

Serving the Simmental and Simbrah Breeds

October 2026

the Register





RECORDS YOU CAN COUNT ON

CattleMax brings all your ranch records together in one trusted place - so when it's time to make a decision, you're working from records you can rely on.

P.J. Porter
Fourth Generation Rancher

Customer since 2007
Team Member since 2015



Ranchers Helping Ranchers since 1999

Built by ranchers, with U.S.-based support from people who use CattleMax on their own ranches.

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



See how ranchers use CattleMax
CattleMax.com • 1-800-641-2343



LEADING EDGE SIMMENTAL GENETICS

MARVEL



HOOKS GALILEO 210G x LCDR FAVOR 149F

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	\$API	\$TI
EPD	+15.4	-2.4	+97.7	+157.3	+37	+11.7	+32.2	+80.9	+17.4	+18.3	+62.6	-0.31	+92	-.049	+1.27	+200	+118
ACC	.60	.69	.56	.56	.56	.49	.26	.35	.41	.47	.47	.38	.46	.41	.45		
%	10	10	10	3	3	1	10	2	35	4	2		1		4	1	1

EPDs as of 8/27/2026 highlighted from a **MATERNAL PERSPECTIVE** **ALL-PURPOSE PERSPECTIVE**

WS **MARVEL 8M**

29SM0544 | ASA 4363941

UNCOMMON PHENOTYPE, POWER, PERFORMANCE

- » The must-have, must-use purebred performance sire with ultimate star power
- » The Galileo son everyone has been in search of— he's the total package for data and phenotype
- » A data package that will have you walking on air, +200 API, +118 TI, +.92 MARB, +98 WW, +157 YW and manageable top 1/3 birth
- » He's super quiet and easy going, stands on a very good foot, and you're going to love how heavy-muscled this enormous capacity stud is
- » DNA tested homozygous black, homozygous polled, PB SM

RANCH MAKER



G A R FIREPROOF x I R PROVERB H350

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	\$API	\$TI
EPD	+19.9	-1.6	+94.8	+155.7	+38	+9.5	+34.9	+78.1	+20.4	+19.9	+63.6	-.11	+1.14	+.004	+1.08	+208	+115
ACC	.48	.52	.50	.49	.49	.42	.17	.28	.32	.42	.42	.35	.43	.39	.41		
%	3	30	10	10	10	15	1	4	10	4	5		1		10	1	1

EPDs as of 8/27/2026 highlighted from a **MATERNAL PERSPECTIVE** **ALL-PURPOSE PERSPECTIVE**

IR **RANCH MAKER M787**

29SM0550 | ASA 4471765

DON'T BET THE RANCH, BUILD IT BETTER

- » A stellar set of EPDs that will move the needle for Calving Ease, Growth, End Product and Maternal Traits
- » His young mother is Just Right in every way; this is a cow you want to build a herd and breeding program around
- » Physically you will be impressed with the total completeness of structure, body, thickness, and overall appeal
- » Homozygous black, homozygous polled (DNA confirmation pending), 1/2 SM, 1/2 AN

For a full data set, progeny photos, and more, visit **Bull Search at**
ABSbullsearch.ABSglobal.com or contact your local ABS Representative.



**CHECK US
OUT ONLINE**



www.simmental.org

Have you visited simmental.org lately?

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

simmental.org
makes it easy for you.

Breeders' resources include information on:

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

CONTENTS

the Register ♦ October 2026 ♦ Volume 40, Number 2

Register



ASA Spotlight

Estes Ranch: Where Hardiness Meets Performance

by Lilly Platts

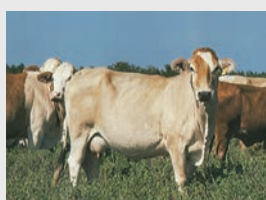
On the Oklahoma-Texas border, Estes Ranch has found success harnessing the hardiness, growth, and adaptability of Simbrah cattle. Their cattle have graded Choice at a rate of 92% or better the last five years, pushing against the belief that Simbrah fall short on the rail.



18 Investing in the Future

by Lilly Platts

The Simbrah-Simmental Superbowl has awarded over \$1.3 million to youth since its inception through scholarships, prize money, and premiums.



22 The Simbrah Story

by Lilly Platts

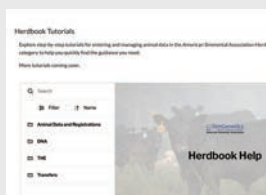
As the Simmental breed gained footing in the US, breeders in the South saw an opportunity to cross with Brahman. The Simbrah composite became a part of the ASA registry in 1977.



26 Building on Progress: Why It's Time to Update \$API and \$TI

by Dr. Jon DeClerck

Updates to ASA's economic indexes will make them more accurate at predicting progeny profitability.



30 ASA Launches Herdbook Tutorials

by ASA Staff

Herdbook tutorials offer step-by-step guidance on a variety of topics, from animal registration to ownership transfers.

THE POWER OF PERFORMANCE

7SM153 MONEY MAKER



3978845 | Eagle x Beacon | PB SM

MONEY MAKER delivers breed-leading growth with exceptional accuracy. His offspring exhibit explosive growth with added frame, muscle density and the added bonus of a white face. In addition, MONEY MAKER offers excellent foot quality to complement his high octane performance.

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	API	TI
13.5	-1.8	107.7	162.8	.34	8	26.8	80.6	15.8	13.5	49.5	-.49	.49	-.074	1.48	173	111.6
20	10	1	2	10	15	30	2	55	40	15	10	15	40	1	10	1

From: Bielenberg Simmental and Heartland Simmentals, IA

7SM174 GENERATIONAL



4522942 | Jameson x All-Around | 1/2 SM 1/2 AN

A highlight from the 2026 sale season, GENERATIONAL offers top 1% WW and YW as well as impressive individual performance with an 886 pound actual WW and an 1,437 pound actual YW.

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	API	TI
15.3	2.4	127	189.4	.39	9.9	29.6	91.8	15.8	22.6	72.6	-.11	.76	-.025	.97	174.5	118.5
20	90	1	1	4	10	15	1	50	1	2	75	15	60	15	10	1

From: Ruby Cattle Company, IA and Triangle J Ranch, NE and Gibbs Farms, AL

7SM141 ALPHA



4104071 | Genesis x Confidence Plus | 3/4 SM 1/4 AN

A proven SimAngus™ performance leader, ALPHA stands out for WW, YW, ADG and MWW, while progeny data continues to strengthen his genetic profile. His offspring consistently add frame, body density and muscle while delivering the growth traits that drive profitability.

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	API	TI
7.7	2.4	103.8	163.8	.38	5.9	31.8	83.5	18.1	15.9	66.9	-.18	.79	-.031	1.06	164.3	105.3
85	90	2	2	10	70	5	1	25	30	4	55	10	50	10	15	3

From: M4 Simmentals, KS



YOUR SUCCESS *Our Passion.*

Phone: (614) 973-4683 • www.selectsiresbeef.com

©Your Success Our Passion. and the Select Sires logo are registered trademarks of Select Sires Inc., Plain City, Ohio. EPDs as of 7/31/26. SimAngus™ is a registered trademark of the American Simmental Association.

Ten questions to test your beef industry knowledge:

1. How many members serve on the AJSA Board of Trustees each term?
2. What percentage of Brahman blood is found in a purebred Simbrah?
3. Where was the 2006 World Simmental-Fleckvieh Federation Congress held?
4. The thick area on the neck of a bull is commonly referred to as what term?
5. As a calf nurses, into which stomach compartment does the milk flow?
6. What is the proper name of the disease known as "red nose"?
7. Name the four quality grades that animals over 42 months of age are eligible for on the rail.
8. What term also means "milk sugar"?
9. Acute Bovine Pulmonary Emphysema is generally associated with which environmental issue?
10. A feed constituent that functions in support of life is known by what term? ■

Answers:

1. Sixteen; 2. 37.5%; 3. Calgary, AB; 4. The crest; 5. Abomasum; 6. Infections; 7. Commercial; 8. Lactose; 9. Abrupt diet change; 10. Nutrient.

ASA Voices

- 8** From the Headquarters
10 Trustee Viewpoint

Data & DNA

- 64** ASA Fee Schedule

ASA & State Updates

- 34** Bulletins
48 New Members

Industry Insight

- 36** Beef Business
40 Corporate Report
42 Cutting Edge
44 International
46 Newsmakers

Sales & Shows

- 66** Date Book

Cattle Trivia

- 4** Cow Sense

The Fine Print

- 68** Rates & Policies
70 Advertiser Index

Simbrah females at Reavis Farms,
Mission, Texas.
Photo by Hannah Wine.



About the Cover

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



Periodicals Postage paid at Bozeman, MT, and at additional mailing offices.

Subscription Rates: \$50 (US), \$100 (US) First-Class, \$150 (US) All International Subscriptions.

POSTMASTER: Send address changes to *the Register*,
One Genetics Way, Bozeman, Montana 59718.

Printed in USA



SIMMENTAL **ROLLER** **RANCH**

Join Us!

4TH ANNUAL PRODUCTION SALE **MARCH 31, 2027**

Roller Ranch **removes the guesswork, one DNA sample at a time.** Every animal on the ranch is **GGP-100K tested**, including **color** and **polled status**, giving you added confidence in your investment.

We are **serious about the seedstock business** and, more importantly, **the people we serve.** Our family is passionate and dedicated to **improving the stock on the hoof and the product on the plate.**



Brent Roller: (218) 849-7414
Jenny Roller: (320) 491-7284

Follow Roller Ranch on
facebook or website:
www.rollerranch.com



*I***NNOVATION**
— AgMarketing, LLC —

Graham Blagg: (530) 913-6418
Jered Shipman: (806) 983-7226
Tim Anderson: (605) 682-9343

60611 260th St. | Hewitt, MN 56453

STANLEY MARTINS FARMS

Postville, Iowa

Join Us!
**BRED
FEMALE
SALE
NOV. 21**

Save the date!

**SELLING 75 LOTS
Bred Fleckvieh Females**



*One of the sale features will be female
sexed embryos sired by Synergy!*

**SIBELLE POL
SYNERGY 18F**

ASA#3890151
Sire: Sibelle Spartacus 8A
Dam: Sibelle Pol Crocus 20D

STANLEY MARTINS FARMS
563-419-2444
stanmartins1234@gmail.com

**Give me
a call and
let's talk
cattle!**

the Register

published by

ASA Publication, Inc.

One Genetics Way, Bozeman, Montana 59718 USA

406-587-2778 • fax: 406-587-9301

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

Canada Publications Agreement Number: 1875183

ASA Publication, Inc., Board of Trustees

Scott Trennepohl, Chairman • Greg Burden, Vice Chairman

Ryan Thorson • Chris Ivie • Greg Walthall

Dr. Jon DeClerck, Executive Secretary-Treasurer

CEO

Dr. Jon DeClerck

Managing Editor

Lilly Platts

Sales Manager

Nancy Chesterfield

Design/Production

Jenna Haughian

Gretchen Jensen

Business Manager

Dr. Ben Crites

Advertising/Editorial Coordinator

Rebecca Price

Media/Website Administrator

Kathy Shafer

American Simmental Association

One Genetics Way, Bozeman, Montana 59718 USA

406-587-4531 • fax: 406-587-9301

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

ASA Board of Trustees

Executive Committee

Ryan Thorson, Chairman • Scott Trennepohl, Vice Chairman • Greg Burden, Treasurer
Chris Ivie • Greg Walthall • Dr. Jon DeClerck, Executive Vice President

North Central Region

Tim Clark (2027)

1999 18th St NW

Turtle Lake, ND 58575 • 701.799.7752

Timc@westriv.com

Loren Trauernicht (2028)

901 E Pine Rd

Wymore, NE 68466 • 402.230.0812

mtrauernicht@diodecom.net

Chris Effling (2029)

PO Box 23

Highmore, SD 57345 • 605.769.0142

keffling@gmail.com

Chris Nicholson (2029)

6235 23rd Ave SE

Kintyre, ND 58549 • 701.391.6904

CNN2005@hotmail.com

Eastern Region

Chris Ivie (2027)

PO Box 264

Summertown, TN 38483 • 931.215.0316

iviejc@usit.net

Mark Smith (2027)

304 Moeller Rd

Picayune, MS 39466 • 601.310.6695

smith5785@bellsouth.net

Brandi Karisch (2029)

648 Polly Bell Rd

Starkville, MS 39759 • 225.717.3324

mbkcattle@gmail.com

Scott Trennepohl (2029)

6591 W 625 N

Middletown, IN 47356 • 765.620.1700

sttrennepohl@yahoo.com

Western Region

Chad Cook (2027)

PO Box 174

Walsh, CO 81090 • 719.529.0564

bridlebitsimm@gmail.com

Maureen Mai (2028)

427 Peaceful Way

Bonnars Ferry, ID 83805 • 208.660.2726

rymocattle@gmail.com

Ryan Thorson (2028)

1725 Road 261

Glendive, MT 59330 • 406.694.3722

ryanthorson7@gmail.com

Quin LaFollette (2029)

1476 Hwy 14A

Powell, WY 82435 • 307.899.3553

Quin@Blacksummitcattle.com

South Central Region

Victor Guerra (2027)

PO Box 92

Linn, TX 78563 • 956.607.5515

vvg03@aol.com

Greg Walthall (2027)

1051 NE 500 Rd

Windsor, MO 65360 • 660.525.9921

gregwalthall@gmail.com

Joseph Hensgens (2028)

136 Deer Park Ln

Rayne, LA 70578 • 985.992.9119

joehehensgens@yahoo.com

Greg Burden (2029)

890 VZ CR 2205

Canton, TX 75103 • 405.780.0372

greg.gbcattle@gmail.com

"MUST USE" Sires for Valuable 2027 Calves....



GAR
World Series
M484

SIRE G A R FIREPROOF MGS G A R DUAL THREAT

AAA 21410200

ASA 4669097

CE	BW	WW	YW	ADG	SGN	MCE	MILK	MWW
23.7	-2.6	79.7	134	0.34	0.146	10.1	36.5	76.2
1%	15%	45%	30%	20%	3%	10%	1%	10%
STAY	MW	DOC	CW	MARB	REA	SAPI	STI	
15.3	188	20.3	84.7	2.23	1.38	235.6	121	
55%	4%	3%	1%	1%	1%	1%	1%	

18 EPDs and \$Indexes in TOP 1-5% of Angus and Simmental databases, with Impressive Phenotypic Power!

\$40/Unit

HA
Magnifique_{72L}

ASA 4196053 SIMANGUS

SIRE HOOK's Galileo 210G MGS TJ Diplomat 294D

CE	BW	WW	YW	ADG	MCE	MILK
19.2	-4.1	90.4	139.4	0.31	11.7	33.5
4%	5%	15%	85%	30%	2%	2%
MWW	STAY	DOC	MARB	REA	SAPI	STI
78.6	22.4	16.5	1.23	0.7	216.8	117
3%	2%	25%	1%	50%	1%	1%

#1 Combined Sire for Calving Ease, Performance, Maternal and Carcass Leader with Superb Structure!



\$30/Unit



\$30/Unit

HA
Covenant_{30K}

ASA 4040505 PUREBRED

SIRE HOOK's Galileo 210G MGS GW-WBF Substance 820Y

CE	BW	WW	YW	ADG	MILK	STAY
8.2	2.9	103.4	171	0.42	27.2	20.8
70%	85%	2%	1%	1%	25%	10%
MW	DOC	CW	MARB	REA	SAPI	STI
184.4	16.4	68.8	0.83	1.02	185.8	110.7
4%	15%	1%	2%	25%	3%	1%

The Breed's Top Performing Galileo son, Daughters are Phenomenal!



Semen available from APEX Cattle, Cattle Visions or Allied Genetic Resources

DAN LEO 308-750-0200

1146 7th AVENUE | DANNEBROG, NE 68831

APEXCATTLE.COM

EPDs 8/24/26



by Lilly Platts, managing editor

This issue of *the Register* is being assembled as the ASA team is putting the final touches on our 2026 Fall Focus event. To say the team has been busy would be an understatement. Whether it's a big event like Fall Focus or a regular board meeting, staff throughout ASA's departments help put all of the

pieces together. I know I would not be able to do any of my work without the help of these awesome teammates. They all deserve a huge thank you!

This October issue of *the Register* is focused on the Simbrah breed. You will see several features focused on the breed, as well as advertisements from a group of seedstock providers. The primary feature in this issue is about the Estes Ranch, located on the Texas/Oklahoma border. Ben Estes and his family have harnessed the power of data collection to refine their genetics, and have made huge strides in improving the carcass quality of their cattle. They are on a mission to share about the positive things Simbrah brings to the table, and I really enjoyed learning about their operation.

Additionally, I spoke to Tim Smith about the Simbrah-Simmental Superbowl, which is one of the premier youth beef events in the South. The Simbrah focus is rounded out with a

short history piece about Simbrah. My main source for this was Dr. Bob Hough's *Simmental's American Journey* book, which is always fun to crack open. If you've ever wondered how the Simmental-Brahman cross went from a crossbred animal to an official composite in the ASA registry, check this article out.

I have had the pleasure of learning more about the Simbrah breed and southern producers through the ASA Board of Trustees. I am also a transplanted Texan, which has given me firsthand experience living in the same environment that Simbrah thrives in. Everything here is tougher, and I have grown to appreciate the hardiness and adaptability required to survive and thrive in a climate like this. Simbrah cattle exemplify that hardiness, with all of the positive traits of Simmental as a bonus. I hope you will check out the stories about Simbrah, and the advertisements featured in this issue.

This issue also features a piece by ASA EVP Dr. Jon DeClerck and ASA's economic indexes \$API and \$TI. We will be sharing a lot more about this update in the coming months through all of our print and digital channels, so please keep an eye out! ■

Statement of Ownership, Management, and Circulation Required by 39 USC 3685

- | | | |
|--|---|--|
| 1. Publication title: <i>the Register</i> | 2. Publication number: 0899-3572 | 3. Filing date: 08/17/2026 |
| 4. Issue frequency: 9 times annually | 5. Number of issues published annually: 9 | |
| 6. Annual subscription price: \$100.00 domestic, \$150.00 international | | |
| 7. Complete mailing address of office of publication: One Genetics Way, Bozeman, MT 59718 | | |
| 8. Complete mailing address of headquarters or general business office of publisher: One Genetics Way, Bozeman, MT 59718 | | |
| 9. Full names and complete mailing addresses of publisher, editor and managing editor:
Publisher: Dr. Jon DeClerck, One Genetics Way, Bozeman, MT 59718
Managing Editor: Lilly Platts, One Genetics Way, Bozeman, MT 59718 | | |
| 10. Owner: American Simmental Association (a non-profit organization), One Genetics Way, Bozeman, MT 59718 | | |
| 11. Known bondholders, mortgages and other security holders owning or holding one percent or more of total amount of bonds, mortgages or other securities: None | | |
| 12. Tax Status: Has not changed during preceding 12 months | | |
| 14. Issue date for circulation data below: September 2026 | | |
| 15. Extent and nature of circulation | Average no. of copies each issue during the preceding 12 months | No. copies of single issue published nearest to filing date. |
| a. Total number of copies (<i>net press run</i>): | 6,126 | 6,752 |
| b. Paid and/or requested circulation: | | |
| 1) Paid/requested outside-county mail subscriptions stated on Form 3541. (<i>include advertisers' prior and exchange copies</i>): | 25 | 23 |
| 2) Paid in-county subscriptions stated on Form 3541 (<i>include advertisers' proof copies and exchange copies</i>): | 6,035 | 6,661 |
| 3) Sales through dealers and carriers, street vendors and counter sales and other non-USPS paid distribution: | 0 | 0 |
| 4) Other classes mailed through the USPS | 0 | 0 |
| c. Total paid and/or requested circulation: [<i>sum of 15b (1), (2), (3) and (4)</i>] | 6,060 | 6,684 |
| d. Free distribution by mail (<i>samples, complimentary and other free</i>): | | |
| 1) Outside-county as stated on Form 3541 | 0 | 0 |
| 2) In-county as stated on Form 3541 | 0 | 0 |
| 3) Other classes mailed through the USPS | 0 | 0 |
| 4) Free distribution outside the mail (<i>carriers or other means</i>) | 3 | 3 |
| e. Total free distribution [<i>sum of 15d (1), (2), (3) and (4)</i>]: | 3 | 3 |
| f. Total distribution (<i>sum of 15c and 15e</i>): | 6,063 | 6,687 |
| g. Copies not distributed: | 100 | 100 |
| h. Total (<i>sum of 15f and g</i>): | 6,163 | 6,787 |
| i. Percent Paid and/or requested circulation (<i>15c / 15f x 100</i>): | 99.95% | 99.95% |
| 17. Publication of statement of ownership required: Will be printed in the October 2026 issue of this publication. | | |

I certify that the statements made by me above are correct and complete.
Dr. Jon DeClerck Dated: 08/17/2026



TRUST THE ORIGINAL

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

INTERNATIONALGENETICSOLUTIONS.COM





by Victor Guerra, South Central Region

As the end of my second consecutive term approaches, I take pause and reflect on the past six years that I have been blessed to serve the American Simmental Association. Serving the ASA on the Board of Trustees has been a fulfilling and gratifying experience. Yes, I believe we have accomplished much from a policy

standpoint, and we have had the opportunity to attend numerous events across the country. It is the relationships that have been established that I will fondly remember.

I want to thank my fellow trustees and breeders for supporting this issue of the Register focusing on the Simbrah breed. Simbrah cattle offer heat tolerance, hybrid vigor, and diversify our SimGenetic umbrella. They capitalize on the many positive traits of the Brahman and Simmental breeds, two of the most populous in the world. It is our hope that this publication will increase awareness of their value and continue to be an annual opportunity for Simbrah breeders to highlight their programs. I believe the diversification of the operations represented on the board during my tenure has been a key component to the success that we have been able to accomplish since our inception.

Dr. Jon DeClerck, along with certain members of the ASA and International Genetics Solutions staff, have been working diligently to update numerous traits to ensure that we continue to utilize the soundest tools available. With these updates it is natural that some changes will occur; however, it should make our operations more efficient and effective resulting in the most productive stock we can produce. If my experience on the board has taught me anything, it is to embrace change regardless if it comes in the form and time that we prefer. Thus, I hope you will join me in being understanding of the updates to the evaluation and welcome them as they should make us better breeders.

I would like to wish the new American Junior Simmental Association Board of Trustees much success, and we appreciate all your support of ASA. Speaking of their support, the new ASA Ring of Champions season will kick off this month at the American Royal in Kansas City. We wish all the exhibitors safe travels and much success, we appreciate all that you do to promote SimGenetics. Be sure and take advantage of the many American Simmental-Simbrah Foundation opportunities available to you throughout the season including fundraisers at Cattlemen's Congress, Fall Focus, and more. We thank you in advance for your support in supporting our mission.

The fall sale season is also underway; we are anticipating another successful season as the demand for SimGenetics continues to increase thanks to the meticulous decision-making, record-keeping, and perseverance of our fellow members. We appreciate all the members taking advantage of ASA programs like Calf Crop Genomics and the Carcass Expansion Program that are driving predictability, as well as increasing consumer demand. I also encourage you to consider the opportunities available to you through ASA Publications, Inc., to promote your sale and/or program. As my dad always says, "no see, No Tell, equals NO SELL."

When I first joined the board, I may have viewed ASA primarily through the lens of my own operation and region. Six years later, I have a much greater appreciation for the diversity of our membership and the responsibility that comes with making decisions for an Association that serves so many different types of breeders. It is my hope that future boards will continue to prioritize unity among membership, remaining commercially relevant, and be innovative to expand our footprint in the industry. If you are or have ever considered serving the ASA, I strongly encourage you to do so as I believe you will have a fulfilling experience.

In closing, I would like to thank my family and the crew at home for filling in the gaps for me and making this opportunity to serve an Association I hold so dear to me possible. I want to thank Dr. Jon DeClerck for his leadership, along with the staff, for their commitment to us members. Finally, to my fellow trustees since 2020, the opportunity to serve alongside you and get to know each of you has been a pleasure that I will frequently look back on with deep appreciation. As we press forward, there are many challenges that lie ahead as the beef industry evolves; however, ASA members have always risen to meet the moment, and I believe we are equipped to continue to do so. I wish you all continued success and May God Bless You. ■

STAY CONNECTED.

STAY AHEAD.

Your link to SimGenetics news and information.

Never miss a deadline, sale, or opportunity.

The American Simmental Association offers three valuable email lists designed to keep you informed and connected:

eNews: The official ASA weekly newsletter.
Sales Call: Bi-monthly cattle sale updates.
eBlasts: Timely announcements for sales and promotions.



Subscribe today and get the information that matters right in your inbox.



Maternally Inspired

FEMALE SALE 2026

Saturday • November 7th • 1:00 PM

Sale Location:

At the Farm, 2077 715th Ave, Albia, IA



ASA#4636665

CASON'S MISS BRADY N50F

PB • Sired by LCDR Reserve 210J
Bred to TJ Gold



ASA#4552113

MISS HAILEE N95L

PB • Sired by GCC Night Owl 3104L • Bred to Mr Metcalfe N26



ASA#4732256

CASON'S MISS CHOLE P410J

PB • Sired by LCDR Reserve 210J • Show Heifer Prospect



ASA#4636659

CASON'S MISS LANIE N13H

3/4 SM • Sired by Ruby's Guardian 107J
Bred to KBHR Bold Ruler



ASA#4728124

CASON'S MISS SHELBY N29HB

PB • Sired by LCDR Reserve 210J
Fall Open, Ready to Breed!

75 ELITE LOTS SELLING 50 ELITE REGISTERED LOTS & 20 POWERHOUSE BRED COMMERCIAL FEMALES



ASA#4728116

CASON'S MISS FAYETTE N2511

PB • Sired by TSN Eagle G618
Fall Open, Ready to Breed!

Two Bidding Options!

LiveAuctions.TV



Spring Fancy Show Heifers Powerful Fall Open Heifers Elite Spring Bred Heifers

Cason's Pride & Joy Simmentals
2077 715th Avenue, Albia, IA 52531
Denny Cason 641-814-3332
Landon Cason 641-799-7350



Sale Management: Eberspacher Ent. Inc.
Val's Cell 612-805-7405 • Marshall, MN
sales@ebersale.com • www.ebersale.com



ASA#4732258

CASON'S MISS LAINEY P37F

PB • Sired by Ruby's Essential 4104M
Show Heifer Prospect

Estes Ranch

Where Hardiness Meets Performance

by Lilly Platts

Located on the Oklahoma-Texas border, Estes Ranch has found success harnessing the hardiness, growth, and adaptability of Simbrah cattle. Through intense culling, detailed data collection, and a focus on value-added traits, Estes Ranch is producing cattle that have graded Choice at a rate of 92% or better the last five years, pushing against the belief that Simbrah cattle fall short on the rail. The addition of purebred Simmental and Fleckvieh cattle has made Estes Ranch a trusted source for genetics, with their market share growing each year. Ben Estes is the sixth generation of the family operation, and is raising his family on the ranch.

Oklahoma and Texas Roots

The Estes family settled on the Oklahoma-Texas line, near Wellington, Texas, and Vinson, Oklahoma, in 1897. Like many ranches in the West, Hereford cattle made up the majority of the herd for many years, in the 1960s Angus bulls were purchased to add the first dose of hybrid vigor to the calves. In 1978, wanting to add growth to the commercial cow herd, the family purchased their first Simmental bulls. The hybrid vigor from the Simmental was notable compared to the English cross the family had relied on.

The Simmental breed offered both the performance and color the Estes family was looking for. Ben's family wanted to add growth to their herd. "Cows were pretty small, and didn't have much growth or performance," he recalled his family sharing. "They sought out a breed that they thought

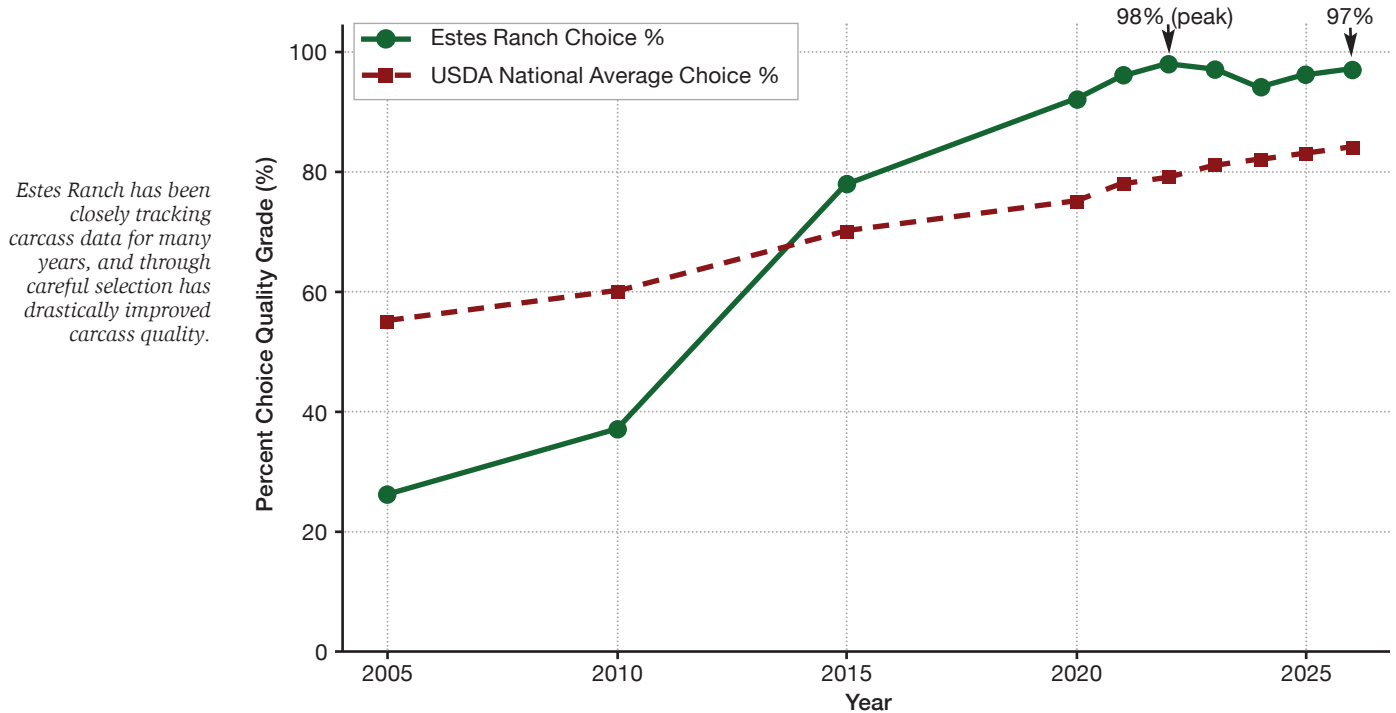
would add this growth, but they also wanted to keep the red-and-white-face characteristics of the Hereford, which seemed to work better in our climate."

This cross added growth to the calf crop, and also improved the cows. "The females were really good, and formed the base of our cow herd," Ben added. "Some of our genetics to this day trace back to those original cows."

Around this time, the family leased adjoining land to the ranch, and Ben's grandfather Bill stocked those pastures with Brahman-influenced cows. "Those cows performed and did really well when mated to our Simmental bulls," Ben recalled. "They noticed the heat tolerance, insect resistance, and just how durable and efficient they were for this country."



Estes Ranch vs. USDA National Average Choice Quality Grade (2005–2026)



During this period, Ben’s father, Paul, was finishing college, and returning to the family ranch. He purchased a group of registered Simmental females to start the seed-stock herd. Simbrah cattle are known for their hardiness and adaptability, especially in arid environments. The Texas Panhandle and western Oklahoma will experience long bouts of hot, dry weather with no rain during a normal year, and drought can be especially challenging.

In 1986, the Estes family purchased two three-quarter Brahman, one-quarter Simmental bulls from the RA Brown Ranch, solidifying their focus on Simbrah cattle.

Today, the Estes Ranch runs 150 registered Fleckvieh and purebred Simmental females, and 300 registered and commercial Simbrah cows.

Refining the Program

Matching cattle to their environment without sacrificing performance is a consistent focus for all producers, and can be especially challenging in harsh areas. In the South, drought, insects, and heat can be especially challenging. The Simbrah cross — Simmental and Brahman — started as a way to combine the growth, carcass quality, and maternal strengths of the Simmental breed with the adaptability, hardiness, longevity, and heat tolerance of Brahman cattle.

Refining Simbrah genetics to perform on the ranch and the rail has been a consistent focus at the Estes Ranch. The family first started retaining ownership and feeding out calves in the 1990s as a way to participate in value-added programs. One of the first programs the family

participated in required a Choice grade or better. The first set of data they received on a calf crop revealed that only 26% of the calf crop was meeting this requirement.

This initiated an intense focus on improving their carcass quality without sacrificing the other positive attributes of the Simbrah cattle. “A negative stereotype of Brahman-influenced cattle is that they don’t grade,” Ben explained. “We decided we were going to fix that.”

Their approach included sourcing carcass-oriented genetics, intense culling, and detailed data collection. Ben’s affinity for data started early, and went hand-in-hand with the ranch’s goals. “During my freshman year of high school, gathering carcass data and information on our cow herd was my supervised agriculture experience for FFA. I received the Star Farmer award for Oklahoma by the time I was a senior because of how much data I had collected,” he recalled.

From birth through weaning, data was collected on each calf and tied to the dam and sire. Each calf was weighed individually at weaning, and followed through the feeding process. At the end, this information was tied to the final carcass data on the rail. “We knew how each calf performed, and would make culling decisions in the cow herd based on that information,” Ben explained.

If a female’s calf underperformed, she was given the benefit of the doubt, assuming the wrong mating was chosen or an environmental factor hindered her calf’s performance. If her calf fell short the second year, the female would be culled. Each first-calf heifer’s calf was sent to the feedlot, regardless of sex, which prevented any underperforming females from slipping into the program early on.

(Continued on page 14)

Estes Ranch: Where Hardiness Meets Performance

(Continued from page 13)

The result has been cattle that grade at 95% Choice or better, with last year's group grading 30% Prime. As the quality grades have gone up, Ben has shifted more focus to other carcass traits, like yield grade. Throughout the years, Estes Ranch rarely has Yield Grade 5s, and is currently focusing on no longer seeing a Yield Grade 4.

While data and performance are paramount at Estes Ranch, phenotype is still a priority. "I want an animal you can look at first, and then they have to perform," Ben said.

Identifying Opportunities

Having proved that Simbrah cattle can perform in the feedlot and grade, Ben sees an opportunity for other producers to add the cross to their programs. "We have found that compared to other breeds, and especially other Brahman crosses, the Simbrah cow does the best. The Simbrah cow is the best female on Earth," he shared.

Input costs are critical in areas where resources are limited, and Simbrah cows are especially thrifty. "We are very low-input, and live in an arid, minimal rainfall area. Our cows are extremely low-maintenance. We do not feed hay," Ben said.

Simbrah calves consistently outperform their purebred counterparts, weighing 100 to 150 pounds more at weaning, with their mothers requiring less input. "They require less maintenance than the purebred cows, and the purebred cows probably require a bit more feed to do the same job," Ben explained.

Ben sees an opportunity for producers in the South and other regions to take advantage of the performance and thriftiness of Simbrah cattle. He also believes these



The Estes family markets seedstock by private treaty, and through select sales like the annual Back to Grass Sale.

cattle could be more widely used in the South. "Promoting the Simbrah cow to the rest of the country is something we're passionate about," Ben shared. "We feel like it's a hidden secret."

In the South, Brahman cattle are common, but planned crossbreeding systems are underutilized. "A lot of producers are just running crossbred cows, and if they ran more of a straight F1 Simbrah cow, with two breeds, they could better maximize their heterosis," Ben shared.



The Simmental-Brahman cross combines the growth, carcass quality, and maternal strengths of the Simmental breed with the adaptability, hardiness, longevity, and heat tolerance of Brahman cattle.



Ben Estes sees a big opportunity for Simbrah cattle to be better utilized in commercial operations.

In the feedlot, Simbrah cattle put on muscle and fat differently than the standard Angus feeder calf, which Ben also sees as a positive. The industry-wide push for larger carcasses presents challenges, but Simbrah cattle have the capacity to carry more weight than the standard Angus feeder calf. Additionally, Ben shared that these cattle put on less backfat, which improves cutability.

The hardiness that makes Simbrah cows excel in harsh environments also crosses over to feedlot. “We’ve noted almost zero death loss in our Simbrah cattle due to sickness in the feedlot each year,” Ben said.

Brahman-influenced cattle stand out at the sale barn and in the feedlot, and are sometimes at a disadvantage. Ben shared that the random crossbreeding that many commercial producers in the South rely on has contributed to this negative stereotype. A solution for producers who are hesitant to add any ear to their cattle is to breed these F1 Simbrah females to a purebred Red Angus bull. “We have found that if you run a Red Angus bull back on those cows, it basically takes away the ear, and you still have the added benefit of heterosis,” Ben explained.

Docility is a common concern with Brahman-influenced cattle. Ben believes that this is another stereotype, and one that shouldn’t be an issue if genetics are sourced from a trusted provider. Any animals that display concerning aggression at Estes Ranch are culled. “On the female side, the quickest way to end up in the feedlot is a bad attitude,” Ben said. “With our bulls, we are very strict on that. If a bull has a bad attitude or even looks at me wrong, they will likely become a steer because we just don’t need that,” he added.

Increasing the acceptance of Simbrah cattle throughout the industry is something Ben and his family are passionate about. Collecting data in other herds and proving the



The entire Estes family is involved with the cattle operation.

(Continued on page 16)

Estes Ranch: Where Hardiness Meets Performance

(Continued from page 15)



Drought tolerance is extremely important at Estes Ranch.

breed's performance in other programs will be an important part of this process. Ben emphasizes that commercial producers don't need to overthink the process of focusing on a cross like Simbrah. "A lot of people don't make a decision because it's overwhelming, and they get caught in the fractions," Ben shared. "We have been pretty open-minded with our Simbrah cattle and how we've introduced new genetics. We're not afraid to breed cattle up, or introduce other breeds."

A Family Affair

In addition to his role at Estes Ranch, Ben works as a large animal veterinarian with a focus on beef cattle. His decision to become a veterinarian was driven by his passion for the beef industry, and a desire to help fellow producers. "I always wanted to work with animals, and especially with cattle," he shared.

His work reaches beyond helping producers with the general health of their cattle. Ben is frequently asked about mating decisions, how to read EPD, and more, drawing on his knowledge of the seedstock business.

Ben's wife, Sara, is also a veterinarian. Their children, James and Savannah, are actively involved in the ranch, and are members of the American Junior Simmental Association. Ben's parents, Paul and Amy, and grandparents, Bill and Alcie, are on the ranch. His brother, Will; sister-in-law, Abbie; their daughter, Emma; sister, Lucy Brown; brother-in-law, Cole; and their children, Brooks, Libby, Whitley, and Tinley, are also actively involved with the ranch. "It's very tight-knit and family-oriented," Ben shared. ■

MARK YOUR CALENDAR

August 20 — 24, 2027 | Sioux Falls, South Dakota

2027 Annual ASA

**FALL
FOCUS**

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

August 20

South Dakota Simmental Association Showcase

August 21

Educational Symposium

August 22 – 24

Committee meetings & ASA Board Meeting



Co-hosted by the
South Dakota Simmental Association



Visit fallfocus.org
for more information.

2026 SIMGENETICS SCHEDULE



Tuesday, October 20

4 pm **SIMMENTAL ARRIVAL OPENS**

Thursday, October 22

9 am **JUNIOR AND OPEN SHOW CHECK-IN**

ASA Booth

Open Show: Proof of Registration Only

Junior Show: Proof of Registration and Cattle

Friday, October 23

2 pm **JUNIOR SHOW**

Judge: TBA

Order: Fullblood, Percentage, Purebred

Saturday, October 24

2 pm **SOCIAL HOUR**

In the Simmental Stalls

Hosted by Missouri Simmental Association

Sunday, October 25

8 am **NATIONAL SIMGENETICS PTP SHOW**

Judges: Miles Shout, OK and Associate TBA

Order: Fullblood Bulls then Females

Percentage Females then Bulls

Purebred Bulls then Females

TBA **JUNIOR AND OPEN SUPREME DRIVES**

30 minutes after conclusion of Open Shows

New Facility

1899 AMERICAN ROYAL WAY | KANSAS CITY, KS 66109

VISIT AMERICANROYAL.COM FOR DETAILED INFORMATION

SimGenetics
PROFIT THROUGH SCIENCE
American Simmental Association



Investing *in the* Future

by Lilly Platts

The Simbrah-Simmental Superbowl has awarded over \$1.3 million to youth since its inception through scholarships, prize money, and premiums. The popular breeder-sponsored program continues to grow, supporting the future of the Simmental and Simbrah breeds.

A Team Effort

The Simbrah-Simmental Superbowl started as an idea among Texas producers and friends, Tim Smith, Carlos Guerra, and Billy Wentz. The group wanted to support youth in the breed while also promoting their fellow Simbrah and Simmental producers. The answer was an annual event supported by \$1,000 breeder sponsorships. In return, any heifers purchased from these breeders would be eligible to show at the yearly event. The group started reaching out to their fellow breeders, and soon had a group of sponsors and an inaugural event to plan.

The first event was a success, and for 34 years now the Simbrah-Simmental Superbowl has been supporting youth and promoting the Lone Star State's Simbrah and Simmental breeders. With an average of 35 to 40 breeders sponsoring the event every year, the \$1,000 sponsorships have allowed for generous prize money, scholarships, and premiums to be handed out to participating youth.

The first Superbowl events were held in conjunction with the Belt Buckle Bonanza in Austin, and later Waco, Texas. The large multi-species event exposed the Superbowl and cattle to a larger audience. For the last 20 years, the Superbowl has been held during the San Antonio Livestock Show and Rodeo, which has further elevated the event's popularity and success. Many participants are also able to enter their animals in breed shows, and this partnership also allows for the Simbrah and Simmental breeds to be featured during the national event.

More Than a Show

The organization is entirely volunteer-run, with an emphasis on bringing in new youth and breeders. Smith continues helping lead the organization, alongside Guerra. He shared that the funds touch as many participants as possible, with classes like showmanship being placed and awarded down to tenth place. A random drawing for \$250 scholarships, where every participant throws their name in the hat, shares these funds with everyone, no matter their competitiveness in the show ring. "We want to make it worthwhile for all kids," Smith said.

The group has maintained a focus on showmanship, and skills that reach beyond the show ring. Participants are split into over a dozen showmanship groups, with the winner of each group coming back for the final drive. Winning overall grand and reserve-place showman at the Superbowl is a serious accomplishment, and something Smith and the group want to emphasize. First and second place are awarded \$1,500 and \$1,000, respectively. "It isn't about how much you paid for your heifer, but also how hard you worked," he said.

The breed shows at the Superbowl are extremely competitive. One of the organization's founding goals was to promote and elevate Simbrah and Simmental breeders in the state of Texas. Youth have long played a critical role in promoting individual seedstock programs, traveling to shows throughout the country, and ultimately placing genetics in new herds. Breeders who sponsor the Superbowl are the beneficiaries of this, with their females competing at the event and beyond. Many sponsors attend the Superbowl, which brings breeders together while also allowing participating youth to build relationships in the industry. Breeders who sponsor and sell heifers eligible for the Superbowl must reside in Texas, but youth are allowed to live outside of the state.

The Superbowl is solely funded by breeder sponsorships, with no additional funds accepted from other producers, organizations, or businesses. This structure has maintained an emphasis on breeder participation and partnerships. Sponsors have become involved with the Superbowl in a variety of ways, from industry relationships to learning about the program from their junior customers.



*Tim Smith
at the 2026 event.*

Other participation and support is not discouraged, however. The American Simmental Association has been a longtime supporter of the Superbowl, with leadership attending the event and participating in educational opportunities. ASA EVP Dr. Jon DeClerck attended the 2026 Superbowl event.

Education is a priority at the Superbowl, with attendees having the opportunity to connect with industry leaders, and also participate in things that may be new to them. DNA testing has been standard at the Superbowl for many years, with all winners being required to collect a sample on their animal for parent verification. Participants also have the opportunity to collect DNA on other heifers, exposing them to the process, and also supporting the overall integrity of the breed. “It’s about keeping the database accurate,” Smith explained. “It gives the Association a larger amount of DNA, and supports ASA’s mission.”

A Lasting Legacy

Smith is proud of the event’s success and the impact it has had on youth in the Simbrah and Simmental breeds. “What we set out to do has been accomplished,” he said. “It’s a very talked-about show here in Texas, and among Simbrah breeders, and it’s the longest-running show sponsored by breeders for youth across all breeds. It has a very positive reputation.”

The 2026 event drew 109 entries, with 40 individual breeder sponsors. Eli Smallwood and Will Shelby judged the showmanship classes, percentage Simmental, percentage Simbrah, and purebred Simmental shows. PJ Budler

judged the purebred Simbrah show. The breed classes and showmanship were extremely competitive, with the top places representing Simbrah and Simmental programs throughout Texas. The scholarships, prize money, and premiums handed out at the 2026 show pushed the total funds shared through the Superbowl over the \$1.3 million mark.

The Simbrah-Simmental Superbowl will celebrate its 35th anniversary in February of 2027 during the San Antonio Livestock Show and Rodeo.

To learn more about the event and organization, visit simbrah-simmentalsuperbowl.net. ■



Above: Youth compete for prize money, scholarships, premiums, and other prizes at the annual Simbrah-Simmental Superbowl. Below: The 2026 Simbrah-Simmental Superbowl drew 109 entries.



BUILD, BREED, ACHIEVE

BUILD YOUR SYSTEM. ACHIEVE YOUR GENETIC IMPROVEMENT GOALS.

6 Steps to Achieve Your Genetic Goals

1. Clearly define breeding objectives

2. Use whole herd reporting



3. Properly define contemporary groups



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



5. Use index-based selection

6. Incorporate genomics



GENOMIC TESTING SYSTEM TO REACH YOUR GOALS

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



THE
Total Herd Enrollment

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



CHR
Cow Herd DNA Roundup

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



CCG
Calf Crop Genomics

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



CXP
Carcass Expansion Program



CMP
Carcass Merit Program

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

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

The Simbrah Story

by Lilly Platts

As the Simmental breed gained footing in the United States, breeders in the South quickly saw an opportunity to cross the breed with Brahman. The cross was successful, with breeders soon marketing composite bulls to commercial producers. The Simbrah composite became a part of the American Simmental Association registry in 1977.

When Simmental semen became available in the United States, breeders throughout the country started experimenting with a variety of crosses. In the South, many saw an opportunity with Brahman cattle. Straight Brahman, or Zebu, cattle have long been a popular choice in areas where heat, humidity, drought, and other harsh conditions present challenges. Zebu cattle are the most populous in the world because of this hardiness. While survival is always the number one priority, these cattle usually lacked growth, milking ability, fertility, and other economically relevant traits. Simmental offered a solution to this, with the added benefit of heterosis.

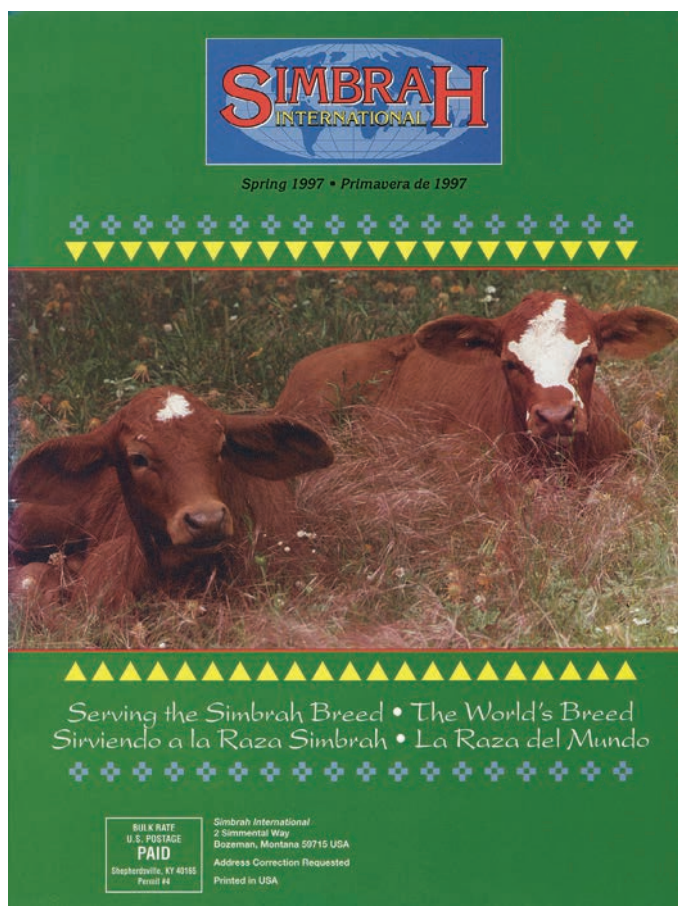
One of the names most commonly associated with Simbrah cattle is Sally Buxkemper. Early on, Buxkemper identified the need to ensure that Simbrah cattle were meeting carcass standards. She developed her herd using the Brahman bull “Red Jake Manso 19,” a Performance Registry International Certified Meat Sire. Buxkemper was a leader in the breed, serving on the ASA Board of Trustees, and her influence helped establish the standards for Simbrah cattle. Today, carcass traits continue to be a focus for Simbrah cattle, with many leading breeders currently focused on making sure the composite performs in the feedlot.

Other early breeders of Simbrah cattle included Texans Edmund Tom, Bud Wentz, and Rob Brown. In the early years, the Simmental-Brahman cross cattle were largely experimental, but as these producers started seeing success, they focused on refining the genetics. With a new market opportunity and desire to sell seedstock, these breeders also started looking for a registry.

Bud Wentz approached ASA about developing a registry. The Association was receptive, and he formally presented his case to the ASA Board of Trustees in 1975. Calling the cross “Brahmental” at the time, Wentz appealed to the Board during the January Annual Meeting. President [Chairman] Lou Chestnut appointed an exploratory committee, which included Rob Brown, Colville Jackson, Bobby Lawrence, and Jess Kilgore.

The committee drafted potential guidelines for registration, including breed composition. The Board approved the addition of the composite in 1977. The name “Brahmental” was used for two years, but was changed to Simbrah after a producer in Texas claimed ownership over the term. The Association and Board chose not to fight the claim, changing the name to Simbrah.





Above: Simbrah International was printed both in English and Spanish to target an international audience.

Right: An early ASA advertisement promoting Simbrah cattle.

Opposite: Simbrah cattle continue playing an important role in the ASA registry and larger beef industry.
Photo by Hannah Wine.

With a registry in place, Simbrah breeders now had a framework for data collection, pedigree management, marketing, and more. The inclusion of *Bos indicus* composite cattle also opened up opportunities abroad, with these cattle being especially fit for other parts of the world like Mexico, South America, Australia, and beyond.

The ASA Board of Trustees added an official Simbrah committee in 1988 to better assess policies, rules, promotion, and other Simbrah-specific matters. This committee continues playing a critical role within the Board.

In 1987, the ASA published the first Simbrah Sire Evaluation. Several publications were also developed to promote Simbrah cattle, including *Simbrah International* and *American Simbrah*. These publications also targeted international audiences, and were published in other languages for a time. These Simbrah-specific publications were published for a number of years. Publications like *Simbrah World*, published by Southern Livestock Publishing, continue sharing Simbrah sale results, news, stories, and more.

Today, the Simbrah breed is an important part of the ASA registry, with the largest number of producers residing in south Texas. While the breed is best known for its ability to thrive in hot environments, producers have also seen success in colder climates. Simbrah cattle are on display at shows across the nation, and are offered at production sales throughout the year. ■



The Most Exciting New Beef Breed on the American Scene

Simbrah

BUILT FOR SEEDSTOCK PRODUCERS WHO MEAN BUSINESS

ESTIMATED SAVINGS OF \$500 REGARDLESS OF THE PACKAGE YOU CHOOSE!
COST: \$2,500 EACH.

CONTACT ASA PUBLICATION, INC. AT 406-587-2778

Nancy Chesterfield Rebecca Price
nchesterfield@simmgene.com rprice@simmgene.com



WHETHER YOU'RE PROMOTING YOUR FEMALE SALE
OR BULL SALE, THERE'S A SALE PACKAGE FOR YOU.

- 2 full-page ads placed in *the Register* and/or *SimTalk*
- Business card ad placed in *the Register* or *SimTalk*
- 1 eBlast
- Included in weekly Sales Call email and simmmental.org
- Sale catalog included on simmmental.org

PACKAGE 1

- 1 full-page ad and 1 half-page ad placed in *the Register* and/or *SimTalk*
- Business card ad placed in *the Register* or *SimTalk*
- 1 eBlast
- 1 Facebook ad
- Included in weekly Sales Call email and simmmental.org
- Sale catalog included on simmmental.org

PACKAGE 2

- 1 full page ad placed in *the Register* or *SimTalk*
- Business card ad placed in *the Register* or *SimTalk*
- 1 eBlast
- 1 Facebook ad
- 1 banner ad placed on the ASA website
- Included in weekly Sales Call email and simmmental.org
- Sale catalog included on simmmental.org

PACKAGE 3

SIMBRAH STRONG



Simbrah cattle are equipped to thrive in diverse environments, combining the fertility, milking ability and rapid growth of Simmental with the heat tolerance and hardiness of Brahman, that's the strength of Simbrah.

**STAND STRONG
SIMMENTAL**

simmental.org

Building *on* Progress: Why It's Time *to* Update \$API *and* \$TI

by Dr. Jon DeClerck, ASA EVP

Updates to ASA's economic indexes, \$API and \$TI, will better reflect the current beef market, making them more accurate at predicting progeny profitability.

Twenty years ago, the American Simmental Association (ASA) took an important step forward in how breeders used genetic information.

\$API and \$TI were first published in the Spring 2005 Sire Summary. At the time, Dr. Wade Shafer described economic indexes as a way to turn a growing collection of EPD into a roadmap for genetic progress. His analogy was simple: EPD without indexes were like superhighways without maps — you could move fast but not always know whether you were headed in the right direction.

That philosophy still holds today. Over the last two decades, Simmental cattle have made tremendous progress in calving ease, marbling, growth, and carcass performance. \$API and \$TI helped encourage breeders to think beyond individual EPD and instead consider how multiple traits influence profitability across an entire production system.

During that same period, ASA registrations have grown by roughly 54 percent. That growth reflects many factors — breeders, commercial customers, improved genetic tools, marketing efforts, and changing industry demand

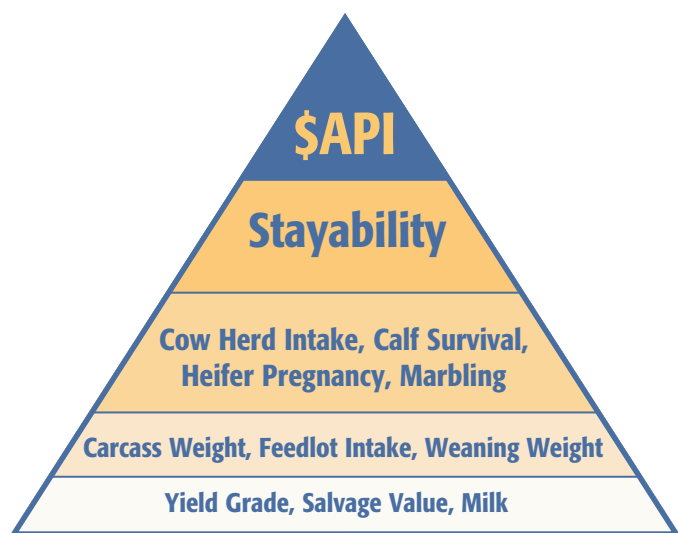
among them. \$API and \$TI are only one part of that story, but they helped drive clear genetic progress and increase the demand for Simmental cattle in the commercial beef industry.

So why update \$API and \$TI? Because the industry around them has changed — and so have the tools available to us. Updating \$API and \$TI is not about moving away from what has worked. It is about building on that success with better data, better technology, and a better ability to model the biology and economics of today's cattle industry.

New Traits Create New Opportunities

When \$API and \$TI were developed, ASA was already focused on economically relevant traits that directly influence profitability. The familiar \$API pyramid reflects that philosophy, with factors such as cow herd intake, heifer pregnancy, carcass weight, feedlot intake, and salvage value included in the model.





Original All-Purpose Index (\$API) framework.

The challenge was that ASA could not directly predict those traits at the time. Instead, the indexes relied on known genetic relationships with traits such as growth and milk to estimate them indirectly.

Today, we can do more. In roughly the past year, International Genetic Solutions (IGS) has added Mature Cow Weight, Cow Energy Requirement, Heifer Pregnancy, Dry Matter Intake, and \$Gain to the genetic toolbox. These advances allow more economically important traits — including heifer pregnancy, dry matter intake, and mature weight — to be incorporated more directly into the updated indexes rather than estimated through correlated traits.

Direct predictions improve index accuracy by incorporating actual performance records, rather than relying strictly on correlated stand-ins. This allows us to more precisely evaluate the traits that directly drive profitability, giving maximum value to the data breeders submit. That is exactly the kind of progress our economic indexes should take advantage of.

The Cattle Business Has Changed

At their core, economic indexes attempt to answer a relatively simple question: Which genetics are expected to create the most value in a defined production system?

The challenge is that the cattle industry does not stand still. We have all heard the same conversations: cow numbers are historically low, cattle are being fed longer, and carcass weights are increasing as the industry looks to produce more beef from fewer animals. At the same time, feed costs, cattle values, replacement costs, and interest rates have all shifted.

When the economics and production system change, the indexes guiding selection need to evolve with them. This time, however, we are doing more than simply updating old prices with new prices.

Historical CattleFax data remain an important foundation, but the updated work also incorporates forward-looking economic models designed to project prices across the next cattle cycle. We want these indexes to reflect where the cattle industry is headed, not simply where it has been.

Technology Has Changed What We Can Model

Think about the phone you carried in 2005. The first iPhone had not even been introduced. There is a good chance it was a flip phone. It probably made calls, sent text messages, and did those jobs pretty well.

But nobody would expect that same phone to have facial recognition, run today's applications, provide turn-by-turn navigation, or perform the countless other tasks we now take for granted.

The same principle applies here. The original \$API and \$TI were sophisticated tools built with the best computing power available at the time. But technology has advanced enormously over the last twenty years.

We now have more records, more genomic information, improved software, better simulation capability, and more sophisticated estimates of heterosis and breed effects. That greater precision allows the updated models to better account for one of the foundations of Simmental's success: the power of crossbreeding.

At ASA, we have long believed breeds are not competitors; they are crossbreeding partners. The value of Simmental genetics is not simply measured by how they perform in isolation, but by the added value they bring to a complementary breeding system through breed strengths and heterosis.

The updated models more accurately account for heterosis, allowing \$API and \$TI to more closely reflect how Simmental genetics are used in the commercial industry and to better recognize the traits that create value in those production systems.

Building the Next Version

One of Dr. Shafer's early articles described economic indexes as a "genetic business plan," combining an animal's genetic profile with input costs and output values to project profitability.

And just like any business plan, they should occasionally be revisited when the assumptions, technology, and operating environment change.

(Continued on page 28)

Building on Progress: Why It's Time to Update \$API and \$TI

(Continued from page 27)

That is where we are today. The work is not finished simply because the initial modeling is complete. ASA and IGS will continue developing educational materials, sharing research results, and creating opportunities for feedback before final implementation. We feel good about the direction of the work, but these indexes are ultimately built to serve breeders and commercial producers. It is important that we explain the changes clearly, listen to the people who use these tools, and incorporate that feedback as the process moves forward.

For now, the important message is simple. \$API and \$TI helped move the Simmental breed forward for the last twenty years. Updating them is not a departure from that success. It is the next step. ■



The updates to \$API and \$TI will reflect progress and change in the Simmental breed and larger industry.

What are \$API and \$TI?

Economic (\$) Indexes: \$ Indexes blend EPD for economically relevant traits and the economics associated with cattle production into a single value. \$ Indexes estimate an animal's overall impact on your bottom line.

If you're keeping replacement females, use \$API. If not, then use \$TI.

All-Purpose Index (\$API): Expressed as dollars per cow exposed under an all-purpose-sire scenario. Evaluates sires for use on the entire cow herd (bred to both Angus first-calf heifers and mature cows) with the portion of their daughters required to maintain herd size retained and the remaining heifers and steers put on feed and sold on a grid (grade and yield).

Terminal Index (\$TI): Expressed as dollars per cow exposed under a terminal-sire scenario. Evaluates sire for use on mature Angus cows with all offspring put on feed and sold on a grid (grade and yield).

A percentile-ranking chart is required to determine where an animal's EPD and \$ Indexes rank relative to other animals in the breed. For percentile rankings or more detailed information about EPD and \$ Indexes visit www.simmental.org.

DOUGLAS CATTLE COMPANY
EST. 2018

Simbrah • Fleckvieh • SimAngus™
Bronson, Florida
douglascattle.com
Call Gina : 321-501-9267

The RFI Prefix

It's Your Assurance Of Quality

Whether you're looking for Simbrah replacement females, show heifers, herd sires or range bulls, cattle carrying the RFI prefix have earned it. Every animal must meet our high standards for quality, performance and type before the RFI name is given.

Females and select group of show heifers are currently available, with a quality group of bulls coming this spring.



REAVIS FARMS, INC.

WAYNE AND JIM BOB REAVIS

956/585-6831 • 956/207-1447 Wayne Cell

6801 W. Mile 7 Road • McAllen, TX 78504

JWReavis@aol.com • www.reavisfarms.com

We invite you to learn more about our program, our cattle and the standards behind the RFI prefix. Let us show you how our brand of quality can work for you.

RFI – Quality You Can Count On.

ASA Launches Herdbook Tutorials

by ASA Staff

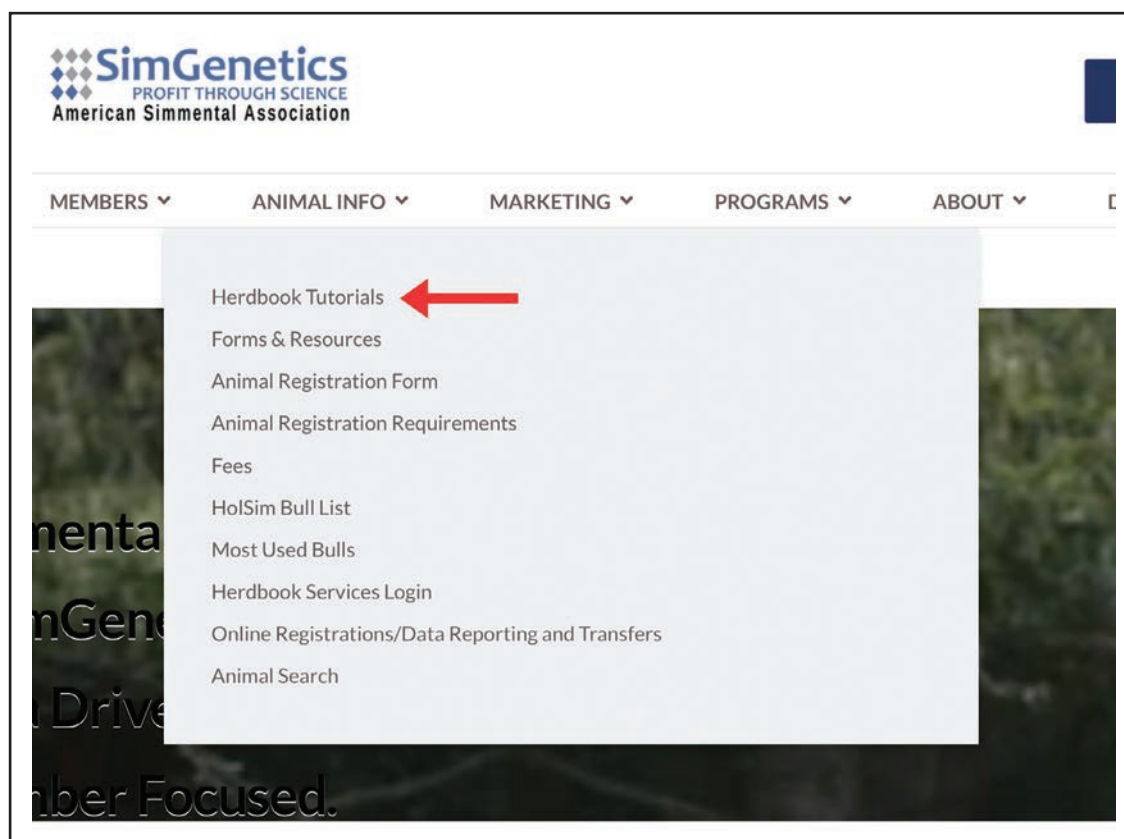
A new resource is now available to support members in navigating Herdbook. Recently added to the ASA website, Herdbook tutorials offer step-by-step guidance on a variety of topics, from animal registration to ownership transfers. Additional tutorials will continue to be added, ensuring members have access to the most up-to-date information and support. The following is a step-by-step guide for using the new tool.

Helpful Tips

- Each tutorial can be paused and used as a guide while completing a Herdbook job under a membership account. Simply open the tutorial page in one window, and the Herdbook job in another. A split screen can be especially helpful.
- Navigate forward and backward using the arrows at the bottom of the frame.
- Use the zoom-out function at the bottom of the frame to look at the tutorial page from a wider view.
- Videos can be shared through a link by clicking the button on the far-right (three dots).
- New videos are being added periodically that will cover more Herdbook functions.

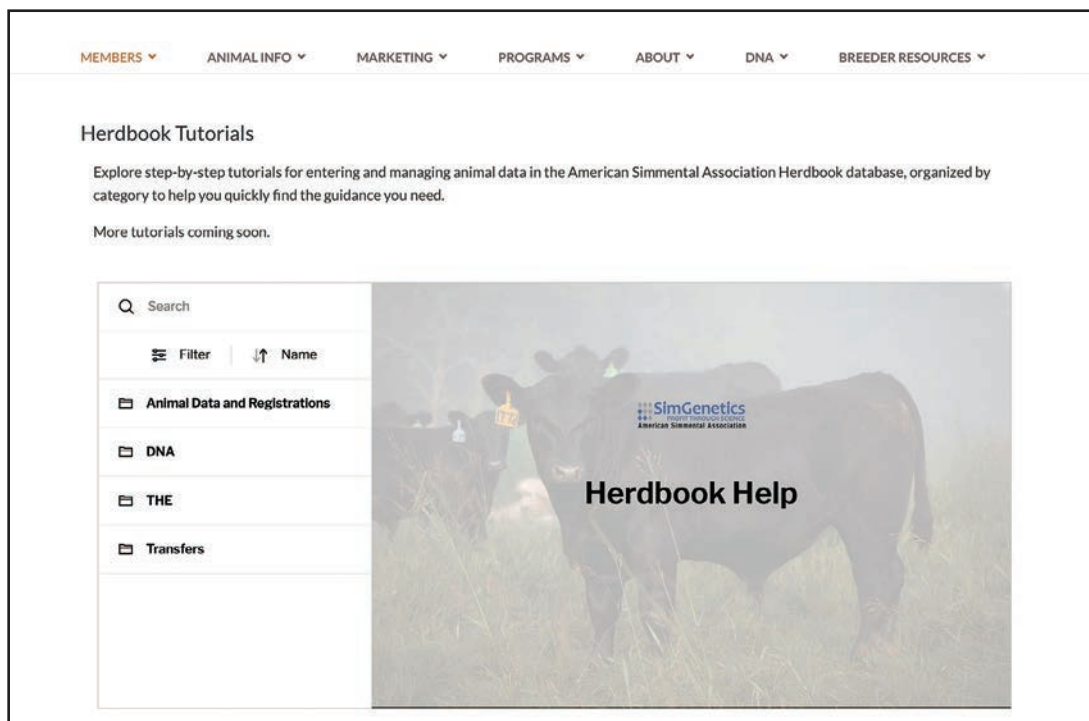
Step One

Visit simmental.org, and navigate to the “Animal Info” tab. Choose “Herdbook Tutorials.”



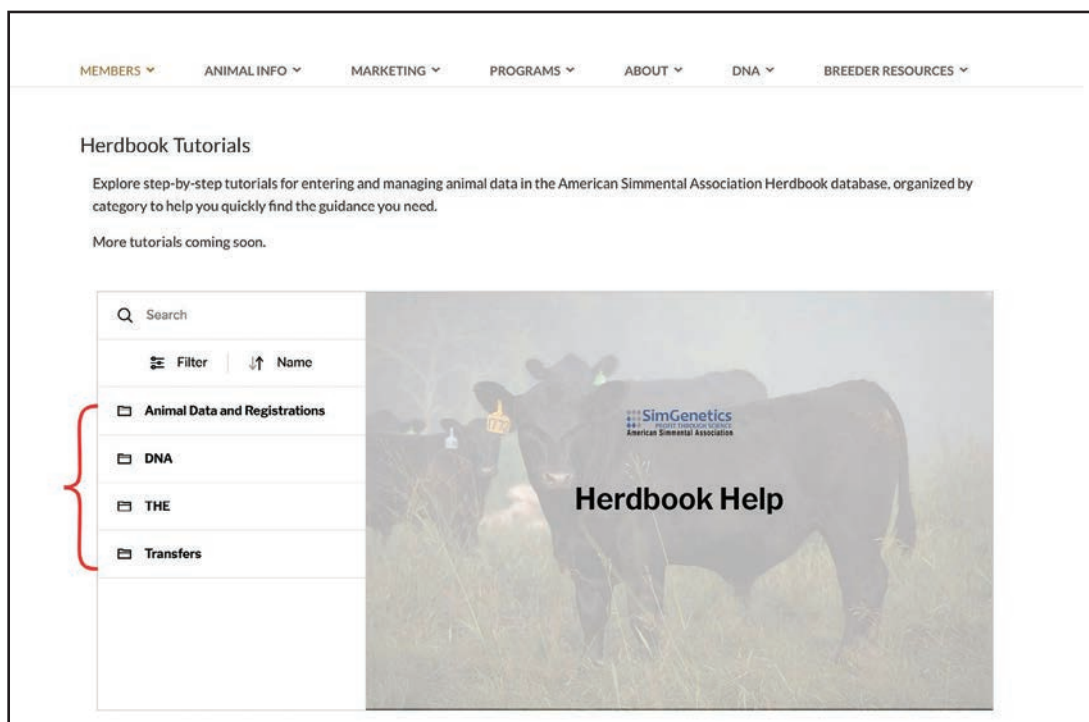
Step Two

The Herdbook Tutorial platform will launch. Choose from “Animal Data and Registrations,” “DNA,” “THE,” and “Transfers.”



Step Three

Clicking on each subject will expand the selection, with a number of options available. For example, there are four DNA-specific tutorials available.



(Continued on page 32)

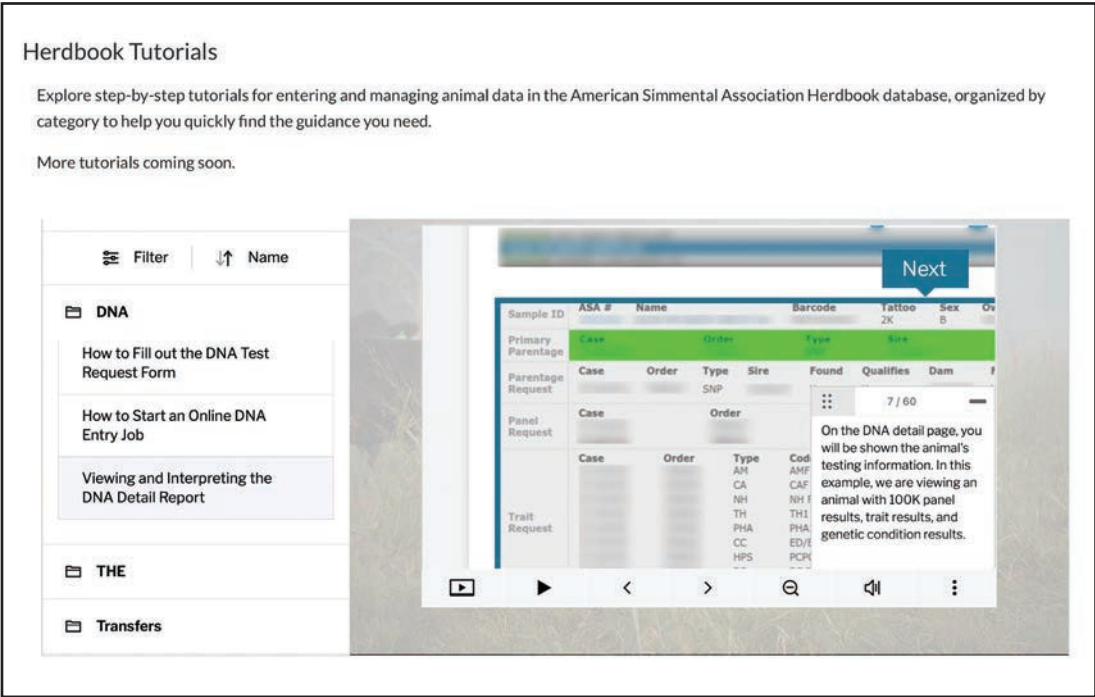
ASA Launches Herdbook Tutorials

(Continued from page 31)

Step Four

Each option will launch a narrated video-style tutorial walking through the steps for each process. As an example, the “Viewing and Interpreting the DNA Detail Report”

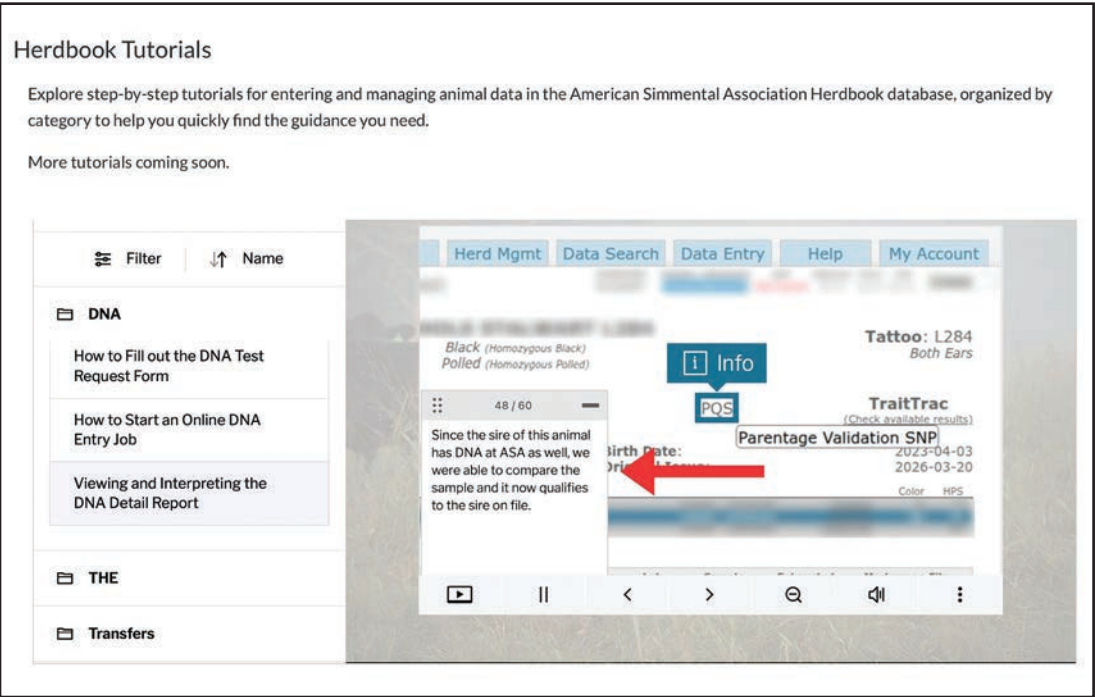
tutorial walks through the process of looking up an animal on Herdbook.org, navigating to the DNA Detail, and interpreting the information displayed.



Step Five

The tutorial videos will play through as a video, but can also be paused, and navigated through using the left and right arrows at the bottom of the frame. Also note

that the narrated information is shared as text, which can be expanded. ■



ESTES RANCH

EST. 1897

E-3



ESTES TOP GUN
ASA# 3992448



LMC BBS MASTERPIECE
ASA# 3870684

SIMBRAH

Estes Ranch is producing Simbrah cattle that are highly functional, low-input, purebred seedstock that balance maternal longevity with superior carcass merit



Superior Carcass Quality | Climate Adaptability | Exceptional Longevity | Genetic Expansion

Paul Estes

940.357.1454

Dr. Ben Estes DVM

940.357.1483

BULLS, HEIFERS, SEMEN FOR SALE

VINSON, OK | WELLINGTON, TX

ESTESTHREE@YAHOO.COM

FB: ESTESRANCH

DNA Testing Requirements for Herdsires

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

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

ASA Conducts Internal Parentage Audit

As part of our ongoing commitment to industry's best practices and continuous improvement, ASA is conducting an audit of its DNA parentage verification processes. This effort includes a review of historical parentage records to ensure consistency and reliability as our database continues to evolve with additional testing over time.

Through this audit, we identified a small number of parentage inconsistencies affecting a limited fraction of DNA-tested animals. These cases primarily stem from historical practices in which parentage was verified at a single point in time, often against only one parent, and subsequent additions of a second parent's DNA did not automatically trigger re-verification. Importantly, this review has no impact on other DNA-based services. Genomically enhanced EPD and trait testing remain unaffected.

If any of your animals are involved in this review, you will be contacted directly by the ASA DNA team with specific information and recommended next steps. The vast majority of these cases are straightforward and can be resolved through standard collaboration, and we are confident in reaching appropriate outcomes.

Members are encouraged to ensure their contact information is current, including email address, mailing address, and phone numbers on all associated accounts, so that ASA staff can communicate efficiently if needed. Keeping this information up-to-date helps ensure timely and accurate communication. If you have questions, please feel free to contact the ASA office at 406-587-4531 and select Option 1.

DNA Test Now Available for Hydrops

The American Simmental Association is now offering a DNA test for the Hydrops condition. Beginning July 14, 2026, members can order the \$34 stand-alone test on the DNA order form at simmental.org. The expected turnaround time will be four weeks.

Descendants of WS All Aboard B80 (ASA# 2852207) are at risk for carrying the genetic abnormality. Females who carry the mutation may develop a serious condition during late gestation that results in excess fluid in the fetal membrane. This typically causes the loss of the calf and occasionally the dam. With the support of the ASA Board of Trustees, ASA staff has been working closely with the University of Nebraska-Lincoln to identify the mutation responsible for Hydrops, and now GeneSeek has developed a commercially available test based on these findings. As part of developing the test, GeneSeek tested a batch of DNA samples from WS All Aboard descendants and those results were loaded into Trait Trac.

The Hydrops test is available to ASA members at cost. This decision — made by the ASA Board of Trustees and ASA leadership — supports the identification of this serious, costly

condition. The Association has invested significant funding and time in the development of this test, and wanted to ensure that testing is as accessible as possible for members and commercial producers who may have purchased a SimGenetics bull with potential carrier daughters in their herd.

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

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

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

Seeking Sire Nominations for CMP

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

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

Steps to Keep Your Account in Active Status

ASA's fiscal year ended on June 30, which means you likely noticed the Annual Service Fee (ASF) charged to your Herdbook account. There are two important steps to remain an active member:

1. Pay your Annual Service Fee.
2. Register and/or transfer at least one animal record within two years.

Your account must be in an active status in order to elect trustees from your region and to vote on Rule and Bylaw amendments. If you have any questions, contact ASA's Membership Department at 406-587-4531 or members@simmgene.com.

Check-Off Bonus Program Reminder

While the July 15 deadline to submit all state association program requests seems far away, it's a good time for state associations to familiarize themselves with the check-off bonus program. Aside from the quarterly check-off money states can receive, state associations are also eligible for additional money in the form of yearly bonus checks if certain activities are completed throughout the year. Examples include hosting a field day with ASA representation and participating in the cost share program. To learn about the check-off bonus program, visit simmental.org and contact stateassoc@simmgene.com with any questions.

2026 Year-Letter is P

In accordance with the Beef Improvement Federation guidelines, the year-letter animal identification for 2026 is P, and will be followed by R in 2027, and S in 2028. The letter N was the year-letter designated during 2025. Per BIF guidelines, the following letters are not used: I, O, Q, and V.

Office Holiday Schedule

Thursday, November 26 & Friday, November 27

Thanksgiving

Wednesday, December 23, Thursday, December 24 & Friday, December 25

Christmas ■

Simbrah ■ Fleckvieh ■ SimAngus™

Bronson, Florida



Call Gina: 321-501-9267

douglascattle.com

Your Premier Source for Registered Simbrah

TOTAL HERD ENROLLMENT | DNA CERTIFICATION

We raise purebred cattle with an emphasis on fertility and utility. Color matched sets available in solid red, blazed face or black.



Monte Christo Cattle Company

Contact us today for open and bred replacement heifers.

Jud & Margie Flowers

12111 North Bryan Road, Mission, Texas 78573
Please leave a message at 956-207-2087
MonteChristoCattleCo.com

  Be sure to follow us on Social Media!

Reiterating the Importance of Record-Keeping

by Kellie Curry Raper, *Livestock Marketing Economist, Oklahoma State University*

Records. Win-loss records; personal best records; Guinness World Records for... well, for nearly anything. Fun fact: My Arizona cousin once held the Guinness World Record for producing the World's Heaviest Chile Pepper and held that record for several years. He has since been dethroned, but nevertheless.

We humans love a good "record" story. But we don't always love *keeping* good records. This is true of a lot of cattle producers. But good records play a crucial role in cattle production.

Good record-keeping is another input into your operation.

A good set of production and management records can enhance decision-making by providing production benchmarks and by documenting the impact of management decisions, whether those decisions are related to herd replacements, animal health, reproduction, forage, or calf management. In the case of animal health records, tracking vaccinations and medical treatments helps document individual animal health, helps prevent duplication of treatment, and may also sometimes serve as a marketing tool. In the big picture, good records on the physical performance impact of decisions will help you see what is and isn't working over time.

Good record-keeping is good business.

Cattle production can be a lifestyle, but it is also a business. The long-term sustainability of beef operations depends on being efficient and profitable. Tracking the physical performance impacts of management decisions is also the first step in tracking the economic impacts of those decisions. Some of those impacts are evident right away, while others take time to see. But good records are essential in both cases. It is important to take the next step of translating physical performance impacts into cost and profitability impacts for your operation. This feedback should be on a continuous loop!

Good record-keeping helps others help you.

Good records facilitate loan applications and financial reporting to loan officers and financial institutions. They are also key in the ability to gather information quickly and efficiently for government program paperwork or disaster relief applications with short deadlines.

Good record-keeping can help you learn from others.

Good records make benchmarking possible. That is, good records allow you to seek out information on operations similar to yours and compare physical performance, costs, and other important measures. These comparisons give you feedback on the effectiveness of your current management and are useful for goal-setting and reassessment — an important practice for any successful business.

Extension personnel regularly promote the importance of specific management practices to producers, including record-keeping, to improve cow-calf decision-making and ultimately, profitability. Management practices typically promoted for the cow-calf phase of beef production are those that positively affect health and performance in subsequent phases of production; that document information such as age, origin, feed ingredients, or medical treatments for use in herd management decisions; or that meet needs for specific marketing strategies. Recommended

record-keeping practices generally include financial, production, and herd health records. And don't forget forage as part of your production input record-keeping!

The ability to examine the impact of calf health management practices is dependent on good records, including vaccination and medical records. Medical treatment records involve documenting dates, products and types of medical treatments administered to animals, number of animals treated, and the person who administered treatment. Ideally, records are also linked to a specific animal. These health records can aid in tracking the effectiveness of specific treatment protocols or vaccination types across the herd, in addition to documenting treatment frequency for specific animals — all useful information for both short-term and long-term herd management strategies. What worked? What didn't? Were treatments more frequent this year than in past years? Although it is difficult to assign a particular value to record-keeping, its contribution to management is an important one.

Why don't many producers keep medical and vaccination records? The two most cited reasons in the Oklahoma Beef Management and Marketing survey were doubts about the economic value of those records, and uncertainty about how to go about it. As an economist, I'm trained to assign value to action (or inaction). While it proves difficult to assign a specific dollar value to the habit of good record-keeping, there is no doubt that it makes an important contribution to your operation. As for how to go about it, your local Extension educator is a good resource and there are also tremendous resources online, and some even include a printable record book if you prefer paper. Record-keeping is a critical task. If you are among the record-keeping group, consider what you are not yet tracking and strive for improvement. If you are currently not in that group, grab a computer, tablet, or a notebook, and get started!

Knowledge is power

What useful information are you missing out on that might improve decision-making, outcomes, and ultimately the bottom line? What can you learn from comparing your operation's data to others? Good record-keeping enables a mindset and culture of continuous improvement. That's good for your operation — and good for the beef industry.

Using Drought-Stressed Corn for Forage: Evaluating Options and Managing Nitrate Risk

by Mary Drewnoski and Ben Beckman, *University of Nebraska Extension*

Drought can leave producers with non-irrigated corn that is unlikely to produce a profitable grain crop. Before terminating the crop, consider whether it has value as livestock forage. The best option depends on crop stage, expected yield, harvest logistics, herbicide restrictions, and nitrate risk. While drought-stressed corn often contains elevated nitrate concentrations, nitrate risk can usually be managed successfully with the right harvest and feeding strategy.

Herbicide Restrictions: Start Here

Before making plans to graze or harvest drought-stressed corn, review the label for each herbicide applied to the field. Many herbicides include restrictions on grazing, haying, green

(Continued on page 38)

YOUR **SIMBRAH** SIRE SOURCE

For over 40 years we have strived to provide the beef industry with AI sires that are the COWMAN'S KIND. We appreciate all of our semen and bull buyers through the years. The best is yet to come as we continue to utilize State of the Art genetics and the tools provided to us by the American Simmental Association.



**LMC GOLD MEDAL
5Z/75**
ASA# 2644944



**LMC BBS PRIMO
5X/139**
ASA# 2547746



**LMC CHAIRMAN
5C/178**
ASA# 3122023



**LMC SSC ANTONIO
854F**
ASA# 3449818



**LMC BBS RAMBLER
5D/39**
ASA# 3139072



**RGV/LMC THE
SPECIALIST J975**
ASA# 4195750



**LMC RHINO
5W/367**
ASA# 2537907



**LMC BBS MASTERPIECE
1H/23**
ASA# 3870684



**BETM LMC RAFA
5B/1**
ASA# 2943477



**RGV/LMC MR WORLD-
WIDE H075**
ASA# 3764601



**6G/LMC RAJIN CAJUN
W908**
ASA# 2518598



**LMC MT TRANSFORMER
5E/32**
ASA# 3372164



**LMC BBS MANZIEL
5B/2**
ASA# 2875442



**LMC UPGRADED
3B/155**
ASA# 2946788



**LMC ICON
3D/82**
ASA# 3376039



**LMC BBS RED
DYNASTY 5L/3**
ASA# 4244276



**LMC ACCOUNTANT
5A-174**
ASA# 1567996



**LMCMM DR RED
DUKE 106B**
ASA# 2944843



**LMC SAN PEPE
5F/96**
ASA# 3533464



**LMC SSC ANGELO
852F**
ASA# 3449816



JE ELI J60M
ASA# 2219397

La Muñeca Cattle Co. 

Simbrahs, Simbraviehs and POLLED Brahms

CARLOS and SISTER GUERRA FAMILY

PO Box 81 • Linn, TX 78563 956-383-7566 (Office)

Carlos 802-1641 • Victor 607-5515

Carlos Jr. 330-1963 • email: LaMuñecaCattle@aol.com

Please visit our website at www.LaMuñecaCattle.com



LMC LF POLLED CAPTAN 75/2
ABBA# 1055844

(Continued from page 36)

chop, or silage use, and these restrictions vary considerably among products.

Remember that:

- Tank mixes can complicate decisions because the most restrictive label always applies.
- If multiple herbicides were used, each label should be reviewed before feeding the forage.
- If you're uncertain about a product or restriction, consult your agronomist or local Extension office before harvesting or grazing.

Only after herbicide restrictions have been met should the corn be considered as a feed source.

Crop Insurance

Before harvesting drought-stressed corn as forage, contact your crop insurance agent. Harvesting or grazing the crop before it is released by your insurance provider may affect your claim or future Actual Production History (APH).

Grazing

Grazing is often the most practical option for short, vegetative, drought-stressed corn. Although these plants may contain high nitrate concentrations, grazing generally presents a lower risk of nitrate toxicity than harvesting the crop as hay. Cattle consume the forage more gradually and can selectively graze the leaves and upper portions of the plant, where nitrate concentrations are typically lower.

The risk of nitrate toxicity depends on more than just the nitrate concentration of the forage. It is also influenced by how rapidly nitrate is released in the rumen and whether rumen microbes have sufficient energy to convert nitrate into microbial protein.

Vegetative corn is a high-quality, lush forage that contains abundant moisture and digestible energy. The high moisture content slows nitrate release in the rumen, while readily available energy supports microbial conversion of nitrate. Together, these factors help reduce the risk of toxicity compared with feeding the same nitrate concentration as dry hay.

Management is still important. Turn cattle onto the field with a full rumen to reduce their initial rate of intake. Allowing cattle access to the entire field, rather than strip grazing, encourages selective grazing. It also reduces the likelihood that cattle will be forced to consume the lower stalk, where nitrate concentrations are highest. Gradually adapting cattle to higher-nitrate forages can further reduce risk by allowing the rumen microbial population to adjust.

Once ears begin developing, the situation changes. Nitrate concentrations often decline as the plant matures. However, the presence of grain also increases starch intake. If cattle consume large amounts of grain without adequate adaptation, there is a risk of ruminal acidosis. At that stage, strip grazing or controlled forage allocation may be desirable to manage grain intake.

Silage

Ensiling drought-stressed corn is often one of the best options when there is sufficient forage yield to justify harvest. Because nitrate concentrations are typically greatest in the lower eight to 12 inches of the stalk, raising the cutter bar at harvest can substantially reduce the nitrate concentration of the harvested forage.

Additionally, proper fermentation generally reduces nitrate concentrations by 30%–60%, making silage a lower-risk feeding option than green chop or hay. However, the amount of nitrate

reduction is variable, so fermentation should not be relied upon to eliminate nitrate risk. Drought-stressed silage should always be tested for nitrate concentration before feeding.

Yield is about one ton per acre of silage for each harvested foot of earless corn (not counting the tassel). Feeding value is about 70%–80% of well-eared corn silage. Corn with some grain (less than 50 bushels per acre) tends to produce about one ton of silage for every five bushels of grain with a feed value of about 80–90% of regular corn silage.

Successful ensiling depends on harvesting the crop at the proper moisture. Whole-plant moisture should generally be about 65% for bunker or pile silage (slightly lower for upright silos). Immature, earless corn often remains too wet for proper fermentation, even after leaves have dried, because the stalk retains a large amount of moisture. In these situations, delaying harvest until the crop reaches the proper moisture content will improve fermentation and silage preservation.

Once harvested, allow the silage to ferment for at least three to four weeks before feeding to maximize fermentation and nitrate reduction.

Hay

Harvesting drought-stressed corn as hay is generally the least desirable forage option. Corn stalks are thick and retain moisture, making it difficult for the forage to dry sufficiently for safe baling. Baling before the stalks are adequately dry can result in heating, mold, and substantial dry matter losses during storage.

Unlike silage, the haying process does not reduce nitrate concentrations. In addition, unlike grazing, cattle cannot selectively avoid the lower portions of the plant where nitrate concentrations are often greatest. As a result, the risk of nitrate toxicity is generally higher with hay than with grazing or properly fermented silage.

If drought-stressed corn is baled, collect a representative sample with a hay probe after baling and have it analyzed for nitrate concentration before developing a feeding plan. The results can be used to determine whether the hay can be fed directly, diluted with other feeds, or should be avoided altogether.

Making the Best Decision

Drought-stressed corn can be a valuable forage resource, but the best harvest option depends on the condition of the crop and the available livestock enterprise. Grazing vegetative corn is often the simplest option and may reduce nitrate risk through selective grazing. If sufficient forage is available, silage provides another excellent alternative because fermentation typically reduces nitrate concentrations. Hay is generally the least desirable option because it can be difficult to dry properly and does not reduce nitrate concentrations.

A nitrate analysis is relatively inexpensive and provides valuable information for developing a safe feeding plan. Hay and silage should be sampled after harvest using appropriate sampling methods.

If the corn will be grazed, clip the portions of the plant cattle are expected to consume and submit those samples for analysis. The results can then be used to determine whether the forage can be fed directly, whether it should be diluted with lower-nitrate feeds, or whether another harvest or feeding strategy would be more appropriate. ■

J & L CATTLE SERVICES

THE TRUSTED SOURCE

FOR SIMBRAH, SIMMENTAL, F1 BRAFORD & BRAHMAN GENETICS



JLCS
FIDDY CENT 52/2
POLLED | ABBA #: 1089530
RESERVE BULL CALF INTERNATIONAL SHOW 26'



JLCS
KATS GLO 1N621
POLLED | ASA #: 4602230
CHAMPION SIMBRAH LSU LIVESTOCK SHOW 26'



JLCS/HB
**OPTIMUS
PRIME NK05**
POLLED | ASA #: 4713903
PUREBRED SIMBRAH
WATCH FOR MORE OF OPTIMUS
PRIME IN THE NEAR FUTURE!

PROVIDING TOP QUALITY PRODUCTS AND SERVICES FOR OUR CUSTOMERS IN **THE USA AND AROUND THE WORLD**.
OUR **SIMGENETICS** ARE MARKETED THROUGH PRIVATE TREATY AND SELECT SALES THROUGHOUT THE YEAR.

CONTACT AND FOLLOW US

PHONE
JOE: 985.992.9119
LANNA: 337.945.3234

FACEBOOK
J&L CATTLE SERVICES

INSTAGRAM
JANDLCATTLESERVICES

WHATSAPP
337.945.3234

JBS Seeks Full Acquisition of Pilgrim's Pride

JBS Foods has submitted a bid to acquire the remaining stake in Pilgrim's Pride that it doesn't already own. The company currently owns 82% of the US chicken producer. This is the second attempt by the Brazilian-based company to take full control of Pilgrim's Pride in the last five years. Meat packers are seeing an increase in profits from chicken, which, coupled with the record-high price of beef, presents an opportunity to improve profits.

JBS said the full acquisition would simplify the organizational structure of the companies, and eliminate the costs associated with operating a standalone public company. Experts warn that if the deal progresses, it could run up against antitrust concerns, especially as the current administration focuses on targeting the foreign control of agricultural businesses.

Cargill Workers Return After Negotiating New Contract

Unionized workers at Cargill's Fort Morgan, Colorado, beef processing plant voted to approve a new contract. The agreement resolves a labor dispute and clears the way for the facility to resume cattle slaughter after a pause since April. A new five-year contract raises base pay for workers by \$1.40 per hour in year one. Employees returned in late August, with slaughter operations resuming the week of September 7, restoring a key piece of processing capacity to the region.

Tyson Foods Announces Closure of Illinois and Utah Plants

Tyson Foods recently announced the closure of plants in Joslin, Illinois, and Eagle Mountain, Utah. Additionally, the company announced plans to seek the sale of its beef processing facility in Pasco, Washington. The closures are attributed to record-high beef prices and historically low beef cattle inventory in the US.

The news has been concerning throughout the beef supply chain. The Joslin plant was closed with no notice, instead of the standard two-month warning period for producers. Feeders who relied on the Joslin plant will now be required to travel 160–400 miles to reach a processing facility. This lack of notice put these feeders in a difficult position as they scrambled to find room for finished animals to be processed. The Joslin plant employed 2,500 people, and had a daily harvest capacity of 3,000 head. Employees, who are also reacting to the sudden notice, were sent a letter stating their employment would end in August, and compensation would continue into October.

The Eagle Mountain, Utah, facility employs over 700 people, processing case-ready beef products. The company called the closures a "shift" that will center beef business around plants in Dakota City, Nebraska; Holcomb, Kansas; and Amarillo, Texas. ■

SSS

REDEMPTION

REDEEM your herd from genetic mediocrity

ASA # 3845456

670H



- PB Simbrah
- Homozygous Polled
- Top 1% for Carcass
- Top 25% for Marbling
- Above avg. API & Maternal



Reg. # 4505297

SSS Red Obsession 735N
Granddaughter of Redemption



Reg. # 4629896

SSS Redemption Evening Star 746N
Daughter of Redemption



Triple S Land & Cattle
304 Moeller Road
Picayune, MS 39466

**Semen available
Sons for sale**

Mark Smith
601-310-6695
Smith5785@bellsouth.net



Offering: Fleckvieh, Simmental, Simbrah and SimAngus™

8TH ANNUAL
BACK^{to} GRASS
May 22, 2027 – 1 PM *Sale*

Lunch Served at 12 Noon
Rusk County Youth Expo – Henderson, Texas



ASA# 3992448



ASA# 3925415



ASA# 4343945

Jacob Prior
903-722-1871

Ben Estes
940-357-1483

DVAuction
Broadcasting Real-Time Auctions

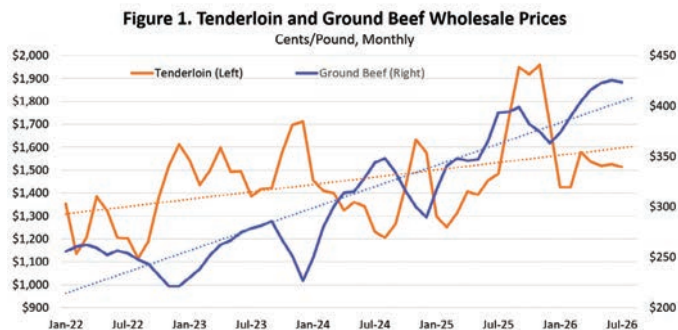
www.dvauction.com
402-316-5460

Ground Beef Prices Rising Fastest

by Derrell S. Peel, Oklahoma State University Extension

Much has been said and written about rising beef prices, and especially ground beef prices, for many months. Since 2022, the year of record beef production, and the beginning of the current bull market, wholesale and retail beef prices have risen with strong beef demand and declining beef production. Choice wholesale boxed beef prices have increased by 44.1% from the 2022 average, and all-fresh retail beef prices are up 29.8%. Total beef production has decreased 10.5% from the 2022 average to current levels.

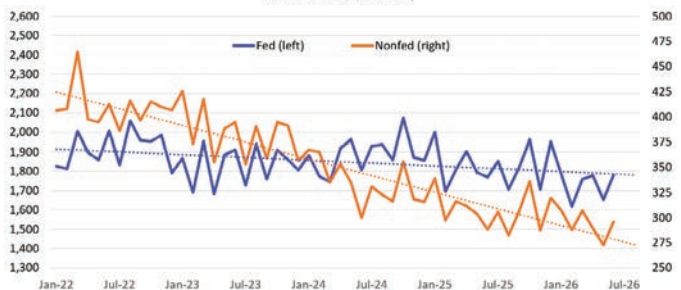
Beef consists of many products, each in individual markets, and not all change at the same rate, reflecting differences in supply and demand for each product. Across the range of beef products, Figure 1 shows monthly wholesale values for beef tenderloin and a representative ground beef formulation of a 7:1 mixture of 90% and 50% lean trimmings resulting in an 85% lean product. The trend lines for each price series confirm that ground beef prices have been rising faster than tenderloin (and most all other muscle cuts).



The relatively faster increase in ground beef prices is a function of demand and supply factors. In general, as beef prices increase, consumers are likely to rely even more heavily on ground beef to blunt the impact of higher beef prices, thus increasing ground beef demand relative to other beef products. In Figure 1, wholesale beef tenderloin prices have increased an average of 26.6% since 2022, and 85% lean ground beef prices are up 60.7%. On average, prices for the highest-value steak cuts including tenderloin, ribeye, and strip loin are up 33.6%, while prices for cuts including flank steak, tri-tip, top sirloin, and top round are up an average of 42.7%.

Not only is the demand for ground beef higher, but the supply of ground beef has decreased faster than for fed beef. Ground beef relies heavily on lean processing beef from cull cow and bull slaughter. Figure 2 shows that the supply of nonfed beef (cull cows and bulls) has decreased faster than the production of fed (steer and heifer) beef.

Figure 2. Fed and Nonfed Beef Production
Million Pounds, Monthly



The production of nonfed beef is down more sharply than fed beef because cow slaughter has decreased 30.5% since 2022, while fed slaughter is down 12.7%. Moreover, declining fed slaughter is partially offset by a sharp increase in steer and heifer carcass weights, while cow carcass weights have increased modestly. Going forward, nonfed beef production may decrease more slowly as the beef cow herd and cow slaughter stabilize. However, fed beef production is expected to continue decreasing with tighter fed cattle supplies expected through 2027 at least.

USDA Funds Processors through \$500 Million SPUR Program

In August, Undersecretary for Farm Production and Conservation Richard Fordyce announced that applicants for the Strengthening Processing for US Ranchers (SPUR) program would be contacted, with completed applications being returned by early September. The program will provide temporary support for eligible beef processing establishments. The SPUR program provides up to \$500 million in payments to eligible entities to support stronger and more stable market opportunities for American ranchers.

"America's ranchers deserve a strong, competitive marketplace that rewards their hard work and preserves opportunity for generations to come," said Undersecretary Fordyce. "By opening the SPUR program application process and streamlining it to help ensure expedited payments, USDA is delivering timely, much-needed support to small and mid-sized beef processors while strengthening domestically owned processing capacity. This is another important step in our Plan to Fortify the American Beef Industry by expanding market opportunities for ranchers, building a more competitive and resilient beef supply chain, supporting rural communities, and ensuring American families continue to have access to safe, high-quality American beef."

The SPUR program is authorized under the Commodity Credit Corporation Charter Act and will be administered by USDA's Farm Service Agency (FSA) at the national office level.

SPUR Eligibility

USDA is using Food Safety Inspection Service (FSIS) data to determine eligible establishments and payment amounts.

Eligible processing establishments must be:

- Federally inspected or a participant in the Talmadge-Aiken Cooperative Inspection Program or the Cooperative Interstate Shipment Program.
- Operational at the time of SPUR application.

University, state-owned entities, and the four largest beef processing entities are ineligible to receive SPUR payments.

The Future of Herd Decision-Making May Be Virtual

by *Andrea Bedford*, Bovine Veterinarian

Veterinarians make herd-level decisions with imperfect information. A reproductive program may affect the herd for years. A nutrition change can alter production as well as manure and nutrient flows. A heat-stress intervention may look different depending on the farm, the animals, and the weather.

What if some of those decisions could be tested before they were implemented?

That is the long-term vision behind RuFaS, the Ruminant Farm Systems model, an open-source whole-farm simulation platform developed by University of Wisconsin-Madison researchers. The model is designed to connect the major components of a dairy operation, including animals, manure, soil and crops, and feed storage, allowing researchers to simulate how changes in one area can affect the rest of the farm.

Ultimately, however, the goal is bigger than simulation. “The long-term vision is that we will be able to connect data back and forth from real farms with the model. So we have a version of the real model in the field and we have a virtual version on the side that can share data back and forth so we have good estimates and we can do very important what-if scenarios and research before it’s done in the field,” says Victor Cabrera, professor and Extension specialist at the University of Wisconsin-Madison.

That concept is known as a digital twin: a virtual representation of a real farm that is continually informed by data from the operation itself.

Moving Beyond the Average Herd

One of the most interesting aspects of RuFaS is its ability to represent variation among individual animals. Rather than simply modeling an “average cow,” RuFaS simulates individual animals with differences in performance and requirements. That creates an opportunity to examine how decisions could affect not just a theoretical herd, but the distribution of animals within it.

That distinction could become increasingly important as more farms collect individual-animal data through activity monitors, milk systems, weighing equipment, and other technologies. The current model can work from farm-level information and simulated animal distributions, but Cabrera envisions eventually incorporating actual individual-animal records. In that scenario, a virtual farm could begin with the same animals as the real operation and continually compare predicted outcomes with what is actually happening.

Testing Management Decisions Virtually

RuFaS has already been used to examine reproductive management, including the interaction between heifer and cow reproductive programs. The model can accommodate approaches such as estrus detection, synchronization, and activity-monitoring technologies, allowing researchers to examine how decisions made earlier in an animal’s life could affect later herd outcomes.

Heat stress is another potential application. RuFaS can incorporate environmental data including temperature, relative humidity, precipitation, and solar radiation. Cabrera said those data can be used to simulate heat stress and its potential effects on animal performance. “We will need daily data. And once we have those data we can use it to simulate the heat stress of the animals, and how that would potentially impact the performance of the animal.”

For a veterinarian, the value of that approach isn’t necessarily predicting exactly what will happen. It is creating another way to evaluate possible outcomes before making a change. A veterinarian could eventually ask questions such as: What happens if this reproductive protocol changes? What happens if heat abatement is increased? What happens if a different feeding strategy is implemented? Which outcomes improve, and which may deteriorate elsewhere in the system?

That whole-farm perspective is central to RuFaS. The model is designed so information moves between its different components, allowing an intervention in one area to produce simulated downstream effects in others.

The Challenge of Making a Digital Twin Useful

The concept comes with a significant challenge: data. A highly detailed RuFaS simulation can involve roughly 1,200 inputs per farm, and more than 12,000 outputs. That creates questions about data availability, accuracy, standardization, and validation.

Not every output can realistically be compared with a real-world measurement. Instead, Cabrera says the team expects to identify key performance indicators that can be used to evaluate how closely the model tracks the actual farm. That validation process will be critical if digital twins eventually move from research environments into routine farm decision-making.

There is also a deliberate effort to keep RuFaS interpretable. Although the team is exploring ways AI could help optimize scenarios, interact with the model, and assist with development, AI is not currently driving the underlying simulation. The researchers want the equations and functions behind the outputs to remain transparent.

That may ultimately be one of the most important characteristics of a veterinary decision-support system. A digital twin won’t replace the veterinarian standing in the barn, examining cows and interpreting what is happening on a particular operation. Instead, it could give that veterinarian something they currently have limited ability to access: a way to explore potential futures for the herd before committing to one. ■

What to Expect from Mexican Cattle Imports

by Derrell S. Peel, Oklahoma State University Extension

There is lots of speculation on both sides of the border about what to expect with the resumption of cattle trade between the US and Mexico. How many cattle? What type of cattle? How fast? There are many questions about if and how much the world has changed since the border closed and whether the impacts are long-lasting or perhaps permanent. We can't be sure, but history is probably still the best guide on what to expect.

Mexican cattle imports averaged 1.17 million head in the twenty years from 2004–2023 with a minimum of 702.6 thousand head in 2008 to a maximum of 1.47 million head in 2012. Mexican cattle imports are highly correlated to drought conditions in Mexico, with severe drought causing unsustainable spikes in cattle imports which tend to average out. A five-year moving average of Mexican cattle imports only shows about 222 thousand head variation across years.

On average, 36% of annual Mexican cattle imports cross from September through December. If the border was fully open, the average of 1.17 million head annually implies that roughly 421,000 head could cross by the end of the year. Based on history, it might be possible for 90–100 thousand head of cattle to

cross at the Douglas port in the last four months of the year. If we suppose that Santa Teresa and Columbus, New Mexico, open one month later, an additional 125–175 thousand head could be imported by the end of the year. It is unlikely that many, if any, spayed heifers will be imported initially, so the above estimates are likely too high. It will likely take several weeks for ports to return to full capacity. For the remainder of 2026, up to 250,000 head total might be possible, but 150,000 head is probably a more reasonable estimate of Mexican cattle imports by the end of the year.

The majority of Mexican cattle imports are feeder cattle and generally lightweight. Table 1 shows the breakdown of Mexican cattle imports in 2023. Feeder cattle weighing less than 700 pounds accounted for 98.7% of Mexican cattle imports, including 29% under 440 pounds. Many of the lightweight feeders will be utilized in stocker programs before feedlot placement. Tight feeder cattle supplies in the US may mean that more and lighter Mexican cattle may be placed immediately in feedlots. These cattle will be on feed for six to eight months with the first animals potentially available for slaughter by March 2027.

Class	Weight group	Steers	Heifers	Total	% of grand total
Feeder cattle	< 200 lbs	0	57	57	0
	200–440 lbs	325,418	35,879	361,354	29.0
	440–700 lbs	584,713	283,735	868,448	69.7
	> 700 lbs	8,312	1,624	9,936	0.8
	total	918,443	321,295	1,239,738	99.5
Fed		3,132	2,899	6,031	0.48
Slaughter bulls/cows		562	223	785	0.06
Grand total				1,246,554	

Table 1. The breakdown of Mexican cattle imports in 2023.

US Gains Market Access to Nigeria

Nigeria is now open to a wide range of US beef and pork products. Previously, Nigeria only accepted a limited number of processed meat items from the US. The country will continue not accepting beef or pork offal, and smoked, dried, and cured beef and pork products. Nigeria has the sixth largest population in the world at more than 240 million. It is the third largest economy in Africa, behind South Africa and Egypt.

US Meat Export Federation President and CEO Dan Halstrom said this is an important breakthrough in a market that holds excellent long-term potential for the US red meat industry.

“There are certainly challenges that must be overcome, and it will take some time to gain a foothold in the Nigerian retail and

foodservice sectors,” Halstrom said. “But the first step in developing a new market is to secure meaningful access, and USMEF thanks the US Department of Agriculture and the Office of the US Trade Representative for their persistent efforts to open Nigeria and other promising markets throughout the world.”

USMEF Africa representative Matt Copeland shared that the access came after discussions over the past couple of years with key Nigerian policymakers coordinated by USDA’s Foreign Agricultural Service. ■



Open heifers for sale

REBUILD *STRONGER* WITH PINE RIDGE SIMBRAHS

As you begin to rebuild your numbers--do it with confidence from Pine Ridge Simbrahs.

Backed by over 50 years of disciplined breeding records, our program is built on careful selection for carcass quality and economically important traits that matter to your bottom line.



Bred heifers for sale that will produce calves like these

This is your opportunity to move forward with proven, predictable, and profitable genetics. We're offering both open and bred heifers—each carrying Pine Ridge genetics on both sides of the pedigree for consistency you can count on.

Our bred heifers are serviced by low birthweight, high-performance sires, giving you a strong start from day one.

CALL TODAY AND TAKE THE
NEXT STEP TOWARD
REBUILDING WITH PURPOSE.



PINE RIDGE RANCH, LLC

Jane and Diane Travis • 214/850-8121

janetravis@simbrah.com, diane@simbrah.com

Athens, Texas

Visit www.simbrah.com

In Memoriam...



William "Bill" Travis
Dallas, Texas

William Barrett "Bill" Travis of Dallas, Texas, died on July 11, 2026, at the age of 89. He was born on November 20, 1936, in Dallas, Texas, and graduated from the University of Texas at Austin with a bachelor's degree in architectural engineering in 1958. Upon his graduation, he married Jane Alice Mooney. The couple

celebrated their 68th wedding anniversary this year.

He worked as an engineer in Dallas while they started their family. Travis was accepted to the Harvard Business School and graduated with an MBA in finance in 1962. His entrepreneurship began soon after returning to Dallas, where he founded his commercial maintenance company. He developed innovative methods to provide high-quality services. He focused on personalized service to expand into multiple states over the next 50 years. He loved to find people willing to work in his maintenance business. He structured the business so that people could excel and be promoted with a path to ownership.

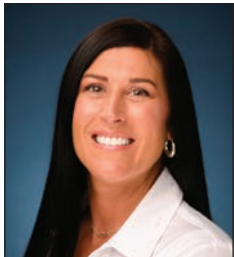
He went into the cattle business in 1972 with the same ingenuity and enthusiasm as his maintenance business. Using Simmental bulls on his commercial cattle increased his production tremendously. Bill and Jane then spent the next four decades dedicated to breeding a unique line of Simbrah beef cattle under the name of Pine Ridge Ranch. He described his cattle as "the ultimate hot-weather cow." Genetically refining their cattle by

selecting for red coats, dark skin, polled trait, and a blaze face, as well as other important production traits, he further refined his cattle, spending years analyzing ultrasound and feedlot testing data on the cattle to determine which bloodlines produce the best beef product most efficiently. The couple enjoyed traveling the world promoting their cattle and selling their genetics. His passion for his cows and the cattle industry will be continued by Jane and their daughter, Diane. In 2017, Pine Ridge Ranch was recognized with the prestigious World Simmental-Fleckvieh Federation Golden Book Award.

Travis was an active member of his community and made many friends through his church and businesses. He was a long-standing member of Lake Highlands United Methodist Church and also attended Athens First Methodist, located near their ranch in Athens, Texas. Their community services focused on supporting the Dallas Council of the Arts, Dallas Children's Theater, and mentoring teens and their families to show cattle.

He was preceded in death by his parents; his brother, John Preston Travis, III; his sister, Carolyn Travis Cleaveland; and brother-in-law, Jack McRae Cleaveland, Sr. He is survived by his wife, Jane M. Travis; his brother, Michael Travis (Laura); his daughters, Toby Travis, Karen Travis, and Diane Travis; his son, Bryan Travis (Roya); his grandchildren, Elizabeth (Zach) and Russell Jolly, Taylor and Evan Zachary, and Ariana Travis; along with numerous nieces and nephews.

ASA Welcomes Marcia Jedry as Director of Finance & Operations



The American Simmental Association (ASA) is pleased to welcome Marcia Jedry as Director of Finance & Operations. Marcia brings extensive leadership experience in association management, finance, operations, marketing, communications, and nonprofit leadership. Her career has included executive leadership roles with organizations across Idaho, providing her with a diverse background

in organizational management and a strong understanding of the relationships and partnerships that drive successful associations.

Marcia most recently served as Executive Director of the Wyakin Foundation, a nonprofit organization focused on helping transitioning military veterans successfully move into civilian careers. Previously, she served as Executive Director of National Association of Insurance and Financial Advisors (NAIFA) Idaho and as Director of Finance, Operations & Marketing for Idaho Association of Commerce and Industries (IACI). During her time with IACI, Jedry gained valuable insight into Idaho's business and agriculture industries and the significant role agriculture plays in the state's economy.

Her connection to agriculture became particularly strong during her time as Executive Director of Idaho FFA. Combined with

her family's farming background, the experience strengthened a lifelong appreciation for agriculture and the people who make the industry successful. Marcia was honored with the Honorary State FFA Degree for outstanding service and support to the Idaho FFA Association and agricultural education in Idaho. Through her work with Idaho FFA, Idaho businesses, and agriculture-related organizations, she developed a deep connection to the Idaho agricultural community.

Marcia graduated from the University of Delaware with a bachelor of science in business administration, with a concentration in finance. Throughout her career, she has combined her financial background with leadership, strategic planning, marketing, relationship development, and organizational operations.

"I am excited to return to the agriculture industry and to have the opportunity to support an organization and an industry I care deeply about," Marcia said. "Agriculture has been woven throughout many chapters of my career, and I am especially excited to bring my leadership and business experience to ASA and to support the producers who are helping move the beef industry forward."

Marcia and her family reside in Star, Idaho. Outside of work, she enjoys boating, fishing, exploring the mountains, riding side-by-sides, and spending time with family. ■

Focused on
Full Fleckvieh &
True Simbrah
Cattle...

With The
Commercial
Industry In
Mind!

Jacob, Kathryn, and Blair Prior
Phone 903/722/1871
Wild track1985@gmail.com



WTCC Nevaeh SB N18
ASA#4581368

Owned With Anchor D Ranch

Wild Track Cattle Co.

2020 Cr 333N
Henderson, TX 75652

ONE EBLAST
\$250



eBlast

ASA Publication, Inc.

Our most popular form of digital promotion is the eBlast that emails directly to thousands of subscribers. It's a quick and affordable way to get the word out about your upcoming event.

Turnaround time can be as fast as one day.

For more information and to find out the cost of running multiple eBlasts contact:

Rebecca Price
rprice@simmgene.com

406-587-2778

Nancy Chesterfield
nchesterfield@simmgene.com

SIMBRAH

The First SimGenetic Hybrid

The one that can take the heat, humidity, and insects — and thrive.

ASA's open herdbook and rules for registering Simbrah are flexible to allow for this SimGenetic hybrid to thrive in different environments and for different markets.

We started with Brahman cross and Red Brangus heifers and bred them to purebred Simbrah bulls in our initial breed-up program. We then bred many of our Simbrah females to red PB Simmental and SimAngus™ to improve the carcass quality, fix the color, and produce cattle that will work in all facets of the beef industry. We acquired a Brangus herd and bred the females to black bulls including SimAngus™, PB Simmental, and Simbrah to produce black composite hybrids, many homozygous black and homozygous polled. We concentrate on producing Simbrah cattle that contribute positive traits to the beef industry.

Consider using Simbrah if the cattle in your program can't take the heat!



Half Blood Simbrah dam with PB Simbrah Heifer

Selling both black and red Purebred and Composite Simbrah Replacement Heifers and DNA and performance tested Herd Bull Prospects

FILEGONIA CATTLE COMPANY

Beth Mercer: 956-802-6995

327 CR 459

Lott, Texas 76656

bethmercer1974@gmail.com

www.filegoniacattle.com



NEW MEMBERS

Register

IDAHO

Warren Ranch
5199 S 4600 W
Malad City, ID 83252

INDIANA

Fallen Oaks Ranch
8004 Martin Rd
Dillsboro, IN 47018

IOWA

Friesth Show Cattle
1111 9th Ave SW
Humboldt, IA 50548

Breeze Hill Angus
59211 300th Street
Cambridge, IA 50046

Clark Farms
2073 175th St
Grand Mound, IA 52751

KANSAS

Coal Valley Angus LLC
2595 NW Coal Valley Rd
Cherokee, KS 66724

Long, Carter
1091 16th Road
Clay Center, KS 67432

KENTUCKY

Blaydes Cattle Company
4200 Elizaville Rd
Ewing, KY 41039

MINNESOTA

Sievert Farms
64525 250th St
Gibbon, MN 55335

MISSOURI

Benefiel Livestock
9581 County Lane 190
Carthage, MO 64836

MONTANA

Dye Ranch
1825 Windham Benchland Rd
Stanford, MT 59479

OHIO

Cow Power Genetics
5216 Heywood Rd
Sandusky, OH 44870

OKLAHOMA

McGlocklin Farm
6831 E Chickasaw Rd
Milburn, OK 73450

Boys Ranch Town
5100 E 33rd Street
Edmond, OK 73013

Knuffman Livestock
6606 E 19th Ave
Stillwater, OK 74074

PENNSYLVANIA

HB Cattle Company
6418 School House Rd
Hershey, PA 17033

TENNESSEE

Harris, Justin
131 Gray Road
Jonesborough, TN 37659

TEXAS

Smith & Sustaie
PO Box 330
Giddings, TX 78942

Coker, Tennille
10769 FM 937
Thornton, TX 76687

VIRGINIA

Sheppard Farm
147 Serenity Dr
Pilot, VA 24138

BUILT TO LAST

THE SIMBRAH COW CHECKS THE BOXES:

- ✓ HEAT TOLERANCE
- ✓ PARASITE RESISTANCE
- ✓ FESCUE ADAPTABLE
- ✓ REPRODUCTIVE EFFICIENCY
- ✓ LONGEVITY



**STAND STRONG
SIMMENTAL**

simmental.org



TJSC H-Town 131L

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



RJ Trust Fund 212K

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



Walsh Against The Odds

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



Revelation 2K

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



OMF Journeyman J24

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



TL Off The Record 11M

TL Ledger x RJ Miss Ellie 7052E
ASA# 4486508 • Black • Polled
New, exciting sire from Tree Lane/Griswold



LLSF Point of Proof M741

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



STCC Tecumseh 058J

VCL Foresight x HL Serena
ASA# 3958195 • Homo Black • Polled
Newly available to the public after Embryos on Snow!



WHF/JS/CCS Woodford J001

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



Herbster Dynamic 451M

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



Brand New Man 001H

W/C Relentless 32C x Mr HOC Broker
ASA# 3770588 • Black • Polled
Ultra flexible joints with awesome design!



Felt Perseverance 302F

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



LCDR Affirmed 212H

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



CRBI Landman 010M

Mr HOC Broker x RJ PF Penny 010H
ASA# 4452194 • Black • Polled
Exciting, new phenotype sire!



JBSF Berwick 41F

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



HL Tommy Boy K65

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



SAS Black Majic L334

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



ZTGC Just Cuz 52K

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



GOE Lets Roll 749J

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



WHF Entourage H450

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



SAPI: 94
STI: 67

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



SAPI: 123
STI: 84

4/B Motion 40M
4/B Dynamo x 4/B Miss EO 252F
ASA# 4492619 • Black • Polled
Captivating new sire from Elmore!



SAPI: 103
STI: 65

JWC Engage 144M
Mr Hoc Broker x Miss Werning 8543U
ASA# 4389117 • Hetero Black • Hetero Polled
\$230,000 JWC 2025 high seller!

COOL
Additions!

CATTLE *Visions*

573-641-5270

www.cattlevisions.com



SAPI: 135
STI: 89

RP/BCR Eminence H005
WLE Copacetic x Rubys Wide Open
ASA# 3701500 • Homo Black • Homo Polled
Power & profile highlight at Buck Creek & RJ's!



SAPI: 154
STI: 93

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



SAPI: 105
STI: 77

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



SAPI: 152
STI: 90

Potter Artisan L358
OMF Journeyman J24 x Hook's Eagle 6E
ASA# 4262152 • Homo Black • Homo Polled
New, exciting spread genetics with ideal build.



SAPI: 154
STI: 97

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



SAPI: 107
STI: 63

JSUL Proud Papa 4759M
Reckoning x Proud Mary
ASA# 4497620 • Black • Polled
Maternal brother to SAM & sib to banner-winning females!



SAPI: 89
STI: 68

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



SAPI: 140
STI: 90

W/C Right Now 2302K
Mr SR 71 Right Now E1538 x W/C Miss Werning 899F
ASA# 4122781 • Homo Black • Homo Polled
Werning's calving ease replacement for Right Now!



SAPI: 117
STI: 95

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



SAPI: 108
STI: 73

B C R Dialed In L111
RP/BCR Eminence H005 x DWC Becca 35F
ASA# 4323168 • Homo Black • Homo Polled
New, exciting ¾ bull at Beshears!



SAPI: 106
STI: 72

WLSF Firehouse 911K
Double Up G365 x CCR Wide Range 9005A
ASA# 4178795 • Homo Black • Homo Polled
New calving ease sire at JS with type!



SAPI: 131
STI: 76

WHF/JS The Deuce
WHF/JS/CCS Double Up G365 x WHF Delilah 45D
ASA# 4144750 • Homo Black • Homo Polled
New calving ease sire at WHF/JS combining Summer & Delilah!



SAPI: 142
STI: 73

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



SAPI: 93
STI: 66

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



SAPI: 98
STI: 81

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



SAPI: 97
STI: 68

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

PUT YOUR SALE CATALOG IN FRONT OF MORE BUYERS

RESERVE YOUR CATALOG LISTING TODAY!

- ◆ **CENTRAL LOCATION FOR UPCOMING SIMMENTAL SALES**
- ◆ **PROMOTE YOUR PROGRAM BEYOND YOUR OWN MAILING LIST**
- ◆ **AFFORDABLE PROMOTION DESIGNED FOR ASA MEMBERS**

Your sale deserves maximum visibility. Promote your sale catalog on *simmental.org* and connect with commercial and seedstock producers searching for Simmental genetics throughout the year.

CONTACT ASA PUBLICATION, INC. AT 406-587-2778

Nancy Chesterfield
nchesterfield@simmgene.com

Rebecca Price
rprice@simmgene.com

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

**MAKE IT
A GOOD
ONE.**





Progress Through Performance Shows

Mark Your Calendars for 2026–27 National PTP Open Shows

Visit event websites for show schedules.

American Royal

October 2026

www.americanroyal.com

North American International Livestock Exposition

November 2026

www.livestockexpo.org

Cattlemen's Congress

January 2027

www.cattlemenscongress.com

National Western Stock Show

January 2027

www.nationalwestern.com

Fort Worth Stock Show

January 2027

www.fwssr.com

Dixie National Livestock Show

February 2027

www.dixienational.org

The American Simmental Association

is proud to sanction high-quality Purebred Simmental, Percentage Simmental, Fullblood Simmental, and Simbrah Progress Through Performance (PTP) shows throughout the country. The PTP program is designed to promote multi-level progress within the SimGenetics industry. PTP shows effectively combine the assessment of statistical data, such as EPD and actual measurements, with traditional phenotype evaluation.

PTP Judges

PTP approved judges have been deemed as respectable and knowledgeable cattle evaluators by the ASA Board of Trustees Activities & Events (A&E) Committee. View the PTP approved judges list at: www.simmental.org.

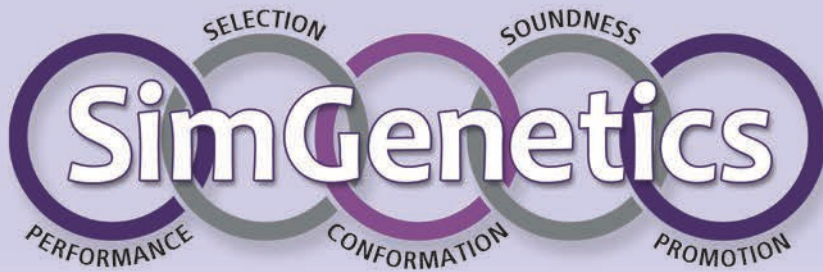
Official Results

Event results and current PTP Ring of Champions standings are available at:

www.simmental.org > Programs > Progress Through Performance.



ASA PTP RING OF CHAMPIONS 2026-2027



Only the National PTP Shows involved in the National Show rotation are eligible for ASA PTP RING OF CHAMPIONS 2026-2027.

Shows include: 2026 American Royal
2026 North American International Livestock Exposition
2027 Cattlemen's Congress
2027 National Western Stock Show
2027 Fort Worth Stock Show
2027 Dixie National Livestock Show

Award Divisions

- ◆ Purebred Simmental Female and Bull of the Year
- ◆ Percentage Simmental Female and Bull of the Year
- ◆ Simbrah Female and Bull of the Year
- ◆ 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 Ujzdowski
920-740-7536
chanceu@simmgene.com





ASA# 4485267
LCDR Marshal Dillon 23M
CMP Class of 2026

IF BEEF IS YOUR BUSINESS



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

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

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

Participants receive:

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

Become a Carcass Merit Program test herd today

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



NOW FEATURING

**BUILT ON SCIENCE
PROVEN IN THE PASTURE**



**WHAT HAPPENS WHEN THE ENTIRE BEEF INDUSTRY
WORKS FROM THE SAME GENETIC PLAYBOOK?**

LEARN HOW COMBINING DATA ACROSS BREEDS INCREASES
ACCURACY, SIMPLIFIES SELECTION AND DELIVERS VALUE FOR
ALL CATTLE OPERATIONS.

Knowledge ♦ Inspiration ♦ Fresh Perspective

IGS TV is your source of information on critical topics shaping the beef business.

 **IGS** Multi-breed
Genetic Evaluation
www.internationalgeneticsolutions.com

IGSTV



It's Free.
It's Easy.
Scan Now.

State Marketplace

Colorado

BRIDLE BIT SIMMENTALS
ERROLL COOK & SONS
PO Box 507, Walsh, CO 81090
Chad Cook 719-529-0564
bridlebitsimm@gmail.com
www.bridlebitsimm.com
Annual bull and female sale March 22, 2027

T-HEART RANCH
Shane & Beth Temple
719-850-3082
www.t-heartranch.com
True High Altitude Cattle
HIGH ALTITUDE BULL SALE • MARCH 27, 2027 • LA GARITA, CO

Illinois

RINCKER SIMMENTALS
997 N 2050 East Road • Shelbyville, IL 62565
Curt and Pam Rincker 217-871-5741
Brent Rincker 217-246-3550
Cari Rincker 217-531-2179
crincker@lakelandcollege.edu rincker@gmail.com rinckercattle@gmail.com
Visitors always welcome! Sale info at: www.rincker.com

Commercially Targeted Seedstock
WILDBERRY FARMS
Jim Berry Family
Cattle Manager: 6502 Rt. 84 South
Ben Lehman Hanover, IL 61041
563-920-0315 815-297-5562
Wildberry Farm Simmentals on Facebook

Indiana

CLEAR WATER SIMMENTALS
Jeff & Leah Meinders
812-498-2840 | Milan, IN
Simmental & SimAngus
Clear Choice Events
Female Sale, 10/24/26
Bull Sale, 3/13/27
Customer Sale, 4/24/27
Spotlight Show, 4/24/27
WWW.CLEARWATERSIMMENTALS.COM

HARKER Simmentals
Hope Indiana
Dan 812-371-6880
Luke 812-371-7976
Chase 812-603-5371
John 812-371-6881
Ben 812-371-2926
John & Barbara, Ben, Ashley, Gracie,
Laynie & Hudson, Danny, Jill, Luke & Chase

KiK Farms LLC

Black & Red Simmentals

Ken & Kristen Isley 317.407.9361 (Ken)
Brownsburg & Thornton, IN isley.ken2324@gmail.com

Show Heifers, Replacements & Bulls

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

Iowa

Cason's Pride & Joy Simmentals
Denny Cason - 641-814-3332
London Cason - 641-799-7350
cdcason@sirisonline.com
2077 715th Ave
Albia, Iowa 52531
Female Sale November 7, 2026 - Bull Sale March 6, 2027
Albia, IA

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

Kansas

Cow Camp Ranch
Kent, Mark and Nolan Brunner
3553 Upland Rd. • Lost Springs, KS
785-466-6475 Kent
785-466-1129 Nolan
785-258-0173 Mark
nolan@cowcampbeef.com
Spring Bull Sale - Saturday, January 23, 2027
Spring Turn-Out Sale - April 3, 2027

Diamond H Ranch
JUSTIN & JADE HERL
VICTORIA, KS • 785-623-8404
WWW.DIAMONDRANCH.ORG
RED ANGUS • SIM ANGUS • SIMMENTAL
» ANNUAL PRODUCTION SALE FOURTH WEDNESDAY IN MARCH «
Dependable cattle from our pasture to yours!

DICKINSON SIMMENTAL AND ANGUS RANCH
Kirk • 785-998-4401 (phone & fax)
2324 370th Ave.
Gorham, Kansas 67640
www.dickinsonranch.com
March 2027
55th Annual
Production Sale
At the Ranch

Dixson Farms, Inc.

Carol Dixson, Kevin Dixson,
& Lyle Dixson, D.V.M.

13703 Beaver Creek Rd • Atwood, KS 67730
785-626-3744 • drlyle@live.com
www.dixsonfarms.com



DX

HOFMAN N Simmental FARMS
Rodney & Kim Hofmann
2244 19th Rd
Clay Center, KS 67432
785-944-3674
www.honestbulls.com
"Proof • Performance • Profit"

JENSEN SIMMENTALS
Steven A. Jensen • 913-636-2540
40532 John Brown Highway
Osawatomie, KS 66064
jensensimmentals@gmail.com
In our 6th decade breeding Simmental cattle.
www.jensensimmentals.com

M4 SIMMENTALS
MARPLE TRUCKING
WESTMORELAND, KANSAS
Troy Marple: 785-250-0522
Logan Marple: 785-250-7367
m4simmentals@gmail.com

Rains SIMMENTAL
Mike & Celeste Rains + Family
Mason, Macoy, McKellen, Morgan
Mike 785.672-7129
McKellen 785.953.0575
RainsSimmental@gmail.com
2906 County Road 380
Oakley, Kansas 67748

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

35th Annual "Built to Work"
SimAngus Bull Sale, February 10, 2027

ACCURACY MATTERS **CMP**
Carcass Merit Program
Carcass predictions take time
and progeny, accelerate this
process with the CMP.
carcdata@simmgene.com

Minnesota

K-LER CATTLE 2027 Production Bull & Female Sale - Feb. 4th
Visit www.kaehlercattle.com to request a catalog!

MOBILE
Seth Kaehler - 507-272-5403
Ralph Kaehler - 507-269-5721

EMAIL
klercattle@gmail.com

MAILING ADDRESS
23913 County Road 39
St. Charles, MN 55972

STRUCTURED FOR SUCCESS



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

Performance with Quality

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

Oak Meadow Farms
Simmentals
Harmony, MN 55939
www.oakfarm.com

ALP



Missouri

LUCAS CATTLE CO.
Registered Simmentals, SimAngus™ & Angus Cattle

Cleo Fields
417-399-7124

Jeff Reed
417-399-1241

Forrest & Charlotte Lucas, Owners
26511 County Rd. 50
Cross Timbers, MO 65634
Office 417-998-6512

www.lucascattlecompany.com Visitors Always Welcome



SHOAL CREEK LAND & CATTLE

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

Cattle Manager: David Vest
660-620-1141

Farm Manager: Scott Akey
816-835-5332

shoalcreekcattle@aol.com
www.shoalcreeklandandcattle.com



Steaks Alive

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



STAY AHEAD WITH CMP

CMP
Carcass Merit Program

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

carcadata@simmgene.com



Montana

Begger's

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

180 Black Simmental, SimAngus™ and Angus Bulls to Sell

Big Sky Genetic Source Bull Sale
Wednesday, February 3, 2027 • at the ranch, Wibaux, MT



Two Opportunities in Billings, MT.

BULLS OF THE BIG SKY

DECEMBER 5, 2026
FEBRUARY 15, 2027

WWW.BULLSOFTHEBIGSKY.COM
Follow Bulls of the Big Sky on Facebook



DIAMOND BAR S
Dennis & Nila Schenk & Sons
350 County Line Rd
Fairfield MT 59436
406-590-3377
diamond@3rivers.net
diamondbars.net

Bull Sale 2nd Friday in January, 2027
WESTERN LIVESTOCK GREAT FALLS MT



LRS
LASSLE RANCH SIMMENTALS

Clay & Marianne Lassle
Sarah & Ryan Thorson
42 Road 245
Glendive, Montana
Clay: 406.486.5584
Ryan: 406.694.3722

lassleranchsimmentals.com lsrbeef@midrivers.com



Shannon & Jen Carr
820 Little Bitterroot Rd
Hot Springs, MT 59845
Cell: 406.270.2268
lbriversimmental@gmail.com
lbriversimmental.com

Bulls of the Big Sky
February 15, 2027



Miller SIMMENTAL

Dale & Paula Miller
Gildford, MT 59525 406-376-3109
www.millersimmental.com
7D0M0174@ttc-cmc.net

Bulls of the Big Sky
February 15, 2027
Billings, MT



PRICKLY PEAR
Simmental Ranch

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



Nebraska

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

Just 20 minutes off I-80

"Red and Black, Polled, Pigmented Simmentals"



J & C SIMMENTALS

Black Simmental Bulls & Females
Purebred to Percentage

Jay & Kim Volk
Clark & Leslie Volk

Jay 402-720-7596 • Clark 402-720-3323

20604 US Hwy 30 • Arlington, NE 68002
volkjk@aol.com • www.jandcsimmentals.com

J&C Annual Bull Sale –
January 30, 2027



POWERLINE GENETICS

Selling 400+ Simmental & SimAngus™ Bulls Annually

Genomically Enhanced EPDs | Scan Data
Real World Performance | PAP Bulls
Cattle Feeding Network

Where Quality Counts and Value Matters

Jeff Stagemeyer
Owner
308.340.6152
powerlinegenetics.com

Bobbi Hartwig
Sales & Marketing Mgr.
207.206.8131
bobbi.phy@all@gmail.com



Bull Sale - Feb. 19, 2027
SPECIALIZING IN BLACK & RED POLLED SIMMENTAL, SOME FLECK INFLUENCE

SANDY ACRES
SIMMENTAL

Melanie Miller 402-841-1450
Leonard Miller 402-640-8875
Neligh, NE

www.SandyAcresSimmental.com



SLOUP SIMMENTALS

402-641-2936 Cell

Nick and Andrea
303 Northern Heights Drive • Seward, NE 68434
sloupsimmentals@gmail.com • sloupsimmentals.com

Join us at the Farm, October 17, 2026
for our 32nd Annual Production Sale.



Triangle J Ranch
Darby & Annette Line
35355 Arrow Road • Miller, NE 68858
308-627-5085 Darby Cell
www.trianglejranch.com

Bull Sale last Sunday in January
and Female Sale first Sunday
in November.



State Marketplace

Nebraska Continued

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




North American Fullblood Breeders

BRINK FLECKVIEH
23098 Gunder Rd • Elkader, IA 52043
Jerry: 563-245-2048 • Preston: 563-880-2075
jbrink@alpinecom.net
Visit our website: www.brinkgenetics.com

JENSEN SIMMENTALS
Steven A. Jensen • 913-636-2540
40532 John Brown Highway
Osawatomie, KS 66064
jensensimmentals@gmail.com
In our 6th decade breeding Simmental cattle.
www.jensensimmentals.com




KULP GENETICS
DAVID J. & ANNE B. KULP, DVM
717-278-6399 or 717-823-2161 938 Power Rd.
kulpgen@aol.com Manheim, PA 17545



Fleckvieh & Fleckvieh-Based Simmentals • SimAngus™ • Simbrah
Scott Riddle
Fred Schuetze
817-894-0563
2649 Pear Orchard Road
Granbury, Texas 76048
Website: simmentalsoftexas.com • Email: sotsimmentals@yahoo.com



North Dakota

DAKOTA EXPRESS
Wade & Merri Staigle
Center, ND 701-794-3351
Kevin & Liz Hansen
Ryder, ND 701-758-2571
Annual bull & female sale
February 19, 2027
www.dakotapress.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 Clay
Production Sale 2nd Tuesday in February




KELLER BROKEN HEART RANCH
Dwight & Susan Keller Family
Luke, Jake & Tess Keller
1573 55th St., Mandan, ND 58554
701-445-7350 (home)
701-471-5215 (Dwight cell)
701-471-1142 (Luke cell)
701-471-5065 (Jake cell)
kbhr@westriv.com
www.kbhrsimmmental.com
"Simmental Beef on the Cutting Edge!"
Annual Production Sale
March 2027



KENNER SIMMENTALS
Roger, Jeanette, & Erika Kenner
5606 57th St. NE
Leeds, ND 58346
Phone 701-466-2800
Erika 406-581-1188
erika.kenner@gmail.com
www.kennersimmental.com Fax 701-466-2769



QUANDT CATTLE COMPANY
Jason Quandt 701-710-0080
Gabe Quandt 701-408-9154
Oakes, ND
15th Annual Bull Sale
February 10, 2027



JOSH & TRISTA RUST
759 7th Ave NW
Mercer, ND 58559
p: 701.447.2479
f: 701.447.2478
c: 701.391.9769
RUST MOUNTAIN VIEW RANCH
Simmental • Red Angus • Maremma • North Dakota
e: rustmountainviewranch@hotmail.com
w: www.rustmountainviewranch.com



Wilkinson Farms Simmentals

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



Ohio

Breeding Cattle at its best!
FSC FERGUSON SHOW CATTLE
John Ferguson
440-478-0782
Herdsman:
Lindsey Ferguson
440-478-0503
www.fergusonshowcattle.com



HF Haley Farms
11203 Mullinix Road
West Salem, Ohio 44287
Pam: 330-353-6072
Mike: 330-350-0405
www.haley-farms.com
Purebred Simmental Cattle



Missing Rail SIMMENTALS
Tim & Peg Brinkman Holgate, OH
Jaymes & Emily Maciejewski
Tim. 419-966-5587
Jaymes. 309-222-0850
missingrailsimmentals.com
Located in Northwest Ohio,
20 miles south of I-80



Oklahoma

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



MORE THAN A CARCASS TEST **CMP**
Carcass Merit Program
The CMP collects birth-to-harvest data, genomics, and mature cow information.
carcdata@simmgene.com



South Dakota

Benda Simmentals

Jim and Jay Benda

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

Black and Red Breeding Stock



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

Simmental Cattle - Club Calves

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

Christensen ★ Dunsmore

3C Christensen Ranch

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

Annual Production Sale
March 19, 2027 • Wessington, SD

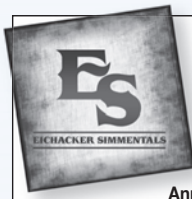
NLC Simmental Ranch

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



NLC

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



Steve & Cathy Eichacker

605-425-2391 or
605-421-1152

email: es@triotel.net
25446 445th Ave
Salem, SD 57058

Annual Bull Sale • March 5, 2027

South Dakota's
Source for Outcross
Performance
Simmentals!

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

John Ekstrum
605-778-6414

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



Bruce and Sandra Flittie

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



Justin Hart

605-216-6469
10904 387th Avenue • Frederick, SD 57441
4hooves@nvc.net • www.hartsimmentals.com

Tom & Meghan
Schnabel
605-380-2811
www.srsimms.com • schnabelranch@gmail.com

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

STAVICK
SIMMENTAL
Veblen, SD
605-237-4663 (Mike)
605-551-9016 (Owen)
stavickx@tnics.com
stavicksimmental.com
ANNUAL SALE — FIRST THURSDAY IN FEBRUARY

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

Tennessee

MARTIN FARMS



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

Christopher Martin
CELL 931-580-6821

MartinFarmsBeef.com
martinfarmsbeef@gmail.com

9387 S Lick Creek Rd | Lyles, TN 37098

Texas

Simbrah, SimAngus™ HT, SimAngus™ & Simmental

FILEGONIA CATTLE COMPANY

Joe & Beth Mercer

327 CR 459

Lott, TX 76656

Cell: 956-802-6995

bethmercer1974@gmail.com

www.filegoniacattle.com



Monte Christo Cattle Company
Jud and Margie Flowers
12111 N. Bryan Road • Mission, TX 78573-7432
956-207-2087
email: judf@lonestarcitrus.com
"No Nonsense" Simbrah Cattle

Utah

YARDLEY
CATTLE CO. I
PO Box 1059
Beaver, UT 84713
yardley1@gmail.com
435-310-1725 - Steven
435-691-8688 - Gib
yardleycattleco.com

Prove It.
You know your
calves are worth it.
Give buyers facts
so they know it too.
IGS@internationalgeneticsolutions.com

Livestock Services

Genetics



Semen Available on
Today's Hottest AI Sires

573-641-5270
www.cattlevisions.com

ORigen

Breeder to Breeder Genetic Services

10 West Arrow Creek Road
Huntley, Montana 59037

1-866-867-4436

www.ORigenbeef.org

Prove It.

**Feeder Profit
CALCULATOR™**

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

IGS@internationalgeneticsolutions.com

Auctioneers and Marketing

**Tracy Harl
Auctioneer**

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

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

**Jered Shipman,
Auctioneer**

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

Insurance

James F Bessler Inc
LIVESTOCK MORTALITY INSURANCE

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

**Jame Secondino
Krieger**

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

Livestock Mortality Insurance

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

THE PROOF IS IN THE PROGENY

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

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

Look for the Logo!



CMP

Carcass Merit Program

Learn more by contacting carcdata@simmgene.com

American
Simmental
Association

YOUR DATA. THEIR FUTURE.

LIKE IT OR NOT —
WE KNOW THE TRUTH.



THE

Total Herd Enrollment

the@simmgene.com

 **ASA**

Data drives our beef decisions today. Data will drive it even more tomorrow.

So, how do you get maximum genetic awareness at a tolerable price point?

One on one consultation and multiple pricing options allow ASA's Total Herd Enrollment to meet your family's needs. Squeeze every drop of genetic knowledge from your herd to give your kids and grandkids the greatest chance at raising their own families in the beef business. There are options available to meet the needs of almost any production system and they can work with any breed type.

DNA Services (Contact ASA For Testing Kits)

Genomic Tests:

*GGP-100K \$45

**Add-on tests available*

	Stand-alone ▼	Add-on ▼
SNP Parental Verification	\$20	Free
STR Parental Verification	\$36	\$16
Coat Color	\$22	\$2
Red Charlie	\$26	\$8
Horned/Polled	\$38	\$2
PMel (Diluter)	\$22	\$2
Oculocutaneous Hypopigmentation (OH) ...	\$29	\$9
BVD PI.	\$6	
Bovine Congestive Heart Failure (BCHF) ...	\$19.50	\$9.50
Hydrops	\$34	

Genetic Conditions Panel \$5

(Must run with GGP-100K)

Arthrogryposis Multiplex (AM)
Neuropathic Hydrocephalus (NH)
Developmental Duplication (DD)
Tibial Hemimelia (TH)
Pulmonary Hypoplasia with Anasarca (PHA)
Osteopetrosis (OS)
Contractural Arachnodactyly (CA)

(Individual defect tests can be ordered for \$29.)

***Research Fee charged at \$1.00/min – Includes but is not limited to:
DNA re-checks to more than 2 additional parents, multi-sire pastures,
excess time spent to confirm parentage, mis-identified samples,
and samples arriving at lab without proper ASA paperwork.*

****Prices are subject to change*

DNA Collector Fees: AllFlex TSU – \$23.00 (box of 10) • AllFlex Applicator – \$90.00 • Blood Cards – \$1.00 ea. (processing fee)
Hair Cards – \$5.00 ea. (processing fee) • Semen Sample Processing Fee – \$10.00 ea. • Sample Pull Fee – \$3.00 ea.

THE Enrollment

Spring 2026 THE Enrollment – (dams calve January 1–June 30) –

Early enrollment open October 15 through **December 15, 2025.**

Late enrollment available until February 15, 2026.

Fall 2026 THE Enrollment – (dams calve July 1–December 31) –

Early enrollment open April 15 through **June 15, 2026.**

Late enrollment available until August 15, 2026.

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

A re-enrollment fee of \$35.00 applies to any dam that is removed from inventory and re-enters the herd at a later date.

A member who has dropped out of THE and wishes to return, may do so for the next enrollment season. Re-enrollment fee is \$35 per animal (maximum of \$350) plus enrollment fees. Non-THE registration fees will apply to the calendar year when a member did not participate in THE.

American Simmental Association Fees

First Time Membership Fee:

Adult First Time Membership Fee* \$160

(Includes: \$50 set-up fee and \$110 AMF)

Junior First Time Membership Fee* \$40

Prefix Registration \$10

**After January 1: \$105 for Adults and \$40 for Juniors*

Annual Service Fee (ASF)*:

Adult Membership \$110

Junior Membership \$40

Fiscal year runs from July 1 – June 30

Registration Fees:

Registration Fees enrolled in THE

Enrolled in **Option A** No Charge

Enrolled in **Opt B or C** <10 months \$30

Enrolled in **Opt B or C** 10 months <15 months. ... \$40

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

Transfer Fees:

First Transfer No Charge

Subsequent Transfers

Within 60 calendar days of sale \$10

Over 60 calendar days after sale \$30

Additional Transactions:

Priority Processing

(not including shipping or mailing) \$50

Corrections \$5

Registration Foreign/Foundation Fees:

Register Foundation Cow \$5

Register Foundation Bull \$25

Registration Fees not enrolled in THE:

Non-THE <10 months \$42

Non-THE 10 months <15 months \$52

Non-THE >15 months \$62

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
- ✓ GE-EPD = more accurate genetic predictions
- ✓ 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.

LUCAS CATTLE
COMPANYAVAILABLE
NOW

YEARLING BULLS

SIMANGUS AND SIMMENTAL
BULLS FOR SALE
CROSS TIMBERS, MOForrest & Charlotte Lucas - Owner
Jamie Devney - President
Jeff Reed - Cattle Manager
417-399-1241Holly Hubert - Breeding Manager
417-733-0059Dr. Mike Siemens - Genetics & Marketing
Strategy
316-737-9318

Office 417-998-6512

www.LucasCattleCompany.com

OCTOBER

- 2 Birk Genetics' Fall Production Sale — Jackson, MO
- 3 Boyert and Core's Heifer Sale — www.sconlinesales.com
- 3 Lucas Cattle Company's Fall Bull Sale — Cross Timber, MO
- 9 Ladies of the Lone Star — Grand Saline, TX
- 10 The Magnolia Classic — Starkville, MS
- 10 New Day Genetics' Fall Bull Sale — Salem, MO
- 10 Pleasant Hill Farms' Fall Production Sale — Rockfield, KY
- 10 Trinity Farms' Fall Female Sale — Ellensburg, WA
- 17 Fred Smith Company's Extra Effort Sale — Clayton, NC
- 17 Sloup Simmentals' New Direction Sale — Seward, NE (pg. 59)
- 23 Schooley Cattle's Elite Female Sale — Bloomfield, IA
- 24 Clear Choice Female Sale — Milan, IN (pgs. 58, 69)
- 24 Gingerich Family Farms' Silent Sale — Jonesville, VA
- 24 PA Fall Classic Sale — Waynesburg, PA
- 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 (pg. 71)
- 31 Red Hill Farms' "Bulls of Fall XII" Sale — Lafayette, TN

NOVEMBER

- 1 Triangle J Ranch's Annual Female Sale — Miller, NE (pg. 59)
- 3-4 River Creek Farms' Frozen Genetics and Production Sale — Manhattan, KS
- 7 Cason's Pride and Joy Female Sale — Albia, IA (pgs. 11, 58)
- 7 Irvine Ranch's Annual Production Sale — Manhattan, KS
- 14 Gibbs Farms' 21st Annual Bull & Replacement Female Sale — Ranburne, AL
- 14 Strickland Cattle and Guest 15th Annual Bull and Female Sale — Glennville, GA
- 16 Bichler Simmentals' 22nd Annual Production Sale — Linton, ND
- 21 Next Step Cattle Co.'s 14th Annual Sale — Livingston, AL
- 21 Stanley Martins' Farms Bred Female Sale — Decorah, IA (pg. 6)
- 27 Heishman Cattle Company's Black Friday Bull Sale — Mt. Jackson, VA
- 28 Great Lakes Beef Connection Bred Female Sale — Clare, MI
- 29 Jewels of the Northland — Clara City, MN

DECEMBER

- 1 Reflected R Ranch's Complete Female Dispersal — Ordway, CO
- 5 Boyert and Core's Bred Female and Show Heifer Sale — Pleasantville, IA
- 5 Legacy of the Big Sky Simmental Sale — Billings, MT
- 5 T-Heart Ranch and L-Cross Ranch's High Altitude Female Sale — La Garita, CO
- 5 Western Choice Female Sale — Billings, MT
- 11 JS Simmentals' Midwest Made Elite Female Sale — Prairie City, IA
- 11 NDSA's Simmental Classic Sale — Mandan, ND
- 12 T-Heart Ranch and L-Cross Ranch's Bull and Female Sale — Ada, OK
- 13 Trauernicht Simmental's Nebraska Platinum Standard Sale — Beatrice, NE
- 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 (pg. 59)
- 21 Walking 5 Ranch's Annual Bull Sale — Lavina, MT
- 22 Double J Farms' 53rd Annual Bull and Female Sale — Garretson, SD (pg. 61)
- 22 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pg. 60)
- 23 Cow Camp Ranch's Annual Spring Bull Sale — Lost Springs, KS (pg. 58)
- 30 J&C Simmentals' Annual Bull Sale — Arlington, NE (pg. 59)
- 31 Triangle J Ranch's Annual Bull Sale — Miller, NE (pg. 59)

FEBRUARY 2027

- 1 47th Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT
- 1 APEX Cattle's 'Heterosis Headquarters' Annual Sale — Dannebrog, IL
- 1 Long Simmental's 7th Annual Production Sale — Creston, IA
- 3 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT (pg. 59)
- 3 Lazy C Diamond Ranch's Annual Production Sale — Kintyre, ND (BC)
- 4 Genetic Edge Production Sale — Mandan, ND
- 4 K-LER Cattle's Annual Production Sale — St. Charles, MN (pg. 59)
- 4 Stavick Simmental's Annual Sale — Veblen, SD (pg. 61)
- 5 Silver Dollar Simmentals' Annual Bull Sale — Rugby, ND
- 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
- 8 Nelson Livestock Company's Production Sale — Wibaux, MT
- 9 Kaelberer Ranch's Production Sale — Mandan, ND (pg. 60)
- 9 Werning Cattle Company's 46th Annual Production Sale — Emery, SD
- 10 Quandt Brothers Cattle Company's Annual Production Sale — Oakes, ND (pg. 60)
- 10 River Creek Farms' Annual Production Sale — Manhattan, KS (pg. 58)
- 11 Lassle Ranch Simmentals' 34th Annual Bull Sale — Glendive, MT
- 12 Bred For Balance Sale — Clear Springs, MN

- 12 TNT Simmentals' Annual "Explosive Difference" Sale — Lehr, ND
- 13 RL Fleckvieh Limerock Ranch's 44th Annual Bull and Bred Female Sale — Russell, IA
- 13 Rydeen Farms' Annual "Vision" Sale — Clearbrook, MN
- 14 Trauernicht Simmental's Nebraska Platinum Bull Sale — Beatrice, NE
- 15 Bulls of the Big Sky — Billings, MT (pg. 59)
- 18 IPT Bull Sale — Springfield, IL
- 19 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 60)
- 19 Sandy Acres Simmental's Bull Sale — Creighton, NE (pg. 59)
- 20 Rhodes Angus Open House Bull Sale — Carlinville, IL
- 20 The Right Choice Production Sale — Aberdeen, SD
- 24 Price Cattle Company's Annual Sale — Stanfield, OR
- 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
- 5 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 61)
- 6 Cason's Pride and Joy Bull Sale — Albia, IA (pg. 58)
- 12 Illini Elite Spring Bull and Female Sale — Shelbyville, IL
- 13 Carcass Performance Partners Annual Bull Sale — Lucedale, MS
- 13 Clear Choice Bull Sale — Milan, IN (pg. 58)
- 19 3C Christensen Ranch and NLC Simmental Ranch 56th Annual Production Sale — Wessington, SD (pg. 61) ■

RESERVE YOUR SPACE NOW

December/January Register

Contact:

Nancy Chesterfield
nchesterfield@simmgene.com

Rebecca Price
rprice@simmgene.com
or call 406-587-2778

Deadline October 26

Serving the Simmental and Simbrah Breeds / December 2025/January 2026

the Register

Simmental From the Start

Donnell Brown has been involved in SimGenetics from a very young age, participating in AISA events that helped shape his values, career, and future.
Page 12



Inside

Selecting for Success with Sex-sorted Semen
Back to the Basics:
Terminal Crossbreeding
Bridges Cow, Calf Efficiency
and Carcass Value
Mature Weight and Cow
Energy Requirement EPD
Released in Research Format

Serving as American Simmental Association's (ASA) official publication, *the Register* is mailed nine times annually, has a circulation of 5,500 +, and is focused primarily on ASA's paid membership.

the Register is an 8 1/8 x 10 7/8 inch glossy, full-color publication that provides a direct and consistent line of communication to the ASA membership.

Ad Sales Staff

For All Your Advertising Needs



Nancy Chesterfield

406-587-2778

nchesterfield@simmgene.com



Rebecca Price

406-587-2778

rprice@simmgene.com

Subscriptions

- Domestic \$100/year
- All International \$150/year (US)

ASA Publication, Inc

One Genetics Way
Bozeman, Montana 59718 USA
406-587-2778 • Fax 406-587-8853
register@simmgene.com

Space and four-color rates for the Register:

Space Rates	Non-Contract	5X Contract	9X Contract	Four Color
1 page	\$770	\$730	\$700	\$300
2/3 page	\$660	\$630	\$600	\$200
1/2 page	\$440	\$420	\$400	\$150
1/3 page	\$330	\$315	\$300	\$100
1/4 page	\$220	\$210	\$200	\$75
1/8 page	\$150			\$50
3-inch mini	\$100			\$30
2-inch mini	\$85			\$15
2-inch card	\$700/year, 9 insertion		\$135	
1-inch card	\$390/year, 9 insertions		\$90	

Advertising rates are for camera-ready ads only. Additional design charges will apply to any ad that is designed by ASA Publication, Inc.

the Register Deadlines for Publication:

Issue	Reserve By	Ad Materials Due	Camera Ready Due	In-Home*
November '26	Sept 28	Sept 30	Oct 9	Nov 7-12
2027 Calendar	Oct 25	Oct 27	Nov 5	Dec 10-15
Dec '26/Jan '27	Oct 26	Oct 28	Nov 10	Dec 10-15
February '27	Dec 18	Dec 22	Jan 4	Jan 30-Feb 4
March '27	Jan 29	Feb 3	Feb 11	March 11-16
April '27	Feb 26	March 3	March 11	April 8-12
Sire Source 2027	March 2	March 3	March 12	April 10-15
May/June '27	March 30	April 2	April 9	May 8-13
July/August '27	May 27	June 3	June 10	July 8-12
September '27	August 3	August 6	August 13	Sept 11-16

*USPS delivery varies

Send all ad materials to: register@simmgene.com

A non-refundable fee of \$50.00 will be assessed if a client does not meet deadlines or if the client commits to advertising and cancels after the deadline or if the ad must be dropped to ensure on time publication.

Advertising materials (including photos) must be in the Register office by the dates listed above. the Register, which mails by periodicals rate, assumes no responsibility for actual receipt date.

Digital Advertising

The ASA offers a variety of digital advertising options. For more details, visit simmental.org.

Layouts & Proofs

Every effort will be made to provide proofs on all ads — if all ad material arrive in the Register office prior to the deadline and a correct email address or fax number is provided.

Advertising Content

the Register and its staff assume no responsibility or obligation to verify the accuracy and truthfulness of advertising copy submitted to the Register. However, the Register reserves the right to reject any advertising copy or photo which the Register deems unsuitable for publication for any reason, including copy or photographs which are false or misleading.

the Register assumes no responsibility for the accuracy and truthfulness of submitted print ready ads. Advertisers shall indemnify and hold harmless the Register for any claims concerning advertising content as submitted. Advertising containing pedigrees or statements regarding performance must conform to records kept by the American Simmental Association. Copy deviating from official records may be changed as necessary without advertiser consent.

Editorial Policy

Opinions expressed are the writers' and not necessarily those of the Register. Photographs are welcome, but no responsibility is assumed for material while in transit or while in the office.

Terms

All accounts are due and payable when invoiced. Interest charges of 1.5 percent per month (18 percent APR) will be added to accounts 30 days past due. If an account becomes 60 days delinquent, all ASA Publication, Inc. work may be suspended until full payment is made. After review by the ASA Executive Committee, ASA privileges may be denied to those with accounts over 90 days delinquent.

9TH ANNUAL THE CLEAR CHOICE *female sale*

**SATURDAY, OCTOBER 24, 2026
1:00 PM EST • MILAN, IN**



Proven Red Donor Sells!



OMF/DK Josie 31J
Bridle Bit Best Man F839 x OMF/DK Ginger G50

*Selling 80+ Simmental & SimAngus™ Females
Show Heifer Prospects, Proven Donors,
Bred Females & Several Pairs Sell*



P422B

FRKG Classic x Pay The Price x Lotsa Love B422



P13E

RP/BCR Eminence x DAF Dakota D13

All open heifers purchased by Juniors are eligible to compete for \$4,500 in cash prizes at the Spotlight Show April 24, 2027!

Follow us on Facebook for more details!



P422D

TL On The Run x Pay The Price x Lotsa Love B422



P3418B

SO Remedy x JSUL Rosie 3418L



P3418C

Revelation 2K x JSUL Rosie 3418L



P001

Black Ace Double Run 4/8 x DAF Dakota D13



P057

BOWJ Manifest x DAF Dakota D13



P2117

ROSE MC Encore x WHF Andie 365A

Request your catalog today at www.DPSalesLLC.com



DOUG & DEBBIE PARKE • DREW & HOLLI HATMAKER
OFFICE@DPSALESLLC.COM • OFFICE • 859-421-6100
WWW.DPSALESLLC.COM

Bid Online **DVAuction**
Broadcasting Real-Time Auctions



BESHEARS SIMMENTALS
BOBBY BESHEARS • 765-717-4789

LUCKY PENNY CATTLE COMPANY • NATE HOEING • 765-561-3178
NEAL BROTHERS • JOE NEAL • 812-881-9381



JEFF & LEAH MEINDERS • 812-654-2030
3687 N. CO. RD. 500 E • MILAN, IN 47031
WWW.CLEARWATERSIMMENTALS.COM

3C Christensen Ranch	61	Dixon Farms, Inc.	58	La Muñeca Cattle Co.	37	Sale Packages	24
ABS® Global, Inc.	1, 61	DNA Requirement for Herd Sires	65	Lassle Ranch Simmentals	59	Sales Call	10, 24
Allied Genetic Resources (AGR)	7, 48	Double J Farms	61	Lazy C Diamond Ranch	BC	Sandy Acres Simmental	59
American Junior Simmental Association (AJSA)	17	Douglas Cattle Company	28, 35	Little Bitterroot River Simmental	59	Schnabel Ranch Simmentals	61
American Live Stock Inc.	62	DP Sales Management, LLC	69	LiveAuctions.TV	11	Secondino Krieger, Jame	62
American Royal	17, 54, 55	DVAuction	41, 69	Livestock Services	62	Select Sires®	3
American Simmental Association (ASA)	2, 10, 16, 17, 20, 21, 25, 37, 49, 53, 54, 55, 56, 62, 63, 65, IFC	Eberspacher Enterprises, Inc.	11	Lucas Cattle Company	59, 66	Shipman, Jered, Auctioneer	62
Anchor D Ranch	47	eBlasts	10, 47	Lucky Penny Cattle Company.	69	Shoal Creek Land & Cattle, LLC	59
APEX Cattle	7	Eichacker Simmentals	61	M4 Simmentals	3, 58, 71	Simbrah Strong	25
ASA Performance Advocate	59	Ekstrum Simmentals	61	Martin Farms	61	Simmentals of Texas	60
ASA Publication, Inc.	24, 47, 52, 67	Ellingson Simmentals	60	Maternally Inspired.	11	<i>SimTalk</i>	24
Back To Grass	41	Estes Ranch	33	Miller Simmentals	59	Sloup Simmentals	59
Begger's Diamond V	59	Fall Focus	16	Minnesota Simmental Breeders	59	South Dakota Simmental Association	16
Benda Simmentals	61	Feeder Profit Calculator™ (FPC)	61, 62	Missing Rail Simmentals	60	South Dakota Simmental Breeders	61
Beshears Simmentals	69	Ferguson Show Cattle	60	Missouri Simmental Association	17	Stanley Martins Farms	6C
Bessler Inc., James F.	62	Filegonia Cattle Company	48, 61	Missouri Simmental Breeders	59	Stavick Simmental.	61
Bielenberg Simmental	3	Flittie Simmental	61	Montana Simmental Breeders	59	Stay Ahead. Stay Connected.	10
Bridle Bit Simmentals	58	Forster Farms	59	Monte Christo Cattle Company	35, 61	Steaks Alive	59
Brink Fleckvieh	60	Fort Worth Stock Show	54, 55	National Western Stock Show	54, 55	Superior Purebred Auctions	11
Brush Country Bulls	61	Gibbs Farms	3	Neal Brothers	69	T-Heart Ranch	58
Build, Breed, Achieve	20, 21	Haley Farms	60	Nebraska Simmental Breeders	59, 60	Tennessee Simmental Breeders	61
Built To Last	49	Harker Simmentals	58	NLC Simmental Ranch	61	Texas Simmental & Simbrah Breeders	61
Bulls of the Big Sky	59	Harl, Tracy Auction Company	62	North American Fullblood Breeders	60	<i>the Register</i>	24, 67
Cable Ranch	61	Hart Simmentals	61	North American International Livestock Exposition	54, 55	Total Herd Enrollment (THE)	21, 48, 58, 59, 60, 61, 63
Calf Crop Genomics (CCG)	21, 53	Heartland Simmentals	3	North Dakota Simmental Breeders	60	Trennepohl Farms	58
Carcass Expansion Project (CXP)	21	Hofmann Simmental Farms	58	Oak Meadow Farms	59	Triangle J Ranch	59
Carcass Merit Program (CMP)	21, 56, 58, 59, 60, 62	If Beef Is Your Business	56	Ohio Simmental Breeders	60	Triple S Land & Cattle	40
Cason's Pride & Joy Simmentals	11, 58	IGS Multi-breed Genetic Evaluation	57	Oklahoma Simmental Breeders	60	Trust the Original	9
Springer Simmental	58	IGS TV	57	ORlgen	62	Utah Breeders	61
Cattle Max Software	IFC	Illinois Simmental Breeders	58	Pine Ridge Ranch, LLC	45	Werning Cattle Company	61
Cattle Visions	7, 50, 51, 62, 72, IBC	Indiana Simmental Breeders	58	Powerline Genetics	59	Western Cattle Source	60
Cattlemen's Congress	54, 55	Innovation AgMarketing, LLC	5, 71	Prickly Pear Simmental Ranch	59	Wild Track Cattle Co.	47
CCi.Live	5, 71	International Genetic Solutions™ (IGS)	9, 61, 62	Progress Through Performance (PTP)	17, 54, 55	Wildberry Farms	58
Check Us Out Online	2	Iowa Simmental Breeders	58	PTP Ring of Champions	55	Wilkinson Farms Simmentals	60
Clear Water Simmentals	58, 69	J & C Simmentals	59	Quandt Cattle Company	60	Willis Simmentals	60
Colorado Simmental Breeders	58	J&L Cattle Services	39	Rains Simmental	58	Yardley Cattle Co.	61
Cow Camp Ranch	58	Jacobs, Roger, Auctioneer	62	Reavis Farms, Inc.	29	Your Data. Their Future.	63
Cow Herd DNA Roundup (CHR)	21	Jensen Simmentals	58, 60	Reserve Your Space	67	Your Success Our Passion®	3
Dakota Xpress	60	K-LER Cattle	59	Rincker Simmental	58		
Diamond Bar S	59	Kaelberer Simmentals	60	River Creek Farms	58		
Diamond H Ranch	58	Kansas Simmental Breeders	58	Roller Ranch	5		
Dickinson Simmental and Angus Ranch	58	Keller Broken Heart Ranch	60	Ruby Cattle Company	3		
Dixie National Livestock Show	54, 55	Kenner Simmentals	60	Rust Mountain View Ranch	60		
		KiK Farms LLC	58	Sale Catalogs	52		
		Kulp Genetics	60				

M4

SIMMENTALS

Inaugural PRODUCTION SALE

SATURDAY, **OCTOBER 31, 2026** | **1 PM CST** 



M4 MS *Honey suckle* 521N

ASA 4576286 • 5/8 SM 3/8 AN
JC MR PONTIAC D114K x M4 MS BELEAVE 810F
DUE 3/20/27 TO HANELS KINGPIN M4526



M4 MS *Sweet Dreams* 526N

ASA 4576291 • 1/2 SM 1/2 AN
BASIN JAMESON 1076 x KBHR MS SWEETHEART 50K K040
DUE 1/7/27 TO JC MINUTE MAN 043M



M4 MS *Nova* 531N

ASA 4576296 • 1/2 SM 1/2 AN
GIBBS CULMINATION x RSA RITA 0535
DUE 1/7/27 TO RUBYS ROADHOUSE 4M56



IR *Astoria* J121

ASA 3861408 • 1/2 SM 1/2 AN
G A R HOME TOWN x KBHR IR/JLN ASTORIA G119
DUE 9/20/26 TO SCHOOLEY/EOR MAINSTAY M06



M4 MS *Tailormade* F85J

ASA 3936605 • PB SM
HOOK'S EAGLE 6E x M4 MS MADE TO ORDER F85T
DUE 3/3/27 TO POSS PURSUIT



RSA *Rita* 0535

AAA 20081614 • ANGUS
WOODLAND CENTERFIRE x VALLEY OAKS RITA 7050
DUE 3/14/27 TO TSN STATESMAN K006



M4 MS *Redd Empress* L467

ASA 4255726 • PB SM
BAR CK RED EMPIRE 9153G x NF MISS REDDINGTON J467
SELLS OPEN & READY TO FLUSH



M4 MS *Attraction* 503N

ASA 4561807 • PB SM
ROCKIN H CAPTIVATE J75 x NF MISS REDDINGTON J467
DUE 1/11/27 TO GCC NIGHT OWL 3104L



M4 MS *Fascination* 504N

ASA 4561808 • PB SM
ROCKIN H CAPTIVATE J75 x NF MISS REDDINGTON J467
DUE 1/12/27 TO GCC NIGHT OWL 3104L

Featuring **40+ SPRING BRED HEIFERS, 20+ PROVEN SPRING BRED COWS, PROLIFIC DONORS, EMBRYOS & ET PREGNANCIES**
FROM THE heart OF THE M4 SIMMENTALS BREEDING PROGRAM!

SALE FACILITY **13080 CHRISTIAN RD • WESTMORELAND, KS**

TROY, NICOLE, LOGAN & LANEY MARPLE

TROY MARPLE (785) 250-0522 | LOGAN MARPLE (785) 250-7367 | M4SIMMENTALS@GMAIL.COM

Sale Management by
INNOVATION
AgMarketing, LLC

CALL/TEXT TO REQUEST A CATALOG: (530) 913-6418

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



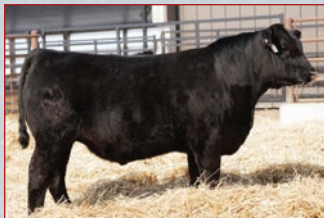
Gibbs Culmination 2411K

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



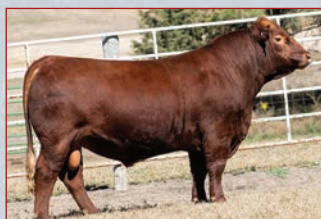
HLTS/CLRWTR Ahead of Time K1

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

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

CATTLE *Visions*

Call for your free book
573-641-5270

Entire lineup online at:

www.cattlevisions.com

Semen available on the best
Angus and Clubbie sires too.

Lazy C Diamond RANCH

Class of 2025
LCDR Sale Graduates

Annual Production Sale

Nov. 14, 2026 *Scratch that!!!!*

New Date!!
FEBRUARY 3, 2027



LCDR *Teflon* 19M ASA# 4485260



LCDR *Trending* 25M ASA# 4485270



LCDR *Point Proven* 6M ASA# 4485236



LCDR *Marghal Dillon* 23M ASA# 4485267

LCDR *Dominion* 20M ASA# 4485263

