

Volume 34 • Number 3

Early Fall 2026

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**Collecting the Data that
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*A SimGenetics female at the
Lazy C Diamond Ranch near Kintyre,
North Dakota. Photo by Chris Nicholson.*



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16.7	-5.6	85.5	142.2	0.35	10.7	28.9	71.6	14.3	18.3	68.7	-0.18	15	-0.068	0.81	170.9	102.8
15	2	30	20	15	5	15	20	65	10	3	50	10	15	30	10	4



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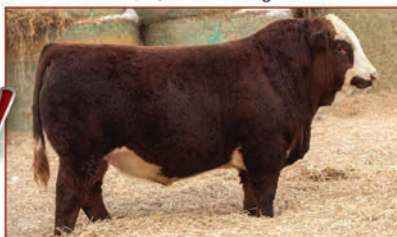
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American Simmental Association

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Wymore, NE 68466 • 402.230.0812

mtrauernicht@diodecom.net

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FROM THE EDITOR

by Lilly Platts, managing editor



It is great to be sharing another issue of *SimTalk* with you! Summer flew by, and the ASA staff has been very busy at home in Bozeman, and across the country.

In June, I had the pleasure of attending the Beef Improvement Federation (BIF) Symposium in Boise, Idaho. Part of my dad's family settled in southern Idaho, and I have many memories of traveling to Bruneau to spend time with family friends. Being back in the high desert for a minute was really fun.

I had a wild travel day on my way there, which made for a rough start to the first day. It was very much worth the trouble getting there, though. I have utilized BIF's educational content for years now, and am so appreciative of the environment they have fostered. This year was jam-packed with useful information. BIF records and posts these educational talks, which I encourage you to check out.

As a communicator, this event is a treasure trove of information. All of the educational talks apply to both the American Simmental Association's breed-specific

audience, and the larger commercial industry. I draw on the information throughout the year, and beyond. For example, this issue of *SimTalk* features a story based on a 2025 BIF presentation. I bookmarked Dr. Trent Schwartz's talk on beef processing in relation to increased carcass size, and finally decided to write an article about it.

Dr. Schwartz, who led a tour of the new meat lab at West Texas A&M University during ASA's 2024 Fall Focus event, shared about what is changing in relation to beef processing as carcass size increases. He covered the history of beef processing, and moved into how different cuts are changing as carcasses get bigger. Carcass size is a frequent topic today, and not always a positive one. I found it interesting that Dr. Schwartz didn't just identify challenges; he also pointed to opportunities that could come from this trend.

This issue also features an article from Dr. Elizabeth Dressler, ASA Lead Geneticist, about data collection in relation to the International Genetic Solutions Multi-breed Genetic Evaluation. Whether you operate a seedstock business or are running commercial cows, data is at the core of every decision. Dr. Dressler reminds us that while genomics and other advancements are accelerating genetic progress, real phenotypes cannot be replaced. Commercial producers can play a major role in data collection, and ASA has programs available for progressive operations wanting to fully harness this information.

Dr. Jon DeClerck, ASA EVP, wrote an article about the US cow herd inventory and rebuilding opportunities for a spring issue of *the Register*. His evaluation of the current situation and opportunities applies throughout the industry, so I wanted to share it in this publication as well.

As I write this, ASA staff is in the final month of planning for the 2026 Fall Focus event. This year we are gathering in Bozeman, Montana, at ASA's national headquarters. One of the first ASA events I attended was the 2018 Fall Focus event, and I am really excited to be returning to our home base. This year's event features a Montana Simmental Association showcase, day-long educational symposium, and ASA Board of Trustees meeting. Pairing this event with the fall board meeting gives members and producers an opportunity to interact with leadership and participate in conversations. Fall Focus rotates throughout the country in partnership with state Simmental associations, and the 2027 event will be held in Sioux Falls, South Dakota.

The next issue of *SimTalk* will feature the 2026 Performance Advocate feature, so please keep an eye out. I hope everyone has a great start to fall!

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Cut Considerations in a Changing Industry

by Lilly Platts

The processing and utilization of beef carcasses has changed significantly in the last 50 years. Technology, transportation, and consumer demand are just a few of the things that have shaped how finished carcasses are cut and processed. Finished weights—and the continual push for larger cattle—are a current challenge for the industry, with efficient utilization being a concern. Larger carcasses will make it more difficult to cut and utilize some standard cuts, but it also presents an opportunity to better utilize other cuts and even find new ones.

Dr. Trent Schwartz, assistant professor of animal science at West Texas A&M University, shared about the history of beef processing in the United States and considerations for how to best utilize the larger carcasses that are becoming standard during the Beef Improvement Federation's (BIF) 2025 Symposium.

Into the 1950s, a large portion of the population processed meat in the home. In the 1960s, a more centralized system started taking shape, with a focus on processing beef on a larger scale. During this time, a 600-pound carcass was common. Both size and processing methods have changed significantly today. "You

wouldn't see the big weights that we're seeing now. A 600-pound carcass was more likely to be found. If we walked into the cooler today, we probably would not find the 600-pound carcass," Schwartz said. "And then again, home processing today is less than 1%. It's not very common."

In-store cutting was the next evolution. Whole carcasses were loaded on refrigerated trucks and shipped to grocery stores. Skilled meat cutters in grocery stores would process beef on-site. This created the issue of selling all of the cuts that come from an individual carcass. This was a daily issue that became increasingly challenging during holidays when cuts like prime rib are in high demand. "If they brought in ten sides to cut for that week, and on day one they sold out of prime rib, guess what? Everybody else is out of luck," Schwartz explained. "So we had to move away from that system because we weren't getting the products we needed."

In the 1970s and 1980s, boxed beef became standard, with subprimals cut to fit in shippable boxes. For retailers, being able to purchase different portions of each cut of beef was revolutionary. Skilled meat cutters were no longer in demand for most grocers. Some stores still cut specialty steaks and other high-end cuts in-store, but whole beef carcasses were no longer processed on-site. "You would be hard-pressed today to have a local grocery store that has a skilled butcher who knows how to cut in the back of the house," Schwartz shared.

Below: The ribeye is one of the most popular cuts of beef. As finished weights continue increasing, cutting the ribeye roll into steaks of a desirable size and thickness is becoming more challenging. **Opposite:** Larger finished cattle are presenting challenges during processing, but may also offer new opportunities to identify other desirable cuts.



A whole beef can be broken down differently, and how this is done dictates if the carcass is utilized to its fullest potential.

A whole beef can be broken down differently, and how this is done dictates if the carcass is utilized to its fullest potential. What Schwartz considers “old school” cutting, or using a bandsaw to break the carcass up into large roasts and steak sections, doesn’t fully optimize the carcass. “There’s no extra cuts that you’re pulling — think ribeye, New York strip, sirloin, and tenderloin. You’re going to get roast from the quarters. And in a lot of cases, thin meats are cut up and thrown into ground beef,” Schwartz explained. “The consumer we have today does not want this. They want the specialty cuts, and if they’re going to the mom-and-pop shop, they don’t want these massive bone-in roasts to take home and have to try to figure out how to cook. The generation we have now, if you gave them that, they wouldn’t know what to do with it.”

Boneless cutting is now the most popular method. Grocers, restaurants, and consumers prefer a boneless ribeye over bone-in, for example. There is still debate, however, over the most reasonable and desirable method. Among small processors, the more traditional method is standard. In large plants, the more intricate “fabrication” method allows for the best utilization of a carcass, and best meets mainstream consumer demand.

Large hanging weights are a major consideration for how a carcass is processed today. Schwartz shared that a 900-pound carcass is now common, and that this will continue to trend upward. The bigger these carcasses get, the larger the specialty cuts are, too. Figuring out how to process cuts like ribeye will be important since a larger surface area will lead to a thinner steak, which isn’t desirable. “We’re having to get a lot more creative on how we cut these steaks, and we’re having to sort ribeye rolls and strip loins in a more progressive manner to get them to the ounce requirements that [grocers and food service] need on their menu,” Schwartz said.

While bigger carcasses mean more product, the nation’s historically low cow herd inventory still means there could be a strain on production. “We have to get better at breaking these cattle down. We have a reduced cattle population. We have to utilize them in the best possible manner,” Schwartz explained.

New technology will be essential in better utilizing each carcass. 3D imaging is an emerging technology in the industry, and while Schwartz shared that it will be some time before it can be utilized at scale, it could be promising. For example, cattle could be scanned and sorted based on the cuts they are best suited for. Currently, large processors are using new technology to

better portion cut beef, which has greatly reduced waste. “I can take a slab out of a sirloin, put it on the belt, and the machine will scan it,” Schwartz explained. “And if I need to produce six-, eight-, ten-, and twelve-ounce sirloin steaks, it will scan it, run it through the portioner, and cut the steaks best fit to optimize those settings. Then it will sort those ounce requirement steaks at the end of the chain into sixes, eights, tens, and twelves.”

Currently, large processors are using new technology to better portion cut beef, which has greatly reduced waste.

The strip and ribeye roll present challenges in this system as carcasses get larger. Schwartz shared that breaking down other cuts will not be an issue with larger carcasses. Restaurants offer ribeye and New York Strip steaks at standard weights, but these subprimals cannot be cut to a desirable thickness if the surface area is too large.

(CONTINUED ON PAGE 12)



Cut Considerations in a Changing Industry

(CONTINUED FROM PAGE 11)

While some subprimals can be cut differently to still fit in the standard portions, the ribeye roll cannot simply be cut down the middle. The spinalis dorsi, or ribeye cap, is the most desirable part of the cut. If a meat case was filled with ribeyes and half didn't have the cap, consumers would be unhappy. Some specialty sellers have started selling the cap separately, at a very high price. The remainder of the ribeye can be marketed differently as well.

Another potential solution is to consider other high-quality cuts that don't currently have the same clout as the ribeye or strip. "I preach that we have to do more creative things with the chuck. There are so many good cuts of beef, especially steaks that come from the chuck. And most of the time, they end up as a roast or ground beef," Schwartz said.

The chuck roll, which can yield the chuckeye for example, is rarely sold in grocery stores but is called the "poor man's ribeye" because of the marbling and tenderness of the cut. This cut doesn't present the same size challenges with increasing carcass size, and could become a new menu item if the system shifted.

Consumers often learn about cuts of beef, and place value on them, based on food service experiences. What restaurants put on a menu influences consumer choice, and Schwartz shared that education in this space could

help expand demand for other cuts. For example, the flatiron, which is a tender, affordable cut, could find its way to more menus and grocery store shelves.

Larger carcasses present challenges, as well as potential.

Larger carcasses present challenges, as well as potential. A bigger tenderloin, for example, is seen as a positive throughout the industry. Other cuts are also being utilized more efficiently since size has increased. "The tri-tip, the bottom flap, bottom sirloin flap, and the ball tip are sections of the loin that would not have been even utilized 20 years ago," Schwartz explained.

With Beef Checkoff funding, Schwartz and his team are studying minor cuts of beef in relation to carcass size, with the goal of finding more options for consumers and the export market. "For the longest time we have looked at carcass size as a bad thing, and we've evaluated all the things that get worse as carcass size increases," Schwartz said. "This is the first instance that I can think of where a project has been funded to look at what a big carcass does better."

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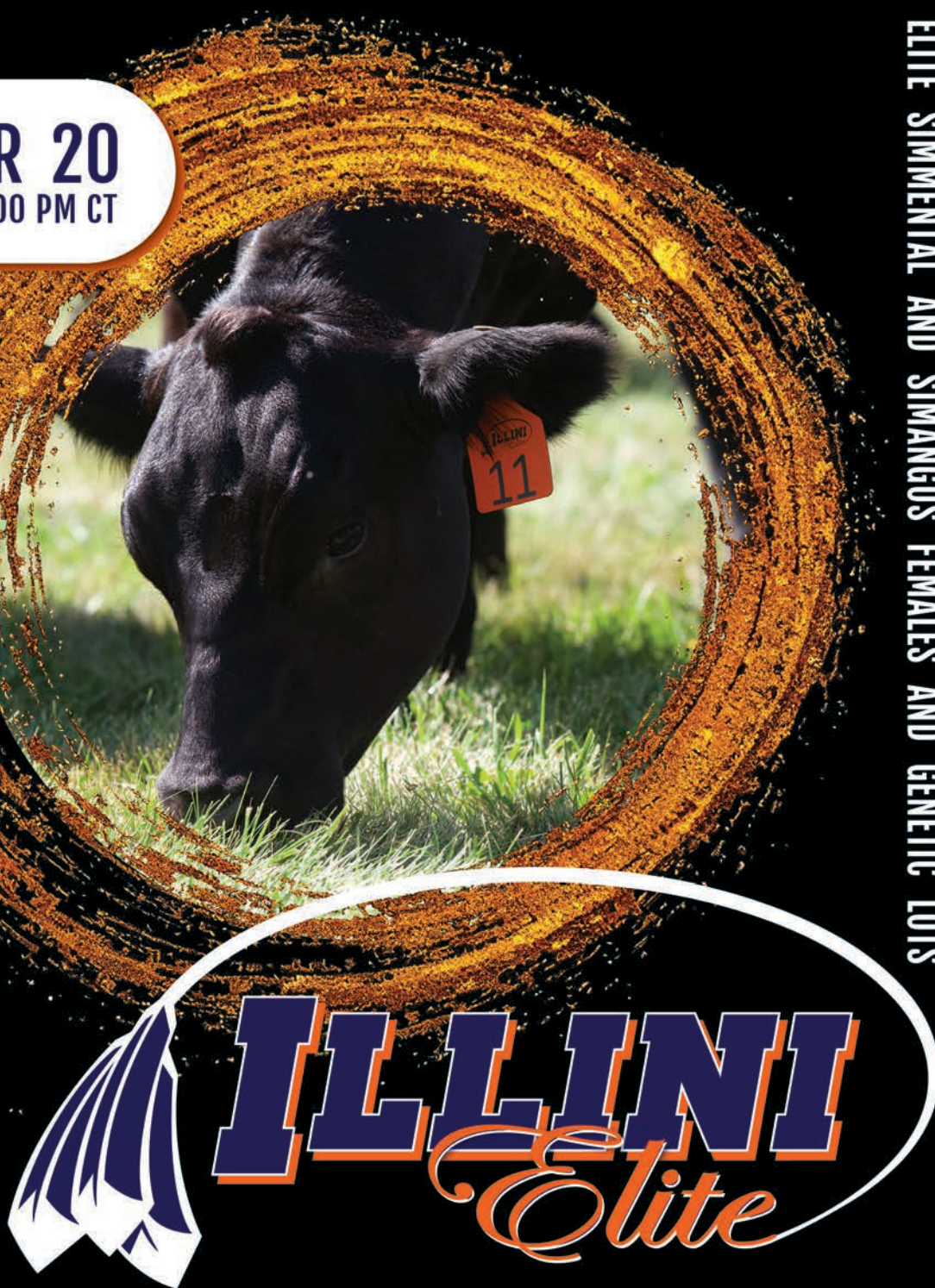
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Curt Rincker 217-871-5741
Brent Rincker 217-246-3550
Cari Rincker 646-717-2659

HILLSTOWN FARMS
Joey Chandler 618-978-0531

JR SIMMENTALS
Jess Range 217-248-8447
BLACK DIAMOND GENETICS
Larry Martin 217-433-0242

REINY WAY ACRES
Kent Reinhardt 715-573-7891
Marcus Reinhardt 715-573-7828

FOX CREEK CATTLE
Travis Tarr 618-843-3276
Brock Tarr 618-553-8865
Emerson Tarr 309-205-0860
Jasper Tarr 309-838-7212

TRAVIS FARMS
Rodney and Janilyn Travis 618-843-5264

JEFF AND JUSTIN LEWIS
Jeff Lewis 217-251-2400
Justin Lewis 217-251-5020

HUENEFELD SIMMENTAL FARMS
Matt Huenefeld 402-764-0981
Steve Huenefeld 815-238-6641

DOUBLE J RANCH
Junior Prochnow 715-965-1356
GEN 3 GENETICS
Emily Ivey-Johnson 865-254-2998

JC COLEMAN CATTLE
Jeff Coleman 217-853-2723
SIMMS FARMS
JW Simms-Reisner 761-721-0236

GOTTSCHALK FARMS
Larry Gottschalk 761-721-0236
NORMAN/RIPBERGER/MURPHY CATTLE
Alec Murphy 217-494-2851

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Record Prices, Historic Opportunity: Balancing Growth *and* Efficiency *in the* Rebuild

by Dr. Jon DeClerck, ASA EVP

If there is one word that defines the cattle business right now, it is opportunity. After several years of drought-driven liquidation and supply chain disruption, the US beef cow herd now sits below 28 million head, the smallest inventory since the early 1960s. At the same time, cattle prices are not just strong, they are setting records. The signal from the marketplace is clear: there is real opportunity for expansion.

But this rebuild will not look like the last one. Elevated interest rates and drought uncertainty are slowing expansion, but they are also creating an opportunity to rebuild more deliberately. Producers now have tools to make smarter genetic decisions than ever before.

Over the last six decades, carcass weights have climbed by roughly 4.8 pounds per year, enabling three steers to now generate the amount of red meat that once required four. But mature cow size has also climbed roughly 7.7 pounds per year, bringing higher maintenance requirements and long-term cost implications (Peel, 2024).

The next rebuild will not be about replacing numbers. It will be about producing more beef with fewer cows. That means capturing growth where the market rewards it while maintaining cows that fit real-world production systems.

The sustainability of the next cattle cycle is being written in the breeding decisions made today.

Efficiency Still Pays

The appeal of larger cows is understandable. In many seedstock systems, bigger cows often generate the growth-oriented sires that command a premium on sale day. But for commercial cow-calf producers operating in forage-based environments, the economic reality can be very different.

Research helps quantify that trade-off. Lalman et al. (2019) reported that each additional pound of mature cow weight produced only about 0.06 lb. more calf weaning weight. In practical terms, a cow that weighs 100 pounds more at maturity may wean just six additional pounds of calf, often not enough to offset the added annual forage required to maintain the larger female, even during historically strong calf markets.

Larger cows consume more forage, increase winter feed costs, and reduce management flexibility during drought cycles. Moderate-framed cows, by contrast, frequently wean a higher percentage of their body weight and tend to remain in production longer.

This balance between performance and long-term efficiency is precisely what the All Purpose Index (\$API) was designed to address. During herd rebuilding, selecting replacements that convert forage into pounds of calf, rather than simply increasing mature cow weight, becomes a critical driver of sustainable profitability.



The US cow herd inventory is currently at its lowest level since the early 1960s. Efficiency is more important than ever, with cows being asked to produce more with the same resources.



The Pressure for Growth Is Not Going Away

Meanwhile, downstream market forces continue to reward added performance. One of the most consequential shifts in modern beef production has been the rapid rise in fed cattle carcass weights. With hot carcass weights increasing more than 20 pounds in 2024, and another 24 pounds in 2025, the industry has effectively added nearly one billion pounds of beef annually, the equivalent of harvesting roughly two million additional cattle without expanding the national cow herd (LMIC, 2024).

But added pounds come with biological trade-offs. Genetics that drive carcass performance can also increase mature cow size and long-term maintenance costs if selection is not managed intentionally.

New Traits Allow More Intentional Selection

Today's breeders have more tools than ever to manage the balance between performance and long-term cow herd efficiency. The release of Mature Weight (MW), Cow Energy Requirement (CER), and Heifer Pregnancy (HP) EPD provide producers with clearer insight into how growth genetics translate into real-world production outcomes.



To learn more about the new Mature Weight (MW), Cow Energy Requirement (CER), and Heifer Pregnancy (HP) EPD please scan the QR code.

While growth traits and mature size remain strongly correlated, the relationship is not absolute (Smith et al., 1994). This creates opportunity. The goal is not to avoid selecting for performance, but to manage its long-term consequences more strategically.

Sex differences often matter in how traits are expressed phenotypically. Biologists refer to this as sexual dimorphism. In cattle populations, some lines of genetics may generate more growth in male calves, adding pounds and market value, while producing heifers that develop into more moderate, cost-efficient cows.

In practical terms, this reinforces the importance of balanced selection. Tools like the Terminal Index (\$TI) allow producers to emphasize growth and carcass merit where the market rewards it, while MW and CER help ensure retained females remain functional within forage-based production systems. At the same time, HP strengthens the ability to build fertility and longevity into the next generation of cows, critical advantages during a rebuilding phase.

Cattle that rank favorably for both \$API and \$TI may represent the kind of "curve-bending" genetics needed in today's industry. Strategic use of these tools allows producers to generate pounds where they are paid for without building cows that outgrow their environment.

Structured Crossbreeding Drives Reproductive Efficiency

Few strategies can improve whole-herd productivity as quickly as structured crossbreeding. At its core, the International Genetic Solutions (IGS) philosophy recognizes that breeds are not competitors — they are crossbreeding partners. When breed strengths are combined intentionally, heterosis becomes a true game-changer.

(CONTINUED ON PAGE 18)

(CONTINUED FROM PAGE 17)

Research from the US Meat Animal Research Center shows that crossbred cows can produce 20–25% more lifetime pounds of calf than straightbred females, driven by improvements in fertility, calf survival, and longevity (Cundiff et al., 1992; Ritchie and Troxel, 2007).

High cattle prices make rebuilding easier, but they can also make mistakes more expensive. The replacements retained in this cycle will likely still be in production when the market softens. Producers who leverage heterosis, building herds around reproductive efficiency and longevity, will be positioned to remain profitable, while others may simply be trying to survive.



Crossbreeding will play an important role in future herd rebuilding. Photo by Chris Nicholson.

A Strategic Reset for the Cow-Calf Sector

The drought conditions affecting large portions of cattle country may slow the pace of herd expansion compared to previous cycles. Higher interest rates and forage uncertainty are already encouraging more cautious rebuilding decisions. That may ultimately prove beneficial. This time, producers have better tools and better genetics to rebuild with intention.

The heifers retained over the next several years will shape herd efficiency and profitability for the next decade. Producers who focus on balanced selection, using tools like Mature Weight (MW), Cow Energy Requirement (CER), Heifer Pregnancy (HP), \$API, and structured crossbreeding can position their operations to excel in an environment that demands more production from fewer cows.

Rebuilding the national cow herd is largely inevitable. The real question is whether it rebuilds better.

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ASA Represented *at* BIF 2026

by Lilly Platts

The American Simmental Association was well represented at the 2026 Beef Improvement Federation Symposium (BIF) held in Boise, Idaho. More than 400 beef producers, academics, and industry representatives attended the event. BIF's mission is to help improve the industry by promoting greater acceptance of beef cattle performance evaluation.

Dr. Ken Odde began his term as president of the BIF Board of Directors. Odde works closely with ASA as a SimSpecialist, and currently leads the Feeder Profit Calculator program. Odde and his wife, Arlene, run a commercial SimAngus cow herd near Pollock, South Dakota. Odde has been involved with the Simmental breed for many years, participating in research, interviews, and industry events.

Gordon Hodges, a past member of the ASA Board of Trustees, served as president of the BIF Board of Directors last year, and will continue serving the organization. Dr. Ryan Boldt, International Genetic Solutions Lead Geneticist, will continue serving as a breed association representative.

Dr. Jackie Atkins and Steve McGuire received awards from BIF. Atkins, ASA Director of Science, received the Continuing Service Award. She has been deeply engaged with BIF, serving two terms on the Board of Directors as a breed representative. She has consistently championed research and innovation, advancing the industry's understanding of economically relevant traits and strengthening the tools available to producers. Just as importantly, she is committed to developing people, investing her time in mentoring others and fostering both personal and professional growth across the industry.

Through her leadership within International Genetic Solutions (IGS), Dr. Atkins has been a steady advocate for collaboration across breed lines, helping align diverse organizations around a shared mission of improving the accuracy and relevance of genetic predictions. In an industry where independent interests can often compete, she has worked to foster cooperation, recognizing that collective data and shared science create stronger outcomes for all.

Dr. Atkins has played an important role in facilitating communication among IGS partners, helping maintain alignment across a broad network of associations spanning multiple breeds and countries. Her ability to connect people, navigate differing perspectives, and reinforce the broader purpose of the work has been central to the continued success and growth of the IGS platform.

As Director of Science for the American Simmental Association, Dr. Atkins has also provided leadership across genetic evaluation, DNA programs, and research initiatives. During her tenure, ASA has continued to advance its genetic tools and strengthen its position as a leader in multi-breed evaluation.

Continuing Service Award winners have made major contributions to the BIF organization. This includes serving on the board of directors, speaking at BIF conventions, working on BIF guidelines and participating in other behind-the-scenes activities. As BIF is a volunteer organization, it is this contribution of time and passion for the beef cattle industry that moves BIF forward.



Atkins and current BIF President, Dr. Ken Odde.



McGuire and BIF President, Gordon Hodges.

Steve McGuire received the Pioneer Award. In 1973, McGuire was hired by Don Vaniman to computerize ASA's growing data system. Still in school at Montana State University, McGuire worked part-time for two years until he graduated with a degree in engineering, and then became a full-time employee. In 1975, McGuire was placed in charge of databasing, registrations, and

computer systems. McGuire went on to have a 46-year career at ASA, where he was involved in every major technical advancement in the Association's genetic evaluation program, from its inception through the evolution of International Genetic Solutions.

Early in McGuire's career, ASA was one of the first to begin using computers. Punch cards were flown to Boeing Aircraft weekly to process, which was a major undertaking for McGuire and the ASA staff. Under Earl Peterson's leadership, the computer system was moved in-house. McGuire led these efforts, which positioned ASA as a leader in data management.

McGuire continued keeping ASA's data management and genetic evaluation efforts at the forefront of the industry, leading a team and guiding critical decisions for decades. Before retiring, McGuire was at the helm of moving the International Genetic Solutions (IGS) evaluation to a pooled weekly analysis. With IGS partner breeds in the evaluation, this process involved developing a universal numbering system, and a portal to automatically upload data from each association every week.

The Pioneer Award recognizes individuals who have made lasting contributions to the improvement of beef cattle and honors those who have had a major role in acceptance of performance reporting and documentation as the primary means to make genetic change in beef cattle.



The Simmental breed was well represented by staff, members of the ASA Board of Trustees, and industry partners. Pictured left to right: Chip Kemp, 701X; Dr. Brandi Karisch; Dr. Jackie Atkins; Dr. Lane Giess, Zoetis; Dr. Elizabeth Dressler; Steve McGuire; Molly Diefenbach; Dr. Ryan Boldt; Kathy Shafer; John Irvine; Jacki McGuire; Dr. Jon DeClerck; Lilly Platts; Quin LaFollette; and Dr. Wade Shafer.

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Collecting *the Data that* Powers Genetic Evaluation

by Dr. Elizabeth Dressler, ASA Lead Geneticist

As rapidly as technology is advancing, it might be tempting to think that genetic progress happens automatically, somewhere behind the scenes without you. But that is far from the truth. While genomics and advanced statistical models used by International Genetic Solutions (IGS) help accelerate genetic progress, those technologies can't create it on their own. Every genetic evaluation still depends on one thing: phenotypes. The real-world performance of real cattle reported by real cattle producers, both seed-stock and commercial.

The Role of Phenotypes in Genetic Evaluation

Collectively, member-reported data supplies the genetic evaluation system with the information necessary to calculate expected progeny differences (EPD). Every phenotype reported adds another piece to the puzzle. In other words, EPD aren't just something that gets delivered back to you. They're something that you help build.

- Phenotypes are the evidence that power EPD. An EPD is a prediction of future progeny performance. The evidence backing that prediction is the reported performance of relatives, the individual animal itself, eventually its progeny. As more data points are reported, the accuracy of that animal's EPD improves, meaning you can feel more confident in your breeding decisions.

- Phenotypes anchor genomic predictions. In the era of genomics, phenotypes are even more important. DNA information (SNP markers) are only meaningful if we know what effect they have on actual animal performance. If we stop recording phenotypes today, our genomic "map" will quickly become outdated. We can't have genomics without phenotypes.
- You can't improve what you don't measure. It's a fundamental law of animal breeding. Without phenotypes, you're "eyeballing" your way toward genetic progress, which is slow, inefficient, and expensive. To get where you want to go, you must first assess where you are currently.

Data Collection Opportunities this Fall

As fall data collection approaches for spring-calving herds, several traits deserve particular attention due to recent updates and new EPD releases.

Docility

You are likely already planning on reporting weaning weights, but do you plan to report docility scores? While approximately 60% of animals reported to ASA have a weaning weight, only about 20% have a docility score.

The docility evaluation was updated in April 2026 as part of an ongoing series of updates to the IGS genetic evaluation. As more breeders place greater emphasis on docility in selection decisions, reporting docility phenotypes is becoming increasingly important to maintain and improve the accuracy of docility EPD. Information on the docility genetic evaluation updates and how to collect docility scores is available on the ASA website.





Above: With the release of the new Heifer Pregnancy EPD, THE dam inventory reporting is more important than ever. Photo by Chris Nicholson. **Opposite:** Phenotypes and real-world performance data are the foundation of genetic progress. Photo by the Grant Company.

A few tips for collecting docility scores:

- It is important to collect docility scores on the entire calf crop at the same time. So, collect a docility score on your entire calf crop this fall during weaning, instead of collecting some at weaning and others at yearling.
- Since docility is subjectively measured, consistency in scoring is very important. The same person should score all animals.
- It is not likely that every single animal should score a 1. There should be some variation in docility scores among a group. Scores should be reported without worry that one poor score will have a drastic negative effect on a sire's docility EPD.

This fall during weaning, why not also collect and report a docility score in addition to a weaning weight? Let's see if we can increase the percentage of animals reported to ASA with a docility phenotype from 20% to 25%, 30%, or higher!

Mature weight

Released in February 2026, the mature weight (MW) EPD and cow energy requirement (CER) EPD are new tools that breeders can use to evaluate cow size and efficiency. Collecting and reporting mature cow weights will increase the accuracy of the MW and CER EPD for your animals while continuing to add valuable data to the genetic evaluation.

It is critical that mature cow weights are taken at the right time. Cow weights must be taken within 45 days of weaning a calf. Collecting weights at a standardized

point in the production cycle helps reduce non-genetic differences in mature cow weights.

Because the MW EPD is now available for ASA members, this fall is the perfect opportunity to begin submitting MW phenotypes for your herd. Submitting MW phenotypes continues to add valuable data, which fuels the genetic evaluation generating this new EPD.

Heifer pregnancy

The release of the heifer pregnancy (HP) EPD this May is another step forward in the development of genetic selection tools for maternal traits. The HP EPD characterizes differences in the percentage of daughters that become pregnant during their first breeding season as heifers. Development of this EPD wouldn't be possible without the data submitted by ASA breeders through the Total Herd Enrollment (THE) program. THE is a dam inventory program that facilitates data reporting on complete contemporary groups. If you are not already a participant, more information about the THE program can be found on the ASA website. For spring-calving herds, THE enrollment opens on October 15 for the following spring calving season. It is vitally important that dams are properly enrolled in THE and that productivity and removal codes are used correctly. It is the data submitted through THE that makes it possible to calculate maternal EPD, including stayability and HP.

(CONTINUED ON PAGE 26)

Collecting the Data that Powers Genetic Evaluation

(CONTINUED FROM PAGE 25)

This fall, there may be an opportunity to collect one more trait than you have typically done in years past. Breeders committed to the phenotype reporting that fuels the genetic evaluation for 14 high-priority traits are recognized as Performance Advocates. You can check your progress toward earning performance advocacy status on your Herdbook account online.

Genetic progress doesn't originate in Bozeman, Montana, at ASA's headquarters. Genetic progress begins on the ranch with the collection and reporting of the critical phenotypes that fuel the genetic evaluation.

Total Herd Enrollment — Commercial Option

ASA's Total Herd Enrollment (THE) Commercial Option is designed specifically for serious commercial beef operations. Enrolling in THE gives commercial producers the opportunity to report data, and in return receive Expected Progeny Difference (EPD). Understanding the genetic merit and potential of individual animals accelerates genetic progress, and helps producers make critical selection and mating decisions. For a flat fee of \$500, regardless of herd size, commercial producers can utilize the full suite of management tools available through Herdbook.org. To learn more, visit simmental.org.

Performance Advocate Program

Each fall, ASA's Performance Advocate Program recognizes Simmental breeders who go above and beyond in collecting and reporting data. These producers not only utilize this in-depth data reporting and analysis on their own operations, but also play a critical role in the larger International Genetic Solutions Multi-breed Genetic Evaluation. From calving data to mature cow weights and cow herd genomics, these producers are committed to utilizing data and providing their customers with the most accurate EPD possible. The 2026 Performance Advocates will be recognized in the Late Fall issue of *SimTalk*.

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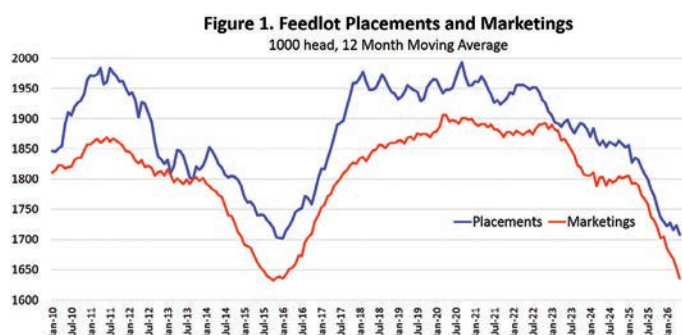
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Cattle on Feed Up; Beef Production Down

by Derrell S. Peel, Oklahoma State University Extension

The June Cattle on Feed report showed a feedlot inventory 2.1% larger year-over-year. This was the second consecutive month of larger feedlot totals — May was up 1.8% year-over-year — after 17 months of year-over-year decreases in cattle on feed inventories. However, a bigger feedlot total does not mean that cattle numbers are increasing. Feedlot inventories increased year-over-year in May and June because feedlot marketings have decreased more than feedlot placements. In the past 12 months, feedlot placements have decreased 6.1% while feedlot marketings have decreased 7.8%. Figure 1 shows that average feedlot placements and marketings have decreased sharply in recent months.

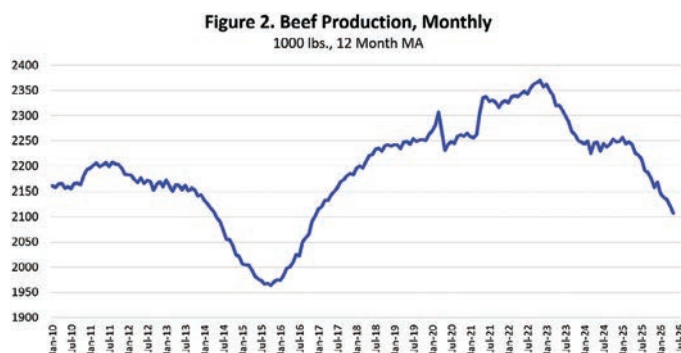


The 2025 calf crop was the eighth consecutive smaller calf crop, and was the smallest in 84 years. The resulting slowdown in feedlot production, while maintaining feedlot inventories, is accomplished by an increase in average feedlot days on feed and heavier final weights for fed cattle. The Kansas Focus on Feedlots data shows an average of 188 days on feed for the last year, with recent months up to 198 days. Final fed steer weights in Kansas feedlots have increased 105 pounds in the past 18 months, currently averaging 1,523 pounds.

Lower feedlot production means declining cattle slaughter and beef production. Fed cattle (steer and heifer) slaughter in the first half of 2026 is down 8.7% year-over-year. Decreased fed cattle slaughter is partially offset by increased carcass weights. Steer carcass weights are currently at 968 pounds. Steer carcass weights have averaged 35 pounds heavier thus far in 2026. Heifer carcass weights are currently 884 pounds, and are averaging 26.6 pounds more than one year ago. Cow slaughter is down 5.3% this year, leading to total cattle slaughter down 8.1% for the year to date.

Total beef production is down 5.5% year-over-year through the first half of 2026. Average fed beef production is currently at the lowest level since 2017, and average nonfed (cull cow and bull) beef production is now at the lowest level since 2006. Average monthly commercial beef production is at the lowest level since

late 2016. Total beef production is projected to be down 4.5–5% in 2026 compared to last year, and is expected to decrease again in 2027 to the lowest beef production since 2015 (Figure 2).



The Current Cattle Market Offers Opportunity to Build Working Capital

by Jonathan Shepherd and Kenny Burdine, University of Kentucky Extension

Strong cattle prices are giving cow-calf producers a rare window to strengthen their financial position. While every operation will respond differently, producers should aim to look back on this period and feel confident about the decisions they make.

The financial formula for working capital is current assets minus current liabilities. In simple terms, it refers to the amount of readily available assets beyond what is needed for short-term obligations. Current assets include cash and marketable commodities (livestock, grain, etc.) that can be converted to cash quickly. A farm business should always have at least enough current assets to cover current liabilities, and depending on the type of business, as much as two to three times the current liabilities may be recommended. When the opportunity presents itself, there are substantial benefits to growing working capital beyond just meeting typical current liability needs. A few of these benefits are discussed briefly below.

Self-finance short-term expenses

With stronger working capital, producers can pay cash for expenses instead of relying on operating loans. This reduces interest costs, which is a valuable advantage in today's higher-rate environment. The current environment also offers more attractive returns on working capital kept in liquid investments such as money markets and high-yield savings accounts.

Stronger finances improve borrowing power

Building increased working capital can also have financial benefits by improving the financial position of the operation. As working capital increases, the farm's current ratio (current assets divided by current liabilities)

CONTINUED ON PAGE 30

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INDUSTRY UPDATE

CONTINUED

improves. Holding all else constant, this makes the farm more attractive to lenders. An improved financial position can lead to increased borrowing opportunities and more attractive borrowing terms.

A cushion for tough times

Working capital also acts as a built-in risk management tool. By stockpiling some cash reserves during good times, the operation will be in a better position to weather the downtimes. When markets turn or costs rise, a financial cushion allows producers to ride out the downturn without taking on more debt. Just as importantly, it buys time to make thoughtful decisions instead of rushed ones. Time to process and evaluate options can be very important when dealing with financial stress.

Be ready when opportunities appear

Working capital can also improve an operation's ability to be opportunistic, which can be a key to growth over time. There will be times when ground comes up for sale that has always been wanted, a set of heifers is a good buy, or a piece of equipment is priced below what it is worth. The best operations positioned to take advantage of these opportunities are often those with strong liquidity, as they either have the cash to make the purchase or can quickly secure attractive financing.

Fuel future growth

Working capital also serves as a baseline for long-run investment. A growing cow-calf operation typically sees lower income levels because they are selling fewer females or expanding through the purchase of cows or heifers. Working capital can be a source of funds to offset the reduction in heifer sales or the purchase of additional breeding stock. The same can be said of land acquisition and other investments in facilities and infrastructure. Having a pool of funds to draw from and/or leverage makes long-term investments much easier to approach.

The current cattle market offers opportunities, and how an individual operation chooses to capitalize on them will depend on that operation's goals. Some may choose to retire, while others may choose to expand. Some may make long-term investments, while others pay down debt. The purpose of this article was simply to focus on the benefits of increased working capital as a financial strategy. By building working capital today, the operation can be more prepared for the uncertainty of tomorrow.

A New Look at Embryo Freezing Could Improve IVF Outcomes in Cattle

by Andrea Bedford, Bovine Veterinarian

An embryo can appear perfectly preserved after freezing. According to new research, the real damage may not occur until the moment it begins to thaw.

Embryo vitrification has become a cornerstone of modern cattle reproduction, helping producers preserve valuable genetics, expand embryo transfer programs and accelerate genetic progress through in-vitro fertilization (IVF). Yet despite decades of refinement, pregnancy rates following embryo transfer remain inconsistent.

New research suggests one reason may be hiding in plain sight. Scientists from Cornell University, Dr. Jingyue Ellie Duan and Dr. Robert E. Thorne, have found that the greatest threat to embryo survival may not occur during freezing, as many have long assumed. Instead, significant ice formation may occur during warming, damaging embryos that appeared successfully vitrified during cooling.

The findings challenge a long-held assumption in cryopreservation and could lead to improved methods for preserving embryos, oocytes, and other reproductive tissues.

What is vitrification and how does it protect bovine embryos?

The goal of vitrification is simple: cool an embryo rapidly enough that water does not form damaging ice crystals. Instead of freezing into crystalline ice, the embryo enters a glass-like state that protects cells during storage in liquid nitrogen.

CONTINUED ON PAGE 34

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CE	BW	WW	YW	MCE	MARB	\$API	\$TI
15	0.4	108	177	8	0.91	176	111



No24 ASA# 4532564 5/8 SM 11/32 AR 1/32 AN

SIRE: KBHR CHARGER K102

One of Many Powerful Red Bulls.

CE	BW	WW	YW	MCE	MARB	\$API	\$TI
11	0.1	89	143	6	0.59	158	95



No79 ASA# 4532616 1/2 SM 1/2 AN

SIRE: FSCR K048 FREELANCE

Our First Freelance Sons Headline the Sale.

CE	BW	WW	YW	MCE	MARB	\$API	\$TI
21	-3.2	82	136	10	0.69	185	97



No33 ASA# 4532573 5/8 SM 11/32 AN 1/32 AR

SIRE: GW JAILBREAK 555J

Several Powerful Jailbreak Sons Sell.

CE	BW	WW	YW	MCE	MARB	\$API	\$TI
9	-1.6	91	167	8	0.61	153	99



No92 ASA# 4532628 3/8 SM 5/8 AN

SIRE: FSCR J250 COMPOUNDER

90 Females Sell.

CE	BW	WW	YW	MCE	MARB	\$API	\$TI
15	-0.4	101	165	12	0.76	178	105



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Because ice crystals can damage cellular structures, vitrification has become the preferred method for preserving embryos used in IVF and embryo transfer programs. For years, researchers focused primarily on preventing ice formation during cooling. Previous work, however, hinted that warming rates might play an equally important role.

"The question then was: Are cryopreservation agent concentrations, cooling rates, and warming rates in current cryopreservation practice adequate to prevent formation of significant ice during both cooling and warming/thawing?" Thorne says.

The question emerged from earlier work showing that the warming rates required to prevent ice formation are often dramatically higher than the cooling rates needed to achieve vitrification. In some cases, critical warming rates were found to be 100 to 1,000 times greater than critical cooling rates. That raised a troubling possibility: embryos could survive the freezing process without forming ice, only to sustain damage during warming.

To answer that question, the team used time-resolved X-ray diffraction and high-speed imaging to observe what was happening inside bovine embryos during vitrification and warming.

New research suggests embryo damage may occur during warming

"Using time-resolved X-ray diffraction and high frame rate imaging we showed that while significant ice did not form during cooling, nearly all the free water inside bovine oocytes crystallized during warming. Most of the ice-related damage occurred during warming," Thorne explains.

In other words, embryos that appeared successfully vitrified during freezing were still experiencing substantial ice formation during thawing. Current vitrification protocols rely on cryoprotective agents, specialized handling techniques, and rapid cooling to avoid ice crystal formation. The new findings suggest that even when those measures successfully prevent ice during cooling, embryos may remain vulnerable if warming occurs too slowly.

According to Thorne and Duan, the warming phase may provide enough time for ice crystals to form as embryos transition out of the vitrified state. Those crystals can damage cellular structures and reduce post-thaw viability. This work builds on findings first reported by the team in 2024, strengthening evidence that warming-related ice formation may be a major source of cryopreservation injury.

Ice formation during thawing may explain poor IVF outcomes

The findings could help explain why cryopreservation outcomes remain variable despite decades of improvements in embryo production and transfer technologies. Perhaps most importantly, the research challenges a common assumption about vitrification success. An embryo that appears completely ice-free after cooling may still undergo substantial crystallization during warming. If embryos sustain damage during thawing, even after a successful vitrification process, that injury could contribute to reduced survival rates and less predictable pregnancy outcomes following embryo transfer. The findings highlight warming as a potential target for improving reproductive success.

Improved embryo survival could benefit dairy IVF programs

The implications may be especially significant for dairy producers, who have become major users of IVF and embryo transfer technologies. "The dairy cattle sector would benefit the most from improved embryo vitrification since it has extensive use of IVF and embryo transfer in elite dairy cattle," Duan says.

Modern dairy breeding programs increasingly rely on IVF combined with sexed semen to accelerate genetic progress. Many operations also implant beef embryos into lower-tier dairy cows, producing beef-on-dairy calves that provide an additional revenue stream. Improving embryo survival after thawing could increase the efficiency and consistency of these programs while reducing losses associated with failed transfers.

The researchers also see opportunities to improve the preservation and distribution of female genetics. "These methods should be particularly useful for preserving and propagating elite female genetics, thereby driving livestock improvements," Duan says.

CONTINUED ON PAGE 38

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9.3	83.0	125.6	14.8	0.53	0.58



\$API 185.1 | \$TI 102.7

NEW DAY N511 ASA 4503095
GB FIREBALL 672 SON

CE	WW	YW	STAY	MARB	RE
17.9	79.6	133.3	16.7	1.04	0.68



\$API 174.5 | \$TI 99.8

NEW DAY N513 ASA 4503104
GB FIREBALL 672 SON

CE	WW	YW	STAY	MARB	RE
14.2	81.5	136.5	17.1	0.96	1.15



\$API 149.5 | \$TI 100.0

NEW DAY 12N ASA 4510351
CLRS KING JAMES 616K SON

CE	WW	YW	STAY	MARB	RE
7.7	100.7	167.6	14.0	0.69	0.79



\$API 138.7 | \$TI 84.6

NEW DAY 100N ASA 4534120
TJ CHIEF 460G SON

CE	WW	YW	STAY	MARB	RE
14.9	82.7	123.8	16.2	0.32	0.36



\$API 143.9 | \$TI 94.1

NEW DAY N581 ASA 4595315
RUBYS QUADRANT 210K SON

CE	WW	YW	STAY	MARB	RE
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While superior male genetics can be widely distributed through semen, preserving and transporting elite female genetics remains more challenging. Improved cryopreservation could help expand access to those genetics while improving reproductive efficiency.

Although dairy producers may be among the first beneficiaries, Duan and Thorne believe the same principles could improve outcomes in human fertility clinics and conservation programs focused on preserving endangered species.

How protein crystal research led to a breakthrough in embryo cryopreservation

The project has roots outside reproductive biology and represents nearly two decades of work on cryobiology and cooling technology. Beginning in the mid-2000s, the team studied cryocooling techniques used in protein crystallography. Their work led to the development of specialized sample holders and methods for dramatically increasing cooling rates using liquid nitrogen.

Because protein crystals and mammalian embryos share similar sizes and water content, researchers believed techniques developed for one field might benefit the other. In 2018, the team connected with the late Dr. Soon Hon Cheong of Cornell University's College of Veterinary Medicine. "He suggested using the bovine model because its lipid content and success rates are intermediate between humans and swine," Thorne remembers.

Supported by USDA funding awarded in 2022, the collaboration ultimately led to the studies reported in 2024 and 2026.

Faster cooling and warming rates could reduce cryopreservation damage

These researchers are not only identifying a problem; they also believe they have tools that may help solve it. "Using better sample holding technology can increase cooling and warming rates by a factor of three to five. Better cryocooling technology can increase cooling rates by an additional factor of ten. These allow completely ice-free cryopreservation of oocytes and embryos," Thorne explains.

Before those technologies can move into routine commercial use, additional work will be needed to adapt them to existing IVF and embryo transfer workflows. That includes refining sample holders, storage systems, and tracking procedures for industry applications. The team hopes to work with commercial users to determine how the technology can be integrated into real-world reproductive programs.

What veterinarians should know about embryo vitrification research

This study highlights an important shift in thinking. Rather than focusing exclusively on what happens during freezing, researchers are increasingly asking what happens during warming.

Thorne and Duan's conclusion is direct: "Using current industry-standard vitrification solutions, cooling methods, and warming methods, ice always forms in your oocytes and embryos during warming, even when they appear ice-free after cooling. This ice is the main cause of sub-optimal cryopreservation outcomes."

Eliminating ice formation may also help researchers better understand other causes of cryopreservation injury, including protein and lipid damage.

Technologies to Improve Prediction of Beef Carcass Red Meat Yield

Mark Z. Johnson, Oklahoma State University Extension

The United States Department of Agriculture (USDA) uses two distinct grades for beef carcasses. Quality Grades, based on marbling and maturity of the carcass, indicate the eating satisfaction (tenderness, juiciness, and flavor) of cooked beef. Yield Grades estimate the red meat yield (cutability) of a beef carcass. These grades enable differentiation of beef carcass quality and yield in the value transaction between producers and

CONTINUED ON PAGE 42

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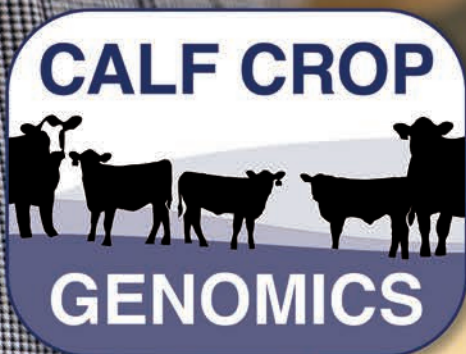
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Limitations of Current Yield Grading System

The USDA Yield Grade system was introduced in 1965. This system, based on a population of cattle that were small and early-maturing, determined cutability could be predicted based on external fat thickness, ribeye area, carcass weight, and the percentage of kidney, heart, and pelvic fat. Despite genetic and management advancements, the system has remained unchanged for over 60 years. The system's inaccuracy is due to outdated models that do not account for modern cattle size, composition, and processing practices. Modern cattle are significantly larger, with carcass weights now similar to the live finished weights of cattle from the early 1960s. Advances in genetics and growth-promoting technologies have increased carcass size and altered composition. Accordingly, research shows that yield grades currently explain less than 35% of the variation in the true red meat yield of a modern beef carcass. Current premiums and discounts based on outdated yield grades no longer accurately reflect carcass value from the red meat yield aspect. There is a need for more precise, objective measurement tools that can operate at commercial speeds.

A New System Based on Advanced Technologies

Modern technologies and data analysis capabilities provide an opportunity to capture absolute measurements of carcass composition and modernize the yield grade system. Recent studies indicate technologies like 3D imaging, computed tomography (CT), and radar can accurately predict beef carcass cutability, explaining over 70–90% of variation in red meat. Processed CT data has been utilized to measure carcass cutability with near-perfect accuracy, but processing speed and carcass size remain as limitations with this technology.

The timeline for when a new yield grading system will be in place remains to be determined, but validation of the technologies is happening at a rapid pace. Development of these tools is an industry priority as their implementation will modernize yield assessment, improve market signals, and enhance industry efficiency. The tools developed will be applicable to live cattle production and serve to inform management and genetic decisions made at the seedstock and cow-calf level.

Separating Common Myths from the Reality of Bovine Viral Diarrhea

by Andrea Bedford, Bovine Veterinarian

Bovine viral diarrhea (BVD), caused by the bovine viral diarrhea virus (BVDV), is one of the cattle industry's most economically important diseases. Despite its name, diarrhea is rarely the defining feature of the disease. Instead, BVD quietly undermines herd health by suppressing the immune system, contributing to reproductive losses and increasing susceptibility to respiratory disease and other infections.

Because many infected animals appear healthy, misconceptions about the disease can leave costly gaps in prevention and control programs. Vaccination, diagnostic testing and strong biosecurity all play important roles, but no single tool is enough on its own. Here are five common myths about BVD and the facts producers and veterinarians should know.

Fiction #1: The most common symptom of BVD is diarrhea

The name bovine viral diarrhea may be misleading. In reality, diarrhea is a relatively uncommon symptom of the disease. BVD is primarily a reproductive and respiratory disease, with early signs of more virulent infections often resembling influenza, including fever and depression. Oral ulcers, particularly on the hard palate, along with nasal discharge, may also be observed.

When asked about the name of the disease, Dr. Robert Larson, Kansas State University veterinarian and professor, said: "It's kind of unfortunate because diarrhea is

CONTINUED ON PAGE 46

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3. Incorporate genomic enhanced predictions into selection decisions as early as possible



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actually relatively uncommon, but when it first showed up in the 1940s, it was common. So it must have mutated. Diarrhea was a significant and obvious clinical sign that didn't last long."

He suggests that changes in the virus, or adaptation of the cattle population, likely contributed to the shift in clinical presentation.

Fiction #2: Vaccines aren't a great tool against BVD

Vaccination remains one of the most effective tools for reducing the impact of BVD and is a routine component of most herd health programs. Vaccines help protect against reproductive losses in breeding animals and reduce respiratory disease in growing cattle. However, Larson cautions that vaccination alone cannot eliminate the disease.

"The vaccines are actually pretty helpful at reducing the risk of abortion in a cow group. And in stocker and feedlot cattle, they're pretty effective at reducing the risk of respiratory disease. But they're not good enough to control the disease with vaccines only," he says.

The biggest challenge is the persistently infected (PI) animal. If a pregnant cow becomes infected between approximately 60 and 120 days of gestation, the developing fetus may become immunotolerant to the virus and be born persistently infected. These calves shed large amounts of virus throughout their lives, continually exposing herdmates.

"Sometimes when we discover a few of these PI calves, they are in a vaccinated herd. So the vaccine has kept it from being obvious, where it provides some level of protection to the cattle so that they don't look sick, but there's still some PI animals in there," Larson says. "The vaccines are actually pretty decent, but I don't want to oversell vaccines. They always leave a window of opportunity, those PI calves."

For that reason, vaccination should be paired with diagnostic testing and surveillance, particularly when reproductive losses or respiratory outbreaks raise suspicion of BVD. It is also important to recognize not all vaccines are identical. There are at least two major viral genotypes circulating in North America, each containing multiple subgenotypes. Vaccine protection can vary depending on which strains are included.

"In North America, we have genotypes 1 and 2, and then the basic subtypes we have of Type 1 are A and B," explains Dr. Christopher Chase, South Dakota State University veterinarian and professor emeritus. "The thing is, there are some Type 1A vaccines that give you good protection against 1B, and some that don't."

Because predominant strains can shift over time and vary by region, veterinarians should consider local disease patterns when developing vaccination protocols.

Fiction #3: BVD diagnostics aren't worth your time

According to Larson, today's diagnostic tests are highly reliable and are essential for identifying the animals responsible for maintaining BVD within a herd. "Our diagnostic tests for this disease are quite good," he says. "When we work up a case using diagnostic tests, what we're really asking is 'Help me find all the persistently infected animals on the farm.'"

PI cattle carry extremely high concentrations of virus in their tissues. While blood and fecal samples can be used, ear-notch testing has become one of the preferred methods because viral levels in skin are exceptionally high in PI animals.

Using the same ear-notching tool commonly used in swine, veterinarians can collect a small tissue sample for laboratory testing. "If it's a persistently infected animal, that skin will be just loaded with the BVD virus. If it's a temporarily infected animal, I'd expect none or a few viral particles in the skin," Larson explains. "It's not only 'Yes, they have BVD', but 'Yes, this is a persistently infected animal.'"

Accurate diagnostics allow the identification and removal of PI animals before they continue spreading virus throughout the herd.

Fiction #4: If my herd is BVD-free, I'm good to go

Successfully eliminating BVD from a herd is a major accomplishment, but it doesn't

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95%	85%	4%	10%	15%	75%	50%	45%	10%	15%	10%
DOC	CW	YG	MARB	BF	REA	SAPI	STI			
18.3	61.5	-0.14	0.57	-0.017	0.97	159.9	99.9			
4	2%	99%	10%	99%	35%	20%	10%			

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Dam: TJ 14J

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11.2	1.2	107.9	170.4	0.39	11.4	7.2	27.6	78.2	18.1	210.4	17.2	68.2	0.01	0.88	0.00	0.75	174.9	109.0
55%	75%	1%	2%	4%	15%	50%	25%	4%	25%	1%	20%	3%	95%	5%	90%	40%	10%	2%



ASA:
#3909608

Dam: TJ 106J

CE	BW	WW	YW	ADG	HP	MCE	MILK	MW	ST	MW	DOC	CW	YG	MARB	BF	REA	SAPI	STI
12.3	-0.2	95.3	145.9	0.32	10.2	6.1	23	70.5	19.6	147.2	13.2	33.6	-0.22	0.54	-0.04	0.69	169.4	99.5
30%	30%	10%	10%	15%	40%	45%	55%	20%	15%	25%	40%	50%	95%	10%	95%	85%	10%	10%



ORigen
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mean the job is finished. "If you have eliminated BVD from your herd, unless you're living in a castle, you still need to keep testing," Chase says. "The usual way the virus gets into a herd is through transient infection. If you're buying bred animals, there's no way to know for sure whether or not that calf in utero is persistently infected or not until it's born. We don't have a good test for that."

Completely closed herds are uncommon. Dairy operations routinely add replacement animals, while beef producers may use community pastures or introduce outside cattle. Wildlife, including white-tailed deer, can also carry BVD. The overall risk depends on management practices, but it is never zero. Continued surveillance and thoughtful biosecurity remain important even after a herd has achieved BVD-free status.

Fiction #5: Animals can become persistently infected at any stage of life

Unlike many infectious diseases, cattle cannot become persistently infected with BVD after birth. PI animals are created only when infection occurs during a specific window of fetal development. "It's one of the reasons why we have good control programs for this disease," Larson says. "An animal can never change their test status. If they test positive, they're positive for all their life. If they test negative for persistently infected status, they're negative for all their life."

Although PI calves often experience poor growth, increased susceptibility to disease, and shortened lifespans, identifying these animals provides one of the greatest opportunities for disease control. Because PI cattle continuously shed virus throughout their lives, removing them from the herd dramatically reduces viral transmission and helps protect the health of the remaining animals.

Five Keys to BVD Control

While no single management practice can eliminate BVD risk, combining several proven strategies can dramatically reduce the virus' impact on herd health.

1. Vaccinate strategically. Vaccination remains one of the best tools for reducing reproductive losses and respiratory disease, but it should be viewed as one component of a comprehensive BVD control program rather than a stand-alone solution.
2. Identify and remove PI animals. PI cattle are the primary source of virus transmission within a herd. Finding and removing these animals is one of the most effective ways to reduce disease spread.
3. Use diagnostics when BVD is suspected. Modern diagnostic tests are highly accurate and can help identify PI animals before they continue exposing the rest of the herd.
4. Maintain biosecurity. Even herds that have successfully eliminated BVD remain vulnerable to reintroduction through purchased animals, community grazing situations and wildlife reservoirs. Ongoing surveillance and thoughtful biosecurity help reduce that risk.
5. Work as a team to develop a plan. Every herd has different management practices and disease risks. Developing a vaccination, testing, and biosecurity plan provides the best opportunity to keep BVD from gaining a foothold in the herd.

Conservation Easements as Part of a Succession Plan

by Jennifer Friedel, Virginia Tech; originally published by Southern Ag Today

In planning for the future of your land, conservation easements can be an effective tool for preserving the character and limiting use types. However, conservation easements won't be right for everyone or in every circumstance. To determine whether a conservation easement is a good fit for your succession plan, consider how these agreements work, the financial implications, and your ultimate goals.

At their core, conservation easements are voluntary, permanent agreements that restrict certain uses of land in order to protect its conservation values. Importantly,

CONTINUED ON PAGE 54



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landowners retain private ownership of the property and many traditional rights, such as the ability to live on, farm, timber, sell, or transfer the land subject to the specific terms of the easement. However, some property rights such as subdivision or development may be restricted. Conservation easements are individualized and can be tailored to the property's characteristics, conservation objectives, and the landowner's preferences.

Landowners should first carefully consider their long-term objectives such as whether the goal is environmental protection, capitalizing on tax incentives, or preservation for future generations and land use types. Factors such as economic impact, permanence, and future land use all play a critical role in this evaluation. When considering the ultimate goal, landowners should take into account how the land is currently being used and how heirs or successors may desire to use it in the future. Current land uses can easily be accounted for in conservation easements so long as they are consistent with conservation values. However, landowners wishing to expand current facilities and improvements for expansion purposes may run into roadblocks once a conservation easement is in place.

Financial incentives are the carrot of conservation easements, and the financial benefits hinge on the property's valuation. The value of an easement is determined through a "before-and-after" appraisal method. First, the fair market value of the property as-is without a conservation easement is determined and then compared to the anticipated property value after the easement is in place. The difference between these two values represents the easement's monetary value. This valuation must be supported by market data and considers the property's "highest and best use," defined as what is legally permissible, physically possible, financially feasible, and maximally productive. In many states, landowners may receive both state land preservation tax credits and federal income tax deductions. Generally, financial incentives are greatest in areas of high development pressure and/or sensitive environmental or conservation value.

Preparing a conservation easement involves a financial analysis, drafting and approving the easement, addressing any liens on the property, recording the agreement, and subsequently registering for tax credits. Existing lienholders must be subordinate to the easement deed. During the process, it is important to consult a team of professionals including appraisers, attorneys, conservation organizations, and financial advisors.

Ultimately, conservation easements are a once-in-a-lifetime decision that permanently governs the future of a property. While protecting natural resources, maintaining working lands, and preserving family or community heritage, landowners retain ownership and are entitled to financial benefits. However, landowners do forego certain property rights pursuant to the terms of the easement. There are no take-backs should a landowner or successor change their mind or wish to utilize the property in a way that the conservation easement prohibits. One of the most common points of contention are limitations on imperviable surfaces. This can mean a limitation on an agricultural producer's ability to expand operations. While some concerns can be resolved during drafting a conservation easement, they cannot be undone once the conservation easement is in place.

If you are considering placing your land in a conservation easement, consult experienced counsel, read the fine print, and ensure that a conservation easement is the right tool for your specific goals.

Sexed Semen Surge Meets Beef-on-Dairy Stability

by Taylor Leach, Bovine Veterinarian

Today's dairies are asking every pregnancy to do more. The best cows are producing the next generation of replacement heifers through sexed semen, while the rest of the herd is often bred to beef bulls to bring in more value from strong calf prices.

Behind those decisions are genomics, changing markets, and a breeding strategy that's become far more intentional than simply filling replacement pens. The latest numbers from the National Association of Animal Breeders (NAAB) show 45.8 million

CONTINUED ON PAGE 58

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8.5	2.2	116.3	185.3	0.43	7.1	28.5	86.5

STAY	DOC	CW	YG	MARB	BF	REA	API	TI
16.1	18.5	76.4	-0.11	1.08	-0.021	1.05	182.5	120.0



GFCF 75N ESSENTIAL

ASA #:4566506 BD:09/05/25

GIBBS 9114G ESSENTIAL X GIBBS 1557J PEARL

CE	BW	WW	YW	ADG	MCE	MILK	MWW
11.3	0.6	101.4	165.1	0.4	7.2	31.7	82.3

STAY	DOC	CW	YG	MARB	BF	REA	API	TI
20.1	15.9	59.6	-0.13	0.77	0.003	1.06	174.5	106.2



GFCF N45 ANTHEM

ASA #:4573553 BD:09/18/25

LCDR ANTHEM 33K X GFCF MOONLIGHT J99

CE	BW	WW	YW	ADG	MCE	MILK	MWW
12.1	0.7	110.0	170.7	0.38	5.0	26.8	81.8

STAY	DOC	CW	YG	MARB	BF	REA	API	TI
15.6	19.1	46.0	-0.37	0.51	-0.073	1.07	168.6	110.0



GFCF N27 HIGHWAYMAN

ASA #: 4566504 BD:08/28/25

GIBBS HIGHWAYMAN 3130L X GFCF AVERY L32

CE	BW	WW	YW	ADG	MCE	MILK	MWW
10.7	0.6	106.0	165.3	0.37	4.5	29.4	82.3

STAY	DOC	CW	YG	MARB	BF	REA	API	TI
15.2	15.5	58.4	-0.1	0.95	0.004	0.99	174.2	112.6



GFCF 77N ESSENTIAL

ASA #: 4568002 BD:09/08/25

GIBBS 9114G ESSENTIAL X GIBBS 1557J PEARL

CE	BW	WW	YW	ADG	MCE	MILK	MWW
10.8	0.1	97.1	156.1	0.37	7.3	31.7	80.1

STAY	DOC	CW	YG	MARB	BF	REA	API	TI
18.3	17.4	57.7	-0.07	0.67	0.004	0.87	163.4	101.2



GFCF N40 ANTHEM

ASA #:4566507 BD:09/05/25

LCDR ANTHEM 33K X GFCF MOONLIGHT J99

CE	BW	WW	YW	ADG	MCE	MILK	MWW
8.0	0.5	108.6	168.5	0.37	6.2	26.8	81.0

STAY	DOC	CW	YG	MARB	BF	REA	API	TI
13.6	18.6	64.1	-0.34	0.37	-0.061	1.29	151.3	105.2

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units of semen were sold or collected in 2025, down about 6% from 2024. But according to NAAB President Jay Weier, that doesn't mean demand for dairy genetics is slowing.

"We're not just looking at total units anymore," Weier says during a recent Council on Dairy Cattle Breeding Cowcast episode. "The way producers are using genetics has changed dramatically." Rather than producing as many dairy replacements as possible, the goal has shifted to getting the most value out of every pregnancy.

Sexed Semen Changes Breeding Strategy

Today, sexed semen makes up 64% of all dairy semen sold domestically. According to Weier, that growth is closely tied to genomic testing. "Producers are obviously genomic testing a lot of their cows and heifers," Weier says. "So, they know which animals they want to use to generate replacement females."

Rather than producing replacement heifers from every cow, many producers now focus on generating replacements only from the genetically elite portion of the herd. The remaining cows are often bred to beef sires, creating higher-value beef-cross calves while limiting the number of dairy heifers entering the replacement pipeline.

This strategy has become attractive as beef prices remain historically strong. Five years ago, beef and cull cow sales represented a relatively small share of dairy income on many farms. Today, beef-on-dairy calves have become an important revenue stream, giving producers another way to improve margins while keeping replacement numbers in check.

But this shift has contributed to one of the biggest challenges facing the industry today: a shortage of dairy replacement heifers. As more lower-genetic-merit cows are bred to beef, fewer dairy heifers are entering the national herd, pushing replacement values to record highs.

Beef-on-Dairy Remains Part of the Plan

While sexed semen continues to grow, beef-on-dairy has become a major part of today's dairy breeding programs. Beef semen sales to dairy producers have climbed dramatically over the past five years, and dairies now purchase more than 80% of all beef semen sold in the US.

Weier also points to growing interest in heterospermic beef semen, which combines semen from multiple bulls in one straw. "The benefit of using heterospermic semen is that you reduce the lows and maximize the highs," he says.

For producers, the goal isn't necessarily identifying which bull sired each calf. Instead, it's improving conception rates while producing consistent, high-quality beef-cross calves that fit feedlot demand.

Exports Continue to Drive Semen Demand

While US producers purchased just under 17 million dairy semen units in 2025, exports accounted for roughly 28 million units — about 63% of the market. That means nearly two out of every three dairy semen units produced in the US are destined for international markets. Those exports are made possible through a rigorous certification process.

"These units would be produced at a CSS-audited facility to be eligible for export," Weier says, explaining that Certified Semen Services and USDA oversight help US genetics reach more than 120 countries.

Reliable quality has earned US genetics a strong reputation worldwide, helping exports stay strong even when individual markets fluctuate. Weier notes that China was the largest buyer of US semen in 2024, and exports remained strong in 2025 despite a sharp decline in shipments to the country. Demand shifted to other countries, reinforcing the global reputation US genetics have built over decades. "Success leads to more success," he says.

Better Genetics, Not More Semen

While total semen sales declined slightly in 2025, the numbers point to greater efficiency rather than weaker demand. Improved fertility and better reproductive

CONTINUED ON PAGE 62

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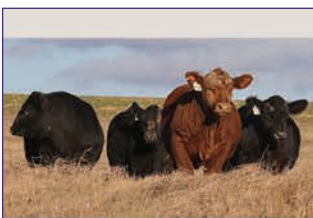
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management and genomic selection mean producers need fewer semen units to achieve pregnancies than they did a decade ago. Every breeding decision has become more intentional. "There's a strong motivation for semen companies to provide a good product," Weier says.

A sked what has changed the dairy genetics industry more than anything else, Weier doesn't hesitate. "I think without a doubt it has to be genomic selection," he says. "I think that has moved the needle much more than anything else in the past."

Genomic testing, sexed semen, and beef-on-dairy have fundamentally changed how producers build the next generation of their herd. Today's dairies are matching genetics to business goals, producing replacement females from their best animals while creating more valuable beef-cross calves from the rest.

The result is a dairy genetics industry where success is no longer measured simply by how many semen units are sold, but by how strategically each one is used.

Selecting the Right Calving Season for Your Ranch

David Lalman, Oklahoma State University Extension

One of the most important management decisions in a cow-calf operation is determining when cows should calve. Yet, there is no single "best" calving season for every ranch. The ideal system depends on forage resources, labor availability, weather patterns, marketing plans, and overall management goals. Regardless of whether producers choose spring calving, fall calving, or even a combination of both, having a defined and controlled calving season is one of the most effective ways to improve efficiency and profitability.

Research and standardized performance analysis (SPA) data collected from nearly 400 herds in Texas, Oklahoma, and New Mexico demonstrated that longer breeding seasons increased cost of production. In fact, each additional day in the breeding season increased cost per hundredweight of calf weaned. Herds that reduced breeding seasons from year-round exposure to approximately 75 days substantially lowered production costs while also improving calf uniformity. Uniform groups of calves are generally worth more at sale time because buyers prefer cattle that are similar in age, size, and management background.

Controlled breeding and calving seasons also simplify management. Vaccination schedules, nutritional management, pregnancy diagnosis, weaning, and marketing can all be streamlined when cows calve within a relatively short window. In contrast, year-round calving often creates nutritional and labor challenges because cows are in different stages of production simultaneously.

Spring calving remains the most common system in Oklahoma and much of the Southern Plains. One advantage of spring calving is that cows are typically dry (not producing milk) and pregnant during winter feeding. The dry, gestating period represents lower nutritional requirements compared to post-calving when cows are producing milk. Thus, wintering costs are generally lower for spring-calving cows. Calving too early (January and February) in Oklahoma offsets some of this advantage.

Spring-calving systems are not without challenges. Severe late-winter and early-spring storms can result in newborn calf losses. Another disadvantage is that cows can slip in poor condition during early spring forage green-up. They tend to burn a lot of energy "chasing" bits of tender green forage and ignore available low-quality standing forage or hay provided, resulting in inadequate forage intake and weight loss. This challenge is exacerbated when the early green-up period coincides with peak lactation. Finally, delaying the calving season too long exposes females and herdsires to extreme late-summer heat stress during the breeding season.

Fall-calving systems offer a different set of advantages and disadvantages. Fall-calving cows are usually in excellent body condition at calving because they have recovered body reserves during summer grazing. Calves are also generally older and

CONTINUED ON PAGE 66



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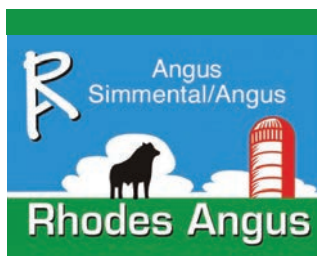
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^aUSMARC, Zimmerman, M., et al., "Breed and heterotic effects for mature weight in beef cattle," *J. of Anim. Sci.*, Vol. 99, 2021. ^bAdjusted for sire sampling, Angus was the heaviest at maturity among the 16 breeds evaluated. Solutions are deviations from Angus. YW EPDs were extracted from genetic evaluations conducted in 2019. ^cEstimate of MWT differences at 6 years of age. ^dThe study considered 108,857 weight records from 5,156 crossbred cows sired by 787 bulls.



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Saturday February 20, 2027
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Grading Information:

Grading information on our SimAngus™ and Angus steers sent to Creekstone Farms in 2024 and 2025 is as follows:

% Prime 42.6
% Upper Choice 57,
Avg YG: 3.42
Avg HCW: 970.4

The above mentioned steers are from the same program as our bulls and heifers, but didn't meet our standards for becoming seedstock.



Simmental Herd Sire
SF Bold Arrow N10
ASA# 4559857.

heavier at weaning. However, on most ranch operations in Oklahoma, winter supplementation costs are greater in fall-calving cows. Increased nutrient requirements for lactation in combination with lower-quality winter forage or hay results in a dramatic gap in nutrient supply. Without proper adjustments in the nutritional program, cows can experience rapid weight and body condition loss during the breeding season. In addition, if calving starts too early, extreme heat during late summer can lead to weak or even stillborn calves.

Heat stress deserves increasing attention in Southern beef systems. Breeding cattle during periods of high heat and humidity can reduce conception rates, lengthen the postpartum interval, and negatively impact bull fertility. In some regions, pregnancy rates may decline substantially when cows are bred during late July through early September. Adjusting breeding and calving seasons to avoid predictable periods of extreme heat may improve reproductive performance.

Regardless of calving season, body condition management remains critical. Mature cows should generally calve in a body condition score (BCS) of approximately 5, while first-calf heifers should be closer to a BCS 6. Long-term data consistently show that pregnancy rates decline dramatically in thin cows. Producers should evaluate whether their calving season aligns with forage availability and allows cows to maintain adequate body condition economically. Adoption of synchronization and artificial insemination (AI) is gradually increasing in the commercial beef cattle operations. Recent research indicates that pregnancy rates to AI are improved when cows are slightly gaining weight and condition during the breeding season. This is most economically achieved through timing of the calving season and selection for cattle that are a good match to the forage system.

There are also tradeoffs between operating one calving season versus two. A single calving season simplifies management and creates larger, more uniform groups of calves to market. Multiple calving seasons may spread marketing risk and increase bull utilization, but they also complicate labor, nutrition, and herd health programs.

Ultimately, the "best" calving season is the one that best matches the ranch environment and available resources. Producers should design systems that minimize purchased feed, maintain reproductive efficiency, and fit local forage resources.

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CE	BW	WW	YW	MRB	REA	API	TI
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45%	35%	1%	2%	1%	1%	1%	1%

ELITE \$TI PUREBRED



COMPASS #4212198

CE	BW	WW	YW	MRB	REA	API	TI
13	.2	109	174	.98	.68	201	121
30%	35%	1%	1%	1%		1%	1%

PROVEN HEIFER BULL



NORTH #4217486

CE	BW	WW	YW	MRB	REA	API	TI
21	-5.0	70	105	.67	.18	170	91
2%	1%					10%	30%

OUTCROSS SIMANGUS



TYSON #4219089

CE	BW	WW	YW	MRB	REA	API	TI
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25%	20%	4%	2%	2%		1%	1%

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Annual Production Sale

March 19, 2027 • Wessington, SD

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Garretson, SD 57030
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Double J Farms 53rd Annual
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Last Sat. of Oct.

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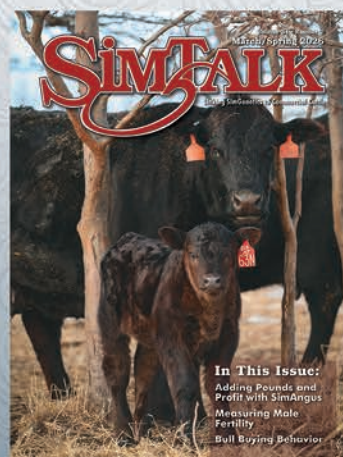
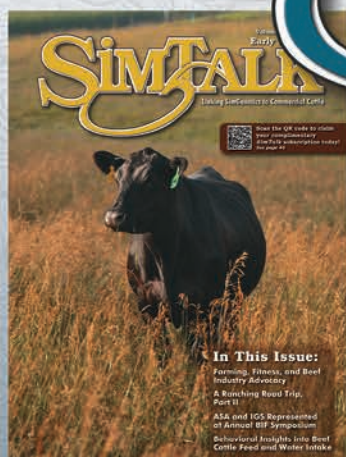
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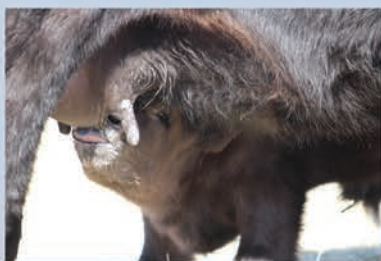
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Complete Female Dispersal

TUESDAY, DECEMBER 1, 2026

12:00 NOON MT at the Crowley County Fairgrounds, Ordway, CO

Susan and Curt Russell are closing a chapter of their life's work with a complete female dispersal.

- Cow herd focuses on longevity and productivity with a commitment to high indexes and growth, without sacrificing structure.
- AI and embryo transfer used to produce SimGenetic performance progeny.
- Moderate-framed females with calving ease and fertility.

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Cari B. Rincker, Esq.
Principal Attorney,
Rincker Law, PLLC

Illinois Offices:
301 N. Neil Street, Suite 400
Champaign, IL 61820
229 E Main Street
Shelbyville, IL 62565
O: 217-531-2179

Email:

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ASA# 032617

Curt and Pam Rincker
Brent Rincker
Cari Rincker

997 N 2050 East Road
Shelbyville, IL 62565
Curt's Cell: 217-871-5741
Brent's Cell: 217-246-3550
Cari's Cell: 646-717-2659
Home: 217-774-5741

Email:

curt@rincker.com

Website:

www.rincker.com

Sales:

Illini Elite Simmental Sale
Sunday, September 20, 2026
Rincker Sale Facility
Shelbyville, IL

Expo IPT Bull Sale
Thursday, February 18, 2027
Illinois State Fairgrounds
Springfield, IL

**Illini Elite Spring Bull
and Female Sale**
Friday, March 12, 2027
Go to www.rincker.com
for update
Rincker Sale Facility
Shelbyville, IL

Check Website for Special
Consignment Sales and
Private Treaty Offering

Ranch Information:

Rincker Simmentals is a
seedstock cow-calf opera-
tion located in east-central
Illinois. The primary herd
raises seedstock replace-
ment and show heifers
along with select perfor-
mance and promotional
bulls. Several cows are tar-
geted for show-quality steer
and heifer calves, and our
customers' success is our
focus. Annually, Rincker
Simmentals makes available
the top selections from its
calf crop, along with quality
AI bred heifers.

Please feel free to contact us
anytime for more informa-
tion on our cattle, sales or
upcoming events. Visitors
are welcome anytime.

CALENDAR OF EVENTS

SEPTEMBER

- 5 North Carolina Fall Harvest Sale — Union Grove, NC
- 12 Schaeffer Tice Show Cattle's Elite Female Sale — Hagerstown, IN
- 19 Boyert and Core's Pasture Sale — www.sconlinesales.com
- 19 Fleckvieh Heritage Sale — Roland, OK
- 20 Illini Elite Sale — Shelbyville, IL (pgs. 15, 74)
- 24 Circle Ranch's Beef Solutions Bull Sale — Ione, CA (pgs. 8, 9)
- 24 Werning Cattle Company's Pasture Sale — www.sconlinesales.com
- 26 Seedstock Connection Sale — Lyles, TN (pg. 85)

OCTOBER

- 2 Birk Genetics' Fall Production Sale — Jackson, MO
- 3 Boyert and Core's Heifer Sale — www.sconlinesales.com
- 3 Lucas Cattle Company's Fall Bull Sale — Cross Timber, MO (pg. 63)
- 10 The Magnolia Classic — Starkville, MS
- 10 New Day Genetics' Fall Bull Sale — Salem, MO (pg. 37)
- 10 Trinity Farms' Fall Female Sale — Ellensburg, WA
- 17 Fred Smith Company's Extra Effort Sale — Clayton, NC (pgs. 33, 50, 70)
- 17 Sloup Simmentals' New Direction Sale — Seward, NE (pg. 70)
- 23 Schooley Cattle's Elite Female Sale — Bloomfield, IA (pg. 47)
- 24 Clear Choice Female Sale — Milan, IN (pg. 68)
- 24 Gingerich Family Farms' Silent Sale — Jonesville, VA (pg. 57)
- 24 PA Fall Classic Sale — Waynesburg, PA
- 30 32nd Annual Hokie Harvest Sale — Blacksburg, VA
- 31 Chestnut Family and Friends Production Sale — Headland, AL (pg. 77)
- 31 M4 Simmentals' Inaugural Production Sale — Westmoreland, KS (pg. 35)
- 31 Red Hill Farms' "Bulls of Fall XII" Sale — Lafayette, TN (pgs. 71, 75)

NOVEMBER

- 1 Triangle J Ranch's Annual Female Sale — Miller, NE (pgs. 61, 70)
- 3-4 River Creek Farms' Frozen Genetics and Production Sale — Manhattan, KS (pg. 67)
- 7 Cason's Pride and Joy Female Sale — Albion, IA (pgs. IFC, 42)
- 7 Irvine Ranch's Annual Production Sale — Manhattan, KS (pg. 88)
- 14 Gibbs Farms' 21st Annual Bull & Replacement Female Sale — Ranburne, AL (pg. 87)
- 14 Lazy C Diamond Ranch's Annual Production Sale — Kintyre, ND
- 14 Strickland Cattle and Guest 15th Annual Bull and Female Sale — Glennville, GA
- 16 Bichler Simmentals' 22nd Annual Production Sale — Linton, ND (pg. 39)
- 21 Next Step Cattle Co.'s 14th Annual Sale — Livingston, AL (pg. 41)
- 21 Stanley Martins' Farms Bred Female Sale — Decorah, IA (pg. 4)
- 27 Heishman Cattle Company's Black Friday Bull Sale — Mt. Jackson, VA (pg. 86)
- 28 Great Lakes Beef Connection Bred Female Sale — Clare, MI (pg. 53)
- 29 Jewels of the Northland — Clara City, MN (pg. IFC)

CONTINUED ON PAGE 76

Because *Profit* isn't a *Single Trait*.

Using index selection to build better cows and improve carcass merit.



REDHILL THE GENERAL 268K #4774545

- Sire of several animals selling
- RAAA Indexes:
ProS: 181 (4%) • HB: 116 (2%) • GM: 65 (30%)

*Progeny
Sell!*



REDHILL GALILEO 261J 378M #4541849

- Service sire of several bred heifers
- ASA Indexes:
API: 188.9 (2%) • TI: 106.1 (2%)

*Service
Sells!*

EPDs as of
7-29-26

**BULLS &
FEMALES
OF FALL**

XII

**SATURDAY,
OCTOBER 31, 2026**
11 a.m. CDT • At the Farm

Our largest female offering to date!

Selling:

- 60 Bulls
- 25 Fall Simmental Pairs
- 5 South Poll Bred Cows
- 15 Simmental Bred Heifers
- 20 Red Angus Bred Heifers
- 20 Red Angus, Simmental and Angus Bred Cows
- 15 Black Fall Commercial Pairs
- 20 Black Fall Commercial Open Heifers
- 35 Red and Black Commercial Bred Heifers

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AFFORDABLE, ROUGH TERRAIN
READY BULLS BACKED BY
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Walsh, Colorado

March
22

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Jerrid Brisendine 719-353-1747 cell
WHITBY CANYON LIVESTOCK CO.
- Pritchett, CO -
Megan Wait 719-523-3002



CALENDAR OF EVENTS

CONTINUED

DECEMBER

- 1 Reflected R Ranch's Complete Female Dispersal — Ordway, CO (pg. 73)
- 5 Boyert and Core's Bred Female and Show Heifer Sale — Pleasantville, IA
- 5 Legacy of the Big Sky Simmental Sale — Billings, MT (pg. 19)
- 5 T-Heart Ranch and L-Cross Ranch's High Altitude Female Sale — La Garita, CO (pgs. 78, 82)
- 5 Western Choice Female Sale — Billings, MT (pg. 19)
- 11 JS Simmentals' Midwest Made Elite Female Sale — Prairie City, IA
- 11 NDSA's Simmental Classic Sale — Mandan, ND
- 12 T-Heart Ranch and L-Cross Ranch's Bull and Female Sale — Ada, OK (pg. 78)
- 13 Trauernicht Simmental's Nebraska Platinum Standard Sale — Beatrice, NE (pg. 1FC)
- 18 Buck Creek Cattle's Grand Event Sale — Yale, OK
- 18-19 Griswold Cattle's Classic — Stillwater, OK

JANUARY 2027

- 8 Diamond Bar S's Annual Bull Sale — Great Falls, MT
- 21 Walking 5 Ranch's Annual Bull Sale — Lavina, MT (pg. 51)
- 22 Double J Farms' 53rd Annual Bull and Female Sale — Garretson, SD (pg. 71)
- 22 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pg. 70)
- 23 Cow Camp Ranch's Annual Spring Bull Sale — Lost Springs, KS (pgs. 7, 68)
- 30 J&C Simmentals' Annual Bull Sale — Arlington, NE (pg. 69)
- 31 Triangle J Ranch's Annual Bull Sale — Miller, NE (pg. 70)

FEBRUARY 2027

- 1 47th Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT (pg. 1BC)
- 1 APEX Cattle's 'Heterosis Headquarters' Annual Sale — Dannebrog, IL
- 1 Long Simmental's 7th Annual Production Sale — Creston, IA
- 3 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT (pg. 30)
- 4 Genetic Edge Production Sale — Mandan, ND (pg. 70)
- 4 K-LER Cattle's Annual Production Sale — St. Charles, MN (pg. 62)
- 4 Stavick Simmental's Annual Sale — Veblen, SD (pg. 71)
- 5 Silver Dollar Simmentals' Annual Bull Sale — Rugby, ND (pg. 70)
- 6 Klain Simmental Ranch's 45th Annual Production Sale — Ruso, ND
- 7 Springer Simmental's Sale of Value Based Genetics — Decorah, IA (pg. 82)
- 8 Bell Simmentals' Annual Bull and Female Sale — Fordville, ND (pg. 70)
- 8 Nelson Livestock Company's Production Sale — Wibaux, MT (pg. 69)
- 9 Kaelberer Ranch's Production Sale — Mandan, ND (pg. 70)
- 9 Werning Cattle Company's 46th Annual Production Sale — Emery, SD
- 10 Quandt Brothers Cattle Company's Annual Production Sale — Oakes, ND
- 10 River Creek Farms' Annual Production Sale — Manhattan, KS (pgs. 67, 69)
- 11 Lassle Ranch Simmentals' 34th Annual Bull Sale — Glendive, MT
- 12 Bred For Balance Sale — Clear Springs, MN (pgs. 13, 69)

CONTINUED ON PAGE 78



First Annual Production Sale
Saturday, October 31, 2026 - 1:00 pm (CT)
 Chestnut Family Farms Sale Facility
 Headland, Alabama



TJ MC Squared 509H 5/8SM 3/8AN SimAngus
 His sons and influence sell
 14 EPDs traits rank in top 15%



SFG Cowboy Logic L341 PB Simmental
 His sons and influence sell

70 SimAngus and Simmental Lots Sell

50 Black and Red Bulls
20 Registered Females

All Bulls Sell With First Breeding Season Guarantee
Free Bull Care for 45 Days Following Sale if Needed
All Bulls have GE EPDs and Performance Data

Sale Management by



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For Sale Book and Information Contact Sellers or Sale Manager



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Ed & Kathi Rule



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 Excelsior Springs, MO 64024
 David Vest – Cattle Manager
 660-620-1141
 Scott Akey – Farm Manager
 816-835-5332 Cell

Email:

shoalcreekcattle@aol.com

Website:

www.shoalcreekland/
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Sales:

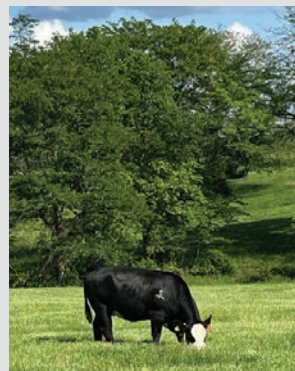
The Gathering
 at Shoal Creek,
 First Saturday in April

Ranch Information: Shoal Creek Land and Cattle

is located in Excelsior
 Springs, MO, just a short
 drive outside of Kansas City.

We are a purebred cattle
 operation producing Sim-
 mental, SimAngus™, and Red
 Angus genetics for both the
 registered producer as well
 as the commercial industry.

Take some time to browse
 our site and if you have any
 questions please contact us,
 or better yet stop by the
 ranch. We have an "Open
 Gate" policy, visitors are
 always welcome. And don't
 forget to "Like" us on Face-
 book for regular updates on
 sale offerings and what's
 going on at Shoal Creek.



CALENDAR OF EVENTS

CONTINUED

FEBRUARY (continued)

- 12 TNT Simmentals' Annual "Explosive Difference" Sale — Lehr, ND (pg. 70)
- 13 RL Fleckvieh Limerock Ranch's 44th Annual Bull and Bred Female Sale — Russell, IA (pg. 26)
- 13 Rydeen Farms' Annual "Vision" Sale — Clearbrook, MN
- 14 Trauernicht Simmental's Nebraska Platinum Bull Sale — Beatrice, NE
- 15 Bulls of the Big Sky — Billings, MT (pgs. 19, 69)
- 18 IPT Bull Sale — Springfield, IL (pg. 74)
- 19 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 70)
- 19 Sandy Acres Simmental's Bull Sale — Creighton, NE (pg. 70)
- 20 Rhodes Angus Open House Bull Sale — Carlinville, IL (pgs. 66, 68)
- 20 The Right Choice Production Sale — Aberdeen, SD
- 24 Price Cattle Company's Annual Sale — Stanfield, OR
- 27 Power of Genetics Sale — Laurel, MS (pg. 58)
- 27-3/6 Hofmann Simmental Farms' "Buy Your Way" Bull Sale — Clay Center, KS (pg. 12)

MARCH 2027

- 4 Hill's Ranch Production Sale — Stanford, MT (pg. 69)
- 5 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pgs. 46, 71)
- 6 Cason's Pride and Joy Bull Sale — Albia, IA (pg. 42)
- 12 Illini Elite Spring Bull and Female Sale — Shelbyville, IL (pg. 74)
- 13 Carcass Performance Partners Annual Bull Sale — Lucedale, MS (pg. 38)
- 13 Clear Choice Bull Sale — Milan, IN (pg. 68)
- 19 3C Christensen Ranch and NLC Simmental Ranch 56th Annual Production Sale — Wessington, SD (pgs. 31, 71)
- 20 Colorado Select Bull Sale — Fort Collins, MT (pg. 68)
- 20 Red Hill Farms' "More Than a Bull XXII" Bull Sale — Lafayette, TN (pg. 71)
- 22 Bridle Bit Simmentals' All Terrain Bull Sale — Walsh, CO (pgs. 68, 76)
- 24 Diamond H Ranch's Annual Production Sale — Victoria, KS
- 27 T-Heart Ranch's High-Altitude Bull Sale — La Garita, CO (pgs. 68, 78, 82)
- 31 Roller Ranch's 4th Annual Bull and Female Sale — Hewitt, MN (pg. 59)

APRIL 2027

- 3 Cow Camp Ranch's Grass Time Sale — Lost Springs, KS (pgs. 7, 68)
- 3 The Gathering at Shoal Creek — Excelsior Springs, MO (pg. 77)
- 24 Clear Choice Customer Sale — Milan, IN (pg. 68)

JUNE 2027

- 23-26 AJSA Eastern Regional Classic — Bloomsburg, PA

JULY 2027

- 17-23 AJSA National Classic — Louisville, KY

OCTOBER 2027

- 11 Burlap and Barbed Wire Vo. IX Female Sale — Clay Center, KS (pg. 12)

ST



T-HEART RANCH

HIGH ALTITUDE

Female Sale

December 5, 2026 || LaGarita, CO
SELLING 550 BRED FEMALES

OKLAHOMA

Bull and Female Sale

December 12, 2026 || Ada, OK
SELLING 750 BRED FEMALES AND 40 AGE-ADVANTAGED BULLS

HIGH ALTITUDE

Bull Sale

March 27, 2027 || LaGarita, CO
SELLING 180 HIGH ALTITUDE BULLS

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www.internationalgeneticsolutions.com

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

ST

Ad Sales Staff

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Advertising Needs



Nancy Chesterfield
406-587-2778
nchesterfield@simmgene.com



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

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2/3 page	\$760	\$730	\$700	\$200
1/2 page	\$510	\$480	\$460	\$150
1/3 page	\$380	\$370	\$350	\$100
1/4 page	\$260	\$250	\$230	\$75
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2-inch card	\$289/year, 4 insertion			\$60
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	Reserve By	Ad Materials Due	Camera Ready Due	In-Home*
Late Fall 2026	Sept 17	Sept 22	Sept 30	Oct 29–Nov 3
January (Winter) 2027	Nov 19	Nov 24	Dec 2	Jan 2–7
March (Spring) 2027	Jan 19	Jan 22	Jan 29	Feb 27–March 4
Sire Source 2027	March 2	March 3	March 12	April 10–15
Early Fall 2027	July 20	July 23	July 30	Aug 28–Sept 2

*USPS delivery varies

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5103N ASA 4613501 PB SM

LCDR RESERVE 210J x GIBBS 2140K JILL Y509

CE	WW	YW	STAY	MARB	RE	SAPI	STI
13	102	160	20	0.31	1.37	167	101



5127N ASA 4613964 SIMANGUS

SCHOOLEY HAGGARD A411H x GIBBS 0105H MABELLE 6123D

CE	WW	YW	STAY	MARB	RE	SAPI	STI
10	101	158	19	0.93	0.53	175	107



5177N ASA 4613969 PB SM

RFS ROLL CALL x GIBBS 3400L SM STAR 0532X

CE	WW	YW	STAY	MARB	RE	SAPI	STI
18	89	142	19	0.48	0.85	175	99



5279N ASA 4613478 SIMANGUS

GIBBS KINGPIN 1140J x GIBBS 3282L DAISY 4338B

CE	WW	YW	STAY	MARB	RE	SAPI	STI
13	90	151	20	0.87	0.61	178	102



5344N ASA 4614066 PB SM

TRIF BREAKAWAY 206K x GIBBS 9047G LOUISE Y534

CE	WW	YW	STAY	MARB	RE	SAPI	STI
11	94	146	23	1.18	0.36	212	118



5400N ASA 4613926 SIMANGUS

GIBBS HIGHWAYMAN 3130L x GIBBS 9118G ERICA 5084C

CE	WW	YW	STAY	MARB	RE	SAPI	STI
14	121	190	17	0.83	1.09	184	120



5N26 ASA 4650317 PB SM

TRIF BREAKAWAY 206K x BGIBBS 2392K HANOI CLRS0110H

CE	WW	YW	STAY	MARB	RE	SAPI	STI
12	93	146	21	1.03	0.84	206	115



5006N ASA 4613887 SIMANGUS

CCR BEDROCK 5171J x GIBBS 0013H MABELLE 8620F

CE	WW	YW	STAY	MARB	RE	SAPI	STI
17	83	138	19	1.22	0.26	201	110



5250N ASA 4613460 SIMANGUS

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CE	WW	YW	STAY	MARB	RE	SAPI	STI
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