

# the Register

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## Stepping Up to the Plate: AJSA President Hallie Hackett

Hallie Hackett, AJSA Board of Trustees president, shares about her experience leading the youth organization.

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ASA and IGS Represented  
at Cattle Con 2026

ASA's 58th Annual  
Meeting Proceedings

Bull Buying Behavior,  
Part 2

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CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	API	TI
14.9	-3.7	75.6	111.9	.23	9	18.7	56.4	13.4	11.3	28.1	-0.4	0.29	-.094	.75	147.9	88
3	1	65	65	65	2	80	75	70	40	55	40	40	15	75	30	30

From: Trennepohl Farms, IN and Wayward Hill Farm, KY



## 7SM158 **FULL COURT**



4366331 | Wildcat x Ranger

Elite for phenotype and genotype, FULL COURT offers the complete package. He is moderate, extremely deep-bodied, thick topped and ultra-cool-looking while offering breed-leading CE, MARB and API. Whether you are breeding heifers or flushing donors, FULL COURT will meet your needs!

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	API	TI
22.8	-6.2	82.9	131.9	.31	9.9	29.9	71.1	15.8	13.4	48.2	.12	.95	.057	.57	192.3	107
1	1	30	30	35	2	10	15	40	35	25	99	3	99	80	1	2

From: Triangle J Ranch, NE and Gibbs Farms, AL



## 7SM148 **ELECTRIFY**



4220293 | Captivate x Verdict

ELECTRIFY is a bulletproof Calving Ease sire backed by one of the most prolific red cows in the breed, WS Electra E88. His data profile is unmatched. Few sires offer the balance of CE, performance, maternal characteristics and carcass merit as ELECTRIFY. Use this red sire to move your herd forward today!

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	API	TI
19	-4.1	87.1	135.8	.30	12.3	33.8	77.3	18.2	15.1	30.8	-.36	.37	-.048	1.04	175.1	100.3
2	2	30	20	20	1	20	20	20	25	60	55	20	90	25	10	10

From: Rydeen Farms, MN; Trauernicht Simmentals, NE and Crosshair Simmental Ranch, ND



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# BUILD COWS WITH YOUR BOTTOM LINE IN MIND

## BEDROCK



CCR BEDROCK 5171J | 29SM0522

Owned by: Cow Camp Ranch, KS; Gibbs Farms, AL; All Beef, IL; ABS Global, Inc., WI

CALVING EASE ★★★

ASA 4028738

Born: 9/9/21

TRAIT	CE	BW	WW	YW	ADG	\$GN	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	\$API	\$TI
EPD	+12.5	-1.3	+89.9	+143.1	+33	+0.29	+8.7	+24.5	+69.4	+16.1	+15.5	+60.5	+0.01	+1.09	+0.12	+0.71	+182	+108
ACC	.77	.88	.85	.84	.84	.46	.50	.32	.42	.35	.76	.66	.50	.62	.55	.61		
%		30	20	20	20		25	45	25		20	10		1			3	2

EPDs as of 2/3/2026 highlighted from a **MATERNAL PERSPECTIVE** **ALL-PURPOSE PERSPECTIVE**



Sire - Tehama PATRIARCH F028



Son - ES M234Z, Eichacker Simmentals, SD



Son - ES ME43-2, Eichacker Simmentals, SD

### A SOLID FOUNDATION TO BUILD ON

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

S S NIAGARA Z29

**TEHAMA PATRIARCH F028**

TEHAMA ELITE BLACKBIRD D826

CCR COWBOY CUT 5048Z

**CCR MS 2073 COWBOY 5171C**

CCR MS E-3 2073Z

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



IR RANCH MAKER M787 | 29SM0550

Owned By: Irvine Ranch & Cow Camp Ranch, KS: ABS Global Inc., WI

ASA 4471765

Born: 8/11/24

TRAIT	CE	BW	WW	YW	ADG	\$GN	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	\$API	\$TI
EPD	+20.1	-1.6	+94.4	+151.9	+36	+039	+9.9	+35.7	+78.3	+20.9	+18.4	+60.2	-0.12	+1.16	+0.01	+1.03	+209	+115
ACC	.49	.51	.49	.49	.49	.39	.40	.17	.27	.34	.42	.42	.35	.43	.39	.41		
%	3	30	10	10	10		10	1	4	5	3	10		1		10	1	1

EPDs as of 2/3/2026 highlighted from a **MATERNAL PERSPECTIVE** **ALL-PURPOSE PERSPECTIVE**



RANCH MAKER



Grandam - KBHR IR/JLN Astoria G119, Irvine Ranch, KS

### DON'T BET THE RANCH, BUILD IT BETTER

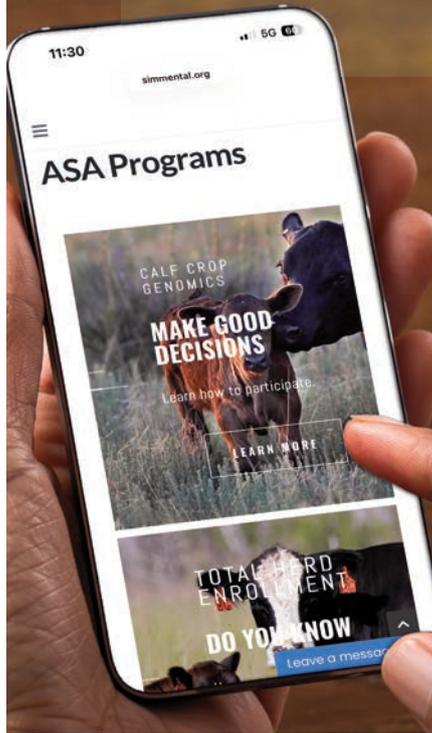
- » A stellar set of EPDs that will move the needle for Calving Ease, Growth, End Product and Maternal Traits
- » His young mother is Just Right in every way; this is a cow you want to build a herd and breeding program around
- » Physically you will be impressed with the total completeness of structure,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

GB FIREBALL 672  
**G A R FIREPROOF**  
 CHAIR ROCK SURE FIRE 6095

IR PROVERB H350  
**IR MS ASTORIA K251**  
 KBHR IR JLN ASTORIA G119



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

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1

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2

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6

**LBRS GENESIS G69**

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8

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9

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## Ten questions to test your beef industry knowledge:

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

## Answers:

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

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SimGenetics breeders and exhibitors had a successful start to 2026 at Cattlemen's Congress and the NWSS. See pages 60 and 74 for results.

## About the Cover

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34 MONTHS

HA *Magnifique* 72L

BRIDLE BIT ECLIPSE E744

TJ DIPLOMAT 294D

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
20.9	-5.4	87.8	130.9	0.27	12.4	33.5	77.3	20.8
2%	2%	25%	35%	55%	1%	2%	5%	5%
DOC	CW	YG	MARB	BF	REA	\$API	\$TI	
15.9	40.4	-0.1	1.2	0.002	0.75	214	116.1	
15%	45%		1%		40%	1%	1%	

EPDs 1/29/26



YEARLING

ASA 4196053

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MCE	STAY
5.3	9.9
WW	YW
52	60
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19.8	0.31
REA	CW
0.75	36.8
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84.4	129.5

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by Dr. Elizabeth Dressler, ASA Lead Geneticist

I'm excited to introduce myself to *the Register* readership, as I might be a new face for many of you. I'm Dr. Elizabeth Dressler, and I joined the American Simmental Association (ASA) six months ago as the Lead Geneticist. Looking back on my first six months on the job, it has been a busy, rewarding, and productive start. I am enjoying this opportunity to work on behalf of ASA members every day.

The International Genetic Solutions (IGS) and ASA science teams have accomplished many things in the past six months and we have several other exciting developments to share throughout 2026. Much of this work reflects years of membership commitment to data collection, allowing ASA to provide genetic tools that are practical, economically relevant, and grounded in science. A major area of focus over the past several years has been new trait development, and many of those efforts will come to fruition in 2026 for ASA members. Earlier this year, ASA released two new expected progeny differences (EPD): mature weight (MW) and cow energy requirements (CER). These EPD give producers additional insight into cow size, energy requirements, and overall efficiency. Both traits have a direct economic impact on cow salvage value and feed costs,

particularly as producers balance performance goals with rising input costs. If you are not currently submitting MW phenotypes, I encourage you to consider doing so. Phenotypes are the foundation of any genetic evaluation. By submitting phenotypes, you provide the critical information that fuels the accuracy and predictive power of EPD.

Another new EPD that members can look forward to is heifer pregnancy. The heifer pregnancy EPD is currently in the testing and validation phase, and ASA anticipates releasing this EPD later this year. Reproductive success has a direct impact on your bottom line, and this EPD will provide ASA membership with a tool to make informed selection decisions. This trait is especially valuable when managing replacement females and improving long-term herd productivity. ASA's Total Herd Enrollment (THE) program has been pivotal in providing the comprehensive reproductive data necessary for the development of this EPD.

Alongside new trait development, the IGS genetic evaluation is currently undergoing a series of updates. Over the last couple of years, these updates have been implemented to the carcass weight/ribeye area, growth, calving ease, and docility evaluations. These updates are a part of the routine maintenance that ensures ASA continues to use the most current science and technology available, while offering the most accurate predictions possible. Looking ahead, similar updates will be applied to the marbling/backfat and stayability evaluations in the future.

One of the most rewarding aspects of my role so far has been meeting ASA members and seeing how genetic information is applied in decision-making to improve beef production. I look forward to meeting many more of you in the future. As I reflect on my first six months, I'm encouraged by the direction we're headed and excited for what's to come. Please don't hesitate to reach out with any questions at [edressler@simmgene.com](mailto:edressler@simmgene.com) ■

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## GIBBS CULMINATION



ASA 4120425 BD 09-12-2022 PUREBRED SIMMENTAL

LBRs Genesis 669 x Gibbs 90476 Louise Y534

CE	BW	WW	YW	ADG	MILK	MWW	STAY	DOC	CW	MARB	RE	SAPI	STI
12	-0.4	101	162	0.38	33	83	20	15	67	0.90	0.92	197	115

*backed by one of the  
highest maternal  
cow families  
in the breed*



CULMINATION is maternally backed by a cow family that consistently transmits increased genomics for added profitability numbers on EPDs, especially API and TI. His dam, 90476, has placed three bulls in breeders hands in Culmination, Prosperity, and 4262M Enhancement in the 2023, 2024, and 2025 Gibbs Fall Sale.

CULMINATION ranks in the top 1% of the breed for 5 EPD traits in MWW, CW, Marbling, API and TI. There are 7 more traits in the top 2% to 10% of the breed in WW, YW, ADG, GN, MCE, Milk, and Stay while still holding CE in check at the top 27% of the breed. He also contributes docility in the top 20% of the breed.

CULMINATION has developed into a powerful, high volume, easy keeping, slick haired bull with a great look that transmits size, length, muscle and genomics to his progeny. Progeny reports are outstanding and the first 10 bulls and 1 daughter to sell at the Gibbs fall 2025 sale averaged \$23,625.

PROGENY



Lot 43 son sells at MO Select on 3/7.



Lot 65 daughter sells at MO Select on 3/7.



\$25,000 son from Gibbs Farms.



\$45,000 daughter from Gibbs Farms.



\$80,000 son from Gibbs Farms.

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by Mark Smith, South Central Region

## Exciting Times in Simmental

I'm excited to be in the cattle business, and a member of the American Simmental Association! I'm thankful for the warm 78 degrees as I write this Viewpoint, after a cold beginning of 2026. Many of our neighbors in northern Mississippi are still hurting from the recent ice storm, and

are going their third week without power. I sympathize with anyone living at 10 degrees or below — this southerner is not cut out for it!

Fifteen months ago I wrote my first Viewpoint as a Trustee. I wrote about the "Best of Times" with feeder calves hitting \$4. Now we have \$6—\$7 calves routinely, depending on the weights and location. How much better can it get? We are ten months into having our new ASA EVP, Dr. Jon DeClerck at the helm, and I'm even more excited as I see his vision and focus coming into full view. It's "The Best of Times" at ASA. Since Dr. DeClerck started, we have added several new staff members, which is also wonderful.

We just put the finishing touches on our board meeting in Oklahoma. I met Dr. Ben Crites for the first time, and came away very impressed. He is going to be a rockstar at ASA and IGS. If you haven't met him, reach out and make contact and get to

know him. Dr. Elizabeth Dressler has started implementing some of her first work at ASA and IGS, and it's just downright impressive how she has hit the ground running right out the gate. She and IGS staff are implementing some of the traits we have been longing for, and there will be more to come. We as members should be proud that Dr. Dressler works for ASA and IGS, and not our competition. I believe the Board and Dr. DeClerck are developing a great relationship that will pay huge dividends as we meet the challenges, changes, and push the growth curve of ASA.

As this hits your mailbox or inbox, we will be putting the finishing touches on the 2026 Dixie National, the third largest PTP point show of the six National Shows. It has been a tremendous success with fundraising, member interaction, and marketing of ASA programs and services. Bull sales have been at prices we've never seen, and broken all kinds of records! I am excited, and your banker should be excited too! When you deposited your proceeds and deducted the high inputs, your balance sheet should still be healthy! If your banker isn't excited, get a new banker!

I'm excited about where we are going with Dr. Jon DeClerck's leadership and the current Board's vision for the future to enhance the programs and services for ASA members and customers. I believe it will drive the growth curve in a positive direction for market share and owners of Simmental and Simbrah genetics. AJSA programs are second to none, and the juniors always help build momentum!

You will be excited, too, with what's ahead for IGS success! The Mature Cow Weight EPD, feet and leg measurements, \$DMI, and other new traits allow me to visualize what is possible. Phenotype evaluation, muscle scores, and teat and udder quality are all a part of the question. Who knows what may allow us to excel and better serve the commercial producer. We video our bulls before we sell them to commercial producers because phenotype affects their longevity, price, and executing the performance bred into them. It's a show day at sale time because not all buyers buy completely sight unseen!

Analyze how far we have come since 1968, and measure the growth and success our forebearers prepared for us, and you will join the excitement too! We are reaping the benefits of previous boards, trustees, chairmen, EVPs, and staff — the blood, sweat, tears, and hard work that went into blazing the trail were all so we could enjoy this success and growth of ASA. Are you excited?

I am also thankful, and we all should be thankful, to be a part of the times we are enjoying — great prices, programs and services, people, that enhance our everyday lives! You know when we give THANKS, we stop and appreciate our blessings and where they come from. We will even be more excited when we realize the "BEST IS YET TO COME." ■

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




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IR Original H341 x Hook's June 24J (LBRS Genesis G69)

CE	BW	WW	YW	ADG	MCE	MILK	MWW
14	-1.5	94	145	0.32	5	27	74
STAY	DOC	CW	YG	MARB	REA	SAPI	\$TI
19	22	48	-0.20	0.68	1.00	167	101

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Son from Schooley Cattle Co.



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# Stepping Up *to the* Plate:

## AJSA President Hallie Hackett

by Lilly Platts

Hallie Hackett's journey in the American Junior Simmental Association started with an interest in showing and her first heifer. She has since become an effective leader, and was elected to serve as president of the AJSA Board of Trustees.

### Hallie Hackett grew up in Texarkana, Texas.

She first became involved with cattle in 2015, after convincing her father, Aaron, to let her start showing. She started with two Simbrah heifers, and later added purebred Simmental to the herd. She has had many successes during her time in the American Junior Simmental Association. Hallie is currently a junior at Texas A&M (TAMU). She plans to apply for veterinary school in the next year, while continuing her involvement in the AJSA. She is currently the secretary of TAMU PAWS, a women's volunteer organization focused on rescue animals.



Hallie Hackett, AJSA Board of Trustees president.

### Platts: What were your thoughts as you became an AJSA member, trustee, and AJSA president?

**Hackett:** My first memories as an AJSA member are of excitement. I was completely unfamiliar with the cattle industry and ready to take on as much as I could. Jumping into the contests and opportunities offered by the AJSA allowed me to learn and grow as a showman, cattlemaster, and leader at a fast pace. When I first ran for the AJSA Board four years ago, I was honored to have been elected. Becoming a trustee was not always in my

plans, but I am extremely glad that I have done it. After spending several years as a trustee, I had no doubt that this was what I was meant to do. I love getting to interact with our juniors and represent our breed more than anything else. Being AJSA President gave me the chance to give back to an Association that has provided so much for me. I am immensely grateful for the support I have been given in this position and am so honored to have this opportunity.

### What would you like to see accomplished during your term as president? What have you accomplished that you are proud of?

One of my main goals for my term as president was to create deeper relationships within our junior board, and foster connection with the American Simmental Association Board of Trustees. Over the past year, we have been able to come closer together as a junior board and as friends. We have also been working closely with the ASA Board to provide the best possible opportunities for our juniors. We have also made changes to the National Classic, specifically within our contest rules, that I believe will make for a more enjoyable week. I believe that the educational contests are of great value to the AJSA, and are so beneficial for our members. With the changes we have made, our contests should run as smoothly as ever, and juniors will be able to get the most out of their week at the National Classic.

### How does the IGS Summit support the larger mission of the AJSA?

The IGS Summit has been a wonderful experience many times over for me! I first attended the Summit before I was on the AJSA Board, and have been three times total now. The experience of traveling and immersing yourself in agriculture outside of what you are familiar with is second to none. The sights I have seen and facilities that I have toured have been eye-opening and incredibly educational. The Summit also provides the perfect opportunity to create lasting connections with

other juniors, both in and outside of the Simmental breed. Team-building exercises, fun activities, and quality time have created some of my best friendships that have lasted long past the end of Summit.



*Above: Hackett participating in an IGS Summit.*

*Below: Hackett started showing in 2015, and has since participated in many AJSA Regional and National Classic shows.*



### Any particular AJSA events or experiences that are especially memorable to you?

My very first National Classic happened to be in my home state of Texas. I was brand new to raising and exhibiting cattle and, quite frankly, I had no idea what I was getting into. Fortunately for me, I was able to be a part of the mentor and mentee program. My mentor at the time was the current president of our state Simmental/Simbrah board. With his encouragement, I was able to step out of my shell at my first AJSA event and meet

many people that would serve as role models for me. Since that first National Classic, I have been able to attend many more, and every experience that I have had, especially with the mentor and mentee program, has strengthened my love for the juniors within the AJSA. I strongly encourage any and all AJSA members to attend Regional and National Classics, and become involved in the mentor and mentee program to create lifelong memories such as I have.

### What are the strengths of the AJSA program?

The AJSA has limitless opportunities to turn junior cattle exhibitors into the future leaders of the beef industry. One of my favorite parts of the AJSA has and always will be the educational contests. Where I might not have always had the opportunity to compete in the cattle show, I could always be a strong competitor outside of the show ring. The contests are a great way for our Association to recognize exhibitors that put effort into leadership development and instill those leadership skills in all juniors.

### Why is it important for ASA to encourage youth in the breed, and larger industry?

The youth in our breed today will be those leading the industry tomorrow. I believe that it is never too early to prepare young people for their future careers and passions. The AJSA has a special ability to set our youth up for success, as evidenced by the numerous successes that past AJSA members have achieved. In an industry that changes as rapidly as the beef industry, it is important to encourage our juniors to be a positive part of that change, and to eventually become a leader and mentor to youth themselves.



*Hackett enjoys interacting with younger AJSA members.*

*(Continued on page 16)*

# Stepping Up to the Plate: AJSA President Hallie Hackett

(Continued from page 15)

## What advice would you offer to juniors who are reluctant, for whatever reason, to become involved in AJSA programs?

Start small. As someone who is admittedly more introverted than not, I understand how intimidating it can be to jump headfirst into the unknown. The AJSA may be a large Association, but it is full of some of the most welcoming and friendly families and individuals. An easy way to start becoming involved is by meeting just a few people at a few contests. Another easy way to put yourself out there in the AJSA is by becoming a part of the mentor-mentee program at junior nationals. Serving as either a mentor or mentee is a wonderful way to create lasting friendships. Being on the quieter side myself, I understand not leaping into large crowds or conversations; speaking from the heart, I say start small and let the pieces fall into place from there.



Hackett and past AJSA Board president, Kaitlyn Cloud.

## What helped you decide to step up as a leader in the AJSA?

To be transparent, running for the AJSA Board was not something that I had always had planned. While I had no question about my love for the AJSA or the Simmental breed, I was not sure if the AJSA Board would've been the right fit for me. Luckily, I was very wrong; being on the AJSA Board has been nothing short of an amazing experience. While I did not grow up in a family rich with Simmental history, I have always had the utmost support from my parents. The best advice that I have been given came from them, telling me to at least give it a shot. With their support, I submitted my application and gave my all to my first campaign. Looking back, I certainly have had plenty of mentors that have shown me the ropes, from older exhibitors and past AJSA trustees to adults that have put their faith in me. One person that taught me how to excel as a trustee is past AJSA president, Kaitlyn Cloud. One of my best friends and fellow Aggie, Kaitlyn truly made me feel at home and encouraged me to become the best trustee I could possibly be.

## What makes the AJSA educational contests special and impactful?

The educational contests are absolutely the best opportunity for any juniors in our breed. From our speaking contests to the quizzes, our youth are able to so strongly develop their abilities to communicate with others and develop their knowledge of the cattle industry. The effectiveness of the educational contests can be proven by the success of our members outside of AJSA events and in their professional lives.

## How do you utilize ASA resources like *the Register* and *SimTalk* magazines?

*The Register* and *SimTalk* publications offer a vast wealth of knowledge for the members of the AJSA and all Simmental enthusiasts. The highlights of all aspects of our breed allow for all members to become connected, even from across the nation. These magazines also serve as an efficient means of marketing for all breeders. As a trustee, I also see these magazines as an opportunity to connect with our members, through the AJSA articles that are in each publication.



Hackett and one of her Simmental heifers.

## How significant is it for ASA to be recognized for leadership in the science of animal breeding?

The ASA has spearheaded numerous developments in the world of animal breeding. To say that I am proud to be a part of a breed that takes evolution and improvement so seriously would not be enough. To be successful in the cattle industry requires constant improvement; Simmental does just that. With the hard work of all of the staff at ASA, our breed is able to not only compete with others, but excel far above in terms of science.

## What should be the role of SimGenetics within the beef industry?

I believe it is well known that SimGenetics is absolutely the way to go in terms of high-quality cattle, but what there is to offer in terms of science, leadership, and performance is simply a step above the rest. The ASA has built a strong foundation of scientific development for our breed that allows us to catalyze the improvement of all of our cattle and the efficiency at which we can raise them. Being so heavily involved with the AJSA, I strongly believe that one of the best things that our breed has to offer to

the beef industry is our own juniors. The opportunities that we have to compete in educational contests and serve in leadership positions readies the SimGenetics juniors to become industry leaders and pave the way for future generations. Finally, I think it is simple enough to say that SimGenetics is all about performance. I use this term overarchingly, because I believe there is no other way to explain it. SimGenetics as a whole proves my points by excelling in all areas of raising cattle, from terminal to maternal to seedstock. In all parts of the nation and in all parts of the beef industry, SimGenetics are performing. The same can be said for the people behind the animals, constantly performing in development and leadership. In every way that SimGenetics touches the beef industry, it is improving it. ■

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# ASA *and* IGS Represented *at* Cattle Con 2026

by Lilly Platts

International Genetic Solutions (IGS) and the American Simmental Association had a strong presence at the 2026 NCBA Convention, held in February in Nashville, Tennessee.

**T**he International Genetic Solutions (IGS) collaboration was on display during the 2026 NCBA Cattle Convention in Nashville, Tennessee. The IGS pavilion grouped partners on the tradeshow floor, giving attendees the opportunity to learn about the industry-leading partnerships. The novel IGS Pavilion allows for a larger footprint, greater traffic, and a wider cross-section of visitors to that portion of the trade show floor.

ASA and SimGenetics were well-represented, with staff and members of the ASA Board of Trustees on-site throughout the event to interact with attendees, share about SimGenetics, and answer questions. SimGenetics breeders, AJSA members past and present, and industry partners attending Cattle Con took in the ASA booth and IGS pavilion throughout the week.

ASA staff collaborated with the Grant Company to film segments for IGSTV during the event. Filmed in the IGS booth, these educational and promotional segments will be released throughout the coming year, highlighting genetics, DNA, ASA programs, and more.

The 2026 event saw record-breaking attendance, with over 9,400 people gathering from across the country at the Music City Center in downtown Nashville. The 2027 NCBA Cattle Convention will again be held in Nashville, February 2-4. ■

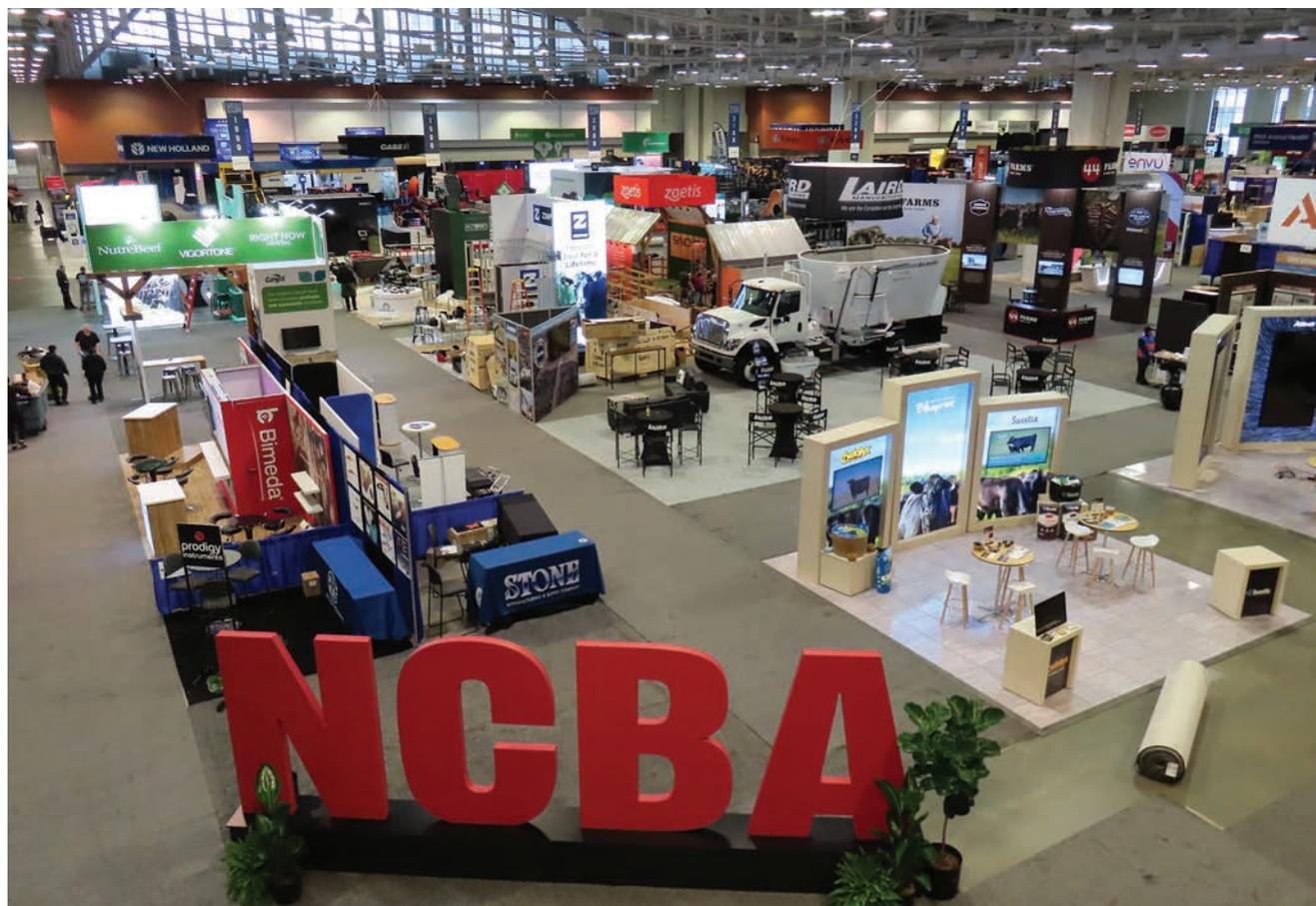


Photo courtesy of NCBA.



# Phenotype & GENOTYPE SHOW



A PHENOTYPE & GENOTYPE SHOW WILL BE PILOTED  
AT THE **2026 AJSA REGIONAL CLASSICS.**

**NEW IN 2026**

## GENERAL SHOW RULES

*There will be no P&G Show at the 2026 AJSA National Classic.  
Refer to the official AJSA Classic rules for complete details.*

Animals entered in the P&G Show will be judged using a system that considers both genotype-based placings and phenotypic placings. The final results will be based on a composite score where genotype and phenotype are equally weighted.

To qualify for the P&G Show, animals must have a DNA sample on file with ASA at the time of entry and must have GE-EPDs at the time of check-in.

There will be a P&G Show for only Purebred Simmental and Percentage Simmental Heifers. There will be no separate Bred & Owned divisions.

The phenotype show is a no-fit contest. Adhesives and paints may not be used.

Animals entered in the P&G Show may also be entered in the standard Progress Through Performance (PTP) Show.

# ASA's 58<sup>th</sup> Annual Meeting Proceedings

January 2026, Oklahoma City, Oklahoma

The American Simmental Association held its Annual Meeting in Oklahoma City, Oklahoma, January 8–10. The following committee reports were presented, detailing the Association's efforts in 2025.

## Chairman's Report

by Victor Guerra, ASA Board chairman

We embarked on a new calendar year at ASA at the Annual Meeting in Denver, Colorado, back in January of 2025. Transition of leadership was upon us as Dr. Wade Shafer retired in July of 2025, and Dr. Jon DeClerck took the helm as our new Executive Vice President. I would like to begin my report by expressing my gratitude to both gentlemen for their dedication, leadership, and vision this year.

The National Western Stock Show would set the tone for the year, as both the pen and Hill shows, as well as the sale were successful events highlighted by the strong support of the American Simmental-Simbrah Foundation (ASF) gun raffle and auction. We would be remiss not to acknowledge the membership, staff, and stakeholders who made this success possible in Denver, as well as throughout the year. Seeing the strong demand for SimGenetics while in Denver led me to believe that it would be a successful year and it most certainly was.

On the business front, much of the start of the year was dedicated to the governing structure of International Genetics Solutions (IGS) and whether change was needed at this time. At the conclusion of numerous meetings, several hours of debate, and input from interested parties, it was determined by a majority vote of the Board for IGS to continue to operate as is. This matter of business proved to be fruitful as the deep dive into IGS created opportunities for education, highlighting the strengths of the world's largest multi-breed evaluation, as well as the value it generates for the commercial and seedstock beef industry. Most importantly perhaps, areas where improvement may be had were identified, discussed, and placed on the proper agendas.

As we progressed through the year, summer brought much opportunity for American Junior Simmental Association (AJSA) and ASA members alike with state preview shows, regional shows, and the National Classic, as well as the highly anticipated Fall Focus on the calendar. We saw great participation at these events, and I would like to thank all the sponsors and speakers, as well as the volunteers who helped make these events a success. Special thanks to the Missouri Simmental Association, University of Missouri, and Cattle Visions for putting

together an impactful and insightful tour during Fall Focus. We are already looking forward to the 2026 Fall Focus in Bozeman, Montana, and hope you will make plans to join us August 28–September 1 for this enjoyable gathering.

The AJSA National Classic in Madison, Wisconsin, was impressive to witness. The opportunities for personal growth through the leadership-oriented contests and fellowship that junior members are met with makes this week special. The annual ASF Golf Tournament, spearheaded by Nate and Carrie Horman, was once again well attended and proved to be a solid fundraiser. If you have not made the tournament, we highly consider participating in this enjoyable event. Hats off to Mia Bayer and her team, as well as the Board members who were able to attend and assist with the event, Town Hall, and DNA collection. Special thanks to AJSA Board Chairman Walker Housley and the entire AJSA Board of Trustees for all your efforts throughout the year and for being an inspiration to younger members. Be sure and circle July 4–10 on your calendar for the 2026 AJSA National Summer Classic in Grand Island, Nebraska.

Speaking of inspiration, while at Fall Focus, we had the opportunity to acknowledge some of our most successful members. Darrell Stiles of Oklahoma, and Erroll Cook with Bridle Bit Simmentals of Colorado, were both recognized with our highest honor — the Golden Book Award. Warren Garrett of Texas, and Terry Burks of Kentucky, were acknowledged for their impressive bodies of work as ASA Promoters of the Year. Congratulations to these gentlemen and those who support them for this prestigious recognition. We appreciate all that you have done for SimGenetics through the years and wish you continued success. This special night was capped off by another successful Cash Cow fundraiser headed by Cathy Eichacker and Dr. Brandi Karisch. Through the Foundation Female sold in the Bricktown National Sale at the Cattlemen's Congress in Oklahoma City, Oklahoma, to the last Legacy Lot of the year sold or private donation to the ASF, we appreciate everyone who invests in broadening SimGenetics' impact on the industry through the Foundation.

The fall brought what certainly was a successful sale season for several members, and our hats are off to them on the outstanding job of getting their SimGenetics marketed.

Down in Simbrah country, a F1 Simbrah Summit was co-hosted with the American Brahman Breeders Association, and held in conjunction with 7P Ranch's 50th Annual Production Sale in Winona, Texas. The event was well attended, and a dynamic set of speakers highlighted the many positives of utilizing SimGenetics in the South. Meanwhile, the start of a new ASA Progress Through Performance show season kicked off as many members will be attending numerous national shows exhibiting their SimGenetics as they vie to enter the prestigious ASA Ring of Champions. Along with an update and enhancement to calving ease, we also welcomed two new ASA trustees as Chris Effling and Chris Nicholson were victorious in the recent election, along with Scott Trennepohl and Dr. Brandi Karisch who were both elected to second consecutive terms. With that we say thank you to both Troy Marple and Matt Aggen for their service over the last three years and dedication to the ASA.

While I cannot say that my first AJSA National Summer Classic in Murfreesboro, Tennessee, feels like it was just yesterday, it has been surreal and an honor having the opportunity to give back to the Association that had such a positive impact on me as a junior member. To immediate past chairman Chris Ivie, thank you for your counsel and example. And to our incoming chairman Ryan Thorson, I wish you the best as you lead the ASA this year and I am here to assist you if needed. In closing, I want to thank all my fellow trustees: Ryan Thorson, Scott Trennepohl, Troy Marple, Quin LaFollette, Joe Hensgens, Greg Burden, Greg Walthall, Chris Ivie, Mark Smith, Dr. Brandi Karisch, Chad Cook, Maureen Mai, Tim Clark, Matt Aggen, and Loren Trauernicht for your service to the ASA this year. Special thanks to our families, friends, and crews at home who picked up the slack while we serve the ASA. To our fellow members, we thank you once again for your support and wish you continued success. Lastly, but certainly not least, to Dr. Jon DeClerck and the entire ASA staff for sharing your talents with us and being committed to our mission. May God bless you and let's make it another successful year.

## Activities & Events

by Greg Burden, committee chairman

*Committee Members:* Matt Aggen, Tim Clark, Victor Guerra, Chris Ivie, Brandi Karisch, Maureen Mai, Mark Smith, Greg Walthall

*Staff lead:* Mia Bayer

As always, it was another productive and eventful year for the Activities & Events Committee. A sincere thank you to my fellow committee members, and a huge thank

you to Mia and the staff for their continued support and for helping manage all of the A&E responsibilities throughout the year.

We oversee a broad range of events, from Fall Focus to the AJSA National Classic, and all Major PTP events, and this year brought several meaningful updates and improvements.

We kicked off the year by directing staff to develop a program that incentivizes juniors to complete DNA testing on their cattle prior to the National Classic. Additionally, we once again approved the DNA program that provides free DNA testing at the National Classic.

Several adjustments were made to our Major PTP shows. First, all Major PTP shows were designated as National Shows, and funding for host states was increased from \$10 to \$15 per head entered.

We also revised the judge selection process. States will continue to submit names, along with nominations for Juniors and the Herdsman of the Year. The A&E Committee then vets the list, after which names are entered into a random draw for the shows in the regular rotation.

Finally, after several years of discussion, we approved the addition of a phenotype and genotype show (PGS) beginning at the 2026 Regional Classics. This will allow us to work through any challenges before incorporating it into the AJSA National Classic.

In closing, it was a busy and productive year with several programs revamped and improved. Our meetings ran more efficiently, and we accomplished a great deal on behalf of the A&E Committee. Once again, I would like to thank my fellow board members and staff for their dedication and continued support.

Mr. Chairman, this concludes my report for the Activities & Events Committee, and I move that it be accepted into the minutes of the 58th Annual Meeting.

## Breed Improvement

by Quin LaFollette, committee chairman

*Committee Members:* Chad Cook, Victor Guerra, Joseph Hensgens, Troy Marple, Ryan Thorson, Loren Trauernicht, Scott Trennepohl

*Staff lead:* Jackie Atkins

The past year was a busy year for the Breed Improvement Committee. There were a number of bigger topics addressed, many of which are listed below. I really want to thank all the staff that worked hours if not days on some of these and also the committee. We had a number of extra meetings and time away from family and ranches. I really appreciated everyone's input and work.

*(Continued on page 22)*

# 58th Annual Meeting Proceedings

(Continued from page 21)

## Hydrops

Since the spring of 2023, the ASA has been investigating a new genetic condition in the Simmental population called Hydrops. Hydrops pregnancies result in extreme fluid accumulation in the uterus, often the fetus or calf does not survive and sometimes the dam dies during delivery as well. ASA has been working closely with the University of Nebraska–Lincoln (UNL) research team funding multiple projects attempting to understand this condition and find the causative mutation. In 2025, there was a breakthrough finding a long section of DNA that is inverted causing two genes to have mutations, and regulatory regions of those genes are affected as well. This causative mutation information has been shared with Neogen in order to develop a commercially available DNA test. In addition, the ASA funded another research project with UNL to complete the Hydrops exploration to understand the proteins affected by this mutation and how this condition is maternally regulated.

## DNA services

- **Cow Herd DNA Roundup (CHR):** To date, more than 64,000 mature cows were genotyped through the CHR (and more than 2,000 in 2025). ASA has paid out just more than 20,000 rebates for mature size records through the CHR, totaling more than \$101,000 paid back to the membership.
- **Calf Crop Genomics (CCG):** 2025 was the sixth year for CCG, bringing in more than 29,000 genotypes this year and more than 132,000 genotypes total on whole birth groups of calves during that time. Members participating in CCG earned just more than 32,000 rebates for complete weight trait records submission on 90% of the birth group (birth, weaning, and yearling weights). Additionally, just more than 2,800 rebates were paid for harvest records from CCG calves. Between the weight traits and carcass records, the CCG has given back just more than \$192,000 to ASA members.

The membership passed a rule change for natural service sires born on or after January 1, 2025, to match the same DNA requirements as AI sires and donor dams.

## Carcass programs

The American Simmental Association (ASA) offers a robust set of programs for carcass data collection. The carcass programs range from young-sire progeny testing, regional feed and gain tests, and incentivized DNA programs such as Calf Crop Genomics (CCG) and Carcass Expansion Project (CXP). In the past couple of years, ASA has seen a notable increase in the percentage of animals registered with actual carcass phenotypes. The ASA has increased the emphasis to capture carcass data on genotyped calves through these programs, and can report that more than 19,000 animals with carcass data have been genotyped.

In 2023, the BIC and the board of trustees passed increased allocation for the CXP and increased the payment for carcasses for CMP herds. Since that time, the program has recruited more herds and added a large beef on dairy operation to test CMP bulls.

## International Genetic Solutions (IGS)

Many committee meetings were held to discuss the future governance of IGS. A deep dive into the finances and structure of IGS plus future designs for governing of IGS resulted in many membership, BIC, and full board meetings during the spring of 2025. In the end, the IGS governance has remained the same.

IGS remains healthy and strong with additional cattle, new partners, and improvements to the genetic evaluation. In 2025, IGS launched software and model updates to the Calving Ease evaluation, updates to beef-on-dairy genetic evaluation to make use of growth data, saw DMI and \$GAIN enter into the production evaluation, as well as bringing PAP predictions in-house. In 2025 IGS released a research phase of the Mature Cow Weight and Cow Energy Requirement predictions and has a beta model working for Heifer Pregnancy. IGS added the Canadian and American Speckle Park Associations to the production run and the total number of animals in the genetic evaluation grew to more than 23.5 million head and 800,000 genotypes in 2025. The IGS collaboration met several times throughout the year — at the IGS pavilion at NCBA, BIF social, as well as monthly meetings with the collaborators.

This past year marked the retirement of Dr. Wade Shafer, a founder of IGS, and philosophical as well as technical leader for what IGS has grown into. In preparation, IGS developed an advisory committee to help make technical decisions for the genetic evaluation.

Mr. Chairman, I would like to thank the Breed Improvement Committee members and the ASA staff again for their help with a productive year and I would move that this report be accepted into the minutes of the 58th Annual Meeting.

## Finance

by **Scott Trennepohl, committee chairman,**  
and **Jon DeClerck, EVP**

*Committee Members:* Greg Burden, Victor Guerra, Chris Ivie, Greg Walthall

*Staff lead:* Luke Bowman, Jon DeClerck, EVP

The ASA fiscal year ended June 30, 2025, in a strong financial position, continuing a long-standing record of fiscal stability and prudent stewardship in support of the Simmental breed and the broader beef industry, as reflected in the Association's audited consolidated financial statements.

Total assets increased to \$24,906,784, up from \$22,998,496 in the prior year. This growth was driven primarily by higher investment balances, which rose to \$18,389,650, and increased cash and cash equivalents totaling \$2,656,945 at year-end. As a result, total net assets increased by \$1,466,160 to \$23,518,851, further strengthening ASA's balance sheet and long-term reserves.

### Operating Results

Operating revenue without donor restrictions increased to \$7,441,529, compared to \$7,033,274 in fiscal year 2024. Growth was led by continued expansion in DNA-related services, with DNA revenue reaching \$2,258,267, up from \$1,908,394 the prior year. Over the past decade, DNA revenue has increased over threefold, reflecting the Simmental breed's long-standing commitment to leveraging science, embracing innovation, and being early adopters of genomic technology in an effort to better serve the commercial industry.

Membership fees, registrations, and herd enrollment remained solid contributors to core operating revenue, underscoring sustained member engagement and growing interest in Simmental genetics amid a strong cattle market.

Operating expenses increased to \$8,080,598, compared to \$6,993,478 in the previous year, reflecting higher personnel, programmatic, and technology-related costs driven by inflation and expanded service delivery. ASA has not raised registration fees since 2008, and against that backdrop of rising costs, the Association reported a net operating deficit of \$586,100 for the year.

### Investment Performance and Overall Results

Strong investment performance more than offset the operating shortfall. Other income totaled \$2,028,408, including \$1,112,194 in interest and dividend income and \$916,214 in unrealized investment gains. After accounting for donor-restricted activity, ASA recorded a total increase in net assets of \$1,466,160 for the fiscal year.

### Financial Position and Outlook

ASA continues to maintain a conservative financial posture. The Association's strong liquidity position, nearly \$20 million in available financial assets, provides reserves equivalent to multiple years of operations and positions ASA to navigate industry volatility while continuing to invest strategically.

Despite operating expenses exceeding operating revenues in fiscal year 2025, the Board of Trustees and Finance Committee made a deliberate decision to hold fees at current levels, even while budgeting for an operating loss in fiscal year 2026. With the Association in a strong financial position and supported by a disciplined, conservative investment strategy, leadership determined that reinvesting in the growth of the breed, particularly during a period of strong cattle markets and increased interest from new breeders, was in the best long-term interest of the membership.

ASA's diversified revenue base, growing membership demand, and strong investment performance continue to support financial sustainability while allowing the Association to invest in genetic improvement programs, youth initiatives, and member services without increasing fees.

Mr. Chairman, this concludes my report for the Finance Committee, and I move that it be accepted into the minutes of the 58th Annual Meeting.

## Growth & Development

by Brandi Karisch, committee chairwoman

*Committee Members:* Chad Cook, Victor Guerra, Joseph Hensgens, Quin LaFollette, Mark Smith, Ryan Thorson, Loren Trauernicht

*Staff lead:* Kathy Shafer

The Growth and Development Committee is tasked with reviewing and recommending new programs or activities that foster and promote the continued growth and development of the breed and the Association. The 2025 committee has focused heavily on tasks such as promotion, public relations, member relations, and advertising with updated efforts at promoting the breed and supporting our membership.

Staff support is key to the success of the Growth and Development Committee and as a new committee chair this year I was especially thankful for support from Kathy Shafer as our staff lead as well as supporting staff members like Callie Cooley and Lilly Platts, along with Dr. Jon DeClerck and Dr. Wade Shafer.

I would like to acknowledge and thank each committee member for their hard work in 2025: Mark Smith, Joseph Hensgens, Ryan Thorson, Quin LaFollette, Loren Trauernicht, and Victor Guerra.

Marketing and promotion continues to be a major highlight of this committee's activities. The partnership with the Grant Company continues to provide high-quality content that is used in a variety of campaigns to highlight SimGenetics and IGS programs. Marketing has changed in recent years and we have adapted to that change. A new format of the traditional Sire Source was launched and met with great enthusiasm by all who viewed it. *The Register* expanded its digital reach in 2025, with junior membership now primarily receiving digital copies of *the Register* each month, which reduced costs.

A new Live Animal Specification for characteristics of cattle eligible for approved programs claiming Simmental influence was approved by the board in 2025, brought forth by membership working toward a Simmental-influenced branded beef program.

State associations continue to grow their use of cost share and check-off dollar programs with 20 states participating in check-off programs and \$20,347 check-off

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dollars claimed in FY2025. The bonus program also grew participation in FY2025 with 24 states participating and \$32,838.60 dollars claimed. The cost share program offers state associations an opportunity to supplement local advertising. In fiscal year 2025, 21 states claimed \$46,401.42 cost share dollars.

Our web presence via the updated website and social media continues to be a major way for much of our membership to find information. In fiscal year 2025, a combined social media presence saw over 40,000 followers and increasing engagement.

The accomplishments of the growth and development committee have served to promote the breed and foster both member and public relations in 2025, and we plan to continue this success in the next year.

Mr. Chairman, this concludes my report for the Growth & Development Committee, and I move that this be accepted into the minutes of the 58th Annual Meeting.

## Policy & Procedures

by Troy Marple, committee chairman

*Committee Members:* Matt Aggen, Greg Burden, Tim Clark, Victor Guerra, Chris Ivie, Maureen Mai, Scott Trennepohl, Greg Walthall

*Staff lead:* Sheldon Ross

As chairman of the American Simmental Association Policy & Procedures committee, I am pleased to report on the progress we have made in 2025. The committee spent a multitude of time and consideration to ensure that our policies are staying current and proper for our ASA members so they can continue to succeed in the cattle industry.

First, I would like to thank the committee members for all their diligent time and efforts. I'm also thankful for the work that staff contributes to our efforts; none of this would be possible without their help. A big thank you goes out to Sheldon Ross, Luke Bowman, Jon DeClerck, Wade Shafer, and Linda Kesler among others.

Beginning in January, the committee's work considered many issues that concerned our members. A few of the topics of main discussion were the following:

- Allowing trustees to share/reallocate travel days (Res. #1 / 4-25-25).
- Adopting a new Dead Herdsire Waiver policy (Res. #2 / 8/24/25).
- Updating the email notification rules/procedures on DNA results and DNA pedigree updates.
- Implemented a system to allow prefix sharing among members.
- Updated the genetic hold policy.
- Added Bovine Congestive Heart Score as an add-on option to the DNA request form.
- In-depth review of the EVP hiring process.
- Updated the email notification system for nonmember accounts separate from primary email addresses.

We not only worked on making many of the above changes but also looked at and discussed multiple other policies that were deemed suitable as they exist. This committee is always looking at the present policies as well as trying to look at what is needed for the future.

In conclusion, we made significant progress in 2025 for the American Simmental Association. I am certainly proud of all the work this committee achieved. As always, the Policy & Procedure committee is in place to support our members' needs and work to keep us in the forefront of the cattle industry.

Mr. Chairman, this concludes my report for the Policy & Procedures Committee, and I move that it be accepted into the minutes of the 58th Annual Meeting.

## Simbrah

by Joseph Hensgens, committee chairman

*Committee Members:* Greg Burden, Victor Guerra, Chris Ivie, Brandi Karisch, Troy Marple, Mark Smith, Scott Trennepohl, Greg Walthall

*Staff lead:* Dr. Elizabeth Dressler

The Simbrah Committee remained focused on the advancement of the Simbrah breed in 2025. One of the main topics that the committee discussed was promotion and advertising. Given the great success the Simbrah Committee had at the 2024 AJSA National Summer Classic with promotion, the committee aimed to replicate the promotional efforts in 2025. Promotional items were provided to juniors and their families at the Simbrah Junior Round-up and the AJSA National Summer Classic in Madison, WI. Thank you committee member Brandi Karisch and ASA staff members that made this project possible.

The Simbrah Committee is working to establish the Simbrah Youth, Education, and Research Fund within the American Simmental-Simbrah Foundation. The committee is excited about opportunities possible for this fund and is prepared with several fundraising ideas to support this Foundation account.

The last topic discussed related to promotion is Simbrah advertising opportunities. The committee is considering ways to more effectively promote the breed through advertisements. We encourage all Simbrah breeders to consider advertising as well as promotion of their news and events through ASA Publication, Inc.

Throughout the year, the Simbrah committee discussed and took action to provide clarity on percentage Simbrah rules for shows including PTP shows, Classics, Texas majors, and any and all other shows interested in hosting a Percentage Simbrah show. This action included staff letters and communications with shows, and creation of a concise list of Percentage Simbrah breed compositions that are within one generation of purebred Simbrah.

Likely the largest accomplishment of the Simbrah Committee in 2025 was the success of the F1 Simbrah

Summit. This event was held in conjunction with the 50th 7P Ranch Sale and co-hosted with the American Brahman Breeders Association on October 24, 2025. The F1 Simbrah Summit provided an excellent educational program from many high-quality presenters. The event received favorable feedback and was well attended.

I would like to thank the Simbrah committee members for their efforts throughout 2025. I would also like to thank Callie Cooley, Luke Bowman, and Jon DeClerck, as well as all the other ASA staff that assisted the committee.

Mr. Chairman, this concludes my report for the Simbrah Committee, and I move that it be accepted into the minutes of the 58th Annual Meeting.

## **ASA Publication, Inc., Board**

**by Ryan Thorson, committee chairman**

*Board members: Scott Trennepohl (committee vice-chairman), Victor Guerra, Quin LaFollette, Troy Marple, Jon DeClerck (EVP)*

*Staff lead: Callie Cooley, Business Manager*

On behalf of the ASA Publication, Inc., Board, I am pleased to present this annual report summarizing the Board's key discussions and actions throughout 2025. I would like to sincerely thank my fellow Board members, Victor Guerra, Quin LaFollette, Troy Marple, Scott Trennepohl, and Jon DeClerck, for their time and insight throughout the year.

2025 was a successful year for ASA Publication, Inc. The team received positive feedback from members about the refreshed layout of Sire Source, which transitioned to a full-size issue rather than the previous shorter format, and for the addition of more educational content that adds value for readers. Staff continues to work hard to identify engaging topics that both support ASA's mission to serve the commercial beef industry and are of interest and use to members. The Publication Board maintained a strong focus on ensuring the long-term financial stability of ASA publications while continuing to provide valuable communication and marketing services to ASA members and the beef industry.

### **Financial Overview**

Over the year, FY2025 financials were reviewed and ways to maintain a balanced and sustainable operating plan were discussed. While staff has been proactive in managing the rising costs of print production and postage, several decisions were made this year to help ease those challenges.

As part of this effort, the Publication Board recommended that the annual subscription, which hadn't been changed for over 15 years, paid by ASA to ASA Publications for their services, be increased to reflect current operating costs. The ASA Growth & Development Committee approved this recommendation in August 2025, raising the annual subscription to \$200,000 beginning in FY2026.

### **Membership Directory**

After evaluating its financial performance, the Board voted unanimously to discontinue the print version of the ASA Membership Directory beginning in FY2026. While the directory has served its purpose well, its advertising potential is limited, and much of the content remains largely unchanged from year to year. In today's digital environment, members have multiple online tools available to easily access the same information, and the Board emphasized continued investment in enhancing these digital platforms to ensure accessibility and ease of use. This decision can always be revisited in the future as member needs and communication methods evolve.

### **Sire Source Distribution Expansion**

The Board approved expanding Sire Source distribution beginning with the 2026 issue. The publication will now be mailed to the *SimTalk* subscriber lists, which includes ASA members, commercial producers, universities, industry professionals, and others. This will increase circulation from approximately 8,000 to over 40,000 recipients, enhancing advertiser value and engagement with ASA members, bull buyers, and industry partners.

### **Advertising Packages**

To modernize offerings and strengthen advertiser value, the Board approved three new advertising packages for FY2026. Each \$2,500 package offers a different mix of print and digital advertising options, allowing advertisers to tailor their advertising needs, with package 1 focusing heavily on print advertising, package 3 focusing heavily on digital advertising, and package 2 providing a nice balance between print and digital advertising.

### **Catalog Services**

In follow-up to discussions earlier in the year regarding declining demand for catalog services, the Board reviewed client data and service performance. While recognizing the historical value of ASA Publication's catalog services, the Board determined that continuing the service was not sustainable long-term given rising costs and limited revenue potential. The Board voted unanimously to continue offering catalog services through June 30, 2026, allowing clients adequate time to transition to other providers. Staff and Board members discussed the importance of maintaining strong relationships with catalog clients and exploring ways to expand marketing opportunities to fill this gap in the future.

The ASA Publication Board extends its sincere appreciation to the ASA staff for their professionalism, creativity, and commitment to serving ASA members through quality communication and marketing initiatives. The Board remains focused on adapting ASA Publication's services to meet the evolving needs of members and the beef industry.

Mr. Chairman, this concludes my report for the ASA Publication, Inc., Board, and I move that it be accepted into the minutes of the 58th Annual Meeting.

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## American Simmental-Simbrah Foundation Board

by Chris Ivie, committee chairman

*ASF Board members:* Chris Beins, David Clanton, Scott Cowger, Lori Eberspacher, Cathy Eichacker, Jill Harker, Carrie Horman, Kelly Schmidt, Adrienne Trennepohl

*Staff lead:* Mia Bayer

The ASF board continues to be dedicated to raising funds to support the American Simmental Association in the areas of education, youth, and research. Several fundraising activities are held throughout the year. Foundation members are tasked with reaching out to public and private donors as well as making funding recommendations on research projects and other endeavors to the executive committee. Highlights of the year include:

### Foundation Female

The year kicked off with the sale of the Foundation Female during the Cattlemen's Congress in Oklahoma City, Oklahoma. Thank you to Dickson Simmentals of Ohio for their donation of the 2025 female. \$30,000 was raised from the sale of the female to support the Merit Scholarship program, bringing the total to \$765,000 raised since the program began back in 1997. Five Gold Merit Awards at \$5,000 and ten Silver Merit Awards at \$2,500 are awarded yearly to outstanding Simmental youth during the National Classic. These scholarships would not be possible without the support of breeders and donors who continue to support the Foundation Female sale year after year.

### PTP Show Fundraising

The PTP show season provides many opportunities for fundraising. A variety of items were auctioned off with funds going toward the Merit Awards and youth programs. Sale items included a fishing trip, toy pedal tractor, and the ever-popular liquor and gun raffle held during the National Western at The One and Only Sale. Overall, over \$29,000 was raised during these fundraising efforts.

### National Classic

ASF continues to have a strong presence at the National Classic. Besides awarding Merit Scholarships, the Board also sponsors and organizes daily giveaway prizes for exhibitors. It is our hope to increase the awareness of the Foundation by being visible to the junior exhibitors and their families. The National Classic also hosts the ever-popular golf tournament, silent auction and BBQ cookoff. These great events helped to add almost \$14,000 to our yearly fundraising efforts.

### Supporter of the Year

The board voted to continue the supporter of the year award. In 2025 our supporter of the year award went to Val and Lori Eberspacher. Val and Lori have both been huge supporters of both Foundation and junior events over the years. Lori has also been a past and current

member of the ASF board. The Eberspachers' desire to support the youth of the Simmental breed made them the perfect choice for this recognition. Val and Lori were recognized at the 2025 National Classic.

### Fall Focus

Funds for the general pillar of the Foundation are raised through the Cash Cow fundraiser during the Fall Focus. Ninety-five cow tags are sold throughout the conference with the final five tags being auctioned off during the annual recognition dinner. The lucky winner receives \$2,000 and the remaining funds go to the general fund. This year, \$14,775 was raised during this fun event at Fall Focus.

### Research Funding

The board is committed to funding research projects and recently voted to help fund the Development of a Red Meat Phenotype for Use in Genetic Evaluation Programs of Beef Cattle Project. \$25,000 will be donated over a three-year period.

The success of the Foundation is not possible without the hard work of its board as well as the generous donations of many supporters. Mr. Chairman, this concludes my report for the American Simmental-Simbrah Foundation Board, and I move that it be accepted into the minutes of the 58th Annual Meeting. ■

# ALL PURPOSE. ALL YOU NEED.

BUILD A HERD THAT WORKS AS HARD AS YOU DO.



The American Simmental Association's \$All Purpose Index, or \$API, predicts cow herd profitability while keeping pressure on terminal traits. Better genetics translate to increased profits for bulls used to sire replacement heifers and harvest remaining calves.

[SIMMENTAL.ORG](http://SIMMENTAL.ORG)

**STAND STRONG  
SIMMENTAL**

# Bull Buying Behavior **Part 2**

## What *are* Your Customers Really Thinking?

by Lilly Platts

Dr. Charley Martinez shared his research on bull buying behavior during Fall Focus 2025. In addition to presenting past research, Martinez hosted an on-site study. The results of this study were compiled immediately before his presentation, offering real-time, in-person insight.

*Editor's note: This is the second of a two-part series. See part one in the February issue of the Register.*

**W**ith the help of graduate students, computers with the eye-tracking software were set up outside the conference room during the day-long Fall Focus educational symposium. Throughout the day, attendees were asked if they wanted to participate in a bull buying simulation, with Martinez and his graduate students walking each through signup and the process. In total, 100 people participated in the study throughout the day.

Each participant was offered a small sum of money for participating, with the addition of a bonus for each person who answered each bull selection question correctly. Paying participants a moderate sum to participate in a study is standard practice in research. The dollar amount is typically too low to be a primary motivator, but it does compensate each person for their time, and convey the importance of taking the process seriously.

During the Fall Focus study, Dr. Martinez and his students were set up throughout most of the day. When participants sat down, they went through a quick eye calibration process, in order for the computers to accurately track where their eyes were going during the study.

Like in past studies Martinez has organized, participants were asked demographic questions, like if their primary income is from the cattle business, age, how much money they make, etc. They were also asked behavior questions, which gauged their risk aversion, tolerance, and patience.

The bull selection process at Fall Focus was especially insightful for SimGenetics producers, with the focus being placed on \$TI. Participants were not explicitly told to use \$TI as their primary selection tool, and were instead presented with the following scenario: *You are consulting a producer with 35 cows, who retains every calf through their feed yard. Profit is their primary objective, and they want a bull ranked in the upper third for the breed. Can you find a bull out of the pair, or neither, that matches their goals?*

As each participant worked through the selection process, they were presented with two bulls on each screen. Half of the participants were given percentile rank under, and the rest were not. For the first bull that was presented, for example, half of the participants saw that the first bull was in the top 1% for \$TI, and the second was in the bottom 70th percentile. This percentile rank made the selection fairly simple, with bull one being the best choice.

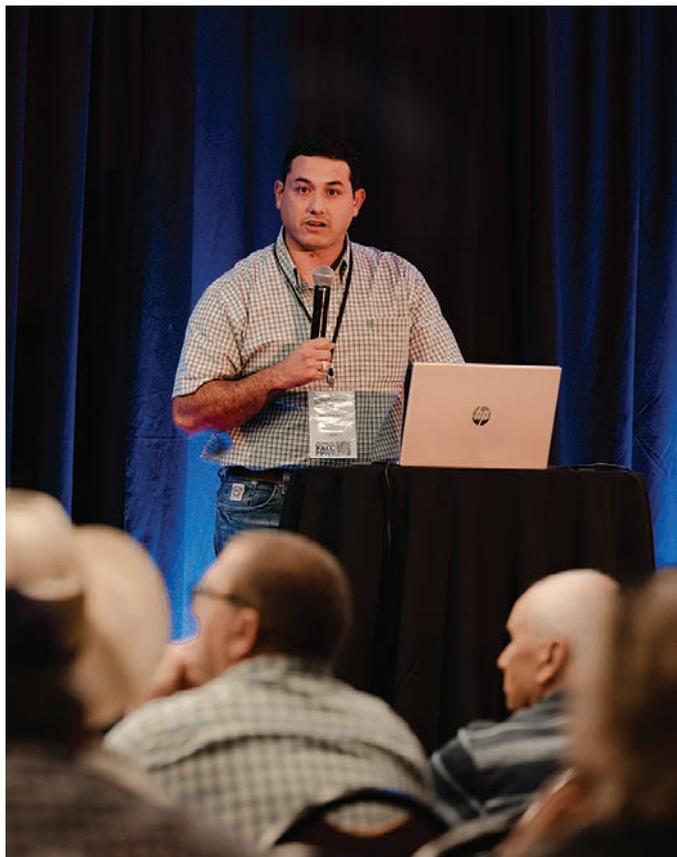
Some bulls were closer in their \$TI EPD and/or ranking, and participants were also looking out for pairs of bulls where neither matched. As each participant worked through the pairs of bulls, they simply clicked on a multiple choice list, which was consistent throughout, where they could choose Bull A, Bull B, or neither.

Some selections were easier than others. In the fourth set of bulls, Bull A was in the 50th percentile for \$TI, and Bull B was in the 60th. "Neither" was the correct answer, but many participants were tripped up by this pair. Martinez shared what the eye tracking record looked like for one person, which revealed more time spent on the page, and the person ultimately looking at \$API as well. As Martinez shared, this data doesn't share any actual reasoning behind the behavior, but it would be plausible to assume that once the \$TI choice wasn't as obvious as with the previous bulls, this person went to \$API as a secondary tool.



Attendees of Fall Focus 2025 had the opportunity to also participate in Dr. Martinez's on-site bull buying study.

Martinez pooled the results of the day, and presented summary statistics for the study. For the first set of bulls, which presented very different \$TI for the two bulls, the participants who saw percentile rank and those who didn't were similarly successful in choosing the right bull. In set four, only 17% of people without percentile rank picked the right bull, and 62% with percentile rank picked the right choice. "Whenever it's a closer decision, like set four was designed to be, information matters," Martinez said. "The percentile rank allowed people to make that decision."



*Dr. Charley Martinez presented his research on bull buying behavior during Fall Focus 2025.*

Martinez shared that he created set four to prove that while his previous research has shown percentile rank not being widely used, it is significant. In set four, the participants with percentile rank were given an extra tool for choosing between two bulls that were not a fit for the scenario.

Participants were asked if they use genomically enhanced EPD in their real-life decisions. The large majority said yes, which Martinez shared is much higher than what he typically sees when surveying producers. The setting — a science-focused educational symposium — lends to this, with progressive producers typically being drawn to this type of event.

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**Linking behavior to measurable data is difficult in the beef industry. "The key takeaway today is that percentile ranks do help."**

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With percentile rank, 14% got all of the selections right, with 11% without percentile rank being correct throughout. Out of all participants, 13% were accurate throughout. The questionnaire also asked participants the following question: "Is 99% or 1% higher/better when looking at an EPD rank?". Only 83% of participants picked the correct choice. This is especially revealing, since understanding of this is fundamental to a person's ability to sort through EPD and percentile rankings. Martinez shared that results like this prove the need for education. "For those of us in academia and Extension, that is something we have to work on. If we're going to continue pushing these EPD, we have to do our jobs in terms of making sure you know what they mean," he said.



*A herd bull's genetic impact on an operation exceeds their average service life. Because of this, making the best choice is critical for long-term success.*

Martinez concluded that the study at Fall Focus, which primarily targeted the use of \$TI and percentile rankings, added valuable information to his team's larger pool of research. Past studies focused on the ability to accurately predict the value of animals, and the addition of data on specific selection criteria, is valuable. Linking behavior to measurable data is difficult in the beef industry, and seeing results the day-of was especially insightful, and interesting, for participants at Fall Focus. Martinez concluded, "The key takeaway today is that percentile ranks do help." ■

# BUILD, BREED, ACHIEVE

BUILD YOUR SYSTEM. ACHIEVE YOUR GENETIC IMPROVEMENT GOALS.

## – 6 Steps to Achieve Your Genetic Goals –

1. Clearly define breeding objectives

2. Use whole herd reporting

3. Properly define contemporary groups

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

5. Use index-based selection

6. Incorporate genomics

**GENOMIC TESTING SYSTEM  
TO REACH YOUR GOALS**

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

## TOTAL HERD ENROLLMENT



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

## COW HERD DNA ROUNDUP



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

## CALF CROP GENOMICS



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

## CARCASS EXPANSION PROJECT & CARCASS MERIT PROGRAM



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

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

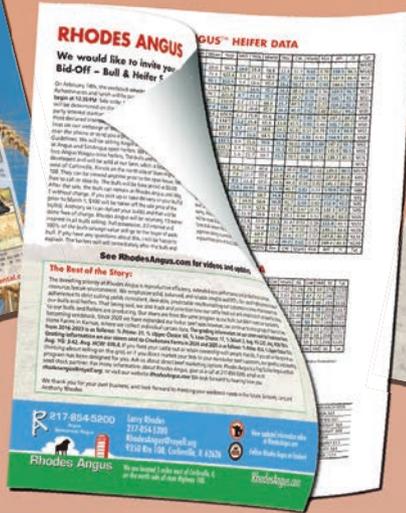
# Most-Used Bulls 2024

Following is a list of the most-used bulls, ranked in order of number of progeny reported during the 2024 calendar year.

Reg. #	Name	# Progeny	\$API	\$TI	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB
3716905	Gibbs 9114G Essential	1079	168.2	105.3	13.2	-1.5	101.7	168.5	0.42	7.6	32.1	82.8	17	17.8	57	-0.23	0.39
3317371	OMF Epic E27	1047	145.3	88.9	13.4	-1.1	86.2	126.7	0.25	8.3	25.3	68.3	16	14.3	36.3	-0.28	0.2
3789539	KBHR Bold Ruler H152	990	198.4	107.4	17	-2.4	80.1	132.5	0.33	10.9	36.3	76.2	18.7	17.6	40.2	-0.15	0.94
2983443	THSF Lover Boy B33	921	138.7	90.8	12	-0.2	85.1	118	0.21	7.6	31.5	73.9	11.3	17.3	24.4	-0.28	0.34
3565879	JSUL Something About Mary 8421	846	106.9	72.2	10.3	1.5	75.5	115	0.25	4.1	8.5	46.1	8.8	7.3	37.9	-0.33	-0.03
3603651	LBRS Genesis G69	748	179.2	115.9	4.4	2.9	113.7	173.5	0.37	4.4	24.6	81.4	18	16.7	78.2	-0.14	0.88
3658592	WHF/JS/CCS Double Up G365	720	99.2	71	8	1.4	83.8	108.7	0.16	6.1	18.9	60.7	13	11.5	22.3	-0.43	-0.27
3960639	LCDR Reserve 210J	718	153	98.6	8.4	2.3	104.3	160.6	0.35	5.5	24.6	76.7	18.6	17.3	53.4	-0.39	0.3
3582577	TJ Gold 274G	697	175.6	96	15.1	-3.4	77.1	115.2	0.24	9.6	17.1	55.5	18.2	11.9	15	-0.22	0.61
3253742	Hook's Eagle 6E	676	155	100.8	12.7	-2.5	97	150.6	0.34	5.2	17.5	65.9	14.3	18.1	37.7	-0.42	0.53
3775641	Rocking P Private Stock H010	648	146.5	89.8	14.1	0.3	83.2	122.5	0.25	4.7	14.4	56	12.2	9.2	27.2	-0.27	0.41
3789447	KBHR Honor H060	639	170.4	99.6	14.9	-2.5	87.8	135.9	0.3	9.8	24.9	68.7	17.3	8.1	40.1	-0.33	0.48
3958195	STCC Tecumseh 058J	580	127.5	81.5	5.5	4.2	79	111.1	0.2	1.2	23.1	62.5	13.6	10.8	27.3	-0.45	0.37
3808091	W/C Bet On Red 481H	577	122.7	79.1	11.3	0.9	74.4	108.5	0.21	4.3	21.7	58.8	10	13.5	31.2	-0.35	0.2
3981484	Next Level	574	104.7	75.6	3.9	4.3	88.1	126.3	0.24	3.4	23.8	67.8	13.8	14	35.5	-0.54	-0.09
3943850	KBHR Global J138	570	173.8	92.8	15.5	-2.1	78.4	121.2	0.27	9.1	24.6	63.7	21.7	16.8	29.5	-0.35	0.45
3563620	Hook's Galileo 210G	534	198.9	115	15.4	-2.3	91.1	138.7	0.3	10.9	39.4	84.9	18.4	19.6	51.6	-0.15	1.2
3582558	TJ Arrowhead 263G	507	158.6	92.2	17.5	-5.2	75.6	123.1	0.3	8.1	33.2	70.8	15.4	14.7	34.3	-0.24	0.51
3419044	SO Remedy 7F	488	101	72.8	11.6	1.3	80.7	126.2	0.28	4.8	22.2	62.4	8.7	15.4	47.1	-0.4	-0.23
3585120	Schooley Standout 27G	466	153.5	82.5	12.7	-1.9	65.5	92.5	0.17	8.6	19.4	52.1	17.4	18.9	25.8	-0.19	0.45
3910125	TJ War Paint 759J	463	138.3	83.4	9.2	1.2	85.4	125.1	0.25	6	26.6	69.2	19.7	12.8	41.1	0.09	0.4
4028738	CCR Bedrock 5171J	448	181.8	107.6	12.5	-1.4	89.8	141.6	0.32	8.8	24.6	69.5	16.2	15.5	59.4	0.03	1.08
3417756	Syden Enhance	443	159.7	87.9	14.9	-2.2	77.3	156.5	0.49	8.2	29.5	71.9	16.7	15.4	58.4	0.13	0.97
3801515	CDI/NF Honor Guard 267H	440	157.7	92.1	13.3	-0.1	86.2	137.2	0.32	7.8	23.9	66.9	18.5	16.1	27.9	-0.5	0.3
3709222	CLRS Homeland 327H	427	154.9	92	8.9	0.4	89.5	140	0.32	5.7	19	63.7	21.3	10.2	48.8	-0.44	0.5
3568376	Mr SR Highlife G1609	418	146.9	85.1	12.4	0.9	87.3	138.7	0.32	8.1	28	71.6	21.9	6.5	36.2	-0.55	0.03
3187005	W/C Bankroll 811D	416	113.5	77.2	11.3	1.3	77.4	108.8	0.2	7.2	21.6	60.3	9.1	12.9	27.4	-0.47	0.06
3045559	W/C Relentless 32C	413	110.8	72.7	6.5	3.2	71.6	91.5	0.12	4.1	15.4	51.1	10.9	7.3	17.2	-0.45	0.19
3561070	Bridle Bit Resource G9117	402	168.9	98.1	12.8	-0.7	88.8	144.4	0.35	9.1	33	77.3	19.8	14.5	59.9	-0.37	0.44
4029546	JC MR Pontiac D114K	400	170	95.5	18	-2.5	88.1	141.1	0.33	9.8	23.1	67.1	20.6	10.1	43.7	-0.13	0.53
3299037	WLE Copacetic E02	389	99.5	76.8	11	1.7	83.3	124.4	0.26	6.5	8.5	50.1	4.9	0.7	25.9	-0.47	0.15
3646242	LCDR Progressive 106G	364	163.8	101.9	16.1	-2.9	88.6	136.9	0.3	8.3	32.6	76.8	12.1	15	53.4	-0.25	0.51
4038066	C-3 Next Up NS B220 J939	364	196.4	110.2	16.8	-3.4	89.5	135.1	0.29	10.2	38.1	82.7	21	16.1	55	-0.07	1.02
3563436	CLRS Guardian 317G	356	184.6	107.6	13.3	-2.3	98.8	149.2	0.32	7	14.4	63.7	20.1	1.1	51.5	-0.21	0.63
2847534	Redhill 672X X004 231A	352	158.9	90.8	10	-0.6	86.5	142.7	0.35	8.4	9.8	52.9	21.8	16.3	47.9	-0.39	0.51
3396482	Tehama Tahoe B767	335	152.9	93.1	16.4	-2.4	94.1	160	0.41	7	25.5	71.6	14.7	14.2	60.2	0.13	0.83
4062253	BJ Surpass	334	136.1	88.4	19.2	-2	96	152.8	0.35	16	33	82.1	11.6	14.4	46	0.16	0.61
3943843	KBHR Gunsmoke J131	329	191.6	109.4	6.9	1.9	93.1	140.6	0.3	5	30.9	77.4	22.1	12.8	55.6	-0.27	1
3549340	GW Copperhead 919G	320	171.2	101.7	14.8	-1.9	84.9	138.2	0.33	9.1	25	67.3	14.9	23.1	29.7	-0.27	0.86
4224472	B A R Volunteer 1786-B122	319	178.2	102.2	20.3	-2.2	85.4	150.6	0.41	9	42	96.1	12.8	13.1	77	0.17	1.33
3325668	Mr SR 71 Right Now E1538	304	137	92.7	13.3	-2	88.8	139.6	0.32	9.1	23.6	67.9	9.7	16.7	31	-0.55	0.17
2531081	Mr HOC Broker	295	80	63.3	3.9	4.2	76.7	107.8	0.19	2.2	16.9	55.2	8.7	-2.4	20.9	-0.39	-0.25
3789458	KBHR Revolution H071	290	161.9	102.9	9.8	1.8	107.2	165.5	0.36	3.8	21.5	75	18.6	17	69.2	-0.25	0.41
4115546	Schooley Krown 28K	274	163.2	102.6	10.7	1.2	98.4	163.7	0.41	6.7	23.2	72.3	16.1	17.4	63.8	-0.1	0.76
3992818	SJF SMJ Payroll	273	118.9	75.3	9.9	0.3	68.3	93.6	0.16	5.7	20.3	54.3	10.3	5.5	20	-0.34	0.2
3718806	Tehama Patriarch F028	265	159.2	92.3	19.2	-3.9	88	159.3	0.45	15	30	74.6	15.3	12.6	63.6	0.15	0.82
3289219	GEFF County O	263	94	69	5.8	4	74.3	114.1	0.25	3	13.1	50.2	7.2	1.9	25.9	-0.51	-0.03
4047781	Connealy Craftsman	262	138	92.4	8.3	-0.5	90.9	156.3	0.41	7.3	37	71.7	10.9	12.9	52.2	0.1	0.96
4068398	WHF/JS/CCS Woodford J001	257	142.9	83.4	13.7	1.2	86.4	118	0.2	4	18.7	61.8	20.5	12.8	24.2	-0.23	0.34
3918028	HA Justice 30J	255	195.9	117	11.1	0.6	97.2	154.9	0.36	8.5	33.3	81.8	16.7	17.7	57	-0.37	1.06
Averages			150.08	91.85	12.14	-0.26	86.52	134.07	0.30	7.22	24.50	67.79	15.34	13.02	42.04	-0.26	0.48

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- ◆ WEBSITES
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To receive a quote or for more information contact:

Nancy Chesterfield  
nchesterfield@simmgene.com  
406-587-2778  
www.simmental.org

# ASA's Leading Breeders

The following list including ASA's leading breeders, on the basis of Simmental (including fullblood, purebred, percentage, and Simbrah) registrations during the calendar year 2025. Within each state, province, or country, the top five breeders are shown in descending order, beginning with the breeder who registered the most animals. The minimum requirement for inclusion on this list was reporting five animals during the year.

## South Australia, Australia

Ewedale Grazing Partnership –  
Biloela

## Manitoba, Canada

Rich MC Farms Ltd – Pilot Mound  
Murray Farms Inc – Decker

## Ontario, Canada

Semex Alliance – Guelph

## Saskatchewan, Canada

Wheatland Cattle Co – Bienfait

## Alabama

Gibbs Farms – Ranburne  
CK Cattle – Hope Hull  
Black Rock Farm – Luverne  
Cole Cattle Company – Livingston  
Isbell Land and Livestock LLC –  
Leighton

## Arizona

Lee Cattle Company – Chandler  
YS Ranch – Willcox

## Arkansas

Lovaas Ranch – Yellville  
Jalyn Smith – Rose Bud  
Matt Young – Magnolia  
Devin Brown – Viola  
Nice Breeze Farm – Floral

## California

Circle Ranch – Ione  
Red River Farms – Blythe  
Lambert Ranch – Oroville  
Ron Gilliland – Davis  
Gonsalves Ranch – Modesto

## Colorado

Lechleiter Simmentals – Montrose  
Sutphin Cattle – Lamar  
T-Heart Ranch – Del Norte  
M & S Shaw Properties LLC –  
Del Norte  
Bridle Bit Simmentals – Walsh

## Delaware

Mark 'Em Cattle – Harrington

## Florida

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

## Georgia

Pigeon Mountain Simmental –  
LaFayette  
Cullens Cattle Co – Sandersville  
Dylan Chastain – Danielsville  
Callaway Cattle Co – Hogansville  
Strickland Angus Farm – Glennville

## Idaho

Lanting Enterprises – Twin Falls  
Dirk E Johnson – Bancroft  
Barker Cattle Co LLC – Elba  
Henrys Fork Cattle Co – Rexburg  
Laird Simmentals – Dubois

## Illinois

Wildberry Farms – Scales Mound  
Rincker Simmentals – Shelbyville  
Hillstown Farms – Marissa  
University of Illinois – Baylis  
Diamond A Farms – Altamont

## Indiana

Purdue Animal Science–Beef Cattle –  
West Lafayette  
Trennepohl Family Farm –  
Middletown  
ClearWater Simmentals – Milan  
James W Koch Jr & Family –  
Rosedale  
Douglas C Smith & Family –  
Winchester

## Iowa

Bruhn Farms Joint Venture –  
Mapleton  
Nichols Farms – Bridgewater  
Sara Sullivan – Dunlap  
Ruby Cattle Company – Murray  
Heartland Simmentals – Clio

## Kansas

Cow Camp Ranch – Lost Springs  
River Creek Farms Inc – Manhattan  
Hanel Black Simmentals –  
Courtland  
Steve or Mary Gleason – Maple Hill  
High-Bred Simmental – Madison

## Kentucky

Bushs North Severncreek  
Simmentals – Owenton  
Henry E Allen DVM – Versailles  
Stephens Beef Cattle – Ewing  
Isaacs Farms – Horse Cave  
Hillview Farms – Herndon

## Louisiana

Dennis & Paula Courtright – Colfax  
J&L Cattle Services – Rayne  
Rugged R Cattle Co – Wisner  
B&M Cattle LLC – Bell City  
Martin Simmental – Wisner

## **Maine**

Pine Creek Show Cattle – Rumford  
McGee Farm Simmentals –  
West Gardiner  
G R Thurston's Frm Simmental Ctl –  
Rumford  
Ridgefield Farm – Appleton  
Gross Hardship Acres – Bucksport

## **Maryland**

Rolling Vale Farms Inc – Accident  
Winter Springs Farm LLC – Frederick  
Hyland Farm – Mount Savage  
Marky Butler Show Cattle –  
Frederick  
Hartland Valley Simmentals LLC –  
Jarrettsville

## **Massachusetts**

Hillcrest Farm – Auburn

## **Michigan**

Salinas Farms – Marion  
J-C Simmentals – Clare  
Delong Cattle Co – Cass City  
Rural Route 5 Farm – Saint Johns  
Longcore Simmentals –  
Cedar Springs

## **Minnesota**

Rydeen Farms Simmentals –  
Clearbrook  
Rockin H Ranch – Canby  
Hilbrands Cattle Co – Clara City  
Clear Springs Cattle Co – Starbuck  
Oak Meadow Farm Simmentals –  
Harmony

## **Mississippi**

M & M Farms – Florence  
Ishee Bred Simmentals – Laurel  
R & K Cattle – Hattiesburg  
Hi Point Ranch – Starkville  
Sleepy Creek Farms LLC – Summit

## **Missouri**

Lucas Cattle Company –  
Cross Timbers  
Beach Cattle Company – Leonard  
Mark Moriondo – Mount Vernon  
Schupback Farms LLC – Keytesville  
Superior Beef Genetics – Jasper

## **Montana**

Gateway Simmentals – Lewistown  
Lassle Simmentals – Glendive  
3H Simmentals – Plains  
Beggars Diamond V Rch Inc –  
Wibaux  
Emmons Ranch Inc – Olive

## **Nebraska**

Triangle J Ranch – Miller  
Meyring Cattle Company – Alliance  
Trauernicht Simmentals – Wymore  
Forster Farms – Smithfield  
Apex Cattle Co – Dannebrog

## **New Hampshire**

Ethan Adam Mock – Webster  
Orion Farms – Jaffrey

## **New Jersey**

Ward Bishop – Elmer  
NK Cattle Company – Frenchtown  
Keith Wall – Newton  
Kevin W Bishop – Elmer

## **New Mexico**

Clayton Moore – Roy  
Garrett Foote – Texico  
Leonard & Mary Morrow – Winston  
Shawn Agar – Santa Rosa  
Amy & Jordan Valigura – Estancia

## **Nevada**

Small Livestock LLC – Winnemucca

## **New York**

Simme Valley Ranch – Groton  
Elm-Side Farm – Walton  
Premier Farm – Greenville  
Rugenstein Family Farm –  
Canandaigua  
Nathan Hay – Cobleskill

## **North Carolina**

Massey Farms – Burlington  
Fred Smith Company – Clayton  
Benjamin L Winslow – Halifax  
TX Enterprises – Winston Salem  
Anna Munday English – Alexander

## **North Dakota**

TNT Simmentals – Almont  
Kaelberer Ranch – New Salem  
Hansen Simmental Ranch – Ryder  
Ellingson Simmentals – Dahlen  
Roger A Kenner – Leeds

## **Ohio**

Dickson Simmentals – St Louisville  
John J Ferguson – Mentor  
Gustin Cattle Co – West Union  
Jones Show Cattle – Harrod  
Stanfield Simmental Farms –  
Manchester

## **Oklahoma**

Willis Simmentals – Marietta  
Buck Creek Ranch – Yale  
Prairie View Cattle Co – Tishomingo  
Fenton Farms – Stigler  
Bobby L Yandell Jr – Hugo

## **Oregon**

Bar CK Cattle Company – Culver  
44 Cattle – Richland  
Anderson Land and Livestock Inc –  
Pilot Rock  
Allen Brothers Cattle – North Powder  
Carson S Collier – Eagle Point

## **Pennsylvania**

Long Meadows Simmentals –  
Spartansburg  
Full Circle Farm – Dayton  
Andrews Fleckvieh Simmentals –  
Gillett  
Kulp Genetics – Manheim  
Ideal Simmentals – Centre Hall

## **South Carolina**

Baxley Farms – Georgetown  
Yon Family Farms – Ridge Spring  
PB Squared – Saluda  
Elmore Cattle Company – Enoree  
Wayne Garber – Laurens

## **South Dakota**

Eichacker Simmentals – Salem  
Fischers Simmentals – Scotland  
Horizon View Farms – Canova  
Jim Benda Simmentals – Kimball  
M/S Stavick Simmental – Veblen

*(Continued on page 36)*

# ASA's Leading Breeders

(Continued from page 35)

## Tennessee

Red Hill Farms – Lafayette  
Scott Valley Farm – Culleoka  
Tennessee Tech University –  
Cookeville  
Triple A Farms – Bethpage  
Martin & Son Farm – Lyles

## Texas

7 P Ranch – Winona  
Pine Ridge Ranch LLC – Dallas  
10-2-4 Ranch – Dallas  
Timothy J Smith – Giddings  
Simmentals of Texas – Granbury

## Utah

Lyman Livestock – Salem  
Yardley Cattle Co – Beaver  
Mineral Mountain Cattle Company  
LLC – Milford  
Davies Ranch Seed Stock – Duchesne  
Cross L Cattle – Santa Clara

## Virginia

Shenandoah Valley Simmentals –  
Quicksburg  
McDonald Farms – Blacksburg  
Gingerich Family Farm – Jonesville  
Edgewood Angus – West Point  
Quaker Hill Farm LLC – Louisa

## Washington

Trinity Farms – Ellensburg  
Sequim Valley Angus  
and Simmental – Sequim  
Bar K Cattle Co – Tonasket  
Burnt Ridge Ranch – Onalaska  
Emmanuel Sim Genetics –  
Moses Lake

## West Virginia

Classic Simmental Farm – Fairmont  
Carter Brown – Fairmont  
Plaugher Simmental Farms – Salem  
Buena Vista Simmentals – Old Fields  
Carter Hall – Ripley

## Wisconsin

Tim Lundell – Livingston  
Double A Simmentals – Janesville  
Crow Bar Ranch – Barron  
A & J Farms – Crivitz  
Sandbox Farms – Almond

## Wyoming

Black Summit Cattle – Powell  
Vearl W & Patsy Bird – Fort Bridger  
Wishbone Simmental – Frannie  
P/T Livestock – Shoshoni  
Wayne Jordan – Alva ■

Serving the Simmental and Simbrah Breeds / May/June 2025

# the Register

2025 Annual ASA  
**FALL FOCUS**  
AUGUST 22 – 26  
REGISTRATION IS FREE

The Efficiency vs. Demand Paradox: Navigating the Future of Beef Production  
Packers continue to demand heavier finished cattle, while cow-calf producers are faced with the challenge of maintaining efficiency, longevity, and profitability in their herds. Can we balance these two seemingly contradictory demands?  
Page 10

**Inside**  
Bridging Genetic Advancements between the US and Panama  
Christmas in July in Madison, Wisconsin  
Preparing for the New Herdsire DNA Testing Requirement  
End Product Considerations

## Reserve Your Space Now

### May/June Register Deadline March 28

**Contact:**

Nancy Chesterfield  
nchesterfield@simmgene.com

Rebecca Price  
rprice@simmgene.com

or call 406-587-2778



# CATTLEMEN'S CONGRESS

## A BIG THANK YOU

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

AMERICAN SIMMENTAL-SIMBRAH  
FOUNDATION



Group of 2026 Foundation Female Contributors along with the AJSA Board of Trustees.

**Seller:** Trennepohl Farms, IN

**Designated Foundation Mission:**  
Youth/Merit Awards

**Animal Name:**

STCC Pays To Prove 104N

Sire: WHF Point Proven H45

Dam: STCC Fancy and Primed 063J

Purebred Simmental

**Animal Registration Number:**

4562654

**Sale Name:**

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

**Sale Date:** Sunday, January 11, 2026

### Buyers:

Adcock Land & Livestock  
ASA Board of Trustees  
Beshears Simmentals  
Bill Fulton - BF Simmentals  
Buck Creek Ranch  
C-Mor Beef  
Circle M Farms  
CK Cattle  
Decades of Devotion Sale  
Gerdes Show Cattle  
Diamond J Simmentals  
Diamond M Cattle Co.  
Eberspacher Enterprises  
Foster Brothers Farm  
Four Point Livestock  
Gary Reichel/Reichel Farms  
Gold Bullion  
Group/Schaake Farms  
Golden J Farms  
Griswold Cattle  
Haefner Marketing  
Harker Simmentals  
Hart Simmentals  
Hartman Cattle Co.  
Heidt Simmentals  
Helm Farms

Horstman Cattle Co.  
Innovation  
AgMarketing, LLC  
J&L Cattle Services  
Jame Krieger  
Livestock Insurance  
JS Simmental  
Knapper Cattle  
Drew & Tamiko McGurk  
LaMuñeca Cattle Co/  
Seale Show Cattle  
Lindsay Lunning  
MacGregor Livestock  
M4 Simmentals  
Red River Farms  
Rincker Simmentals  
RJ Cattle Company  
Rocking P Livestock  
Round Grove  
Sandeem Genetics  
Schick Chicks Cattle Co.  
Shoal Creek Land  
and Cattle  
Single J Ranch  
The Crossroads  
Sale Group

The Royal Classic Sale  
Tim Schaeffer  
Show Cattle

Top Hat Simmentals  
Wayward Hill Farm  
Windy Creek Cattle Co

### Foundation Fundraising

The American Simmental-Simbrah Foundation has had a busy start to 2026. Fundraising efforts for the year kicked off at the Cattlemen's Congress in Oklahoma City, Oklahoma. Each January our organization is proud to auction off the Foundation Female to raise funds for the ASF Merit Award Scholarship program.

This year STCC Pays To Prove 104N, donated by Trennepohl Farms of Indiana, was auctioned off during the Bricktown National sale. A consortium of nearly 50 breeders came together and purchased the female for over \$45,000. After selling the female the donor selected from the drawing that would take the heifer home was Innovation AgMarketing. Innovation AgMarketing graciously donated the heifer back and she sold for an additional \$7,000 to Golden J Farms of Mississippi. Including the funds raised this year, the annual sale of the Foundation Female has raised a total of 817,100 since its inception.

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

Remembering the history of the Simmental breed and its people.

**“Big Willie”**

Before he became a country music icon, Willie Nelson famously tried to sell his song, “Hello Walls,” to Faron Young for \$500 when he was hard up for cash. Young knew the song was a hit, and instead insisted that he just loan Willie the money. Not long after releasing the song, Faron sent Willie his first royalty check, which was just the beginning of the money both would see from the song. What many people don’t know is that a Simmental bull was a part of the deal. When Faron loaned Willie the money to pay his bills, Willie said he would raise a calf, and eventually give Faron a finished beef. It wasn’t long after that Nelson hit it big. The \$500 loan was no longer top of mind for either singer.

The two still joked about the calf that never was. Faron would ask Willie how much it weighed, and he would say it was “20,000 pounds.” Willie decided to take the joke as far as he could, presenting Faron a registered, purebred Simmental bull, which he reportedly purchased for tens of thousands of dollars. Willie is said to have delivered the bull to Faron’s office in the middle of Nashville. Faron was shocked, and had nowhere to put a bull. He called his friend Jimmy C. Newman,

and asked if he could live out at his ranch near Nashville. Jimmy agreed, and used the bull on his cows for several years after. When Faron got divorced in 1986, the bull, nicknamed “Big Willie” was listed as an asset for \$10,000, and he had to purchase his ex-wife’s share. ■



Faron Young and “Big Willie,” the registered Simmental bull.

**HEISHMAN CATTLE COMPANY**

**BUILDING STRONG HERDS, ONE SIMMENTAL AT A TIME**

*the* **Blue Ridge** *classic*  
**Annual Production Sale**

**SELLING 60+ SIMMENTAL & SIMANGUS™**

**SPRING PAIRS, BREDS, OPEN HEIFERS**

**SALE DAY: MARCH 28, 2026**

**SALE TIME: 5 PM EST**



Bid Live Online



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# 2026 DATES AND DEADLINES

## DATES TO KNOW

### APRIL 1

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

### MAY 2

AJSA Hotel Scholarship deadline  
*Application available at [juniorsimmental.org](http://juniorsimmental.org). Covers lodging expenses for one room at 2026 AJSA National Classic.*

### MAY 4 4:30pm MDT

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

### MAY 11 4:30pm MDT

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

### MAY 20 4:30pm MDT

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

### MAY 22

AJSA Regional Classic NOVICE entry deadline  
*Entry link available on AJSA website and Facebook page.*

### MAY 27 4:30pm MDT

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

### JUNE 1

AJSA Trustee Application deadline  
ASF Merit Award deadline  
AJSA Photography Contest deadline  
*Applications and complete details available at [juniorsimmental.org](http://juniorsimmental.org).*

### JUNE 5

AJSA National Classic NOVICE entry deadline  
*Entry link available on AJSA website and Facebook page.*



## EVENTS

### JUNE 10-13

AJSA Eastern Regional Classic  
Lebanon, Indiana  
*Held in conjunction with Simmental Breeders Sweepstakes*

### JUNE 17-20

AJSA Western Regional Classic  
Filer, Idaho

### JULY 4-10

AJSA National Classic XLVI  
Grand Island, Nebraska

## CONTACT AJSA

-  [juniorsimmental.org](http://juniorsimmental.org)
-  American Junior
-  Simmental Association
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-  406.587.4531

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

Updated 2026 AJSA Classic rules available on the AJSA website.

Developing leaders through friendship, networking, and communication skills!



by *Ella Fischer*

I recently spent three weeks in New Zealand on a winter study abroad trip, which offered a unique opportunity to see how a country's landscape and culture shape

its agricultural systems. From our first days in the nation's largest city to our final farm visits on the South Island, it became clear that New Zealand's beef industry is shaped as much by terrain and climate as it is by markets and genetics. Despite having a population of only five million people, New Zealand produces enough food to feed more than 40 million and exports a large portion of its beef, much of which ultimately ends up in US ground beef products. That beef is produced under conditions vastly different from those common in the US, particularly in the mountainous regions of the South Island. What stood out immediately was that nearly all animal agriculture in New Zealand is pasture-based. Grass is not a supplement but the foundation. The country's climate supports lush, high-quality pasture that is naturally high in protein, allowing cattle to perform without grain finishing. Everywhere we traveled, from the rolling hills of Matamata to the steep countryside of the Rakaia Gorge, cattle are expected to live and thrive on grass alone. Terrain plays a defining role in their industry. Most cattle run on land far steeper than ground most producers here would deem unusable. During one farm visit I jokingly asked if they ever have cattle fall off the mountain. He very seriously assured me that it does happen, and that they place an emphasis on genetics that allow cattle to maneuver the dangerous terrain and live unassisted, and remain productive without being checked for months at a time. Our trip highlighted the diversity of New Zealand's agriculture and its close relationship with the natural environment. We visited beef and dairy operations, alpaca and sheep farms, orchards that produce unique fruits, and saw firsthand how agriculture coexists with wildlife, including dolphins and seals in Akaroa. Beyond agriculture, the country's natural beauty is undeniable and impossible to separate from its farming systems. From the beaches of Mission Bay and geothermal features of Rotorua to the Southern Alps, Franz Josef Glacier, and the open country around Lake Tekapo, the landscape reinforces why pasture-based systems dominate and the deep connection between the land, food, and traditions.

For cattle producers, New Zealand is not a model to be copied outright. Markets, climate, and infrastructure differs greatly from those here. However, the trip offered valuable reminders. Beef destined for commodity markets still begins with functional cows. Structural soundness, fertility, and efficiency remain critical, regardless of geography. Seeing cattle thrive on grass in challenging terrain reinforces the importance of breeding adaptable animals that can perform under pressure. New Zealand's beef industry is shaped by its land, and that land demands a great deal from both cattle and producers. Carrying that perspective home encourages me to think more critically about how environment, management, and genetics intersect in our own operations. ■



## 2025-2026 American Junior Simmental Association Board of Trustees

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



# JUNIOR MEMBERSHIPS

## REQUIRED FOR AJSA CLASSICS

### NEW MEMBERSHIPS

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

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

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

### ACTIVE MEMBERSHIPS

Juniors with active membership can enter AJSA Classics without any further action. If entering the 2026 National Classic, the Annual Service Fee (ASF) for 2026-27 will be included in the entry process.

### EXPIRED MEMBERSHIPS

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



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

## Our Pioneers – “Ike” Part 2

“The proudest thing I can claim is that I am from Abilene.”

At the conclusion of the February Fleckvieh Forum, in September 1910, Eisenhower was at a critical crossroads in his young life. He had befriended Everett “Swede” Hazlett, a son of one of the town’s physicians. Hazlett had gone to a military school in Wisconsin. That led to an appointment at the Naval Academy at Annapolis. Failing grades there forced his return to Abilene to study for further exams the following June. He and Eisenhower became close friends and remained so for the rest of their lives. Hazlett was convinced that the Naval Academy was where Eisenhower should pursue his education. His plans were to save enough to go to the University of Michigan and play football and baseball in the fall of 1911. Eisenhower gave serious thought to the prospects painted by Swede’s urging.

As fate would have it, Eisenhower read an announcement in the local paper of a competitive examination for applicants for service academies. He took the exam and scored second among the eight candidates. With those results, he was offered an appointment to West Point. To Hazlett’s dismay, he accepted and was thoroughly delighted. It would be the Army, not the Navy, that would shape the future military genius he would become.

Stephen E. Ambrose, author of *Eisenhower, Soldier and President*, described his departure from Abilene as follows: “Ida did not want her boy to become a soldier, but she held back tears until he boarded the train headed east. David, typically, showed no emotion whatsoever. As he swung onto the train, Ike made a striking picture. He had filled out in the past two years, putting on 20 pounds, none of which was fat. At nearly six feet tall, now weighing 170 pounds, with strong broad shoulders and rock-hard muscles, he was the embodiment of an athlete. He was raw-boned, with big hands. He walked on the balls of his feet and carried himself gracefully, as good athletes do.”

Eisenhower had great energy. His power of concentration was always directed at self-improvement and making things better. He was extremely confident and self-assured. He had no doubts about his abilities. There was no “self-searching” or identity crisis so often associated with young men. “Eisenhower knew who he was and where he was going.”

West Point regarded its long history with veneration with the objective of instilling that concept in their recruits. Eisenhower, already possessing a strong sense of military history, responded enthusiastically. He took from West Point what was positive and rejected that which was negative. His studies were focused mainly on civil and military engineering. Mathematics was a critical part of his studies and one in which he was well adept.

Being an athlete, sports were at the center of his life and interest. He said he “had a lack of motivation in almost everything other than athletics, except for the simple and stark resolve to get a college education.” In 1911, he played on the junior varsity football team. In the spring of 1912, he played baseball and future general Omar Bradley was a teammate. By the fall of 1912, he was selected for the varsity football squad. The first two games of the season were wins for Army and Ike was so outstanding as a running back that *The New York Times* described

him as “one of the most promising backs in Eastern Football.” In a victory over Colgate, the West Point yearbook reported that “Eisenhower in the fourth quarter could not be stopped.”

Once again, fate intervened. In a game against Tufts, Eisenhower twisted his knee. The damage at first didn’t seem too serious. The following week, while participating in the “monkey drill” and leaping off and remounting a galloping horse, the knee crumbled when he hit the ground. The injury was so serious that his football-playing days were over. A period of depression set in where he considered resigning from the Academy. His friends were able to talk him out of it. Ike said, “life seemed to have little meaning. A need to excel was almost gone.”

His enthusiasm for football was so intense and matched by his study of the intricacies of the game that his coach suggested he coach junior varsity. Thus, a new beginning for Ike had surfaced. With gusto he thrust himself into this new phase of his life, and success followed. His ingrained competitiveness, leadership, and organizational abilities, combined with enthusiasm and optimism, were key. He was a “natural” at coaching. Decades later, during World War II, many compared his techniques as a general with those of a good coach.

Eisenhower graduated from West Point in June 1915. He was now a Second Lieutenant. Various assignments followed with his first at Fort Sam Houston. There he met and fell in love with Mary Geneva Doud, better known as Mamie. They married on July 1, 1916. Mamie was six years his junior and their marriage would last the rest of their lives. She knew and willingly accepted the life of a military couple and never complained. In the first 35 years of their marriage, they moved 35 times. It wasn’t until 1953 that they had a home they could call their own.

While World War I had been raging since July 28, 1914, the US was not a party. Eisenhower’s peacetime duties were mundane. Then on April 6, 1917, the US entered the War. Although highly qualified, now-Captain Eisenhower stayed behind. The Army needed his skills at training thousands of soldiers in various disciplines. Multiple times, he was on orders to go to Europe and each time those orders were rescinded. His duty would remain stateside, and a very unhappy Eisenhower grew depressed. On November 11, 1918, Germany signed the Armistice. The War was over and he had not entered the battle. He said, “I suppose we’ll spend the rest of our lives explaining why we didn’t get into the war,” and, “from now on I am going to be cutting myself a swath and will make up for this.” He could never have imagined how prophetic that pledge would be or that an ever-greater war was just two decades away, one in which he would be of paramount importance in defeating the evil that had spawned it. To be continued. ■

*Editor’s note: This is the fifty-first in the series Our Pioneers.*

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

[larryhmaxey@gmail.com](mailto:larryhmaxey@gmail.com) • [editor@simmgene.com](mailto:editor@simmgene.com)

# HOTELS

*\$ Camping*

**2026 AJSA NATIONAL CLASSIC**  
JULY 4-10 | GRAND ISLAND, NEBRASKA

## HOTELS

*Scan to Book*



[tinyurl.com/3b42xarf](https://tinyurl.com/3b42xarf)

### SpringHill Suites by Marriott

3604 Prairieview Street  
Grand Island, NE  
Rates starting at \$229/night

### Boarders Inn & Suites by Cobblestone

3333 Ramada Road  
Grand Island, NE  
Rates starting at \$139/night

**HOTELS MUST BE BOOKED THROUGH THE LINK TO QUALIFY FOR BLOCK RATES**

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

*Rates current as of 1/1/26*

*Camping*

### Fonner Park RV & Campground

700 E Stolley Park Road  
Grand Island, NE

#### Booking & Information:

[www.fonnerpark.com/newpage](http://www.fonnerpark.com/newpage)  
308.382.4515, ext. 213  
\$40/night

#### Facilities:

Constructed in 2010  
Available to Fonner Park event participants  
160 RV Pads, 129 Full Service on Concrete  
Bathhouse access included



[JUNIORSIMMENTAL.ORG](http://JUNIORSIMMENTAL.ORG)

[AJSA@SIMMGENE.COM](mailto:AJSA@SIMMGENE.COM)

AMERICAN JUNIOR SIMMENTAL ASSOCIATION

406.587.4531

## DNA Testing Requirements for Herdsires

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

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

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

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

## W/C Double Down 5014E (ASA 3336150) Pedigree Update

The American Simmental Association has completed a pedigree correction for the bull W/C Double Down 5014E (ASA 3336150) following parent-verification DNA testing on his dam, W/C Miss Werning 5014C (ASA 3211676), which resulted in a change to her recorded sire. This adjustment has altered W/C DOUBLE DOWN 5014E's pedigree and breed composition, which in turn affects the breed composition and pedigree of his progeny. All impacted records were automatically updated in the ASA database immediately following his dam's pedigree change. For questions regarding affected animals, please contact the ASA DNA Department at [dna@simmgene.com](mailto:dna@simmgene.com), or 406-587-4531.

## Seeking Sire Nominations for CMP

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

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

## Sale Catalog Resources Added to ASA Website

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

## Hydrops Update: TraitTrac and a Recommended Marketing Statement

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

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

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

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

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

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

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

*(Continued on page 46)*

# Walton – Berry Graduate Student Support Grant

## Purpose:

To aid in the professional development, success, and experiences of young animal scientists at the regional and national level, by providing support for graduate study. The recipient shall mentor a Masters or PhD student in Animal Science. The recipient mentor and student shall provide a report for publication in both *SimTalk* and *the Register*.

The Committee requests that faculty mentors apply for the grant to assist in planning and conducting research, as well as graduate student recruitment and travel. The Committee will award funds to the top two qualifying programs: \$5,000 to the top pick and \$3,000 to the second choice.

This grant is available to all agriculture disciplines; however, focus will be on the genetic improvement of livestock. Entry Deadline: April 15, 2026, with announcement by May 15, 2026.

## To apply for this award:

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

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

AMERICAN SIMMENTAL-SIMBRAH  
FOUNDATION

Walton-Berry Graduate Student Support Grant

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

American Simmental Association  
One Genetics Way  
Bozeman, MT 59718

or

[simmental@simmgene.com](mailto:simmental@simmgene.com)

## Entry Deadline: April 15

(Continued from page 44)

**Second Quarter  
Check-Off Dollars  
Available**

December 31, 2025, marked the end of the second quarter in ASA’s fiscal year. State associations wishing to claim their second quarter check-off dollars can do so at any time by visiting [simmental.org](http://simmental.org) and completing the “Promotional Check-off Dollars Request Form” found in the Membership/State Association section. Remember that cost share reimbursement requests can be sent at any time. For the complete cost share program guidelines and reimbursement request directions, visit ASA’s website. Contact Callie Cooley at [stateassoc@simmgene.com](mailto:stateassoc@simmgene.com) with any questions.

**Office Holiday Schedule**

- Friday, April 3  
Spring Holiday
- Monday, May 25  
Memorial Day
- Friday, July 3  
Fourth of July
- Monday, September 7  
Labor Day
- Thursday, November 26 & Friday, November 27  
Thanksgiving
- Wednesday, December 23, Thursday, December 24 & Friday, December 25  
Christmas ■

**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.

**South Dakota State University**  
*Annual Bull Sale*



**S D S Security 561N (AAA 21338124)**

	EPD	%
CED	10	20
BW	0.8	40
WW	80	20
YW	143	20
Marb	0.63	60
RE	1.11	10
SW	90	10
SB	173	30

As of 1/26/2026

Friday, April 10 at 1:00 pm

South Dakota State University  
Cow/Calf Education and Research Facility  
2901 Western Avenue, Brookings, SD

*Join us for lunch prior to the sale!*

Contact information:

Kevin Vander Wal      Cody Wright  
(605) 693-2253      (605) 688-5448  
[kevin.vanderwal@sdstate.edu](mailto:kevin.vanderwal@sdstate.edu)      [cody.wright@sdstate.edu](mailto:cody.wright@sdstate.edu)

<https://www.sdstate.edu/animal-science/sdsu-annual-bull-sale>



**S D S Arrowhead 516N (ASA 4565462)**

	EPD	%
CE	13.7	30
BW	-1.4	30
WW	91.6	15
YW	152.5	10
Marb	0.59	25
REA	0.98	15
API	160.4	15
TI	98.8	10

As of 1/26/2026





**ASA# 3845456**  
**SSS Redemption 670H**  
**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.**

**CMP**  
**ASA**  
**CARCASS MERIT PROGRAM**

**SimGenetics**  
PROFIT THROUGH SCIENCE

**American Simmental Association**

To learn more about the CMP visit [www.simmental.org](http://www.simmental.org), then click Carcass Merit Program under the ASA Programs tab.

Questions, contact [cmp@simmgene.com](mailto: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.*

## Cattle Markets: Same Story, Next Chapter

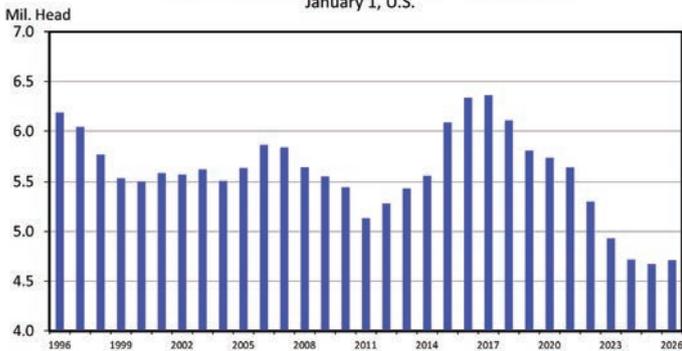
by Derrell S. Peel, Oklahoma State University Extension

The cattle report released by USDA in late January does nothing to change the strong fundamentals driving cattle markets. Nearly all inventory categories were down year-over-year, including the all cattle and calves total, down 0.4% compared to last year. The 2025 calf crop was smaller than earlier projections at 32.9 million head, the smallest since 1941.

Of the most significance, and slightly surprising, is that the beef cow herd decreased another 1% year-over-year, as of January 1, 2026. The beef cow inventory now stands at 27.61 million head, the smallest since 1961. Since the cyclical peak in 2019, at 31.64 million, the beef cow herd has decreased 4.03 million, a total seven-year drop of 12.7%. The 2026 low extends the current cattle cycle to 12 years since the previous low in 2014. Although this is likely to be the cyclical low, it will not be confirmed until next year. The July cattle report may provide additional guidance.

The inventory of beef replacement heifers was up slightly, by 0.9% year-over-year, which is the first increase in beef replacement heifers in nine years, since the previous peak in 2017 (Figure 1). The tiny increase in beef replacement heifers is consistent with recent indications of a minor amount of heifer retention, but is not enough to signal any beef cow herd growth. If anything, it indicates stabilization of the herd at current levels in anticipation of potential future growth.

**Figure 1. Heifers Held As Beef Cow Replacements**  
January 1, U.S.



All categories of feeder cattle were down year-over-year, including steers less than 500 pounds, down 0.6%; other heifers less than 500 pounds, down 1.5%; and calves over 500 pounds, down 0.1%. However, total feedlot inventories were down 3.3% year-over-year. Thus, the calculated supply of feeder cattle outside of feedlots on January 1 was up 0.9%. This does not mean there are more feeder cattle in the country, but simply that a few more of the smaller supply from last year has yet to be placed in feedlots.

Little, if any, beef cow herd growth is possible in 2026. It will depend on beef cow slaughter and herd culling. Beef cow slaughter decreased 40.5% in three years from 2022–2025, leading to a net culling rate of 8.4% in 2025. This low culling rate means that older cows will need to be culled going forward. Beef cow slaughter is expected to stabilize, or perhaps increase some in 2026. That means that the slight increase in beef replacement heifers will be needed just to maintain the current herd or, at most, increase fractionally in 2026.

Once again, the industry is waiting for indications of significant beef heifer retention that would indicate potential beef herd growth. Tight cattle supplies will continue to support cattle prices, likely pushing prices higher. When increased heifer retention occurs, supplies will tighten further, pushing prices even higher. This, of course, is predicated on continued strong beef demand, which shows no sign of weakening at this point.

## Add Magnesium to Prevent Grass Tetany in Cattle

University of Missouri Extension

“As spring and lush grass growth arrives, cattle producers need to plan for prevention of grass tetany,” says Patrick Davis, University of Missouri Extension livestock field specialist. Grass tetany arises from a cattle mineral imbalance, so Davis suggests cattle producers use management strategies discussed below to reduce the incidence in their cattle operations.

“A balanced mineral program with added magnesium will prevent grass tetany,” says Davis. Lush forages have a combination of high potassium and low sodium, which reduces animal absorption of magnesium, resulting in symptoms of grass tetany. In addition to magnesium deficiency, evidence shows that sodium deficiency plays a role in grass tetany. Davis suggests cattle producers provide a balanced mineral, vitamin, and trace mineral program free-choice with an added magnesium level of 12% to 14% to prevent against grass tetany. It is preferred to add the extra magnesium in the form of magnesium oxide starting about 30 days before green-up.

“Older, early lactation cows are the most susceptible to experience grass tetany,” says Davis. Milk production is a big drain on magnesium, and older early lactation cows have reduced ability to mobilize bone magnesium and maintain optimum blood levels. Davis suggests cattle producers pay close attention to this group of cows and watch for grass tetany symptoms, which consist of unusual behavior, muscle tremors, frequent urination, staggers, convulsions and, if not treated, death.

Davis suggests prevention to deal with grass tetany, but have a plan in place if symptoms arise. Consult your veterinarian on treatment strategies if your cattle experience symptoms. Treatment consists of intravenous injection of a commercial preparation of magnesium and calcium in a dextrose base. Treatment results will vary based on the animal’s clinical stage at treatment.

Davis suggests cattle producers who want more information on management strategies to reduce the incidence of cattle grass tetany contact their local Extension livestock field specialist.

## Calving Management to Reduce Disease Risk

Roslyn Biggs, DVM, Oklahoma State University Extension

Calf scours remains one of the most common health challenges facing cow-calf producers, and is rarely caused by a single factor. Instead, diarrhea results from the interaction between disease-causing organisms, the calf, and its environment. One management approach designed to address environmental exposure during calving is the Sandhills calving system. This system focuses on maintaining clean calving conditions throughout the entire calving season.

(Continued on page 50)

# Need Registrations or Transfers in a Hurry?

## Use Our Online Herdbook

### Herdbook Services offers hands-on registration capabilities.

You enter the data, work through any errors, pay the fees; registration will be completed in minutes. No priority handling fee, no hold-ups (unless there are errors or payment is needed), and can be completed any time of the day or night.

#### Interesting fact:

90.8% of the animal data is already submitted electronically through Herdbook Services!

#### Why the encouragement to go online and register the animal yourself?

1. Avoid priority registration fee charges (\$50.00 per animal) by logging in online and completing the registration or transfer yourself. \*Priority is within two-business days.
2. Special mailing by FedEx or UPS needed? Send an email to [mailout@simmgene.com](mailto:mailout@simmgene.com) with the job/invoice number, physical address, and desired mailing method.

Note: there is a handling fee of \$50.00 plus FedEx or UPS shipping charges. Remember to supply a physical address. Plan ahead and avoid these charges.

#### Need more encouragement to register online?

1. Data Registration/Processing Services: Applications submitted to ASA for processing/registration may take 7-10 business days (error-free and payment received) depending on the time of year. Any holiday season will extend the turnaround time.
2. Mailing services: Data and registration certificates will be mailed (US Post) normally within 5-7 business after processing has completed.

#### The Customer Service Specialists are just a phone call away to assist you.

1. There are peak times and days when there are large volumes of calls, especially close to deadlines. Don't get caught waiting until the last minute; submit early.
2. If you are unable to get through, please leave a voicemail. Our goal is to return calls as soon as possible, normally within 3-4 hours.
3. If your question can be answered by email, send an email to:

[simmental@simmgene.com](mailto:simmental@simmgene.com)

for general questions  
or priority handling

[dna@simmgene.com](mailto:dna@simmgene.com)

for DNA questions or kit requests

[the@simmgene.com](mailto:the@simmgene.com)

for Total Herd Enrollment (THE)

[members@simmgene.com](mailto:members@simmgene.com)

to apply for membership or,  
account changes, or annual service  
fee questions

[carcdata@simmgene.com](mailto:carcdata@simmgene.com)

for Carcass Merit Program (CMP)  
and Carcass Expansion project.

[ultrasound@simmgene.com](mailto:ultrasound@simmgene.com)

for ultrasound and barn sheets

### To help you plan, here are some items that may hold up registration for a length of time:

1. **DNA / Genetic Abnormalities / Parental Validation / AI Sire / ET Requirements:** DNA Testing is a standard process without any options to expedite this service.
  - a. Normal DNA Testing: 5-9 weeks for results. Sample failure and misidentified samples doubles this time.
  - b. DNA kit paperwork requests: 48-hour turnaround.
2. **Non-Compliance:**  
Total Herd Enrollment breeders: there is a deadline each year that the previous year's calf data must be submitted. You'll be notified of the dams in your herd that need calf data or a reason the cow didn't calve when you go online to submit new registrations. Until this information is completed, no new data will be accepted.
3. **Foundation Registration:**  
Sires registered with other breed associations MUST be registered with ASA prior to registering progeny. Other breed dams may be registered with ASA as a Foundation, but it is optional, not mandatory. Normal processing is 7-10 business days (error-free, payment received, DNA requirements completed).
4. **Breeder Signature:**  
If the owner of the dam at the time of conception is different than the person applying for registration, ASA requires the breeder to sign off on the calf you are registering. Make sure the breeder signs the calf's registration application, or breeding information is supplied on the transfer of the dam. If the dam was sold with the calf at side, make sure the seller has registered and transferred the calf to you.
5. **Non-payment:**  
Payment is required to complete registrations.



**FASTER**  
◀ GET IT NOW ▶

### Priority Handling Processing Service:

ASA offers priority handling services if you are unable to complete your registration online. If the data is error-free and payment is received, normal turn-

around time for registration is within two business days. There is a priority handling processing fee \$50 per animal. Regular US Mail service is at no charge; however, other mailing services (i.e., FedEx, UPS, or Express Mail) will incur additional charges.

(Continued from page 48)

Early in the calving season, cows typically calve on clean ground with no older calves present. As calving progresses, disease risk increases as pathogens accumulate and younger calves are exposed to older calves shedding infectious organisms. The Sandhills system works to recreate early-season conditions week after week. All pregnant cows begin the season in one pasture. After one to two weeks, cows that have not yet calved are moved to a clean pasture, while cow-calf pairs remain behind. This process is repeated throughout the calving season.

By separating calves by age, younger calves have limited contact with older calves that may be shedding pathogens. This disrupts the cycle of exposure and reduces the buildup of disease-causing organisms in the calving area. Producers who adopt this system often report fewer cases of calf scours, reduced treatment rates, and improved calf survival. These benefits can also translate into lower labor demands and decreased treatment costs.

Additional advantages include improved observation and recordkeeping. Smaller groups of cow-calf pairs allow producers to monitor health more closely, identify problems earlier, and provide targeted care when needed. The system can also support broader biosecurity efforts, including isolation of sick calves and maintaining cleaner calving areas.

Implementing the Sandhills calving system does require advanced planning. Pasture availability, water access, shelter, forage use, and weather conditions must be considered. Timing and good stockmanship are especially important when moving pregnant cows. While not a replacement for sound nutrition, vaccination, or overall herd health programs, this system is a valuable management tool. For producers facing recurring calf scours or seeking to improve calving-season efficiency, the Sandhills calving system is worth consideration as a proactive investment in calf health and herd productivity.

## Why Your Chute-Side Manner Matters

by *Andrea Bedford*, Bovine Veterinarian

Good chute-side manner isn't just about efficiency; it's about how cattle experience handling, how accurately treatments are delivered, and how safely people can work. During a chute-side demonstration at CattleCon in Nashville, Tennessee, Ron Gill and Paige Pratt emphasized that many of the most common problems seen later — leakage, injection-site reactions, poor efficacy, and safety risks — start with small decisions made at the chute.

From how handlers move around cattle to how needles and syringes are selected and used, chute-side technique plays a central role in animal welfare and Beef Quality Assurance outcomes.

### Movement Around the Cow in the Chute Matters

Handlers continue to influence cattle behavior even after the headgate closes. Gill showed how small changes in handler position — stepping forward, stepping back or changing angle — can prompt cattle to adjust their stance and head position. Using your movement when the animal is inside the chute can improve neck access and reduce resistance, allowing procedures to be performed more calmly and accurately without escalating stress. “One thing you can do a lot of times, you can step forward,” says Gill, who proceeded to move to the front of the cow. “Notice that the animal steps back when I do that, and then I’ve got better neck access.”

### Proper Restraint Determines Accuracy and Safety

Accurate injections and safe handling depend on adequate restraint. When cattle are not properly positioned, injections are more likely to leak or be misplaced and handlers are placed at greater risk. The speakers caution against leaning into crowded or partially restrained animals and emphasize that rushing procedures undermines both safety and efficacy. “If you have to lean over in there to give a shot and one of them throws her head up or jumps, then that’s where people get hurt,” says Gill, who advises against working cattle in line for the chute without restraint, even if they’re packed in tight.

### Needle and Syringe Selection Is a Chute-Side Decision

Choosing the correct needle and syringe is part of chute-side technique, not an afterthought. Needle gauge and length must match cattle size, skin thickness, and injection route. Inappropriate needle selection or damaged equipment increases pain, leakage, and treatment failure, particularly when combined with poor restraint or rushed technique. “The lighter those cattle are, probably the smaller gauge, the smaller diameter we want,” says Pratt. She also highlights the importance of needle length, to make sure the injectable is getting to the right depth, and syringe tip style, favoring Luer lock.

### How Syringes Are Handled Affects Whether Products Work

Syringe handling influences dosing accuracy and product effectiveness. Common chute-side mistakes include exposure to sunlight, contamination during filling and improper cleaning practices. These errors can reduce vaccine efficacy before the product ever enters the animal, making careful syringe management a critical part of chute-side manner. “Once you sterilize these, don’t be pulling the plunger back until you have a needle in a bottle,” Gill says. “What have you just done? You sucked all the dust out of the corral into your syringe.”

### Chute-Side Manner Reflects Management Priorities

Chute-side habits reflect how seriously an operation takes stewardship and animal welfare. Consistent techniques such as using the same locations, spacing injections appropriately, and avoiding shortcuts help prevent long-term problems such as abscesses and lost performance. “If you’re going to be doing it, spending the money, do it correctly,” Gill says.

Refining these small chute-side decisions ensures that every animal is treated with the respect it deserves and every investment is given the best chance to succeed. ■

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**LOT 157: M4912** – ASA#4549145  
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## Tyson Beef Losses

Tyson Foods recently released its quarterly earnings, reporting higher first-quarter sales. Despite this increase, the company warned of continued losses in its beef business, underscoring the pressure facing the segment after the company closed its beef plant in Lexington, Nebraska.

Sales totaled \$14.3 billion for the quarter, up 5.1% from one year ago. Tyson projected that the beef division will post a loss between \$250 and \$500 million in 2026. The company shared that the closure of the Lexington plant is a reflection of the ongoing challenges in the beef sector, with tighter supplies and difficult marketing conditions.

“Our first-quarter results reflect solid execution across our portfolio,” Tyson President and CEO Donnie King said in a statement. “Prepared foods delivered top and bottom-line growth while chicken reported its fifth consecutive quarter of year-over-year volume gains. As protein demand continues to increase, our consistent share gains demonstrate we are well-positioned to capture this momentum.”

## Fire Displaces Workers at Preferred Beef Plant

A fire at the Preferred Beef Plant facility in Booker, Texas, has left 300 workers temporarily without a job. As the largest

employer in the community, the situation has had a major impact on the town and school district. The cause of the structural fire has not been released.

## Tyson Foods Settles US Beef Price-fixing Lawsuit

Tyson Foods has agreed to pay \$82.5 million to settle a proposed class-action lawsuit brought by grocers and other businesses that accused the meat and poultry giant of conspiring to inflate US beef prices by restricting supply.

The proposed settlement in the federal lawsuit was disclosed in January. The plaintiffs, including grocery stores, food distributors, and other businesses that purchased beef directly from the company, are awaiting a final settlement agreement, which will be presented to a judge for approval.

The plaintiffs accused Tyson, as well as other major packers, of conspiring to inflate prices for retail sale-ready beef and boxed beef between 2015 and 2022. Tyson is the second corporation to settle, following JBS USA’s agreement to pay \$52.5 million. Tyson denied wrongdoing. Cargill and National Beef are also a part of the price-fixing lawsuit. ■

# Mark Your Calendar

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FOCUS



August 28

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August 29

Educational Symposium featuring industry experts

---

Aug. 30–Sep. 1

Committee meetings & ASA Board Meeting




Co-hosted by the  
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# 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).



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## Three Ways to Be More Profitable Making Hay

by Linda Geist, University of Missouri Extension

Haymaking grew in popularity in the 1970s with the introduction of the large round baler. Large bales improved efficiency and reduced the labor required to handle and store small square bales. But just because producers can make more hay, it doesn't mean they should, he says.

Skyrocketing equipment costs are forcing producers to take a harder look at haymaking economics. Machinery prices have far outpaced calf sale prices. Since the 1970s, the cost of a baler has increased tenfold, while calf prices have only increased a little more than fivefold. A producer must have an understanding of this inflation issue and how to better leverage equipment in order to have a profitable haying enterprise.

To manage this, a producer has several options: 1. Reduce equipment to match the acreage; 2. Spread equipment costs across higher yields; 3. Spread equipment costs across more acres. The second option has the greatest potential at increasing profitability, if the cost of increasing yield isn't too high.

Fifty years ago, a 500-pound calf sold for about \$71 per hundredweight, and a new round baler cost roughly \$5,000, enough to support 14 calves per baler. Today, producers average 29 calves and a baler that costs around \$58,000.

The typical cow-calf producer in Missouri manages 45 to 60 cows and makes hay on about 75 acres. In high-yield years, producers may spend around \$60 per bale. In low-yield years, that cost can climb to \$120 per bale due to fixed costs and overheads.

While haymaking is steeped in tradition and gives producers a sense of control over feed inventory, it is an expensive enterprise. Roberts encourages producers to consider the economics of selling equipment and transitioning hayfields into grazing opportunities.

Producer attitudes have also shifted over the past five decades. In the past, many producers focused on making as much hay as possible, regardless of quality. "This is not always the best strategy," Roberts says.

Early first cuttings contain fewer coarse stems and mature seedheads. They are typically leafier and more digestible, with significantly higher protein content than later cuttings. For producers who continue to make hay, Roberts suggests improving profitability by managing in-field traffic. Feeding hay back onto hayfields when the ground is frozen allows nutrients to return to the soil. He also recommends rotating fields through a graze-graze-hay system.

Ultimately, haymaking requires careful management of machinery costs to remain profitable. Roberts urges producers to sell excess or unused equipment and match machinery size to acreage.

Moving away from haymaking can be uncomfortable, he says, especially for those who value the tradition and sense of control it provides. However, purchasing hay can also offer control over the quality fed to the herd.

"You can control the quality of the hay you purchase," Roberts says. "But you cannot always control the quality of the hay you make."

## When and How to Implant Calves on Cow-Calf Operations

by Andrea Bedford, Bovine Veterinarian

Implants remain one of the highest-return technologies available to cow-calf producers when timing and technique align. Most implant failures are not product failures; they stem from calves being implanted at the wrong time, placed incorrectly or handled without enough attention to cleanliness and restraint. Success depends on getting both the "when" and the "how" right.

### Why Timing and Technique Belong Together

"Implants will not replace good management," says Lauren Younker, feedlot production consultant with TELUS Agriculture during a webinar with the Beef Cattle Research Council. "Healthy and less-stressed calves are going to respond the most to an implant."

Implants work by amplifying existing growth potential. That means calves must be healthy, minimally stressed, and on an adequate plane of nutrition. Proper timing ensures the implant's payout window matches biological opportunity and marketing goals, while correct placement ensures the hormone actually does what it is designed to do. Miss either piece, and much of the expected benefit disappears.

### When to Implant: Matching Biology to the Calendar

For most cow-calf operations, branding or early pasture turnout (roughly 45 to 60 days of age) remains the most reliable window for implanting suckling calves. At this stage, calves are healthy, stress is often already part of routine processing, and the implant's payout aligns well with the grazing season.

Implanting too early offers little benefit. Calves at that stage are still physiologically adjusting, and implants require sufficient nutrient intake to generate a measurable response.

"For the first couple weeks [of life], they're just getting used to being alive. That implant would probably not be doing much," Younker says, advising against placing implants at newborn processing. "The older they are, that 45-day range, they're starting to nibble on grass. You're going to see more value there."

Implanting later — including grass turnout at 120 to 150 days of age — is still worthwhile, particularly when earlier processing opportunities were missed. While some early gain potential is lost, implants can still improve feed efficiency and lean growth during the remainder of the grazing period. The key adjustment at later ages is selecting an implant appropriate for calf size and nutritional plane.

Reimplanting at weaning is an area in which the research is less clear. Younker suggests considering whether you will be keeping these animals as replacements. "Some research suggests when we are implanting heifers at weaning, we can delay that first cycle and the first calving," Younker says. "You can consider not implanting any of your heifers at weaning if you pick your replacements later, or you sort your replacements off at weaning and implant the rest to capture that value when you sell them later on."

## Common Implant Types and When to Use Them

Implants vary widely in potency and payout length, but at the cow-calf level, success depends more on matching the implant to the production phase than selecting the most aggressive option.

### Suckling-calf implants (low-to-moderate potency)

*When to use:*

- Branding or early pasture turnout (typically 45 to 60 days of age)
- Calves grazing pasture with moderate energy intake

*Why they fit:*

- Improve average daily gain and feed efficiency
- Appropriate for both steers and heifers during the suckling phase
- Commonly used as a single implant when calves will be sold at weaning

### Grower/grasser/stocker implants (moderate potency)

*When to use:*

- Post-weaning when calves are retained on pasture or backgrounding rations
- Programs where calves will be kept beyond weaning but not immediately finished

*Why they fit:*

- Payout periods align with extended grazing or backgrounding
- Useful when reimplanting retained calves
- Better matched to increasing nutrient intake

### Longer-duration grower implants

*When to use:*

- Retained ownership where calves cannot be easily rehanded
- Grazing or backgrounding programs with limited processing opportunities

*Why they fit:*

- Extended payout reduces the need for reimplanting
- Helps align hormone release with longer marketing timeline

### High-potency finishing implants

*When to use:*

- Feedlot or high-energy rations
- Retained ownership calves transitioning toward finishing

*Why they fit:*

- Most effective when paired with high-energy diets
- Generally not appropriate for typical cow-calf pasture system

## How to Implant Correctly

Even well-timed implants fail if placement is poor. Attention to technique protects both animal welfare and economic return. Equipment matters. Bent, burred, or dull needles increase tissue trauma and pellet damage. Replacing needles frequently is inexpensive and prevents avoidable failures.

Cleanliness is non-negotiable. Dirty ears and nondisinfected needles are among the most common causes of implant abscesses. If an abscess forms, hormone payout is compromised and performance gains are lost. Consistent use of disinfectant solutions and cleaning visibly dirty ears is critical, especially in wet or muddy conditions.

Restraint improves results. Proper head restraint stabilizes the ear, improves placement accuracy, and reduces tearing or cartilage penetration.

Most importantly, be proactive if something doesn't seem right. "If something goes wrong, redo it," Younker says. "Implants are relatively cheap to the value they provide; they're worth getting right."

### Implant Placement That Works

The preferred site is the middle third of the ear, between the skin and cartilage, away from tags, scars, and ridges. Pellets should lie in a straight line and be palpable under the skin without bunching.

"We want to have a lot of blood flow and no scar tissue around where that implant is," Younker says. "This will take practice. It's a very learnable skill, but it will take you a few calves to get comfortable."

Common placement failures include: Pellets deposited into cartilage, crushed or bunched pellets, implants exiting through the ear, and excessive swelling weeks after processing.

When placement errors occur, removing the pellets and reimplanting immediately is preferable to leaving a non-functional implant in place.

### Put It Into Practice

Veterinarians and producers should work collaboratively to capture implant value consistently. That includes aligning implant timing with herd goals, recommending appropriate products for each production phase, and reinforcing proper technique during processing.

This guidance often extends to specific situations producers ask about:

- Replacement heifers: Suckling-calf implants used before four months of age have not been shown to impair future reproduction. Post-weaning implants warrant greater caution.
- Dry years or marginal pasture: Implants still provide benefit and may be more valuable when nutrients are limited.
- Retained ownership or show calves: Implant choice should reflect ration intensity and days on feed rather than age alone. ■



SAPI: 106  
STI: 72

### TJSC H-Town 131L

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



SAPI: 90  
STI: 68

### 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!



SAPI: 116  
STI: 74

### 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.



SAPI: 98  
STI: 67

### Revelation 2K

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



SAPI: 137  
STI: 90

### OMF Journeyman J24

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



SAPI: 105  
STI: 67

### TL Off The Record 11M

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



SAPI: 133  
STI: 86

### 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!



SAPI: 127  
STI: 81

### STCC Tecumseh 058J

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



SAPI: 143  
STI: 84

### 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!



SAPI: 97  
STI: 71

### 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.



SAPI: 107  
STI: 69

### Brand New Man 001H

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



SAPI: 121  
STI: 75

### 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.



SAPI: 174  
STI: 102

### 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.



SAPI: 97  
STI: 71

### WHF/JS/CCS Double Up G365

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



SAPI: 103  
STI: 74

### JBSF Berwick 41F

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



SAPI: 162  
STI: 106

### 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.



SAPI: 129  
STI: 83

### 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.



SAPI: 141  
STI: 91

### 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!



SAPI: 124  
STI: 76

### GOE Lets Roll 749J

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



SAPI: 121  
STI: 72

### 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: 106  
STI: 72

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



SAPI: 145  
STI: 87

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



SAPI: 102  
STI: 65

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

# COOL Additions!

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SAPI: 130  
STI: 88

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



SAPI: 110  
STI: 64

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



SAPI: 101  
STI: 75

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



SAPI: 151  
STI: 91

**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: 147  
STI: 95

**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: 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: 103  
STI: 71

**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: 135  
STI: 91

**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: 122  
STI: 94

**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: 95  
STI: 65

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



SAPI: 104  
STI: 70

**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: 121  
STI: 72

**WHF/JS The Duece**  
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: 136  
STI: 71

**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: 63

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



SAPI: 103  
STI: 81

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



SAPI: 96  
STI: 70

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

## USDA Shifts Sterile Fly Dispersal Efforts to Defend US Border

USDA

In late January, the United States Department of Agriculture's (USDA) Animal and Plant Health Inspection Service (APHIS) announced a shift in its 100 million per week sterile fly dispersal efforts to stop the northern spread of New World screwworm (NWS). The USDA reallocated aircraft and sterile insects to reinforce coverage along the US-Mexico border. The new dispersal area, or polygon, includes operations about 50 miles into Texas, along the US border with the state of Tamaulipas, Mexico. Mass production and targeted dispersal of sterile insects are critical components of an effective strategy to fight NWS. Other tools including import protocols and surveillance continue to support these robust efforts to keep NWS out of the United States.

"At Secretary Rollins' direction, our highest priority is protecting the United States from screwworm," said Dudley Hoskins, Undersecretary of Marketing and Regulatory Programs for USDA. "The northernmost active case of NWS in Mexico is still about 200 miles away from the border, but we've seen cases continue to spread in Tamaulipas and further south in Mexico, so we are proactively shifting our polygon as we make every effort to prevent NWS from reaching our border."

### Sterile Fly Dispersal

Sterile insect technique, when paired with surveillance, movement restrictions, and education and outreach, is an effective tool for controlling and eradicating New World screwworm. Female New World screwworm flies only mate once in their lives, so if they mate with a sterile male, they lay unfertilized eggs that don't hatch. Releasing sterile flies just outside of affected areas helps ensure flies traveling to new areas will only encounter sterile mates and will not be able to reproduce. In this instance, USDA will release sterile flies north of the current active NWS cases in Mexico in a proactive effort to create a sterile reproduction buffer zone if the fly moves north from Mexico.

Because it is important to continue ongoing surveillance efforts while releasing sterile insects, it is possible that sterile NWS flies could be caught and/or reported within Texas. To ensure officials can tell the difference between sterile and wild NWS flies, USDA will dye the sterile pupae, and the dye will transfer to the sterile flies when they hatch. The fluorescent dye will glow under UV light and may also be visible to the naked eye. If a sterile fly is captured in a trap, this dye will allow animal health officials to quickly rule the fly out as a threat.

USDA will continue to deploy its intensive NWS response efforts including implementing import protocols, ongoing surveillance and trapping efforts along the border, investing in NWS innovation, and supporting robust response activities in Mexico and Central America.

### Import Requirements and Protocols

Sterile insects are an important tool, but USDA's import requirements and protocols add another line of defense for NWS and other foreign animal diseases that threaten US livestock. Earlier this week, the importance of those protocols was highlighted when a horse from Argentina was presented for routine importation at an equine import quarantine facility in Florida. Upon examination, APHIS identified an open wound with larvae on the animal and promptly collected and shipped samples to the National Veterinary Services Laboratories (NVSL) in Iowa.

The horse was immediately treated with medication to kill any larvae in accordance with standard, long-standing import protocols. This morning, NVSL confirmed that the larvae were New World screwworm larvae. Accordingly, the animal will remain in quarantine until it has been reexamined and determined to be free of NWS.

This is an example of these long-standing import protocols working as designed. While this situation does not appear to be associated with the NWS outbreak in Mexico that USDA is currently fighting, it underscores the need for vigilance in all of USDA's coordinated efforts to fight NWS.

### Surveillance, Monitoring, and Reporting

The USDA continues to lead intensive surveillance and monitoring systems along the US border. Teams continue to check 121 NWS-specific traps across high-risk areas of border states and leverage thousands of fruit fly/insect traps aligned all along the Southern border. To date, more than 42,000 flies from traps in all locations have been submitted to APHIS NVSL for identification, with no NWS detections to date. APHIS Wildlife Services is also leading a coordinated effort to inspect wildlife for signs of NWS infestation. To date, they've inspected more than 9,300 wild animals across 39 different species and 131 US counties and found no signs of NWS infestations.

Even though there has been no detection of NWS inside the US and the northernmost active case of NWS is still about 200 miles away from the border, USDA is asking US animal owners to continue to remain vigilant by checking their pets and livestock for signs of NWS and immediately reporting anything suspicious to their state animal health officials or USDA area veterinarian in charge. Signs of NWS infestation include draining or enlarging wounds and signs of discomfort. Also look for screwworm larvae (maggots) and eggs in or around body openings, such as the nose, ears, and genitalia or the navel of newborn animals.

Adult screwworm flies are about the size of a common housefly or slightly larger, with a metallic green or blue body, orange eyes, and three dark stripes down its back. NWS maggots can infest livestock and other warm-blooded animals, including people. They most often enter an animal through an open wound and feed on the animal's living flesh.

While NWS is not common in people, if you notice a suspicious lesion on your body or suspect you may have contracted screwworm, seek immediate medical attention. For more information on NWS and USDA's efforts, visit [Screwworm.gov](https://www.usda.gov/screwworm). ■

## Choose from Three of the Best Brothers in the Business



### Honor the Performance Code

- Leading edge SimAngus™ genetics from one of the most complete, performance-oriented cow families in the Angus breed today
- Balanced trait improver with elite Calving Ease, Marbling and Maternal Traits and a top 1% All Purpose Index
- Semen \$30 per unit

Homozygous Black & Homozygous Polled 1/2 SM, 1/2 AN ASA 4201167

CE	WW	YW	Milk	Stay	Doc	Marb	RE	API	TI
+16.6	+89.5	+147.6	+27.5	+19.4	+11.5	+99	+41	+191.5	+107.6
15%	20%	15%	25%	15%	70%	2%	90%	1%	2%



### Majority Rules for Multi-Trait Excellence

- The #1 proven Angus sire for \$Combined index in the ABS/ORigen lineup who also rises to the top of the charts in the ASA database with a +209 All Purpose Index
- Excels for Docility, Heifer Pregnancy, Foot Quality and Hair Shedding while tapping the brakes on Intake & Mature Size
- Sired the \$280,000 top-valued female in the 2024 National Finals Angus Sale
- Semen \$50 Spring Special pricing while supplies last

AAA 20119568 ASA 4412170

CE	WW	YW	Milk	Stay	Doc	Marb	RE	API	TI
+19.9	+100.4	+167.5	+42.6	+14.2	+15.8	+1.87	+66	+209.9	+120.8
3%	4%	2%	1%	60%	15%	1%	55%	1%	1%



### Build From a Strong Foundation

- An “in demand” Calving Ease, Foot Quality, \$Maternal and \$Combined package that is unmatched by any other bull in the Angus world today
- Progeny are earning high marks for their performance and kind, including the Grand Champion Phenotype and Genotype Female at the 2024 Missouri State Fair
- Semen \$32 per unit – Sexed Male or Female \$60 per unit

AAA 20119569 ASA 4384494

CE	WW	YW	Milk	Stay	Doc	Marb	RE	API	TI
+22.3	+97.4	+163.0	+22.0	+15.2	+19.7	+1.33	+80	+203.5	+121.3
1%	10%	3%	70%	50%	1%	1%	30%	1%	1%

ASA EPDs as of 2/3/2026

Doug & LaRee Frank  
(608) 279-3172  
Doug.fhcc@gmail.com

Brent & Keri Hazelrigg  
(703) 587-9959  
fhcattleco@aol.com

Tory Chasteen *Herdsmen*  
(573) 819-8789  
Tory.fhcc@gmail.com

John Frank  
Steve & Carla Underwood  
Jack Keene (573) 881-5980



# CATTLEMEN'S CONGRESS

## 6th Annual Bricktown National Simmental Sale

January 11, 2026 • Oklahoma City, OK

No.	Category	Average
14	Bulls	\$7,096
4	Bred Females	\$11,500
12	Open Females	\$9,333
30	Live Lots	\$8,578

**Auctioneer:** Jered Shipman, TX

**Sale Manager:** Greg Burden, GB Marketing, TX

**Representing ASA:** Mia Bayer and Dr. Jon DeClerck

### High-Selling Lots:

**\$23,000** – Flush out of “FP/L London 303L,” s. by SFG Cowboy Logic D627, cons. by Four Point Livestock, sold to Brady Rasmussen, Bingham Lake, MN.

**\$22,500** – Open Heifer, “XTB Miss Natty N300,” s. by TJSC Coping With Destiny 9K, cons. by XTB Cattle, sold to James Thompson, Prague, OK.

**\$21,500** – Bred Heifer, “WHF Andie 411M,” s. by RP/BCR Eminence H005, bred to LCDR Brock 211L, cons. by Wayward Hill Farm/Ashlyn Popp, sold to BARS Cattle Co., Pierce, NE.

**\$21,000** – Open Heifer, “RP/CMFM Wildfire N04,” s. by SCC SCH 24 Karat 838, cons. by Circle M Farms, sold to Rod Schenk and Fox Cattle, Stratford, OK.

**\$21,000** – Bull, “NXT Tribute N521,” s. by Revelation 2K, cons. by Next Generation Farms, sold to Wayne and Barb Ohlrichs, Norfolk, NE.

**Comments:** Also selling were 44 embryo lots at an average of \$900 per embryo. The 2026 version of the Bricktown National Sale had, without a doubt, the largest crowd we have ever seen and confirms all reports that SimGenetics continue to be in high demand. We started the event with donation lots to support the American Simmental-Simbrah Foundation (ASF), including the Foundation Female donated by Trennepohl Farms. In total, more than \$60,000 was raised for ASF at the 2026 sale.



The American Simmental-Simbrah Foundation has had a busy start to 2026. Fundraising efforts for the year kicked off at the Cattlemen’s Congress in Oklahoma City, Oklahoma. Each January, our organization is proud to auction off the Foundation Female to raise funds for the ASF Merit Award scholarship program.

This year, STCC Pays To Prove 104N, donated by Trennepohl Farms of Indiana, was auctioned off during the Bricktown National sale. A consortium of nearly 50 breeders came together and purchased the female for over \$45,000. The donors were placed into a raffle-style drawing to take home the female, and Innovation AgMarketing was selected as the winner. Innovation AgMarketing graciously donated the heifer back and she sold for an additional \$7,000 to Golden J Farms of Mississippi. Including the funds raised this year, the annual sale of the Foundation Female has raised a total of \$817,100 since its inception.

Thank you to all the breeders who continue to support this fundraiser year after year, and a special thank you to Trennepohl Farms.

2026 Donors included: Adcock Land & Livestock, ASA Board of Trustees, Beshears Simmentals, Bill Fulton - BF Simmentals, Buck Creek Ranch, C-Mor Beef, Circle M Farms, CK Cattle, Decades of Devotion Sale - Gerdes Show Cattle, Diamond J Simmentals, Diamond M Cattle Co., Eberspacher Enterprises, Foster Brothers Farm, Four Point Livestock, Gary Reichel/Reichel Farms, Gold Bullion Group/Schaake Farms, Golden J Farms, Griswold Cattle, Haefner Marketing, Harker Simmentals, Hart Simmentals, Hartman Cattle Co., Heidt Simmentals, Helm Farms, Horstman Cattle Co., Innovation AgMarketing LLC, J&L Cattle Services, Jame Krieger Livestock Insurance, JS Simmental, Knapper Cattle - Drew & Tamiko McGurk, LaMuñeca Cattle Co./Seale Show Cattle, Lindsay Lunning, MacGregor Livestock, M4 Simmentals, Red River Farms, Rincker Simmentals, RJ Cattle Company, Rocking P Livestock, Round Grove Livestock, Sandeen Genetics, Schick Chicks Cattle Co., Shoal Creek Land and Cattle, Single J Ranch, The Crossroads Sale Group, The Royal Classic Sale, Tim Schaeffer Show Cattle, Top Hat Simmentals, Wayward Hill Farm, and Windy Creek Cattle Co.

The funds raised continue to support the Foundation’s mission of supporting education, research, and the youth of the Simmental breed.

**Editor's Note:** PTP data for Cattlemen's Congress are listed in the following order: Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Milk EPD, Stayability EPD, Marbling EPD, Backfat EPD, Ribeye Area EPD, \$API, and \$TI. EPD and indexes are current as of 1/6/2026 for the Pen and Junior Shows, and 1/7/2026 for the Open Show. Actual measurements for the Pen Show were taken and recorded on 1/10/2026.

## Pen Show

**Date:** January 11, 2026  
**Location:** Oklahoma City, OK  
**Judge:** Matt Leo, CA

## Females

### Percentage Pen of Three



**Grand Champion, exh. by Wesner Livestock Enterprises, Chalmers, IN.**

Birth	Animal's Name	Sire	WDA
3/18/25	WLE Crocus N854*	WLE Smith Forte Rojo Vivo J02	3.43
4/25/25	WLE Wanda N727	WLE Smith Forte Rojo Vivo J02	3.50
5/10/25	WLE Missy N769	WLE Smith Forte Rojo Vivo J02	3.18
	<b>Pen Average</b>		<b>3.37</b>
	<b>EPD Average</b>	<b>9.5/72/104/4.7/17.9/12.5/-.22/-0.076/.66/115/73</b>	

\*indicates a Purebred Simmental animal. Per show rules, any pen with a non-purebred entry qualifies as a percentage pen.

(Pen Show continued on page 62)

## Junior Show

**Date:** January 12, 2026  
**Location:** Oklahoma City, OK  
**Judge:** Matt Claeys, IN

### Purebred Simmental Females

#### Spring Calf Champion

"JSUL Roxi 5521N,"  
s. by TJSC Coping With Destiny 9K,  
exh. by Tylee Elmore, Waukomis, OK.  
7.6/81/122/3/16/10.1/.06/-0.062/.65/111/77



#### Reserve Spring Calf Champion

"RRF Loving The Profit 046N,"  
s. by RP/CMFM John B J104,  
exh. by Addison Bartlow, Monticello, IL.  
8.3/83/117/4.6/17.1/7.5/.12/-0.073/.62/109/79



#### Junior Calf Champion

"TRCC Pridette 505N,"  
s. by WLE Copacetic E02,  
exh. by Glennys McGurk, Kingman, IN.  
11/79/117/4.8/9.8/8.3/.07/-0.102/.76/113/77

(Junior Show continued on page 62)



# CATLEMEN'S Continued CONGRESS

(Pen Show continued from page 61)

## Bulls

### Purebred Pen of Three

(Junior Show continued from page 61)



#### Reserve Junior Calf Champion

"JSUL Rosie 5148N,"  
s. by JSUL Something About Mary 8421,  
exh. by Josie Phillips, Maysville, KY.  
7.6/76/116/4/13.8/9.7/.02/-.080/.93/107/73

#### Senior Calf Champion

"WHF Delilah 456M,"  
s. by WHF/JS/CCS Woodford J001,  
exh. by AnnLawrence Allen, Versailles, KY.  
7.6/96/136/3.9/19.1/14.4/.25/-.078/.78/133/90



#### Reserve Senior Calf Champion

"FLAR Becky 426M,"  
s. by SO Remedy 7F,  
exh. by Maebree Whorton, Lincoln, AR.  
9.4/80/117/4.7/20/10/-.07/-.098/.82/105/73



#### Intermediate Champion

"B C R Time To Shine M123,"  
s. by Reckoning 711F,  
exh. by Bret Pembroke, Fairview, OK.  
3.6/83/117/2.6/17.1/11.4/.37/-.061/.83/121/82



Grand Champion, exh. by Foster Bros Farms, Lockney, TX.

Birth	Animal's Name	Sire	WDA	SC
4/16/25	FBFS Nocturnal 039N	TJSC Coping With Destiny 9K	4.29	37
4/14/25	FBFS No Mercy 033M	TJSC Coping With Destiny 9K	4.25	36
4/20/25	FBFS Norman 140N	TJSC Coping With Destiny 9K	3.99	36
<b>Pen Average</b>			<b>4.18</b>	<b>36.3</b>
<b>EPD Average</b>			<b>6.2/85/121/3.5/19.4/12.8/.02/-.092/.96/109/76</b>	



Reserve Grand Champion, exh. by New Rival Cattle Company, Richland Center, WI.

Birth	Animal's Name	Sire	WDA	SC
3/19/25	AFL Revelation 253N	Revelation 2K	2.77	31
3/20/25	AFL Revelation 251N	Revelation 2K	2.98	33
3/22/25	AFL Revelation 252N	Revelation 2K	2.81	35
<b>Pen Average</b>			<b>2.85</b>	<b>33</b>
<b>EPD Average</b>			<b>9.2/77/107/3.8/12.8/8.3/.12/-.072/.75/108/74</b>	



**Reserve Intermediate Champion**  
 “FLKN LRCC Victoria 026M,”  
 s. by W/C Double Down 5014E,  
 exh. by Sofia Garza, Edinburg, TX.  
 9.4/74/101/4.5/18.4/9.8/-05/-067/1.04/106/73

**Percentage Simmental Females**



**Spring Calf Champion**  
 “JSUL Who Dat 5309N,”  
 s. by JSUL Something About Mary 8421,  
 exh. by Beau Porter, Wooldridge, MO.  
 8.5/71/110/5.4/14.2/6.6/.20/-033/.69/98/71



**Reserve Junior Calf Champion**  
 “BESH Ms Rose N44E,”  
 s. by Rose MC Encore 0463,  
 exh. by Graham Dickerson, Hope, IN.  
 8.4/80/112/3.7/13.8/12.2/.05/-039/.53/97/68



**Grand Champion and Junior Champion**  
 “JSUL Rosie 4288M,”  
 s. by WLE Copacetic E02,  
 exh. by Carlee Clark, Muldrow, OK.  
 6.6/78/115/3.2/13.2/9.4/-02/-101/.80/101/72



**Reserve Spring Calf Champion**  
 “EVCS Who Dat Darling 583N ET,”  
 s. by JBSF Berwick 41F,  
 exh. by Wyatt Phillips, Maysville, KY.  
 5.3/73/111/4.8/19.9/6.1/.24/-033/.60/92/70



**Grand Champion and Senior Calf Champion**  
 “OAKP RJ Queen 535M,”  
 s. by TJSC Coping With Destiny 9K,  
 exh. by Josie Phillips, Maysville, KY.  
 8/79/119/4.1/16.9/11.3/.14/-030/.62/103/72



**Reserve Grand Champion and Reserve Junior Champion**  
 “JMSC Revlon 408M,”  
 s. by Revelation 2K,  
 exh. by Chloe Clark, Muldrow, OK.  
 7.3/61/77/3/16.5/12.3/.03/-081/.70/101/62



**Junior Calf Champion**  
 “OAKP RJ Cardi 590N,”  
 s. by W/C Bankroll 811D,  
 exh. by Allyson Williams, Overbrook, KS.  
 10.1/79/124/6.9/23.3/7.5/.17/-020/.72/102/75



**Reserve Senior Calf Champion**  
 “OAKP Audi 106M,”  
 s. by Second Chance 601H,  
 exh. by Conley Schick, Clinton, IL.  
 8.7/72/104/4.6/18/11.4/.23/-022/.69/106/70

(Continued on page 64)



# CATTLEMEN'S Continued CONGRESS

(Continued from page 63)



**Intermediate Champion**  
"APB/SCC Phyllis 1469M,"  
s. by EC Rebel 156F,  
exh. by Addison Bartlow, Monticello, IL.  
7.8/65/101/2.9/20.2/14.7/.29/-.030/-.01/113/68



**Reserve Intermediate Champion**  
"RP/CMFM Blackcap M086,"  
s. by Circle M Tejas,  
exh. by Laura Landers Franklin, Blountsville, AL.  
9.2/72/111/5.1/19.5/16.1/.28/-.024/.41/122/73



**Reserve Grand Champion and Junior Champion**  
"BRB4 CARD Cece 463M,"  
s. by Revelation 2K,  
exh. by Breckyn Bloomberg, Secor, IL.  
5.3/89/134/2.6/19.1/9.2/-.08/-.050/.66/81/68



**Reserve Junior Champion**  
"RP/CMFM Time To Shine M13,"  
s. by Reckoning 711F,  
exh. by Josie Phillips, Maysville, KY.  
7.1/79/110/5.2/18.6/14.5/.29/-.011/-.93/113/74

## Percentage Simbrah Females



**Reserve Grand Champion and Junior Calf Champion**  
"Hagan Rudy 15N,"  
s. by CSG Maverick 337J,  
exh. by Annede Peoples, Rockwall, TX.  
7.4/68/102/2.3/15.8/6.5/-.01/-.090/.74/83/63

**Reserve Junior Calf Champion**  
"Smith Tiara's Precious Lady,"  
s. by Smith Follow My Lead,  
exh. by Leah Thorp, Dayton, TX.  
12.6/79/108/6.8/20.5/4.5/-.02/-.096/.85/91/73



**Senior Calf Champion**  
"Smith Bella Ima Lil Sis 19F,"  
s. by Smith Isgrig Something In Red,  
exh. by Jakob Sansom, Brenham, TX.  
10.3/71/103/5/14.4/7.3/-.04/-.089/.65/101/70

**Reserve Senior Calf Champion**  
"Smith Riviera Maya Sunrise 86M,"  
s. by WLE Smith Big Wig H39,  
exh. by Aubrey Schnieder, Valley View, TX.  
14.4/69/86/6.6/18.7/9/-.06/-.054/.75/99/68



**Grand Champion and Junior Champion**  
"Hagan Marvelous 034M,"  
s. by Hagan Hush Money 647G,  
exh. by Zachary Buchanan, Waxahachie, TX.  
8.3/73/106/4.6/16.3/10/.03/-.092/.66/106/71

## Simbrah Females



**Grand Champion and Junior Calf Champion**  
"SLBC Hagan Perennial 505N,"  
s. by Hagan Hush Money 647G,  
exh. by Kayl Tassin, Sandy Hook, MS.  
8.8/68/104/4.4/13.3/7.1/-.10/-.108/.56/80/60



**Reserve Junior Calf Champion**  
"Smith Diva Do U Wanna Dance,"  
s. by Smith Follow My Lead,  
exh. by Kannon Hill, East Bernard, TX.  
12.4/78/112/6.7/14.7/4.1/04/-.106/.73/94/74



**Reserve Grand Champion and Senior Calf Champion**  
 “Smith 4S Kayla Charming Lucylu,”  
 s. by Smith Isgrig Something In Red,  
 exh. by Jakob Sansom, Brenham, TX.  
 11.4/68/94/5/10.9/4/-08/-075/86/94/68



**Reserve Intermediate Champion**  
 “3CC RSMH Sweetie M84,”  
 s. by 3CC CTCF Alpha,  
 exh. by Sadie Hightower, Sumner, TX.  
 6.8/55/82/3/18.6/8.1/-09/-089/55/74/53



**Reserve Calf Champion**  
 “TCBO Maggie May,”  
 s. by Estes Top Gun J42E,  
 exh. by Jayda Peppers, Dawsonville, GA.  
 8.5/68/95/1.2/33.8/11.9/11/-129/1.03/113/72



**Reserve Senior Calf Champion**  
 “Smith 3JK Freyja,”  
 s. by Smith 7N Savage,  
 exh. by Aubrey Schneider, Valley View, TX.  
 9.4/70/104/4.2/15.8/6.4/-12/-108/62/92/66



**Junior Champion**  
 “Smith Fabled Farmers Daughter,”  
 s. by Smith Follow My Lead,  
 exh. by Kannon Hill, East Bernard, TX.  
 19.1/66/83/7.8/16.2/4.6/-21/-121/72/86/63



**Grand Champion and Intermediate Champion**  
 “Red Oak Meredith,”  
 s. by APLX Coach 37J,  
 exh. by Ashlyn Ohlde, Williamsburg, KS.  
 9.2/81/113/4/33/12.8/-18/-110/96/101/71



**Intermediate Champion**  
 “Smith Miss Darling Diva 20M,”  
 s. by Smith Follow My Lead,  
 exh. by Jenna Tyler, Texarkana, TX.  
 13.2/74/107/7.7/14.7/1.4/02/-091/52/87/71

**Reserve Junior Champion**  
 “Smith Juliet Ashley Rene 215M,”  
 s. by Smith Rite On Time,  
 exh. by Jacob Merritt, Henderson, TX.  
 9.3/55/73/5.2/18.4/5.7/13/-128/47/87/61

**Fullblood Females**



**Calf Champion**  
 “GJC Ms Chaney N047,”  
 s. by Starwest Pol Blueprint,  
 exh. by Abby Jones, Anna, TX.  
 12.1/78/105/6/34.2/13/-17/-119/83/106/71



**Reserve Intermediate Champion**  
 “TNTS Samantha,”  
 s. by WJS Junior HP 46J,  
 exh. by Mackenzie Sullens, Dahlonega, GA.  
 .8/77/109/2.6/33.7/15/-10/-122/92/95/67

(Continued on page 66)



# CATTLEMEN'S Continued CONGRESS

(Continued from page 65)



### Reserve Grand Champion and Junior Champion

"TCBO Tillie,"  
s. by JB CDN Captain Call 1948,  
exh. by Payton Klein, Charleston, AR.  
2.9/77/107/.7/31.6/12.8/.08/-078/.80/103/72

### Reserve Junior Champion

"Blondie,"  
s. by 74G,  
exh. by Tanner Reed, Paris, AR.  
7/54/72/3.1/33.1/13.3/.00/-113/.70/108/65

## Open Show

**Dates:** January 12-13, 2026  
**Location:** Oklahoma City, OK  
**Judges:** Matt Copeland, NM;  
and Justin Barber, TX

## Percentage Simbrah Show

### Females



### Reserve Grand Champion and Junior Calf Champion

"Hagan Rudy 15N,"  
s. by CSG Maverick 337J,  
exh. by Annede Peoples, Rockwall, TX.  
7.4/68/102/2.3/15.8/6.5/-01/-090/.74/83/63

### Reserve Junior Calf Champion

"Smith Tiara's Precious Lady,"  
s. by Smith Follow My Lead,  
exh. by Leah Thorp, Dayton, TX.  
12.6/79/108/6.8/20.5/4.5/-02/-096/.85/91/73



### Senior Calf Champion

"-JRF Ester,"  
s. by TK/FCC Hard Body,  
exh. by Keith Johnson, Moss Point, MS.  
8.1/73/108/4.1/19.2/11.7/-16/-098/.70/100/67



### Reserve Senior Calf Champion

"Smith Bella Ima Lil Sis 19F,"  
s. by Smith Isgrig Something In Red,  
exh. by 4S Cattle, Brenham, TX.  
10.3/71/103/5/14.4/7.3/-04/-089/.65/101/70



### Grand Champion and Junior Champion

"Hagan Marvelous 034M,"  
s. by Hagan Mush Money 647G,  
exh. by Zachary Buchanan, Waxahachie, TX.  
8.3/73/106/4.6/16.3/10/.03/-092/.66/106/71

## Simbrah Show

### Bulls



### Reserve Grand Champion and Junior Calf Champion

"Smith McCrary Snazzy Sandman,"  
s. by Smith A.R.C. No Kidding 032H,  
exh. by Hallie Hackett, Texarkana, TX.  
13.1/64/80/5.4/16.6/8.8/-14/-096/.59/86/60

### Reserve Junior Calf Champion

"Smith Sir Colby Ray 327N,"  
s. by Smith Easy Like 21J,  
exh. by Kaleb Fontenot, Henderson, TX.  
12/67/83/6.4/18.1/4.9/-32/-104/.54/67/56



### Grand Champion and Junior Champion

"Hagan Money Clip 6M,"  
s. by Hagan Hush Money 647G,  
exh. by Hagan Cattle Company and Kayl Tassin, Yoakum, TX.  
8.5/57/75/5.4/12.8/6.9/-24/-113/.60/66/50

### Females



### Reserve Grand Champion and Junior Calf Champion

"SLBC Hagan Perennial 505N,"  
s. by Hagan Hush Money 647G,  
exh. by Kayl Tassin, Sandy Hook, MS.  
8.8/68/104/4.4/13.3/7.1/-10/-108/.56/80/60



**Reserve Junior Calf Champion**  
 "Smith TMP Priceless Kicks 377N,"  
 s. by Smith Isgrig Something In Red,  
 exh. by Kaleb Fontenot, Henderson, TX.  
 15/68/92/6.8/17.9/2.1/-07/-096/.74/86/67



**Intermediate Champion**  
 "Smith Miss Darling Diva 20M,"  
 s. by Smith Follow My Lead,  
 exh. by Jenna Tyler, Texarkana, TX.  
 13.2/74/107/7.7/14.7/1.4/.02/-091/.52/87/71

## Fullblood Show

### Bulls



**Reserve Grand Champion  
 and Junior Calf Champion**  
 "LLEO Range Max 28N,"  
 s. by AKGO Steve Harvey 183M,  
 exh. by Landon Ohlde, Williamsburg, KS.  
 4.3/68/95/3.8/34.1/11.5/-03/-120/.78/95/66



**Senior Calf Champion**  
 "STCC LMC Carlita 614M,"  
 s. by LMC BBS Masterpiece 1H/23,  
 exh. by Morgan Jackson, Kaufman, TX.  
 5.3/72/105/3.7/21.2/6.2/-17/-103/.84/70/61



**Reserve Intermediate Champion**  
 "3CC RSMH Sweetie M84,"  
 s. by 3CC CTCF Alpha,  
 exh. by Sadie Hightower, Sumner, TX.  
 6.8/55/82/3/18.6/8.1/-09/-089/.55/74/53



**Reserve Junior Calf Champion**  
 "Jones & Sons Ace,"  
 s. by Rugged R Cavill,  
 exh. by Caroline Jones, Tom Bean, TX.  
 14.3/71/103/6/31.1/17.2/03/-126/.86/131/75



**Reserve Senior Calf Champion**  
 "Smith 4S Kayla Charming Lucylu,"  
 s. by Smith Isgrig Something In Red,  
 exh. by 4S Cattle, Brenham, TX.  
 11.4/68/94/5/10.9/4/-08/-075/.86/94/68



**Grand Champion and Junior Champion**  
 "Smith Juliet Ashley Rene 215M,"  
 s. by Smith Rite On Time,  
 exh. by Kaleb Fontenot, Henderson, TX.  
 9.3/55/73/5.2/18.4/5.7/.13/-128/.47/87/61



**Grand Champion  
 and Intermediate Champion**  
 "GJC HR Maximilian 201M,"  
 s. by Logland Arrow L03E,  
 exh. by Garrett Jones, Anna, TX.  
 11.1/72/103/6.8/31.2/17.4/-11/-101/84/115/68

**Reserve Junior Champion**  
 "Lady Valor 6G S 5M13,"  
 s. by Bohemian Maverick 6G S 3J2,  
 exh. by Mallory Fitzgerald, Hull, TX.  
 10.6/58/77/6./18/8.2/-19/-103/.65/74/52

(Continued on page 68)



# CATTLEMEN'S Continued CONGRESS

(Continued from page 67)



**Reserve Intermediate Champion**  
"Jones & Sons Origin Story,"  
s. by Logland Arrow L03E,  
exh. by Caroline Jones, Tom Bean, TX.  
5.7/68/93/5.1/31.4/13.7/-10/-083/97/99/64

## Females



**Grand Champion Cow/Calf Pair**  
"Logland Icicle 426M,"  
s. by JB CDN Apache Junction 1831,  
Calf, "LLEO Range Max 28N,"  
s. by AKGO Steve Harvey 183M,  
exh. by Landon Ohlde, Williamsburg, KS.  
3.6/74/106/3.2/35/10.7/-09/-103/48/88/65  
4.3/68/95/3.8/34.1/11.5/-03/-120/78/95/66

\*Cow/calf data is listed on two lines with the cow first.



**Grand Champion and Calf Champion**  
"GJC Ms Chaney N047,"  
s. by Starwest Pol Blueprint,  
exh. by Abby Jones, Anna, TX.  
12.1/78/105/6/34.2/13/-17/-119/83/106/71



**Reserve Calf Champion**  
"TCBO Maggie Mae,"  
s. by Estes Top Gun J42E,  
exh. by Jayda Peppers, Dawsonville, GA.  
8.5/68/95/1.2/33.8/11.9/11/-129/1.03/113/72



**Reserve Grand Champion and Intermediate Champion**  
"Red Oak Meredith,"  
s. by APLX Coach 37J,  
exh. by Ashlyn Ohlde, Williamsburg, KS.  
9.2/81/113/4/33/12.8/-18/-110/96/101/71

**Reserve Intermediate Champion**  
"TCBO Justice,"  
s. by JB CDN Captain Call 1948,  
exh. by Payton Klein, Charleston, AR.  
1.9/67/99/2.3/36/17.5/15/-101/97/116/71



**Junior Champion**  
"TCBO Tillie,"  
s. by JB CDN Captain Call 1948,  
exh. by Payton Klein, Charleston, AR.  
2.9/77/107/7/31.6/12.8/08/-078/80/103/72

**Reserve Junior Champion**  
"Blondie,"  
s. by 74G,  
exh. by Tanner Reed, Paris, AR.  
7/54/72/3.1/33.1/13.3/00/-113/70/108/65

## Percentage Simmental Show Females



**Grand Champion Cow/Calf Pair**  
"MCCL Dottie's Investment 144M,"  
s. by Mr HOC Broker,  
Calf, "MCCL Buy Low Sell High 162N,"  
s. by 4KSC Upside,  
exh. by McCoy Landwehr, Enid, OK.  
5.1/70/105/4.3/20.8/8.2/-13/-063/67/76/61  
5.8/75/106/4.5/19.3/8/-11/-058/76/79/64

\*Cow/calf data is listed on two lines with the cow first.



**Spring Calf Champion**  
"EVCS Who Dat Darling 583N ET,"  
s. by JBSF Berwick 41F,  
exh. by Rocking P Livestock and Circle M  
Farms, Maysville, KY.  
5.3/73/111/4.8/19.9/6.1/24/-033/60/92/70



**Reserve Spring Calf Champion**  
"CCS/JS Summer 4N,"  
s. by Harkers Unleashed,  
exh. by JS Simmentals and Tylee Elmore,  
Prairie City, IA.  
5.5/82/124/4.3/16.4/11.2/14/-065/65/100/73



**Junior Calf Champion**  
 “BB/JCC Princess 4101N,”  
 s. by TJSC Coping With Destiny 9K,  
 exh. by Brenna Bartlow, Monticello, IL.  
 3.6/82/123/3.5/14.6/8.3/.11/-069/.70/88/70



**Reserve Senior Calf Champion**  
 “Cowan’s Raya M232,”  
 s. by Revelation 2K,  
 exh. by McCoy Klingaman, Lima, OH.  
 5.8/70/92/3.3/16.5/6.6/-.05/-.061/.75/74/61



**Grand Champion and Junior Champion**  
 “OAKP RJ Lizzo M254,”  
 s. by W/C Bankroll 811D,  
 exh. by Schick Chicks Cattle Co., Clinton, IL.  
 10.1/73/108/5.8/17.7/10.4/.23/-.020/.77/109/73



**Reserve Junior Calf Champion**  
 “RP/CMFM Wildfire N04,”  
 s. by SCC SCH 24 Karat 838,  
 exh. by Circle M Farms and Olivia Jones,  
 Mt. Vernon, MO.  
 6.7/80/122/4.5/21.6/8.4/.24/-030/.92/101/75



**Intermediate Champion**  
 “APB/SCC Phyllis 1469M,”  
 s. by EC Rebel 156F,  
 exh. by Addison Bartlow, Monticello, IL.  
 7.8/65/101/2.9/20.2/4.7/.29/-030/-.01/113/68



**Reserve Junior Champion**  
 “RP/CMFM Wildfire M06,”  
 s. by SCC SCH 24 Karat 838,  
 exh. by Rocking P Livestock and Circle M  
 Farms, Maysville, KY.  
 4.7/93/142/3.2/21.6/9.9/.28/-030/.95/107/82



**Reserve Grand Champion  
 and Senior Calf Champion**  
 “OAKP RJ Queen 535M,”  
 s. by TJSC Coping With Destiny 9K,  
 exh. by Rocking P Livestock and Circle M  
 Farms, Maysville, KY.  
 8/79/119/4.1/16.9/11.3/.14/-030/.62/103/72



**Reserve Intermediate Champion**  
 “RP/CMFM Blackcap M086,”  
 s. by Circle M Tejas,  
 exh. by Laura Landers Franklin, Blountsville, AL.  
 9.2/72/111/5.1/19.5/16.1/.28/-.024/.41/122/73



**Spring Calf Champion**  
 “SKR T/R Concho 5096N ET,”  
 s. by Mr HOC Broker,  
 exh. by Kale Robison, Cushing, OK.  
 4.8/65/95/1/14.9/7.8/.07/-032/.55/81/60

**Reserve Spring Calf Champion**  
 “ABS Mr Moving On Up,”  
 s. by Schooley Standout 27G,  
 exh. by Paul and Donna Bayer, Inc.,  
 Muenster, TX.  
 11.5/74/107/7/17/14.9/.31/-067/.66/127/77

**Bulls**

(Continued on page 70)



# CATTELEMEN'S Continued CONGRESS

(Continued from page 69)



### Junior Calf Champion

"MR Known To Be Relentless,"  
s. by FP/L Known By All 202K,  
exh. by MR Cattle, Medicine Lodge, KS.  
10.2/68/100/6.1/20.1/11.8/.25/-.018/.30/110/70



### Grand Champion and Senior Calf Champion

"BKC Redeemed M89,"  
s. by Second Chance 601H,  
exh. by Kylie Callis, XTB Cattle, and Elmore  
Cattle Services, Waukomis, OK.  
8/62/89/2.1/17.2/8.7/.21/-.051/.92/96/65



### Reserve Senior Calf Champion

"RP/CMFM Reckoning M51,"  
s. by Reckoning 711F,  
exh. by Rocking P Livestock and Circle M  
Farms, Maysville, KY.  
6.9/72/100/4.9/18.6/15.8/.30/-.025/.84/114/71



### Intermediate Champion

"PRMR Rollo,"  
s. by SJF SMJ Payroll,  
exh. by Premier Reds, Yukon, OK.  
11/65/93/6.3/21.4/11.3/.12/-.036/.34/104/67



### Junior Champion

"Conley Stallion 430M,"  
s. by R/C SFI Creedence 417J,  
exh. by JS Simmentals and Conley Cattle,  
Prairie City, IA.  
12.9/72/114/6.3/16.9/10.2/.24/-.009/.66/111/72



### Reserve Junior Champion

"C-4 Recall 600M,"  
s. by C-4 Juan Recall H400,  
exh. by Circle M Farms and Red River Farms,  
Mt. Vernon, MO.  
7.3/73/100/3.3/19.6/15.6/.21/-.017/.53/111/70



### Reserve Grand Champion and Senior Champion

"MKL Boy Named Sioux 3218L,"  
s. by WLE Copacetic E02,  
exh. by MKL Cattle Company,  
Bloomberg/Porter, Griswold Cattle,  
Kingsdown, KS.  
6.1/88/134/3.1/11/5.3/.20/-.092/.77/96/79



### Reserve Senior Champion

"G/F Jagger 317L,"  
s. by OHL Jaguar 4232HJ,  
exh. by Tammy Foose, Greencastle, IN.  
10.2/69/104/4.7/15.3/10.5/.33/-.014/.51/113/72

## Purebred Simmental Show

### Bulls



### Spring Calf Champion

"Brooks Mr Mack T N20,"  
s. by SO Remedy 7F,  
exh. by Brooks Cattle Co., Calumet, OK.  
11.3/74/106/4.2/19/8.9/.06/-.080/.82/112/75



**Reserve Spring Calf Champion**  
 "LAWR New Beginnings 503N,"  
 s. by WHF Point Taken K65,  
 exh. by Lawrence Livestock, Hartford City, IN.  
 10.5/78/116/5.5/22.7/15.2/.26/-.086/.77/137/83



**Reserve Grand Champion  
 and Senior Calf Champion**  
 "JSUL On The Rock 4651M,"  
 s. by WHF/JS/CCS Woodford J001,  
 exh. by JS Simmentals, Prairie City, IA.  
 8.8/81/111/4.9/15.6/15.8/.21/-.077/.72/132/81



**Grand Champion and Senior Champion**  
 "Pays To Win,"  
 s. by SC Pay The Price C11,  
 exh. by Parson Cattle and Scherichs Simmen-  
 tal, Graysville, PA.  
 3.2/84/118/.6/17.4/10.7/.17/-.086/.89/107/76



**Junior Calf Champion**  
 "Horstman Fire Away 513N,"  
 s. by GCC Bold Move 136J,  
 exh. by Horstman Cattle Co., Trennepohl  
 Farms, 3 Aces Show Cattle, Knapper Cattle,  
 Diamond J Simmentals, West Lafayette, IN.  
 7.1/72/100/1.7/17.8/11.9/-.16/-.059/.85/97/66



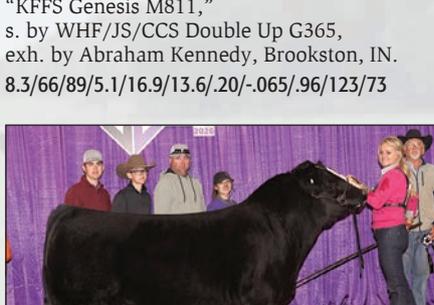
**Reserve Senior Calf Champion**  
 "RAC Loaded Bet 1302M,"  
 s. by W/C Bet On Red 481H,  
 exh. by Kreas Richard, Blanchard, OK.  
 10.6/75/114/4.7/21.2/11.13/-.067/.99/120/77

**Reserve Senior Champion**  
 "-S Ripple Effect L302,"  
 s. by SC Pay The Price C11,  
 exh. by BARS Cattle Company, Pierce, NE.  
 6.2/69/102/4.3/22.1/12.3/.20/-.093/.92/116/73

**Females**



**Reserve Junior Calf Champion**  
 "JT-MF Heart Wired,"  
 s. by W/C Fort Knox 69H Hardwire,  
 exh. by Riley Martin, Taylorsville, KY.  
 9.7/68/103/5.1/20.4/9.5/.18/-.064/.93/117/75



**Intermediate Champion**  
 "KFFS Genesis M811,"  
 s. by WHF/JS/CCS Double Up G365,  
 exh. by Abraham Kennedy, Brookston, IN.  
 8.3/66/89/5.1/16.9/13.6/.20/-.065/.96/123/73



**Grand Champion Cow/Calf Pair**  
 "Simme Valley Monicque,"  
 s. by WHF/JS/CCS Woodford J001,  
 Calf, "SRC- Flaming Hot,"  
 s. by Simme Valley Lava,  
 exh. by Hannah Sheffield, Avon Park, FL.  
 14/85/125/6.1/24.3/17.3/.15/-.063/.69/145/87  
 10.4/93/139/5.8/23.8/14.4/.10/-.086/.96/132/87

\*Cow/calf data is listed on two lines with the cow first.



**Junior Champion**  
 "TAY Make Your Money 1M ET,"  
 s. by Rocking P Private Stock H010,  
 exh. by Taylor Goering, McPherson, KS.  
 11.6/67/98/3.3/16.8/12.1/.18/-.067/.77/123/73

(Continued on page 72)



# CATTLEMEN'S Continued CONGRESS

(Continued from page 71)



### Reserve Grand Champion and Spring Calf Champion

"JMSC Ruby's Gemstone 510N,"  
s. by Revelation 2K,  
exh. by Jaelynn Jackson, Walnut Springs, TX.  
7.8/67/87/2.5/16.5/9.7/.14/-086/.59/108/71

### Reserve Spring Calf Champion

"B C R Time To Shine 075N,"  
s. by RP/BCR Eminence H005,  
exh. by Buck Creek Ranch, Yale, OK.  
11.4/77/113/5.3/15.6/10.7/.32/-046/.59/132/83

### Junior Calf Champion

"Kandi's Best 052N,"  
s. by TJSC Coping With Destiny 9K,  
exh. by Carver Pryor, Woodbine, IA.  
13/71/100/5.2/13.6/15.7/-23/.089/.17/109/65



### Reserve Junior Calf Champion

"RJ Bonnie N59,"  
s. by RP/BCR Eminence H005,  
exh. by Laura Landers Franklin, Blountsville, AL.  
8.8/83/121/5.8/15.2/9.5/.14/-081/1.04/115/80

### Senior Calf Champion

"WHF Delilah 456M,"  
s. by WHF/JS/CCS Woodford J001,  
exh. by AnnLawrence Allen, Versailles, KY.  
7.6/96/136/3.9/19.1/14.4/.25/-078/.78/133/90



### Reserve Senior Calf Champion

"Heidt Legend 440M,"  
s. by TJSC Coping With Destiny 9K,  
exh. by Tripp Berna, Stroud, OK.  
7.6/75/106/3.6/16.4/11.5/-08/-058/.66/101/68



### Intermediate Champion

"FLKN LRCC Victoria 026M,"  
s. by W/C Double Down 5014E,  
exh. by Sofia Garza, Edinburg, TX.  
9.4/74/101/4.5/18.4/9.8/-05/-067/1.04/106/73



### Reserve Intermediate Champion

"Miss 3 Aces TL Stella 504M,"  
s. by WHF/JS/CCS Double Up G365,  
exh. by Laura Landers Franklin, Blountsville, AL.  
10.7/81/114/5.1/21.1/14.8/-08/-061/.67/116/75



### Grand Champion and Junior Champion

"JMSC Revlon 408M,"  
s. by Revelation 2K,  
exh. by Chloe Clark, Muldrow, OK.  
7.3/61/77/3/16.5/12.3/.03/-081/.70/101/62



### Reserve Junior Champion

"HOEL Tina 404M,"  
s. by SO Remedy 7F,  
exh. by Kale Robison, Cushing, OK.  
8.8/78/119/4.1/21.1/7.4/-06/-106/1.12/102/74

## Special Awards



### Premier Exhibitor

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

### Premier Breeder

Sara Sullivan, Dunlap, IA. ■



View complete  
Pen Show result  
information here



View complete  
January 12 result  
information here



View complete  
January 13 result  
information here

A herd of cattle is silhouetted against a bright, golden sunset sky over a vast, flat landscape. The sun is low on the horizon, creating a strong glow and long shadows. The sky is filled with soft, golden clouds. The overall mood is peaceful and hopeful.

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# NATIONAL WESTERN® Stock Show

## The One and Only Sale

January 18, 2026 • Denver, CO

No.	Category	Average
3	Bulls	\$27,167
9	Females	\$17,222
1	Donor	\$15,500
13	Live Lots	\$19,385

**Auctioneer:** Jered Shipman, TX

**Sale Manager:** Matt Macfarlane, M3 Marketing, CA

**Representing ASA:** Susan Russell

### High-Selling Lots:

**\$55,000** – 1/2 SM Bull, “TPHT Testify N451,” s. by RP-BCR Insight G302, cons. by Top Hat Simmentals, UT; sold to Round Grove Livestock, IA; Volk Livestock, MO; and Cummings Creek Cattle, NE.

**\$45,000** – Pick of the Herd to Flush, cons. by Sandeen Genetics, IA; sold to BD Land and Livestock, IA.

**\$43,000** – Pick of the Purebred Pen of Heifers, cons. by CK Cattle, SD; sold to Todd Klockgether, IA.

**\$28,000** – Pick of the Percentage Pen of Heifers, cons. by CK Cattle, SD; sold to Pork Central, SD.

**\$22,000** – Pick of the Fall Calves, cons. by Werning Cattle Co., SD; sold to J&L Cattle Services, LA.

**\$18,000** – PB SM Bull, “SFI Kingpin N16,” s. by Rubys Quadrant 210K, cons. by Schaake Farms, KS, sold to Kevin Winter, KS.

**\$15,500** – Donor Cow, “W/C RJ Texas Doll 7058E,” s. by W/C Loaded Up 1119Y, cons. by Werning Cattle Co., SD; sold to Parsons Livestock, KS; and Hilltop Simmentals, SD.

**\$15,000** – Pick of the 2025 Calf Crop, cons. by Roller Ranch, MN; sold to Jeremy Lehrman, SD.

**Comments:** Also selling were four flushes at an average of \$21,000; one pregnancy lot for \$6,300; and 121 embryo lots at an average of \$1,257. In addition to the elite lots, the Power Simmental was selected; nearly \$13,000 was raised for the American Simmental-Simbrah Foundation; a new AI tank with semen from nine top sires was auctioned to aid Colorado Simmental; and a limited-edition “Heading Home” print by Jan Mapes was sold on behalf of Colorado Cattlemen’s Foundation.



Gittlein Family Cattle LLC of Wauneta, NE, purchased the new AI tank filled with semen from nine top sires. Shown are CSA’s Willie Altenburg and Susan Russell flanking generous buyers Amy and Jayme Gittlein.



Steve and Cathy Eichacker were on site to coordinate the American Simmental-Simbrah Foundation gun raffle fundraiser.



Kent Jaecke (left) of OK is joined by Colorado Cattlemen’s Association president Curt Russell and EVP Erin Spaur. Jaecke purchased the framed “Heading Home” print by Jan Mapes to benefit the CCA Foundation.



Val Eberspacher & Cathy Eichacker helping with the Foundation lots.



American Simmental-Simbrah Foundation raised \$12,700 in The One & Only Sale. Purchase of special lots earned the buyers entrance into a drawing for a Martin 70478 1895 Big Loop Full Size Shotgun donated by Circle M Farms. The winner of the gun was Randy Moody of AL (not pictured). L-R: Val Eberspacher, Steve Eichacker, Cathy Eichacker, Chris Beins, Dennis Moore, Kristi Effling, John Ferguson, Kent Jaecke, and Sam Harroun.



ASA and Colorado Simmental co-hosted a Meet-n-Greet outside the HW Hutchison Family Stockyards Events Center to coincide with the sale cattle display prior to The One & Only Sale.



The Sue Anschutz-Rodgers Livestock Center, the CoBank Arena, and The Legacy were all new facilities that debuted during the 2026 National Western Stock Show. A SimGenetics division drive is shown on the green turf of the huge new arena during the National SimGenetics Show on January 20, 2026.

## People's Choice Power Simmental



KHH / HILB Blue Magnolia N47F, a purebred Simmental female from Hilbrands Cattle Co., was named the 2026 Power Simmental. Ed Hartzell of Front Pasture Farm, Oakdale, CA, was the winner of the female chosen from four purebred finalists. Based on People's Choice voting (with ballots from 22 states plus Australia), finalists who were presented coats and vests were Schuake Farms, KS; Lee Simmental Farms, MO; Hilbrands Cattle Co., MN; and Baty Livestock, CO. With Kinslee Hilbrands shown at the halter of her heifer, from left are Amanda Hilbrands, winner Ed Hartzell, and sponsors including Ashley Bradbury and Chaylee Tonniges of Igenity and Morgan Jones of TransOva. Above center on the block, sponsor Matt Macfarlane of M3 Marketing. Other sponsors, not pictured, were Halter, Purina Animal Nutrition, Nebraska Bull Service, Vogler Semen Centre, and Zoetis.



Sponsors Morgan Jones of TransOva, foreground, and Chaylee Tonniges of Igenity congratulate Ed Hartzell, who received a custom coat in addition to full possession of Hilbrands' baldy yearling, a WHF/JS/CCS Double Up daughter. Hilbrands Cattle Company won \$20,000 in the 21st annual Power Simmental event.

(Continued on page 76)

(Continued from page 75)

**Editor's Note:** PTP data for the National Western Stock Show are listed in the following order: Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Milk EPD, Stayability EPD, Marbling EPD, Backfat EPD, Ribeye Area EPD, \$API, and \$TI. EPD and indexes are current as of a 1/14/2026 data pull. Actual measurements for the Pen Show were taken and recorded on 1/16/2026.

### Bull Pen Show

**Date:** January 17, 2026  
**Location:** Denver, CO  
**Judges:** Kevin Jensen, KS; and Robin Hogberg, SK (PTP);  
 Gabe Jennings, TX; and Gabriel Connealy, NE (P&G)

### Purebred Pen of Five



Grand Champion, exh. by Schaake Farms, Inc., Westmoreland, KS.

Birth	Animal's Name	Sire	WDA	Frame	SC
2/13/25	SFI HOEL Class Act 504N	THSF Lover Boy B33	3.87	6.5	41
2/17/25	SFI We Salute N24	Rocking P Private Stock H010	4	6.8	37
2/16/25	SFI Legit N31	Rocking P Private Stock H010	3.94	5.3	35
1/19/25	SFI Premium Standard N1F	WHF/JS/CCS Woodford J001	3.60	6.3	41
2/9/25	SFI Got M Talkin N22	WHF/JS/CCS Woodford J001	3.94	6.6	40
	<b>Pen Average</b>		<b>3.87</b>	<b>6.3</b>	<b>38.8</b>
	<b>EPD Average</b>	<b>10.3/84/124/4.6/21.9/14.1/.18/-0.061/.85/131/83</b>			

### Junior Show

**Date:** January 19, 2026  
**Location:** Denver, CO  
**Judges:** Marcus and Paige Arnold, IA

### Purebred Females



### Spring Calf Champion

"JSUL Roxi 5521N,"  
 s. by TJSC Coping With Destiny 9K,  
 exh. by Tylee Elmore, Waukomis, OK.  
 7.4/81/122/3/16.5/10.2/.06/-0.062/.69/111/76



### Reserve Spring Calf Champion

"FRKG Miss Starring Now 557N ET,"  
 s. by STCC Tecumseh 058J,  
 exh. by Rozlyn Wills, Alliance, NE.  
 11.3/79/118/5.5/23.2/11.4/.29/-0.049/1.04/134/85



### Junior Calf Champion

"KTE Ms Nancy 5653N ET,"  
 s. by WINC All Right 213K,  
 exh. by Kenidey Effling, Highmore, SD.  
 2.4/84/126/2.2/22.5/12/.33/-0.043/.71/122/83



Reserve Grand Champion, exh. by Lee Simmental Farms, Columbia, MO

Birth	Animal's Name	Sire	WDA	Frame	SC
3/4/25	LLSF Touchstone N200	WHF Point Proven H45	3.69	5.5	38
3/15/25	LLSF Stonewall N73	LLSF Redstone J89	3.59	5.6	39
3/2/25	LLSF Copenhagen N1837	TJSC Coping With Destiny 9K	3.18	5.6	39
3/10/25	LLSF Woodsman N258	WHF/JS/CCS Woodford J001	3.16	5.6	36
3/3/25	LLSF Bold Move N450	KBHR Bold Ruler H152	3.44	6	41
	<b>Pen Average</b>		<b>3.41</b>	<b>5.7</b>	<b>38.6</b>
	<b>EPD Average</b>	<b>9/83/126/5.1/21/8.4/.20/-.080/.85/121/84</b>			

### Purebred Pen of Three



Grand Champion, Schaake Farms, Inc., Westmoreland, KS.

Birth	Animal's Name	Sire	WDA	Frame	SC
1/31/25	SFI Converter N17	Rubys Quadrant 210K	3.81	5.8	39
2/1/25	SFI King Pin N16	Rubys Quadrant 210K	3.88	6.1	39
1/18/25	SFI Lone Wolf N2	WHF/JS CCS Woodford J001	3.78	5.6	41
	<b>Pen Average</b>		<b>3.82</b>	<b>5.9</b>	<b>39.7</b>
	<b>EPD Average</b>	<b>13.5/90/135/5.5/26.6/16.6/.21/-.051/.94/148/91</b>			

(Pen Show continued on page 78)



### Reserve Junior Calf Champion

"FSCI Donna N477,"  
s. by Mr HOC Broker,  
exh. by Ginaveve Sheets, Jefferson, OH.  
7.4/81/117/3.4/13.4/8.2/-.17/-.088/.93/94/71



### Senior Calf Champion

"PSCS Wanda 1202M ET,"  
s. by SO Remedy 7F,  
exh. by Brendan Parks, Metamora, MI.  
9.6/70/108/3.6/18.2/7.7/-.05/-.091/.84/101/70

### Reserve Senior Calf Champion

"TL Jules 108M,"  
s. by SO Remedy 7F,  
exh. by Maggie Griswold, Stillwater, OK.  
9.9/68/97/4.7/18.5/9/-.13/-.088/.93/98/67



### Summer Yearling Champion

"FSCI Loaded Lady M415,"  
s. by WHF/JS/CCS Double Up G365,  
exh. by Bella Wildermuth, Granville, OH.  
5.1/89/129/3.5/16.8/13.5/-.05/-.070/1.24/109/77

(Junior Show continued on page 78)

(Junior Show continued from page 77)



**Grand Champion and Spring Yearling Champion**  
 "S&S CULL I'm The One 4029M,"  
 s. by RJ Trust Fund 212K,  
 exh. by Brock Henderson, Wiota, IA.  
 8/77/107/5/20.8/9.2/-18/-103/90/91/67



**Reserve Grand Champion and Reserve Spring Yearling Champion**  
 "JASS Rosie's Girl 19M,"  
 s. by Next Level,  
 exh. by Nolan Hackett, Sauk Rapids, MN.  
 5.5/84/123/3.5/18.7/12.4/-12/-095/1.14/102/72

### Percentage Females

**Spring Calf Champion**  
 "4/B Miss Call Girl 265N,"  
 s. by BNWZ Dignity 8017,  
 exh. by Maggie Griswold, Stillwater, OK.  
 10.4/82/121/4.7/19.8/8.1/26/-007/62/107/77



**Reserve Spring Calf Champion**  
 "TPHT Mambo N455,"  
 s. by Mr HOC Broker,  
 exh. by Aribella Beins, Deweyville, UT.  
 5.1/70/102/2.5/19.1/10.5/-07/-052/62/81/60

(Pen Show continued from page 77)



**Grand Champion Phenotype and Genotype, exh. by Schaake Farms, Inc., Westmoreland, KS.**

Birth	Animal's Name	Sire	WDA	Frame	SC
1/31/25	SFI Converter N17	Rubys Quadrant 210K	3.81	5.8	39
2/1/25	SFI King Pin N16	Rubys Quadrant 210K	3.88	6.1	39
1/18/25	SFI Lone Wolf N2	WHF/JS/CC Woodford N001	3.78	5.6	41
	<b>Pen Average</b>		<b>3.82</b>	<b>5.9</b>	<b>39.7</b>
	<b>EPD Average</b>		<b>13.5/90/135/5.5/26.6/16.6/.21/-051/.94/148/91</b>		



**Reserve Grand Champion Phenotype and Genotype, exh. by Lee Simmental Farms, Columbia, MO.**

Birth	Animal's Name	Sire	WDA	Frame	SC
3/4/25	LLSF Touchstone N200	WHF Point Proven H45	3.69	5.5	38
3/10/25	LLSF Woodsman N258	WHF/JS/CCS Woodford J001	3.16	5.6	36
3/3/25	LLSF Bold Move N450	KBHR Bold Ruler H152	3.44	6	41
	<b>Pen Average</b>		<b>3.43</b>	<b>5.7</b>	<b>38.3</b>
	<b>EPD Average</b>		<b>9.3/87/134/5/23.1/8.8/.33/-090/.88/132/91</b>		

## Percentage Pen of Five



Grand Champion, Foster Bros Farms, Lockney, TX

Birth	Animal's Name	Sire	WDA	Frame	SC
4/16/25	FBFS Nocturnal 039N*	TJSC Coping With Destiny 9K	4.30	6.5	39
4/16/25	FBFS Neptune 109N	FRKG Alpha 311L	4.15	6.1	40
4/20/25	FBFS Norman 140N*	TJSC Coping With Destiny 9K	4.07	6.1	36
4/30/25	FBFS Newton 068N	WHF/JS/CCS Double Up G365	4.05	7.1	35
4/14/25	FBFS No Mercy 033N*	TJSC Coping With Destiny 9K	4.34	5.9	38
	<b>Pen Average</b>		<b>4.18</b>	<b>6.3</b>	<b>37.6</b>
	<b>EPD Average</b>		<b>6.7/83/118/3.9/20.2/12.2/.03/-0.087/.99/107/75</b>		

\*indicates a Purebred Simmental animal. Per show rules, any pen with a non-purebred entry qualifies as a percentage pen.

## Percentage Pen of Three



Grand Champion, Genetics Plus Group, Tecumseh, NE.

Birth	Animal's Name	Sire	WDA	Frame	SC
2/11/25	GPG Nirvana 413N*	TL Revenant 35	3.92	6.5	42
2/12/25	GPG Navigate 920N*	STCC Tecumseh 058J	4.07	6	40
2/7/25	GPG Nobility 5120N	RP/BCR Eminence H005	4.03	6	42
	<b>Pen Average</b>		<b>4.01</b>	<b>6.2</b>	<b>41.3</b>
	<b>EPD Average</b>		<b>6.3/7/105/2.5/17.9/11.3/.21/-0.067/.89/110/74</b>		

\*indicates a Purebred Simmental animal. Per show rules, any pen with a non-purebred entry qualifies as a percentage pen.

(Pen Show continued on page 80)



Junior Calf Champion

"BWF Drippin' In Honey N0375,"  
s. by Next Level,  
exh. by Nolan Hackett, Sauk Rapids, MN.  
5.7/73/112/4.2/18/13.6/.19/-0.079/.86/105/69



Reserve Junior Calf Champion

"Lakeview BF Fendi 06N,"  
s. by SCC SCH 24 Karat 838,  
exh. by Cohen Berry, Rockville, IN.  
10.1/77/118/5.9/22.3/12.4/.08/-0.030/.93/105/71



Senior Calf Champion

"APB/ALL Phyllis 469M,"  
s. by EC Rebel 156F,  
exh. by Kenidey Effling, Highmore, SD.  
8.8/77/121/1.9/20.6/9.9/.22/-0.033/.32/105/73

(Junior Show continued on page 80)

(Junior Show continued from page 79)



**Reserve Senior Calf Champion**  
 "LMAN STER My Heart N Soul 411M,"  
 s. by SO Remedy 7F,  
 exh. by Kate Liggett, Dennison, OH.  
 10.9/73/109/5.2/21.8/9.1/02/-056/.76/96/68



**Grand Champion and Spring Yearling Champion**  
 "BRB4 CARD Cece 463M,"  
 s. by Revelation 2K,  
 exh. by Breckyn Bloomberg, Secor, IL.  
 5.3/90/135/2.6/19.1/9.2/-07/-049/.66/82/69



**Reserve Grand Champion and Reserve Spring Yearling Champion**  
 "Rose HSC High On Love 455M,"  
 s. by Rose MC Encore 0463,  
 exh. by Kelly Gaffney, Barneveld, WI.  
 8/77/121/11/4.6/13.6/7/-03/-012/.81/85/66

(Pen Show continued from page 79)



**Reserve Grand Champion, exh. by Oak Meadow Farms, Harmony, MN.**

Birth	Animal's Name	Sire	WDA	Frame	SC
1/13/25	OMF Natural N5*	Mr SR 71 Right Now E1538	3.50	5.5	36
1/27/25	OMF Nomad N40	Mr W/C Trifecta 975J	3.83	6.3	36
2/16/25	OMF Northern N73	J Trademark 1037	4.04	5.9	36
<b>Pen Average</b>			<b>3.79</b>	<b>5.9</b>	<b>36</b>
<b>EPD Average</b>			<b>96/14/6.1/27.9/16/.43/-063/.88/147/95</b>		

\*indicates a Purebred Simmental animal. Per show rules, any pen with a non-purebred entry qualifies as a percentage pen.



**Grand Champion Phenotype and Genotype, exh. by Oak Meadow Farms, Harmony, MN.**

Birth	Animal's Name	Sire	WDA	Frame	SC
1/13/25	OMF Natural N5*	Mr SR 71 Right Now E1538	3.5	5.5	36
1/30/25	OMF Neptune N45	J Trademark 1037	3.72	5.4	40
2/16/25	OMF Northern N73	J Trademark 1037	4.04	5.9	36
<b>Pen Average</b>			<b>3.75</b>	<b>5.6</b>	<b>37.3</b>
<b>EPD Average</b>			<b>12/98/154/6.6/27.7/14.2/.40/-041/.78/148/98</b>		

\*indicates a Purebred Simmental animal. Per show rules, any pen with a non-purebred entry qualifies as a percentage pen.



**Reserve Grand Champion Phenotype and Genotype, exh. by Field Cattle Company, Courtland, KS.**

Birth	Animal's Name	Sire	WDA	Frame	SC
1/9/25	Field's Norman N506	Connealy Commerce	3.89	6.2	43
1/12/25	Field's Nash N508	Connealy Commerce	3.67	5.6	43
1/12/25	Field's Next Level N510	Connealy Commerce	3.97	5.9	44
	<b>Pen Average</b>		<b>3.84</b>	<b>5.9</b>	<b>43.3</b>
	<b>EPD Average</b>	<b>12.4/102/162/7.5/27.6/14/.68/-0.31/.86/155/102</b>			

## Female Pen Show

**Date:** January 18, 2026  
**Judges:** Kevin Jensen, KS; and Robin Hogberg, SK

## Purebred Pen of Three



**Grand Champion, exh. by Schaake Farms, Inc., Westmoreland, KS.**

Birth	Animal's Name	Sire	WDA	Frame
2/8/25	SFI Miss B Heartbreaker	JSUL Something About Mary 8421	2.91	5.7
2/8/25	SFI Miss None Better N4	JSUL Something About Mary 8421	3.01	5.6
3/2/25	SFI Miss Notice Me N20	WHF/JS/CCS Woodford J001	3.04	5.9
	<b>Pen Average</b>		<b>2.98</b>	<b>5.7</b>
	<b>EPD Average</b>	<b>13.6/75/113/5.1/19.5/11.5/-11/-0.55/.73/114/72</b>		

*(Pen Show continued on page 82)*

## Open Show

**Date:** January 20, 2026  
**Judges:** Tyler Bush, SD; and Tucker Schlipf, IL

## Purebred Females



## Grand Champion Cow/Calf Pair

"JSUL America 303L,"  
 s. by SO Remedy 7F,  
 Calf, "ROLF Liability,"  
 s. by ZTGC Just Cuz 52K,  
 exh. by Rolfes Simmentals, Sibley, IA.  
 11.9/63/91/5.4/22.8/10.7/.00/-.080/.96/111/69  
 9.3/75/110/4.4/21.6/12.2/.19/-.067/.95/124/79

\*Cow/calf data is listed on two lines with the cow first.



## Spring Calf Champion

"FRKG Miss Starring Now 557N ET,"  
 s. by STCC Tecumseh 058J,  
 exh. by Rozlyn Wills, Alliance, NE.  
 11.3/79/118/5.5/23.2/11.4/.29/-.049/1.04/134/85

*(Open Show continued on page 82)*

(Open Show continued from page 81)



**Reserve Spring Calf Champion**  
 "BRDG Pantera 50N,"  
 s. by RJ Trust Fund 212K,  
 exh. by Carver Pryor, Woodbine, IA.  
 8.2/82/120/5.6/19.8/7.9/-.08/-.098/1.06/98/73



**Junior Calf Champion**  
 "KTE Ms Nancy 5653N ET,"  
 s. by WINC All Right 213K,  
 exh. by Kenidey Efling, Highmore, SD.  
 2.4/84/126/2.2/22.5/12/.33/-.043/.71/122/83



**Reserve Junior Calf Champion**  
 "TRCC Pridette 505N,"  
 s. by WLE Copacetic E02,  
 exh. by Glennys McGurk, Kingman, IN.  
 11/79/118/4.9/10.6/8.1/.07/-.102/.78/113/78

(Pen Show continued from page 81)



**Reserve Grand Champion, exh. by CK Cattle, Highmore, SD.**

Birth	Animal's Name	Sire	WDA	Frame
3/8/25	KTE Ms Natasha 5704N	WAGR Patriot 1008J	2.95	5.9
2/21/25	CKCC Ms Nikky 5881N	ES Right Time FA110-4	2.84	5.8
3/27/25	CKCC Ms Norah 5796N	CKCC Lincoln 0631H ET	3.33	6.1
<b>Pen Average</b>			<b>3.04</b>	<b>5.9</b>
<b>EPD Average</b>			<b>7/91/138/5/21.7/12.8/.29/-.068/.96/132/89</b>	

### Percentage Pen of Three



**Grand Champion, exh. by CK Cattle, Highmore, SD.**

Birth	Animal's Name	Sire	WDA	Frame
3/3/25	CKCC Ms Natalie 5673N	CKCC Revelvant 0639H	3.14	6.1
3/10/25	CKCC Ms Nelly 5714N	Bridle Bit Recharge K256	3.07	6.1
2/28/25	KTE Ms Nancy 5653N ET*	WINC All Right 213K	3.10	6.1
<b>Pen Average</b>			<b>3.10</b>	<b>6.1</b>
<b>EPD Average</b>			<b>4.6/90/140/3.1/23.1/12.4/.35/-.051/.93/120/84</b>	

\*indicates a Purebred Simmental animal. Per show rules, any pen with a non-purebred entry qualifies as a percentage pen.



Reserve Grand Champion, exh. by Freking Cattle, Alpha, MN.

Birth	Animal's Name	Sire	WDA	Frame
2/22/25	FRKG Miss Nicki 506N ET*	STCC Tecumseh 058J	3.00	6.0
2/27/25	FRKG Miss Bobbi 508N ET	STCC Tecumseh 058J	2.99	5.9
3/3/25	FRKG Miss Bobbi 518N ET	STCC Tecumseh 058J	3.21	5.7
	<b>Pen Average</b>		<b>3.07</b>	<b>5.9</b>
	<b>EPD Average</b>	<b>7/72/104/2.6/19.9/12.4/.15/- .056/.79/105/70</b>		

\*indicates a Purebred Simmental animal. Per show rules, any pen with a non-purebred entry qualifies as a percentage pen.

## Ranchers Best Show

*Editor's Note: The Rancher's Best Show is open to breeders exhibiting both pen bulls and pen heifers. Each pen contains a combination of genders of the breeder's choice and may be a combination of Purebred and Percentage Simmental entries.*



Grand Champion, exh. by Schaake Farms, Inc., Westmoreland, KS.

Birth	Animal's Name	Sire	WDA	Frame
2/8/25	SFI Miss B Heartbreaker	JSUL Something About Mary 8421	2.91	5.7
2/8/25	SFI Miss None Better N4	JSUL Something About Mary 8421	3.01	5.6
1/8/25	SFI Lone Wolf N2	WHF/JS/CCS Woodford J001	3.78	5.6
	<b>Pen Average</b>		<b>3.23</b>	<b>5.7</b>
	<b>EPD Average</b>	<b>14.7/78/120/5.2/19.6/11.5/- .04/- .046/.79/120/76</b>		

(Pen Show continued on page 84)



Senior Calf Champion

"PSCS Wanda 1202M ET,"

s. by SO Remedy 7F,

exh. by Brendan Parks, Metamora, MI.

9.6/70/108/3.6/18.2/7.7/- .05/- .091/.84/101/70



Reserve Senior Calf Champion

"PSCS Scarlet 112M ET,"

s. by JSUL Something About Mary 8421,

exh. by Brendan Parks, Metamora, MI.

9.5/70/103/4.2/11.9/6.7/.03/- .057/1.04/102/71



Summer Yearling Champion

"LLSF Mona Lisa M609,"

s. by WHF/JS/CCS Woodford J001,

exh. by Lee Simmental Farms, Columbia, MO.

10.6/83/118/4.7/20.8/17.6/.19/- .073/.70/137/82

(Open Show continued on page 84)

(Open Show continued from page 83)



**Reserve Summer Yearling Champion**  
 "FSCI Loaded Lady M415,"  
 s. by WHF/JS/CCS Double Up G365,  
 exh. by Bella Wildermuth, West Point Cattle,  
 and Ferguson Cattle Co., Granville, OH.  
 5.1/89/129/3.5/16.8/13.5/-05/-070/.124/109/77



**Grand Champion and Spring Yearling Champion**  
 "S&S CULL I'm The One 4029M,"  
 s. by RJ Trust Fund 212K,  
 exh. by Brock Henderson, Wiota, IA.  
 8/77/107/5/20.8/9.2/-18/-103/90/91/67



**Reserve Grand Champion and Reserve Spring Yearling Champion**  
 "JASS Rosie's Girl 19M,"  
 s. by Next Level,  
 exh. by Nolan Hackett, Sauk Rapids, MN.  
 5.5/84/123/3.5/18.7/12.4/-12/-095/1.14/102/72

(Pen Show continued from page 83)



**Reserve Grand Champion, exh. by Lee Simmental Farms, Columbia, MO.**

Birth	Animal's Name	Sire	WDA	Frame
3/23/25	LLSF New Luv N435	Rocking P Private Stock H010	2.97	5.7
3/3/25	LLSF Right 2 Luv N141	WHF/JS/CCS Double Up G365	2.49	5.7
3/10/25	LLSF Woodsman N258	WHF/JS/CCS Woodford J001	3.16	5.6
	<b>Pen Average</b>		<b>2.87</b>	<b>5.7</b>
	<b>EPD Average</b>		<b>7.9/86/124/4.2/19.3/7.4/.14/-092/.097/113/83</b>	

### Percentage Females

**Spring Calf Champion**  
 "4/B Miss Call Girl 265N,"  
 s. by BNWZ Dignity 8017,  
 exh. by Griswold Cattle, Stillwater, OK.  
 10.4/82/121/4.7/19.8/8.1/.26/-007/.62/107/77



**Reserve Spring Calf Champion**  
 "OAKP RJ Lizzo 5116N,"  
 s. by W/C Bankroll 811D,  
 exh. by Milania Durham, Richmond, IN.  
 10.4/73/108/6/16.6/10.3/.23/-020/.78/109/73



**Junior Calf Champion**  
 "BWF Drippin' In Honey N0375,"  
 s. by Next Level,  
 exh. by Nolan Hackett, Sauk Rapids, MN.  
 5.7/73/112/4.2/18/13.6/.19/-079/.86/105/69



**Reserve Junior Calf Champion**  
 "Lakeview BF Fendi 06N,"  
 s. by SCC SCH 24 Karat 838,  
 exh. by Cohen Berry, Rockville, IN.  
 10.1/77/118/5.9/22.3/12.4/.08/-030/.93/105/71



**Senior Calf Champion**  
 “APB/ALL Phyllis 469M,”  
 s. by EC Rebel 156F,  
 exh. by Kenidey Effling, Highmore, SD.  
 8.8/77/121/1.9/20.6/9.9/.22/-033/.32/105/73



**Reserve Grand Champion  
 and Reserve Spring Yearling Champion**  
 “Rose HSC High On Love 455M,”  
 s. by Rose MC Encore 0463,  
 exh. by Rosebud Cattle Co., Abilene, KS.  
 8/77/121/4.6/13.6/7/-03/-012/.81/85/66



**Reserve Junior Calf Champion**  
 “STCC BOK On Time 106N,”  
 s. by SO Remedy 7F,  
 exh. by Trennepohl Farms, Elizabeth Bok,  
 Jesse Hoblyn Livestock, Middletown, IN.  
 9.3/82/127/4.4/22.3/10.6/.03/-102/.90/115/79



**Reserve Senior Calf Champion**  
 “LMAN STER My Heart N Soul 411M,”  
 s. by SO Remedy 7F,  
 exh. by Kate Liggett, Dennison, OH.  
 10.9/73/109/5.2/21.8/9.1/.02/-056/.76/96/68



**Spring Calf Champion**  
 “Mr W/P Stacked Deck 555N,”  
 s. by W/C Bet On Red 481H,  
 exh. by West Point Cattle and  
 Bella Wildermuth, Granville, OH.  
 8.7/82/118/4.6/23.4/10.5/.16/-066/.89/119/81



**Reserve Grand Champion  
 and Junior Champion**  
 “STCC Bluegrass 114M,”  
 s. by SO Remedy 7F,  
 exh. by Trennepohl Farms and The Bluegrass  
 Group, Middletown, IN.  
 7/90/141/5.1/22.1/10.5/-09/-124/.84/108/80



**Grand Champion  
 and Spring Yearling Champion**  
 “BRB4 CARD Cece 463M,”  
 s. by Revelation 2K,  
 exh. by Breckyn Bloomberg, Secor, IL.  
 5.3/90/135/2.6/19.1/9.2/-07/-049/.66/82/69



**Grand Champion and Junior Calf Champion**  
 “Horstman Fire Away 513N,”  
 s. by GCC Bold Move 136J,  
 exh. by Horstman Cattle Co., Trennepohl  
 Farms, 3 Aces Show Cattle, Knapper Cattle,  
 Diamond J Simmentals, West Lafayette, IN.  
 7.2/72/100/1.5/17.8/11.7/-16/-059/.88/97/66



**Reserve Junior Champion**  
 “KRIC Mr Tecumseh M05,”  
 s. by STCC Tecumseh 058J,  
 exh. by Krick Cattle Company and Freking  
 Cattle, Highmore, SD.  
 6.1/76/107/1.7/20.4/11/.14/-069/.87/110/74

(Open Show continued on page 86)

(Open Show continued from page 85)

### Percentage Bulls



#### Spring Calf Champion

"TPHT Testify N451,"  
s. by RP-BCR Insight G302,  
exh. by Top Hat Simmentals, Round Grove  
Livestock, Volk Livestock, and Cummings  
Creek Cattle, Deweyville, UT.  
8.6/72/111/4/22.1/14.6/.20/-.009/.66/112/70



#### Reserve Spring Calf Champion

"STCC 24 Karat Magic 142N,"  
s. by SCC SCH 24 Karat 838,  
exh. by Trennepohl Farms and Jesse Hoblyn  
Livestock, Middletown, IN.  
6.9/82/125/3.6/22.3/10.6/.21/-.042/.86/104/75



#### Grand Champion and Senior Calf Champion

"BKC Redeemed M89,"  
s. by Second Chance 601H,  
exh. by Kylie Callis, XTB Cattle, RJ Cattle  
Company, and Elmore Cattle Services,  
Waukomis, OK.  
8.2/61/88/2.1/17.8/8.9/.21/-.051/.94/97/64



#### Junior Champion

"PLK Something To Prove 524M ET,"  
s. by GCC Genoa 2118K,  
exh. by AJ Pospichal, Atkinson, NE.  
6.7/74/110/2.1/17.8/7.1/.08/-.065/.95/87/68



#### Reserve Junior Champion

"CCSK Mufasa 402M,"  
s. by SFG Cowboy Logic D627,  
exh. by Cottonwood Cattle, Benson, MN.  
14/81/127/9/20.6/11.8/.57/-.032/.67/147/92



#### Reserve Grand Champion and Senior Champion

"MKL Boy Named Sioux 3218L,"  
s. by WLE Copacetic E02,  
exh. by MKL Cattle Company, Bloomberg/  
Porter, and Griswold Cattle, Kingsdown, KS.  
6/88/134/3.2/11.9/5.1/.20/-.092/.82/96/79

### Special Awards



#### Premier Exhibitor

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*View complete Pen Show  
result information here*



*View complete Hill Show  
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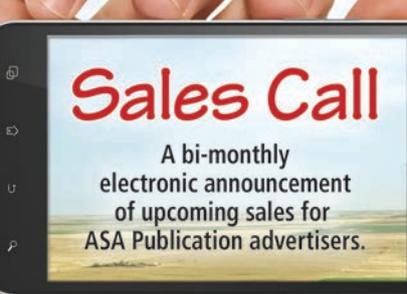
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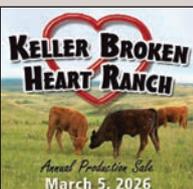


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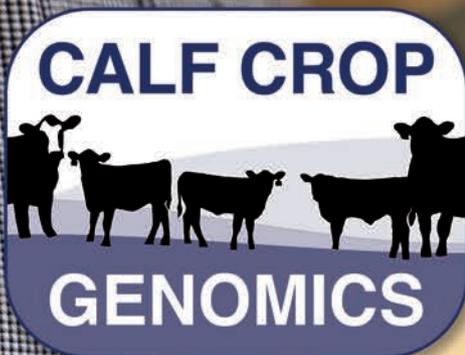
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## North Carolina Fall Harvest Sale

September 6, 2025 • Union Grove, NC

No.	Category	Average
50	Total Lots	\$5,263

**Auctioneer:** Thomas Carper, VA  
**Sale Manager:** DP Sales, LLC, KY

### High-Selling Lots:

- \$9,000** – Bred Female, “JBB Caroline L8,” s. by GAR Sure Fire, bred to ES Five Star Limitless, cons. by Dr. Jeff Broadaway, sold to Harrison Wheeler, VA.
- \$9,000** – Bred Female, “CTJ Melia L321,” s. by Rocking P Private Stock, bred to ES Five Star Limitless, cons. by Cullen Joines, sold to Glenn Wheeler, VA.
- \$8,000** – Bred Female, “Virginia Tech Savannah L388,” s. by Gateway Follow Me, bred to WCC/RRF Troubadour, cons. by Virginia Tech University, sold to Tim Sutphin, VA.
- \$7,750** – Bred Female, “FSCR M012,” s. by C-3 Ground Breaker, bred to GAR Power Cat, cons. by Fred Smith Company Ranch, sold to William Henley, NC.

## 31st Annual New Direction Sale

October 18, 2025 • Seward, NE

No.	Category	Average
67	Total Lots	\$5,065

**Auctioneer:** Tracy Harl, CO  
**Sale Manager:** DP Sales, LLC, KY

### High-Selling Lots:

- \$21,000** – Cow/Calf Pair, “Fancy Lady J74,” s. by W/C Fully Loaded, Calf s. by CLRWTR Sugar Bear L4G, cons. by Sloup Simmentals, sold to Jay Anderson, NE.
- \$12,500** – Bull, “LLSF Redstone J89,” s. by JSUL Something About Mary 8421, cons. by Sloup Simmentals, sold to Joshua Siegel, MO.
- \$7,250** – Bred Female, “SS Lacey L360,” s. by THSF Lover Boy, bred to WHF Woodford, cons. by Sloup Simmentals, sold to Gonsior Simmentals, NE.
- \$7,000** – Bred Female, “DLS/TSF Steel Magnolia F809,” s. by LLSF Uprising, bred to WHF Woodford, cons. by Cross State Genetics, sold to Pleasant Hill Farms, KY.

## The Clear Choice Female Sale

October 25, 2025 • Milan, IN

No.	Category	Average
75	Total Lots	\$6,714

**Auctioneer:** Thomas Carper, VA  
**Sale Manager:** DP Sales, LLC, KY

### High-Selling Lots:

- \$28,000** – Open Heifer, “BESH Ms Dandy NK95,” s. by JSUL Something About Mary 8421, cons. by Beshears Simmentals, sold to Cash Rump, IN.
- \$16,500** – Open Heifer, “BESH Ms Rose N44E,” s. by Rose Mc Encore 0463, cons. by Beshears Simmentals, sold to Mark Hege, IN.
- \$12,500** – Open Heifer, “BESH Ms Alice NA24,” s. by Next Level, cons. by Beshears Simmentals, sold to Michael Kuhn, IN.
- \$12,000** – Cow/Calf Pair, “CLRWTR Ditto L79E,” s. by W/C Bank On It, Calf s. by ES Five Star Limitless, cons. by Clear Water Simmentals, sold to Nick Sloup, NE.

## The Select Simmental Sale

November 15, 2025 • Louisville, KY

No.	Category	Average
2	Bulls	\$6,875
7	Bred Females	\$8,392
20	Open Females	\$8,812
3	Heifer Calf Pregnancies	\$7,250
3	Flushes	\$9,166
14	Embryo Lots	\$3,717
49	Total Lots	\$7,144

**Auctioneer:** Ron Kreiss, OH  
**Sale Manager:** Haefner Marketing, IL

### High-Selling Lots:

- \$34,500** – Open Female, “WHF Delilah 426M,” s. by WINC All Right 213K, cons. by Wayward Hill Farms, KY; sold to CW Cattle, NE.
  - \$20,000** – Flush out of, “CELL Trixie 0105H,” to the bull of the buyer’s choice, cons. by Harker Simmentals, IN; sold to Beshears and Walther Simmentals, IN.
  - \$17,000** – Open Female, “BRAM/HFS Mary’s Pride 310N,” s. by Good As It Gets, cons. by Bramlet Simmentals, IL; sold to Guthridge Farms and Vohs Cattle, IA.
  - \$15,000** – Open Female, “KBKC Princess 160N,” s. by JSUL Sam, cons. by B&K Cattle Co., PA; sold to Erin Mosiman, KS.
  - \$12,500** – Open Female, “SWEE Miss Relentless 227N,” s. by W/C Relentless 32C, cons. by Buck Creek Ranch, OK; sold to Will Coor, OH.
  - \$11,500** – Bred Female, “RP/CMFM Wildfire M035,” s. by 24 Karat, bred to Exit 44, cons. by Circle M Farms, MO; sold to Kip Childers, AL.
  - \$9,500** – Bred Female, “BESH-Rump Autumn,” s. by SO Remedy, bred to Five Star Limitless, cons. by Cash Rump, IN; sold to Jacoy Breymer, OH.
  - \$9,500** – Open Female, “CHCS Rejoice N623,” s. by Revelation 2K, cons. by Hudgins Cattle Services, TN; sold to Buddy Ogles, TN.
- Comments:** The sale was hosted by the Kentucky Simmental Association. The back covers of the 2026 NAILE show programs raised \$2,500 for the American Simmental-Simbrah Foundation and were purchased by Circle M Farms, TX; and Round Grove Livestock, IA. A handmade mirror donated by Dr. John Harker raised \$800 for the 2026 Eastern Regional and was purchased by Beshears Simmentals, IN. Over 250 registered bidders were signed up and cattle sold to 16 different states.

## Western Choice Female Sale

December 6, 2025 • Billings, MT

No.	Category	Average
1	2017 Bred Cow	\$22,000
2	2023 Fall Cows with Fall Calves	\$4,775
32	Bred Heifers	\$6,132
3	2024 Fall Heifer Calves	\$5,183
7	2025 Heifer Calves	\$4,600
45	Live Lots	\$6,123
31	Embryo Lots	\$798

**Auctioneer:** Ty Thompson, MT  
**Sale Manager:** Marty Ropp, Allied Genetic Resources (AGR), IL; and Rocky Forseth (AGR).

**Marketing Representatives:** Jeff Thomas, *The Prairie Star*; Matt Wznick, *Western Ag Reporter*; and Kevin Murnin, *Western Livestock Journal*.

**Representing ASA:** Andy Roberts

### High-Selling Lots:

**\$29,000** – SimAngus Cow/Calf Pair “GW Miss Marl Man 728E,” s. by TJ Marlboro Man 360A, bred to GW Contraban 946M, SimAngus Calf, “GW Miss High Ball 296N,” s. by GW High Ball 102H, both cons. by Gateway Simmental; Cow sold to Jed Polk, Raynesford; and Boothill Ranch LLC, Ronan (\$22,000); Calf sold to Fauth Ranch Simmental, Lavina.

**\$12,000** – SimAngus Bred Heifer, “GW Miss Jailbreak 67M,” s. by GW Jailbreak 555J, bred to IR/JLN Boomer J425, cons. by Gateway Simmental, sold to Paul Guenzler, Ronan.

**\$9,250** – SimAngus Bred Heifer, “Rymo Transendent High A86M,” s. by G A R Transendent, bred to GW 7 and 7 480M, cons. by Rymo Cattle Company, sold to Gateway Simmental and Lucky Cross Simmental, Lewistown.

**\$9,000** – 3/4 SM 7/32 AN 1/32 AR Heifer, “GW Miss Boomer 570M,” s. by IR/JLN Boomer J425, bred to GW high Point 503M, cons. by Gateway Simmental, sold to Finke Cattle Co., Berthold, ND.

**\$9,000** – PB Heifer, “Z34M,” s. by HA Justice 30J, bred to FHCC Honor Code 3165L, cons. by Rymo Cattle Company, sold to Megan Uriarte, Stevensville.

**Comments:** Consignors included: All Beef, LLC, IL; Fauth Ranch Simmental, Lavina; Gateway Simmental, MT; Hearts and Diamonds Cattle, Worden; Kealyn Cahoon, Charlo; Little Bitterroot River Simmental, Hot Springs; Miller Simmentals, Gildford; Nelson Livestock Co., Wibaux; Rymo Cattle Company, Bonners Ferry, ID; and Walking 5 Ranch, Broadview.

The sale also included the opportunity to purchase raffle tickets for a black 5/8 SM 3/8 AN Heifer Calf, “W5R Old Fashioned 241N,” s. by GW Old Fashioned 407L, donated by Walking 5 Ranch. The raffle generated over \$6,900 to benefit the Montana Simmental Association and the winner was Black Summit Ranch, Powell, WY.

## Buck Creek Ranch’s Grand Event

December 19, 2025 • Yale, OK

No.	Category	Average
36	SM Bred Heifers	\$7,243
41	SM Open Heifers	\$15,574
77	Total Lots	\$11,679

**Auctioneer:** Jered Shipman, TX

**Sale Manager:** Innovation AgMarketing, KS

**Representing ASA:** Ben Spitzer



Looking over the offering.



Beautiful setting for the sale.



Capacity crowd on hand.



The auction block.

## Double J Farms’ 52nd Annual Simmental Bull and Bred Female Sale

January 23, 2026 • Garretson, SD

No.	Category	Average
69	Bulls	\$10,645
28	Bred Heifers	\$7,955
97	Live Lots	\$9,869

**Auctioneer:** Justin Dikoff, DVAuction

**Sale Consultants:** Kelly Schmidt, Jim Scheel, Lindsey Wolles Herr, Sutton Hohn, and Joseph Kvigne.

**Representing ASA:** Ken Odde

### High-Selling Lots:

**\$30,000** – PB SM Bull, “KRJ Dakota Country N5183,” s. by TNT Assurance J455, sold to BR Farms, Bowdle.

**\$25,000** – 5/8 SM Bull, “KRJ Dozer N553,” s. by TNT Assurance J455, sold to Kaelberer Ranch, New Salem, ND.

**\$22,000** – PB SM Bull, “KRJ Sure Thing N5174,” s. by TNT Assurance J455, sold to Triple Z Angus, Valley Springs.

**\$20,000** – PB SM Bull, “DJF Heymaker N5176,” s. by RFS Heyday H48, sold to Ashton Hokana, Oakes, ND.

**\$18,000** – PB SM Bull, “KRJ N530,” s. by Hook’s Galileo 210G, sold to 3C Christensen Ranch, Wessington.

**\$17,000** – PB SM Bull, “KRJ N599,” s. by LBRS Genesis G69, sold to Silver Dollar Simmentals, Lawton, ND.

**Comments:** Also selling were 26 embryos at an average of \$471. Cattle sold into nine states including: CO, IA, MN, MT, ND, NE, SD, WI, and WV.



Meeting a new friend.



Looking over the offering.



Inside the sale facility.



Good-sized crowd on hand.

(Continued on page 96)

(Continued from page 95)

## Ellingson Simmentals' 26th Anniversary Expect Excellence Annual Sale

January 23, 2026 • Dahlen, ND

No.	Category	Average
54	SM Yearling Bulls	\$10,287
18	SM Open Yearling Heifers	\$4,597
7	Embryo Lots	\$2,036
79	Total Lots	\$8,259

**Auctioneer:** Roger Jacobs, MT

**Sale Representatives:** Jeff Thomas, *The Farm and Ranch Guide*; Tony Heins, *Western Ag Reporter*; Cory Booth, *Cattle Business Weekly*; and Logan Hoffmann, DVAuction.

**Representing ASA:** Russ Danielson

### High-Selling Lots:

**\$22,000** – PB Bull, “Ellingson Galileo N590,” s. by Hook’s Galileo 210G, sold to John Christensen, Wessington Springs, SD.

**\$22,000** – PB Bull, “Ellingson Ace N589,” s. by Ellingson Ace J183, sold to Kayla Rusten, Finley.

**\$21,000** – PB Bull, “Ellingson Galileo N582,” s. by Hook’s Galileo 210G, sold to Cody Gentzkow, Lamoure.

**\$21,000** – SimAngus Bull, “Ellingson Assurance N574,” s. by TNT Assurance J455, sold to Curt Plamp, Stickney, SD.

**\$20,000** – PB Bull, “Ellingson Assurance N574,” s. by TNT Assurance J455, sold to Cody Gentzkow, Lamoure.

**\$7,500** – PB Heifer, “Ellingson Miss Krown N598,” s. by Schooley Krown 28K, sold to Ron Gilliland, Davis, CA.

**\$6,500** – PB Heifer, “Ellingson Ms Galileo N562,” s. by Hook’s Galileo 210G, sold to Wyatt Rohr, Crary.

**\$6,500** – PB Heifer, “Ellingson Ms Honor N515,” s. by KBHR Honor H060, sold to Jay Hefty, Luverne, IA.

**Volume Buyers:** Curt Plamp, Stickney, SD; and Larry Heard, College Station, TX.



Roger Jacobs and the sale crew.



Longtime repeat buyer, Curt Plamp.

## Forster Farms' 47th Annual Production Sale

January 24, 2026 • Smithfield, NE

No.	Category	Average
75	Yearling Bulls	\$7,133
33	Bred Heifers	\$5,022
15	Open Heifers	\$4,090
123	Lots	\$6,196

**Auctioneer:** Tracy Harl, CO

**Marketing Representatives:** DVAuction and Livestock Plus

**Representing ASA:** Susan Russell

### High-Selling Lots:

**\$13,500** – 1/2 SM Bull, “FF Dynamic N378,” s. by B A R Dynamic, sold to Tony McCarville, NE.

**\$13,500** – 3/4 SM Bull, “FFY Bald Eagle N1579,” s. by TSN Bald Eagle K011, sold to Brock Beavers, WY.

**\$12,500** – 5/8 SM Bull, “FF Bald Eagle N215,” s. by TSN Bald Eagle K011, sold to Ross Land & Cattle, NE.

**\$7,500** – 3/4 SM Open Heifer, “FF Ms Bald Eagle N189,” s. by TSN Bald Eagle K011, sold to Kelsey Evans, NE.



Alan Forster moves bulls around in the pens for a customer.



Ringside bidders review the videos on the screen.



Buyer Kelsey Evans, left, won the ranch's drawing for the CJ Brown print presented to her by Verlouis & Darlene Forster.

## Reck Bros. Genetic Advantage Sale

January 25, 2026 • Blakesburg, IA

No.	Category	Average
8	Fall Bulls	\$7,656
6	Two-Year-Old Bulls	\$6,625
20	Spring Bulls	\$6,650
50	Bred Heifers	\$6,543
84	Total SM and SimAngus Lots	\$6,680

**Auctioneer:** Jon Schaben, IA

**Sale Manager:** Eberspacher Enterprises Inc., MN

**Marketing Representatives:** Tomm Rooney, IA; Mike Sorensen, IA; Kendall Bremer, IA; Brice Conover, IA; Greg Miller, WI; and Amanda Hilbrands, LiveAuctions.tv, MN.

**Representing ASA:** Bert Moore

### High-Selling Lots:

**\$12,250** – Bred Female, “RBS You’re Right M433,” s. by VCL Foresight, bred to W/C Statesman 149M, sold to J Bar 5 Simmentals, Altenburg, MO.

**\$12,000** – Bred Female, “RGS Angel M401,” s. by W/C Bankroll 4254F, bred to W/C Intuition 1574J, sold to Calyton Walker, Chillicothe, MO.

**\$12,000** – Bred Female, “RBS Blown Away M437,” s. by VCL Foresight, bred to W/C Statesman 149M, sold to Eric Klyn, Blakesburg.

**\$11,500** – Yearling Bull, “RBS Midway N157,” s. by W/C Midway 7197J, sold to Josh Hellweg, Fairfield.

**\$11,500** – Yearling Bull, “RBS Midway N288,” s. by W/C Midway 719J, sold to Heidt Simmentals, Ozark, MO.

**\$11,500** – Advanced Age Bull, “RBS Right Now M2003,” s. by Mr SR 71 Right Now E1538, sold to Triangle P Farms, Blakesburg.  
**\$10,500** – Bred Female, “RBS Miss Kylie 304L,” s. by Ruby’s Turnpike 771E, bred to W/C Intuition 1574J, sold to Cendra Sebolt, Seymour.  
**\$10,000** – Yearling Bull, “RBS Midway N099,” s. by W/C Midway 7197J, sold to Y-R Simmental, Riverton, NE.



Jacob DeBerg added an impressive bred heifer to his program.



Several members of the Reck family watched the video sale.



Cendra Sebolt is a repeat customer of the Reck program.



Brandon Reck welcomes the crowd on behalf of his family.



Auctioneer Tracy Harl and host Darby Line prepare to take the block.



Potential buyers sort through the offering on a cold day.



Buyers check their data.



A large crowd bid on bulls; sales were brisk online too. ■

## Triangle J Ranch's 36th Annual Bull Sale

January 25, 2026 • Miller, NE

No.	Category	Average
285	Yearling Bulls	\$12,465

**Auctioneer:** Tracy Harl, CO

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

**Marketing Representatives:** American Cattleman, Kansas Stockman, Livestock Digital, and DVAuction.

**Representing ASA:** Susan Russell

### High-Selling Lots:

- \$42,500** – PB SM Bull, “TJ 615N,” s. by TJ Frontman, sold to Meyer Ranch, NE; and Overwills Ranch, KS.
- \$40,000** – PB SM Bull, “TJ 696N,” s. by Gibbs Signature, sold to Baxley Family Farm, SC.
- \$40,000** – PB SM Bull, “TJ 680N,” s. by Gibbs Signature, sold to Banks Simmental Ranch, UT.
- \$32,500** – PB SM Bull, TJ 699N,” s. by TJ Heisman, sold to Werning Cattle, SD; and River Creek Farms, KS.
- \$32,500** – 1/2 SM 1/2 AN Bull, “TJ 772N,” s. by Baldrige Heat Seeker, sold to Bar T Ranch, KS; and Hadiwger Ranch, KS.

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3CC LMC Gin Blossom L69 is a LMC Gold Medal 5Z/75 daughter out of a LMC EF JW Black 3N/225 daughter. We have semen available on the bulls that can help you meet your goals.



**LMC BBS Masterpiece 1H/23**  
Utilize this outstanding 3/8 Simmental x 5/8 Brahman sire on Purebred Simmental cows to create Purebred Simbrah cattle. He is a LMC LN Polled Pappo son out of the famous BBS Jennie Walker cow.

Semen available on 50+ Polled Brahman, Simmental and Simbrah Sires of all %s.

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ASA#134787

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**Email:**

lamunecacattle@aol.com

**Website:**

www.lamunecacattle.com

**Sale Dates:**

At La Muñeca, every day is sale day. Give us a call for your Simbrah needs.

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Anniston, AL 36207

**CALIFORNIA**

**Castro Cattle**  
102 Trotter St  
Coalinga, CA 93210

**Sykes, Melissa**  
5150 I Street Ext  
Petaluma, CA 94952

**James, Lindsey**  
225 OConnor Way  
San Luis Obispo, CA 93405

**COLORADO**

**Hinojos, Jose Manuel**  
609 Main St  
Weldona, CO 80653

**Kurtz, Kerra**  
27245 County Road 17.25  
Rocky Ford, CO 81067

**FLORIDA**

**Lundy, Macy**  
3140 Boyd Rd  
Perry, FL 32347

**IDAHO**

**Lott Land & Livestock**  
1374E 4100N  
Buhl, ID 83316

**ILLINOIS**

**Maddog Farms**  
1322 County Rd 900N  
Lacon, IL 61540

**Moran, Joshua**  
1271 N 12th Rd  
Streator, IL 61364

**Halpin Farms Cattle**  
8675 S Halpin Rd  
Gardner, IL 60424

**INDIANA**

**Richardson, Todd**  
5460 N 500 E  
Lebanon, IN 46052

**IOWA**

**Hibma, Jake**  
3365 Ironwood Ave  
Hull, IA 51239

**Vondracek, Collin**  
1138 Derby Ave Nw  
Fairfax, IA 52228

**9 Mile Cattle Company**  
315 East 6th  
Lake Park, IA 51347

**Skalla, Luke**  
2089 140th St  
Bayard, IA 50029

**Beeson, Leslie**  
2220 Michigan Ave  
Anthon, IA 51004

**Pomeranke Cattle Company**  
2417 Marsh Avenue  
Ashton, IA 51232

**Riehle, Mason**  
1031 130th Ave  
Castalia, IA 52133

**Metcalfe Cattle**  
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Baudette, MN 56623

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Delavan, MN 56023

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411 Richmond Rd  
Sumrall, MS 39482

**Parish, Hunter**  
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**Stelling, Audrey**  
1025 5th Road  
Chapman, NE 68827

**Southwind Ranch**  
80486 Springdale Rd  
Scotia, NE 68875

**Rose, Austin**  
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Red Cloud, NE 68970

**Stagemeyer, Jace and Alison**  
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Page, NE 68766

**Schroeder Cattle Co**  
58135 712rd  
Diller, NE 68342

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Tioga, ND 58852

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Cushing, OK 74023

**OREGON**

**Hirujo, Sasha**  
PO Box 324  
Eagle Point, OR 97524

**PENNSYLVANIA**

**Lehman, Kyra**  
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Chambersburg, PA 17202

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**Hogg Farms**  
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Faulkton, SD 57438

**Breske Livestock**  
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Watertown, SD 57201

**Kubik, Trent & Shannon**  
26404 328th Ave  
Hamill, SD 57534

**Solsaa Angus**  
45417 186th St  
Hayti, SD 57241

**TENNESSEE**

**Ochsner, Cashton**  
2630 Rotten Fork Rd  
Pall Mall, TN 38577

**Davenport, Shalene**  
45 Kite Rd  
Greeneville, TN 37745

**TEXAS**

**Koehn, Donavon**  
1399 Texas Street  
Texhoma, TX 73960

**UTAH**

**Barnson, Dax**  
2010 E Washington Dam Rd  
Washington, UT 84780

**Anderson, Eric**  
PO Box 551  
Grantsville, UT 84029

**WISCONSIN**

**R&J River Valley Farm LLC**  
1343 County Road 1  
Shullsburg, WI 53586

**Wachter, Clifford**  
14594 Rail Hollow Road  
Woodman, WI 53827

ES FIVE STAR

# LIMITLESS

LJ39

«««NEXT LEVEL»»»

**PUREBRED SIMMENTAL - ASA# 4186927**  
**HOMO BLACK - HOMO POLLED**



\$18,500 SON



SON



DAUGHTER

**LCDR PROGRESSIVE 106G X ES J39 [LBRS GENESIS G69]**

	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	MARB	REA	API	TI
EPD	12.8	-0.9	97.1	150.5	0.33	8.2	30.8	79.3	13.8	14.1	52.6	0.73	0.88	174.8	109.3
%	25	20	10	10	15	15	10	3	70	25	10	3	50	10	1

HIS PROGENY ARE TURNING HEADS AND TOPPING SPRING BULL SALES NATIONWIDE. HE COMBINES ELITE, NEARLY UNMATCHED GENOMICS WITH ADDED ACCURACY, STYLE, AND A POWERFUL PEDIGREE. BACKED BY HIS HIGH-SELLING DAM, J29—THE CORNERSTONE DONOR AT FIVE STAR RANCH—THIS SIRE OFFERS THE OPPORTUNITY TO MOVE NEARLY EVERY TRAIT FORWARD IN ONE GENERATION. A TRUE MUST-USE BULL.



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## DNA Services (Contact ASA For Testing Kits)

### Genomic Tests:

*GGP-100K .....	\$50
GGP-uLD .....	\$40

*\*Add-on tests available*

	Stand-alone ↓	Add-on ↓
SNP Parental Verification .....	\$20	Free
STR Parental Verification .....	\$36	\$16
Coat Color .....	\$22	\$9
Red Charlie .....	\$26	\$19
Horned/Polled .....	\$38	\$22
PMel (Diluter) .....	\$22	\$3
Oculocutaneous Hypopigmentation (OH) ...	\$29	\$16
BVD PI .....	\$6	
Bovine Congestive Heart Failure (BCHF) ...	\$19.50	\$9.50

### Genetic Conditions Panel ..... \$29

*(Must run with GGP-100K)*

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

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

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

*\*\*\*Prices are subject to change*

**DNA Collector Fees:** AllFlex TSU – \$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
<i>(Includes: \$50 set-up fee and \$110 AMF)</i>	
Junior First Time Membership Fee* .....	\$40
Prefix Registration .....	\$10

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

### Annual Service Fee (ASF)\*:

Adult Membership .....	\$110
Junior Membership .....	\$40

*Fiscal year runs from July 1 – June 30*

### Registration Fees:

#### Registration Fees enrolled in THE

Enrolled in <b>Option A</b> .....	No Charge
Enrolled in <b>Opt B or C</b> <10 months .....	\$30
Enrolled in <b>Opt B or C</b> 10 months <15 months. ...	\$40
Enrolled in <b>Opt B or C</b> >15 months .....	\$50

### Transfer Fees:

First Transfer .....	No Charge
<i>Subsequent Transfers</i>	
Within 60 calendar days of sale .....	\$10
Over 60 calendar days after sale .....	\$30

### Additional Transactions:

Priority Processing <i>(not including shipping or mailing)</i> .....	\$50
Corrections .....	\$5

### Registration Foreign/Foundation Fees:

Register Foundation Cow .....	\$5
Register Foundation Bull .....	\$25

### Registration Fees not enrolled in THE:

Non-THE <10 months .....	\$42
Non-THE 10 months <15 months .....	\$52
Non-THE >15 months .....	\$62

# WILDBERRY

## Annual Production Sale

70 FORAGE-DEVELOPED BULLS

25 BRED HEIFERS AND PAIRS, CHOICE OF 100+ OPEN HEIFERS  
AND A SELECT FEW YEARLING OPEN HEIFERS

# FARMS

March 28, 2026

1:00 pm • Hanover, IL



PROGENY SELL.

**F426** // ASA 3402487 // PB SM  
IR ZEUS A718 x WBF ANSWER IT A080



**N218** // ASA 4607356 // PB SM  
KBHR GLOBAL J138 x WBF GRACE F26



25 BRED HEIFERS AND PAIRS SELL.

**M667** // ASA 4441982 // 5/8 SM 3/8 AN  
WBF RL DEETS H126 x WBF HEBE K201



**N219** // ASA 4607357 // PB SM  
GIBBS 9114G ESSENTIAL x WBF GRACE F426



**N174** // ASA 4514449 // SIMANGUS  
GIBBS HAYMAKER 2380K x WBF ROLLIA G669



**N015** // ASA 4514299 // SIMANGUS  
ES DECLARATION LG150 x WBD MADELINE L608



CHOICE OF 100+ OPENS SELL.

**N506** // ASA 4604304 // 5/8 SM 3/8 AN  
GIBBS 1229J JUSTIFY x WBF HEIDI J418



**N073** // ASA 4514352 // SIMANGUS  
WBF PATTON K059 x WBF OLLIE H872



SELECT OPEN HEIFERS SELL.

**N593** // ASA 4607372 // PB SM  
LCDR RESERVE 210J x WBF GRACE F426

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# WILDBERRY

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# FARMS

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## DATE BOOK

Register

### MARCH

- 12 B&B Simmental's Bull and Heifer Auction Sale — Gregory, SD
- 13 Powerline Genetics' March Edition Bull Sale — Arapahoe, NE
- 13 Rincker Simmentals' Illini Elite Spring Sale — Shelbyville, IL
- 14 Carcass Performance Partners' Bull Sale — Lucedale, MS
- 14 Great Lakes Beef Connection Bull Sale — Clare, MI
- 14 Horizon View Farms and B2/U Stock's Production Sale — Canova, SD
- 14 Yardley Cattle Co.'s 53rd Annual Bull Sale — Beaver, UT
- 15 Gonsior Simmentals' 26th Annual "In the Heartland" Sale — Fullerton, NE
- 18 Mid-Kansas Angus and Simmental Breeders' Bull Sale — LaCrosse, KS
- 18 Wagonhammer Ranches' 51st Annual Production Sale — Bartlett, NE (pg. 51)
- 19 Brink Genetics' Spring Bull and Heifer Sale — Elkader, IA
- 19 Western Cattle Source's Annual Bull Sale — Crawford, NE
- 20 3C Christensen Ranch and NLC Simmental Ranch 54th Annual Production Sale — Wessington, SD (pg. 91, BC)
- 20 Black Summit Annual Bull Sale — Powell, WY
- 20-22 Boyle Ranch's Working Man's Bull Sale — [www.boylerranchfleckvieh.com](http://www.boylerranchfleckvieh.com)
- 20 Sunflower Genetics' Annual Production Sale — Maple Hill, KS
- 21 The Bull Sale at Buck Creek Ranch — Yale, OK
- 21 Colorado Select Bull Sale — Fort Collins, CO
- 21 Lechleiter Simmentals' Annual Bull Sale — Loma, CO
- 21 Ohio Beef Expo Eastern Spring Classic Sale — Columbus, OH
- 21 Red Hill Farms' More Than a Bull Sale XXI — Lafayette, TN
- 21 Rocking H Simmental's Production Sale — Canby, MN
- 21 TeKrony Brothers Simmental's 14th Annual Bull Sale — Clear Lake, SD
- 23 Bridle Bit Simmentals' All Terrain Bull Sale — Walsh, CO (pg. 88)
- 24 Open Gate Ranch's 46th Annual Bull Sale — Fairfield, MT
- 25 Diamond H Ranch's Annual Production Sale — Victoria, KS (pg. 88)
- 26 Wardensville Bull Test Sale — Wardensville, WV
- 27 7L Diamond Ranch's Annual Bull and Heifer Sale — Monte Vista, CO
- 27 Birk Genetics' Spring Production Sale — Jackson, MO
- 27 Great Northern Bull and Female Sale — Clear Lake, MN (pg. 105)
- 27 Vertical Edge Genetics' Annual Production Sale — Bancroft, ID
- 28 Clear Choice Bull Sale — Milan, IN (pg. 88)
- 28 Heishman Cattle Company's Blue Ridge Classic Sale — Mt Jackson, VA (pg. 38)
- 28 T-Heart Ranch's High-Altitude Bull Sale — La Garita, CO (pg. 88)
- 28 Wildberry Farms' Annual Production Sale — Hanover, IL (pg. 101)

### APRIL

- 1 Roller Ranch's 3rd Annual Bull Sale — Hewitt, MN
- 3 CK Bar Ranch's 25th Annual Bull Sale — St. Onge, SD
- 4 Clarks Fork Angus and Simmental Ranch's Sale — Cody, WY
- 4 Laird Simmentals' Production Sale — Dubois, ID
- 4 McDonald Farms' 23rd Annual "Pick of the Pen" Bull Sale — Blacksburg, VA
- 4 Belles and Bulls of the Bluegrass — Lexington, KY
- 4 The Gathering at Shoal Creek — Excelsior Springs, MO
- 4 WBIA 69th Annual Bull Sale — Platteville, WI
- 7 OSA's Spring Online Sale — [www.dponlinesales.com](http://www.dponlinesales.com)
- 8 WD Cattle Company's Bull Sale — Washington, KS
- 9 Connors State College Bull Test Sale — Warner, OK
- 10 South Dakota State's Annual Bull Sale — Brookings, SD (pg. 46)
- 11 Heartland Simmentals' Annual Bull Sale — Bloomfield, IA
- 11 Lucas Cattle Company's Bull Sale — Cross Timbers, MO
- 15 Trennepohl Farms' Top Ten Sale — Middletown, IN
- 17 Foster Brothers Farms' "Hybrid Advantage" Bull Sale — Wildorado, TX
- 17 Trennepohl Farms' Turn-Out Time Sale — Middletown, IN
- 18 New Day Beef Genetics' Bull Sale — Salem, MO
- 25 Classic Farms' Spring Fever Sale — Jackson's Mill, WV
- 25 Clear Choice Customer Sale — Milan, IN (pg. 88)
- 25 Cow Camp Ranch's Spring Turn-Out Sale — Lost Springs, KS (pgs. 88, 107)

### MAY

- 2 Stars and Stripes Sale — Hummelstown, PA

- 16 Mississippi/Alabama Simmental State Sale – Cullman, AL
- 18 Red Hill Farms' Maternal Monday Online Sale – [www.redhillfarms.net](http://www.redhillfarms.net)

## JUNE

- 10–13 AJSA Eastern Regional Classic – Lebanon, IN
- 17–20 AJSA Western Regional Classic – Filer, ID

## JULY

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

## SEPTEMBER

- 5 North Carolina Fall Harvest Sale – Union Grove, NC

## OCTOBER

- 2 Birk Genetics' Fall Production Sale – Jackson, MO
- 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. 89)
- 24 Clear Choice Female Sale – Milan, IN
- 31 Red Hill Farms' "Bulls of Fall XII" Sale – Lafayette, TN

## NOVEMBER

- 1 Triangle J Ranch's Annual Female Sale – Miller, NE (pg. 89)
- 7 Irvine Ranch's Annual Production Sale – Manhattan, KS
- 14 Lazy C Diamond Ranch's Annual Production Sale – Kintyre, ND
- 16 Bichler Simmentals' 22nd Annual Production Sale – Linton, ND

## DECEMBER

- 1 Reflected R Ranch's Complete Female Dispersal – Sugar City, CO (pg. 17)
- 5 Legacy of the Big Sky Simmental Sale – Billings, MT (pg. 89)
- 11 NDSA's Simmental Classic Sale – Mandan, ND
- 13 Trauernicht Simmental's Nebraska Platinum Standard Sale – Beatrice, NE
- 18 Buck Creek Cattle's Grand Event Sale – Yale, OK

## JANUARY 2027

- 8 Diamond Bar S's Annual Bull Sale – Great Falls, MT (pg. 89)
- 22 Double J Farms' 53rd Annual Bull and Female Sale – Garretson, SD (pg. 91)
- 22 Ellingson Simmentals' Annual Production Sale – Dahlen, ND
- 23 Cow Camp Ranch's Annual Spring Bull Sale – Lost Springs, KS
- 23 J&C Simmentals' Annual Bull Sale – Arlington, NE (pg. 89)
- 31 Triangle J Ranch's Annual Bull Sale – Miller, NE (pg. 89) ■

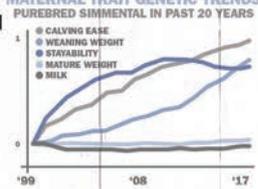


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10	2.8	89	144	.34	6	24	68	.58	156	96

Top 10% ADG & Marb, Top 15% YW & \$TI,  
Top 20% WW, CW & \$API  
Balanced EPD profile with look and structure.



**HTG Valor 504N**

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LBRS Genesis G69 x Hook's Hope 208H

CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	\$TI
11	.2	93	146	.33	7	23	70	.81	184	106

Top 2% Marb & \$TI, Top 3% API, Top 10% YW,  
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CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	\$TI
10	.2	99	143	.28	6	23	72	.48	137	95

Top 2% CW, Top 5% WW & REA, Top 15% MWW & \$TI,  
Top 20% YW  
Attractive and sound with great carcass traits.



**HTG Bravo 546N**

ASA# 4601772 • Purebred Simmental  
LBRS Genesis G69 x Hook's Hope 208H

CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	\$TI
3	3.6	107	160	.33	5	23	77	.66	159	105

Top 1% WW, Top 2% CW, Top 3% YW & \$TI, Top 5% Marb,  
Top 15% ADG & Doc, Top 20% \$API  
Massive growth with strong carcass traits.



**MPC Norseman N30**

ASA# 4544317 • ¾ Simmental  
MR SR 71 Right Now E1538 x MPC Ella E20

CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	\$TI
10	.7	82	134	.33	8	23	64	.08	100	77

Top 2% YG, \$GN & REA, Top 15% BF, Top 20% ADG,  
Top 30% YW  
Reserve Foundation Simmental bull at the 2025 MN State Fair.



**MPC Navigator N16**

ASA# 4544305 • Purebred Simmental  
ES Five Star Limitless LJ39 x MPC Gizelle G34

CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	\$TI
12	.2	90	135	.28	7	28	73	.47	155	97

Top 10% CW & \$TI, Top 15% MWW, Marb & REA,  
Top 20% WW & Milk, Top 25% \$API  
Offers calving ease and growth with a fresh pedigree.

EPD as of 1.22.26



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ASA# 4544293 • Purebred Simmental  
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CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	\$TI
12	-1.8	86	129	.27	6	21	64	.25	141	91

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**MPC Nature Boy N8**

ASA# 4544297 • ¾ Simmental  
OMF Ludacris L17 x MPC Kalina K52

CE	BW	WW	YW	ADG	MCE	Milk	MWW	MB	\$API	\$TI
12	1.2	83	125	.26	5	23	65	.36	133	83

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### KSU Bald Eagle 53G

By Hook's Eagle 6E  
EPD: CE: 16 \$API: 192 \$TI: 104



### KLER Maximus M3

By KBHR Revolution H071  
EPD: CE: 13 \$API: 161 \$TI: 98



### Gibbs Culmination 2411K

By LBRS Genesis G69  
EPD: CE: 15 \$API: 200 \$TI: 115



### KBHR Revolution H071

By HHS Mr 847D  
EPD: CE: 12 \$API: 163 \$TI: 103



### KBHR Keynote K229

By CLRS Guardian  
EPD: CE: 18 \$API: 235 \$TI: 120



### OMF Rest Assured J18

By OMF Epic E27  
EPD: CE: 15 \$API: 163 \$TI: 84



### TERS Kodiak 206K

By Gibbs Essential  
EPD: CE: 17 \$API: 175 \$TI: 93



### HLTS/CLRWTR Ahead of Time K1

By ES Right Time FA 110-4  
EPD: CE: 19 \$API: 167 \$TI: 92



### HTG Perfection 463M

By LBRS Genesis G69  
EPD: CE: 9 \$API: 192 \$TI: 108



### Bar CK Red Empire 9153G

By IR Imperial  
EPD: CE: 17 \$API: 165 \$TI: 92



### LCDR Patriot 8K

By HHS Mr Entourage 867B  
EPD: CE: 13 \$API: 167 \$TI: 101

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5/8 SimAngus™

### HA Magnifique 72L

By Hook's Galileo 210G  
EPD: CE: 23 \$API: 216 \$TI: 116



3/4 SimAngus™

### Schooley Krown 28K

By KBHR Revolution H071  
EPD: CE: 13 \$API: 166 \$TI: 104



3/4 SimAngus™

### LJSF Vantage Point F398

By CCR Anchor 9071B  
EPD: CE: 13 \$API: 108 \$TI: 83



1/2 SimAngus™

### W/C Style 69E

By Style 9303  
EPD: CE: 14 \$API: 132 \$TI: 75



3/4 NAILE and  
NWSS Champ  
3/4 SimAngus™

### Reckoning 711F

By W/C Relentless 32C  
EPD: CE: 7 \$API: 103 \$TI: 67



3/4 SimAngus™

### W/C Fort Knox 609F

By W/C Bankroll 811D  
EPD: CE: 11 \$API: 139 \$TI: 86



3/4 SimAngus™

### LTS Succession 29J

By W/C Relentless 32C  
EPD: CE: 13 \$API: 93 \$TI: 64



3/4 SimAngus™

### WHF/JS/CSS Woodford J001

By EGL Firesteel  
EPD: CE: 14 \$API: 143 \$TI: 84



3/4 SimAngus™

### CLRS Jet Black 706J

By Redhill 231A  
EPD: CE: 15 \$API: 143 \$TI: 86



3/4 SimAngus™

### Harkers Medicine Man 0105L

By SO Remedy  
EPD: CE: 7 \$API: 90 \$TI: 73



1/2 SimAngus™

### TSN Architect J618

by GAR Home Town  
EPD: CE: 16 \$API: 173 \$TI: 99



3/4 SimAngus™

### Hook's Galileo 210G

By Bridle Bit Eclipse  
EPD: CE: 18 \$API: 202 \$TI: 116

## NEW HOTTIES



**GCC Night Owl 3104L**  
By Rocking P Private Stock H010  
EPD: CE: 19 \$API: 171 \$TI: 90



**FRKG Classic 948K**  
By SO Remedy 7F  
EPD: CE: 14 \$API: 116 \$TI: 76



**LLSF Dauntless K07**  
By HPF/HILL Uprising C104  
EPD: CE: 11 \$API: 103 \$TI: 65



**WINC All Right 213K**  
By OMF Epic  
EPD: CE: 12 \$API: 137 \$TI: 85



**SFI High Velocity K7F**  
By WLE Copacetic E02  
EPD: CE: 14 \$API: 115 \$TI: 77



**KLER DFS1 Majority Rules M140**  
By KLER Greater Good 2064K  
EPD: CE: 6 \$API: 122 \$TI: 92



**I Reckon 043J**  
By Reckoning 711F  
EPD: CE: 10 \$API: 126 \$TI: 76



**JWC Western Feel 354M**  
By OMF Journeyman  
EPD: CE: 10 \$API: 119 \$TI: 76



**Only One 905K**  
By HTP Platinum F5Y  
EPD: CE: 9 \$API: 93 \$TI: 65



**Pays To Win L38**  
By SC Pay The Price C11  
EPD: CE: 7 \$API: 113 \$TI: 77



**TL On the Run 106K**  
By Second Chance  
EPD: CE: 11 \$API: 109 \$TI: 71



**Winslow's Redman 85J**  
By Bailey's One Of A Kind  
EPD: CE: 8 \$API: 113 \$TI: 75

## PROVEN



**THSF Lover Boy B33**  
By HTP/SVF Duracell T52  
EPD: CE: 13 \$API: 140 \$TI: 91



**Holtkamp Clac Change Is Coming 7H**  
By WLE Copacetic E02  
EPD: CE: 9 \$API: 99 \$TI: 76



**Rocking P Private Stock H010**  
By WLE Copacetic E02  
EPD: CE: 15 \$API: 145 \$TI: 87



**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: 16 \$API: 137 \$TI: 83



**WHF/JS/CCS Double Up G365**  
By W/C Double Down  
EPD: CE: 11 \$API: 97 \$TI: 71



**LLSF Pays To Believe ZU194**  
By CNS Pays To Dream T759  
EPD: CE: 10 \$API: 129 \$TI: 80



**Next Level 4014J**  
By KRJ Dakota Outlaw G974  
EPD: CE: 4 \$API: 104 \$TI: 76



**W/C Night Watch 84E**  
By CCR Anchor 9071B  
EPD: CE: 18 \$API: 147 \$TI: 83



**Mr SR 71 Right Now E1538**  
By Hook's Bozeman 8B  
EPD: CE: 15 \$API: 135 \$TI: 94



**LLW CARD Compass 086K**  
By LLW CARD True North G71  
EPD: CE: 13 \$API: 129 \$TI: 83

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5281N : ASA# 4603126 : PB SM  
3C Heath 0604H x TNT Tanker U263



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