

SIMBRAH

World

FALL • 2011



GREAT COW FAMILIES START WITH GREAT COWS



We are fired up about acquiring an interest in the breed great, **LMC WFC MS DREAM GIRL**. Along with our partners 6G Ranch, La Muñeca Cattle Company and Louie Flores, we are looking forward to improving the breed with this **POPULAR** many times **MAJOR CHAMPION**. The Dream Girl Cow Family has begun and it is off to a great start. Coming later this season, we will have Dream Girl calves sired by the 2011 International Champion bull LMC Rhino and the exciting new $\frac{3}{4}$ Simmental x $\frac{1}{4}$ Brahman herd sire LMC 6G Ragin Cajun.



A **BIG HEARTY THANKS** goes to **Kallie Fuchs** of Columbus, Texas for purchasing **LMC SWEET DREAMS** in MAS VI. Sweet Dreams is sired by LMC Gig'Em and is Dream Girl's first daughter.

Kallie led Sweet Dreams to Junior Champion honors at the 2011 American Jr. Simbrah Roundup which saw record numbers.




Be on the lookout for McKenna Tschirhart and Sweet Dreams' full sister, **LMC BETM DREAMSICLE**. This heifer is a spitting image of her full sister and is destined for great things in and out of the ring. Dream Girl's first two daughters possess that desired combination of **POWER** and **FEMININITY**.

BETM RANCH THANKS THE FOLLOWING BUYERS FOR INVESTING IN BETM GENETICS AT MAS VI

Rafter M Cattle • Cascabel Cattle • Amelia Stavinoah • Jorge Uriegas
Kallie Fuchs • Pablo Garza • G3 Cattle • Dean Galbraith

**BE SURE AND CHECK OUT OUR SYNERGY IV OFFERING
SELLING OCTOBER 22, 2011 IN GIDDINGS, TEXAS**

 Find us on
Facebook



Dr. Ernesto Guerra Family
betmguerra@yahoo.com

Ranch Manager
Ted Tschirhart • 210- 827- 7949

Sales Consultant
Victor Guerra • 956- 607- 5515

VISITORS ARE ALWAYS WELCOME AT BETM RANCH

ON TRACK FOR

greatness

With these sires, we are excited about what's ahead for our program! We are confident that we have secured a foundation for greatness through these sires and the female base we have assembled.



LMC THE DOCTOR SX/20 - A polled purebred bull, sired by LMC ATZ Dr. Ted Good, who is a son of Johnnie Walker Black. The Doctor's dam is a full sister to She Moves. Talk about a pedigree.



SMITH WILLIAM N BLACK - This polled purebred Simmental sire is sired by Smith McCrary Andy Black and carries Goldmine breeding, maternally. He was the San Antonio Champion Simmental Bull.



SMITH NU WAVE II - We just recently purchased a one-third interest in what we think is one of the all time great bulls of the breed from Reavis Farms and Smith Genetics. He has been the #1 EPD ranking bull in the breed for three years and his calves have dominated both the show and sale rings. We are thrilled to have this bull in our program and are excited about the level of quality he adds to our nucleus of females. Smith Farms, Reavis Farms and Smith Genetics will offer 10 units of semen on this breed great at Synergy IV!



SMITH BSF WATCH ME - This young sire is really coming on strong. He is sired by NF Smith Sargeant and out of Smith MDM Look At Me. We purchased him at the Synergy III Sale as just a young calf. His dam is a Nu Wave II daughter and Watch Me represents that magical mating of Smith Nu Wave II and Sargeant. Owned with Behringer Select Farms and Smith Genetics.

We also have incorporated the breeding power of NF Smith Sargeant, who is one of the top EPDs bull of the breed and held the #1 ranking, prior to Nu Wave II gaining it. We love Sargeant daughters and are looking forward to producing them in our herd.



We look forward to seeing you at
SYNERGY IV

RONNIE & SUSAN SMITH
7736 FM 428, Denton, Texas 76209
817-625-4366 office • 817/874-3431 cell • susan@americanrecyclinginc.com

SARGEANT

The Bull With Maternal Magic



Smith RFI Refreshing- A Sargeant daughter and dam to the 2011 National Reserve Champion Female. Refreshing sells in Synergy.



Smith Priceless - A Sargeant daughter that is rewriting breed history. A flush sells in Synergy IV.

He's been recognized for some-time as the Simbrah bull with the maternal power!

His daughters are some of the most productive females in the breed!

Sargeant is the #2 ranked bull in the breed for EPDs and previously held the #1 position!

Walters Livestock Enterprises and Smith Farms Have Added Sargeant To Their Programs.
THANK YOU FOR YOUR EVALUATION AND PURCHASE OF SARGEANT!

Sargeant is now owned by
Reavis Farms 956/207-1447
Neumann Farms 979/324-3337
Hagan Cattle Co 361/293-4720
Smith Genetics 512/587-7896
Smith Farms 817/625-4366
Walters Livestock Enterprises 979/277-2817

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On the Cover

Day ends with a hope of rain as clouds gather over Hagan Cattle Company. The photograph of the calves was one of the winning photographs in the photography contest sponsored by Simbrah World at Synergy III. Both photographs were taken by Kim Hagan.



SIMBRAH World

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The skill-a-thon
and photography
competition and
showmanship will
be held Saturday
afternoon.



Synergy IV Set For October 21st-23rd

Simbrah Synergy IV will be held October 21st-23rd at Smith Genetics, Giddings, Texas. The weekend event includes an educational skill-a-thon and photography competition for all, 120 head sale and the \$15,000 Synergy Showcase junior show.

The sale will be at 5 p.m. on Saturday, October 22nd and includes 120 lots of cattle. The lots are predominately Simbrah, with select lots of Simmental, and Simbravieh in the offering. Bulls, embryos, donors, pairs, bred and some fancy show prospects sell.

The sale will be broadcast live on www.cattleinmotions.com and video of the sale cattle is also available for viewing.

The skill-a-thon and photography competition and showmanship will be held Saturday afternoon. The skill-a-thon and photography contests will feature \$500 in prize money and awards through the sponsorship of Behringer Ranches and is open to all juniors and adults. There is no entry fee, just sign

up at the event and bring your photos.

The Synergy Showcase will award \$15,000 to junior exhibitors of cattle purchased from the 15 Synergy participants and/or purchased in the sale. The Showcase includes

(Continued on page 33)

Thank You

*Thank you to the
following breeders
who have added
La Negra Genetics
to their program.*

La Muneza Cattle Co.
Danny Davis
Patroncita Cattle Co.
Beto Salinas
Justin Campbell
La Madre Cattle Co.
La Morra Cattle Co.
Mike Strenson
La Blanquita Cattle Co.
Martin and Salyer
Families
Daryl Caraveo
Victor Javier Moreno
Javier Martinez
Nina Olivera

La Negra Cattle Company

Simbrah - Red Brahman
Javier Moreno - 956-607-7408 • javierlnc@att.net
23903 Hinojosa Road • Edinburg, TX 78541
www.lanegracattle.com



Leading Ladies...

Producing the next stars



LMC Oprah We have calves coming from her out of Nu Wave, Exan and Charismatic. Oprah is the dam to Diva, Granddam to Dream Girl, Rita, Moose and other great ones! We are so excited about the embryo calves we have coming.



Sired by Nu Wave II and out of Diva. She is a full sister to the \$42,000 LMC WFC Dream Girl and the \$25,00 LMC WFC Rita. She sells as *Lot 62 in Synergy IV.*



Sired by Sergeant and out of Rita.

She sells as *Lot 62 in Synergy IV.*



Sired by Smith Nu Wave II and out of Triple P Juliet.

She sells as *Lot 62 in Synergy IV.*

We have been telling you for sometime about our lineup of Leading Ladies, including LMC Oprah, LMC Diva, LMC Rita, and Triple P Juliet. Just look at the next generation of females they are producing. For Simbrah females you need to come see ours.

More calves arriving this fall and next spring from these ladies and you will be seeing their progeny in the show ring as the first ones are stars.



**See our offering in Synergy IV
Lots 62-68**



"Birthplace of the American Simbrah"

Bud and Lupita Wentz

P.O. Box 27 • Olmito, TX 78575

956/350-4444 (H) • 956/371-7377 (C)



A Nu Approach to Champions!



Smith Nu Approach-
Our polled 3/4 Simmental x
1/4 Brahman Sire. Just take
a look at what his progeny
accomplished at the
2011 National
and International Shows.



RFI Smith Fresh Approach-
Sired by Smith Nu Approach and out of Refreshing.
2011 National Reserve Champion Female.
Owned with Reavis Farms.



RFI Ritzy-
Sired by Smith Hide N Seek, a Smith Nu Approach
son, was named 2011 National Champion Female
for Winston Walters.

**We have a Nu Approach
to champions at Smith
Genetics with calves sired
by Nu Approach, as well
as many other proven sires.**

**Top prospects selling in
Synergy IV! See our website, follow us on Facebook and consider our genetics for your
next show ring contender and for your next genetic investment!**



Smith Ciao Bella-
Sired by Smith Nu Approach and out of the great
Bella Bella. Ciao Bella was the 2011 International
Champion Female. Her dam won the same title
in 2007.



Smith Red Jubilee-
Sired by Smith Nu Approach. 2011 International
Reserve Grand Champion Female. Owned with the
Witzkowski Family.



**International and National Champion
Pair of Females-**
Progeny of Smith Bella Bella, including one sired by
Smith Nu Approach



**International and National Champion
Best Three Head-**
Progeny of Smith Nu Approach.



Tim and Haley Smith
P.O. Box 330 • 1316 PR 2231
Giddings, Texas 78942
512/587-7896
smithgenetics@yahoo.com
www.smithgenetics.com



**Synergy IV
October 22, 2011
Smith Genetics**

International Simbrah Champions Named

Simbrah breeders rolled into the opening week of the Houston Livestock Show and Rodeo for the International Show. Tim Ishee, from Mississippi was the judge for competition that drew 99 head from Texas, Louisiana and Mississippi. The show was a "Performance Through Progress" show. Champions pictured below.

Other Champions:

Heifer Calf Champion: Rising Sun Ranch exhibited RSUN Miss Ruby, a Johnnie Walker daughter.

Reserve Heifer Calf Champion: J7N Mixtlli X15, a BCC Boomerang daughter exhibited by Klarissa Cantu.

Reserve Intermediate Champion Female: PRR September Rain 140V, sired by PRR Prevail, exhibited by Emily Neuman.

Reserve Junior Champion Female: PRR Pretty Jean 12W, sired by Prevail and exhibited by Faith Onstot.



Smith Ciao Bella, a Nu Approach daughter was named Intermediate and Grand Champion Female. She was owned by Smith Genetics, Giddings, Texas and Whitaker Livestock, Morton Valley, Texas.



La Muneca Cattle Company, Linn, Texas and Broken Arrow Ranch, Chapman Ranch, Texas saw their entry of LMC Rhino 5W/367, a Red Bullet son, take the Intermediate and Grand Champion titles home.

Senior Champion Female: LMC Velvet 5U/359 sired by Johnnie Walker Black and exhibited by Christopher Martin.

Reserve Senior Champion Female: LMC 6G Ms Reveille 5U82, sired by LMC Gig'em and exhibited by Lantz Monk.

Reserve Bull Calf Champion: LMC BBS Primo 5X/139, a Black Perfection son, exhibited by La Muneca.

Reserve Intermediate Champion Bull: Smith Satisfies, a Smith NF Simply Great, owned by Smith Genetics and Burch Farms.

Senior Champion Bull: LMC JW Red 5U/294, sired by Johnnie Walker Black and exhibited by Blake Schultz.

Get of Sire honor was won by Smith, McCrary, Burch and Reavis on the get of Smith Isgrig Charismatic.

Best Three Head went to Smith Genetics and Produce of Dam went to Smith Genetics on the progeny of Bella Bella.



Cody Witzkoski, Wallis, Texas exhibited Smith Red Jubilee, also a Nu Approach daughter to the Junior Champion and Reserve Grand Champion Female honors.



Mississippi breeder, Madison Madd, Collins, Mississippi exhibited G3T Hannibal, a Full House son to the Calf Champion and Reserve Grand Champion Bull titles.

Shallow Water Ranch

Breeding Registered BLACK Simbrah Since 1993



COME SEE US FOR YOUR BLACK SIMBRAHS!



Bulls and Show Prospects For Sale

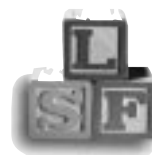


Scramble Certificates Welcomed

Shallow Water Ranch

21501 CR 496 • Rising Star, Texas 76471
Bobby and Jeanne Thornhill
254/643-6715 (R) • 325/647-4030 (C)

What A Heifer! What A Day!



U711X • Sired by LMC Shamoo

Out of MS LMC Red Muneca 071, a LMC Red Skin daughter.

2011 NATIONAL CLASSIC GRAND CHAMPION BRED AND OWNED SIMBRAH HEIFER

2011 NATIONAL CLASSIC GRAND CHAMPION SIMBRAH FEMALE

This female represents the type and kind we are striving to breed. We are excited about U711X's show career and the impact she will have on our herd.

**LAZY SF RANCH-YOUR SOURCE FOR QUALITY SIMBRAH
BULLS, REPLACEMENT FEMALES AND SHOW HEIFERS!**

Lazy SF Ranch

Craig and Doug Schultz
 6899 Rossignol Road • Bell City, LA 70630
 Craig 337-802-2173 – Doug 337-540-8901
 lazysfranch@live.com

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on the home page.**

**To advertise in Simbrah World, Simbrah News
or the web, contact:
Martha Hollida Garrett
marthag@southernlivestock.com
903/316-8465**

CAPITALIZE ON THE RESULTS OF OUR EFFORTS.

We're small, but we are all about quality! We are offering seven lots in the Synergy Sale and have chosen three to highlight here! We feel our lots speak volumes about our program, our goals and the quality we are producing. We are confident in our cattle and invite your evaluation of them---we think the buyers can capitalize on the results of our efforts!



Mr. Cash 08Y - Sired by Moose, a Smith Nu Wave II son and out of a three-quarter Black Joker bred dam. Born March 2011, he is homozygous black and homozygous polled. We think Mr. Cash is primed to bring lots of revenue to the new owner's program. He sells as Lot 59.



Pennie - Sired by LM Full House and out of a Money bred dam. She sells bred to Red Moves. She is a polled pure-bred and worked across sires. Her progeny have been very successful in the show ring. She sells as Lot 55, look her up in the catalog!



Just A Dream 406Y - A polled February halfblood female, sired by our Red Bullet son, Mr KSU. Her dam is out of the popular Red Moves. This female will impress you regardless of the angle you analyze her and remember she qualifies for all the junior percentage shows, as well as the National Percentage Show to be held in San Antonio in 2012. She sells as Lot 57.



View all our offering in Synergy-Lots 55-61

Call, Come by or Click---We'd love to have you visit our website and our farm.

Diamond RF Farms

Richard and Betsy Foster and Richard III
P.O. Box 1077 • Wallis, Texas 77485 • 979/478-2827
diamondrf@peoplepc.com • www.diamondrffarms.com



BREEDING QUALITY SIMBRAH CATTLE

LA MORRA CATTLE COMPANY

A Winning Combination

La Morra Bred Calves And Great Junior Exhibitors

We are excited about the progress we have made in our breeding program and we feel it has been accelerated greatly by the power of Boomerang and the potential of Whisky River. 2011 has proven to be a successful show season for our program and more importantly our junior customers. Just look at the banners La Morra customers have garnered:



J7N Mixtli - 2011 International Reserve Calf Champion at the Houston Livestock Show. Exhibited by Klarissa Cantu. Sired by Boomerang.



J7N Xena - 2011 Reserve Champion Simbrah at the STAR Livestock Show, Rio Grande Valley. Exhibited by Arianna Cantu. Sired by Boomerang.



J7N Excellencia - 2011 January Class Winner at the Simmental-Simbrah Superbowl. Exhibited by Dario Salinas. Sired by Boomerang.



J7N What-A-Delight - 2011 Reserve Champion at the American Jr. Simbrah Roundup and Supreme Champion at STAR Livestock Show. Exhibited by Victor Javier Moreno. Sired by JW Black.



Whisky River - We think we have some of our best calves ever on the ground by this young bull that was the 2010 San Antonio Reserve Grand Champion. Come see.

Also watch for our offering in MAS VII, as we are so honored to join these premier breeders in this breed event.

La Morra Cattle Co.

Registered Simbrahs

Joe B. & Nelda Rodriguez

2854 CR 331 • Floresville, Texas 78114

Hm/Fax: 830/393-8338 • Mobile: 210/275-0839

New website coming soon! lamorracattle.com • Email: mailto:joeb@lamorracattle.com





Sally Buxkemper has a young rancher.

Congratulations Sally!

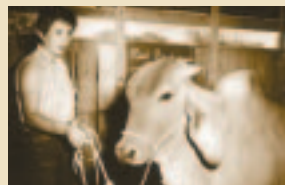
The National Cowgirl Museum and Hall of Fame is proud to announce Sarah "Sally" Buxkemper, Sandy Collier, Mary Lou LeCompte, Ph.D., and Anna Mebus Martin as inductees to the Hall of Fame for 2011. These women will be honored during the 36th Annual Induction Luncheon Ceremony on Wednesday, October 26, 2011 at the Will Rogers Memorial Center in Fort Worth, Texas.

The purpose of the Hall of Fame is to preserve the history and highlight the impact of Western women living roughly from the mid-1800s to the present: the artists and writers, champions and competitive performers, entertainers, ranchers

(stewards of land and livestock), trailblazers and pioneers. Today, there are over 200 extraordinary women who have been inducted into the National Cowgirl Hall of Fame since 1975.

Sarah "Sally" Buxkemper's passion for agriculture is evident through her work in refining cattle pedigrees. Working in a male-dominated field, Buxkemper's career has been anything

(Continued on page 36)



Sally Buxkemper will be inducted into the Cowgirl Hall of Fame for her life-long work in genetics and the ranching industries.

Reaching For Excellence

We have established the nucleus of our program with cattle from the top herds including La Muneca Cattle Co., Smith Genetics, Rising Sun Ranch and La Negra Cattle Co. We have concentrated on quality and made purchases from some of the top embryo banks in the breed and our on our way to reaching excellence.

**WE HAVE CALVES FOR SALE.
COME LOOK!**

Current calf crop sired by Moose, Rocco, and Pine Ridge Ranch bred bulls and out of top donors.

Call, come visit the ranch or click on our website!



RSUN Cookies and Cream, we purchased this Johnnie Walker bred female from Rising Sun and we have her in our embryo program. Calves coming out of this great female, who also carries the great Dream On in her pedigree!



**Ruben Garcia and sons,
Joaquin and Luis
1712 Thornwood Dr
Mission, Texas 78572
956/624-1428
lbranch6@yahoo.com**



The Walters Family have made some very significant purchases from Smith Genetics and we are so excited about the impact these genetics will have in their multi-breed program.

They have added Smith Priceless Passion, "Baby Goose", a daughter of Priceless and Smith RFI Infinity, a son of Nu Wave II. This heifer has won the TJSSA Futurity, AJSR and Belt Buckle for Mary Kate.

Plus they have purchased a breeding share in the great maternal sire, NF Smith Sargeant to maximize their AI program. Their most recent purchases include heifers from our Annie Cow Family—watch for them on their outstanding show string at upcoming shows.

Also we want to congratulate Rodney Finch. He's joined Val and his family as general manager of their livestock operations. Rodney and his family has played an integral part in Smith Genetics show ring success, our annual cow camp and we wish him the best in this new endeavor!



Smith
Priceless
Passion



Rodney
Finch



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News YOU CAN USE

Percentage Simbrah Show Added To San Antonio Events

Joe Mask has been notified by the San Antonio Livestock Show that they have added a Percentage Simbrah Show to the lineup. The show will be held on February 15, with the purebred show and will be known as the National Percentage Show.

Mask says that the percentage show will have animals of Brahman and Simmental lineage only and no third breed in the pedigree. The complete rules and description will be in the San Antonio Premium Book, which is on their website www.sarodeo.com.

San Antonio will once again be noted as the National Simbrah Show, in addition to the National Percentage Simbrah Show and please note the dates are one week later than in previous years. Refer to www.simbrahworld.com and *Simbrah News* for details on these events as February draws closer.

Simbrah Represented At Texas Steer Classification Workshop And Conference

Sally Buxkemper represented the Simbrah breed at the Texas Steer Classification Workshop and Conference, held September 13th in Waco, Texas.

Buxkemper provided the following information concerning the meeting.

The old guidelines were as follows:

Acceptable Breed Characteristics:

1. Must physically exhibit breed characteristics of a purebred Simbrah
2. Must have a minimum of 1/4 and/or a maximum of 3/4 Simmental and/or Brahman (This was deleted because in conflict with #1)
3. A sheath score of 2 or greater. (This was later worked on for all American Breeds to not be an automatic out)
4. A Bos indicus eye, ear, and head.
5. Stocking legs.
6. Bald, blaze, or streak face.
7. Diluter color pattern.
8. Solid black, red, light red, gray, smut or yellow or a combination of white with any of the previously listed colors.
9. Brindles.

Discriminatory Breed Characteristics:

1. A sheath score of 1. (This was deleted)
2. A Bos taurus head.
3. A Bos taurus ear.

(Continued on page 13)

News...

(Continued from page 12)

4. A Bos taurus eye.

5. A mottled face.

Absolute Disqualifications:

1. A combination of a Bos taurus head, ear, eye, and sheath.

2. Roans.

"The sheath score created the most discussion. In the past and probably for this year's shows, a really clean sheath in any American steer got them kicked out of the breed and into AOB. I and others (Brangus) argued that breeders have worked hard to clean up the underlines and the steer classification should not conflict with this good practice. Other features should be used to determine breed if the sheath score is a #1. In an appointed special committee, this was worked on. It was agreed that tight sheath should not be an automatic out as it is at present. I also brought out the fact that many Fleckvieh cattle have a sheath score greater than many modern Simbrahs and they have no Bos indicus. Changes to the guidelines will not take effect until the 2013 season and then it is still up to the classifiers to read and abide by them. There were more than 100 Co Agents and Ag teachers at the conference and I made a big thing of the sheath score. The special committee agreed to make it a uniform issue for all American Breeds," said Buxkemper.

LMC \$ellabration Sale & \$20,000 Set For March

"In keeping with our tradition of creating positive events to grow the Simbrah breed, La Muneca Company (LMC) will be hosting our first LMC \$ellabration on March 23 and 24th, 2012 at La Muneca. This event will feature a sale and a \$20,000 junior show. The offering will consist of Simbrah, Simbravieh and Polled Brahman cattle from LMC clients and LMC. We will be selling 150 plus lots, 40 of which will be the best set of bulls we have ever sold," states LMC owner Carlos X. Guerra.

The annual LMC Jackpot will also be held on this weekend bringing the total to over \$30,000 that LMC juniors will be competing for. Some of these LMC juniors will also be selling their show heifers at this sale, which will add even more quality to an already great offering.

There will be both junior bull and junior heifer shows of all three breeds. All of the cattle shown and sold will have at least one La Muneca parent. There will be a minimum purse of \$20,000 with one half of that going to showmanship as is always done at LMC junior events. During the past five major show seasons, LMC Simbrah heifers have won more majors and money shows than any other program. LMC Simbrah bulls or sons of LMC bulls have also won 15 of the last 16 International Championships in Houston.

(Continued on page 32)

We are focused on the future...

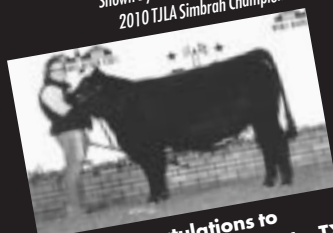
With Champion Cows Expect Champion Calves!



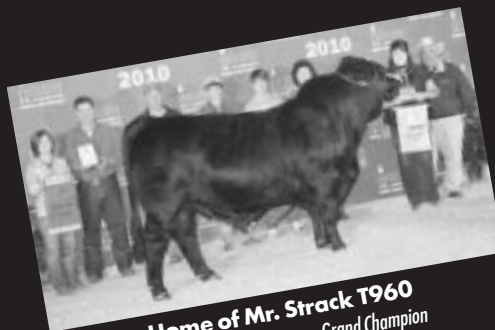
Ms JVCC S.W.
2008 Houston Livestock Show Reserve Sr. Champion
Shown By: Emily Mullins, Golden, TX
2010 TJLA Simbrah Champion



JVCC Priscilla's Princess
2005 HLSR Calf Champion
2005 Grand Champion San Angelo Livestock Show
2006 Reserve Champion, San Angelo Livestock Show
Shown By: Jamie Vayon, Bryan, TX
2003 TJLA Simbrah Champion
2004 TJLA Simbrah Champion



**Congratulations to
Katelynn McDaniel, La Porte, TX**
2011 TJLA Simbrah Champion
2011 Fort Worth Class Winner



Home of Mr. Strack T960
2010 International Reserve Grand Champion
Shown By: Cole Cormier, Stowell, TX



JVCC Peek a Boo
2009 HLSR Scramble Show Class Winner
Shown By: Cullen Sonnier, Winnie, TX

Good Luck to the JV Cattle Co. Show Team

| | |
|----------------|----------------|
| Blake Bell | Josh Evans |
| Cary Camp | Monica Kemp |
| Cody Cormier | Emily Neuman |
| Cole Cormier | Cullen Sonnier |
| Hannah Derouen | Bailey Webb |

JV Cattle Company

JV Cattle Co. • Jeff, Janet and Jamie Vayon
P.O. Box 1131 • Winnie, Texas 77665
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jvayon@co.chambers.tx.us

Black or Red Cattle For Sale



Promoting Simbrah

By Sharla Ishmael

Big Believers

It takes a special breed of people to use up vacation time (and every other free minute) to help kids select, care for and show cattle in a way they wouldn't have been able to on their own – not to mention taking care of their own 60 head of Simbrah and two full-time jobs in town. Janet and Jeff Vayon of Winnie, Texas, are big believers in the youth livestock show experience, especially when it involves their beloved Simbrah cattle.

It's 9:00 at night, and Janet Vayon is just getting in the house. While that's typical for a rancher, it's not so typical that she's been out at her barn since getting home from work, helping local kids with their cattle projects. Not her kids, mind you. The daughter she and Jeff raised, Jamie, graduated from the show ring years ago and is already out in the working world. No, these are kids who wouldn't otherwise have a chance to raise a heifer, much less haul her to shows and collect ribbons and points.

"It's so rewarding to see other people doing the same thing we did with our daughter and enjoying it so much," Janet says. "We haul kids to shows and let a few keep their animals in our barn. Even in our "off" time, we're going out and helping select cattle. We may be out until 9 or 10 at night, but we're up again the next morning getting at it.

"We use our vacations to be at shows," she adds. "Our calendars are all marked out for the major shows. Our favorite major is Fort Worth. It's easy to get the cattle in and out and the facilities are so nice. We just really like supporting the kids. It's great that our breed has some of the best showmen," adds Vayon.

"The breeders get together and provide scholarships, and our Simbrah kids probably have more time in the ring than others. We feel like Simbrah probably has the best junior program," Janet emphasizes.



These females are part of the JV Cattle Co. Simbrah program.

The Vayon's got their start in Simbrah when Jamie was about 10 years old and the Simbrah Sensation happened to be held nearby at the South Texas State Fair in Beaumont.

"There was a Baby Doll sale and she selected one to bid on," Janet explains. "After one heifer, within six months we purchased a second heifer from Boening Brothers and just fell in love with the breed. Nobody in our FFA chapter had Simbrah and they adapted so well to our hot climate.

"All the breeders we met were top-notch, too," she adds. "They will give advice to anyone who needs it. As time went on, we had a collection of show heifers and we bought some more cattle at sales and started building our own herd."

As they grew into JV Cattle Co., the Vayons bought some of their foundation stock from Strack Farms and Pine Ridge Ranch. In fact, Bill and Jane

(Continued on page 16)

From Apprentice to Mentor

Martha and Mark McCrary never dreamed their son's FFA pig project would eventually lead them to build a successful cattle operation —McCrary Farms — featuring top-quality Simbrah and Simmental cattle; and they say they couldn't have done it without a great advisor and partner.

There comes a time in every successful mentoring relationship when the student becomes a teacher in his or her own right. Somewhere during the last 15 years, Martha and Mark McCrary experienced that transition. He's an ER physician in Texarkana, Texas; she is the granddaughter of an El Paso farmer who now runs the ranch they have built since their son, Christopher, decided that showing heifers looked more interesting than his pig project.

"We asked our ag teacher to help us find a heifer, and he had seen a couple of good ones from Smith Genetics," Martha explains. "So we purchased our

(Continued on page 16)



Smith McCrary Addie is just one of the Simbrah females that has done some winning for the McCrary program. She was a National Champion division winner.

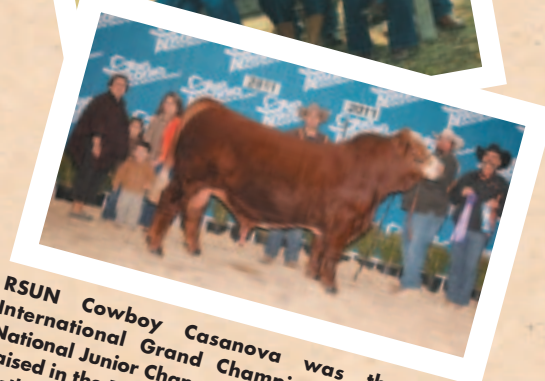
Reaching for the Stars at Rising Sun Ranch

The thrill of victory and the bonds of family and friends in the Simbrah business motivate the Martinez family.

Just visiting with Robert Martinez over the phone gives you a feel for how competitive his family really is. When asked why they chose the Simbrah breed for their boys to show back in the early '90s, Robert says: "Because they were the biggest classes and the most competitive. You really had to work hard to excel at it."

And they did. He and wife Sonia chose the name Rising Sun Ranch for their operation at San Manuel, Texas, because they are both early risers – always up and working when the sun comes up. That hard work

(Continued on page 17)



RSUN Cowboy Casanova was the 2010 International Grand Champion Bull and the National Junior Champion bull. He was bred and raised in the Rising Sun program, which is owned by the Martinez Family.

Big Believers...

(Continued from page 14)

Travis of Pine Ridge helped the Vayons develop their herd and select great show heifers from their program for Jamie. One particular heifer, "Priscilla," won everywhere. Jamie won the TCCA Simbrah belt buckle championship twice and was also the champion showman at Houston twice.

Now Jeff and Janet are passing on what they have learned and make a point to breed two different sets of cattle – one red and one black – so that local junior exhibitors can find what they need to be competitive. They sell both steers and heifers at JV Cattle Co.

While they both have full-time jobs (Janet is a clerk for the Justice of the Peace and Jeff is an engineer with the Texas Department of Transportation), the Vayons don't have any plans to slow down in the cattle business any time soon.

"We want to focus on quality," Janet explains. "We may cut down on herd size but we'll still keep the choice of black or red for the different markets. We may even venture out and get a few more Simmental so the kids can have more choices for counties where they have more Exotic classes.

"Mr. Travis once told me that Jeff and I see out of the same eyes," Janet says. "We see cattle the same way and we have the same desires for what we want to accomplish. There's always something new to be learned everyday. It's an adventure."

From Apprentice...

(Continued from page 15)

first heifer from Tim Smith. We'd never had any cattle before; I didn't even know the different types of cattle. It was all totally new to us.

"But Tim helped us with everything and he was tremendously good to our son," she adds. "Eventually, we bought 35 head of Simbrah and Simmental from Tim which was a good deal for us. Since my husband is an ER physician, I manage everything with the ranch. I used to call Tim everyday and say, 'I have a question...' He would say, 'No kidding!' Without him, we never could have gotten to this point."

Now days, the McCrarys run about 130 head on their farm in the northeast corner of Texas, near DeKalb. They've also become big supporters of the junior program, sponsoring events like the Simmental/Simbrah Superbowl and the Simbrah Synergy sale every year, as well as serving as 4-H and FFA sponsors to local counties and even hauling kids to shows.

"My nephew, Zachary, wanted to show some of the babies from the heifers we had purchased," Martha remembers. "He was only 9 and came to me and asked if he could. Well, how could you say no to that? Since then, we have done what we can to help kids who just need a helping hand or can't afford it on their own. We saw how Tim helped kids and

(Continued on page 17)

Our herd may be small, but our wins are

BIG!!!



RGV Dr. Beauty

Thank You, Savannah Chappell, for your purchase of RGV Dr. Beauty. This Dr. Feel Good daughter is out of our premier donor, Crimson Beauty, owned by our daughters, Olivia and Ava. Dr. Beauty has already made her mark in her early show career winning Intermediate Champion and 3rd overall at the highly competitive Heart of Simbrah Show. She also won her class at the Belt Buckle Bonanza, Ring B. She was also Reserve Champion in two rings at the South Texas Series in Kingsville.

Congratulations to our daughter, Olivia on all her winnings with RGV Foxie. Her most recent win was at the Heart of Simbrah Show where she was named Reserve Grand Champion. Foxie is an Ante Up daughter that showed with her heifer calf at side sired by Majestic named RGV Foxie's Babe that will turn some heads!

Congratulations John Paul Rodriguez for your numerous wins with RGV Victoria Marie who is a maternal sister to Dr. Beauty. Victoria Marie was recently named Reserve Grand Champion at the Belt Buckle Bonanza, Ring B!

Congratulations to Matthew Salinas on your recent win with RGV Red Rose at the Mission River Classic-Reserve Grand Champion, Ring A. This young duo will be one to reckon with in the future!

Thanks to all our recent buyers:

Savannah Chappell, Nevada Huffman, TC Betancourt, Ronnie Smith, Matthew Salinas, Darryl Carraeveo, Athena Gonzalez, Andrew Cano, and Sidney Cano.



RGV CATTLE COMPANY

Rene, Gina, Olivia and Ava Vela
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956-279-2200 • Rgvrene@aol.com



From Apprentice...

(Continued from page 16)

it made us want to do that. That's why we continue to help kids even though ours are grown and married. In fact, we have grandkids now who are real interested in coming out to see the cattle and ride the tractor."

Martha says she likes the way the Simbrah breed has evolved since they got their first cattle in the mid-90s. "When my son showed, the bigger they were the better. Now, they are more moderate, they have a lot of bone and are real meat-producing animals. The other thing about Simbrah is they are so heat-tolerant, which is good because we have all the heat and humidity you could want in deep East Texas."

The McCrarys are also known to have some outstanding Simmental cattle. Their Simmental and Simbrah bloodlines include notables such as: NF Smith Sargeant, Smith Evan, Smith Isgrig, Charismatic, Smith McCrary Wildfire, Smith McCrary Maverick and Simmental bulls by the names of Smith McCrary Andy Black, who won the State Fair and Smith Matt N Black, a Houston International Champion.

Over the years, they have also had some females do their share of winning, including Smith Andi Lu, a Houston Simmental Champion, and Simbrah females, RFI Smith Tinkerbelle, who won the RoundUp for the their nephew and Smith McCrary Addie, a National division champion.

"What we like about showing is the excitement," Martha

says. "It's hard work, but you get to see what you have produced compared to other breeding programs. You're showing off your genetics."

Taking care of that many cows, and all the everyday details that come with it – from buying hay to making breeding decisions to keeping up with all the paperwork and you name it – isn't easy but it's what this cattlegirl loves with all her heart. I asked her if it was perhaps an even harder job simply because she is a woman.

"Yes! It's very hard work and as a woman sometimes your helpers want to question you," she admits. "But if you love what you are doing, it's worth the work. I hope to keep on going. We've never been this dry before and we've had to haul in hay from everywhere. But as long as I'm healthy and able, I'll continue to do it."


Reaching For The Stars...

(Continued from page 15)

has paid off, too. Since purchasing their first Simbrah from Carlos Guerra (La Muñeca Cattle Company) for the boys' show heifers, Rising Sun cattle have earned many top honors, both in shows and sales.

For example, this year at the Houston Livestock Show and Rodeo, RSUN Miss Ruby was the highest-selling female at the Simbrah sale, commanding a top price of \$8,500. The very

(Continued on page 28)



He Sells!!

LMC Patriot is our Senior Head Sire sired by the International Champion Red Bullet and out of a daughter of the champion LMC Milestone and the famous LM 3E – 89 donor. He is a very well balanced, deep bodied, long and thick proven bull with an excellent sheath and breed character. His full sister is the dam of Dr. Feel Good and the twice SYNERGY Champion Mile of Jane Hunt. His full brother is the famous LMC Warrior bull leased to Sernex. Patriot semen is available.





PHOTO AT 18 MOS


LMC Rhino is our junior head sire that is the 2011 International Champion and Reserve National Champion Bull. We are impressed with his muscle, length, clean sheath, testicular circumference, conformation and overall good looks. He has a touch of Fleckvieh which will help him produce easy keeping, heavy milking kind females – **THE COWMAN'S KIND**. Co-owned with La Muñeca. Semen is available at \$25 per unit.

Sellabration Bound !!!

We have been raising good Simbrah cattle acclimated to our harsh South Texas climate for the past nine years. We really like the cattle and the people that are associated with them. We have built our herd around top genetics from Thunder and La Muñeca Cattle Companies. We invite you to visit our Broken Arrow Ranch and while here we encourage you to visit our beautiful sunny beaches, the Texas State Aquarium and the Lady Lexington Carrier historical monument in Corpus Christi. We are excited about participating in the upcoming LMC Sellabration Sale & \$20,000 Show.



We have show prospects that qualify for the LMC Sellabration and replacement heifers for sale at all times.



This is one of two Patriot sired **BABY DOLLS** that sell with Patriot at the **LMC Sellabration Sale** **March 24, 2012 at LMC.**

If you ever need to rent anything to host a great event from a tent of any size to everything else needed – Please give us a call.

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Smith Evan

- Sired by Smith Nu Approach and out of the great Bella Bella., the 2007 International Champion Female
- Full brother to Ciao Bella, the 2011 International Champion Female. Full brother to Smith Casanova, herd sire in the Whicker Family herd.
- Paternal brother to Smith RFI Fresh Approach, the 2011 National Reserve Champion Female and the 2011 International Reserve Grand Champion Female, Smith Red Jubilee.
- * Evan ranks in the top 10% for birth weight, weaning, and yearling weight, top 5% for API and TI and top 1% for maternal weaning weight.



**See our
Synergy IV
Offering
Lots 26-37**

**Calves For Sale Sired
By Evan, Andy and
Charismatic**

**•Evan is owned with
Smith Genetics and
Reavis Farms**



McCrary Call Me Easy -This female sells as Lot 32 in Synergy. She is sired by Evan. She is loaded with muscle, bone and possesses a gorgeous show ring profile! **HIS CALVES ARE KNOCK-OUTS LIKE THIS ONE!**

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We accept calf scramble certificates.

Color of the Year:

PURPLE!



Congratulations to Camille & Alicia for their successful show year! This pair pulled off a rare sweep at the Houston Jr. Show with their heifers, Moonlight and Loretta. Look for them around the winner's circle this next year with some new young prospects!



Also Watch For 6G Bred Cattle At These Events:
LMC \$ellabration, March 23 & 24th!
MAS VII, June 2012



Thank you Kallie Fuchs for purchasing 6GLMC Sweet Dreams at MAS! Kallie has shown championship cattle and for her senior year, she has chosen a championship pedigree to run with. Like her dam, Dream Girl, Sweet Dreams has unmatched power in a very eye appealing package. Good Luck Kallie!



We pride ourselves in raising functional cattle and 6G LMC Net Profit may be the most functional bull we have ever had on the place. He is a big footed, moderate, functional prospect that is unmatched in muscling. His sire is our Dream On son, JF Net Investment, and his dam is a Powerhouse x 3E-89 daughter that is as functional of a female as is on the place. Our partners, Rafter M, Luis Flores, and La Muneca, are doubly excited about the power in this hot herd sire prospect!



6G Ranch

Fred & Sharon Grahmann • Rock Island, Texas 77470
(979) 234-3967 (Home) • (979) 758-4759 (Fred's Mobile) • (361) 772-0188 (Michael's Mobile)
email us at msgrah93@sbcglobal.net

WALTERS *Livestock Enterprises*



Here's What's Trending At Walters Livestock



This daughter of Priceless and granddaughter of Smith Nu Wave II is what is trending in the Simbrah breed.

She showed three times this summer and she won three championships! She won the TJSSA State Futurity Show with Winston at the halter, and Mary Kate showed the American Junior Round Up and then she went into the Belt Buckle and won the Grand Champion Simbrah title and the prestigious 3rd Overall American Heifer Title.

In addition, to her flawless phenotype, her EPDs rank her in the top 1% of the breed in weaning weight, API and TI; top 2% for yearling; top 5% for carcass weight, top 10% for birth and top 20% for maternal weaning weight!

Plus we've made some major moves to take our program to the next level:

We've added the great Sargeant to our sire line-up! We have purchased a breeding share in him and will have calves arriving in Spring 2012 in our Simbrah and Simbravieh herds from Sargeant. We have also added three other females to our show string and eventually they will be in production in our program. They are sired by Charismatic, Sargeant and Nu Wave II—watch for them this fall!

3 Summer Shows • 3 Grand Championships!

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Reconnecting With Consumers

By Lindsay Garrett

As the connection between producers and consumers continues to decrease and consumers lose ties to rural life, their knowledge of the food supply is also lost.

"If we as an industry, collectively, and you as a producer, individually, do not address these consumer concerns then we will lose our industry," Daren Williams, National Cattlemen's Beef Association (NCBA) director of communications, said, adding, "You need to do something everyday to keep our industry."

The problem is many people don't know how to start the conversation or how to present the story in relatable terms. This is no longer the case, as the NCBA has created the "MBA program" to educate ranchers and help them tell their story.

The Master of Beef Advocacy (MBA) is divided into six one-hour classes that address beef safety, beef nutrition, animal care, environmental stewardship, modern beef production and the beef checkoff. It provides facts to share with consumers and details on how to become a voice for the industry.

It is an online program geared to help producers become effective spokespersons for the industry. The self-paced, voluntary program teaches participants about the industry and the beef product.

"The MBA and the BQA (Beef Quality Assurance) trainings are must-haves for the modern beef producer. My husband, Jim, daughter, Mandi Jo, and I have all completed the training. We use it almost daily. We have found it useful to post online and to make positive points about the beef industry with our postings. Some of the best opportunities are the ones that just pop up in daily life in the grocery, on a plane or in a restaurant," says Melissa Laurent, a registered Brahman

breeder from Winnsboro, Texas.

Consumers love beef. They love the sizzle of a steak on the grill and biting into a thick, juicy burger. But they have questions. Where does beef come from? Is it safe? Is proper care given to animals and the environment? We have a great story to tell. Beef producers work hard every day to be good stewards of the land and their animals in providing safe and nutritious beef for America's dinner tables. We need to be passionate and vocal in telling our story.

breeder from Winnsboro, Texas.

"I always make sure I wear boots and a CattleWomen's or a Beef T-shirt when flying. You'd be surprised how often people will approach you and ask if you are a rancher or ask a specific question about beef. Who better to tell the beef story than the farmers and ranchers who grow it! I think it is a great thing that more people are interested in where their food comes from and the MBA training provides information as well as presentation pointers to address these concerns," she adds.

Simbrah breeder, DeAnna Witzkoski, Wallis, Texas feels the class will benefit breeders of any size and said the class has opened her eyes to the negativity towards beef production.

Witzkoski said, "Knowledge is so important in any business and I believe it will help make our cattle business more successful."

Allen Livingston, beef cattle advocate, completed the MBA course because of his love for cattle and the constant conversations he enjoys having with consumers about the beef product. Livingston said a take away point he gained from the course was the environmental advantages of raising beef and that conversations with consumers should be a dialogue as opposed to talking at them.

He has been able to use information gained from the class with consumers at the grocery store, with readers of his blog (<http://thecattleblog.blogspot.com/>) and everyday conversations with friends.

Livingston said, "I treated this course like a college level class. I took notes, was able to pause the lesson when need be

(Continued on page 21)

Reconnecting...

(Continued from page 20)

and rewind to hear information again. The homework enhanced the process and is a great way to help cattlemen tell our side of the story."

Williams stresses that consumers do not understand that animal rights groups are out to stop animal production for food in this country and as producers, we need to be talking to consumers.

Consumers are concerned about the following points, according to Williams.

- Why is beef produced in factory farms?
- Do beef producers mistreat their animals?
- Are cows causing global warming?
- Is beef safe to serve my family?
- Does eating beef increase the risk of heart disease and cancer?

The end goal is that graduates of the MBA program will be able to take the answers to these questions to their neighbors, relatives, church and civic groups and local media.

Morgan Tindle, a junior Simbrah breeder, recently completed the MBA program to gain confidence when promoting the industry she loves. Tindle said, "I was very interested to learn about the beef checkoff program and how the money collected is closely monitored and allocated."

Tindle went on to say that the homework assignments were thought-provoking and made her realize how she can contribute to the beef industry. She recommends the simple class to any involved in the industry so that, "we can be better prepared with facts for those against beef production."

Simbrah enthusiast, Charley Martinez, recently completed the program in hopes of increasing his knowledge of the beef industry. Martinez, a sophomore in college, also used the program as way to prepare for the Beef Leaders of Tomorrow contest hosted by the Texas Cattlewomen's Association. Martinez was selected as one of four to be a 2011-2012 beef leader and credits the MBA program for his success in the contest and for providing information he needs to be a beef advocate.

Martinez said the class was beneficial for him as he learned more about the public perception of the beef industry and the correct facts to properly promote it. He went on to say that the essay topics were challenging and posed difficult subjects to consider and answer in written form.

The program, funded by checkoff dollars, began in 2009 and has over 2,400 graduates. The MBA program boasts a graduate base of people from 47 states, the District of Columbia, Mexico, Canada, Western Australia and one on active duty in Qatar. Graduates range in age from 13 to 80, and every farm size and type of operation.

The MBA program is designed for your profit, with the goal of educating consumers and keeping the beef industry strong. Visit <http://www.beef.org/mba> for more details on the MBA program or to complete the online application.

Fill Out An Application. Earn Your MBA

The MBA program is a self-directed, online training program designed to equip beef producers and industry allies with the information they need to be everyday advocates for the beef industry. MBA candidates will be required to complete six courses in beef advocacy, including:

- Modern Beef Production – sharing the many benefits of modern, efficient U.S. beef production.
- Animal Care – explaining our commitment to raising healthy animals.
- Beef Safety – communicating why producing safe food for consumers is a top priority.
- Beef Nutrition – explaining how great-tasting beef strengthens and sustains our bodies.
- Environmental Stewardship – sharing how we're protecting the environment for future generations.
- The Beef Checkoff – communicating the value of your investment in growing demand for beef.

Following completion of these courses, each candidate will be invited to attend a full day "commencement" training session focusing on online advocacy, public speaking and working with the media, but is not mandatory.

Enter the Real World

Once you have completed all six courses you will be invited to join the Masters of Beef Advocacy Alumni Association – a virtual community for MBA graduates to log your advocacy activity and share stories with fellow MBA graduates, as well as download the latest talking points, fact sheets and presentations. You need to be "everyday advocates." This can be as simple as talking to friends, family and neighbors. Graduates also will be equipped with tools to reach out to broader audiences in their communities by:

- Giving presentations – schools, civic organizations, etc.
- Getting active in the online environment – posting comments/video on websites, blogging, etc.
- Participating in media interviews – print and/or broadcast media.

Enroll Today!

All beef producers and industry allies with a genuine interest in promoting the beef industry are invited to enroll in the MBA program. You can enroll as part of a class, complete the program on a set schedule and attend a "commencement" training with the class; or enroll as an "at-large" candidate, complete the program on your own schedule and if desired, attend a group "commencement" scheduled in your state/region or at annual cattle industry meetings funded by the beef checkoff.

To enroll, go to:

www.beef.org/mastersofbeefadvocacy.aspx and fill out an application online. For more information, contact Daren Williams at the National Cattlemen's Beef Association (303-694-0305).

We Are Celebrating!

After 30 plus years of setting specifications, analyzing data and pinpointing breedings, we have achieved our goal **excellent hot weather cattle that will marble and grade!**

100/100

Statistically our recent pen of 23 registered steers prove that our cattle are able to produce 100% Choice and 100% YG 1, 2, and 3's.



Feeder Grade Report

From: Graham BM • Lot: 57 • Head: 23 • Date: 6/14/2011

| # | Hot Weight | Grade | Yield Grade |
|----|------------|-------|-------------|
| 1 | 774.00 | C | 2 |
| 2 | 875.00 | C | 2 |
| 3 | 891.00 | C | 3 |
| 4 | 825.00 | C | 2 |
| 5 | 847.00 | C | 2 |
| 6 | 787.00 | C | 3 |
| 7 | 889.00 | C | 2 |
| 8 | 660.00 | S | 2 |
| 9 | 788.00 | C | 2 |
| 10 | 782.00 | C | 2 |
| 11 | 881.00 | C | 2 |
| 12 | 867.00 | C | 3 |
| 13 | 899.00 | C | 2 |
| 14 | 771.00 | C | 2 |
| 15 | 795.00 | C | 2 |
| 16 | 796.00 | C | 2 |
| 17 | 764.00 | C | 2 |
| 18 | 775.00 | C | 2 |
| 19 | 812.00 | C | 1 |
| 20 | 735.00 | C | 2 |
| 21 | 759.00 | C | 2 |
| 22 | 785.00 | C | 2 |
| 23 | 730.00 | S | 2 |

The two steers that graded Select were harvested at younger weights and we are confident they would have made Choice had they been allowed to reach target weight.

Grade Summary

| Grade | Yield Counts | | | | | | Yield Percent | | | | | |
|-----------|--------------|----|---|---|---|-------|---------------|-------|-------|-------|-------|-------|
| | 1 | 2 | 3 | 4 | 5 | Total | 1 | 2 | 3 | 4 | 5 | Total |
| Prime | 0 | 0 | 0 | 0 | 0 | 0 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| Choice | 1 | 17 | 3 | 0 | 0 | 21 | 0.043 | 0.739 | 0.13 | 0.000 | 0.000 | 0.913 |
| Select | 0 | 0 | 0 | 0 | 0 | 2 | 0.000 | 0.087 | 0.087 | 0.000 | 0.000 | 0.087 |
| No Roll | 0 | 0 | 0 | 0 | 0 | 0 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| Hard Bone | 0 | 0 | 0 | 0 | 0 | 0 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| Total | 1 | 19 | 3 | 0 | 0 | 23 | 0.043 | 0.826 | 0.13 | 0.000 | 0.000 | 1.000 |



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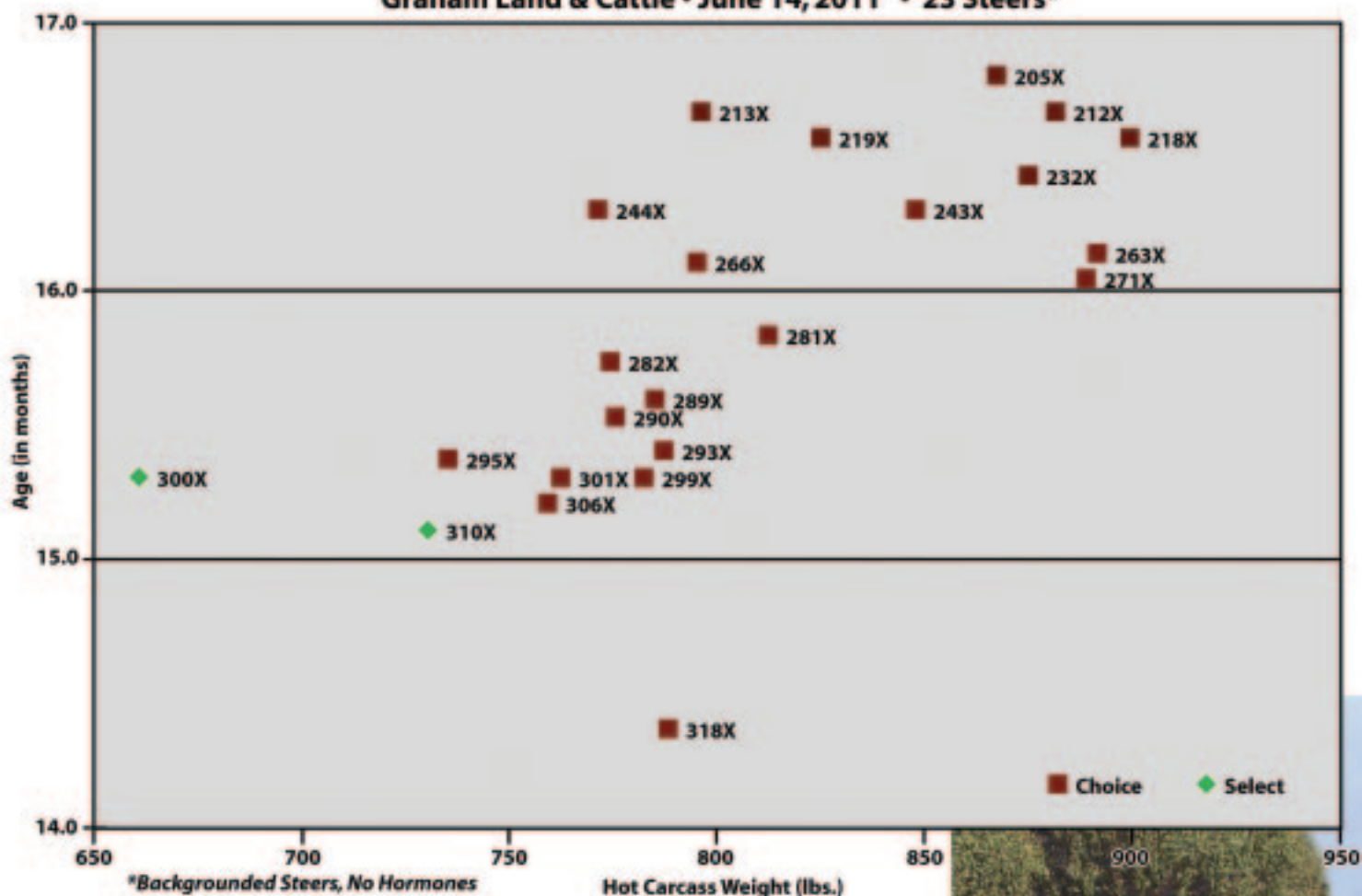
This Chart Illustrates A Recent Harvest Of Pine Ridge Ranch Steers: Statistically 100% Choice and 100% YG 1,2,3

We have reached our goal with this set of steers. The majority of cattle in the world are produced in hot weather climates and Pine Ridge has proved its hot weather cattle can produce efficient and quality beef.



Pine Ridge Ranch

Graham Land & Cattle • June 14, 2011 • 23 Steers*



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Cell: 214-850-6308

Email: billtravis@bigplanet.com



www.simbrah.com





MAS VI Simbrah Weekend a Huge Success!

Over 600 spirited Simbrah enthusiasts were in attendance at the MAS Simbrah Sale & \$15,000 Showdown VI held March 25th & 26th at La Muneca Ranch near Linn, Texas.

A highlight of the weekend was the \$15,000 awarded in premium money to the MAS Junior Simbrah Exhibitors who exhibited their Simbrah and percentage heifers in the MAS \$15,000 Showdown. \$7,500 was awarded in showmanship premiums to five different age divisions, paying ten deep in each class. The top two in each division won belt buckles plus cash. Winners were (8 & 9 yrs. old) - Hannah Wells and Jake Rhyner, (10 - 11 yrs.) - Addison Trojanowski and Kelly Salyer, (12 - 13 yrs.) - Jane Hunt and John Paul Rodriguez, (14 - 15 yrs.) - Bailye Foltyn and Sidney Cano and (16 - 18 yrs.) - Cody Witzkoski and Christopher Martin. The MAS Showmanship judge was Jeff Langemeier.

Kallie Fuchs from Columbus won the Showdown Calf Division and Grand Champion Purebred Simbrah with her LMC/Flores heifer and received a \$3,000 premium check. Camille Grahmann from Hallettsville received \$1,500 for her Senior and Reserve Grand Champion sponsored by La Muneca/de los Santos that she bought the year before at MAS. She had just won the Houston Junior show with her the week

before. Other division winners included reserve calf champion, Bailye Foltyn with a Smith Genetics heifer, junior and reserve junior champions, Julie Hunt with Smith Genetics heifers and Addison Trojanowski with a BETM/La Muneca heifer and reserve senior Braedon Raub with a La Muneca heifer.

Liana Flores from Linn won the Showdown percentage show with her Simbravieh sponsored by La Muneca-Louie Flores and received \$600 in premiums. Christopher Martin from Wharton won \$400 with his Reserve Champion, also a Simbravieh sponsored by Rafter M and La Muneca. Dwight Callis judged the MAS Showdown cattle show. There were 65 head in the MAS show.

Another highlight of the sale were the donation lots for the Rafael A. & Carmen Guerra Memorial Scholarship Funds. The top selling lot was LMC Arcadio, the 2011 National Champion bull donated by the Rafael A. Guerra family selling for \$10,000 to BETM, 6G and La Muneca. A total of \$37,750 was raised for the Victor, Arcadio, Rafael & Carmen Guerra Memorial Scholarship Funds. Louie Flores and La Muneca donated a Simbrah show heifer to kick off the Luis Flores Jr. Memorial Scholarship Fund that sold for \$10,000 to La Blanquita Ranch. Then Ron Wells donated a show heifer that sold for \$7,000 to a group of 14 Jr. Simbrah Scholarship supporters for the American Junior Simbrah Scholarship Fund. There was \$54,750 raised for scholarships at MAS VI.

The top selling Simbrah bull, the popular champion LM Red Moves was consigned by La Muneca and sold to Vela Cattle Co. from Edinburg for \$5,500. The 2nd top selling bull was

The Bull To Consider For Your Program!

Consider his numbers: Top 5% for birth weight; 10% for weaning weight; 15% for yearling weight and overall he ranks in the top 1% of the breed for API and TI!

Consider his pedigree: Consider his pedigree: Sired by Smith NF Simply Great, a Dream On x Madam X son, that is a maternal brother to NF Smith Sargeant. His pedigree brings some genetic diversity to the breed and provides some exciting options in breeding programs.

Consider his phenotype: Red, polled, moderately framed and loaded with so much muscle, you would describe him as a beef machine!

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Also consider our lots in the
Synergy Catalog, Lots 11-15.
October 22nd.



Owned with Smith Genetics. Semen available only for foreign sales.
Contact Tim Smith, smithgenetics@yahoo.com or 512/587-7896 for details.

MAS...

(Continued from page 24)

LMC RFI Smith Hurricane selling for \$3,000 to Darrell Sklar from Edna. Tied for 2nd top selling bull was LMC Black Gold selling for \$3,000 to Dean Galbraith from Missouri. Overall 43 bulls averaged \$2,243.

The top selling herd bull prospect was a Dream Girl son consigned by 6G, Wentz Farming and La Muneca and sold to La Muneca for \$4,500. The 2nd top selling herd bull prospect came from La Negra, RGV Cattle and La Muneca with 1/6th interest in Dream Up, the 2010 Houston Reserve Calf Champion selling for \$3,500 to T. C. Betancourt from Edinburg.

The highlight of the sale and female offering was the 2009 National and International Champion LMC WFC Dream Girl consigned by Jordan Grahmann, Wentz Farming and La

Muneca selling for \$42,000 to BETM, Louie Flores, 6G and La Muneca. The 2nd top selling bred female was consigned by Pigeon Mountain, Impact Marketing and La Muneca and sold for \$6,000 to Ricky and John David Burch from Hempstead. Overall 5 mature Simbrah females averaged \$12,200.

The top selling Simbrah pair was consigned by Gabi Ramirez and La Muneca and sold for \$5,900. The cow sold for \$3,200 to Santos Escobar from Edinburg and the heifer calf sold for \$2,700 to TC Betancourt also from Edinburg.

The top selling flush was consigned by Ronnie Smith and sold for \$3,300 to Smith Genetics and Reavis Farms. Two Smith Bella Bella pregnancies averaged \$3,000 selling to Ronnie Smith. Overall 5 flush and embryo lots averaged \$3,510.

The sale seemed to get stronger as the night went on with lots of consumer demand for the show prospects topped by the consignment of LMC WFC Sweet Dreams by BETM, 6G, Wentz

(Continued on page 36)



Kallie Fuchs exhibited the MAS VI Showdown Grand Champion Purebred Heifer and received \$3,000 on the heifer bred in the La Muneca program. MAS awards \$7,500 in the purebred and percentage Simbrah shows.



The high selling lot at MAS VI was the many time champion, Dream Girl, consigned by Jordan Grahmann, La Muneca and Wentz Farming Co. She sold to BETM, Louie Flores, 6G and La Muneca.



Showmanship winners at MAS VI. Overall \$7,500 was awarded in Showmanship.

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- DBR Simbrah cattle are heat tolerant and achieve fast weight gain on native grasses
- DBR has strong herd genetics from the best breeders in the industry
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In The First 24

...not just any old Colostrum will do

By Merridee Wells

Do you have a crystal ball on the outfit somewhere? Maybe you do and you just haven't looked into it yet.

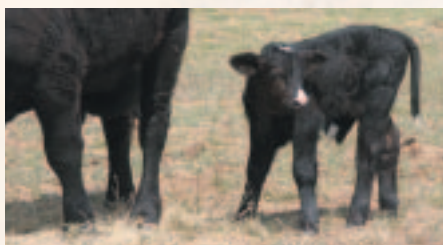
The results of a simple random blood test taken from a handful of your calves between two and ten days of age may give you a look into their future health and growth performance. Manned with this information you can then make management decisions that will impact the future profitability of your program.

Dr. Victor Cortese, Immunology Specialist for Pfizer Animal Health, has spent his entire professional career studying immune responses, and this specialty has brought to light some very interesting and often surprising findings that this veterinarian now shares with fellow practitioners, cattle producers, and a host of others who attend his lectures.

"I give about 300 lectures a year," states Dr. Cortese, "and while not all deal directly with the affects of colostrum on calf performance, I generally include something on this subject. And when I finish, I usually get a lot of questions concerning this topic."

Cortese says that most cattlemen assume that if a calf gets up, nurses their dam within a short period of time after birth, and the calf remains healthy for the first few days then the calf got enough good-quality colostrum and they don't have any problems.

"This scenario may be partially true," says Cortese, "but unfortunately it doesn't tell the whole story and this can be a very costly assumption on down the road."



This calf needs a good, healthy shot of colostrum within 24 hours of birth, before the receptive cell walls in his gut begin to close up. After that, the colostrum won't be absorbed effectively. The question is; what is the quality of the colostrum he's about to ingest?

How Important Is Getting 'Good' Colostrum in the first 24-hour Window?

This oughta surprise you... it did us;

USDA scientists at Clay Center, Nebraska, monitored health events and growth performance in a population of range beef calves in order to identify associations of these factors with passive immune status. Here's what they discovered:

The calves in the bunch ID'd with inadequate passive immunity (likely from poor quality colostrum) had a:

- 5.4 times greater risk of death prior to weaning,
- 6.4 times greater risk of being sick during the first 28 days of life,
- 3.2 times greater risk of being sick any time prior to weaning,
- 3 times greater risk of becoming sick in the feedlot.

GOT COLOSTRUM?

To understand how colostrum can affect the performance of your cowherd you should understand the basics of how immunity is passed to the calf from the dam and what components are involved.

"A cow's placental wall is up to 20 layers thick in some areas," Cortese explains. "This creates a naive environment for the calf. Only some nutrients are passed from the cow to the calf, and the placenta does not allow free movement of antibodies to the calf (unlike humans, whose placenta is just a single layer, allowing babies to absorb antibodies from their mothers)."

In order for a calf to benefit from the antibodies produced by its dam, they must ingest colostrum within the first few hours after birth. This is called passive transfer.

"When the calf is born, the cells that line the walls of the gut are wide open allowing maximum absorption," says Cortese. "The mother's first secretions are high in nutrients including sugar, vitamins, white blood cells and critical immune components. Each hour the calf ages, the cells in the gut wall gradually close and within 24 hours after birth, the calf will get little value out of colostrum. It's critical they receive a big dose of first milk soon after birth to gain the maximum value out of this first secretion. In addition, this first milk acts as a laxative, which gets their gut working in order to process further milk."

MEASURING UP

Now, the question is whether the colostrum your cows are producing is actually working at maximum potential and; are their calves receiving the proper early nutrition that will impact their performance going forward?

Cortese explained that the process used to check the effectiveness of your cowherd's colostrum is fairly simple and very inexpensive considering the long-term effects that poor passive immunity can have on your herd.

"To test your herd, I recommend cattlemen take random blood samples from calves at 2-10 days of age. It's not necessary to take a large number of samples, say 5-10 head per group. Groups might include mature cows, first-calf heifers and perhaps even the three year old, second calvers. And, if you have split calving seasons, then by all means test early and late groups or spring and fall groups," Cortese explains.

"A mini-vial sample is large enough for the test, which usually can be performed by your local veterinarian. The samples are spun down to make a serum and then total proteins are accessed from each sample. (Don't sample sick calves and be sure samples are not shaken up before they are processed). If your total proteins are running above 6.0, then you should have minimal health problems, and in the long-term your calves should be able to achieve maximum feed efficiency," Cortese continues. "The cost for this service is relatively low, as little as \$2.00 per sample. The information you get from this test, can then help you make future management decisions."

"It's not unusual for mature cow protein numbers to be higher than those from heifers. Knowing this, you might be able to supplement your heifers' calves with additional colostrum at birth in order to give this bunch a better start. Or perhaps you are retaining your calves through the feeding process. If you have low protein num-

(Continued on page 29)

Smith Casanova

Loaded With Power Points!



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Add the sire power of Smith Casanova to your herd!

Check out these power points:

- Sired by Smith Nu Approach
- His dam is the great Smith Bella Bella, an International Champion
- His full sister is Smith Ciao Bella, an International Champion
- His full brother is Smith Evan, a leading herd sire for Smith, McCrary and Reavis Farms.
- He is red, long sided, square-hipped, sound, bold in structure and muscular.



Smith Nu Approach



Smith Bella Bella



Smith Ciao Bella



Smith Evan

Planning For The Future

We are so excited about the Simbrah breed and the program we are building here at Patroncita. We have selected two outstanding bulls, LMC ATZ Dr. Feel Good and LN-LMC Dream Up to lead our program. Dr. Feel Good is a Johnny Walker Black son, who is out of a female sired by the International Champion, Red Bullet and Dream Up is a son of the International Champion, Ante Up and out of a Dream On bred dam.

We invite you to watch what we're doing today and how we're planning for a herd of quality Simbrahs for the future.

Patroncita Cattle Company



T.C. and Ana Betancourt
P.O. Box 4255 • Edinburg, Texas 78540
956/605-0605 • tc@betancourtco.com



LMC Letitia
LMC Dr. Feel Good x CHCC Honey



LMC 5X 200
LMC Dr. Feel Good x LMC 3M100



LN Kim K
LMC Dr. Feel Good x LN Nidorina



Dream Up
A young Ante Up son that we're using heavily

Reaching For The Stars...

(Continued from page 17)

next day she was named Calf Champion in the show. Their bull, LMC Johnny Walker, was a Triple Crown Champion, and in 2010 a Rising Sun-bred bull, Cowboy Casanova, was named International Champion.

Showing cattle is something the whole family really enjoys.

"It's what I like," explains Sonia. "We're always together as a family. At the shows, we are always meeting new people and seeing old friends that we have known for years. It's a very friendly, united atmosphere. I really look forward to the majors at San Antonio and Houston."

Their oldest son, Kenneth, says Houston is his favorite show. "Because it is such a well organized event and it's a great place to show cattle. We've been very successful there, too."

While both boys have graduated and have families of their own, they still remain involved in the family business.

"Even though I don't live at the ranch, I still have a very active role in the family operations and I enjoy being able to work very closely with the whole family," Kenneth says. "I'm looking forward to teaching our kids how to care for and show cattle, with anticipation that the hard work and dedication it takes will pay off for them, just as it did for Joel and me."

Speaking of Joel, he and his family live next to Robert and Sonia and he loves passing on his hard-earned knowledge to

the next generation of showmen.

"I take pride in being a part of our family operation and I really enjoy interacting and mentoring not only our junior customers but juniors as a whole," he says. "We sell all of our animals halter-broken, so that juniors can have a positive interaction from the beginning with a Rising Sun show prospect."

"I especially enjoy custom fitting the animals," Joel adds. "Simbrah is a very competitive breed. I really like the overall productivity and the versatility it offers. It is very well suited for South Texas."

Their mother says their boys gained a lot of character from their experiences while caring and showing cattle as youths. "It helped them become the mature, responsible adults that they are. I look forward to our grandkids being involved in the shows in the very near future."

Most of the Martinez's cattle are sold by private treaty, and one thing you can definitely expect from your Rising Sun purchase is a Simbrah animal that has "the look."

"We want our cattle to be phenomenal when you look at them," Robert explains. "Our preference is the cherry red and black colors. Our cattle breeding technique produces offspring that have a lot of muscle, bone, moderate frame, and of course, a lot of eye appeal."

So, if you happen to find yourself almost at the very southern tip of Texas, near Edinburg, stop by the Rising Sun Ranch and visit with the Martinez family – they'll be up and at it as soon as the sun comes up!

GENETIC DIVERSITY... GENETIC GREATNESS



Smith Priceless

We have calves coming from her and the great Simmental sire, Dream On. Priceless is rewriting Simbrah history as her progeny have now sold for more than \$200,000. She is a Sargeant daughter from the Heartfelt Cow Family. Priceless dominated the show ring and now her daughter, Passion is repeating. Her son Thunderstruck is working in the Tres Potrillos, Reavis and Smith herds. Of course Dream On was the most used sire in the Simmental breeds for several years. This should be a dream mating.



LM She Moves 3L/136

We have calves coming from her and Smith Spectrum. She Moves has been called by many as the model cow for the breed and she is the dam to three International Champion sires, Red Bullet, Black Bullet and Red Ammo. Spectrum was a champion bull himself and this genetic combination holds great promise.



Smith Pure Diamond

We have calves coming from her and RFI Smith Thunderstuck. Pure Diamond is a Sargeant daughter that stems from the Calamity Jane Family. This cow family line has produced Houston, State Fair and Belt Buckle Champions. Thunderstruck is out of the great Priceless and sired by the Simmental sire, Dream On.



**We also invite you to view
our offering in the Synergy
Catalog • Lots 38 and 39**

To say we are excited about the calves we have coming, would be an understatement! We have added the genetics of three breed matriarchs—Smith Priceless, LM She Moves 3L/136 and Smith Pure Diamond, plus three breed leading sires—Smith Spectrum, Dream On, and RFI-Smith Thunderstruck through the purchase of embryos!

**We are excited about the diversity,
and even more excited about the
greatness these resulting calves will
add to our program!**

**We invite you to visit, view our
cattle and have a cup of coffee.**

TRIPLE J RANCH

Jake and Mary Tortorice

409/782-1029

409/753-2864

409/782-8053

mmt1000@aol.com

In The First 24...

(Continued from page 26)

bers, which would indicate problems with passive transfer, you may decide not to retain ownership and feed those calves, as our studies have shown that these calves will be lighter at weaning, lack feed efficiency and have increased health issues. To take it further, replacement heifers kept from a group of calves with poor passive transfer will be harder to breed and may have poor herd retention."

According to Cortese, manned with the knowledge of the total protein number in the herd's colostrums, a producer can make changes that will impact their program long-term.

"There are really no quick fixes. A low total protein score may indicate nutrition problems. Take a look at Body Condition Scores on your cows. If they are below 5, then a higher nutrition plane is needed. If the protein test indicates a lack of micro-minerals, then some type of injectable mineral shot might be in order," he explains. "But long-term, the knowledge gained from this test will give you the information that can be used in the future to improve your program."

Of interest to cattlemen who run fall calving cows, particularly those in the South and West where cows have heat exposure, is that lower protein numbers might indicate the cows were heat stressed some time prior to calving.

"If this happens," Cortese says, "then you could either move those cows to a pasture which offers more shade, or even build more shaded areas, to counteract those problems down the road."

DO WE HAVE YOUR ATTENTION NOW?

Substantiating the findings of Dr. Cortese in an article written by Dr. Glenn Selk, Oklahoma State University Extension Cattle Reproduction Specialist, the author cited research performed by

USDA scientists at Clay Center, Nebraska. In this study they monitored health events and growth performance in a population of range beef calves in order to identify associations of these factors with passive immune status. Blood samples were collected from 263 crossbred calves to determine the amount of passive maternal immunity that had been obtained from colostrum.

The health of the calves and growth performance were monitored from birth to weaning, and after weaning through the feeding period. Their findings showed that calves with inadequate passive immunity had a 5.4 times greater risk of death prior to weaning, 6.4 times greater risk of being sick during the first 28 days of life, and a 3.2 times greater risk of being sick any time prior to weaning, when compared to calves with adequate passive transfer. The risk of being sick in the feedlot was also three times greater for inadequate compared to adequate calves.

In addition, passive immune status was indirectly associated with growth rates through its effects on calf health. Sickness during the first 28 days of life was associated with a 35 pound lower expected weaning weight. Respiratory disease in the feedlot resulted in a .09 pound lower expected average daily gain.

Manned with the knowledge from this simple and inexpensive protein test, producers can essentially look into the future of their calves and plan how this calf crop will fit into their program. In addition, they can also take steps to ensure the following year's calves might be better equipped to perform at maximum potential if their first meal has plenty of the 'good stuff'.

(Editor's Note: Ask your veterinarian for more information on testing your herd's colostrum.)

Article reprinted courtesy of Working Ranch.

Building With Some Of The Best

We've selected some outstanding show heifers through the years and have been steadily building our Simbrah program. Our females are chosen with the fact in mind that they will be put into production.

Calf Scramble Certificates Welcomed



HDB Broadway Bella - Bella is a bred and owned heifer that Bailie is also campaigning this year. Bella is out of PRR Prevail 774S.



Smith U Make Me Smile - Calf Champion at Synergy 2010 and Reserve Calf Champion at MAS 2011. A daughter of Ronen.

HDB Cattle

Mike, Tiffany & Bailie Foltyn

2802 La Mesa • Bay City, Texas 77414

979/241-8383 • bailie95@att.net

We Appreciate Our Customers

The Martinez family would like to take this opportunity to say thank you to our recent customers. We are honored that you chose cattle with the RSUN prefix to add to your programs!



RSUN Cowboy Casanova
2010 International Champion Bull
2011 National Reserve Intermediate Champion Bull
Owned in partnership with LaNegra Cattle Co.
and SW Cattle Co.



RSUN Ruby Red
Sired by Johnnie Walker
2011 National Class winner
2011 International Heifer Calf Champion
Purchased by Ronnie and Susan Smith,
Smith Farms

We would also like to say thank you to Ruben Garcia, La Blanquita Ranch, for his purchases from Rising Sun Ranch.



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Robert Martinez Family
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Robert (M) 361/675-0596 • Rising_sun_ranch_2000@yahoo.com

Recapping American Junior Simbrah Roundup 2011

This was the 12th Annual American Junior Simbrah Roundup (AJSR) and it was the biggest to date. This event drew 93 youth from Texas and Louisiana and 126 head of cattle.

It was once again held in Wharton, Texas and in addition to the cattle show, there were leadership contests and lots of fun for all ages.

Seth Lucas, an ag science teacher, judged the showmanship and Bred and Owned shows, while Chris Shivers, American Brahman Breeders Association CEO judged the percentage and purebred shows.

The advisors, led by Joe and Julie Mask outdid themselves as far as organization, door prizes, award prizes and overall fun. The Masks are joined by the Fuch, Schultz, Wells,

Grimshaw and Finch families in directing the event.

High Point Juniors in order were Hannah Wells, Ty Rhyner, Matthew Salinas, Olivia Vela, Winston Walters, Jake Rhyner, Molly Schwertner, Addie Trojanowski, Amelia Stavinoha and Jacob Fredrich.

High Point Intermediates in order were Tanner Howey, John Paul Rodriguez, Dario Salinas, Andrew Cano, James Baker, Victor Moreno, Sidney Paul, Mason Grant, Hunter Wells and Blake Schultz.

High Point Seniors in order were Georgia Dunn, Morgan Mee, Hope Onstot, Faith Onstot, Kallie Fuchs, Megan Grant, Morgan Tindle, Linay Runnels, Daniel Galvan, Cody Witzkoski.

AJSR scholarships were awarded to Cody Witzkoski and Morgan Tindle, while Georgia Dunn received the Victor Guerra AJSR Memorial scholarship.

Please refer to www.simbrahworld.com for additional photos and details of the event. Plan to be in the Rio Grande Valley in June for the next AJSR!



Grand Champion Cow/Calf Pair was exhibited by James Schwertner.



Mary Kate Walters exhibited the Intermediate Champion and Grand Champion Purebred Heifer.



Georgia Dunn exhibited the Grand Champion Bred and Owned Bull.



Victor Moreno saw his pair take the Senior Champion and Reserve Grand Champion Heifer titles.



Robert Welch took home the Grand Champion Purebred Bull honor.



Christopher Martin exhibited the Grand Champion Bred and Owned Female.



Winston Walters exhibited his heifer to the Grand Champion honors in the Percentage Heifer Show.



A BIG HEARTY MAS VI THANKS

to all of our supporters for making MAS VI another great Simbrah event. In just six years, MAS has sold 963 lots for \$2,534,785 for a \$2,632 average with 1/3 being yearling bulls with 308 yearlings averaging \$2,172. MAS has also awarded over \$126,000 in junior premiums and raised over \$264,500 for scholarships and breed promotion.

MAS VII will be held in conjunction with the American Jr. Simbrah Round Up at the RGV Showgrounds in Mercedes on June 14 - 17TH. It will be another **TRAIL BLAZER** with the first ever video auction of the breed with no sale ring. The cattle will be on display in the show barn and the sale will be held upstairs in the air conditioned ball room. It promises to be a fun filled family oriented event held in the HEART of the Simbrah Capital of the World as there are over 1500 Simbrah cows and over 25 Simbrah breeders within 60 miles of this event. For more info please contact **Rene Vela** at 956.279.2200 or rgvrene@aol.com or **Wayne Reavis** at 956.207.1447 or jwreavis@aol.com.



News...

(Continued from page 13)

"We are excited about how this new event will assist our clients in the marketing of their cattle. Buyers will also have a great opportunity to select from the best of over 20 different progressive breeding programs. It will be an event that you do not want to miss that will feature lots of good cattle, good people, good food and some great South Texas LMC camaraderie," describes Guerra.

Buyers not able to attend will be able to bid online via live internet broadcast at www.cimauction.com. For more information or catalog, please contact Carlos or Sister Guerra at lamunecacattle@aol.com or call 956/802-1641. The catalog will be at www.lamunecacattle.com.

Membership Suspensions Announced

The following appeared in the July/August edition of the Register, the official publication of the American Simmental Association:

The following members have been suspended and expelled from membership in the ASA for violation of ASA Bylaw Section 2.E, and all pending registration applications or transfers and all existing registrations of animals owned by these members as of June 1, 2011, are declared void: JEFF

JACKSON (ASA #170462); JARED JACKSON (ASA #170462); LAZY J RANCHES (ASA #138950); D.E. JACKSON (ASA #138950); and DWAYNE JACKSON (ASA #138950).




New Exhibitor In The Baring-Popp Family

Congratulations to the Baring and Popp families. Ryder Jax Baring due in November decided to join us September 3, 2011 at 7:35 p.m. He was 4 pounds 5 ounces and 18 1/2 inches long. Ryder Jax, and parents Ryan and Krysta are all doing well and so are the grandparents, Harvey and Marcy Popp and Roy and Mary Baring.

(Continued on page 33)


Come See us For Your Simbrahs!

2011 American Junior Simbrah Roundup
Reserve Hafler Calf Champion!
A MF Peconet daughter,
exhibited by Munny Grimeshow.




La Chusa Ranch
Boyd and Debbie Grimeshow, Kaitlyn and Munny
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Faith, Hope and Simbrah!



Faith and her Fullblood Junior Classic National
Champion, DLO Mo Claire.



Faith and PRB Pretty Jean, Reserve Division
Champion at the International Show in Houston.



Hope with PRB Shania, a Division Champion in
Faith World Junior Show.

Before we ever set foot in a show ring, we spent the past 15 years researching, studying and developing cattle from a Fleckvieh base. Why? Purely and simply, anything we produce has to meet three key criteria: to be efficient, productive, and it better taste good. Add in Simbrah for sustainability, and in just a few short years, Faith, Hope & Simbrah are here to stay!

Peach Creek Ranch
DAVID, USA, FAITH AND HOPE ONSTOT
857 North Highway 95, Granger, TX 76530
512-818-3560

News...

(Continued from page 32)



Wedding Bells Ring For Megan Barba

Former junior exhibitor, Megan Barba married Erich Morrison on July 8th. She is the daughter of Randy and Tanya

Barba, Rosharon, Texas. The couple reside in Alvin, Texas where she works for the Gulf Coast Large Animal as a veterinary tech and he is supervisor for North Houston Pole. Congratulations!

Synergy IV...

(Continued from page 5)

five divisions of showmanship in addition to the Simbrah, Percentage and Simmental shows and you must pre-enter.

Participants in this year's sale include Baring Cattle Company, Elmendorf, Texas; BetM Ranch, San Antonio, Texas; Burch Farms, Hempstead, Texas; Diamond RF Farms, Wallis, Texas; Hagan Cattle Company, Yoakum, Texas; La Muneca Ranch, Linn, Texas; McCrary Farms, DeKalb, Texas; Pine Ridge Ranch, Dallas, Texas; Reavis Farms, Mission, Texas; Smith Genetics, Giddings, Texas; Tres Potrillos Ranch, McAllen, Texas; Triple J Ranch, Sour Lake, Texas; Triple P Ranch, Pearland, Texas; Wentz Farming Company, Olmito, Texas and Smith Farms, Denton, Texas.

For additional details, catalog/video/entry forms, rules and sale accommodations, visit www.smithgenetics.com or call 512/587-7896. You can also follow the event on Facebook.

Keeping the Winning Tradition Alive...



LHH Arnee topped off Vanessa's amazing show career by winning Grand Champion Simbrah Heifer at RGVLs Open and Junior Shows, Simbrah/Simmental Superbowl and was named the National Reserve Champion Simbrah Heifer in the San Antonio Livestock Show.



We want to thank the juniors who selected their next show animals from our ranch. We wish Georgia Dunn, Matthew Salinas, Tyler Denny, and Adriana De los Santos the best of luck this year. Georgia has kept winning tradition alive with **LHH Mariposa** by winning Reserve Calf Champion at TJSSA Futurity and the Reserve Champion Simbrah Heifer at the AJSSA National Show!



Congratulations to Klarissa Cantu and her family. She was able to raise and show her steer, **LHH Bud**, to win Reserve Champion Simbrah Steer at RGVLs! She also took another steer, **LHH Eclipse**, and made the sale at the STAR Show. Thank you to the Cantu Family for trusting our cattle operation.



32667 N. Expressway 281
Edinburg, TX 78542
(956) 381-8933
LHHRanch1954@aol.com

Dr. Lucas Hinojosa: (956) 605-7103
Mrs. Norma Hinojosa: (956) 605-0216
Daniel Hinojosa: (956) 607-4910



With Sires Like This... We're Getting Results Like These...

We've been touting our sire power for some time, but we think when you see the calves we're selling in Synergy IV, you'll understand why we are so pleased with the direction of our breeding program.

Heading our program is PRR Red Ammo and we are also using LMC No Limit and RFI Smith Thunderstruck! When you come to the Valley in June for the MAS Sale and



PRR Red Ammo-2005 Sensation Grand Champion and Reserve Champion at the 2006 San Antonio and Houston Shows. Full brother to the International Champion bulls, Red Bullet and Black Bullet. Sired by Power House and out of the great She Moves.



October 22
Tres Potrillos Will Be
Offering Lots 103-117



LMC No Limit-A Red Bullet son out of a Yeager bred cow. He was the 2009 National and International Grand Champion Bull.

Synergy Lot 103-Sired by Red Ammo. Note the extension and length this heifer possesses.

Two units of semen from Thunderstruck sell with this heifer.



RFI Smith Thunderstruck-A 3/4 Simmental x 1/4 Brahman bull, sired by Dream On, who rewrote Simmental breed history and out of the great Priceless, who is rewriting Simbrah history!

Synergy Lot 107-Sired by Red Ammo and out of a Sargeant bred dam.

She is bold sprung, heavy muscled, yet feminine.



TRES POTRILLOS RANCH

Alvaro Gonzalez Family

128 Canary Avenue, McAllen, Texas 78504 • 956/605-3951



XB BARING CATTLE COMPANY XB

Every year, here at Baring Cattle Company, we try and do our diligence to keep "stepping up" our program. We strive to produce the best kind of Simbrah cattle for our customers, whether it is in the show ring for our Junior clients, or replacement cattle for improving genetic potential. Each of these ideas are key factors in the bulls and donors that we choose. We will continue to use, and only use, the top genetics out there. Using these genetics, we do our best to produce successful offspring, day in and day out—from the ring to the ranch.

What a successful year this has been! Not only with the new addition to the Baring family—Ryder Jax, but the opportunity to have met numerous, up and coming young breeders and their families. Although new to "The Simbrah World" they are just as eager, as we once were. We can see their determination

to have the best cattle possible and we look forward to helping them grow their programs and produce Champions of their own.

This has, and will always be, an everlasting goal of ours. These young leaders are the future of Simbrah and it is imperative that we take care of them.

They are eager to learn and we are here to help them make their programs successful.



BCC Misty Moon
1/2N/BCC Vienna, 420 X Jetty Wisp



BCC/CHCC Morning Sun
PRR Black Major X Morning Star

We are proud members of Simbrah Synergy and Showcase again this year and we have some very exciting show prospects in this year's Sale. We look forward to seeing you there! Call us with any questions.

Stop on by, and visit the herd—
visitors are always welcome!



BCC/CHCC Pretty In Red
Simbrah Synergy LOT 49



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BCC/CHCC Hearts Desire
Simbrah Synergy LOT 50

Sally...

(Continued from page 11)

but mediocre. She aided in the development of a new breed of cattle, the Simbrah, combining Simmental with

Brahman, which is resistant to the ailments of its ancestors. She was one of the few women (preceded by Honoree Minnie Lou Bradley) to graduate with an Animal Husbandry degree from Oklahoma State University, and was the first woman to be trained by the American Breeders Service to administer artificial insemination. Buxkemper lives in Ballinger, Texas where she maintains the RX Ranch, managing cattle and

continuing her life-long goal to improve her herd and sell product world-wide.

She joins some other 200 women who have received this honor including Charmayne James, Sandra Day O'Connor, Patsy Montana, Annie Oakley, Carol Rose, Minnie Lou Bradley and Laura Ingalls Wilder to name a few.

For more information on the National Cowgirl Museum and Hall of Fame click on www.cowgirl.net.



Includes, a very gentle and proven young herd sire and a 18-month-old, three-quarter son of Red Cesar. Offering includes show heifers and young bulls, many sired by High Expectations

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MAS...

(Continued from page 25)

Farming and La Muneca selling for \$16,000 to Kallie Fuchs from Columbus. The 2nd and 3rd top sellers were LMC HS Rocco daughters consigned by La Negra and sold for \$8,000 a piece to La Blanquita and Martin's Half Circle M. Overall 80 Simbrah open heifers averaged \$2,963.

The top ten volume buyers were: La Muneca, Pine Ridge, 6G Ranch, BETM Ranch, Smith Farms, Dean Galbraith, La Blanquita Ranch, Kallie Fuchs, Romulo Garza and La Morra Ranch.

The total MAS Simbrah sale grossed \$463,450 on 149 lots for a \$3,110 average per lot with 80 buyers. Another sale highlight was the fact that several new Simbrah breeders were established and the many buyers from as far away as Oregon, Georgia, Missouri, Oklahoma, Louisiana, Mississippi and Mexico. Leo Casas was the auctioneer.

MAS Simbrah Sale & \$15,000 Showdown VII is being planned to be held in conjunction with the American Junior Simbrah Round Up in June of 2012 at the Rio Grande Valley Show Grounds, Mercedes, Texas.

She Works!

We've been talking about the great Simbrah progeny BBS Jennie Walker has produced for a few years now. . . . well just look at how she has worked in Simbravieh!



BBS Jennie Walker, a daughter of JW Black!

Boening Bros.

Russell and Scott Boening and families

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These two fall babies, sired by MHF Manhattan S6103 will sell in Synergy IV as we own them in partnership with La Muneca.



LMC BBS Kim X261-Lot 20 In Synergy IV
A December 1, Polled Simbravieh daughter of
Jennie Walker and Manhattan. Power, muscle
and style!



LMC BBS Walker X258-Lot 21 in Synergy IV
A November 28, Polled Simbravieh son of Jennie
Walker and Manhattan He's loaded with muscle,
width, and power!

"These Two Jennies Sell In Synergy IV,
October 22nd"

Jennie Works Across Sires, and Across Breeds!

Come to the ranch and view Jennie and her calves!





Terry Reagan
AUCTIONEER
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210-414-4411

Thanks to Simbrah Synergy III

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Visit us also at our website www.Tom-LinRanch.com



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If Your Plans Include **A CHAMPION,**
Then Plan a Trip to Hagan Cattle Company.

Just take a look at some of the champions we have produced lately!



Hagan Callie
2010 AJSA Classic Grand Champion
Simbrah, exhibited by Casey Henly

2011 Superbowl & 2010
AJSA Classic Reserve Grand
Champion Simbrah,
exhibited by Kallie Henly



2010 AJSR Grand Champion, exhibited by Kallie Fuchs



2010 International Simbrah
Grand Champion Female,
exhibited by Hagan Cattle Company

*For your next champion
Simbrah...come to Hagan
Cattle Company!*

*Hagan Smith
Show Stopper*



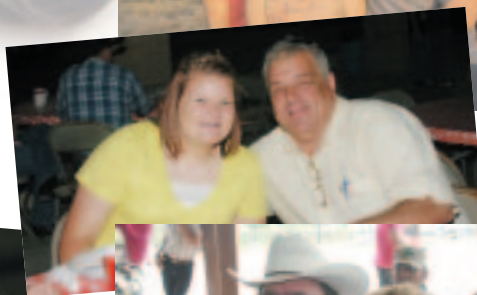
Watch for our 4 lots
selling on October
22nd, Giddings, TX
lots 69A, 69B, 70 & 86f

SEE CATALOG AND VIDEO ON OUR WEBSITE



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Simbrah Scenes...



Top Photo: Mia Barba. Bottom Photo: Liana and Dora Flores.

Top photo: Maycie, Hannah, and Rhonda Wells. Middle Photo: Bailye and Mike Foltyn
Bottom photo: Darrel and Mary Sklar.

Top Photo: T.C. and Ana Betancourt. Middle Photo: McKenna and Ty Tshirhart.
Bottom Photo: David Grimes, Katrina Fontenot and Tim Smith.

Smith Isgrig Charismatic

Websters says charisma is the rare quality or power to win the devotion of large numbers of people.

Charismatic's charm and power are backed by these strong points.

- Sired by Smith Nu Wave II, the #1 EPD bull in the breed.
- His dam, Smith Isgrig Elenour is one of the strongest cow families in the breed and his maternal sister, Ava was a many time show winner and now a donor herself.
- His EPDs rank him in the top 1% of breed for weaning, yearling and birthweight—a rare combination and again one that attracts breeders to his calves. Also in top 1% for maternal weaning weight, carcass weight, API and TI.

Thank you Wentz Farming Co., for purchasing a one-fifth breeding interest in Charismatic.

Semen packages for foreign sales only. For Charismatic calves call us!

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Email inquiries to: smithgenetics@yahoo.com



RFI Hershey's Kiss ~

This Charismatic daughter bred in the Fazio program, sold for \$8,500 in Synergy III to La Mesa, RGV and BETM. They sold a flush in her at MAS VI for \$3,000 to Smith Genetics and Reavis Farms. The female was then purchased by Ronnie and Susan Smith at private treaty, as she made quite an impression at both sales!



McCrary Smith Anna Bell ~

this Charismatic daughter from the Anna Cow family sells in Synergy IV. She sells as Lot 38 from McCrary Farms



Smith MRT Bubblicious ~

a three-quarter, polled Charismatic daughter sold in MAS VI to Ronnie and Susan Smith for \$7,500. Watch for her at the National Percentage Show.



RIO GRANDE VALLEY

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If you are in the market for a commercial bull, herd bull, a potload of bulls, a show heifer, replacement females, embryos or semen – the Rio Grande Valley offers **QUALITY IN QUANTITY**. We have the largest selection of Simbrahs in the USA all within one hour of each other. We have over 1500 Simbrah cows in production. We will help you find what you are looking for and have a good time doing it.

Many of Simbrah's leaders are from the RGV – from Bud Wentz helping to start the breed in the late 60's to La Muñeca starting their annual Jr. Educational Round Ups in the late 80's to the first Simbrah steer show in the early 90's and MAS in the early 2000's you can count on Valley breeders to **MAKE THINGS HAPPEN** for Simbrah.



A **SALUTE** goes out to our Rio Grande Valley juniors that competed and did so well at the 2011 American Junior Simbrah Round Up. The RGV Simbrah breeders are proud to be hosting the 2012 Round Up and are looking forward to showing the Simbrah World to a good time and some of that world renown South Texas hospitality.



CONGRATULATIONS to Vanessa Hinojosa on a very successful show career capped off her senior year with big wins at the Super Bowl, RGV Junior & Open shows plus reserve at the SA Junior Show. She did this with her LMC Johnnie Walker daughter. Contact Santos Escobar or Robert Martinez for JW semen.



CONGRATULATIONS to La Muñeca for breeding the National & Reserve National and the International Champion Simbrah bulls. They also bred the Grand & Reserve Champion Heifers at the Houston Jr. Show, the Reserve at the FW Junior show, both MAS champions, SYNERGY Champion and both MAS Steer champions. Photo of Bobby Welch with his LMC bull that won the AJS Round Up.



● **BD Ranch - Rio Grande City**
Jose Luis Garza Family
(O) 956/487-0303 (M) 607-7853
jgarzaatlaw@hotmail.com

IT IS WELL WORTH THE TRIP !!



CONGRATULATIONS to the Ron Wells family on hosting another productive and educational field day for juniors and the First Annual Heart of Simbrah Show. The Wells family can be depended upon to help out with Simbrah events all over the Simbrah World. They are great role models for **VOLUNTEERISM**.



CONGRATULATIONS to Reavis Farms for breeding the 2011 National Champion Female that they sold to the Val Walters family as a weanling at SYNERGY III. They also bred the Reserve National Champion female. They share their best every year at **MAS** and **SYNERGY**.



La Muñeca will be hosting a new event – LMC Sellabration & LMC Jackpot on March 23 & 24, 2012. It promises to be another great event with a \$20,000 Junior Show for the cattle sold by Sellabration sponsors. MAS VII will be held in conjunction with the Round Up and will be the best ever.

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● **Top C Cattle Co. - Pharr**
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● **Tres Potrillos Ranch - McAllen**
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Alvaro_Gonzalez@ml.com

● **Vela Cattle Co. - Edinburg**
Alicia and Pablo Vela, Jr.
956/279-8901
Alicia@VelaLaw.com

● **Wentz Farming Co. - Olmito**
Bud & Lupita Wentz
956/350-4444 or 371-7377

October 1-LMC Roundup and Futurity, Linn, Texas.

October 8-Fall Fest Sale, Hearne, Texas-**CANCELLED**

October 15-Heart of Texas Fair and Rodeo Simbrah Show, Waco, Texas.

October 20-State Fair of Texas Junior Simbrah Show, Dallas, Texas.

October 21-State Fair of Texas Open Simbrah Show, Dallas, Texas.

October 21-23-Synergy IV Sale and Showcase, Giddings, Texas.

October 31/November 1-Deadline for junior heifer ownership for Spring Majors.

Check each particular show's ownership rules.

• 2012 •

January 23-Fort Worth Stock Show Junior Simbrah Show, Fort Worth, Texas.

February 13-National Simbrah Show, San Antonio Livestock Show, San Antonio, Texas.

February 13-National Percentage Simbrah Show, San Antonio Livestock Show, San Antonio, Texas.

February 15-Simmental-Simbrah Superbowl, San Antonio Livestock Show, San Antonio, Texas.

February 15-Beef Cattle Skillathon, San Antonio Livestock Show, San Antonio, Texas.

February 16-San Antonio Livestock Show Junior Simbrah Show, San Antonio, Texas.

February 28-International Simmental/Simbrah Sale, Houston Livestock Show, Houston, Texas

February 29-International Simbrah Show, Houston Livestock Show, Houston, Texas.

March 9-Houston Livestock Show Scramble Heifer Show, Houston, Texas.

March 11-Houston Livestock Show Junior Simbrah Show, Houston, Texas.

March 23-24-La Muneca Cattle Co., \$ellabration Sale and Show, Linn, Texas.

May 26-27-Smith Genetics Cow Camp, Giddings, Texas.

June 14-17-American Junior Simbrah Roundup and MAS VII Sale, Mercedes, Texas.

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Nu Wave II

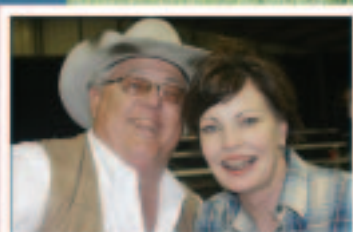
His Waves Of Influence Continue To Dominate The Breed

Smith Nu Wave II stormed onto the breed at the 2009 National Show, sweeping the calf championships and his influence has continued to dominate and now his progeny and their progeny are taking leading roles in the breed. The second generation of Nu Wave's include the champions Smiths Priceless Passion and RFI Hot Flash.

He's a $\frac{3}{4}$ x $\frac{1}{4}$ sired by PBL Cutting Edge D209 and he is out of a Spectrum bred female.

He has now been the #1 ranking EPD bull of the breed for three years — proving this bull is as constant as ocean waves and a powerful performer in traits that are economically required in today's environment. Just take a look at his EPD numbers — not just stout numbers, but he ranks in the top 1% of the breed in six categories.

In Synergy III, Reavis Farms and Smith Genetics sold 10 units of semen on Nu Wave II to Ronnie and Susan Smith, Smith Farms, Denton, Texas. We are proud to announce that the Smiths have now purchased one-third interest in this great sire. Ronnie and Susan have assembled a solid set of females in their herd, along with some outstanding donors and they feel one of the sure ways to add value to their investment is to cross many of these with the great Nu Wave II.



RONNIE AND SUSAN SMITH

10 UNITS OF SEMEN SELL ON THIS HERD SIRE AT SYNERGY. A BREED EXCLUSIVE!

Smith Nu Wave II...

His calves have dominated the breed for the past two years and a short list includes Smith MDM Look At Me, Smith Isgrig Charismatic, LMC WFC Dream Girl, Smith SCL Mia, LMC Smith WFC Moose, Smith McCrary Addie, Smith RFI Tinkerbell, and Hagan Smith Show Stopper.

Nu Wave II... His numbers tell you what he can do, his calves tell you what he will do!

| | EPD | WW | YW | REB | RFWW | CW | YO | MB | BT | FEA | API | TI |
|------|------|------|-------|-------|------|------|------|------|-------|-------|-------|-------|
| EPD | -1.3 | 88.5 | 126.3 | -28.9 | 23.2 | 29.6 | 8.52 | 8.84 | -3.03 | -0.03 | 145.5 | 103.3 |
| Rank | 7% | 1% | 1% | 2% | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 1% |

Top 10%

His impact can only be felt by purchasing his calves or this special semen package, come today and see the calves we have by Smith Nu Wave II.



LMC WFC Dream Girl, Sired by Smith Nu Wave II. She has won every major show, including the 2009 National and 2010 International Grand Championships. She recently sold for \$42,000 to La Manera, 6G, BETM Ranch and LP.



Smith Isgrig Charismatic, Sired by Smith Nu Wave II, a herd sire now at work in the Smith, Reavis, Barff, Wente Farming Co. and McCrary programs. Charismatic's EPDs rank him in the top of the breed for the direct growth traits of weaning and yearling and yet his birth weight EPD is also in the top 10%. He excels in maternal weaning weight, carcass weight and API and TI.



Smith Priceless Passion, Sired by a Nu Wave II son, Smith RFI Infinity. She was named the Grand Champion Female at the TSSA Futurity, American Jr. Simbrah Roundup, and at the Red Buckle was the Simbrah Champion and 1st Overall American Heifer for Mary Kate Walters.

REAVIS FARMS, INC.

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REV'N UP the POWER.

Status Quo is still not our plan. And with sires like these, genetic improvement is coming with each new calf. Just take a look at the sires leading our program. At Reavis Farms, we're Rev'N Up the Power!

Smith Nu Wave II



He is rewriting the history of the breed. His first calves have dominated the show and sale rings and now his progeny are in production and the results are exciting. He is the #1 EPD bull of the breed as he ranks in the top 1% for six categories. **10 UNITS OF SEMEN SELL IN SYNERGY.**

Smith Evan



Sired by Smith Nu Approach and out of the great Bella Bella. Solid red and polled. Wait till you see his calves at Synergy IV! His EPDs rank in the top 3% for weaning and TI, top 4% for yearling, top 25% for maternal weaning weight and top 5% for API.

Smith McCrory Andy N Black



This is the Simmental sire, we are using to produce our percentage cattle. He's sired by the great Dream On and out of the Andi Lu N Black cow. His EPDs reflect that he is in the top 3% of the breed for birth weight, and top 10% for API and TI. You'll see some of his calves at Synergy too.

RFI Smith Thunderstruck



This 1/4 Simmental x 1/4 Brahman bull is a product of two greats—the Simmental sire, Dream On and the Simbrah Female, Priceless. He ranks in the top 1% of the breed for marbling, API and TI and top 15% for weaning and yearling weight. He is adding a lot of length and dimension to his calves.

Smith Isgrig Charismatic



Sired by Nu Wave II and out of the Eleanor Cow Family. His EPDs rank him in the top 1% of breed for weaning, yearling and birth weight—a rare combination and again one that attracts breeders to his calves. Also in top 1% for MWW, CW, API and TI. His calves will be pre-sale favorites at Synergy IV.



We are proud to be a part of Synergy IV, October 21-23, 2011. See our lots in the sale book.



REAVIS FARMS, INC.

WAYNE & JIM BOB REAVIS

956-585-6831

6801 W. Mile 7 Road, Mission, TX 78574
www.reavisfarms.com • jwreavis@aol.com

Calf scramble
certificates welcome.



Look for our offering in MAS VII, too! Reavis Cattle eligible for Synergy, MAS and Superbowl Shows.

In addition we have **SMITH ALSO N RED**, a Simmental bull sired by Dream On. We loved the **NU APPROACH** calves so much we leased him for the Fall Breeding Season. Like we said - we're Rev'N Up the Power!

The La Muñeca Legacy...

began in 1873 when my great grand mother Antonia immigrated to this great country from Mier, Mexico as a widow with three sons, a dream to raise her sons in a better world and a great work ethic. She registered our world renown La Muñeca brand that same year. She raised those boys right.



LMC Arcadio - 2011 National Champion Simbrah

My grand father Arcadio who was 14 when they arrived worked hard to get involved in the land, cotton and mercantile business. His two sons, Arcadio (my Godfather) and my Dad, Rafael continued to work hard to expand the business under the name of Guerra Bros. adding more land, grain elevators and cattle. My wife, kids and I continue to work 24/7/365 to breed the best cattle possible and provide the best service that we can offer our many clients. We focus on:

LEADERSHIP - I am proud to be the only Simbrah breeder to have been on every ASA Simbrah committee ever appointed since the early 90's. We are active on a local, state and national level with all three breeds. We also do a lot to create show, showmanship & scholarship opportunities for our local, state and national 4-H and FFA students and Foundations.

COMMITMENT - You can count on one hand the Simbrah breeders that have been in the business longer than us. We started in the mid 80's and are very proud of our success in the Simbrah breed THANKS to our many supporters. We are committed to continue to breed our share of the best.



LMC American Maiden - Champion Simbravieh

EDUCATION - We will be hosting our 24th Annual LMC Jr. Round Up & Futurity which is a fun filled, family oriented, all day educational event open to the public for free. It is held the first Saturday of October every year. We have awarded over \$200,000 in premiums at our LMC Futurities and LMC Jackpots. We have hosted more field days than anybody else in the breed and enjoy every one of them.

BULLS, BULLS, BULLS - You can always count on LMC to produce and share State of the Art bulls as we are considered Simbrah's premier herd bull, range bull and show bull producer selling more bulls every year, having more bulls in the sire summary and winning more bull shows than any other breeder. LMC bulls have won 12 of the last 16 Houston Bull championships with our clients winning three more with sons of LMC bulls for a 15 of 16 record. We also sell semen on all of our bulls both domestically and foreign.



LMC Apollo - POLLED Brahman

OPPORTUNITY - LMC has created many events that have created many opportunities for both junior and adult breeders including the TJSSA & American Jr. Simbrah Round Up scholarship programs, the American Jr. Simbrah Round Up, Simbrah steer shows, LMC Futurity, LMC Jackpot, MAS, LMC Sellabration plus have been co founders of the Super Bowl and SYNERGY. The economic and growth impact that these events have created is in the millions.

COMPETITIVE - We are proud of our junior show record as our junior clients have won 11 of the last 30 Major championships in Texas (FW, SA & Houston). Our closest competitor has won five. LMC Juniors have also won 94 % of the \$76,500 awarded to the cattle in MAS and SYNERGY premiums. Our juniors also won the first 14 RGV Simbrah steer shows and 10 Reserves plus won the Jr. Simbrah heifer show 13 years in a row back when the shows were larger. Our \$100,000 Junior Program is unmatched in the business and offers many benefits.



Carlos X. Guerra family photo

INTEGRITY - You can depend on LMC cattle to have honest birthdates, pedigrees and data. We believe in thanking our clients publicly and showing them how to breed and market their cattle. Most important - we stand behind our product.

FUTURE - We are excited that all of our children like the ranch life, like to work and hopefully will continue the La Muñeca legacy for many years to come. Our grand kiddos will be showing before long and that will keep us hopping for a long time God willing. We are proud to have sold our genetics this year to four continents, the Dominican Republic and five states. The cattle business will be on fire once it rains so we need to do all we can to out live this drought.



SELLING 200 LOTS!

March 23-24, 2012

**La Muñeca Ranch - Linn, TX
Simbrahs, Simbraviehs,
and Polled Brahms**

The LMC SELLABRATION SALE will be the best event we have ever created as it gives us an opportunity to help our clients to market their LMC genetics. All of their calves out of LMC bulls or cows qualify for the \$20,000 Sellabration Junior Show. It is a great concept that we are very excited about as it will provide a great tool for all of us to work closer together in the marketing and promotion of these great breeds of cattle. PLEASE BE MAKING PLANS TO COME SELLABRATE WITH US.

La Muñeca Cattle Co.

Carlos 956.802.1641 • Jr. 330-1963 • Victor 607-5515

email: LaMuñecaCattle@aol.com

Please visit our website at

www.LaMuñecaCattle.com