



February 2023

Annual Banquet—March 4, 2023

Make plans to join the Missouri Simmental Association at the annual banquet on Saturday, March 4 at the Best Western State Fair Inn in Sedalia. Our social hour and sponsorship tables will start at 5:30 PM with the meal and program starting at 6:30 PM. **Chris Chinn**, the Director of the Missouri Department of Agriculture will be a keynote speaker for the event. **Dr. Craig Payne** with the University of Missouri will also be giving a presentation about the antibiotic changes that go into effect in June of this year, and **Randy Schilling** with Boehringer-Ingelheim will discuss the benefits of using "Long Range" in your herd.

We encourage all Simmental breeders in the state to invite friends and family to this event in Sedalia. This is the same weekend as the Steers and Stripes Steer and heifer show in Sedalia and we hope to have good attendance. Last year's banquet was very well attended and we received many positive comments. Our Missouri Junior Simmental Association will plan on having some fundraising activities, as they will be hosting the South Central Regional at the Ozark Empire Fairgrounds in Springfield from June 21-24. Our board of directors are securing sponsorships to make sure that this event is free to everyone and we look forward to your attendance and participation! If you know sponsors that would like to be involved and/or have a table set up with their company information, please let me know. In addition to this newsletter, information will be sent to all members of our association and those that are ASA members. We also ask that you join our Facebook page, as updates will be posted on this social media network.

We ask that you RSVP for our Missouri Simmental Association banquet by emailing or texting Ed Vest, vestlanefarms@gmail.com, (417)399-1430, or by emailing Devin Sonnenfelt at mosimmassc@gmail.com.

Board of Directors

Ed Vest, President	Barry Holst, President Elect	Devin Sonnenfelt, Sect/Treas	
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2022 Fall Harvest Sale Analysis

The highlight of the sale results this year was that we increased our gross from \$186k in 2021 to \$244K in 2022. The higher gross allowed us to spread our marketing costs across more lots and as a result, keep our 24 consignors happy by lowering the commission rate from 16.7% to 13.5%. The higher gross can purely be attributed to getting our numbers up from 60 live lots last year to 85 live lots this year. In addition, we had 31 genetic lots. Our live lot average was \$2,571. We sold to 49 buyers in 11 different states, 14 were online buyers. 41 of the 116 total lots were purchased by online buyers, that's 35% of the sale. Those 41 lots accounted for 31% (\$76,450) of the gross sales. This just illustrates the need to continue to broadcast live sales.

The high selling bull, Lot 86 - LLSF Hatfield F931, was consigned by Faith Cattle Company and purchased online by MLB Cattle, Checotah, OK.

The high selling female, lot 65/65A – B-Bar-H Harlee H106/B-Bar-H Dutch K106, was consigned by B-Bar-H Cattle Co. and purchased by Kelsey Shetler, Pecan Gap, TX.

We also did a little analysis comparing our “state” sale to some of the other “state” sales we could find results on.

Missouri had the third highest gross (\$244K) to North Dakota (\$257K) and Montana (\$246K).

Missouri was second for total live lots – 85 to Montana's 86.

Missouri was second for total lots (includes genetics) – 116 to Tennessee's 117.

Where Missouri can improve is the live lot average – ND - \$4,705, SD - \$3,592, MN - \$3,093. We did manage to outperform TN, KY, NC, and we basically tied MT at \$2,571.

Also, we need to thank our feature consignors Bueker Farms, Faith Cattle Company, and Three Cedars Farms. They accounted for 31 live lots. We served over 150 meals on sale day at the Springfield Livestock Marketing Center, so we had a really nice crowd watching in person.

Finally, if you have any suggestions about how to improve the sale next year (November 4th in Springfield again) or you are interested in participating please contact Barry Holst, MSA Sale Committee (816-500-5710, bdholst22@gmail.com).



The Sale Committee is currently exploring the hosting a Spring ONLINE sale. We currently have 15 potential consignors. More details to come...

Missouri Cattlemen's Convention

The Missouri Cattlemen's Association convention was held at Margaritaville at the Lake of the Ozarks Jan 6-8, 2023. Almost 800 people attended the event, gave input on future policy, and attended educational sessions throughout the weekend. The Missouri Simmental Association in cooperation with the ASA had a huge display in the registration area that promoted the benefits of using Simmental genetics.



Simmental juniors fared well during the convention with overall winners Paisley Nelson of Platte City winning Top 5 market animal, Mallarie Yokley of Moundville winning top Simmental heifer and Wyatt Tyre of Slater winning top Foundation Simmental heifer. Shaye Siegel of Prairie Home was awarded a \$1,000 scholarship, Claire Walker of Chillicothe won second in the Beef Speech contest, and Ethan Vanderwert of Fayette won the Collegiate Cattlemen's Debate Contest.



Policy Priorities for the coming year include protecting Property Rights and Farm and Ranch Viability. This includes incentives to help beginning farmers and keep land in agricultural production. Helping large animal vet students with funding if they are willing to live in underserved rural areas is another priority.

Don't forget to attend the MO Cattlemen's Political Action Committee fundraiser on June 10th during the MCA Junior Show and Commercial Heifer Sale on June 9-11, 2023. The entry deadline for both the heifer show and commercial heifer sale is May 12th. Bred heifers are sold in pairs and must qualify

for the Show-Me Select program. Open heifers are also sold in pairs. For more information, go to mocattle.org.

National Western Stock Show

My first trip back to Denver, post pandemic, to attend the National Western was filled with curiosity about the new facilities, yard show entries and crowd interest in the show. Historically the "Yard" show has been the hallmark of the NWSS and set it apart from the other major shows.

The new yard show facilities are great, new pens, no need for generators, and nice wash racks. The Event Center arena allows for two breeds to show at the same time and includes the auction arena. It is my understanding that it will be two years before the new "Hill" show facilities will be completed. Those will be constructed between the new yards and the old Livestock Exchange Building. Colorado State University has three new buildings as their SPUR campus focusing on K-12 educational programs dealing with water, human and animal health and sustainable food systems.

National Western Stock Show (cont)

Missouri was represented by RS&T and Lee Simmental in the Simmental Pen Show.



2023

MISSOURI SIMMENTAL ASSOCIATION ACTIVITIES AND EVENTS

MSA Spring Banquet
MCA Youth Expo
South Central Regional NJSA Show
Ozark Empire Fair
Missouri State Fair
Annual Membership Meeting
Ozark Fall Farmfest
American Royal
Fall Harvest Sale

Sedalia - State Fair Inn
Sedalia
Springfield
Springfield
Sedalia
Sedalia
Springfield
Kansas City
Springfield



March 4
June 8-11
June 21-24
July 27 - August 5
August 10 - 20
August 12
October 6-8
October 20 - 22
November 4

SIMMENTAL SALES

Moriondo Farms
Shupback Farms LLC
Lee Simmental Farms
Superior Beef Genetics
Shoal Creek Land & Cattle
Lucas Cattle Company
New Day Genetics
Owen Brothers Cattle Co.
RS&T Simmentals LLC

Spring **Production**
Missouri Select
Bull Sale
22nd Annual
The Gathering
Spring Open House
Spring Bull Sale
Diamonds & Spurs
Performance & Pounds

March 4
March 4
March 14
March 21
April 1
April 4
April 15
April 15
April 15

Mount Vernon, MO
Keytesville, MO
SC Online Sales
Lamar, MO
Excelsior Springs, MO
Cross Timbers, MO
Salem, MO
Bois D' Arc, MO
Maryville, MO

MJSA 2022-2023 Board of Directors:

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Andre & Michelle Heidt - Advisors

Kara Cloud – Incoming Advisor, August 2023

Simmental Spotlight! AJSA South Central Regional Classic

As we all get ready for the upcoming show season, we are all excited to announce the Missouri Junior Simmental Association has the pleasure to host the 2023 South Central Regional June 21-24 at the Ozark Empire Fairgrounds in Springfield, MO. Updated information leading up to the week of Regionals will be posted on our MJSA Facebook page and the AJSA Facebook page.

As you can imagine, hosting the South Central Regional Classic takes a lot of money! We are kicking off our fundraising for this event. Below are some ways you can help. Please contact **Michelle Heidt** at 417-838-1853 or any of the Officers above. We would greatly appreciate your financial support!

Signature Event Sponsor - \$1,000 or more - This sponsorship will provide a banner that will be hung on the Show Ring Main Stage backdrop and included in all marketing pieces including announcements throughout the entire event.

Simmental Classic Showmanship Sponsor - \$500 – This banner will be hung in the show ring of the outdoor arena during showmanship and all events within this arena.

Champion or Reserve Champion Banner Sponsor - \$250 – Your farm or business name and logo will be printed on the Champion Banners (limited quantities of this level available).

Important Dates for Juniors

March 4-5: Steers and Stripes, Missouri State Fairgrounds

March 17-19: Leadin' for a Cure, Chillicothe, MO

April 1: The Gathering at Shoal Creek, Excelsior Springs, MO- Jr membership meeting prior to sale

April 16: Diamonds and Spurs, Owen Brothers, Bois D'Arc, MO- Jr membership meeting prior to sale

June 9-11: Missouri Junior Cattlemen's Show, Missouri State Fairgrounds

June 21-24: AJSA South Regional Classic – Ozark Empire Fairgrounds

July 7-13: AJSA National Classic – Des Moines, Iowa

Breeder's Forum

Last time we asked for input on a favorite Simmental or SimAngus bull to use on heifers, Matt Fischer, Oval F Ranch contributed this:

Schooley Standout 27G ASA 3585120.

For many, calving season is upon us and breeding season is just around the corner. The topic of calving ease sires was brought up and I thought what a great place to start the discussion.

Standout is a great option for your next go-to calving ease sire. He hails from the noteworthy CLRS Beauty Queen, who's first calf Dairy Queen trailblazed a path for JS Simmentals, and already has 95 registered progeny. Stand-

out's EPD script reads like one can only hope, for a proven calving ease option. He ranks in elite status for calving ease, birthweight, maternal calving ease, docility, marbling, and both indexes. His ability to combine an outstanding cow family, superior EPD's and eye-catching phenotype is unmatched. His calves hit the ground with extra flash and style and their attractive presence adds to their value. He is a bull that seems to work best when mated to higher growth, larger framed cattle.



Next time: Which bull that sold in this winter/spring sale season intrigues you the most, why?

Industry Report

American Foods Group has broken ground and started construction of an \$800 million beef processing facility near Wright City in east central Missouri. There have not been a lot of details of AFG's plans, so a Meet and Greet meeting was organized in Troy, MO in early January. Anita and I were in attendance with a standing room only crowd of over 200, it may have had the most optimistic tone of any cattlemen's meeting I've ever attended.

I went with one concern; can a mid-size processing plant (2400 head per day) compete? AFG is part of family owned Rosen Diversified that had its beginnings as a sale barn in my hometown of Fairmont, Minnesota. In addition to several agricultural interests, they operate mid-sized plants in Yankton, SD, Long Prairie, MN and Green Bay Wisconsin under the AFG flag.

They already have more than a toe in the water, and seem to have exploited almost every niche to be competitive. Like their existing facilities, the new plant in Missouri will harvest fed cattle, cull bulls and cows and fed cows. They participate in both religious ritual harvest programs and are the sole supplier of product going into Hebrew National hotdogs.

I went with a couple misconceptions. First, I thought the reason they chose Missouri was the availability of cattle. Oops! Twice they emphasized that 11,000 cars drive eastbound on I-70 right past the plant location on weekday mornings. "Many of those are commuting into the St. Louis metro area for work, we only need 1,300 of them to work for us," said EVP Jim Rathke. The Missouri plant will have an annual payroll of \$80 million. AFG has already begun the work with communities in the area on the impact on schools and other community services. I was impressed with the range of their planning beyond the plant construction.

My second misconception was that the primary impact would be an increase in cattle feeding in Missouri and west central Illinois. That still is an economic opportunity for Missouri beef producers but having a close harvest facility for cull cows and bulls will benefit cow-calf producers and sale barns. Perhaps the greatest value added opportunity is the "fed cow" market. I got the impression from the comments by Tyrel Lembke, AFG's head cattle buyer, that this is not only a niche for producers but an important market for AFG.

It was easy to get caught up in the optimism of the crowd, but I was impressed with AFG's level of experience and planning for this facility. I have more confidence in the economic impact and it's going to be fun to watch how Missouri's beef industry benefits.