



Colorado SimFacts

Colo. Simmental Assoc. ♦ www.ColoradoSimmental.com ♦ Fall 2025

Special
NWSS
edition



Sale nominations & National Western cattle entries remain open with no late fee until Nov. 20, 2025.

Power Simmental breeder to win \$20,000

Colorado Simmental is pleased to announce the 21st annual People's Choice Power Simmental event will award the winning breeder \$20,000 for the selected bull or heifer.

Our 2026 sponsors are: Halter HQ, Igenity, M3 Marketing, Nebraska Bull Service, Purina Animal Health, TransOva Genetics, Vogler Semen Centre, Zoetis and Colorado Simmental.

National Western Stock Show (NWSS) SimGenetic yards exhibitors may nominate a bull &/or heifer they are exhibiting in their pen(s) to compete in the event. The public, either in-person or remote, may purchase judging cards to participate in



the "People's Choice" selections on Jan. 17 & 18. The finalist animals will be paraded through the ring at the start of *The One & Only Sale* on Jan. 18. The drawn winner will select the Power Simmental, and he/she will get 100% possession, while the breeder receives \$20,000. See details on ColoradoSimmental.com.

Two additions to SimGenetic pen show

Two "bonus" SimGenetic pen shows have been added to the 2026 NWSS:

1. Simmental's inaugural **Phenotype & Genotype** (P&G) pen show focused on purebred bulls. Now a Percentage **SM P&G** bull show has been added to the Jan. 17 schedule. P&G bulls, which must have GE-EPDs, may be from your existing exhibited pen &/or alternate bulls, with no additional class entry fee.
2. **Rancher's Best** will feature a **mixed-sex pen** from SimGenetic animals the breeder has already exhibited on Jan. 17 & 18, allowing exhibitors to further stretch their marketing dollars. Enter Rancher's Best at pen check-in on Jan. 16 for no additional fee. See details on ColoradoSimmental.com.

NWSS entry system, arrival changes

Denver exhibitors should note that NWSS has updated its website plus has made some major facility improvements and changes.

Entries are due before midnight on **Nov. 20**, with late-fee entries taken until Dec. 10. Scan the QR code for a link to <https://nationalwestern.com/livestock-shows/livestock-exhibitors/> or go to ColoradoSimmental.com home page for step-by-step entry system navigation.

Premier NWSS buildings - the [Sue Anschutz-Rodgers Livestock Center](#) and [The Legacy](#) - will open and the refurbished historic Livestock Exchange Building will reopen. Due to the huge campus changes, exhibitors should note some important logistics. All livestock trailers must initially begin at an offsite staging area to streamline the livestock arrival process. (Access path: take I-25 to East 58th Ave., and 58th to York St. to the massive SunCor Refinery property.) Watch for maps & exhibitor parking details. Also:

- National Western Drive will be **southbound only** for improved traffic flow.
- The entire livestock campus will be fully fenced for increased security. Exhibitor badge bundles are offered &/or Cattlemen's badges may be purchased at a more economical rate than day passes to enter.
- Non-exhibitors are encouraged to park at Coors Field and take the free shuttles.





One & Only Sale nominations, highlights

Nominations are still open to consign lots to Simmental's *The One & Only Sale*. Have a live lot, embryos, or a pick to sell at Denver? Contact M3 Marketing by Nov. 20. The nomination form is available on ColoradoSimmental.com or contact sale manager Matt Macfarlane at 916-803-3113 or m3cattlemarketing@gmail.com.

The Simmental Meet-n-Greet and sale cattle display will begin at 1 p.m. Jan. 18. Special NWSS trailer parking and shuttles will be available for potential buyers.

Several featured fundraisers will open the auction. The American Simmental-Simbrah Foundation will offer liquor lots at 1:45 p.m. Jan. 18 as part of its custom gun drawing. Following the Power Simmental selection at 2 p.m., two more special lots will be featured: A new semen tank donated by Altenburg Super Baldy, filled with semen donated from ABS Global, ST Genetics, Genex, and Select Sires will be sold; and a print of the commissioned "Heading Home" painting will benefit Colo. Cattlemen's Exchange Building fund.

2026 NWSS

Please join us in Denver! See our breed schedule and note the times & excellent judges.

Finishing touches are being made on the huge new Livestock Center and the CoBank Arena.

The west Lvstk. Exchange Building will still offer a Stockyards Saloon; The Legacy features special NWSS Club pass-access options; and the Cowboy Bar offers special pricing if you're wearing your exhibitor badge.

NWSS has added a new Junior Heifer Supreme Drive on Jan. 24 for breeding beef youth scholarships. Our junior show's PB and percentage SM grand champions may advance. Go to NWSS website for details.

2026 SIMGENETICS SCHEDULE

FRIDAY, JANUARY 16

9 am **Pen Show Check-In**
Stockyards Processing Tent

SATURDAY, JANUARY 17

9 am **PTP Pen Bull Show and P&G Pen Bull Show**
Stockyards Event Center
Show Order TBA
PTP Judges: Kevin Jensen, KS and Robin Hogberg, SK
P&G Judges: Gabe Jennings, TX and Gabriel Connealy, NE

2:30 pm **Open and Junior Show Check-In**
Stockyards Event Center, Room 116

SUNDAY, JANUARY 18

9 am **PTP Pen Heifer Show
Rancher's Best Pen Show**
Stockyards Event Center
Judges: Kevin Jensen, KS and Robin Hogberg, SK

1 pm **Meet & Greet
In The Yards**
Hosted by Colorado Simmental Association

2 pm **The One & Only Simmental Sale**
Wagner Equipment Auction Arena
Managed by M3 Marketing

MONDAY, JANUARY 19

2 pm **Junior Show**
CoBank Arena
Judges: Marcus and Paige Arnold, IA
Date: Percentage Heifers followed by Purebred Heifers

TUESDAY, JANUARY 20

9 am **National PTP SimGenetics Show**
CoBank Arena
Judges: Tyler Bush, SD and Tucker Schlicht, IL
Date: Percentage Friesianes then Bulls, Purebred Bulls then Friesianes

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NATIONAL WESTERN

Stock Show