



June 2023

***Letter from the President***

Missouri Simmental Members have had a busy spring many members being involved with either having their own production sale or participating in production and on-line sales.

SimGenetics continue to have a large impact in consignment and performance tested sales throughout the state and are being recognized as leading genetics in an increasing number of operations. Whether it's because of genomic value, maternal quality, or growth and vigor, today's Simmentals are recognized for their benefits in quality and efficient beef production.

Our association had a successful presence and high-profile booth at the MO Cattlemen's convention, was highlighted in an issue of "The Register" a few months ago, and recently held an online sale to help member's programs.

We look forward to being involved in the numerous events that take place over the summer months and sponsoring events that provide opportunities for our adult and junior members. We also held our Annual Banquet in March with a very educational program focused on animal health.

**Don't forget the MSA membership meeting on August 11<sup>th</sup> at the Missouri State Fairgrounds, lunch provided.**

Looking forward to seeing you this summer.

Ed Vest, President

***Board of Directors***

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## ***Spring Online Sale***

We decided in early March to survey our membership to see if there was any interest in hosting a Spring Online Sale. As it turns out, in less than 60 days we ended up with 21 consignors. We chose to use DP Online Sales' platform to take advantage of their technology and Simmental breed expertise/contacts. In addition, our generous membership donated genetic lots to be used as a fundraiser for the Missouri Junior Simmental Assoc. who are hosting the South-Central Junior Regional in Springfield, MO on June 21-24. We grossed just over \$34K, which included \$5,514 for the juniors. In addition, we had 21 buyers from 8 states of which 17 are new buyers that have not purchased from our Fall Harvest sale in the last 2 years.

Since Missouri is the #3 state for beef cows and an average herd size of 36, it just seems logical that many Simmental breeders are looking for alternative solutions from the local sale barn to market their registered cattle. We would like to keep the Spring Sale going every year and would love to hear your thoughts on how we can develop other programs to help market Simmentals in the state of Missouri.

Here's a challenge for all of us:

Anyone that has tried to sell Simmental or SimAngus bulls to a new commercial customer has heard this; "I swore I would never use another Simmental bull again after the problems we had with calving ease, high birth weights and lack of calf vigor back in the 70's and 80's." First of all, what a memory these guys have, right? Secondly, the Simmental breed has made huge advancements since then, so why can't we tell our story in a way that convinces them to try Simmental again?

Simmental cows' mature weights are on average less than Angus and Hereford.

Many people say that we have over-corrected on calving ease and our calves on average are too small.

There's a Superior Livestock study that shows Simmental influenced calves bring a premium when sold as feeders.

There is arguably more scientific data available on Simmental genetics than any breed on the planet.

So, the question remains, what do we need to do to convince people to try Simmental again?

And don't forget, the Fall Harvest Sale is November 4, 2023 in Springfield and the Spring Online Sale will be in April 2024.

Barry Holst, MSA Sale Committee Chair

***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***

The Missouri Junior Simmental Association is hosting the 2023 South Central Regional June 21-24 at the Ozark Empire Fairgrounds in Springfield, MO. **Entries for the Classic are strong with 109 Exhibitors and 229 Head of Cattle!**

As you can image hosting an event like this takes an army of volunteers, as well as financial support.

Outlined below are areas that we could use some help!

Event Setup – Tuesday June 20 th 1:00 pm to 7:00 pm

Exhibitor welcome team – Wednesday June 21 st 8:00-2:00pm

Sales Talk Judge – Thursday June 22 nd – 7:45 am (approximately 4 hours)

Public Speaking Judge – Thursday June 22 nd – 3:15 pm (approximately 3 hours)

Showmanship Show Ring help – Friday June 23 rd – 12:45 pm through end of show

Show Day Ring Help - Saturday – June 24 th 7:45 through end of show.

Tear Down – Saturday June 24 th – approximately 4:00 pm until done.

Financial Opportunities:

Hospitality and Meals – Any amount to help cover expenses.

Show Day Program Advertising

¼ page \$250.00

½ page \$500.00

Full page - \$1,000

***Upcoming Important Dates for 2023:***

June 9-11: MCA All-Breeds Junior Show, Missouri State Fairgrounds, Sedalia, MO

June 21-24: AJSA South Central Regional, Springfield, MO

July 7-13: AJSA National Junior Simmental Classic, Des Moines, IA

July 27-August 5: Ozark Empire Fair, Springfield, MO

August 9-12: Missouri State Fairgrounds, Sedalia, MO

MJSA Meeting will be Friday August 11th at 10:30 am

**Missouri Simmental Association Annual Meeting** Friday August 11th at Noon - Fairgrounds

October 6-8: Ozark Fall Farm Fest, Springfield, MO

October 18-22: American Royal Simmental Shows, Kansas City, MO

***Missouri Simmental Annual Banquet***

A good crowd of Simmental breeders were on hand for the Association's Annual Banquet in Sedalia on March 4<sup>th</sup>.



President Ed Vest and Junior Advisor Michelle Heidt discussed upcoming junior activities and sponsorship opportunities for the AJSA South Central Regional Classic in Springfield.



Dr. Craig Payne, DVM of the University of Missouri discussed important changes in the rules for the sale of over-the-counter cattle antibiotics now being fully implemented. Cattle producers will need a prescription from their veterinarian to purchase the commonly used antibiotics deemed medically important because they are also used in human medicine.



Randy Schilling of Boehringer-Ingelheim reviewed the Four Pillars of Sustainable Deworming to improve parasite control and reduce the rate of parasite resistance to wormers.



## ***Breeder's Forum***

**Last time we asked: Which bull that sold in this past Winter/Spring sale season intrigues you the most?**

The Triangle J Sale always offers several bulls that enter A.I. service for performance oriented Simmental and SimAngus breeders. This year's top selling bull was TJ Klondike 549K (ASA 4065070) a son of



Square B True North 8052 (Angus) out of an up-and-coming TJ donor that boasts a Cowboy Cut x TJ Sharper Image pedigree, that said, Klondike is heavily stacked for maternal superiority.

He has a balanced EPD profile with top 15% yearling weight and top 5% API, Frame 6, 38.5 cm scrotal.



In the Angus herdbook True North has already cracked into the top 25 sires for 2022 despite a very young age, his sire Rainfall has been a top seller for Select Sires and was fourth in progeny registered. As a bonus to Missouri breeders True North is in the top 1% for the new Angus Hair Shed EPD. Klondike semen is available from ABS. (Wayne Vanderwert)

**Tim Erickson submitted the following:** Sifting through the big bull sale catalogs in January through April is always fun, then seeing the best ones pop up in the AI stud books a few weeks later. Wayne asked for an intriguing purebred coming out of the 2023 season. Here is my take...Take a look at CLRS King James 616K, (ASA 4031931). API and TI are top 1%, cow family and sire really picking up steam, but two things stand out to me beyond that. He is an absolute power bull, pushing right at 6 frame with breed topping weaning and yearling growth. Second, he is very free and natural on the move, keeping his top level and maintaining neck and head placement while tracking wide and true. If the cow keeps them cleaned up I believe he might make some commercially useful, breed improving ones who you can halter and have fun with as well.



I have to pick an honorable mention, working in the Show-Me State for breeder Lee Simmental Farm and new owner Shoal Creek Simmental. LLSF High ProfileJ903 (ASA 4062764) won Grand at State Fair last summer, as did his mama LLSF Alley's Lady a couple years before. Again, his numbers center toward growth and power but what jumps out to me is his beautiful combo of middle, volume, and rib along with tremendous flex in his joints and spine along with beautiful, correct angles when he moves. He is also stout enough and attractive to at least hold the spot in breeding programs held by his daddy, Executive Order.



**Next time: Which Simmental or SimAngus bull produced the best daughters in your operation**