84



W/C Style 69E
By Style 9303
EPD: CE: 13 $API: 129 $TI: 75



Reckoning 711F
By W/C Relentless 32C
EPD: CE: 6 $API: 108 $TI: 69



BKC Redeemed M89
By Second Chance
EPD: CE: 8 $API: 99 $TI: 64



LTS Succession 29J
By W/C Relentless 32C
EPD: CE: 14 $API: 97 $TI: 66



WHF/JS/CSS Woodford J001
By EGL Firesteel
EPD: CE: 15 $API: 142 $TI: 82



CLRS Jet Black 706J
By Redhill 231A
EPD: CE: 15 $API: 144 $TI: 86



Harkers Medicine Man 0105L
By SO Remedy
EPD: CE: -.1 $API: 81 $TI: 72



TSN Architect J618
by GAR Home Town
EPD: CE: 13 $API: 174 $TI: 98



Hook`s Galileo 210G
By Bridle Bit Eclipse
EPD: CE: 16 $API: 203 $TI: 115

EPD as of 7/22/26

NEW HOTTIES



GCC Night Owl 3104L
By Rocking P Private Stock H010
EPD: CE: 13 $API: 167 $TI: 92



FRKG Classic 948K
By SO Remedy 7F
EPD: CE: 10 $API: 117 $TI: 75



LLSF Dauntless K07
By HPF/HILL Uprising C104
EPD: CE: 7 $API: 101 $TI: 66



WINC All Right 213K
By OMF Epic
EPD: CE: 11 $API: 141 $TI: 86



SFI High Velocity K7F
By WLE Copacetic E02
EPD: CE: 13 $API: 113 $TI: 76



KLER DFS1 Majority Rules M140
By KLER Greater Good 2064K
EPD: CE: 6 $API: 123 $TI: 91



I Reckon 043J
By Reckoning 711F
EPD: CE: 8 $API: 125 $TI: 77



JWC Western Feel 354M
By OMF Journeyman
EPD: CE: 8 $API: 115 $TI: 73



Only One 905K
By SFI Platinum F5Y
EPD: CE: 7 $API: 90 $TI: 61



Pays To Win L38
By SC Pay The Price C11
EPD: CE: 3 $API: 111 $TI: 77



SFI Lone Wolf N2
By Woodford
EPD: CE: 15 $API: 153 $TI: 87



Winslow`s Redman 85J
By Bailey`s One Of A Kind
EPD: CE: 9 $API: 112 $TI: 75

PROVEN



THSF Lover Boy B33
By HTP/SVF Duracell T52
EPD: CE: 13 $API: 146 $TI: 91



Holtkamp Clac Change Is Coming 7H
By WLE Copacetic E02
EPD: CE: 8 $API: 97 $TI: 77



Rocking P Private Stock H010
By WLE Copacetic E02
EPD: CE: 14 $API: 154 $TI: 93



SSC Shell Shocked 44B
By Remington Secret Weapon 185
EPD: CE: 17 $API: 122 $TI: 74



WLE Black Mamba G203
By WLE Copacetic E02
EPD: CE: 14 $API: 133 $TI: 85



WHF/JS/CCS Double Up G365
By W/C Double Down
EPD: CE: 8 $API: 98 $TI: 70



LLSF Pays To Believe ZU194
By CNS Pays To Dream T759
EPD: CE: 8 $API: 130 $TI: 80



Next Level 4014J
By KRJ Dakota Outlaw G974
EPD: CE: 5 $API: 103 $TI: 73



W/C Night Watch 84E
By CCR Anchor 9071B
EPD: CE: 17 $API: 154 $TI: 83



Mr SR 71 Right Now E1538
By Hook`s Bozeman 8B
EPD: CE: 14 $API: 138 $TI: 93



TL On the Run 106K
By Second Chance
EPD: CE: 14 $API: 123 $TI: 71

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Fall Focus 2026: Reflections on the Past and Future

by Rose Oie

The American Simmental Association's 2026 Fall Focus brought ASA members, staff, and trustees together in Bozeman, Montana, August 28 through September 1. Over the five days, attendees moved through mixed farm tours, a full day of industry education, a recognition dinner with some real breed history in the room, and the ASA Board of Trustees fall board meeting.

Fall Focus opened Friday with tours of Montana State University and the Bozeman Agricultural Research and Teaching (BART) Farm. The BART Farm tour gave attendees a look at the research, teaching, and Extension work taking place on the 474-acre facility, including the Steer-A-Year program, virtual fencing systems, Calan gate facility, and SmartFeed system.

The night continued with a social hour and dinner at ASA headquarters. For many attendees, the evening offered an opportunity to see where the Association's daily activities take place. Saturday's Educational Symposium covered a wide range of topics, but the conversations consistently came back to a question that producers face every breeding season: How can genetic and industry information be used to make better decisions in the cow herd?

Saturday morning began with a look back. Moderated by former ASA Executive Vice President Dr. Jerry Lipsey, "A Reflection on Defining Moments in Simmental History," brought breed pioneers together to discuss the decisions and turning points that helped shape Simmental in the United States. The value of the session was not simply in revisiting dates or accomplishments. The people involved were able to explain why certain decisions mattered at the time and how those choices influenced the direction of the breed. It gave attendees a chance to hear parts of Simmental history directly from people who helped shape it.

From there, the symposium took off with insights from guest speakers. Dr. Dale Woerner of Texas Tech University opened the first technical session with "Red Meat Yield: A New Era," addressing the continued importance of understanding carcass value and yield grade. Dr. Andrew Griffith, a livestock economist at the University of Tennessee, followed with a discussion of beef demand, consumers, and the economic outlook facing the industry. The two joined Dr. Jon DeClerck, ASA EVP, for a roundtable discussion before lunch, giving attendees an opportunity to continue the conversation beyond the presentations.



Fall Focus 2026 was held in Bozeman, Montana. **Opposite:** The Montana Simmental Association hosted a dinner at the ASA Headquarters.

After lunch, attention turned to International Genetic Solutions (IGS) and the tools available to ASA members. Dr. Ryan Boldt discussed updates to the IGS Multi-breed Genetic Evaluation and new trait development, while Dr. Elizabeth Dressler focused on practical application for ASA members. Dr. Jackie Atkins joined Boldt and Dressler for a panel discussion that allowed the technical information to move into questions about how breeders can successfully use it in their own programs.

Dr. Ryan Rathmann focused on female selection and what cow efficiency looks like from the commercial producer's perspective, using mature cow size, milk production, and forage resources to show how breeding decisions can affect profitability. Dr. Troy Rowan followed with "More Than Just a Weight: The Complex Challenge of Breeding More Efficient Cows," covering closely related questions about cow size, body capacity, and efficiency. Both presentations challenged breeders to consider how the cow fits her environment and how genetics can help producers make the most of the resources they have.

For longtime Fall Focus attendee Bruce Holmquist, that kind of information is exactly why producers continue to make the trip. Holmquist has attended the event for years, dating back to a gathering in Kansas City in 2002, before it carried the Fall Focus name. He said attending provides an opportunity to see the amount of information available to seedstock producers and breeders, information that not every producer takes advantage of.

"The people that take advantage of it are in the top 5% for awareness, education, and knowledge about genetic improvement for the industry," Holmquist said. "That's something that differentiates the people who attend this from the rest of the crowd."

Holmquist also touched on the importance of keeping the commercial producer at the forefront of breed improvement. "I think it goes back quite a few years, and I hope it continues, but it's the understanding that the customer of the American Simmental Association and all breed associations is the commercial producer," he said. "It's the commercial beef producers that put meat on the plate. We need to do it more efficiently and create more profitability in that area."

That perspective connected several of Saturday's presentations. Saturday evening shifted the focus from education to recognition as attendees gathered for the recognition dinner. John B. Collier of Stephenville, Texas, and Gibbs Farms of Ranburne, Alabama, were recognized with World Simmental-Fleckvieh Federation Golden Book Awards.

Collier played an important role in the early development of Simmental in the United States. Gibbs Farms has spent decades developing Simmental and SimAngus cattle while collecting data from its herd to support genetic improvement.

The evening also recognized Doug Parke of Paris, Kentucky, and Jim Butcher of Lewistown, Montana, with Lifetime Promoter Awards. Both have contributed to the breed through breeding goals, leadership, and promotion. Butcher's family has an especially long connection to Simmental, having bred Hereford cows to Parisien, the first Simmental bull in North America, in 1968.

With the educational and recognition portions of Fall Focus complete, Sunday morning brought attendees into the Association's board meetings. The Town Hall opened the day, followed by committee meetings covering Activities and Events, Breed Improvement, Growth and Development, and Policy and Procedures. The meetings provided an opportunity for members to hear updates, ask questions, and participate in discussions with trustees and staff.

(CONTINUED ON PAGE 42)



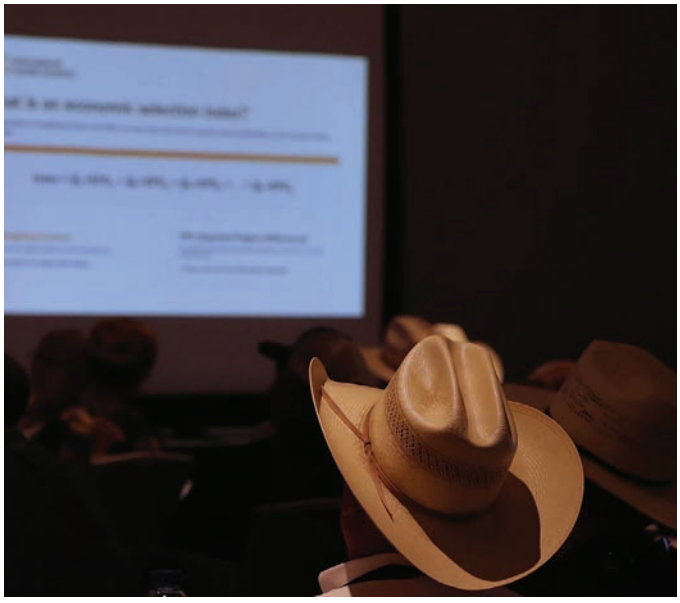
Fall Focus 2026: Reflections on the Past and Future

(CONTINUED FROM PAGE 41)



Above: Dr. Jon DeClerck addressed the crowd gathered for the Saturday Educational Symposium.
Below, clockwise from L: A highlight of the event was past ASA EVP Dr. Jerry Lipsey's history panel. Producers and industry professionals gathered on Saturday for a day of industry education. The Cash Cow fundraiser raised funds for Fall Focus 2027.





The ASA Board of Trustees then met Sunday afternoon and continued through Monday and Tuesday morning. Committee reports, financial and Association reports, directives, and resolutions were addressed, followed by voting on Association business before the meeting adjourned Tuesday morning.

The open board meeting gave members the opportunity to ask questions, interact with the ASA Board of Trustees and staff, and voice questions and ideas. A week full of history, food for thought, and new breed improvement make the trip well worth it, putting producers in a room where they can ask questions and talk through what it means for their own operations.

As the 2026 Fall Focus came to a close, attendees left Bozeman with new information to consider and conversations to continue for a better understanding of the work taking place across the Association and the beef industry.

ST



Above: Attendees gathered to recognize the WSFF Golden Book and ASA Lifetime Promoter recipients. **Below:** ASA hosted an open Town Hall, allowing members to voice their questions, ideas, and thoughts to the ASA Board of Trustees and staff.



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CMP
Carcass Merit Program

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- Percentage Simmental Female and Bull of the Year
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- Percentage Simbrah Female and Bull of the Year
- Fullblood Simmental Female and Bull of the Year

If fewer than three animals earn points at multiple events, no winners will be recognized.
If fewer than three shows recognize a breed division, that division will be excluded.

Qualifications

- Exhibitors must be active members in good standing with the American Simmental Association
- Animals and their exhibitors must abide by the rules of the show(s) in which they participate
- All ASA Ring of Champions award winners must be genotyped before awards are given

Additional information

PTP Coordinator
Chance Ujazdowski
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chanceu@simmgene.com

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American Royal — Kansas City

North American International Livestock Exposition

Cattlemen's Congress

National Western Stock Show

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Dixie National Livestock Show and Rodeo

Research Advances Fertility Understanding for the Cattle Sector

by Geitner Simmons, University of Nebraska–Lincoln

Each calf, like each human, begins as an embryo. But important questions remain about the complex factors that shape bovine fertility and development during the earliest stages of life. Bit by bit, Jennifer Wood and her Husker colleagues in the Department of Animal Science are unraveling those mysteries.

The findings of Wood, a PhD in molecular physiology and the immediate past president of the Society for the Study of Reproduction, and her colleagues deepen understanding of bovine reproduction and help producers more effectively use assisted reproductive technologies (ART) to improve cow reproductive success and calf health. Collaborative efforts are also identifying ways to pick better replacement heifers.

Innovative research by Wood, a professor in the department, has resulted in a range of notable basic science findings about bovine fertility and embryo quality. Maintaining consistent nutrition and appropriate body condition is clearly beneficial for the animal overall, but Wood has found it provides an important added benefit — increased chances that cows will produce healthy eggs capable of establishing pregnancy.

"It's harder for a cow to get pregnant if she's metabolically unstable," Wood said. Dairy cows can face nutritional deficits when they're lactating, for example. "On the beef cattle side, if there are changes in forage, you can get fluctuations in nutrient availability that could really impact the metabolism of the animal."

Wood's research shows that environmental stresses reduce the quality of a cow's immature egg cells, or oocytes. Under ideal conditions, Wood said, the mother's genes and proteins support conception and the early stages of development. These factors are eventually cleared out to allow for continued development as the embryo grows. Environmental stresses, however, often disrupt these processes.

Wood's work aims to identify ways to prevent or fix these stress-related complications, improve pregnancy success, support healthier embryo development and ultimately enhance calf performance. Her work offers promise, too, for helping the cattle sector improve its assisted reproductive technologies.

"In vitro production of embryos has really taken off in the cattle industry," she said. "People want to collect embryos from genetically superior cows and fertilize them with sperm from a genetically superior bull. People may think that it works perfectly — but it does not. We haven't figured out the best ways to fertilize eggs and culture embryos in vitro that are optimized to get good development."

On average, only a tenth of artificially fertilized eggs come to maturity. "You have the idea, 'I'm going to get 50 eggs from this really great cow,'" Wood said. "But then only five of those eggs are actually going to produce a calf."

When lab technicians prepare bovine oocytes for in vitro fertilization, a range of lab conditions may wind up affecting the eggs, including fluctuations in temperature, pH of the media they're in, and lighting conditions.

Wood and colleagues are working to understand why lab-fertilized embryos often fail and how culture conditions can be improved. More recently, Wood has begun studying how nutrition, heat stress, and assisted reproduction procedures influence the developing placenta, which has implications for calf growth during pregnancy and long-term health.

The takeaway for producers: From nutrition and heat stress to embryo culture techniques, Wood's research is uncovering ways to boost a cow's reproductive success, helping producers achieve higher conception rates and the birth of healthy calves.

Another reproductive challenge involves heifers that naturally produce excessive androgens (steroid hormones), preventing normal ovulation. Wood collaborates with lead researcher Andrea Cupp, another reproduction-focused professor in the department, to study the biological causes and identify genetic markers for the condition.

As the Husker scientists expand such understanding, producers may be better able to identify replacement heifers with poor reproductive prospects.

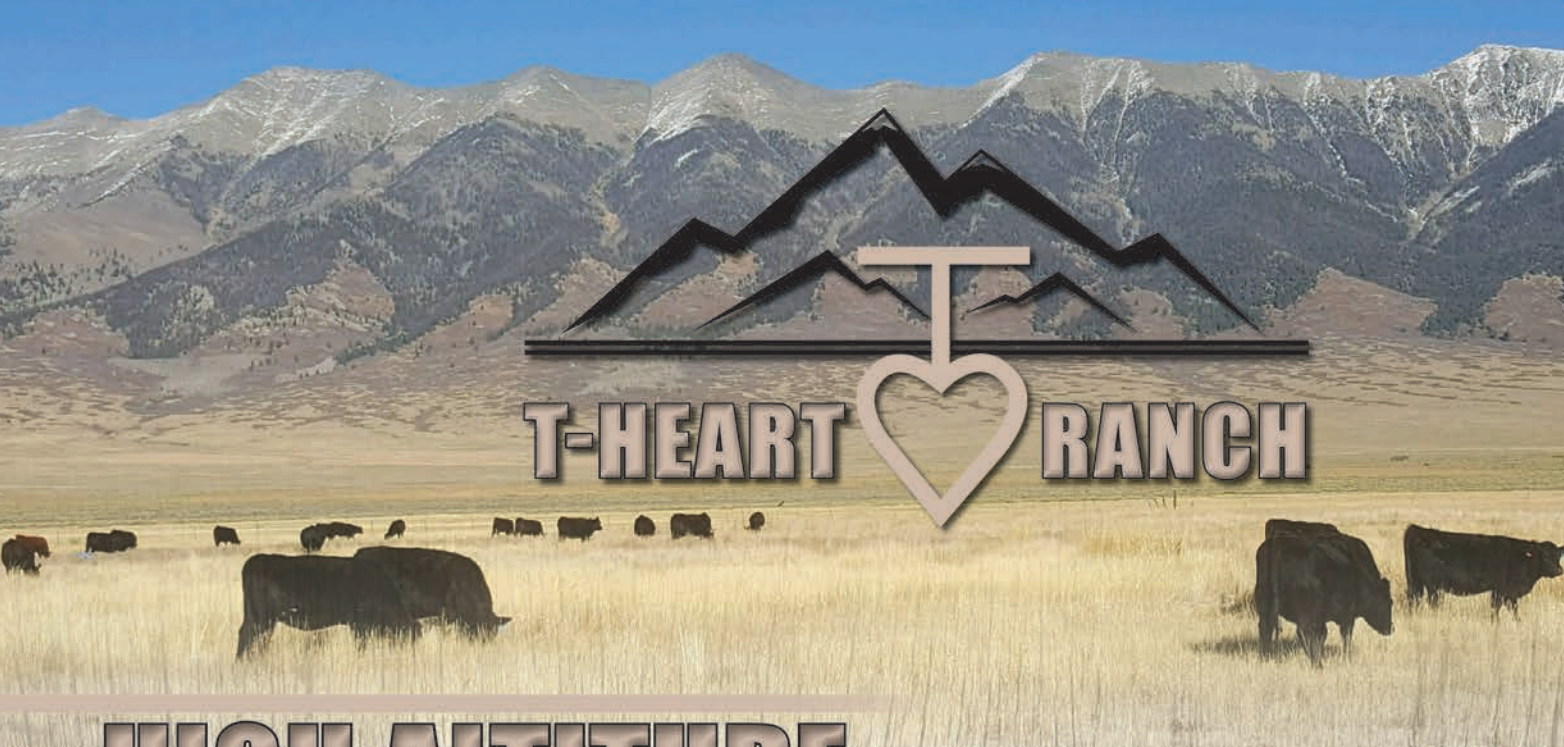
Because human and bovine reproductive systems share important similarities, Wood's findings may also inform research on Polyendocrine Metabolic Ovarian Syndrome, a condition associated with excess androgens and infertility that affects up to 10% of women of reproductive age.

Wood is passionate about translating basic science into real-world impact, an interest rooted in her early research on androgen-related fertility complications in women. She was impressed by the close interaction between basic and clinical scientists at the University of Pennsylvania Center for Research on Reproduction and Women's Health and appreciates that university animal science departments are set up in a similar way.

Wood also finds it rewarding to mentor undergraduate and graduate students, especially helping them discover their passion for basic and applied research and turn it into a career.

Looking ahead, she sees great promise in an interdisciplinary, multi-institutional effort to study the range of reproductive and environmental factors that shape development during the first 1,000 days of life, which span pregnancy through the first two years after birth.

CONTINUED ON PAGE 50



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She believes that researchers could identify early-life factors that shape health for years to come. The goal, Wood says, "is not simply to understand development but to identify opportunities to give both children and animals the healthiest possible start to life."

"It is becoming clear," she said, "that these early life events have the potential to set that tiny human or animal for good lifelong health."

Retaining Ownership to Get Paid for Genetic Selection

by Paul Beck, Oklahoma State University

The price at an auction market is the market's estimate of what a calf is worth that day, based on the information buyers can see and trust. There are no real visual indications of the calf's genetic potential for growth, feed efficiency, or carcass value. Calves sired by proven sires may have the potential for high rates of gain, improved feed efficiency, and exceptional marbling and carcass quality. However, if the calf is sold at weaning there is no way for the cow-calf producer to capture that potential value unless they take steps to market their genetics.

A two-year comparison makes this point exceptionally well. In this example calves were sired by Angus bulls either by artificial insemination from top bulls in the breed or natural service clean-up bulls purchased from reputable Angus seedstock producers. Calves produced through timed artificial insemination were 69 pounds heavier at weaning than natural-service calves, but much of that difference came from being born earlier. The adjusted 205-day weaning weights for AI sired calves were only nine pounds heavier than calves from natural service sires. As ownership continued, however, differences in performance associated with genetics became greater. AI-sired steers were 109 pounds heavier as long yearlings after grazing wheat pasture. During finishing, the AI sired steers gained faster (3.74 versus 3.56 pounds per day) and produced 50-pound heavier carcasses. The analysis estimated $150/head greater net return from the AI-sired steers, including $82 less feed, using prices and costs from that time.

Our recent Oklahoma State University research underscores why "true value" must be defined carefully. Steers that were sired by bulls selected for high growth based on yearling-weight EPD had the same weaning weight as moderate-growth contemporaries. By harvest, high-growth steers were 73 pounds heavier, produced 26 pounds more hot carcass weight, and reached harvest seven days sooner. However, they also ate more feed and had lower feed efficiency. Moderate-growth steers

CONTINUED ON PAGE 52



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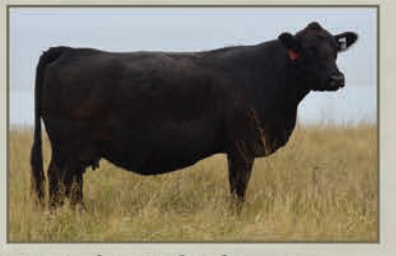
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From Dead Heifers to a Herd-Wide Discovery

by Andrea Bedford, Bovine Veterinarian

The first clue was a Sunday-night phone call. Dr. Dan Goehl, large-animal veterinarian and owner at Canton Veterinary Clinic, was at home when one of his regular producers called in a panic. A group of yearling heifers had been turned out on grass after breeding. When the producer checked them that evening, eight were dead and several more were missing.

The initial suspicion wasn't *Theileria orientalis*. "We immediately talked about toxins," Goehl says. "That was kind of my immediate assumption."

The cattle were brought in from pasture the next morning for examination. That's when the investigation took an unexpected turn. They found an extraordinary tick burden. "There were thousands and thousands of ticks on those animals to the point that some of them could barely hold their ears up," Goehl recalls.

The finding shifted the investigation toward Theileria, a tick-borne protozoal infection that can cause severe anemia in cattle. The team treated the cattle to reduce the tick burden, collected ticks for testing and submitted cattle for diagnostic testing.

The results confirmed Theileria. At the time, it was the first recognized case in Iowa for Goehl's practice area. There had been scattered cases in Missouri, but the severity of this outbreak raised questions about both where the infection came from and how long it had been present.

The Wyoming Connection

The herd consisted of 67 yearling heifers turned out to pasture. Seventeen ultimately died. The deaths weren't evenly distributed. Fifty of the heifers had been brought in from Wyoming earlier that winter. Every heifer death came from that group. None of the native heifers died. That translated to 32% mortality among the Wyoming heifers.

The group also included a bull that died, adding another complication to the pattern. Goehl describes the outbreak as a potential "perfect storm." His working hypothesis was that the Wyoming cattle may have been naive to the infection, encountered a higher parasite burden than they had previously experienced and were exposed to an extraordinary number of Asian longhorned ticks.

The case provided an opportunity to investigate something that was even more important than the original deaths: how widespread was Theileria exposure across the operation?

The Investigation Moves to the Pasture

The veterinary team soon realized the problem extended beyond the pasture where the deaths occurred. They went back and tested cattle across the operation, finding Theileria positivity in every pasture they examined. In one pasture, all 40 cattle tested positive. Other pastures had positivity rates of 87%, 95%, 99%, and 81%.

A pasture containing calves was particularly revealing. When the calves were initially tested, 46% tested positive. Thirty days later, 97% tested positive. The team then

CONTINUED ON PAGE 54


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turned their attention to the pastures themselves, conducting tick drags with white sheets through areas where they suspected ticks might be concentrated. The results helped demonstrate how difficult it could be to identify the source of exposure by looking for ticks alone.

In the pasture associated with the original outbreak, 93% of the ticks they collected were Asian longhorned ticks. Yet in some pastures where cattle tested positive for Theileria, the team did not recover an Asian longhorned tick during their sampling. "Just because you don't see the tick doesn't mean you don't have it," Goehl says.

That became one of his strongest take-home messages from the investigation. The Asian longhorned tick can be difficult to detect because of its small size, particularly in its larval and nymphal stages. The ticks also appeared to cluster in localized areas of pasture. Cattle could encounter a heavily infested "hot spot" without the producer realizing how much exposure had occurred.

The field experience made the scale of the problem more apparent. When cattle were gathered on horseback, riders could pick up thousands of ticks on their chaps after moving through some areas. Goehl's conclusion was that the infection likely had been present in the area well before the dramatic mortality event brought it to everyone's attention.

A Positive Test Isn't the Whole Diagnosis

The case also highlights a challenge veterinarians face when Theileria is on the differential. Clinical signs can be relatively nonspecific. Goehl describes affected cattle as off-feed, depressed animals with pale mucous membranes, sometimes with icterus. Packed cell volume can fall below 15%.

The disease can resemble anaplasmosis, another cause of severe anemia, although Goehl says there are differences in how the cattle present. Theileria has also shown up more often in younger cattle in his practice, including feeder calves.

In calves, the clinical picture can look like chronic bovine respiratory disease, making it difficult to determine whether Theileria is contributing to poor performance or mortality. That same diagnostic challenge came up when Goehl's practice investigated a group of 107 newly received cattle from southeast Missouri. The calves were experiencing more morbidity and mortality than the practice expected, but there was an obvious competing explanation: respiratory disease is common in newly received cattle.

Then one calf died after appearing to have chronic respiratory disease. When Goehl performed a necropsy, however, the lungs were "beautiful." There was no obvious lung disease to explain why the calf had continued to struggle.

By that point, Goehl had already seen Theileria in calves in the area, so the team added it to the investigation. They began testing the cattle for both Theileria and anaplasmosis. The team later compared Theileria-positive cattle with their treatment histories to see whether positivity was associated with cattle that had been treated for respiratory disease. They did not find a clear pattern.

The case highlights the importance of broadening the differential when a calf shows signs of chronic respiratory disease but lacks the expected lung lesions, particularly in an area where Theileria is present. A positive test should then be interpreted alongside the animal's clinical presentation, degree of anemia, exposure history, and other potential causes of disease.

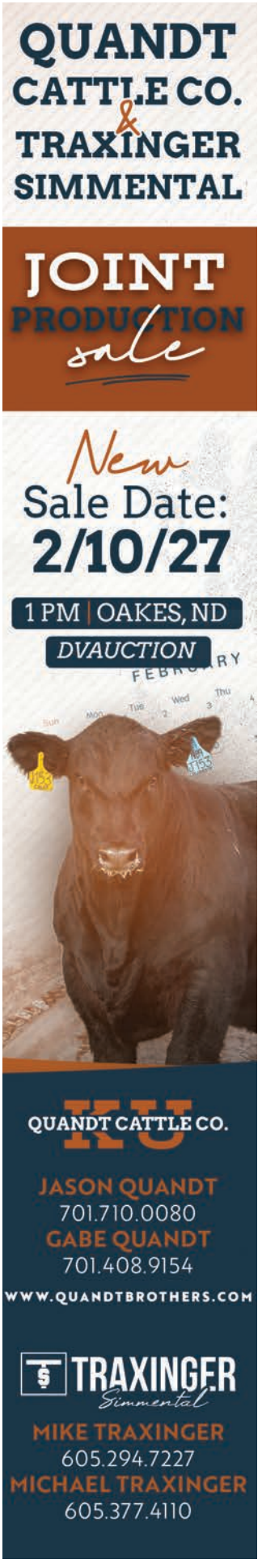
Prevention May Be More Useful than Treatment

Once cattle develop severe clinical disease, options become limited. Goehl's practice has used ivermectin-class products to reduce tick burdens, along with supportive approaches and, in selected severe cases, whole-blood transfusions. The practice has not seen a consistently high success rate with transfusion, which Goehl believes may partly reflect how late treatment is initiated.

"For the cows that we've performed transfusions on, we've started too late," he says.

That leaves tick management as one of the most practical tools available. Pasture burning can be highly effective where it is feasible. Managing brush, broadleaf vegetation and

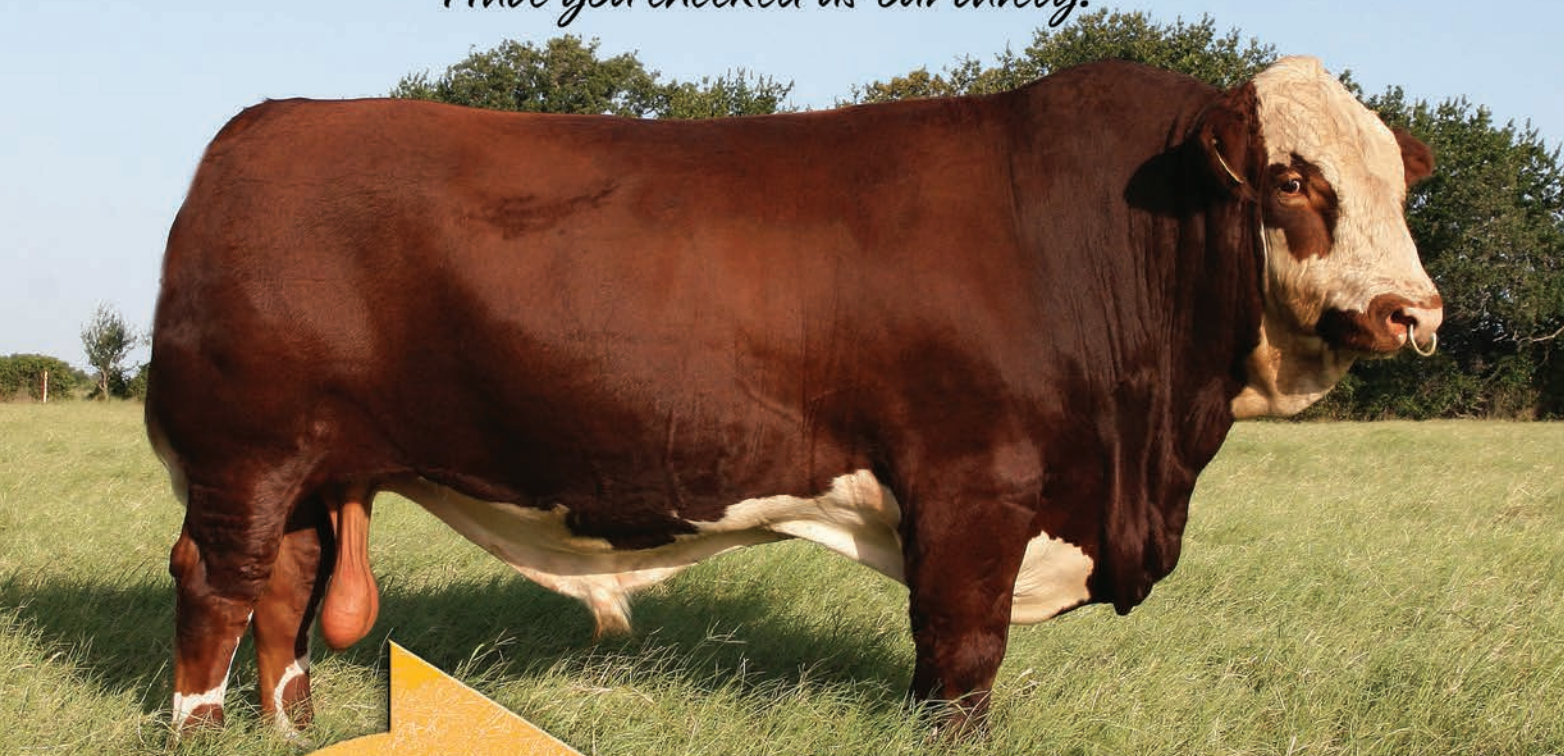
CONTINUED ON PAGE 56



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moist areas can also reduce habitats favorable to ticks. Rotational grazing may help by managing vegetation and reducing favorable tick habitats.

Chemical control can be more complicated. Spraying may have limited effectiveness because it is difficult to penetrate the vegetation where ticks are concentrated. Goehl suggests organophosphates may provide better tick control than pyrethrins, although product selection and use need to fit the operation and label.

Biosecurity is another piece of the puzzle. The Asian longhorned tick is the primary biological transmission concern, but blood-transfer routes such as stable flies, needles, tattoo equipment, and other shared equipment can contribute to mechanical transmission.

However, the greater concern may be on the western edge of the tick's range, where an infected animal could enter a population that has little or no previous exposure.

Preparing for an Endemic Disease

Goehl expects Theileria to become endemic in his region. As exposure becomes more common, he believes the disease may eventually resemble anaplasmosis, becoming another endemic cause of anemia that veterinarians routinely consider.

That doesn't mean producers should ignore the disease. Instead, the Iowa case suggests that the biggest risk may come from assuming the problem isn't present because the evidence isn't obvious. "The big take-home to our producers is that just because you don't see the tick doesn't mean you don't have it," Goehl says.

That means keeping Theileria on the differential when cattle present with unexplained anemia, poor performance, or death, particularly in younger or newly introduced cattle. It also means looking beyond the individual animal and asking where the cattle came from, what pastures they have occupied, and whether tick exposure could have occurred even when ticks aren't readily visible.

The disease may already be moving through a herd long before the first dramatic mortality event makes it impossible to ignore. Goehl's advice is therefore less about panicking over the next dead animal and more about recognizing a slower-moving change in the disease landscape: improve surveillance, manage tick habitat, reduce opportunities for blood transfer, and use diagnostics when the clinical picture doesn't fit. The ticks may be small. The lesson from this herd was not.

CONTINUED ON PAGE 58

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PB SM KBHR CHARGER K102 DAUGHTER
Sells bred to KCC MAGNUM K036.

CE	BW	WW	YW	MILK	STAY	MARB	RE	$API	$TI
9	0.3	88	139	20	27	0.52	1.28	180	97



SIMANGUS GIBBS 9121G KENWORTH DAUGHTER
Sells bred to RFS TRAVELER.

CE	BW	WW	YW	MILK	STAY	MARB	RE	$API	$TI
12	0.3	103	172	24	15	0.61	1.05	158	103



PB SM KBHR SCREENSHOT K167 DAUGHTER
Sells bred to RFS TRAVELER.

CE	BW	WW	YW	MILK	STAY	MARB	RE	$API	$TI
10	1.0	102	167	23	23	0.86	0.71	197	112



PB SM LBRS GENESIS G69 DAUGHTER
Sells bred to RFS TRAVELER.

CE	BW	WW	YW	MILK	STAY	MARB	RE	$API	$TI
11	-0.1	86	130	33	20	0.82	1.01	183	104



SIMANGUS EXAR COVER THE BASES 0819B DAUGHTER
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CE	BW	WW	YW	MILK	STAY	MARB	RE	$API	$TI
17	-1.1	78	120	30	17	1.02	0.57	181	100

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Creep Feeding: Let's Run the Numbers!

by Dr. Jason Warner, Kansas State University

Providing supplemental creep feed is often done in response to drought or when grass quality starts to decline during late summer and early fall. Creep feeding can be an effective strategy for the cow-calf enterprise to increase calf weight gain while calves are still nursing their dams. While certainly helpful in increasing calf performance, creep feeding is also a management practice in which the broader impacts, from both a production and financial aspect to the cow-calf system, are often easily overlooked.

If creep feeding is commonly part of your management program, it is important to establish your objectives for doing so and have a clear picture of the economics. Here we will review a few key aspects to keep in mind when making creep feeding decisions this fall as well as do some "cowboy math" using current calf and feed prices.

Creep Feed Can Be in Many Forms

While we most commonly think of creep feed as being a commercial pelleted or texturized feed, those are certainly not the only forms in which it can be provided. By definition, creep feed refers to any source of supplemental nutrients offered to calves in addition to the milk they receive from the dam and their direct forage intake. It can be provided as a grain or commodity blend that is mixed directly on the farm or ranch using a grinder mixer. If cows and calves are managed in a drylot or confinement situation, creep feed can consist of additional feed delivered in a section of the bunk or in an area accessible only to calves. Creep grazing is an effective means of providing additional nutrition through forage quality by allowing calves to graze a forage source that cows cannot. Allowing calves to walk under a single strand of electric fence and graze forages such as small cereal grains or summer annuals while cows are maintained in an adjacent pasture or feeding area can be a practical strategy.

A Tool for Aiding in Weaning

Despite our best efforts as managers and caretakers to minimize animal stress, the simple act of weaning creates many stressors on calves. When we abruptly separate a calf from its dam, relocate it to a new environment, and ask it to eat something it's not accustomed to, we ultimately create a very stressful situation. Introducing calves to creep feed the last 30–45 days prior to weaning to allow them to become familiar with the feed and build intake, and then moving the feeders into pens and providing creep feed and free choice hay upon weaning is a sound practice. This method helps minimize stress by allowing for dietary consistency during a time when calves are being exposed to new pen mates and water sources.

Not a Band-Aid for Drought

Research data suggest that creep feeding does not take lactation pressure off the cow by substituting milk for creep intake. Rather, the calf goes back and nurses just as much as a non-creep-fed calf. Therefore, early weaning, as opposed to creep feeding, in response to drought is one of the most effective ways to preserve forage because 1) forage intake by the cow is decreased when she is nonlactating and 2) forage intake by the calf is removed. Equally important, early weaning allows for cow body condition and weight to be added more gradually and cost effectively prior to the next calving season. Studies evaluating cow and calf forage intake generally indicate that every two and a half days the calf is weaned allows enough forage savings for one more day of grazing for a nonlactating cow.

CONTINUED ON PAGE 60

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CE	YW	MARB	RE	$API	$TI
6	197	0.64	1.19	144	107



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CE	YW	MARB	RE	$API	$TI
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Know Your Numbers

Years when calf prices are high relative to feed prices are when creep feeding is typically most feasible. For any management decision, we need a clear understanding of the costs and returns to determine whether it pays to creep feed.

Consider the following assumptions from a recent, real-world scenario:

- Base creep feed price = $350/ton + $20/ton for delivery
- Expected performance of calves over non-creep fed calves = 0.45 lb/day
- Length of the feeding period = 75 days
- Expected feed conversion (F:G) = 8:1
- Expected calf weight and price without creep feeding = 525 lb @ $4.15/lb
- Expected calf weight and price with creep feeding = 559 lb @ $3.95/lb
- Value of the Added Weight Gain = $0.84/lb
- Cost of the Added Weight Gain = $1.48/lb

Based on the expected conversion and length of the feeding period, the total feed intake per calf would be 270 pounds with a feed cost of $49.95. Using the assumed calf prices, the additional calf value after creep feeding would be $29.31 per calf. These values equate to a cost of additional gain of $1.48/lb and a value of additional gain of 0.84/lb. Because the value of the additional gain is less than the cost of gain, the return to creep feeding in this scenario would be negative at -$21.64 per calf. This does not account for the costs of the feeders themselves or for the costs of either picking them up or having them delivered to the pastures.

It is important to remember that among calves of similar genetics and management, calves that are creep fed will nearly always be heavier at weaning than their non-creep fed contemporaries. This is simply due to increased energy and protein intake. However, data suggest that this advantage is not always maintained post-weaning due to compensatory gain by non-creep fed calves. Thus, the decision to creep feed pre-weaning also needs to be made in the context of how the calves will be managed post-weaning if you retain and grow your calves after that point. Keep in mind calves that are fleshy due to creep feeding are typically discounted at marketing, and fertility can be impacted in both heifers and bulls that are overly conditioned early in their development. Accurate estimates of both the cost and value of additional gain are needed to determine the economic feasibility of creep feeding for your operation.

AI Research Focuses on Optimizing Herd Growth

by Chabella Guzman, University of Nebraska–Lincoln

Expanding a cattle herd can be costly, particularly when developing replacement heifers. A research project at the University of Nebraska–Lincoln (UNL) Panhandle Research, Extension, and Education Center Research Feedlot is exploring the AI breeding efficacy of using either fresh or frozen semen and single or multiple sires within the same straw.

Rick Funston, Nebraska Extension Beef Reproductive Specialist, is collaborating with Bryan Palm, Owner and Manager of 2Bar Ranches, on the project. Artificial insemination (AI) pregnancy rates in beef heifers can vary substantially. Even with good reproductive management and estrus synchronization, conception may fail.

"Previous research suggests that using multi-sire semen may increase pregnancy rates by roughly nine to 11.5 percent, potentially because combining sperm from multiple bulls could improve overall semen quality," Funston said.

Palm, who currently leases the UNL Research Feedlot, uses the facility to develop heifers for their cow herd. "Our biggest concern right now is to breed as many heifers as we possibly can. We're trying to build our cow herd substantially," Palm said. "I mean, we have a closed herd, so every percentage rate we can get better in our AI is money ahead for us."

The study investigates whether multi-sire semen, which includes semen from three bulls, can improve pregnancy rates in beef heifers compared with single-sire semen, and whether fresh semen performs better than frozen semen. Research comparing fresh versus frozen semen has produced mixed results, so the study also tests whether the semen storage method affects fertility.

"We're hypothesizing that fresh semen from three bulls mixed together will produce higher AI pregnancy rates than semen from a single bull in beef heifers," Funston said.

The project has 339 Angus heifers and three unrelated Angus bulls at the feedyard leased by Palm, plus 534 Angus crossbred heifers with one Simmental bull and two unrelated Angus bulls at the Kelly ranches north of Sutherland, Nebraska.

"There was a lot of logistics involved in getting the fresh semen to the heifers. You know, when using frozen, it can be there months before you need it," Palm said. "With the fresh, they have to collect it and get it to you in 48 hours."

CONTINUED ON PAGE 62



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The research project is in its first of three years, and there have already been some positive results. In 2026, Palm and Funston have seen bred heifers on fresh pooled semen up by almost 11 percent. After the calves are weaned next year, they will go into Palm's feed yard, where their DNA will be tested for direct parentage to show which bulls contributed the most to animal reproduction.

Funston expects fresh multi-sire semen to have the highest fertility, potentially because combining sperm from multiple bulls increases the likelihood that viable, fertile sperm will be present at ovulation. This research provides a real-world evaluation of applied AI management practices that will inform opportunities for developing heifers in the western Great Plains.

Stillbirth Is More than a Difficult Calving

by Andrea Bedford, Bovine Veterinarian

A difficult birth is an obvious place to look for answers, but it isn't necessarily the whole story. A calf can die around birth for reasons that aren't immediately apparent from the calving itself. Sometimes the clues are in the cow's history. Sometimes they're in the circumstances surrounding the birth. Sometimes they aren't visible until the calf is examined after death. Recent beef cattle research is taking a closer look at those clues. When a calf is born dead, how much can we learn by looking beyond the calving event?

Stillbirth Risk Varies Across Beef Herds

One place to start is with the herd itself. Researchers studying Japanese Black cattle analyzed 94,569 calving records from 24,821 cows across 1,001 farms in Kyushu. The overall stillbirth rate was 1.91%, giving the researchers enough data to look for patterns that might be difficult to see in an individual herd or a handful of calvings.

Several factors stood out:

- First-calf cows had greater stillbirth risk than cows in later parities.
- Winter calving was associated with higher risk.
- Previous stillbirth was associated with recurrence.
- Herd size was associated with stillbirth, with smaller herds generally showing lower rates.
- Sire also appeared to influence risk, with noticeable differences among individual sires.

CONTINUED ON PAGE 64



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The previous-stillbirth finding could be particularly useful in practice. A cow that has already lost a calf may warrant more attention during her next calving rather than having that loss treated as an isolated event. The researchers specifically suggest enhanced calving management for these animals and considering previous stillbirths when making replacement decisions.

The sire finding is more complicated. Stillbirth had a heritability estimate of just 0.037, meaning additive genetics accounted for a relatively small portion of the overall variation. The researchers therefore emphasized environmental management as the primary opportunity for reducing losses.

Still, individual sires did not all look the same. Of 43 major sires evaluated, seven had stillbirth rates more than one percentage point above the overall 1.9% average, while 13 were more than one point below it. Genetics may not determine the outcome, but they may shift the odds.

Dystocia Doesn't Explain Every Calf Loss

The next question is harder to answer: What actually killed the calf? A 2020 study of beef herds in Orkney approached perinatal mortality from that direction. Researchers collected calving data from 11 herds, covering 1,101 calves, while 23 herds in total contributed calves for postmortem investigation.

Among the 54 calves submitted for investigation, researchers reached a definitive diagnosis in 85% of cases. Parturition-related death was the largest category, accounting for 20 calves. But the investigators also identified 13 intrauterine infections, six congenital malformations, and six postpartum infections.

However, all of those calves ultimately end up in the same broad category: perinatal loss. The circumstances of birth also mattered. Male calves had 2.5 times the odds of perinatal loss compared with females, while twins had 3.5 times the odds of singletons. Births requiring hard assistance, veterinary assistance, or cesarean section had 3.2 times the odds of loss compared with unobserved births.

The postmortem findings add another layer. Among the parturition-related deaths, investigators found evidence of bradytocia, trauma, malpresentation, and twin birth. The intrauterine infections included *Bacillus licheniformis*, *Aspergillus* species, *Aeromonas hydrophila*, *E. coli*, and *Leptospira hardjo*.

Dystocia clearly remains an important pathway to calf death, but this work makes it harder to treat dystocia as the default explanation for every loss.

Genetics May Shift Calf Mortality Risk

The Japanese study raises another question. If individual sires differ in stillbirth rates, what is behind that variation? A large Irish genomic study provides some context. Researchers examined Angus, Charolais, and Limousin sires representing 5.87 million calving events and identified genomic regions associated with direct calving difficulty, maternal calving difficulty, and perinatal mortality. Most of the associations were breed- and trait-specific.

Some of the strongest signals involved the myostatin (MSTN) gene region in Charolais and Limousin cattle. But MSTN wasn't the whole story. The researchers identified multiple genomic regions associated with calving difficulty and perinatal mortality, with most of the genetic variation appearing to come from many variants with relatively small effects.

The Charolais results offer an especially interesting wrinkle. Several genomic regions remained associated with perinatal mortality after researchers accounted for genetic merit for direct calving difficulty. SCN4B, a gene related to sodium channel location and function, emerged as a novel candidate associated with perinatal mortality but not dystocia.

That doesn't mean there is a simple set of "stillbirth genes." The Japanese study's low heritability estimate argues against that. Instead, the findings suggest that genetic risk for calf mortality can involve more than the genetics of an easy or difficult birth.

CONTINUED ON PAGE 66

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Look for Patterns after a Stillbirth

None of these studies produces a single formula for preventing stillbirth. What they offer is a reason to pay closer attention to patterns that can disappear when every loss is simply recorded as "stillbirth."

When investigating a loss, useful questions might include:

- Has the cow experienced a previous stillbirth?
- Are multiple losses occurring in the same herd?
- Are losses associated with a particular sire?
- Did the calf die despite an apparently normal calving?
- Did the calf have unusual physical abnormalities?
- Are losses clustered by season or parity?
- Is there evidence of infection rather than trauma or anoxia?

The answers won't necessarily point to one cause. They can help determine whether a loss looks isolated or whether it belongs to a larger pattern that deserves a closer look.

Late Season Burning: A Tool for Range Management

by Dr. Colin Tobin, Kansas State University

With the dog days of summer over, we can finally "relax" and focus on other parts of the operation, such as harvest, weaning, fall calving, fall planting, and field work. Prescribed burning may deserve a place on the late summer/fall to-do list. Though traditionally associated with springtime, late season burning can provide advantages in managing invasive plants while maintaining rangeland diversity.

Spring burning has been part of Flint Hills grazing management since the late 1800s, with a transition in the 1970s and 80s to annual spring burning coupled with intensive early stocking of yearling cattle. Removing old plant growth promotes uniform grazing, shifts plant growth curves, and supports improved gain efficiency of stocker cattle. Depending on management objectives, moving prescribed burns later in the growing season may provide producers with another useful tool.

Late-season burning generally refers to burning during the latter part of the growing season and even into fall. Several studies from K-State have evaluated burns conducted from August to October. Although grouped into the same term for this article, burning dates shouldn't be interchangeable. Burning during August allows more time for regrowth before dormancy, while a fall burn reduces plant recovery time and regrowth available for winter grazing. Additionally, planning burning for late season burns will require attention to available fuel, current and expected weather, and the operation's needs.

Covering approximately 500,000 acres in Kansas, *Sericea lespedeza* degrades native rangelands as it has low grazing palatability to cattle due to condensed tannin concentrations. Additionally, spring fires have been shown to stimulate germination. However, research from the Flint Hills has shown a reduction in standing biomass, seed production, and frequency with August and September burns compared to spring burns. Also, species diversity, and native forb and native shrub cover increased with late season burns compared to spring burns. Because *Sericea lespedeza* and other invasive species' seed remains viable in the soil for years, late-season burning won't act as a one-time eradication treatment but rather a suppression strategy.

The potential benefits of late season burning aren't limited to *Sericea lespedeza*. A single September 2006 burn in central Texas reduced the relative frequency of yellow bluestem from 74% to 9% in 2007 and remained comparably lower through 2009. Also, biannual fall burnings near Stillwater, Oklahoma, halted juniper encroachment over the course of 13 years. Late season burn may help suppress Old World bluestems and woody plants, but it should not be viewed as a stand-alone treatment. Repeated fire, targeted herbicide application, grazing, or reseeding may be needed to achieve long-term control and restore native vegetation.

Spring burning remains valuable when maximizing early-season forage quality and stocker cattle gain is the primary objective. However, burning in August or September may provide greater benefits when controlling invasive species encroachment is the priority. Producers must weigh those benefits against the loss of standing fall forage, reduced time for plant regrowth, and the potential for modest reductions in subsequent cattle gain. Starting with a portion of the operation may provide a practical way to evaluate the response. The appropriate time to burn should be determined not by tradition alone, but by what the producer needs the fire to accomplish. Ultimately, the use of fire in spring or fall, in concert with herbicide and grazing management, can provide the most effective strategy to meet the unique land management needs of each operation.

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J&C Annual Bull Sale –
January 23, 2027

Montana

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Hill's Ranch Simmentals
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Stanford, MT 59479
406-566-2479
Bull Sale • Thursday, March 4, 2027
hillssimmentalmt@yahoo.com • www.hillsimmental.com

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Hot Springs, MT 59845
Cell: 406.270.2268
lbriversimmental@gmail.com
lbriversimmental.com
Bulls of the Big Sky
February 15, 2027

Nebraska continued on page 76

State Marketplace

Nebraska cont.

Bull Sale - Feb. 26, 2027
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Leonard Miller 402-640-8875
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Triangle J Ranch
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308-627-5085 Darby Cell
www.trianglejranch.com
Bull Sale last Sunday in January
and Female Sale first Sunday
in November.

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

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Fred Smith (919) 422-4092

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Travis Bell
701-360-1597
TBELL@POLARCOMM.COM

DAKOTA-XPRESS SimGenetics
Wade & Merri Staigle
Center, ND 701-794-3351
Kevin & Liz Hansen
Ryder, ND 701-758-2571
Annual bull & female sale
February 19, 2027
www.dakotaxpress.com

Terry Ellingson & Family
Phone: 701-384-6225
Cell: 701-741-3045
Ellingson Simmentals
5065 125th Ave. NE • Dahlen, ND 58224
tellings@polarcomm.com • www.ellingsonsimmentals.com
Annual Production Sale, January 22, 2027

Kaelberer Family Simmentals
4241 County Road 85 • New Salem, ND 58563
701-400-7323 Conner • 701-220-3124 Claye
Production Sale 2nd Tuesday in February

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Luke, Jake & Tess Keller
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701-471-5065 (Jake cell)
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erika.kenner@gmail.com
Fax 701-466-2769
www.kennersimmental.com

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Mercer, ND 58559
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f: 701.447.2478
c: 701.391.9769
e: rustmountainviewranch@hotmail.com
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Dale Pesek
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SRF Simmentals
Roger and Susan Finke family
35500 114th Ave. NW • Berthold, ND 58718
701-453-3157 Roger • 701-453-3105 Todd
email: srf@srt.com
Genetic Edge Production Sale
February 4, 2027 • Mandan, ND

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

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42nd Annual "Carrying On" The Genetic Explosion Bull Sale!
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Lehr, ND
S 701-527-5885 • G 701-426-9445
gserbele@hotmail.com
Kevin & Lynette Thompson
Almont, ND
H 701-843-8454 • K 701-391-1631
kevinandlynette@westriv.com
facebook.com/tntsimmentalranch

Oklahoma

Willis Simmentals

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Marietta OK 73448
willissimmentals@arbuckleonline.com
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1/4 mile north on Enville Road.
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www.bendaranch.com
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Jim: 605-730-6703 (Cell)
Jay: 605-730-0215 (Cell)
bendaranch@midstatesd.net

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John Christensen, Cam & Tyler Fagerhaug
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605-458-2218 home • 605-458-2231 fax
605-350-1278 cell
458-350-2018 Cam
Annual Production Sale
March 19, 2027 · Wessington, SD
NLC Simmental Ranch
Rick & Nalani L. Christensen
Dunsmore & NaLea, Chase & Swayzee
21830 372nd Ave • Wessington, SD 57381
605-458-2425 • 605-354-7523 cell
605-350-5216 cell

Double J Farms
Simmental Cattle
est. 1974
Kipp Julson • 605-351-9088
48672 252nd St
Garretson, SD 57030
doublejfarms@alliancecom.net
www.doublejsimmentals.com
Double J Farms 53rd Annual
Bull and Female Sale, January 22, 2027
Garretson, SD

ES
EICHACKER SIMMENTALS
Steve & Cathy Eichacker
605-425-2391 or
605-421-1152
email: es@triotel.net
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Salem, SD 57058
Annual Bull Sale · March 5, 2027

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& SimGenetics
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605-730-1511 (C)
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clayekstrum@midstatesd.net • ekstrumsimmentals.com

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605-551-9016 (Owen)
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931-670-3646 h
Christopher Martin
931-580-6821 c
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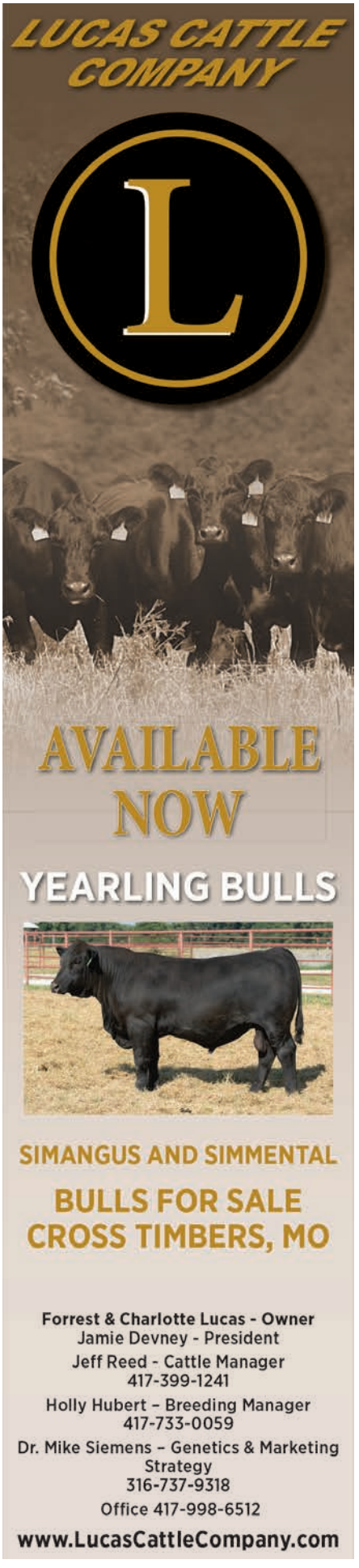
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Calendar of Events

OCTOBER

30 32nd Annual Hokie Harvest Sale — Blacksburg, VA
31 Chestnut Family and Friends Production Sale — Headland, AL
31 M4 Simmentals' Inaugural Production Sale — Westmoreland, KS
31 Red Hill Farms' "Bulls of Fall XII" Sale — Lafayette, TN *(pgs. 64, 77, 88)*

NOVEMBER

1 Triangle J Ranch's Annual Female Sale — Miller, NE *(pg. 76)*
3–4 River Creek Farms' Frozen Genetics and Production Sale — Manhattan, KS *(pg. 5)*
7 Cason's Pride and Joy Female Sale — Albia, IA
7 Irvine Ranch's Annual Production Sale — Manhattan, KS
13 Boyle Ranch's Red White and Beautiful Fleckvieh Female Sale — Washta, IA *(pg. 50)*
13 Keller Broken Heart Ranch's Annual Sale — Mandan, ND *(pgs. 19, 76)*
14 Gibbs Farms' 21st Annual Bull & Replacement Female Sale — Ranburne, AL *(pg. 87)*
14 Strickland Cattle and Guest 15th Annual Bull and Female Sale — Glennville, GA *(pg. 6)*
16 Bichler Simmentals' 22nd Annual Production Sale — Linton, ND *(pg. 51)*
21 Next Step Cattle Co.'s 14th Annual Sale — Livingston, AL *(pg. 59)*
21 Stanley Martins' Farms Bred Female Sale — Decorah, IA *(pg. 4)*
27 Heishman Cattle Company's Black Friday Bull Sale — Mt. Jackson, VA *(pg. 86)*
28 Breeding For The Future 15th Bull and Female Sale — Rockfield, KY *(pg. 58)*
28 Great Lakes Beef Connection Bred Female Sale — Clare, MI *(pg. 57)*
29 Jewels of the Northland — Clara City, MN *(IFC)*

DECEMBER

1 Reflected R Ranch's Complete Female Dispersal — Ordway, CO *(pgs. 74, 85)*
4 Yardley Cattle Co.'s 49th Annual Focus on the Female Sale — Beaver, UT *(pg. 9)*
5 Boyert and Core's Bred Female and Show Heifer Sale — Pleasantville, IA
5 Legacy of the Big Sky Simmental Sale — Billings, MT *(pgs. 32, 33)*
5 T-Heart Ranch and L-Cross Ranch's High Altitude Female Sale — La Garita, CO *(pgs. 49, 67)*
5 Western Choice Female Sale — Billings, MT *(IBC, pgs. 32, 33)*
10 University of Tennessee Annual Performance Tested Bull Sale — Lewisburg, TN *(pg. 15)*
11 JS Simmentals' Midwest Made Elite Female Sale — Prairie City, IA
11 NDSA's Simmental Classic Sale — Mandan, ND *(pg. 65)*
12 T-Heart Ranch and L-Cross Ranch's Bull and Female Sale — Ada, OK *(pgs. 49, 67)*
13 Trauernicht Simmental's Nebraska Platinum Standard Sale — Beatrice, NE *(pg. 29)*
18 Buck Creek Cattle's Grand Event Sale — Yale, OK
18–19 Griswold Cattle's Classic — Stillwater, OK

JANUARY 2027

8 Diamond Bar S's Annual Bull Sale — Great Falls, MT
19 Powerline Genetics' Arapahoe Sale — Arapahoe, NE *(pg. 63)*
20 Wicks Cattle SimAngus and Simmental Age-Advantage Bull Sale — Richardton, ND
21 Walking 5 Ranch's Annual Bull Sale — Lavina, MT *(pgs. 61, 75)*
22 Double J Farms' 53rd Annual Bull and Female Sale — Garretson, SD *(pg. 77)*
22 Ellingson Simmentals' Annual Production Sale — Dahlen, ND *(pgs. 25, 76)*
23 Cow Camp Ranch's Annual Spring Bull Sale — Lost Springs, KS *(pg. 74)*
30 J&C Simmentals' Annual Bull Sale — Arlington, NE *(pg. 75)*
31 Triangle J Ranch's Annual Bull Sale — Miller, NE *(pg. 76)*

FEBRUARY 2027

1 47th Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT *(IBC)*
1 APEX Cattle's 'Heterosis Headquarters' Annual Sale — Dannebrog, IL
1 Long Simmental's 7th Annual Production Sale — Creston, IA
2 Koepplin's Black Simmental's 39th Annual Bull Sale — Mandan, ND
3 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT
3 Lazy C Diamond Ranch's Annual Production Sale — Kintyre, ND
4 Genetic Edge Production Sale — Mandan, ND *(pg. 76)*
4 K-LER Cattle's Annual Production Sale — St. Charles, MN
4 Stavick Simmental's Annual Sale — Veblen, SD *(pg. 77)*

CONTINUED ON PAGE 80

PLAN AHEAD

NEW DNA REQUIREMENT FOR HERD SIRES

New DNA Rule:
All walking sires born *on or after January 1, 2025* must have a high-density genomic DNA test completed before their progeny can be registered with ASA. The rule also applies to foundation/ foreign sires (bulls registered with other breed associations).



Why it matters:

- ✓ Parent verification = accurate pedigrees
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- ✓ Faster genetic improvement

Don't wait.

Collect and submit DNA samples early to prevent delays in future registrations.

Learn more:

Contact the ASA DNA Department at *dna@simmgene.com* with questions.

Calendar of Events

CONTINUED

FEBRUARY (Continued)

5 Silver Dollar Simmentals' Annual Bull Sale — Rugby, ND *(pg. 76)*
6 Klain Simmental Ranch's 45th Annual Production Sale — Ruso, ND
7 Springer Simmental's Sale of Value Based Genetics — Decorah, IA
8 Bell Simmentals' Annual Bull and Female Sale — Fordville, ND *(pg. 76)*
8 Nelson Livestock Company's Production Sale — Wibaux, MT *(pgs. 65, 75)*
8 Prickly Pear Simmental Ranch's Sale — Helena, MT *(pg. 31)*
9 Kaelberer Ranch's Production Sale — Mandan, ND *(pg. 76)*
9 Werning Cattle Company's 46th Annual Production Sale — Emery, SD
9–10 Little Bitterroot Ranch's Private Treaty Sale — dvauction.com *(pg. 75)*
10 Quandt Cattle and Traxinger Simmental Joint Production Sale — Oakes, ND *(pg. 54)*
10 River Creek Farms' Annual Production Sale — Manhattan, KS *(pg. 75)*
11 Lassle Ranch Simmentals' 34th Annual Bull Sale — Glendive, MT
12 Bred For Balance Sale — Clear Springs, MN *(pgs. 7, 75)*
12 TNT Simmentals' Annual "Explosive Difference" Sale — Lehr, ND *(pg. 76)*
13 RL Fleckvieh Limerock Ranch's 44th Annual Bull and Bred Female Sale — Russell, IA
13 Rydeen Farms' Annual "Vision" Sale — Clearbrook, MN *(pgs. 17, 75)*
14 Trauernicht Simmental's Nebraska Platinum Bull Sale — Beatrice, NE
15 Bulls of the Big Sky — Billings, MT *(pgs. 32, 75)*
18 IPT Bull Sale — Springfield, IL
19 Dakota Xpress Annual Bull and Female Sale — Mandan, ND *(pg. 76)*
19 Sandy Acres Simmental's Bull Sale — Creighton, NE *(pg. 76)*
20 Rhodes Angus Open House Bull Sale — Carlinville, IL
20 The Right Choice Production Sale — Aberdeen, SD
22 Raatz Farms' Annual Production Sale — Jasper, MN *(pg. 81)*
24 Price Cattle Company's Annual Sale — Stanfield, OR
27 KY Beef Expo Simmental Sale — Louisville, KY
27 Power of Genetics Sale — Laurel, MS
27–3/6 Hofmann Simmental Farms' "Buy Your Way" Bull Sale — Clay Center, KS

MARCH 2027

4 Hill's Ranch Production Sale — Stanford, MT *(pg. 75)*
5 Eichacker Simmentals' Annual Bull Sale — Salem, SD *(pg. 77)*
6 Cason's Pride and Joy Bull Sale — Albia, IA
6 Mason Angus and SimAngus Annual Bull and Female Sale — Broken Bow, NE
6 Powerline Genetics' PAP-Tested Bull Sale — Castle Dale, UT *(pg. 63)*
10 R.A. Brown Ranch Bull Sale — Throckmorton, TX
11 B&B Simmental Cattle's Sale — Gregory, SD *(pg. 52)*
12 Illini Elite Spring Bull and Female Sale — Shelbyville, IL
12 Powerline Genetics' March Edition Sale — Arapahoe, NE *(pg. 63)*
13 Carcass Performance Partners Annual Bull Sale — Lucedale, MS
13 Clear Choice Bull Sale — Milan, IN *(pg. 74)*
19 3C Christensen Ranch and NLC Simmental Ranch 56th Annual Production Sale — Wessington, SD *(pg. 77)*
19 Black Summit's Annual Bull Sale — Powell, WY *(pg. 83)*
20 Colorado Select Bull Sale — Fort Collins, MT *(pg. 74)*
20 Red Hill Farms' "More Than a Bull XXII" Bull Sale — Lafayette, TN *(pgs. 64, 77, 88)*
22 Bridle Bit Simmentals' All Terrain Bull Sale — Walsh, CO *(pg. 74)*
24 Diamond H Ranch's Annual Production Sale — Victoria, KS
27 T-Heart Ranch's High-Altitude Bull Sale — La Garita, CO *(pgs. 49, 67)*
31 Roller Ranch's 4th Annual Bull and Female Sale — Hewitt, MN *(pgs. 23, 75)*

APRIL 2027

3 Cow Camp Ranch's Grass Time Sale — Lost Springs, KS *(pg. 74)*
3 The Gathering at Shoal Creek — Excelsior Springs, MO
24 Clear Choice Customer Sale — Milan, IN *(pg. 74)*

MAY 2027

22 8th Annual Back to Grass Sale — Henderson, TX

JUNE 2027

23–26 AJSA Eastern Regional Classic — Bloomsburg, PA

JULY 2027

17–23 AJSA National Classic — Louisville, KY

OCTOBER 2027

11 Burlap and Barbed Wire Vo. IX Female Sale — Clay Center, KS
13 R.A. Brown Ranch Bull Sale — Throckmorton, TX
16 The New Direction Sale — Seward, NE *(pg. 76)*

ST



RAATZ FARMS

Annual Production Sale

MONDAY, FEBRUARY 22, 2027 AT 1:00 PM

AT THE FARM, 280 241ST STREET, JASPER, MN

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Rates & Policies

SimTalk is an 8 1/8 x 10 7/8-inch publication produced by *the Register*, the official publication of the American Simmental Association. Published four times annually, *SimTalk* is a glossy, full-color publication with a circulation that targets commercial users of SimGenetics. Advertising in *SimTalk* provides a unique opportunity to brand and trademark your program to thousands of potential customers. If you are serious about communicating with the commercial beef business, consider an advertising presence in every one of our four annual issues.

ST

Ad Sales Staff

For All Your Advertising Needs



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Space Rates	Non-Contract	2X Contract	4X Contract	Four Color
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1/3 page	$380	$370	$350	$100
1/4 page	$260	$250	$230	$75
1/8 page	$150			$50
3-inch mini	$115			$30
2-inch mini	$85			$15
2-inch card	$289/year, 4 insertion			$60
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January (Winter) 2027	Nov 19	Nov 24	Dec 2	Jan 2–7
March (Spring) 2027	Jan 19	Jan 22	Jan 29	Feb 27–March 4
Sire Source 2027	March 2	March 3	March 12	April 10–15
Early Fall 2027	July 20	July 23	July 30	Aug 28–Sept 2
Late Fall 2027	Sept 17	Sept 22	Sept 30	Oct 28–Nov 2

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Send all ad materials to: register@simmgene.com

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Need to fix your cow herd because you chased numbers or ribbons too hard? Black Summit genetics can get you the fix you need.

We run cows like cows, and challenge them every day. Every cow is expected to put bulls in the sale or heifers in the replacement pen.

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ANNUAL Bull Sale

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MARCH 19

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PROVEN DONOR COWS - 10 PREGNANT RECIPS - 3 HERD BULLS



3/4 SM 7/32 AN 1/32 AR KBHR CHARGER K102 DAUGHTER
Sells bred to ELECTRIFY.

CE	WW	YW	MILK	STAY	MARB	$API	$TI
14.6	77.0	116.0	21.9	17.8	0.49	150.0	85.4



3/4 SM 1/4 AN BRIDLE BIT ECLIPSE E744 DAUGHTER
Sells bred to TRIUMPH.

CE	WW	YW	MILK	STAY	MARB	$API	$TI
13.0	79.6	122.6	24.8	16.4	0.48	145.4	86.5



3/4 SM 5/32 AR 3/32 AN GW COPPERHEAD 919G DAUGHTER
Sells bred to ELECTRIFY.

CE	WW	YW	MILK	STAY	MARB	$API	$TI
16.5	83.8	126.6	32.3	16.1	0.47	150.7	90.3



3/4 SM 1/4 AN TJ RRR XCEPTIONAL 528G DAUGHTER
Sells bred to LEGIT.

CE	WW	YW	MILK	STAY	MARB	$API	$TI
12.2	86.0	132.4	35.7	17.6	0.98	173.0	101.1



PB SM KRJ HZN DIRECT IMPACT F805 DAUGHTER
Sells bred to PILOT.

CE	WW	YW	MILK	STAY	MARB	$API	$TI
10.1	101.6	166.3	20.9	19.7	0.65	178.6	107.0



5/8 SM 11/32 AN 1/32 CS CLRS HOMELAND 327H DAUGHTER
Sells bred to RANCH MAKER.

CE	WW	YW	MILK	STAY	MARB	$API	$TI
20.3	78.4	123.2	30.0	19.2	0.33	157.5	87.1

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5106N ASA 4613399 PB SM

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CE	WW	YW	STAY	MARB	RE	$API	$TI
18	98	161	20	0.30	0.84	171	101



5177N ASA 4613969 PB SM

RFS ROLL CALL x GIBBS 3400L SM STAR 0532X

CE	WW	YW	STAY	MARB	RE	$API	$TI
17	90	143	19	0.48	0.84	174	99



5250N ASA 4613460 SIMANGUS

CCR PRIMAL 8036K x GIBBS 3292L ALU 6468D

CE	WW	YW	STAY	MARB	RE	$API	$TI
10	95	144	22	0.58	0.71	159	95



5N15 ASA 4650306 SIMANGUS

BASIN KEYSTONE 2021 x WS MISS ALL DAKOTA B208

CE	WW	YW	STAY	MARB	RE	$API	$TI
9	98	163	17	0.95	0.95	172	106



5194N ASA 4613503 PB SM

GIBBS PROSPERITY 3125L x GIBBS 2236K LOUISE Y534

CE	WW	YW	STAY	MARB	RE	$API	$TI
11	84	133	22	0.37	0.90	161	91



5324N ASA 4613462 SIMANGUS

EGL CCR RAWHIDE 137J x GIBBS 3228L MABELLE 7004E

CE	WW	YW	STAY	MARB	RE	$API	$TI
18	95	144	19	0.96	0.06	192	109



5103N ASA 4613501 PB SM

LCDR RESERVE 210J x GIBBS 2140K JILL Y509

CE	WW	YW	STAY	MARB	RE	$API	$TI
13	102	160	20	0.31	1.34	166	101



5400N ASA 4613926 SIMANGUS

GIBBS HIGHWAYMAN 3130L x GIBBS 9118G ERICA 5084C

CE	WW	YW	STAY	MARB	RE	$API	$TI
14	121	190	18	0.83	1.07	184	120



5N26 ASA 4650317 PB SM

TRIF BREAKAWAY 206K x BGIBBS 2392K HANOI CLRS0110H

CE	WW	YW	STAY	MARB	RE	$API	$TI
12	93	147	21	1.00	0.83	205	115

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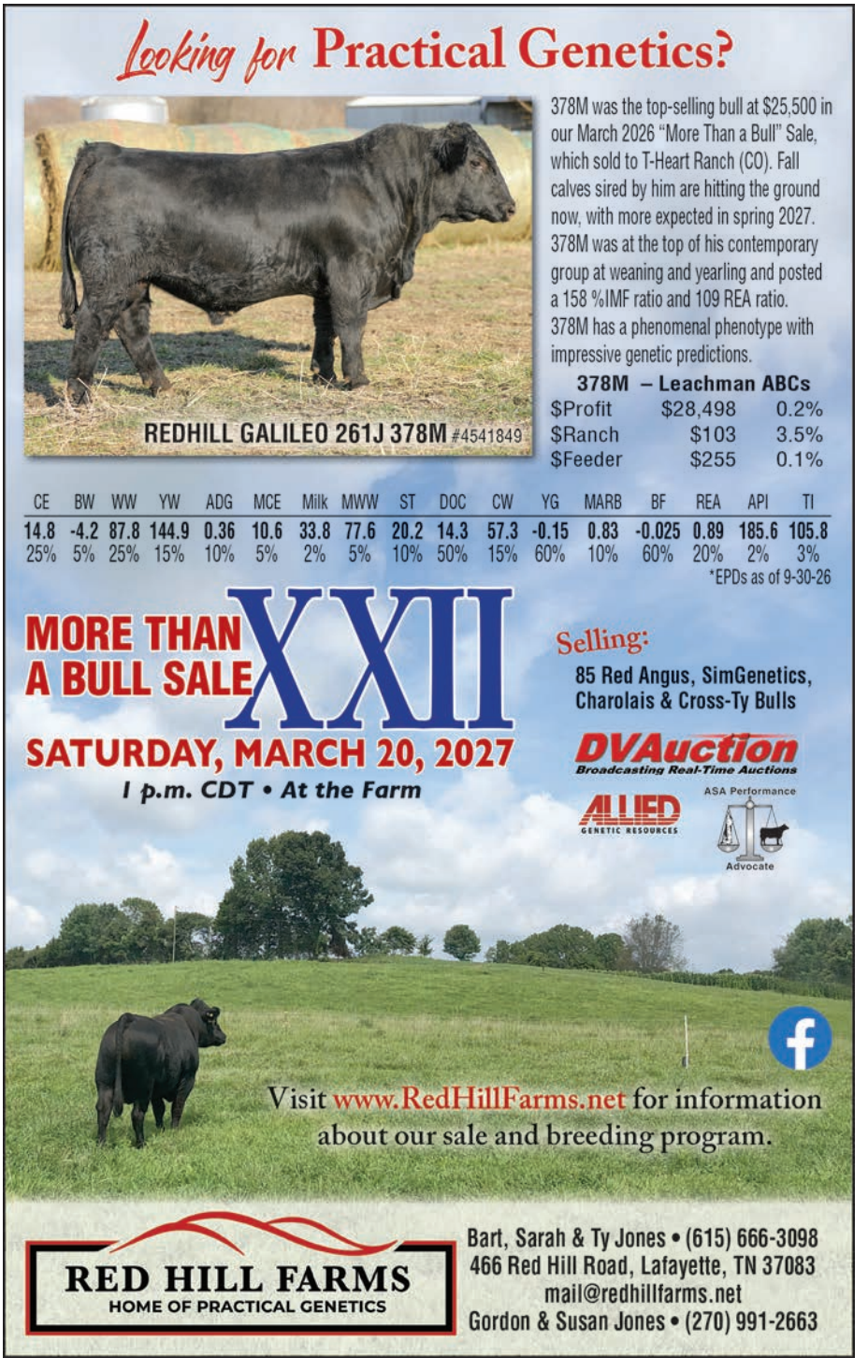
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