



Colorado SimFacts

Colorado Simmental Association ♦ www.ColoradoSimmental.com ♦ Spring 2022

‘The One & Only’ sale manager picked

DENVER - Colorado Simmental Association announces a sale management change for the breed’s 2023 sale at the National Western Stock Show.

“Colorado Simmental is pleased to select Matt Macfarlane of M3 Marketing of California, to manage the Simmental sale at the National Western,” said CSA President Willie Altenburg. “As Simmental ranchers plan their spring breeding selection, we encourage them to consider an outstanding mating to bring to Denver.”

CSA thanks Eberspacher Enterprises of Minnesota, who has been *The One* sale manager for the past 28 years, Altenburg said.

The January 2023 live sale will be called *The One & Only*.

Paul Andrews, President/CEO of the National Western Stock Show, stated, “The Simmental return to Denver for the 2023 show with their national sale will be another great addition to our strong sale line-up in our new, state of the art Stockyards Event Center.” Andrews went on to add, “Our long history with the Simmental breed and their association is appreciated and we look



forward to providing all the exhibitors with a great experience this January.”

M3 Marketing and CSA will solicit quality consignments from all aspects of the breed. The sale will feature elite herd-sire prospects, bred and open heifers, donors, flushes, pregnancies, embryos, plus herd or calf-crop picks. Jered Shipman of Texas will be auctioneer.

Sale nominations are now open. Contact Macfarlane at 916-803-3113 or m3cattlemarketing@gmail.com to consign your elite SimGenetics.

The National Western’s Simmental events are expected to be Jan. 14-17, 2023. Judges and the schedule are being finalized. For updates, go to www.ColoradoSimmental.com or on Facebook.com/ColoradoSimmental1.

IN THE NEWS

SimSTYLE leadership training

Colorado has two participants signed up for American Simmental’s inaugural **SimGenetics Training for Young Leaders and Entrepreneurs**, a leadership program for beef industry enthusiasts ages 25-40. STYLE intends to develop leaders who better appreciate and understand the complex environments of the beef industry, who can more effectively serve ASA stakeholders in the future.

Thanks in advance to **Paul Hill** and **Sydney Baty** for representing our state at the June 17-19 event in Oklahoma City!

CSA promoted breed & members

CSA had 15 members participate in the “Genetics that Pay” Simmental ads that ran December through March in numerous ag publications in a three-state region. Thanks to those participating, plus congratulations on a good bull sale season.



ASA TRUSTEE REPORT

By Chad Cook, an ASA western trustee from Colorado



Greetings! I hope calving has gone well and you all have the next great one.

In mid-April, ASA trustees met in Bozeman, Montana face to face for the first time in a year. What a refreshing feeling to see and interact with other trustees and ASA staff members. There is something to be said when a group can get together and work toward a common goal to improving the breed.

To touch on some high points, the Breed Improvement Committee put a resolution before the board to adopt a policy concerning gene editing. It basically gives the ASA broad guidelines to follow on a case-by-case basis, similar to cloning. I'm sure this will be a moving policy as we go further.

DNA pricing has changed slightly, and ASA tacked on the cost increase from Neogen. Tom Schulz from Neogen also addressed the board with an update regarding the long turnaround time, supply issues, and worker shortage. It's all related to Covid-19. He stated that no excuses were acceptable. Personally, I still feel that until our world gets back on track, we need to be somewhat understanding. Moral of this story is to submit your DNA early.

All of the Activity & Events Committee's resolutions presented to the board involved the approval of judges and judge lists for the following years. From the Growth & Development Committee's review, ASA will continue its relationship with the Grant Company, the firm Chip Kemp works with in promoting Simmental.

The Policy & Procedure Committee put forth a directive toward staff and legal counsel to produce an alcohol policy to be handed out at regional and national classics. There have been issues with some adults and we want to make sure that events are conducted in an appropriate manner. This directive is nothing more than using good judgment when an adult attends a junior activity.

The ASA is in a super place financially. We continue to make money, unlike many other Associations. I feel the leadership we have in place, along with the cattle, and a little luck are the reasons for our strong financial standing. The ASA is worth around \$21,000,000.

The board had a bull session and discussed the following question: "What can we do for the membership and the breed?" Some ideas mentioned were research projects, member kickbacks, or other well thought out and reasonable ideas that can be taken to the board for consideration. If you have any ideas, please reach out to me at 719-529-0564 or bridlebitsimm@gmail.com. Thank you.

YOUTH CORNER

Breed Bash 2022

Colorado Junior Simmental, along with numerous other state junior breed associations, will host the 2nd annual *Breed Bash* on June 4 & 5 at the Morgan County Fairgrounds in Brush.

Entries are now open. Go to:

<https://showman.app/shows#/breed-bash>

Educational contests of Quiz Bowl, Photography, Public Speaking and Salesmanship are offered at no cost, with rules listed on the entry app. A multi-breed showmanship contest, individual breed shows (Blow-n-Go), and a multi-breed Supreme finale are offered.

Clint Rusk will officiate. In addition to the cattle entry fee, with a May 15 deadline, participating youth must be a member of their respective junior breed association. (CJSA offers a show defrayment for this field day.)

Late entry deadline is June 1. Details are on the app, with a link also available on www.ColoradoSimmental.com/juniors

CJSA will again hold its annual meeting during the Breed Bash weekend, said CJSA Pres. Brandyn Hill.



AJSA's 2022 National Classic

This summer's AJSA National Classic will be June 24-30 in Madison, Wisc. Registration details on www.juniorsimmental.org with the final deadline May 1. We wish our CJSA members the best of luck.