

PROFIT THROUGH SPENCER, SD

MARCH 7, 2021 PERFORMANCE

BULL AND FEMALE SALE



WINC SURELOCK 0118H | ASA: 3796940 5/8 SM | HOMO POLLED & HOMO BLACK | ADJ. WW 942 SIRE: ES SURELOCK ZW15 | MGS: WAGR UPSIDE 020X



WINC SURELOCK 047H | ASA: 3796912
PB SM | HOMO POLLED & HOMO BLACK | ADJ. WW 819
SIRE: ES SURELOCK ZW15 | MGS: R&R CHAMBERLAIN X744



WINC SURELOCK 031H | ASA: 3796905 3/4 SM | HOMO POLLED & HOMO BLACK | ADJ. WW 705 SIRE: ES SURELOCK ZW15 | MGS: ES RIDGERIDER YW3



WINC FT KNOX 090H | ASA: 3796926
PB SM | HOMO POLLED & HOMO BLACK | ADJ. WW 798
SIRE: W/C FORT KNOX 609F | MGS: SS EBONYS MASTERPIECE



WINC FOUNDATION 0111H | ASA: 3796936
PB SM | HOMO POLLED & HOMO BLACK | ADJ. WW 876
SIRE: W/C FOUNDATION 2135E | MGS: SS EBONYS MASTERPIECE



WINC FOUNDATION 074H | ASA: 3796921 5/8 SM | HOMO POLLED & HOMO BLACK | ADJ. WW 834 SIRE: W/C FOUNDATION 2135E | MGS: ES SURELOCK ZW15



WINC CERTIFIED 007H | ASA: 3796895

5/8 SM | HOMO POLLED & HOMO BLACK | ADJ. WW 723

SIRE: WS CERTIFIED E151 | MGS: ES SURELOCK ZW15



BLAG HUGO 1H | ASA: 3724290 PB SM | ADJ. WW 857 3/ SIRE: W/C BULLSEYE 3046A | MGS: W/C EXECUTIVE ORDER 8543B



WINC FARMHAND 083H | ASA: 3796924
3/4 SM | HOMO POLLED & HETERO BLACK BLACK | ADJ. WW 676
3B SIRE: WINC FARMHAND 857F | MGS: DJA TANK X142

Windy Creek
Cattle Company

Bethany Cash & Emerson Lehrm

Jeremy, Bethany, Cash & Emerson Lehrman Jeremy Lehrman: 605-530-5909 25064 432nd Ave. Spencer, SD 57374 WindyCreekCattleCompany.com

With Guest Breeders

Kevin, Amber, Abby, & Ryan Blagg Kevin: 605-240-0015

Hofer Land & Cattle Travis & Sage Hofer: 605-553-2547 KNOVATION

Tim Anderson: 605-682-9343 Graham Blagg: 530-913-6418 Jered Shipman: 806-983-7226 Innovation AgMarketing.com



www.NorthDakotaSimmental.com

(701) 739-8764bleapaldt@gmail.com
Kelly Hanson, HannafordDirector (701) 789-1391kelly.hanson@centralplainsag.net
Kim Myers, Kathryn Secretary/Treasurer (701) 308-1018gkmyers@outlook.com
Doug Bichler, LintonDirector (701) 254-4306dougbichler@hotmail.com
JR Aufforth, BowbellsDirector (701) 339-1880npsimm@gmail.com

Pat Thorson, Kindred Director 701-371-8230 pat.thorson@westcentralag.com
Davis Kinn, Turtle Lake Director (701) 400-5108dkinn10@hotmail.com
Wyatt HansenDirector (701) 720-4850wyattnhansen@gmail.com
Lyndon Hoiby Director (701) 641-1083 hoibysim@nccray.com
Jason Quandt Director (701) 710-0080jason@quandtbrothers.com



www.SouthDakotaSimmental.com

(605) 214-3532colton.buus@gmail.com

(605) 520-0575tbirdlab@itctel.com

SIMMENT ELLER SIMMENTAL SCENE

Editor.....Tamra Heins, New Salem, ND (701) 391-6431 · tamra@strategicconcepts.biz

DesignSheyna Strommen, Fort Rice, ND (701) 290-3886 · strommen@westriv.com

The following terms and conditions have been agreed on by the North Dakota & South Dakota Simmental Association's Board of Directors and the Publication Committee:

Advertising Space Rates

Size	40
Full Page:	\$62
1/2	\$450
1/4 Page	\$250
Business Card	\$200/yea

Advertising Deadlines

lssue	Deadline
January	Dec. 15, 2020
February	Jan. 15, 202
November	Oct. 15, 202

Terms: All advertising accounts are due and payable as invoiced. Interest charges of 1% per month will be assessed to accounts that are 30 days past due.

Delinquent Advertiser's Account: Advertisers knowingly and expressly agree and consent that, whenever accounts receivable for an advertiser have not been paid as of 90 days from date involved, advertising privileges will be suspended until full payment has been received.

Copy Changes: Alterations in advertising copy, if requested after closing dates, will be permitted only if time allows.

The North Dakota and South Dakota Simmental Associations and this publication reserve the right to refuse any advertising copy at our sole discretion. The North Dakota and South Dakota Simmental Associations and this publication assume no responsibility for the accuracy of the advertising content submitted. Advertisers assume all responsibility for the accuracy and truthfulness of submitted advertising containing pedigrees or statements regarding performance.

Editorial Content: Opinions expressed are those of the writer and not necessarily those of the North Dakota and South Dakota Simmental Associations or of this publication. Photographs and manuscripts are welcome, but no responsibility is assumed either while in transit or while in this office.

About the Cover: Photo courtesy of Matt Kline, Kline Simmental Ranch, Hurdsfield, ND.

Offein's Gight

Bull sale season is here. I love bull sales. I have loved bull sales for as long as I can remember. My family had their first sale 43 years ago. The picture here is of my grandpa, dad, brother and I at one of our very first sales. We held the first sales in May, then moved to April, had one or two in March, several in February and now they are back to April. Only cancelled once due to a blizzard... on APRIL 25th. (#wintersucks) We had sales at three different sale barns

until they finally built a sale barn at the ranch. Now, with video sales, the idea of having a sale at your farm or ranch is not near as daunting of a task. But through all the changes there are still some customers that have been buying bulls from my family since the beginning.

It is a stressful time and hard to put into words to those outside of the cattle business. Everything you work for all year long comes down to one day! What if John Deere (or insert your favorite iron color here) only sold equipment



Tamra Heins

on ONE day? I often wonder how they would do that? Everyone is constantly analyzing their choices, everything from the bulls you use to the ads you run. With so much riding on one day, the stress and anxiety can be overwhelming. Don't forget to breathe. As we go to press, we have had our first Simmental bull sale in the Dakota's. Demand was great and prices were good (in my opinion). We are off to a great start.... and with over 70 Simmental bull sales in our region in the next 60 days, I believe the trend will continue.

Thanks to all the Simmental seedstock breeders in the region who trusted their marketing dollars to our magazine. We appreciate you and wish you luck and sunshine on your day. Our next issue will not be until November with an October 15 deadline. With our ever-changing world it is almost hard to imagine what things will look like by then. But I am confident the beef business will still be here and we will once again be busy planning for that "One day"

Enjoy the day!



Above: SD Simmenteller/ND SimScene Editor, Tami Heins (far back), pictured with her brother Troy Vollmer, father Allen Vollmer and grandpa Alvin Vollmer at her family's first bull sale in 1977.

"Thanks to all the Simmental seedstock breeders in the region who trusted their marketing dollars to our magazine."



Join us for our Annual Gale FEB. 19 2021

Kist Livestock, Mandan, ND · 1 p.m.

140 Bulls Simmental ⋅ SimAngus[™] 50 Bred Heifers



Sire: MFSR RED RANGER 027F • PB SM Reg #: 3823559 • BD: 3/23/2020 • 205 Wt: 829 CE BW WW YW MCE Milk MWW API TI 4.6 90.2 139.2 5.6 26.2 71.3 127 82



Sire: MFSR RED RANGER 027F • PB SM Reg #: -3776307 • BD: 3/31/2020 • 205 Wt: 828 CE BW WW YW MCE Milk MWW API TI



Sire: BB BRIGADE 8018 • 1/2 SM 1/2 AR Reg #: 3823641 • BD: 4/3/2020 • 205 Wt: 788 CE BW WW YW MCE Milk MWW API TI 3.7 97.4 148.8 -0.3 24.5 73.1 130.6 89.9 9.7 0.4 87 139.3 6.4 29.7 73.1 138.4 86.8



Sire: KRJ HZN DIRECT IMPACT F805 • PB SM Reg #: 3823564 • BD: 2/21/2020 • 205 Wt: 776 CE BW WW YW MCE Milk MWW API TI 11.8 1.1 97.5 148.9 7.1 25.9 74.6 152.2 93.2 14.7 0.2 91.1 141.1 10.1 30.4 75.9 151.3 91.2



Sire: WS PROCLAMATION E202 • PB SM Reg #: -3776138 • BD: 3/5/2020 • 205 Wt: 753 CE BW WW YW MCE Milk MWW API TI



Sire: LCDR WITNESS 541C • 3/4 SM 1/4 AN Reg #: -3776304 • BD: 3/30/2020 • 205 Wt: 799 CE BW WW YW MCE Milk MWW API TI 7.3 4.5 105.5 163.1 4.1 24.9 77.6 117.7 83.3



Sire: • 3/4 SM 1/4 AN Reg #: 3647523 • BD: 4/5/2019 • 205 Wt: 641 CE BW WW YW MCE Milk MWW API TI 1.5 7.3 89.7 134.8 1.3 23.1 67.9 110.7 72.3

BRED TO KRJ HZN DIRECT IMPACT DUE 4/15/2021 SEX UNKNOWN



Sire: • 1/2 SM 1/2 AN Reg #: 3646668 • BD: 4/2/2019 • 205 Wt: 704 CE BW WW YW MCE Milk MWW API TI 4.2 3.3 89.2 144.7 4.3 22.3 66.8 118.9 78.2

BRED TO KRJ HZN DIRECT IMPACT DUE 3/15/2021 WITH A HEIFER CALF



Sire: TNT WHISKY RIVER B298 • 3/4 SM 1/4 AR Reg #: 3647378 • BD: 3/17/2019 • 205 Wt: 685 CE BW WW YW MCE Milk MWW API TI 3.4 5.3 91.1 136.3 3.8 27.4 72.9 107.4 77.6

BRED TO WS GRAINGER 79G DUE 3/13/2021 WITH A BULL CALF

Kevin Hansen Family (701) 720-6551

www.dakotaxpress.com

Wade Staigle Family (701) 226-6464





100K DNA Tested

All Bulls Tested for Polled & Coat Color Volume Discounts on Bulls

ND SIMMENTAL ASSOCIATION TO HOST FIELD DAY

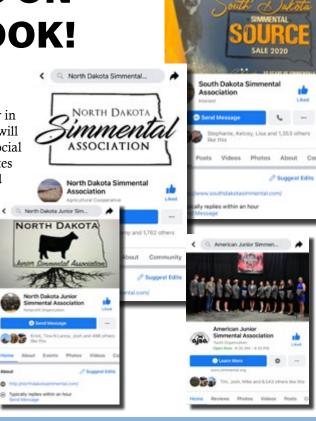
At the North Dakota Simmental Association's annual meeting in December, members brought up an idea to have a Fall Tour or a Field Day to gather members of the association and highlight some of the herds in the state. The NDSA Board of Directors at their annual meeting have decided to host a summer field day.

Details are not available at press time, but you are encouraged to watch the Facebook page and the website for details on this exciting new event.

FIND US ON FACEBOOK!

There is so much uncertainty in planning events for 2021. As our associations move further in to 2021 Junior members will need to keep an eye on social media for the latest updates on shows, workshops and deadlines.

Facebook pages are easily updated and popular way of getting information out quickly. Also keep an eye on the NJSA website and your respective state association websites. Websites have deadlines as well as downloadable or fillable applications for scholarships and grants.





APRIL
10
2021
12:00 PM
at the Ranch,
Worthing, SD



G102 I 3/4 BLOOD
W/C LOCKDOWN x MR. NLC UPGRADE
CE BW WW YW MCE MILK MARB REA
13 -0.3 82 124 8 25 0.21 0.82



South Dakota Simmental...

G905 I PUREBRED

WRS EMERGENT x JF MILESTONE x CLO DIVA DEW

CE BW WW YW MCE MILK MARB REA
13 0.8 79 121 7 20 0.11 0.85



45 FEMALES



Jaron, Kadee, Tatum & Kyzer Van Beek 27905 472nd Ave | Worthing, SD 57077 605.929.3749 | iaronyb09@yahoo.com

Craig Laackmann 712.470.0787 Adam Louwerse 712.449.5094



G923 I HOMOZYGOUS POLLED PUREBRED
HOOKS BROADWAY × EKHCC RED JEWEL
CE BW WW YW MCE MILK MARB RE
5 4.5 81 122 3 26 0.24 0.8



G933 I 3/4 BLOOD

TJ MAIN EVENT X MCM TOP GRADE X WELSH ELEGANCE 144Y

CE BW WW YW MCE MILK MARB REA

11 1.3 85 128 5 29 0.23 0.90







ANNUAL BULL SALE March 25, 2021 AT THE FARM, BIENFAIT, SK

-- SIMMENTAL-- ANGUS -- TRUE F1'S -- 3/4 & 7/8 SIMM -- CALVING EASE -- POWER BULLS -- BALDIE BULLS



Sire: Ambition



Sire: Wheatland Red Express



Sire: Wheatland Rival



Sire: Epic



Sire: Fortune



Sire: Fnic

WE'VE NEVER BEEN KNOWN TO SETTLE and never will



Vernon, Denise, Riley & Cody-Ray Lafrentz Box 118, Bienfait, SK SOC OMO C: 306-421-2297 Riley: 306-461-8200 or 620-960-7738 Cody-Ray: 620-960-9831 Wheatland Wookel soil

Shane, Alaina McKenna & Kaden Michelson C: 403-363-9973



Chris Poley: 306-220-5006 Shane Michelson: 403-363-9973 Ben Wright: 519-374-3335

"OUR BUSINESS IS THE BULL BUSINESS"

ALTERNATIVE FORAGE OPTIONS FOR FEED

With winter feeding and calving season in full swing for most of the Simmental world, some may be seeing their hay pile quickly dwindling. While many have quick access to perennial grass hay in their area, some may not be that fortunate. Planting spring forages early in the growing season can allow you to take advantage of spring moisture and have a decent cutting of dry forage in mid to late June. If soil moisture is adequate, planting warm-season annuals such as millets or sudangrasses can give you another boost of tonnage to make dry hay for the winter months.

As the small seed world continues to change and adapt to customer demand, cool-season forages do as well. Most cattlemen are familiar with oats, planting them in the spring and harvesting them for seed or making dry feed. However, Spring Triticale is starting to become more common in cattleman's rotations in the Midwest. Triticale is a hybrid cross between cereal rye and wheat. It is later maturing than oats or barley, has high yield potential, and great standability. The drought tolerance in spring triticale is like nonother and performs in a wide

range of soil types. Forage barley is another excellent option for northern plains Simmental producers because it performs well in low rainfall areas. It is an early maturating forage that takes a limited amount of moisture to grow decent tons of dry feed.

The most common reason producers did not use triticale or barley in diets were the long awns on their seed heads. As seed technology advanced, they created awnless and beardless varieties to prevent mouth sores and lower

...Continued on page 10



D. LONGITUDE WEST FRO March 13, 2021 Mountrail County Fair Building, Stanley

100 Lots Bred Registered Heifers Simmental ~ SimAngus Bred & Open Commercial Heifers

Open Registered Heifers



G601 • PB SM IPU EL TIGRE x KS DATELINE **BRED TO: KRJ HZN DIRECT IMPACT**

ATTENTION JUNIORS!

Open heifers purchased in this sale qualify to show at the NW Select Junior Futurity at the Ward County Shoot-Out, with a jackpot $_{
m of}$ \$2,000 guaranteed!



G657 • 3/4 SM TNT TRACTION x LT 598 BANDO BRED TO: KRJ HZN DIRECT IMPACT



G737 • PB SM BCLR WILD CARD x HOOK'S ZEST **BRED TO: KRJ HZN DIRECT IMPACT**



G629 • PB SM HOOK'S EDITOR x WS BEEF MAKER **BRED TO: CCR LAUNCH**

p.m. Central Time! Join us for a free lunch, beginning 12

for catalogs, contact: Bob Grant (701) 340-8082 Gary Sys (701) 509-1154 **DVAuction**

Follow us on Facebook: North Dakota Northwest Select Simmental Group Videos will be posted March 1

FORAGES, continued from page 8

average daily gain.

Once spring forages are baled off and if soil moisture allows, producers have a few options to continue creating forage. Options included planting a multispecies cover crop with cool and warm-season grasses, brassicas, and legumes to graze in the fall or continue with dry feed for the winter.

If dry feed is your desired outcome, german millet is probably your most used type of warm season grass to plant. German millet is a foxtail millet that can be cut in as little as 60 days after planting. If you are trying for multiple cuttings, Japanese Millet is a newer millet ideal for this scenario and performs well in wetter areas. This coarser variety can be cut after 50 days of planting and will exhibit good regrowth persistence in a multi-cut haying or grazing scenario. Some producers do not plant a cool-season forage, instead waiting until the soil temperatures are over 60 degrees Fahrenheit to seed japanese millet. The first cutting will come in July, with a second cutting in late August, allowing for better dry down of feed.

When fall comes, many producers plant winter annuals to hay in the spring or combine the grain for straw in the winter. Cereal rye is a popular winter annual for this use. It is the earliest maturing variety that, if combined, has a lot more straw to be made than winter wheat varieties. Winter triticale, very similar to spring triticale, is a cross between winter wheat and winter rye. The forage quality is better than cereal rye and is much more palatable for young calves coming weaning time.

With commodity prices looking more lucrative, we are potentially looking at fewer small grains acres planted this year. This could create a lower amount of dry forage sold on auction, making it difficult to find hay if you run short. Don't be the one with an empty hay yard when a blizzard hits next winter!

For more information visit Millborn Seeds at www.millbornseed.com or 605-697-6306 to talk to a specialist.





Rooted in Heritage, Growing through Innovation, Delivering Profitability



Lot 12 • 31H • PB SM • 3761085 KBHR High Road x DSR Beefmaker BW: 84# • WW: 771# • API: 164.8 • TI: 94.1



Lot 1 • 12H • 1/4 SM 5/8 AR 1/8 AN • 3761038 Brown AA Predictabull x GW Red Oak BW: 86# • WW: 837# • API: 142.4 • TI: 91.3



Lot 4 • 81H • 3/4 SM 1/4 AR • 3761174 RFS Bulletproof x LSF Nextpectaion BW: 82# • WW: 813# • API: 148.3 • TI: 86.1



Lot 40 • 10H • 1/2 SM 5/16 AR 3/16 AN • 3761036 Gw Major Move x Leachman 18 Karat BW: 86# • WW: 791# • API: 148.2 • TI: 89.8



Lot 29 • 4H • PB SM • 3761025 Hook's Delegate x CDI Ace BW: 82# • WW: 765# • API: 153.0 • TI: 90.5



Lot 23 • 19H • 1/2 SM 1/2 AR • 3761061 3SCC Domain x Wheatland Bull 740T BW: 94# • WW: 760# • API: 144.0 • TI: 76.6

Bred Heifers



Lot 57 • 966G 3604702 3/4 SM 1/8 AN 1/8 AR RFS Bulletproof x Leachman Forceful API: 142.7 TI: 80.7 Safe to KBHR Sniper



Lot 52 • 938G 3604650 5/8 SM 5/16 AR 1/16 AN WS Red Moon x LSF SRR Deluxe API: 135.3 • TI: 76.4 Safe to Bieber Spartacus

Annual Production Sale

Tuesday, February 23, 2021

Bulls viewable at the ranch Sale: 2 p.m. CST · Pifer's Auction · Steele, ND

> 40 Sim-Red Angus Bulls 25 Sim-Red Angus Bred Heifers

DVAuction

Catalog Online: cowcampcatalogs.com

OPEN HOUSE

At the Ranch \$100 Sale Credit per Buyer for visiting the ranch



Justin & Carrie Deckert 24952 392nd St NE · Arena, ND 58494 (701) 943-2477 · dsrcows@bektel.com

NDSU EXTENSION TO HOST DROUGHT PLANNING WEBINARS

The webinars will be held Thursdays in February and March.

About 85% of North Dakota is experiencing some level of drought and many ranchers are concerned the drought will extend into the 2021 grazing season.

North Dakota State University Extension specialists will host a live webinar series to assist ranchers as they prepare for drought. The series will start at 1 p.m. Central Standard Time on Thursday, Feb. 11.

"This webinar will give North Dakota ranchers a chance to learn about different drought management strategies that will aid them in developing a drought plan for their ranch, as well as give them an opportunity to discuss

drought-related concerns," says Miranda Meehan, NDSU Extension livestock environmental stewardship specialist.

The dates and topics that will be covered are:

- Thursday, Feb. 11 drought outlook
- Thursday, Feb. 18 drought trigger dates and grazing strategies
- Thursday, Feb. 25 supplemental feed and forage options
- Thursday, March 11 herd management and reduction strategies
- Thursday, March 18 managing stress during drought

"It is important that ranchers have a drought management plan in place early so they are prepared and able to make timely decisions if drought persists," Meehan says.

To register for the webinar, visit https://www.ag.ndsu.edu/drought.

Participants may ask questions during the live webinar. The webinar will be recorded and the recording will be archived at https://www.ag.ndsu.edu/ drought for later viewing.











FOUNDATION DESIGNED TO SUPPORT NDSU ANIMAL SCIENCE PROGRAM

Dr. Paul Berg, Associate Professor Emeritus at NDSU, and about 400 of his closest friends have joined together to create the Animal Science Education Foundation (ASEF). The purpose of the Animal Science Education Foundation is to provide support for the production animal agriculture curriculum and activities within the Animal Science Department at North Dakota State University.

The group includes members of former livestock and meat judging teams that all share a passion for the importance of judging in creating leaders in the animal agriculture industry. There are several on the board of directors who's names are familiar in the Simmental breed.

...Continued on page 16





Dam of 2020 Bull Run Lot 26 - Mark's Generation 13G, high selling Simmental to Clear Springs Cattle Company.

Selling another outstanding 741E son by Hooks Full Figures at Bull Run 7 in 2021!

Erik Scott & Family

Canton, SD



www.i29bullrun.com



Tim & Philip Eggers Sioux Falls, SD

facebook.com/i29bullrun



Mark & Jeanne Johnson Centerville, SD



Erik Scott, Section 16 Cattle Co.

Phil Eggers, Eggers Southview Farms....... Mark Johnson, Sleepy Hollow Farm...... Troy Rasmussen, TSR Cattle Co.....

Troy Williamson, Springwater Herefords.

Andy Mark, Mark Family Simmental.

Troy Williamson Garretson, SD



For details, please contact:

INTERSTATE

Troy Rasmussen Elkton, SD



..605.351.5438

.605.212.2387

..605.690.0100

.605.214.1332

.605.254.7875

.712-441-5920

Andy & Janna Mark Viborg, SD

An elite offering of Angus, Hereford, & Simmental Bulls, plus registered & commercial

females.



YOUR SOURCE FOR PROVEN AND PROGRESSIVE GENETICS

NEW ONLINE SALE FORMAT • SELLING MONDAY, MARCH 8TH, 2021



KWA 54H - Steel X Red Rock ce 9.9 bw 1.9 ww 75.4 yw 114.1 mlk 32.9 mww 70.6 api 146.41 ti 77.86



KWA 63H - Interstate X Active Duty ce 11.7 bw 1.5 ww 80.3 yw 128.3 mlk 23.5 mww 63.6 api 123.96 ti 73.41



KWA 163H - Mountain X 1322Y ce 8.6 bw 2.7 ww 76.5 yw 117.8 mlk 27.2 mww 65.4 api 133.70 ti 78.74



KWA 24H - Roosevelt X Big Time ce 5 .6 bw 5.1 ww 85.2 yw 126.5 mlk 28.4 mww 71.0 api 124.39 π 76.40



KWA ¹54H - Roosevelt X Red Eye ce 7.6 bw 4.7 ww 81.5 yw 124.8 mlk 26.0 mww 66.7 api 128.68 ti 74.30



KWA 228H - Steel X Riddler ce 7.4 bw 3.3 ww 79.0 yw 118.1 mlk 23.2 mww 62.7 api 128.06 ti 72.75



KWA 151H - Statement X Red Rock ce 11.7 bw 0.7 ww 80.0 yw 118.9 m.k 34.8 mww 74.8 api 145.31 ti 79.94



KWA 179H - One of a Kind X Capone ce 7.9 bw 3.1 ww 75.8 yw 113.4 mlk 25.5 mww 63.4 api 122.24 π 74.20



KWA 87H - Vegas X Odyssey ce 16.7 bw -0.9 ww 65.5 yw 91.5 mlk 31.4 mww 64.2 api 134.88 ti 71.11

THESE QUALITY BULLS ALONG WITH OTHERS WILL SELL IN MARCH

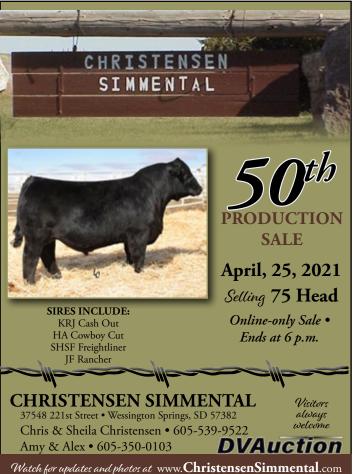


PO Box 53 • Oungre, Saskatchewan, Canada • SoC 1Zo Kelly: 306 861-2013 • Kyle: 306 861-9352 jashworth@sasktel.net @ @ashworthfarmandranch DIRECT Livestock Marketing Systems

DILMS

WHOW, dlms. ca





NDSU JUDGING TEAMS, cont'd from page 14

Meetings were held with upper administration at NDSU to access what could be done to create some stability and increase participants in these vital programs. It became clear with the current economic and political climate in North Dakota that an external source of funding would be needed to accomplish their goals.

The goals of the foundation include:

- 1. Support of all judging activities.
- 2. Provide judging team scholarships.
- 3. Offer recruitment scholarships.
- 4. Recruitment & retention of judging team coaches
- 5. Enhance the judging team experience

There are many ways donors can contribute to the endowment.

Designated Lot

Purebred livestock producers can tailor their donation of a bull, cow, heifer, or steer from their production or livestock sale to support the work of the Animal Science Education Foundation. The donation can be the proceeds from the sale of a specific lot or animal, or a percentage of the sale of a specific lot or animal, or even a percentage of the entire sale. Commercial beef producers can donate the proceeds from the sale of an individual animal or percentage of the sale

Feeder Calf Showdown

The Animal Science Education Foundation is seeking 20 steer calf donations per semester. According to Travis Maddock, Vice President ASEF, 20 calves were donated this semester and are on feed at the Alsager Feedlot near Walcott, ND. All the proceeds will go to ASEF. Producers will receive data back on their calves, including ADG, feed efficiency, and carcass data. NDSU students have the opportunity to judge the animals both live and on the rail to help in their judging experience.

Cash donations

Cash donations are used to enhance judging team experiences and provide performance scholarships; procure judging team coaches; and cover expenses for feeder calf feedlot program.

For more information on how you can help, contact: Paul Berg: 701-526-8370 or paul.berg@ndus.edu or

North Dakota State University Animal Science Education Foundation 911 8th St S Fargo, ND 58103

FULLBLOOD, RED & BLACK SIMMENTAL BULLS • CHAROLAIS BULLS

FEBRUARY

Rendezvous Farms 17th Annual Holiday Monday Simmental Bull & Female Sale Monday, February 15 . Ste. Rose du Lac, MB

MARCH

Oakview/Perkin/Triple R Simmental Bull Sale Prairie Partners Bull & Female Sale Transcon's Premium Beef Simmental Bull Sale High Bluff Stock Farms Charolais & Simmental Bull Sale Friday, March 19 • Inglis, MB Transcon's Cattle Country Simmental Bull Sale Transcon's Winnipeg Simmental Bull Sale

Monday, March 15 . Darlingford, MB Tuesday, March 16 . Killarney, MB Thursday, March 18 . Neepawa, MB Monday, March 22 . Neepawa, MB Wednesday, March 24 . Winnipeg, MB

View these catalogues online or give us a call for more information!















 Jay Good
 Darren Paget
 Glenn Norton

 (403) 556-5563
 (403) 323-3985
 (780) 542-0634

W.TRANSCONLIVESTOCK.COM



The genetics worth waiting for!

KELLER BROKEN HEART RANCH

H055 - 3789442 - Purebred - Homo Black/Polled TJ HEISMAN 388F x WS MISS SUGAR C4 CE 13 BW 0 WW 91 YW 139 MCE 9 M 32 MWW 78 API 184 TI 105



H080 - 3789467 - Purebred - Homo Polled KBHR SNIPER E036 x KBHR F073 CE 17 BW -0.6 WW 88 YW 131 MCE 11 M 26 MWW 70 API 162 TI 95



H071 - 3789458 - Purebred - Homo Black/Polled HHS MR 847D x WS MISS SUGAR C4 CE 14 BW 0.3 WW 104 YW 164 MCE 7 M 30 MWW 83 API 180 TI 109

Thursday,

March 4, 2021

1:00 p.m., At the Ranch, Mandan, ND

SELLING 180 HEAD

100 High-Performance Red & Black Simmental & SimAngus™ Bulls and 80 Red & Black Simmental & SimAngus™ Heifers



H060 - 3789447 - Purebred - Homo Black/Polled H00K'S BEACON 56B x WS MISS SUGAR C4 CE 18 BW -2.3 WW 96 YW 147 MCE 12 M 31 MWW 78 API 189 TI 110



H167 - 3789554 - Purebred - Homo Polled IR IMPERIAL D948 x KBHR C078 CE 15 BW -0.9 WW 80 YW 123 MCE 9 M 29 MWW 69 API 164 TI 92



H124 - 3789511 - Purebred - Homo Black/Polled TRPH RRR NIGHTFORCE B30 x WS MISS SUGAR C4 CE 14 BW 1.5 WW 96 YW 146 MCE 7 M 27 MWW 75 API 184 TI 110

Dwight, Susan & Jake Keller — Luke & Katy Keller — Tessa & Thomas Osterbauer 701-471-5215 Dwight • 701-471-1142 Luke • 701-471-5065 Jake • 701-445-7350 Home

1573 55th St., Mandan, ND 58554 • kbhr@westriv.com • www.kbhrsimmental.com





BEGIN YOUR BULL SELECTION WITH VISUAL APPRAISAL. The bullpen is open!





Live OnlineTM CCI



DWCC WWW.DIAMONDMCATTLE.COM F

MARK MUELLER 785 547 6054 • MATT MUELLER 785 547 5505 HIAWATHA, KANSAS

CHOOSE GENETICS THAT LEAVE YOU WITH FEMALES THAT KEEP YOU IN BUSINESS.



DAKOTA EVENTS COMPLEX, continued from page 20

To make a pledge and for additional information about the project or questions about the 'Discover the DEX' campaign please contact:

Peggy Besch

South Dakota State Fairgrounds Manager

605.353.7340 email: peggy.besch@state.sd.us

Jim White – Huron 'Discover the DEX' Fundraising Committee Chair 605.350.5127

The fundraising committee is made up of members from across the state.

DEX Fundraising Committee

- Scott Cordts Huron
- Loren Noess Sioux Falls
- Preston Steele Huron
- Terry Schiltz Huron
- Dick Werner Herreid
- David McGirr Huron
- Brad McGirr Huron
- Steve Masat Redfield
- Dean & Judy Stevens Huron
- Kristi Effling Highmore
- Janet Heine Fordyce, NE
- Jeff Lakner Wessington
- Craig Schaunamann Aberdeen
- Brett Blasius Wall
- Barry Mack Huron

Associate Members:

- Hunter Roberts Pierre
- Sherman Gose Huron
- Gary Cammack Union Center
- Dusty Anderson Yankton
- Larry Gabriel Phillip
- Laurie Shelton Huron
- Larry Tiedeman Brookings



SOUTH DAKOTA STATE FAIR COMMISSION ELECTS CHAIRMAN

HURON, S.D. – The South Dakota State Fair Commission held its annual meeting Tuesday, January 19, 2021, and elected Faron Wahl as chair and Jamie White as vice-chair.

Wahl, who is from Sioux Falls, has been on the commission since April 2009 and has served as vice-chair since July 2018.

"I'm proud to have the opportunity to serve as chair of the South Dakota State Fair Commission. It's an exciting time with the proposed Dakota Events CompleX (DEX) and transition of livestock to species specific barns," said Wahl. "I look forward to working with the State Fair Administration to make sure that we continue to strengthen our excellent state fair experience."



Simmentals FIRST ANNUAL PRODUCTION SALE

February 20, 2021 @ 1:00



with fellow consignor:

SOLSAA ANGUS



Solsaa Angus Sires:
Musgrave Stunner 316
LD Capitalist 316
SAV President 6847
Koupals B&B Ft Knox 4122



Harvie Wallbanger True Justice Dream On TL Hi Lite TSA Mr Uprising Built Right

See videos, pictures, and Bid online at...

www.TheLivestockLink.com

LIVE AUCTION AT THYEN SIMMENTALS 45142 183rd Street - Hayti, South Dakota 3.5 miles West of Kones Korner

CONTACT US
FOR A CATALOG
MIKE THYEN: 605-520-0575
ERIC SOLSAA: 605-237-0984

C Diamonal Sale Simmentals

70 YEARLING BULLS — RED & BLACK & 8 OPEN HEIFERS

Visitors Receive \$100 credit

FEBRUARY 24, 2021 1PM CST C DIAMOND RANCH DAWSON ND

Volume Discounts Available



Homo Polled PB SM CDI 311H LCDR/CDI Fierce 81E x CDI Ms Yesterday 29B CE BW WW YW MCE MM MARB REA 5 2.5 93 138 2 19 0.41 1.03 ASA# 3801601 API 147 TI 92



CDI 280H Homo Polled Homo Blk PB SM LCDR Impact 134F x CDI Miss Rimrock 55E CE BW WW YW MCE MM MARB REA 9 1.8 101 159 6 29 0.34 1.27 - ASA# 3801544 API 143 TI 98



CDI 266H Homo Polled Blk Pending PB SM CDI Trustee 387F x CDI Miss Perspective CE BW WW YW MCE MM MARB REA 8 2.6 98 149 5 <u>25 0.18 1.14</u> ASA# 3801511 API 137 TI 90



CDI 360H Homo Polled PB SM Hooks Xpectation 36X x CDI Ms Yesterday 29B CE BW WW YW MCE MM MARB REA 11 0.1 84 125 6 27 0.39 1.09 - ASA# 3801689 API 157 TI 91



CDI 306H Homo Polled Homo Blk PB SM LCDR Impact 134Fx CDI Ms 701T 13Z CE BW WW YW MCE MM MARB REA 12 1.9 98 154 8 36 0.63 0.96 · ASA# 3801593 API 175 TI 103



CDI 315H Homo Polled Homo Blk PB SM CDI Trustee 387F x CDI Ms 701T 13Z CE BW WW YW MCE MM MARB REA ASA# 3802228 API 149 TI 91





CDI 5H Homo Polled Homo Blk 3/4 SM TJ Franchise 451D x CDI Miss Warden 11E

CE BW WW YW MCE MM MARB REA 12 2.5 91 139 8 28 0.42 0.92 ASA# 3801487 API 134 TI 88



CDI 84H Homo Polled Black Pending PB SM CDI Trustee 387F x CDI Ms 701T 13Z CE BW WW YW MCE MM MARB REA

1.1 83 122 7 31 0.25 1.19 — ASA# 3801665 API 142 TI 86



CDI 7H Homo Polled Homo Blk PB SM CDI Trustee 387F x CDI Ms Main Event 637D

CE BW WW YW MCE MM MARB REA 13 -0.3 88 126 6 29 0.18 1.14 - ASA# 3801494 API 143 TI 88



Neil Nicholson Family 701.391.6205

cdiamond@bektel.com Wesley & Kelsey C Diamond Simmentals 701.391.2838 4720 34th Ave SE Dawson ND 58428

the same of the same of the



Marty Ropp | 406.581.7835 mropp@alliedgeneticresources.com

Il Simmental Rang

Raising Simmental since 1968, Charolais since 1958. We would like to thank our new and returning customers.



DCR Mr Hangover H238

ASA# 3781065 Sire: CDI Radical 267F Dam: DCR Ms Shearcrock U302 BD: 3.3.2020 • BW: 90 lbs.

BW WW YW Milk 1.6 84 127 28 MWW \$API \$TI 70 142 86

Adj. 205 WT: 859 lbs. WWR: 103 • Adj. 365 WT: 1,564 lbs.



DCR Mr High Mountain H43

ASA# 3781032 Sire: Springcreek Denali 21E Dam: DCR Ms. B/Gameface A404 BD: 2.6.2020 • BW: 96 lbs. Adj. 205 WT: 870 lbs. WWR: 105 • Adj. 365 WT: 1,365 lbs

BW WW YW Milk 3.1 79 119 35 MWW \$API \$TI 74 118 75



DCR Mr Hard Impact H69

ASA# 3780825

Sire: KRJ HZN Direct Impact F805 Dam: DCR Ms. B Wideload F536 BD: 2 10 2020 • BW: 80 lbs Adj. 205 WT: 867 lbs WWR: 105 • Adj. 365 WT: 1,476 lbs.

MWW \$API \$TI 71 143 85



DCR Mr Heavy Hitter H142

ASA# 3780830

BW WW YW Milk -.6 84 127 25 -.6 84 127 25 MWW \$API \$TI 67 157 89 Sire: KRJ HZN Direct Impact F805 Dam: DCR Ms. Powergrid F500 ET BD: 2.18.2020 • BW: 84 lbs. Adj. 205 WT: 852 lbs. WWR: 103 • Adj. 365 WT: 1,465 lbs

EPDs as of 1.13.2021



DCR Mr Home Run H256

ASA# 3780876 Sire: RFS Force F35 Dam: DCR Ms Sherrif F64 BD: 3.4.2020 • BW: 90 lbs. Adj. 205 WT: 938 lbs. WWR: 114 • Adj. 365 WT: 1,496 lbs.

BW WW YW Milk .3 88 133 32 MWW \$API 76 137



DCR Mr High Attraction H271 TW

ASA# 3781034

Sire: DCR Mr Main Attraction E18 Dam: DCR Ms. B/tanker A299 BD: 3.6.2020 • BW: 82 lbs. Adj. 205 WT: 839 lbs. WWR: TW • Adj. 365 WT: 1,478 lbs.

MWW \$API \$TI 72 122 77



DCR Mr Huckleberry H410

ASA# 3780973

Sire: RFS Bulletproof B42 Dam: DCR Ms. Redgie C428 BD: 3.14.2020 • BW: 100 lbs. Adj. 205 WT: 873 lbs. WWR: 105 • Adj. 365 WT: 1,533 lbs.

BW WW YW Milk 4.4 90 142 31 MWW \$API \$TI 76 130 80



DCR Mr Handicraft H386 ET

ASA# 3781073

Sire: DCR Mr Main Attraction E18 Dam: KLSR Miss United C501 BD: 3.13.2020 • BW: 94 lbs.

BW WW YW Milk 4.4 92 137 33 MWW \$API \$TI

Adj. 205 WT: 838 lbs. • Adj. 365 WT: 1,519 lbs.

www.dollfarms.com

41st Annual **Production Sale** Tuesday, **March 2, 2021**

I:30 p.m. CST

Kist Livestock, Mandan, ND

Selling Top-Genetics for Both Breeds!

65 Spring Simmental Bulls average 205 WT of 820 lbs.

100 Spring Charolais Bulls average 205 WT of 815 lbs.

5 Open Simmental Heifers

5 Open Charolais Heifers

Other Sires:

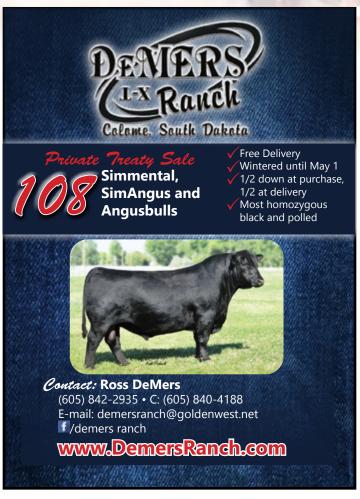
WSM Wide Load 303B DCR Mr Bench Mark F113 DCR Mr Explorer E341 Wheatland Kill Switch 598C **Boundry Motley 77F** IR Imperial D948 CDI Hometown 246A

Simmental Ranch

3991 36th St. New Salem, ND 58563 Charles & Pamela Doll 701-843-8673 dollboyz@westriv.com **Harlan & Jodie Doll** 701-843-8771 David & Donna Doll

701-843-7947 dollfarm@westriv.com





A trend that has become more prominent in recent years is for ranchers to finish a few animals and sell beef direct to the consumer. Consumers have a desire to know where their beef comes from, value the story and are seeking ranchers to purchase beef from. At the same time, ranchers have been seeking opportunities to add value to their cattle and reduce their exposure to market swings.

However, feeding and managing a grain-finished animal is different than managing a cowherd or backgrounding calves. Proper feeding and management is key to capturing extra value and in meeting customer expectations. This is part two of a four-part series for ranchers who have a small group of cattle with limited equipment who are planning to finish a few head of cattle each year. This article will address management considerations for finishing out beef cattle.

Finishing Diet

Finishing cattle on a concentrate diet doesn't have to be complicated, but it does take additional management to ensure the health and performance of the cattle are maintained. There are some key management factors that can help ensure a successful outcome with feeding cattle. This article will address ration options, acidosis, step-up rations, feeding times and pen management for cattle fed

...Continued on page 28

Editors note: When the pandemic caused high prices and empty meat cases at the grocery stores, it dramatically increased the interest in purchasing beef directly from the rancher. Direct selling beef has a unique set of challenges. If you are considering capturing value that way take some time to read the four-part series on "Raising Freezer Beef" from SDSU Extension.

Double Sur D Furner 21ST ANNUAL

MARCH 2 OF BOTH 2021



W/C Bankroll 811D x SVS Captain Morgan 11Z daughter

- . POLLED AND HORNED FLECKVIEH
- BLACK PUREBRED SIMMENTAL
- RED PUREBRED SIMMENTAL
- PUREBRED ANGUS
- . SIM ANGUS

DOUBLE BAR D hunder 120H

Double Bar D Thunder 273X x MFI Jeremiah 9022 daughter

KWA Law Maker 59C x Springcreek Teddy 72U daughter

DOUBLE BAR D Confidence 68H Double Bar D Confidence 179D x MFI Jahari 8091 daughter

13571

DOUBLE BAR D 420H

> **Rubys Turnpike 771E** x MAF R Horizon 7Y daughter



JPCC Ignition 166F

x LFS POL Balboa 40U daughter

Double Bar D Farms Box 580, Grenfell, SK SOG 2B0 Ken Dimler: 306.697.7204 Logan Dimler: 306.451.7229 kenshau@yourlink.ca www.doublebardfarms.com

Longview Cattle Co. Rayel: 306-451-0075 Shar: 306-451-7686

والمستوالية

Sale Managed By



T Bar C Cattle Co. Ltd. Box 2330, Warman, SK SOK 4SO 306.933.4200 info@tbarc.com

DOUBLE BAR D Salman 07H

Double Bar D Batman 216E x Starwest Pol Blueprint daughter





concentrate diets to reach a finished end point.

Many variations of concentrate diets can be used to finish cattle. The ratio of concentrate to forage will impact days on feed to finish. Slaughter dates need to be considered for determining the appropriate level of concentrate to include when planning rations to ensure that projected performance coincides with projected end points and slaughter dates. No matter which locker plant you work with, most are six months to a year or more out for scheduling animals, so planning is crucial.

Environment

Maintaining a comfortable environment can make a major difference in how cattle perform. Muddy pens can be particularly a problem as even a few inches of mud reduce gains and feed efficiency. Selecting well-drained locations with wind protection reduce risk. Removing snow before it melts and providing bedding also will improve pen conditions and cattle comfort.

Acidosis Management

Management steps need to be taken to prevent acidosis. The risk for acidosis can follow a rapid increase in

which increases rumen acidity and can ultimately result in rumen and intestinal wall damage. Depending on acidosis severity, there could be longterm negative effects on performance. A tool to help manage against acidosis is to include a feed additive that inhibits lactate-producing microbes, stimulates lactate-using bacteria or starch-engulfing protozoa. Other management strategies to prevent acidosis are to modify the ratio of forage to concentrate in the ration by increasing forage and decreasing concentrate. Additionally, processing grain less thoroughly, such as just cracking it versus grinding finer can reduce the risk of acidosis by slowing down the release of starch into the rumen environment.

Step-up rations need to be utilized to adapt cattle to increased concentrate levels in the feed. Once a plan is made for projected time on feed and the plan for the final ratio of concentrate to forage, step-up rations can be determined to acclimate the rumen microbes to the increase in starch content and change in rumen pH to help prevent acidosis that can result if the transition is too rapid. When starting cattle on concentrate, begin with a ration that is 40% concentrate

and increase the concentrate by 10% each week until the desired level is reached. For instance, in week 2 the diet would be approximately 50% concentrate and 50% roughage. It will take approximately a month to get cattle to full feed.

Feeding Frequency

Finally, feeding cattle more frequent, smaller meals can also mitigate risk. Feeding cattle multiple times per day can help stimulate intake by putting fresh feed in front of the animals which can result in improved animal performance. Depending on bunk capacity, this may be a necessity in order to get enough feed in front of the cattle for a 24-hour period. It is important to observe the bunks to determine how well cattle are cleaning up the feed and whether or not additional feed needs to be provided or needs to be decreased. Ideally you would want to have a few crumbles left, which indicates they are eating as much as they want, but not starving by the time you feed them again. If they bunk is slick every time they are fed, you probably need to increase their feed slightly. Don't increase feed offered by more than one pound of dry matter at a time and don't increase more often than about every three days.



JEFF SORENSON Garretson, South Dakota sorenson@augie.edu | 605-359-8728 www.smfleckvieh.com

A Sample of our 2021 Sale Bulls



S: Sibelle Arthur 39B WW: 878 Horned



S: S/M Diesel D141 WW: 734 Homozygous Polled



S: Sibelle Arthur 39B WW: 814 Polled



S: Sibelle Arthur 39B WW: 828 Polled

YEARLING BULLS FOR SALE BY PRIVATE TREATY
PLEASE SEE OUR WEBSITE OR CALL/TEXT FOR MORE INFORMATION

www.smileckvieh.com



RAISING FREEZER BEEF: HOW TO FEED GRAIN-FINISHED BEEF

By: Adele Harty, SDSU Extension Cow/Calf Field Specialist
Additional Authors: Warren Rusche • Courtesy: Brandt Bolding, Canva

A trend that has become more prominent in recent years is for ranchers to finish a few animals and sell beef directly to the consumer. Consumers have a desire to know where their beef comes from, value the story and are seeking ranchers to purchase beef from. At the same time, ranchers have been seeking opportunities to add value to their cattle and reduce their exposure to market swings.

However, feeding and managing a grain-finished animal is different than managing a cowherd or backgrounding calves. Proper feeding and management is key to capturing extra value and in meeting customer expectations. This is part one of a four-part series for ranchers who have a small group of cattle with limited equipment who are planning to finish a few head of cattle each year. This article will address what diets to feed these animals.

Getting Started

Finishing cattle doesn't have to be complicated, but it does take additional management to ensure the health and performance of the cattle are maintained. This article will address a few options for hand-feeding a small group of cattle to finish.

First and foremost, it is critical to take an inventory of the feeds you have available and the quality of these feeds. Even through hay will make up a small portion of the ration, it is important to know the quality and the nutrients it will be contributing to the overall diet.

In order to reach a finished endpoint, these animals will be on a high-concentrate diet to convert the energy in the feed to pounds of gain over a period of time. The period of time needed to finish cattle will be dependent on multiple variables, including age of the animals and whether they are calf-feds or yearlings, and ration being fed. This time can range from 80-300 days.

Things to Consider

Before discussing specific diets, here are some tips and things to think about prior to finishing out cattle for beef.

- How many animals do you plan to finish out?
- Do you know start weight and what they should weigh at finish?
- What equipment do you have available to feed them in or with, i.e. bucket, feed bunk, mixer wagon, loader tractor, pitchfork, etc.?
- What feed resources do you raise or readily have access to?
- What is the nutrient content of those feed resources?
- Do you have a good understanding of management of fat cattle, i.e. feeding times, step-up rations, acidosis, pen maintenance, etc.?
- Do you plan to hand-feed or put them on a self-feeder?

Developing a Ration

Determining feedstuffs available for your feeding situation will be key to your success. There is no one-size-fits-all when it comes to finishing beef cattle, but it will be dependent on utilizing the most cost-effective alternatives available. Table 1 shows an example as-fed diet for an 1100 lb. steer. This is based on a final ration for one animal that could work for your operation, depending on cost, equipment and the specific situation. This ration should support an average daily gain over 3 lbs. per day. Various adjustments can be made to accommodate specific situations, feedstuffs and management. This is a starting point.

We can use roughage level to control the acidosis risk and improve our ability to keep cattle on feed. Feeding a ration that has approximately 15-20% roughage is less risky compared to a diet that may only have 10-15% roughage.

Prior to feeding any of these rations, it is important that you have identified how much your animals weigh, what their target final weight is and work with someone who can fine tune the ration to your situation.





ONLINE BULL SALE

With Live Closeout Sunday, February 28, 2021

Coming Two Year Old Simmental, Angus & Simm-Angus Bulls





Miles & Bonnie Glasman Jared & Chelsey Glasman Home: 204.773.3279 Miles' Cell: 204.773.6275 Jared's Cell: 204.796.0999 mjsimmentalangus@gmail.com www.mjsimmentalangus.com mlg@glasmanfarms.com

www.glasmanfarms.com find us on

Sale Managed By T Bar G Cattle Co. Ltd. Christ 300-2220-5006





Matthew & Leanne Glasman Home: 204.773.3209 Matt's Cell: 204.773.6055



A trend that has become more prominent in recent years is for ranchers to finish a few animals and sell beef direct to the consumer. Consumers have a desire to know where their beef comes from, value the story and are seeking ranchers to purchase beef from. At the same time, ranchers have been seeking opportunities to add value to their cattle and reduce their exposure to market swings.

However, feeding and managing a grain-finished animal is different than managing a cowherd or backgrounding calves. Properly feeding and management is key to capturing extra value and in meeting customer expectations. This is part three of a four-part series for ranchers who have a small group of cattle with limited equipment who are planning to finish a few head of cattle each year. This article will address determining the endpoint for a grain-finished beef animal.

Many producers have been having their own beef processed for their family's needs for years, and some may have been selling animals to their neighbors on occasion. It can be another matter entirely when the objective is satisfying paying customers with certain expectations, especially if finishing cattle has not been a normal part of their operation.

Understanding Customer Expectations

Understanding customer expectations will drive the majority of the decisions regarding the management of cattle for a freezer beef market. Some consumers prefer and desire grass-fed or a very lean product; however, if the customer is used to purchasing beef typical of that found in retail stores, the animal will need to have fat cover approximately equivalent to an average market animal.

Figure 1-A shows an animal with approximately that amount of fat cover,

or "finish". Notice that her brisket shows evidence of fat deposition and she appears to be smooth when looking down her topline. She would have approximately 0.5" fat thickness.

Figure 1-B shows a steer that needs more time on feed. He weighed 1200 pounds, but as you can see, he carries much less fat in his brisket and shows less indicators of fat over his ribs and loin. He would have 0.25" fat or less. This steer is scheduled to be shipped 60-80 days after this picture was taken.

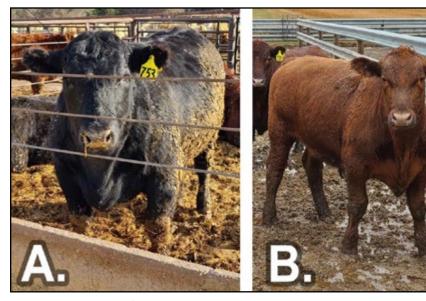


Figure 1. A) Cow with fat cover approximately equivalent to an average market animal. B) Steer that needs more time on feed. Courtesy: SDSU Extension

Oakview Perkin Triple R

* New Date

* Location * MONDAY • MARCH 15, 2021 • 1 PM
ON FARM AT OAKVIEW SIMMENTALS • DARLINGFORD, MB **ONLY 16 MILES FROM THE U.S. BORDER**

Offering 80+ bulls



BRSF Pol Rocket x United



SVS Betts x Red Whiskey



SVS Betts x RPLUS 2169M



BJL Lethal Dose 53F x Perks X-Ception 221X



Captain Blaze x R Plus Hard Rock 145X



ZSL Ripcord 2E x CDI/PLCC Dr. Phil 221U



SVS Brooks 669D X Harvie Red Summit



Muirhead Triple Play x R Plus Blackout



SVS Brooks 669D X R Plus Blackout



Todd & Danna Collins 204.823.1434 or 204.242.4522 oakviewsimmentals.com



Rick Dequier - Roland & Yvonne Dequier Darrel & Jacqueline Warkentin - Janessa Warkentin 204.771.0280 - triplersimmentals.wixsite.com



Darryl & Tanya Perkin 204.769.2159 or 204.534.8137 perkinlandandcattle.com





By: Amanda Blair, Professor & SDSU Meat Science Specialist Courtesy: Lance Cheung, USDA

A trend that has become more prominent in recent years is for ranchers to finish a few animals and sell beef direct to the consumer. Consumers have a desire to know where their beef comes from, value the story and are seeking ranchers to purchase beef from. At the same time, ranchers have been seeking opportunities to add value to their cattle and reduce their exposure to market swings.

However, feeding and managing a grain-finished animal is different than managing a cowherd or backgrounding calves. Proper feeding and management are key to capturing extra value and meeting customer expectations. This is part four of a four-part series for ranchers who have a small group of cattle with limited equipment and plan to finish a few head of cattle each year. This article will address meeting customer expectations for finishing out beef cattle.

If you are considering marketing your animals directly to consumers it is important to understand the inspection requirements for selling directly to consumers. This article will focus primarily on raising freezer beef for sale as a whole, half, or quarter.

Managing Expectations

A variety of factors may lead consumers to purchase beef directly from a producer. They may have an interest in purchasing local, a desire to know the source of their protein, or an interest in a specific quality or credence attribute. However, when purchasing freezer beef most consumers expect an eating experience that would be as good or better than buying beef from retail.

Consumers generally desire flavorful, juicy, tender beef with a bright cherry red color. To meet this expectation, it is recommended to market beef that is healthy, young (<30 months), and has been on an appropriate finishing ration.

• HEALTH: While it may be tempting to try and capture value from a sick or poor doing animal by selling it as freezer beef it should be noted that animals that have been sick and treated multiple times can produce lower quality carcasses. Customers may also inquire about the use of antibiotics or growth promoting implants. This information should be shared as appropriate without disparaging others who chose to use or not use these technologies. It is critical to follow

the label instructions on slaughter withdrawal time for any health products and it is recommended that cattle producers adhere to the Beef Quality Assurance guidelines.

- ANIMAL AGE: Older animals tend to producer tougher, darker colored meat that is less desirable for whole muscle cuts such as steaks. While there can be a market for older animals for use in ground beef or processed meat products, it is not recommended to sell older cows or bulls as freezer beef for traditional steaks and roasts.
- FINISHING RATION: The type of finishing ration can also impact palatability. While there is room for both grass- and grain-finished beef in the freezer beef marketplace it is important to understand and accurately represent your product. In general, the typical U.S. beef consumer is accustomed to the flavor profile and palatability attributes of grain-finished beef. Beef from grass finished animals may be identified as having a grassy flavor and can have a different cooking

...Continued on page 36



Advancing Science.. OFFERING EXCEPTIONAL GENETICS





odor compared with grain-finished beef. Also, consumers may note a difference in the visual appearance as the fat of grass-finished beef can be more yellow in color. Grass-finished beef are also generally finished at a lighter weight

than grain-finished beef and, as a result, are often leaner with less marbling (intramuscular fat).

While individual preferences will dictate the type of beef a consumer selects, it is important to communicate specific details in order to meet their expectations.

Communication

Good communication between producers, processors, and customers is an essential step in meeting expectations. Producers should be prepared to share details about the animal's sex, age, diet, and health history. They should also be prepared to estimate the final live weight and expected yield. This is important for two reasons:

- 1. It allows the customer to estimate the purchase price of the animal and the associated processing costs.
- 2. It allows the customer to know how much beef to expect to put in their freezer if they are purchasing a whole, half, or quarter of beef.

Producers will also need to establish good communication with the processor

to determine slaughter dates and provide customer contacts. Producers should help communicate to customers when they can expect the final product by sharing harvest dates, aging days, and processing dates. They should also make sure customers understand the importance of paying for their processing and picking up their beef promptly when it is ready.

Customer Service

One way to grow your freezer beef enterprise is by providing exceptional customer service. Providing customers (especially new customers) with information about what to expect from a freezer beef purchase can go a long way to managing their expectations and avoiding problems before they occur. Providing information about your management practices, helping them to understand the process, and guiding their interaction with the processor are all good practices to enhance your customer service. Some common issues that you can assist customers with include:

• HOW MUCH FREEZER SPACE IS NEEDED: If someone is new to purchasing freezer beef, they may not understand the volume of beef they will be receiving or the amount of freezer space that will be required. In terms of how much freezer space will be needed, the general rule is one cubic

foot per 35-40 pounds of packaged meat. Additional space is needed when storing large or odd shaped cuts. This infographic from the University of Minnesota is useful for visualizing the cuts and freezer space needed for a quarter of beef.

• SELECTING CUTS AND CUTTING INSTRUCTIONS: An

aspect of purchasing freezer beef is determining the type and size of cuts desired. Customers will generally be provided a cutting form from the processor where they will specify the cuts they want, steak thickness, and package quantities. New customers may appreciate help and recommendations regarding these decisions based on your experiences.

• DEALING WITH FROZEN

MEAT: Most U.S. beef consumers generally purchase fresh beef at retail and may not know how to properly thaw frozen beef. They may also appreciate tips on properly handling and cooking beef.

Retaining a small group of calves each year to market as freezer beef can help diversify a cow-calf operation. Taking steps to manage customer expectations, utilizing good communication, and providing exceptional customer service are efforts that can help build and retain your customer base.



R-PLUS SIMMENTALS

Sunday, March 7, 2021 • 1:00 PM AT THE FARM NEAR ESTEVAN, SK



OFFERING: 105 BULLS • 65 YEARLING BULLS • 40 TWO YEAR OLD BULLS

R+ BRAND OF CONSISTENCY & CONFIDENCE









R-PLUS SIMMENTALS

Marlin & Lucille LeBlanc

Box 1476.

Estevan, SK, Canada Cell: 306-421-2470 marlinleblanc@sasktel.net

> **VISITORS ALWAYS WELCOME TO OUR** FAMILY OWNED -**PEOPLE BUSINESS**

VIEW THE CATALOGUE ONLINE AT WWW.BUYAGRO.COM

Internet Bidding Available

DLMSwww.dlms.ca



SALE MANAGED BY

T BAR C CATTLE CO. LTD.

Chris: 306-220-5006 Shane: 403-363-9973 Ben: 519-374-3335





PHOTOS, VIDEOS AND SALE BOOK AVAILABLE AT

Rambattlecom

	FEBRUARY 2021	Feb. 8	BENDA SIMMENTALS	Feb. 13	RYDEEN FARMS,
Feb. 1	WICKS CATTLE SIMANGUS,		Annual Production Sale, Kimball, SD		23rd Annual Visions Sale, Clearbrook, MN
	Simmental & Angus Annual Bull and Female Sale, Richardton, ND	Feb. 9	EDGE OF THE WEST Annual Production Sale, Mandan, ND	Feb. 15	RENDEVOUS FARMS 17th Annual Holiday Monday Sale Ste. Rose du Lac, MB
⁼ eb. 2	KOEPPLINS BLACK SIMMENTALS Annual Production Sale, Mandan, ND	Feb. 9	WERNING CATTLE COMPANY Annual Production Sale Emery, SD	Feb. 16	POWER BY DESIGN - QUANDT BROS Annnual Production Sale, Oakes, ND
eb. 3	BEGGERS Big Sky Genetic Source Sale, Wibaux, MT	Feb. 10	TRAXINGER SIMMENTAL Annual Production Sale, Houghton, SD	Feb. 17	M&J/ GLASMAN FARMS SIMMENTAL & ANGUS
eb. 3	LAZY C DIAMOND RANCH Annual Production Sale,	Feb. 10	JACKPOT CATTLE COMPANY Annual Bull Sale,	Feb. 19	2 Year Old Bull & Femal Sale Russell, MB R&R CATTLE COMPANY
eb. 4	Kintyre, ND HART SIMMENTALS	Feb. 10	Wessington, SD SYS SIMMENTAL, ANNUAL Production Sale, Douglas, ND	ren. 19	Annual Bull and Female Sale Chamberlain, SD
eb. 4	Power Bull Sale, Frederick, SD STAVICK SIMMENTALS Appual Production Sale	Feb. 10	WILKINSON FARMS, ANNUAL Production Sale, Montpelier, ND	Feb. 19	DAKOTA XPRESS Annual Production Sale, Mandan, NI
eb. 5	Annual Production Sale, Aberdeen, SD KUNKEL SIMMENTAL	Feb. 11		Feb. 20	SCHNABEL SIMMENTALS, Annual Production Sale,
ອນ. ວ	Annual Bull and Female Sale, New Salem, ND		10th Annual Bull Sale Mercer, ND	Feb. 20	Aberdeen, SD HOIBY SIMMENTALS Annual Production Sale,
eb. 5	HEALY SIMMENTALS, Annual Production Sale,	Feb. 11	SIMMENTALS	Feb. 20	McGregor, ND DOUBLE T SIMMENTALS
eb. 6	Yankton, SD G&D/MARTIN,	Feb. 12	Annual Bull Sale, Glendive, MT TNT SIMMENTALS 36th Annual Bull Sale, ONLINE	1 65. 20	Annual Production Sale, Turn Lake, ND
	Annual Production Sale, Devils Lake, ND	Feb. 12	p. 12 BATA BROTHERS/BELL FAMILY 23rd Annual Bull Sale, Rugby,	Feb. 20	THYEN SIMMENTALS, Annual Production Sale,
ēb. 6	KLAIN SIMMENTAL Annual Production Sale, Ruso, ND				Hayti, SD LEHRMAN FAMILY FARMS
eb. 6	BLACK HILLS STOCK SHOW SIMMENTAL SHOW AND	Feb. 12	WATERTOWN FARM SHOW SIMMENTAL SHOW AND		Annual Production Sale, Mitchell, SD
eb. 7	SALE Rapid City, SD HARTMAN CATTLE	Feb. 13	Feb. 13 CK EFFLING AND WAGER	Feb. 23	DECKERT SIMMENTAL RANCH , Annual Production Sale,
	COMPANY 7th Annual Simmental Bull Sale,		Annual Bull Sale, Highmore, SD	Feb. 23	Steele, ND TSN SIMMENTALS
eb. 7	Tecumseh, NE KLINE SIMMENTAL RANCH	Feb. 13	KENNER SIMMENTAL Annual Production Sale, Leeds, ND	1 05. 20	Annual Production Sale, Platte, SD
	9th Annual Production Sale, Hurdsfield, ND	Feb. 13	EKSTRUM SIMMENTALS Annual Production Sale,	Feb. 24	C DIAMOND SIMMENTALS Annual Production Sale,
eb. 8	DAKOTA POWER Annual Bull Sale, Valley City, ND		Kimball, SD		Dawson, ND



2021 Sale Bulls



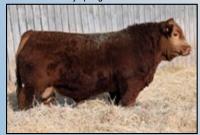
IPU 52H - Polled Purebred Sired by WLB Encore 3011C 443F



IPU 142H - Polled Purebred Sired by SVS Betts 808F



IPU 148H - Polled Purebred Sired by Springcreek Lotto 52Y



IPU 91H - Polled Purebred Sired by IPU Lieutenant 24E



IPU 69H - Polled Fullblood Sired by Sunny Valley Canon 86E

LaBatte Simmentals 41th Annual Bull & Female Sale

Friday, March 5, 2021 • 1 p.m. Johnstone Auction Market, Moose Jaw, SK

Guest Consignor: East Poplar Simmentals

Selling approximately: 80 polled, red, black & fullblood Simmental Beef Bulls plus 12 open, polled, red and black purebred females

LaBatte Simmentals

invite our American neighbors to our 41st annual sale. Take advantage of the current US dollar exchange rate. As of mid-January, a \$8,000 bull would only cost you \$6,400 in U.S. Funds.

Thank you to our 2020 customers representing US Simmental operations. Your support is appreciated.

Visit our website:

www.LaBatteSimmentals.com

for our sale bull preview plus a link to our 2021 Sale Catalogue.

There is a bull for everyone at a LaBatte Bull Sale. We offer semen tested bulls, with free delivery to central US points with paperwork in order.

Sight unseen purchase program available. Call Barry to discuss your needs. Cell: 306-815-7900.

In case current Canadian/US border travel restrictions are still in force. LaBatte Simmentals sale animals will continue to be exportable to the U.S.

The use of video previews, telephone calls, our reliable sales staff and ONLINE bidding have proven to work successfully for buyers who were unable to attend previous sales in person.

For printed catalogues, email Barry at labatte.simm@sasktel.net

Sale at Moose Jaw, SK approximately two hours from Plentywood, MT or two hours from Estevan, SK.

Online Bidding Available

www.dlms.ca Mark Shologan at 780-699-5082

Sale Day Phones:

Barry LaBatte at 306-815-7900 Kyron Manske at 306-267-7530 Auction Mart at 306-693-4715

Barry & Brenda LaBatte

PO Box 72, Gladmar, SK SOC 1A0 - Cell: 306-815-7900

E-mail: labatte.simm@sasktel.net Web: www.LaBatteSimmentals.com 2021 Sale Bulls



IPU 23H - Polled Purebred Sired by IPU Bentley 81F



IPU 40H - Polled Purebred Sired by Skors High Roller 34C



IPU 61H - Polled Purebred Sired by SVS Betts 808F



IPU 36H - Polled Purebred Sired by IPU Bentley 81F



IPU 75H - Polled Purebred Heifer Sired by Wheatland Bentley 630D

Coming Events, continued

Feb. 27	LEWIS FARMS Annual Production Sale, Spruce Grove, AB	Mar. 15	DIAMOND M SIMMENTALS, Annual Production Sale, Hiawatha, SK		
Feb. 28	RAML CATTLE Annual Production Sale, Goodwin, SD	Mar. 16	PRAIRIE PARTNERS Bull & Female Sale, Killarney, MB		
Feb. 28	M& J FARMS AND GLASSMAN FARMS Online Bull Sale, Russell, MB	Mar. 18	TRANSCON'S PREMIUM BEEF Simmental Bull Sale, Neepawa, MB		
		Mar. 19	NLC SIMMENTAL RANCH/3C		
	MARCH 2021		CHRISTENSEN RANCH		
Mar. 2	DOLL CHAROLAIS & SIMMENTAL		50th Annual Production Sale, Wessigton, SD		
	Ranch Annual Production Sale, Mandan, ND	Mar. 19	HIGH BLUFF STOCK FARMS Charolais & Simmental Bull		
Mar. 2	DOUBLE BAR D	Mar. 20	Sale, Inglis, MB PROUDLY WESTERN		
	Best of Both Worlds Sale, Grenfell, SK	Iviai. 20	SIMMENTAL BULL SALE, Whitewood, SK		
Mar. 4	KELLER BROKEN HEART RANCH Annual Production Sale,	Mar. 22	TRANSCON'S CATTLE COUNTRY Simmental Bull Sale, Neepawa, MB		
	Mandan, ND	Mar. 23	HALL STOCK FARM Annual		
Mar. 5	LABATTE SIMMENTALS,	Mar. 24	Production Sale, Berthold, ND TRANSCON'S WINNIPEG		
	Annual Production Sale, Moose Jaw, SK	IVIAI. 24	SIMMENTAL BULL SALE,		
Mar. 5	EICHACKER SIMMENTALS	M 05	Winnipeg, MB		
	Annual Production Sale, Salem, SD	Mar. 25	WHEATLAND CATTLE COMPANY Annual Bull Sale, Bienefait, SK		
Mar. 6	MRL RANCH		APRIL 2021		
	Annual Production Sale, Carievale, SK	April 8	TSN SIMMENTALS Annual Production Sale, Platte, SD		
Mar. 6	ROCKY KNOLL Annual Production Sale, Aberdeen, SD	April 13	THOMAS RANCH Annual Production Sale, Harrold, SD		
Mar. 7	R PLUS 21st Annual Production Sale, Estevan, SK	April 25	CHRISTENSEN SIMMENTAL Online Sale, Wessington Springs,		
Mar. 7	WINDY CREEK CATTLE		SD MAY 2021		
	COMPANY Profit through Performance Sale, Spencer, SD	May 4	7N SIMMENTAL RANCH Annual		
Mar. 8	ASHWORTH FARM & RANCH		Production Sale, Medina, ND		
iviai. O	Annual Production Sale, Oungre		JULY 2021		
Mar. 8	CANADIAN CENTRAL BULL &	July 5-11	NATIONAL CLASSIC,		
	FEMALE SALE, Winnipeg, MB	lub.	Grand Island, NE		
Mar. 9	BONCHUK FARMS Annual Bull Sale, Virden, MB	July 23-31	NORTH DAKOTA STATE FAIR LIVESTOCK SHOWS, Minot, ND		
Mar. 13	NORTHWEST ND SELECT SALE, Stanley, ND	Sept. 2-6	SEPTEMBER 2021 SOUTH DAKOTA STATE FAIR		
Mar. 13	I-29 BULL RUN Annual Production Sale, Sioux Falls, SD	Nov. 15	BICHLER SIMMENTALS 17th		
Mar. 15	OAKVIEW/PERKIN/TRIPLE R Simmental Bull Sale, Brandon, MB	CI JUUNI	Annual Production Sale, Linton,		

Have a great calving season and summer! We'll see you this fall!
- tami Heins & Sheyna Strommen

SIMMENTAL SCENE

ADVERTISER'S INDEX

3C Christensen RanchBC
Ashworth Farm & Ranch Ltd15
C Diamond Simmentals24
Christensen Simmentals16
Dakota XPress5
Deckert Simmental Ranch11
DeMers Cattle26
Diamond M Cattle21
Doll Ranch25
Double Bar D Farms27
Eichecker SimmentalsIBC
Glasman Farms31
Hilltop Simemtnals 6
I-29 Bull Run14
Imucell13
Keller Broken Heart Ranch19
LaBatte Simmentals41
M&J Farms31
NLC Simmental RanchBC
NW Select Simmental Group9
Oakview Simmentals33
Perkin Land & Cattle Co33
Raml Cattle39
R-Plus Simmentals37
S/M Fleckvieh29
Schnabel Ranch Simmentals22
Schnabel Simmentals10
Semex35
T Bar C7
Thyen Simmentals23
TransCon Livestock Calendar17
Triple R Simmentals33
Vanderwal22
Wheatland Cattle Co7
Wheatland Michelson7
Windy Creek Cattle CompanyIFC



Friday, March 5th at 1:00 PM at the Farm, Salem, SD Eichacker Simmentals



ES G36 3/4 SM 1/4 AN
Hook's Eagle 6E X ES Locktite AX75 Bred to CCR Wichita 4069D



ES G164 3/4 SM 1/4 AN
TKCC Carver 65C X BC Lookout 7024
Bred to TJ Gold 274G



ES G49 1/2 SM 1/2 AN W/C United 956Y X GDAR Game Day 449 Bred to TJ Frosty 318E



ES G103 PB SM Hook's Eagle 6E X CCR Drover 9094A Bred to TJ Frosty 318E





ES **HB34-5** PB SM WS All Aboard B80 X Remington Lock N Load



ES HW209-2 1/2 SM 1/2 AR CDI Authority 77X X OHRR Dakota Copper 29K



ES HF81 3/4 SM 1/4 AN TJ Teardrop 783F X 3C Pasque 4331B B



ES HW46-1 3/4 SM 1/4 AN Mr NLC Upgrade U8676 X SAV Net Worth 4200

SIMMENTAL & SIMANGUS™, SIM/RED ANGUS, ANGUS & RED ANGUS



DVAuction
Guest Breeder: JK Angus 605-940-5104



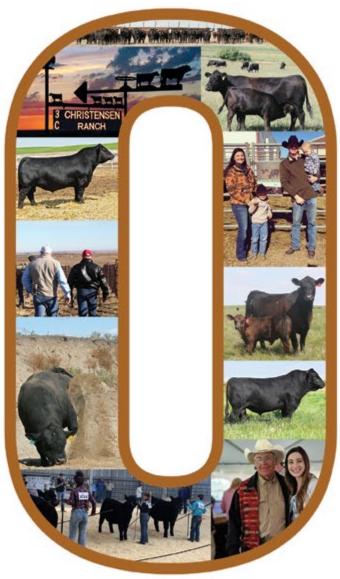
Sale Managers: Eberspacher Enterprises 507-532-6694 Val Cell 612-805-7405 • sales@ebersale.com Catalog will be online at www.ebersale.com

Eichacker Simmentals

Steve & Cathy Eichacker Home 605-425-2391 • Cell 605-421-1152 Salem, SD

LARGE SELECTION. GUARANTEED. AFFORDABLE.





50th Annual Production Sale

AT THE RANCH, WESSINGTON, SD FRIDAY, MARCH 19, 2021



3C CHRISTENSEN RANCH
Wessington, SD

John & Carly Christensen
Tyler, Cam, Law & Cecil Fagerhaug
37273 216th St • Wessington, SD57381
Home: 605-458-2218 • John Cell: 605-350-1278
Tyler Cell: 605-280-1416 • Cam Cell: 605-350-2018