

# • SIMBRAH NEWS •

Brought to you by American Simbrah Breeders



Pat Rogers, Jr. (l) and his dad, Pat, Sr added Simbrah genetics to their commercial program and then started a select registered Simbrah program.

Pat Rogers, Jr. of La Campanita Ranch is the type of cattleman that every breed needs...an enthusiastic supporter, because he can't say enough "good" about the Simbrah breed and its people. Rogers and his family have been a part of the agricultural community around Alice and their home town of San Diego, Texas, for more than 100 years. In fact, La Campanita translated means "small bell" in Spanish and is a version of Rogers' great-great-grand-

## La Campanita Ranch finds a lot to like about Simbrah

By Merridee Wells



La Campanita Ranch purchased Simbrah bulls like this one initially. They really liked the resulting females and their performance, which has led them to become registered Simbrah breeders as well.



This LM Full House son was selected by La Campanita for use on their commercial cows.

cultural community around Alice and their home town of San Diego, Texas, for more than 100 years. In fact, La Campanita translated means "small bell" in Spanish and is a version of Rogers' great-great-grand-

father, William Long Rogers, La Campana Ranch.

"There is a concrete wall that is 100 feet long and six feet high at the intersection of Highway 59 and FM 624 south of George West that features the La Campana Ranch name, which was originally about 60,000 acres," Rogers said when talking about his family's ties to ranching. "I'm proud of our family's history and our ties to early Texas."

This South Texas rancher has battled drought more times than not, and once again drought conditions prevail even though Rogers admits this year is better than last. It's with this environment in mind that Rogers sought out Brahman-influence cattle early on, though the Beefmaster breed first grazed the brushy pastures of their ranch.

"It was either '86 or '87," explained Rogers, "that I first became acquainted with Carlos Guerra and his family. His cousin is my best friend and he encouraged me to attend one of the La Muneca (LMC) sales at the ranch in Linn. I was so impressed after that first visit. I really like the cattle (Simbrah) and the people. I wanted to be a part of all that," he said.

"So I bought a bull from Carlos," said Rogers. "When I brought him home to put on some commercial cattle, my father thought I was crazy. He just didn't think it was going to work, but he became a believer after that first calf crop."

The resulting heifers sired by the first La

Muneca bull were "outstanding" according to Rogers... they were beautiful females," he described. "I was sold after that. I knew that I wanted more of the Simbrah cattle."

Rogers went on to say that those first calves were all born very small. Yet at 30 days, "they exploded" and really took off and grew, which was a selling point in his mind.

As Rogers' interest in the Simbrah breed grew so did his relationship with the Guerra family.

"We kept in contact. I visited them and they came here. I was interested in the breed and they were the most knowledgeable source. And they were good cattlemen," he said, in talking about his dealings with LMC.

Time went on and in the early '90s Carlos invited Rogers to the ranch. He had put together a group of 30 heifers and a bull that he thought would be just right as a starter herd for Rogers.

"I went down to the ranch and Carlos made me this really great offer," he said. "The worst mistake I ever made was not taking it," he lamented. "Looking back, if I'd purchased that group of females and that bull I would have been at the forefront of the breed, perhaps been one of the leaders of the breed. But I held back and I sure regret that decision today."

Instead, Rogers went back six months later with his father and they purchased 12 heifers, which formed the nucleus of their current purebred program.

"We have about 110 females today, 20 or so are heifers," explained Rogers. "I think there are still three

of those original LMC females left in the herd. They have made great cows. In the last 10-15 years I've probably purchased 20 or more LMC bulls, so the bulk of this herd all goes back to LMC breeding," he explained.

Admittedly, Rogers doesn't get to spend as much time with his cattle as he would like. "I work in the oil field service business and it's crazy down here right now," he said. "So I don't handle the day to day cattle stuff, my father, Pat A. Rogers and our foreman, Polo Serna handle it. But when I do get to see the cattle I'm always amazed," he stated.

"I think one of the great selling points of the breed is their adaptability. We live with the drought or the threat of drought constantly and the last couple of years have been extremely hard on cattlemen down here. Sure, I've had to feed my cattle some, but overall I am so happy with how they look and the calves they continue to produce. These cattle can take drought and still look like something," he said.

Guerra echoes Rogers when talking about how the Simbrah breeds fits into the La Campanita Ranch program.

"The Simbrah breed is the 'World's Breed' said Guerra, "because it's two parent breeds are the most populous beef breeds in the world. When you combine the milk, muscle and growth of the Simmental with the heat and insect resistance, milk quality and longevity of the Brahman you have produced an animal that can function at a

(Continued on page 5)



## Laissez Les Bon Temps Rouler Let the Good Times Roll

We invite you to visit Southwest Louisiana to see perfect practice at work.

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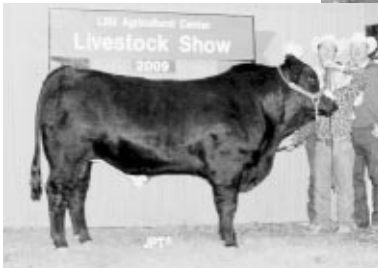
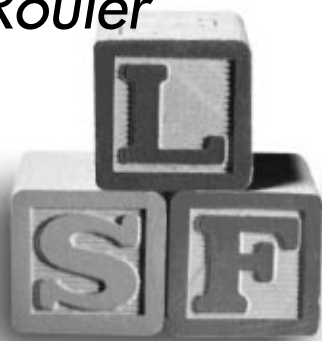
Boomerang, Bella Bella, Queen Anne, Betty Boop, and She Moves just to name a few.

Through AI, we are adding the distinguished bloodlines of Dream On, Grandmaster, Meyer 734, Shear Force, Freedom, Fat Butt and Manifest.

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### 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



## First-Class Calf Crop

This year's calf crop has been phenomenal.

LHH Sydney has started her show career on the right path by winning Grand Champion Simbrah heifer at the TJSSA Futurity. She is sired by a full sib to LMC Diva and out of our San Antonio Champion cow A&A Black Butterfly. LHH Next In Line is a high powered

heifer and is next in our line of champions. She will be the perfect outcross for us and our new partners from Rising Sun Ranch as she is sired by LHH Maximus. These two heifers are just a sample of the quality Simbrahs we are producing and selling. Special thanks to the Denny family, the Escobar family, Rising Sun Ranch, the Caraveo family and the Smith family for selecting their next show prospects from our herd.



LHH Sydney



LHH Next In Line



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We are also on Facebook

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# NEWS You Can Use...

### Heat Tolerance Designation Added

The American Simmental Association (ASA) recently added the designation of SimAngus HT to their promotion. SimAngus HT is a SimAngus with at least 1/8 Brahman.

To clarify a little further, a SimAngus must have at least 1/4 Angus and 1/4 Simmental and the combination of the two needs to add to 3/4 or more. So a 5/8 Simmental 1/4 Angus 1/8 Brahman is a SimAngus HT. If you breed a Brangus to a Simmental, you get 1/2 Simmental 3/8 Angus 1/8 Brahman, which is also a SimAngus HT. When you breed purebred Simbrah females to an Angus, you get 3/8 Simmental 1/8 Brahman 1/2 Angus, which is also a SimAngus HT. Another example is a 1/2 Simmental 1/2 Angus bred to a Simbrah which gives a 5/8 Simmental 1/4 Angus 1/8 Brahman SimAngus HT. Both parents need to be in the ASA database for the designation.

### Pine Ridge Ranch Featured In Beef Magazine

Bill and Jane Travis, Pine Ridge Ranch, Athens, Texas were featured in a recent edition of Beef Magazine. To read the story type in this web address: <http://beefmagazine.com/selection-tools/bos-indicus-cross-boasts-carcass-quality>

### 4th Annual 5W Cattle Company Field Day and 2nd Annual Heart of Texas Simbrah Show Scheduled

5W Cattle Company will host their fourth annual field day on September 1st, at the Rio Grande Valley Livestock Show Grounds, Mercedes, Texas. The Heart of Texas Simbrah Show will also be held.

The field day activities include contests for three age divisions for hay judging, cattle judging and skill-a-thon. Buckles will be awarded in the showmanship contests. Entry fee is \$50 and includes lunch and dinner.

The show will be open to exhibitors of cattle purchased from 5W Cattle Co.,

La Muneca Cattle Co., La Morra Ranch, Rising Sun Ranch, RGV Cattle Co. and Top C Cattle Co. Entry fee for the first heifer is \$50 and additional head are \$10 each. All entry monies will be paid out in premiums, with buckles awarded to

overall champion and overall reserve champion heifers.

For additional information, rules for exhibiting, heifer eligibility and schedule of events, contact Ron or Rhonda Wells at (Continued on page 3)

## We've Got A New Bull In The Program

7N Ranch has been quietly and steadily breeding Simbrahs for a number of years. We've stepped up our program in 2012 and have acquired a number of top females, which you will be hearing more about in the near future and we've added a new bull with some new blood for the breed.



LMC  
Gumbo  
5Y/261

We purchased this young bull at the recent MAS Sale from La Muneca. He is a 6G/LMC Rajin Cajun W908 son, which means he brings a whole new line of genetics to the breed as Rajin Cajun is a son of the Simmental sire, JF Net investment 634S, who is sired by the great Dream On. On the maternal side of Gumbo's pedigree, you'll find the great LMC EF JW Black 3N/225 and his grandam is the great Diva, who also produced Dream Girl.

Gumbo joins our sires, Smith NF Simply Great, who is a three-quarter blood bull sired by Dream On and out of Madam X and Smith Smooth Operator, sired by NF Smith Sargeant, who was the #1 or #2 EPD bull in the breed for several years and out of Smith Bella Bella. We have retained a number of their daughters and they are now in production!

**IF YOU NEED A BULL,  
REPLACEMENT FEMALE OR  
SHOW PROSPECT  
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NIESCHWIEZ 7N RANCH**

## Nieschwietz 7N Ranch

Pete Nieschwietz  
P.O. Box 303 • Falls City, Texas 78113  
956/460-6002  
pnieschwietz@sbcglobal.net



## News...

(Continued from page 2)

956/245-7996 or 956/367-1029.

### Consignment Information For All Breed Events Published

#### Fort Worth Commercial Female Sale

Entry forms for nominations will be available mid September. Contact Robert Schacher, 817/219-0102 to be placed on the mailing list. Nomination forms are due December 1, 2012 however, if you want to be considered as a consignor, you must advise him of your intent to participate at the sale and inform him on the number of heifers that will be entered. Heifers will be screened for the sale around mid to late October.

#### San Antonio All Breed Bull Sale and All Breed Heifer Sale

Entry forms for nominations are available from October 1st to October 15th for the sale at the San Antonio Livestock Show in February. Evaluation committee will view all possible

candidates prior to acceptance into the sale. Previous consignors have first choice to participate in sale. Contact Jim Banner or Michael Sturgess 210/524-9697 for all the specifics and nomination forms.

#### Houston Livestock Show All Breed Bull Sale and Commercial Sale

Bubba Sartwelle from Port City Stockyards manages this event and his contact number is 979/885-3526.

#### La Muneca to Host 25th Annual Jr. Round Up

"On Saturday, October 6th, starting at 9:00 a.m., La Muneca Cattle Co. (LMC) will proudly be hosting our 25th Annual Jr. Round Up & LMC Futurity", states LMC owner, Carlos X. Guerra. There will be speakers on selection of cattle and hay, judging, feeding, fitting, showmanship, goal setting, leadership, what a family can expect from an animal project, and the future of women in agriculture. Special presentations will be made by Aaron Alejandro, Michael Grahmann, Dr. Twila Johnson, Rex Ruckert, Chris and Kasey Shivers, Brad Cowan, Victor and Carlos X. Guerra

Jr.

Adults and three age groups of juniors will have the opportunity to judge four classes of Simbrah, Brahman and Simbravieh cattle, two classes of hay plus a weight guessing contest. Seventy-five juniors will win \$750 in premiums sponsored by La Muneca plus be in the drawing for over 100 door prizes donated by many local businesses with Hidalgo County Farm Bureau, Dr. Oscar Alvarez, Littlefoot Cattle Co., Frank Trevino, Darryl Raub and Farm & Ranch of San Isidro as our special awards sponsors. The average attendance through the years has been over 300 kids, parents and leaders. The LMC Special Awards of Volunteer, Booster and Educators of the Year will be awarded at the Round Up.

The Annual La Muneca Futurity will conclude the day's events with over \$7,000 in prize money and buckles. Judges will be Chris Shivers (cattle) and Kasey Shivers (showmanship). Food and refreshments will be served all day by the Edinburg FFA Booster Club. The seventh

(Continued on page 8)

# 1 TRIP - 2 STOPS Sour Lake, Texas

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#### Carpenter Ranch Partnership

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Taking a look at the numbers...

Fall 2012 Simbrah EPDs

The American Simmental Association (ASA), who maintains the registry and Expected Progeny Differences (EPDs) database for the Simbrah breed, has published the Fall 2012 EPDs. The top 12 rankings for each trait have been provided here for your averages have been included to provide additional percentile table and breed evaluation tools.

EPDs are estimates of how a bull or cow's future progeny will perform, on average, for a given trait. They provide estimates of the genetic value of an animal as a parent. Specifically, differences in EPDs between two individuals of the same breed predict dif-

Fall 2012 Simbrah Calving Ease Trait Leaders

Rank	ASA No.	Name	DOB	Breed Codes	CE	CE Acc
1	2533655	RX CINNAMON X1309S	2010-05-06	5/8 SM 1/4 AN 1/8 BR	9.5	0.31
2	1085880	CR HONCHO LAD 249S		5/8 SM 3/8 BR	9.1	0.51
3	2252007	LMC MAGNUM 5M/486	2002-10-27	5/8 SM 3/8 BR	8.9	0.48
4t	2547864	6G MR. SUREBET 3W/932	2009-10-25	3/4 SM 1/4 BR	8.8	0.30
4t	2347626	FEA REX	2006-04-05	3/4 SM 1/4 BR	8.8	0.27
6	2567964	SMITH ALWAYS IN STYLE	2009-04-15	3/4 SM 1/4 BR	8.6	0.27
7	2400752	SMITH NF SIMPLY GREAT	2006-10-10	3/4 SM 1/4 BR	8.4	0.45
8	2526677	RFI SMITH THUNDERSTRUCK	2009-04-05	3/4 SM 1/4 BR	8.2	0.26
9	2282474	LMC MIDNIGHT 3P/144	2004-09-10	3/4 SM 1/4 BR	8.1	0.32
10t	2490971	MR STRACK U46	2008-11-01	5/8 SM 3/8 BR	7.6	0.32
10t	2344033	SMITH NU APPROACH	2004-03-10	3/4 SM 1/4 BR	7.6	0.57
12	2286449	LMC BLACK PERFECTO 3R/37	2005-02-10	3/4 SM 1/4 BR	7.2	0.53

Fall 2012 Simbrah Carcass Weight Trait Leaders

Rank	ASA No.	Name	DOB	Breed Codes	CW	CW Acc
1	2545552	SMITH HAGAN TSUNAMI	2009-03-05	5/8 SM 3/8 BR	54.7	0.19
2	2381099	SMITH ISGRIG CHARISMATIC	2007-02-26	5/8 SM 3/8 BR	52.7	0.38
3	2305018	SMITH NU WAVE II	2004-12-10	3/4 SM 1/4 BR	48.6	0.53
4	2236625	PRR POTENTIAL 108N	2003-12-02	5/8 SM 3/8 BR	47.4	0.40
5	2326405	SMITH RFI LM DUBL NICKLE	2005-06-02	3/4 SM 1/4 BR	47.0	0.32
6	2381091	SMITH FINCH GET EXCITED	2007-02-16	5/8 SM 3/8 BR	46.9	0.33
7	2395870	LHH VALENTINO 700T	2007-02-14	3/4 SM 1/4 BR	46.4	0.41
8	2351969	HAGANS ANTE UP 51S	2006-07-24	5/8 SM 3/8 BR	46.0	0.38
9	2145876	6GLM TKO 3L/90	2001-02-17	3/4 SM 1/4 BR	45.8	0.51
10	2162556	NF SMITH SARGEANT	2002-02-18	3/4 SM 1/4 BR	45.2	0.57
11t	2404882	SMITH RFI TROUBLE MAKER	2007-04-19	5/8 SM 3/8 BR	44.6	0.24
11t	2454025	JHC NIGEL	2008-01-02	5/8 SM 3/8 BR	44.6	0.27

Fall 2012 Simbrah Birth Weight Trait Leaders

Rank	ASA No.	Name	DOB	Breed Codes	BW	BW Acc
1	957757	CAPTAIN BLOOD		1/4 SM 3/4 BR	-1.8	0.84
2	2533655	RX CINNAMON X1309S	2010-05-06	5/8 SM 1/4 AN 1/8 BR	-1.4	0.36
3	2381562	RX CINNAMON	2006-12-10	5/8 SM 3/8 BR	-0.5	0.68
4	2381099	SMITH ISGRIG CHARISMATIC	2007-02-26	5/8 SM 3/8 BR	-0.3	0.64
5	2344033	SMITH NU APPROACH	2004-03-10	3/4 SM 1/4 BR	0.3	0.64
6	2282106	PEDRO	2005-04-28	5/8 SM 3/8 BR	0.4	0.58
7	2347626	FEA REX	2006-04-05	3/4 SM 1/4 BR	0.8	0.29
8t	2467353	TSC CLASS ACT	2008-11-04	5/8 SM 3/8 BR	1.2	0.37
8t	2435393	SMITH EVAN	2008-02-12	5/8 SM 3/8 BR	1.2	0.47
8t	2397605	ZZ MR T799	2007-02-26	5/8 SM 3/8 BR	1.2	0.60
8t	1085880	CR HONCHO LAD 249S		5/8 SM 3/8 BR	1.2	0.67
12t	2449149	PVF MAVERICK 853	2008-03-12	5/8 SM 3/8 BR	1.6	0.45
12t	2400752	SMITH NF SIMPLY GREAT	2006-10-10	3/4 SM 1/4 BR	1.6	0.53
12t	2305018	SMITH NU WAVE II	2004-12-10	3/4 SM 1/4 BR	1.6	0.77

Fall 2012 Simbrah Weaning Weight Trait Leaders

Rank	ASA No.	Name	DOB	Breed Codes	WW	WW Acc
1	2305018	SMITH NU WAVE II	2004-12-10	3/4 SM 1/4 BR	115.5	0.72
2	2381099	SMITH ISGRIG CHARISMATIC	2007-02-26	5/8 SM 3/8 BR	106.5	0.49
3	2545552	SMITH HAGAN TSUNAMI	2009-03-05	5/8 SM 3/8 BR	103.6	0.22
4	2381091	SMITH FINCH GET EXCITED	2007-02-16	5/8 SM 3/8 BR	99.7	0.41
5	2162556	NF SMITH SARGEANT	2002-02-18	3/4 SM 1/4 BR	95.9	0.79
6	2326405	SMITH RFI LM DUBL NICKLE	2005-06-02	3/4 SM 1/4 BR	91.3	0.40
7	2472689	SMITH RFI INFINITY	2008-05-24	3/4 SM 1/4 BR	88.7	0.26
8	2465690	LMC WFC WAVE AMIGO 5U/95	2008-02-03	5/8 SM 3/8 BR	88.2	0.26
9	2145876	6GLM TKO 3L/90	2001-02-17	3/4 SM 1/4 BR	87.0	0.68
10	2465658	LMC WFC MOOSE 5U/57	2008-01-27	5/8 SM 3/8 BR	86.8	0.30
11	2351969	HAGANS ANTE UP 51S	2006-07-24	5/8 SM 3/8 BR	84.1	0.46
12	2242894	WCC PRINCE P01	2004-03-02	5/8 SM 3/8 BR	84.0	0.66

Fall 2012 Simbrah Yearling Weight Trait Leaders

Rank	ASA No.	Name	DOB	Breed Codes	YW	YW Acc
1	2305018	SMITH NU WAVE II	2004-12-10	3/4 SM 1/4 BR	147.5	0.69
2	2381099	SMITH ISGRIG CHARISMATIC	2007-02-26	5/8 SM 3/8 BR	143.1	0.44
3	2545552	SMITH HAGAN TSUNAMI	2009-03-05	5/8 SM 3/8 BR	136.7	0.22
4	2162556	NF SMITH SARGEANT	2002-02-18	3/4 SM 1/4 BR	133.5	0.79
5	2381091	SMITH FINCH GET EXCITED	2007-02-16	5/8 SM 3/8 BR	127.3	0.38
6	2326405	SMITH RFI LM DUBL NICKLE	2005-06-02	3/4 SM 1/4 BR	122.2	0.38
7	2472689	SMITH RFI INFINITY	2008-05-24	3/4 SM 1/4 BR	118.5	0.25
8	2351969	HAGANS ANTE UP 51S	2006-07-24	5/8 SM 3/8 BR	116.9	0.46
9	2465690	LMC WFC WAVE AMIGO 5U/95	2008-02-03	5/8 SM 3/8 BR	116.0	0.26
10	2598637	NF FANDANGO	2009-09-28	5/8 SM 3/8 BR	114.7	0.20
11	2465658	LMC WFC MOOSE 5U/57	2008-01-27	5/8 SM 3/8 BR	114.1	0.29
12	2145876	6GLM TKO 3L/90	2001-02-17	3/4 SM 1/4 BR	114.0	0.66

Fall 2012 Simbrah Maternal Calving Ease Trait Leaders

Rank	ASA No.	Name	DOB	Breed Codes	MCE	MCE Acc
1	2144815	LM FULL HOUSE 5L/133	2001-10-08	5/8 SM 3/8 BR	12.0	0.73
2	2409813	PRR PAPA 702T	2007-02-19	5/8 SM 3/8 BR	11.1	0.30
3t	2513493	PRR CHOICE 565W	2009-03-22	5/8 SM 3/8 BR	10.7	0.27
3t	2372264	HAGAN MCDREAMY 53S	2006-07-18	3/4 SM 1/4 BR	10.7	0.27
5	2408389	LMC P43 AMIGO 3T/85	2007-03-18	3/4 SM 1/4 BR	10.5	0.28
6	2341008	PRR PREVAIL 774S	2006-01-17	5/8 SM 3/8 BR	10.4	0.63
7t	2285747	PRR IRISH PIONEER 308P	2004-09-12	3/4 SM 1/4 BR	10.3	0.31
7t	2173119	PRR PIONEER 961M	2002-03-04	3/4 SM 1/4 BR	10.3	0.73
9	2408417	LMC RFI SMITH JACK 5T535	2007-01-08	5/8 SM 3/8 BR	10.1	0.27
10	2567964	SMITH ALWAYS IN STYLE	2009-04-15	3/4 SM 1/4 BR	10.0	0.24
11	2526677	RFI SMITH THUNDERSTRUCK	2009-04-05	3/4 SM 1/4 BR	9.9	0.24
12t	2537907	LMC RHINO 5W/367	2009-11-16	5/8 SM 3/8 BR	9.7	0.18
12t	2473207	MR ROSCOE	2007-10-23	5/8 SM 3/8 BR	9.7	0.18
12t	2381099	SMITH ISGRIG CHARISMATIC	2007-02-26	5/8 SM 3/8 BR	9.7	0.25

Fall 2012 Simbrah Maternal Milk Trait Leaders

Rank	ASA No.	Name	DOB	Breed Codes	MM	MM Acc
1	2203223	PRR SCOUT 002N	2003-01-27	3/4 SM 1/4 BR	34.3	0.65
2	2108639	PSR VALENTINO L118	2001-02-14	5/8 SM 3/8 BR	32.9	0.74
3	2494245	LARSON'S IMPACT 314W	2009-01-25	5/8 SM 3/8 BR	31.6	0.14
4	2403131	BCRC POWER PAUL0 737	2007-02-23	3/4 SM 1/4 BR	31.2	0.24
5	1065880	CR HONCHO LAD 249S		5/8 SM 3/8 BR	31.0	0.40
6	2403665	SSS PEYTON 395T	2007-09-05	5/8 SM 3/8 BR	30.8	0.23
7	2279829	PSR ABRAHAM R118	2005-03-27	5/8 SM 3/8 BR	30.7	0.34
8	2376242	DOUBLE D BLACK CLOUD	2006-11-20	5/8 SM 3/8 BR	30.1	0.19
9	2279820	PSR PROTOTYPE R103	2005-01-23	5/8 SM 3/8 BR	30.1	0.39
10	2399159	RX AMS T706	2007-03-08	3/4 SM 1/4 BR	30.0	0.33
11	2270361	NEWSOMS POLL BRICK HOUSE	2004-11-09	5/8 SM 3/8 BR	29.8	0.21
12	2422331	PSR SHOWBOAT T143	2007-12-10	5/8 SM 3/8 BR	29.7	0.26

Fall 2012 Simbrah Maternal Weaning Weight Trait Leaders

Rank	ASA No.	Name	DOB	Breed Codes	MWW	MWW Acc
1	2203223	PRR SCOUT 002N	2003-01-27	3/4 SM 1/4 BR	69.5	0.68
2	2381099	SMITH ISGRIG CHARISMATIC	2007-02-26	5/8 SM 3/8 BR	67.2	0.26
3	2341008	PRR PREVAIL 774S	2006-01-17	5/8 SM 3/8 BR	66.4	0.66
4	1979482	ACD&J TOUGH KARL		5/8 SM 3/8 BR	64.9	0.54
5t	2404882	SMITH RFI TROUBLE MAKER	2007-04-19	5/8 SM 3/8 BR	63.2	0.25
5t	2305018	SMITH NU WAVE II	2004-12-10	3/4 SM 1/4 BR	63.2	0.63
7	2280207	BHR THREE QUARTER P768	2004-10-12	3/4 SM 1/4 BR	63.1	0.36
8	2545552	SMITH HAGAN TSUNAMI	2009-03-05	5/8 SM 3/8 BR	62.7	0.21
9	2495225	PRR PREVALENCE 961U	2008-10-10	5/8 SM 3/8 BR	62.5	0.28
10	2391576	SMITH RFI NF THE BOSS	2006-08-05	5/8 SM 3/8 BR	62.1	0.26
11t	2351969	HAGANS ANTE UP 51S	2006-07-24	5/8 SM 3/8 BR	61.4	0.42
11t	2274354	865R	2005-01-05	5/8 SM 3/8 BR	61.4	0.25

Fall 2012 Simbrah Docility Trait Leaders

Rank	ASA No.	Name	DOB	Breed Codes	DOC	DOC Acc
1	2470233	ZZ MR FULL FIGURES U907	2008-03-09	3/4 SM 1/4 BR	33.8	0.31
2	2449412	J7N VORTEX U05	2008-02-05	5/8 SM 3/8 BR	18.4	0.06
3	2326864	LMC JOHNNIE WALKER 5R179	2005-09-21	5/8 SM 3/8 BR	17.9	0.05
4	2294602	RX DS R523	2005-03-16	5/8 SM 1/4 BR 1/8 AN	15.8	0.05
5	2305018	SMITH NU WAVE II	2004-12-10	3/4 SM 1/4 BR	15.2	0.28
6	2449178	PVF TECH CADENCE 806	2008-02-19	5/8 SM 3/8 BR	14.5	0.16
7	2286449	LMC BLACK PERFECTO 3R/37	2005-02-10	3/4 SM 1/4 BR	14.4	0.09
8t	2567611	RX SHIRAZ X018	2010-03-23	5/8 SM 1/4 BR 1/8 AR	13.9	0.11
8t	2516408	MIDNIGHT	2009-07-21	5/8 SM 3/8 BR	13.9	0.01
8t	2248083	LMC EF JW BLACK 3N/225	2003-11-09	3/4 SM 1/4 BR	13.9	0.09
11t	2472689	SMITH RFI INFINITY	2008-05-24	3/4 SM 1/4 BR	13.3	0.09
11t	2437516	LMC LF SWAGGER 5T/213	2007-11-02	5/8 SM 3/8 BR	13.3	0.01

Fall 2012 Simbrah Yield Grade Trait Leaders

Rank	ASA No.	Name	DOB	Breed Codes	YG	YG Acc
1t	2495222	PRR STAR TROOPER 924U	2008-12-15	5/8 SM 3/8 BR	-0.38	0.24
1t	2495231	PRR POWER TROUPER 987U	2008-11-04	5/8 SM 3/8 BR	-0.38	0.22
1t	957757	CAPTAIN BLOOD	1983-09-01	1/4 SM 3/4 BR	-0.38	0.17
4t	2513488	PRR APACHE 539W	2009-01-08	5/8 SM 3/8 BR	-0.36	0.16
4t	2144815	LM FULL HOUSE 5L/133	2001-10-08	5/8 SM 3/8 BR	-0.36	0.34
6	2292630	LMC 6G FH AMIGO 5R/73	2005-02-21	5/8 SM 3/8 BR	-0.34	0.21
7	2397605	ZZ MR T799	2007-02-26	5/8 SM 3/8 BR	-0.33	0.23
8t	2403131	BCRC POWER PAULO 737	2007-02-23	3/4 SM 1/4 BR	-0.32	0.08
8t	2381562	RX CINNAMON	2006-12-10	5/8 SM 3/8 BR	-0.32	0.30
8t	2382434	LMC SHOTGUN 5S/258	2006-09-21	5/8 SM 3/8 BR	-0.32	0.14
8t	2284404	LMC GIGEM 5R/54	2005-02-13	5/8 SM 3/8 BR	-0.32	0.23
12	2341008	PRR PREVAIL 774S	2006-01-17	5/8 SM 3/8 BR	-0.31	0.40

Fall 2012 Simbrah Marbling Trait Leaders

Rank	ASA No.	Name	DOB	Breed Codes	Marb	Marb Acc
1	2446430	PRR OPTIMUM 882T	2007-12-22	5/8 SM 3/8 BR	0.15	0.27
2t	2567964	SMITH ALWAYS IN STYLE	2009-04-15	3/4 SM 1/4 BR	0.14	0.15
2t	2526677	RFI SMITH THUNDERSTRUCK	2009-04-05	3/4 SM 1/4 BR	0.14	0.15
4t	2470233	ZZ MR FULL FIGURES U907	2008-03-09	3/4 SM 1/4 BR	0.12	0.27
4t	2400752	SMITH NF SIMPLY GREAT	2006-10-10	3/4 SM 1/4 BR	0.12	0.15
6t	2397576	ZZ MR COMPOSITE T829	2007-03-16	5/8 SM 1/4 BR 1/8 AR	0.11	0.15



# PROVE IT

*Simbrah breeders who enrolled their bulls in the ASA Carcass Merit Program will have the numbers to back not only their own cattle, but the Simbrah breed overall, in the ability to perform in the feedlot and produce quality carcass traits.*

By Sharla Ishmael

It's one thing to think you have good cattle; it's another thing to be able to prove it with actual data. The progeny of six high-profile Simbrah bulls are being weighed, tested and measured at every stage of production – with special emphasis in the carcass data, obviously – in an effort to prove their genetics are as good as believed. The calves were recently weaned in the test herd at University of Illinois Experiment Station as part of the long-running American Simmental Association's Carcass Merit Program (CMP). They will be followed through harvest and the data will be evaluated for all stages of production.

The CMP program, started in 1996, is the longest-running, structured



sire evaluation program in the cattle industry. The program has expanded over the years to include about 500 sires, cooperator herds in 16 states, 35,000 matings and more than 5,000 carcass records. Other breeds have been included in the CMP and the data has contributed to several breed association databases.

It's not the first time Simbrah bulls have been evaluated in the CMP, but it has been several years since Simbrah bulls were included, says Sally Buxkemper, who put bulls in the program both now and

in years past.

"The CMP program really gives you a valid comparison of your bull against other bulls because this is a controlled scenario," she explains. "The cows are synched and bred on the same day,

the calves are weaned the same day and they go to the same pastures and feeding facilities. Then they're harvested as close to the same day as possible.

"What that gives you is a really good contemporary group – whereas on the ranch, you can collect some of the same data but you won't necessarily have large contemporary groups. Plus, it puts all of the bulls on equal footing," she adds. "Also, the data that is collected in the CMP goes into the ASA database and it helps improve the accuracy of EPDs and

DNA data. Those are both good tools, but you really need actual data to understand what the information is telling you."

The costs of enrolling a sire in the CMP are minimal and really should be considered an investment rather than expense. Each of these Simbrah breeders put in \$1,500 per bull and the semen necessary to breed 35 cows per bull. In addition to gathering the invaluable carcass information and other production data, this fee helps cover the cost of synchronization drugs, AI technicians and other related expenses.

What breeders get for their investment are both short-term and long-term benefits. In the short-term, these breeders will get individual feed intake data – a first for Simbrah bulls in the CMP – and carcass data like marbling, percentage retail cuts, carcass weight, ribeye area, etc. Other "typical" data like birth weight and weaning weight is also tracked.

What the breeders do with the data is where the long-term benefits come into play.

"I would encourage everyone who is serious about producing seedstock

for commercial cattle production to collect carcass data" says Dr. Wade Shafer, ASA geneticist. "Collecting carcass data is the only way to achieve high accuracy carcass

EPDs. Further, we know that carcass traits have a sizable impact on end-product profitability and as pricing feedback mechanisms evolve, carcass value

(Continued on page 6)

## La Campinata...

(Continued from page 1)

profitable level in the majority of the beef producing regions of the world," stated Guerra.

Guerra went on to say, "Cattlemen like Pat Rogers, that are looking to increase the milk, growth, muscle and weaning weights in their cattle are investing in top performing Simbrah and Simbravieh bulls. Not only do they produce great replacement females but also some top gaining stockers that feed out and grade well."

"Plus," added Guerra, "the longevity of the breed is widely recognized. It is not uncommon for Simbrah influence females to produce into their late teens. Their udder and teat structure is at the top of the American breeds, as is their docility and unique ability to cross well with other breeds."

Alice and the surrounding area is relatively

Simbrah-free, in that there are not many breeders around. Rogers says he gets quite a bit of local interest in the cattle, and has had calls from Mexico interested in purchasing females.

"So far I've sold all my females private treaty," he said. "I usually keep my best few bulls to sell to area cattlemen," he said, "and Carlos has invited me to participate in the LMC Sellabration Sale in March."

"I've also been helping some local 4-H members providing show animals. Since there are not many Simbrah cattle in our area, I'd like to get exposure that way," he explained.

Rogers is one cattleman satisfied with his direction and is optimistic about the future of the breed and his program.

"I wake up thinking, wow! These cattle are great, I'm so excited about getting to the next level," he enthusiastically stated.

SLS

Sharing our Best



at Synergy V



We are selling 100% of LMC WFC Wave Amigo 5U/58 along with a son and four daughters plus two special lots. He is a great one and is a full sib to the popular \$42,000 National & International Champion that holds the record for the highest selling female in the Simbrah breed, LMC WFC Dream Girl. He is just four years old and is the kind to build a herd around. His first 16 calves to sell this spring have averaged over \$3,000 at six months of age. A semen bank of 100 units is included.

### Upcoming Events

**October 6th** – The 25th Annual LMC Jr. Round Up, Futurity & Customer Appreciation Dinner at La Muneca

**October 26 – 28th** – Simbrah Synergy and \$15,000 Showcase V at Smith Genetics in Giddings, TX.

**March 22 – 23, 2013** – LMC Sellabration Sale and \$20,000 Show II featuring the best in LMC genetics offered by LMC clients and LMC at La Muneca.

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LMC Red Wave Amigo 5Y/336 is a big boned, clean sheath, double polled, halter broke, herd bull prospect son of Wave Amigo and a good looking LM Full House daughter. Full House is one of the most popular International Champion bulls of all time. This bull offers the TOTAL package supported by a fantastic pedigree of breed greats. Don't miss him.

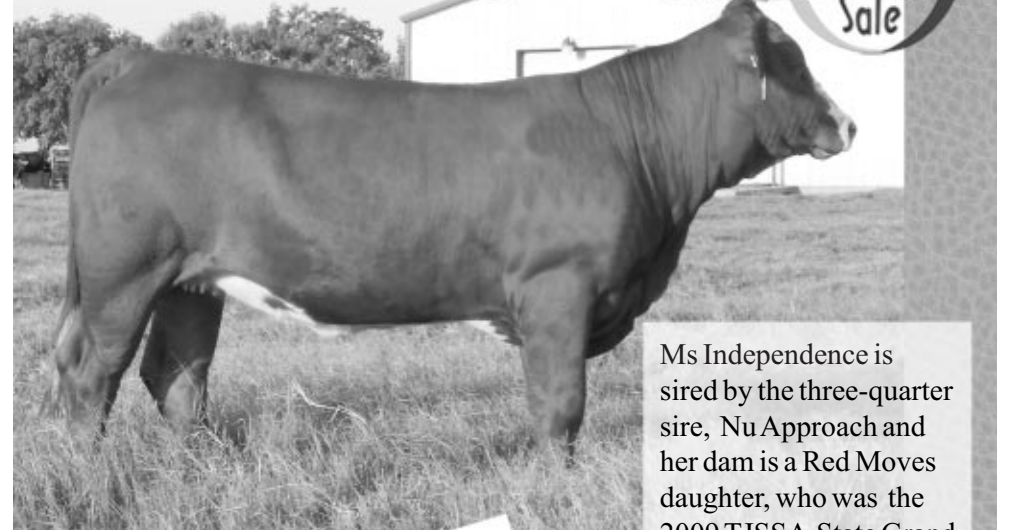


LMC Wave Amigo 5Z/3 is a Wave Amigo x LMC Smokin Joe daughter that has that special championship look about her with a very extended front end, clean underline, a flat hip, plenty of muscle, bone and a great pedigree. All of these heifers qualify for our unmatched \$100,000 LMC Junior Benefits.



LMC Wave Amigo 5Z/8 is a Wave Amigo daughter that is a MAMA COW in the making being out of a Lucas Red Cloud daughter. Look at her capacity, hip design, pigment and numbers. She will make you the RIGHT KIND of MAMA COW.

Sellin' In Synergy



Ms Independence is sired by the three-quarter sire, Nu Approach and her dam is a Red Moves daughter, who was the 2009 TJSSA State Grand Champion Female and 2010 MAS Grand Champion.

We also will be selling four other lots in Synergy including, a Simmental show heifer, a purebred Simbrah show heifer, a percentage Simbrah heifer, and a donor cow.



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BREEDING QUALITY SIMBRAH AND SIMMENTAL CATTLE



**EPD basics...**

(Continued from page 4)

occurs. The actual EPD is calculated using information submitted to the breed associations and provides a basic representation of the pedigree for that particular

bull for a particular trait of interest. It is very important to realize that EPDs are not static, they will change over time as more and more progeny information is collected, which leads us to another term of interest: accuracy.

Accuracy is just that, how accurate or reliable an EPD is. It is measured on a scale from 0 to 1, the higher the number, the greater the accuracy. Accuracies are important when assessing existing bull batteries that may have animals of varying ages and when looking at pedigree information. However, when actually making purchasing decisions, most of the pool of animals you will be selecting from will be relatively young, having produced no progeny, and therefore will have relatively low accuracies for their individual EPDs. This is where going back and looking at pedigree EPDs and accuracies for potential purchases becomes useful.

**How Do You Use Them?**

First of all, the process involves outlining your goals and objectives for this particular purchase. This enables you to hone in on those traits that are most important to your operation, and therefore will allow you to select a bull that meets those objectives. For example, let's assume you are a producer who places priority on weaning weight. You have two bulls

(Continued on page 7)

**Prove it...**

(Continued from page 5)

becomes increasingly important to commercial producers who don't even retain ownership."

What if the results don't come out as expected? Well, there are two ways to look at that. No. 1 – it's better to know sooner rather than later if your bull is not producing good carcasses in his steers. No. 2 – it might depend on whose expectations are upended. For example, if these Simbrah bulls come up with data that proves they can marble and they can be effi-

cient in the feedyard, that might surprise some folks outside of the breed, wouldn't it? There is some historical precedence.

For example, one of Buxkemper's Simbrah bulls enrolled several years ago came out with the best ratings for tenderness among all bulls tested when compared with all other breeds in the test. (Shear force isn't tested every year; it depends on outside support.) However, without actual data like CMP provides, the bias against eared cattle will continue to be hard-fought.

"It's a really good pro-

gram," Buxkemper says. "I think some people will be surprised. It's possible the Simbrah cattle might outdo some of the Simmental and Sim-Angus. It will be very interesting when the final data comes out. It might just open some eyes."

To learn more about ASA's Carcass Merit Project, click on [www.simmental.org](http://www.simmental.org) and put carcass merit in the search box. Results from the project will be posted on [www.simbrahworld.com](http://www.simbrahworld.com) when the calves are harvested and the carcasses are evaluated.

SLS

## JOIN US AT SYNERGY V ON OCTOBER 27, 2012 IN GIDDINGS, TEXAS



Selling this GW Lucky Break 3/4 Simmental x 1/4 Brahman cow bred to the 2011 National Champion Simbrah Bull LMC Arcadio at SYNERGY V.

Selling this phenomenal Simbravieh heifer along with her full sister sired by LMC HS Rocco and a stout Braunvieh cow at SYNERGY V.



### A BIG HEARTY THANKS TO ALL OF OUR LMC \$ELLABRATION, MAS VII and PRIVATE TREATY BUYERS.

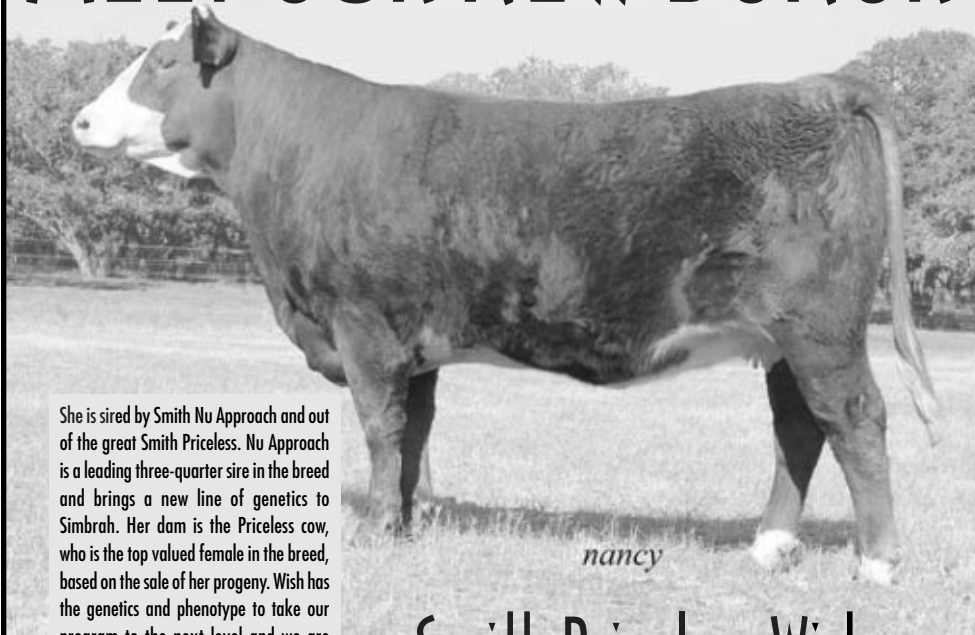
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### BULLS FOR SALE



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Located in Castroville, Texas

# MEET OUR NEW DONOR



She is sired by Smith Nu Approach and out of the great Smith Priceless. Nu Approach is a leading three-quarter sire in the breed and brings a new line of genetics to Simbrah. Her dam is the Priceless cow, who is the top valued female in the breed, based on the sale of her progeny. Wish has the genetics and phenotype to take our program to the next level and we are excited about the future with her in our donor lineup!

## Smith Priceless Wish



### Smith Wish U Had Me

We will be selling a number of females at the Synergy V Sale, October 27th, Smith Genetics, Giddings, Texas. Included in our offering will be a daughter of Smith Wish U Had Me, the 2010 Simbrah Roundup Reserve Grand Champion Female and Smith Nu Wave II.



## McCRARY FARMS

Mark and Martha McCrary

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We accept calf scramble certificates.

## Simbrah Bulls in the Carcass Merit Program

### RX Shiraz U803

Breeder: RX Simbrah,  
Ballinger, Texas  
Owner: RX Simbrah  
Polled Purebred Bull  
DOB: March 2, 2008  
Sire: RX Amarula R501  
Dam: RX Ms RLIGHT R536  
Reg # 2447832

### Smith Nu Wave II

Breeder: Smith Genetics,  
Giddings, Texas  
Owners: Smith Genetics, Reavis Farms,  
Mission, Texas; Smith Farms,  
Denton, Texas  
Polled 3/4 Simmental, 1/4 Brahman Bull  
DOB: December 10, 2004  
Sire: PTL Cutting Edge D209  
Dam: Smith Spectrum Rene  
Reg #: 2305018

### NF Smith Sargeant

Breeder: Scott Neumann, Round Top,  
Texas  
Owners: Neumann, Smith Genetics,  
Reavis Farms  
Polled 3/4 Simmental x  
1/4 Brahman Bull  
DOB: February 18, 2002  
Sire: MV Red Light 406  
Dam: Madam X  
Reg #: 2162556

### LMC HS Rocco 5T/201-Deceased

Breeder: La Muneca Cattle Co.,  
Linn, Texas  
Owners: La Muneca and BETM Ranch,  
Castroville, Texas  
Polled Purebred Bull  
DOB: October 31, 2007  
Sire: LMCE FJW Black 3N/225  
Dam: PRR Morning Star 502P  
Reg #: 2447044

### PRR Dr. Dazzle 911U-Deceased

Breeder: Pine Ridge Ranch,  
Athens, Texas  
Owner: Estess Ranch,  
Wellington, Texas  
Polled/S Purebred Bull  
DOB: December 2, 2008  
Sire: PRR Red Ammo 506P  
Dam: PRR Miss Dazzling 720G  
Reg #: 2495219

### PRR Optimum 892T-Deceased

Breeder: Pine Ridge Ranch  
Owner: Monte Christo Ranch,  
Edinburg, Texas  
Polled Purebred Bull  
DOB: December 22, 2007  
Sire: PRR Trouper 214F  
Dam: PRR Optima 677J  
Reg #: 2446430

Plan to  
attend

**THE HOTSSA FALL FEST SALE**  
**October 13th**  
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## SELECT SIMBRAH LOTS

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Simmental/Simbrah Association

Jim Carter, President

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# Improving efficiency starts with understanding the measures

## Bob Weaver, cow calf extension specialist

For commercial beef producers, the implementation of technologies and breeding systems that increase the quality and volume of production and/or reduce input costs is essential to profitability. Efficiency is a term that refers to the proportion of outputs to inputs and is a frequently mentioned goal of beef producers. There are many different 'efficiencies' that affect beef production, especially at the cow-calf level. Some of these efficiencies are observed at the individual animal level and some observed at the system or herd level.

The various efficiencies can be categorized into measures of biological or economic efficiency. Improvement in individual animal efficiency, especially during the post-weaning growing or finishing phase,

*"Efficiency is a term that refers to the proportion of outputs to inputs and is a frequently mentioned goal of beef producers."*

So, why is improvement in feed efficiency important and why does the beef industry focus on it?

During the growing and finishing phase of production, a one percent improvement in feed efficiency has the same economic impact as a three percent increase in rate of gain. Assuming 27 million cattle are fed per year and that 34 percent of cattle in the feedlot are calves and 66 percent are yearlings, the beef industry could save over a billion dollars annually by reducing daily feed intake by just 2

pounds per growing animal.

### Different Measures of Efficiency

There are a variety of measures of efficiency discussed and utilized in beef production. Some may or may not be important to cow-calf producers. For improvements in 'efficiency' to positively impact profitability of a cow-calf producer, the efficiency improvement must be realized prior to the marketing

endpoint of progeny. In the following sections a variety of 'efficiency' measures are discussed including their applicability and limitations for improvement in efficiency of the cow herd. These measures or their component traits have been shown to be heritable, so selection for improvement is possible but anticipated to be slow, requiring a decade or more to move the population a meaningful distance.

**Feed Efficiency or Feed Conversion Ratio:** Many cow-calf producers, and certainly cattle feeders, are familiar with the term feed efficiency (FE; live weight gain per unit of feed consumed) or its reciprocal, feed conversion ratio (FCR; F/G or pounds of feed per pound of live gain). Both of these measures are most commonly associated with animals during the growing or

(Continued on page 10)

## EPD basics...

(Continued from page 6)

to choose from within your chosen breed that will complement your cow herd. For example, if the weaning weight (WW) EPDs for Bull A and Bull B are 31 pounds and 46 pounds, respectively, and their accuracies are about the same. What does this mean? It means that on average, Bull B will sire a calf that will wean, at the same age, 15 pounds (46-31=15) heavier than calves sired by Bull A, when bred to a similar set of cows. OK, but is that good or bad?

In order to answer that question, you need another very important piece of information, which is the percentile breakdown charts found in the sire summary for your breed of choice. This chart allows you to look at the breed as a whole and determine where an individual's EPD fits within the breed. As you can detect from Figure

(Continued on page 13)

**SOUTHERN LIVESTOCK  
STANDARD**

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**Show Heifer Prospect** - Hagan Cattle Company will offer this January 2012 show prospect. She is sired by NF Smith Sargeant and out the 1R donor who is a sired by a Powerhouse son.



**Bella Bella Cow Family** - A daughter of the great Bella Bella, pictured, and NF Smith Sargeant will be a feature in the sale. She is being offered by Smith Farms.



**Herd Sire** - LMC WF Wave Amigo 5U/58 sells in his entirety from the La Muneca program. Sired by Smith Nu Wave II and a full sib to the National and International Champion, LMC WFC Dream Girl. One son and four daughters sell out of this great bull, as well as full sibs to him. His dam, Diva and grandam, Oprah also sell.

**JUNIORS:** there will be a number of show prospects selling and we guarantee we will have the papers transferred by November 1st. Also remember cattle purchased in the sale are eligible for the \$15,000 Synergy Showcase, along with those cattle purchased from participants throughout the year. There will be skillathon and photography contest also! Follow our Facebook page for details!

**5:00 PM • OCTOBER 27<sup>TH</sup> • SMITH GENETICS, GIDDINGS, TX**  
Quality like you have never seen in the Simbrah breed sells here...

### SALE PARTICIPANTS INCLUDE:

BETM Ranch: 956-607-5515  
Baring Cattle Company: 210-867-6651  
Burch Farms: 713-206-2579  
Diamond RF Farms: 979-478-2827  
Hagan Cattle Co.: 361-293-4720  
La Muñeca Cattle Co.: 956-383-7566  
McCrary Farms: 903-667-5135

Pine Ridge Ranch: 214-348-1618  
Reavis Farms: 956-585-8128  
Smith Farms: 817-874-3431  
Smith Genetics: 512-587-7896  
Triple J Ranch: 409-782-1029  
Triple P Ranch: 713-485-5655  
Wentz Cattle Co.: 956-350-4444

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## Expect Quality... Expect It HERE

### OFFERING OVER 125 LOTS OF ELITE SIMBRAH CATTLE

Including the dispersal of the Wentz Farming Company herd. Offering will include foundation donors, breds, pairs, herd sire prospects and fancy show heifers!

There will also be a number of embryo lots from some of the most noted cow families and sires of the breed.



**Juliet Cow Family** - This donor will sell from the Wentz herd, along with a black daughter of Juliet by Smith Nu wave, making her a full sister to the heifer Candace Tindle campaigned to Grand Champion wins at the Fort Worth and Houston Junior Shows. Pregnancies and embryos out of Juliet will sell. Also a flush in Juliet's dam will be offered by Triple P Ranch.



For additional information call any of the participants or Tim Smith, 512-587-7896 or email [smithgenetics1@gmail.com](mailto:smithgenetics1@gmail.com). Click on the Synergy tab at [smithgenetics.com](http://smithgenetics.com) for the latest information also!



## News...

(Continued from page 3)

annual LMC Customer Appreciation Dinner will be held at the conclusion of

the LMC Futurity. This is a fun-filled, educational, family oriented event for

everyone. La Muneca is located 3 miles south of Linn on the west side of Highway 281.

For more information, please call Carlos or Sister Guerra at 956/383-7566 or 956/802-1641 or email them at lamunecacattle@aol.com or call Brad Cowan, Hidalgo County Agent at 956/383-1026 or b-cowan@tamu.edu.

#### HOTSSA Fall Fest Sale scheduled October 13th

The Heart of Texas Simmental/Simbrah Association (HOTSSA) will hold their Fall Fest Sale, October 13th, Hearne,

Texas. The sale will include a diverse offering of Simgenetics, and Simbrah will be part of the sale line-up.

The event will be held at Drew Ranch, 10767 FM 391, Hearne, Texas. For additional information contact Schwake Cattle Services, 214/542-8162 or schwakecattle@aol.com or Jim Carter, HOTSSA president, 254/697-1078 or jhcranch@sbcglobal.net

#### Synergy V

#### Set For October 26-28th

Simbrah Synergy V will be held October 26-28 at Smith Genetics, Giddings,

Texas. The weekend event includes an educational skill-a-thon and photography competition for all, sale and the \$15,000 Synergy Showcase junior show.

The sale will be the evening Saturday, October 27th and includes over 125 lots of cattle. The lots are predominately Simbrah, and will include the dispersal of the Wentz Farming Company herd. Bulls, embryos, donors, pairs, breds and some fancy show prospects sell.

The skill-a-thon and photography competition and showmanship will be held Saturday afternoon. 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 14 Synergy participants and/or purchased in the sale. The Showcase includes 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, Elmen-dorf, 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; Triple J Ranch, Sour Lake, Texas; Triple P Ranch, Pearland, Texas; Wentz Cattle Company, Olmito, Texas and Smith Farms, Denton, Texas.

For additional details, entry forms, rules and sale accommodations, visit [www.smithgenetics.com](http://www.smithgenetics.com) or call 512/587-7896. You can also follow the event on Facebook.

#### Brush Country Bull Sale to include Simbrah bulls

The Brush Country Bull Sale will feature 125+ bulls on December 15, 2012 at Tom Brothers Ranch, Campbellton, Texas. The offering will include red and black Simmentals, SimAngus, Simbrah, Sim-Angus HT and Angus bulls.

The offering ranges in age from 14 months to two-year-old plus and many are AI sired. The offering represents the programs of Tom Brothers Ranch, RX Simbrah, Filegonia Cattle

(Continued on page 9)



2011 LMC Junior Round Up participants with the Guerra Family.

## Just look who's walking down the red carpet into the sale ring

### Wentz Farming Company Dispersing at Synergy, October 27th

These donors, along with progeny, pregnancies and frozen embryos sell at Synergy V, Smith Genetics, Giddings, Texas.



**LMC Oprah** - Dam to Diva, Granddam to Dream Girl, Rita, Moose and Wave Amigo. Oprah sells. Also her daughter, Diva and granddaughter, Rita sell. Oprah Genetics sired by Smith Evan, Smith Satisfies, and Smith Nu Wave II sell.



**LMC Diva** - Daughter of Oprah and LMC EF Johnnie Walker Black. Diva sells, along with many daughters/sons who are full sibs to Dream Girl. Plus her genetics sired by Smith Nu Wave II, and Smith Satisfies sell.



**LMC Rita** - Out of Diva and Smith Nu Wave II. Rita sells. Also a daughter of Rita and NF Smith Sargeant sell, along with genetics sired by Smith Satisfies will sell.



**Triple P Juliet** - She sells along with daughters. There will be a black heifer out of Smith Nu Wave selling that is a full sister to the heifer, Wentz Superior Mom that Candice Tindle has campaigned successfully this year. Genetics from Juliet sired by Smith Charismatic, Smith Nu Approach and Smith Nu Wave II sell.

We have spared no expense in building our program and now you have the opportunity to capitalize on our cow families, the matings we have planned and the resulting progeny.

For additional information on the cattle, contact Tim Smith

Smithgenetics1@gmail.com or 512/587-7896



See our offering in Synergy V  
October 27, 2012



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# Fed Cattle Pricing: Grid Pricing Basics

**By: Dillon M. Feuz, University of Nebraska,  
Clement E. Ward, Oklahoma State University  
and Ted C. Schroeder, Kansas State University**

Recently there has been a greater emphasis on improving the quality and consistency of beef. Cattle producers, breed associations, feed suppliers, and beefpackers have all initiated value based pricing methods commonly referred to as grid pricing. While these various grid pricing schemes may differ substantially in the carcass traits they seek to reward or penalize, they all have one common feature: price is established on each individual animal based on carcass merit. This fact sheet introduces the concept of grid pricing and discusses several management and marketing implications if fed cattle are sold on a grid as compared to being sold on a live or dressed weight basis. Two additional fact sheets go into greater detail on: 1) base price considerations and premiums-discounts over time; and 2) risk associated with grid pricing and the value of information.

## Grid Pricing Mechanics

Packers claim to have used price grids for years and to a limited extent they are correct. However, in the examples presented later, some differences will be noted between what packers used for years and what they are using today. With most grids, price is discovered after animals have been slaughtered. There may be a few excep-

tions, but most grids are based on dressed weights for fed cattle. Unlike live weight pricing or dressed weight "in the beef" pricing where there is a single average price for the entire sale

lot, a price is discovered for each animal with grid pricing. As a result, higher quality cattle receive higher prices and lower quality cattle receive lower prices,

(Continued on page 11)

## Calendar of events...

- September 1-5W 4th Annual Field Day and 2nd Annual Heart of Simbrah Show, Mercedes, Texas
- September 21-East Texas State Fair Junior Simbrah Show, Tyler, Texas
- October 6-25th Annual La Muneca Junior Roundup and Futurity, Linn, Texas
- October 12-Heart of Texas Fair Junior Simbrah Show, Waco, Texas
- October 13-Heart of Texas Simmental/Simbrah Association Fall Fest Sale, Hearne, Texas
- October 18-State Fair of Texas Junior Simbrah Show, Dallas, Texas
- October 19-State Fair of Texas Open Simbrah Show, Dallas, Texas
- October 26-28-Simbrah Synergy V and Showcase, Giddings, Texas
- November 17-Brush Country Bull Sale Preview and Open House, Tom Brothers Ranch, Campbellton, Texas
- December 15-Brush Country Bull Sale, Tom Brothers Ranch, Campbellton, Texas

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quality carcass, hot weather cattle.

## News...

(Continued from page 8)

Co., Premier Beef, Ford's Double S Ranch and Stallion Angus Ranch.

The group is hosting a special preview and open house on November 17th at Tom Brothers Ranch. Everyone is invited to attend to see the bulls and evaluate them prior to the sale.

For additional information and to request a catalog contact Ellen Tom, 210/213-0020 or ellen@tombrothersranch.com. Details can also be found at www.tombrothersranch.com

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## Efficiency...

(Continued from page 7)

finishing phases. Both measures are suitable for managerial use during feeding but are poor selection tools.

Their utility is limited in selection due to two issues. First, the measures are ratios of inputs and outputs, so improvement in the ratio can be achieved by changing the numerator, the denominator or both. Therefore breeders don't have control over which parameter in the ratio changes due to selection.

Selection tools like an index that consider each input and output separately are more effective. Second, FCR or FE is strongly related to average daily gain (ADG) and composition of gain. Leaner biological types and larger, faster growing animals tend to have better FE and FCR. Selection based on FE or FCR results in larger, later maturing and leaner cows. This type of cow tends to have higher maintenance energy requirements.

**Residual Feed Intake:** Recently, residual feed

intake (RFI; Koch et al. 1963) has been reintroduced as an efficiency measure for beef production. It is computed as the difference between actual average daily feed intake (AFI) and the predicted daily dry-matter intake based on the animal's gain and maintenance requirements for its body weight. The actual calculation results in an RFI value that is not correlated with phenotypic ADG and body weight (an advantage over FCR or FE).

However, research shows underlying genetic

correlations between RFI with FI, ADG and BW as well as measures of composition. Computing RFI on the genetic scale as an index of EPDs assures a selection tool with fewer antagonisms. RFI can and does identify efficient animals that also have slow growth and low feed intake making these candidates undesirable for selection and use in the commercial beef industry. Some research suggests that selection for RFI produces slightly larger and leaner cows over time and cows that have older ages at first

calving. In general, selection for favorable (negative) RFI results in animals with equivalent performance, but achieves that output with less feed consumed.

**Residual Average Daily Gain:** A concept closely related to RFI is residual average daily gain (RADG) which was proposed at the same time as RFI as a potential tool for selection for improved feed efficiency. This term is defined as the difference between actual weight gain and the gain predicted based on dry matter intake,

maintenance of body weight and fat cover. In the calculation, differences in ADG are controlled/adjusted for differences in AFI and body weight.

Like RFI, RADG, is a transformation of the data and can be computed based on either the live measurements alone (phenotypic) or by information from both the individual and relative data (genetic). While **RADG** is indicative of differences in efficiency of feed utilization for growing animals, it may have limited utility for prediction of differences in maintenance efficiency of cows. RADG should not be used alone in selection for feed efficiency. Data reveals that some animals with favorable RADG have sub-par feed intake and consequently undesirable ADG.

**Average Daily Feed Intake:** Also known as AFI. AFI is a gross measure of nutrient input. While it cannot be used alone as a predictor of feed efficiency, it provides a useful data input for computation of a selection index. Feed intake represents an economically relevant measure of cost that can be associated with a variety of output or endpoint measures. AFI could be measured on animals during different phases of production and used to capture input:output (efficiency) information. A selection index for AFI or an AFI EPD can be reliably produced analyzing performance records for a variety of growth traits. An AFI EPD produced without actual feed records but based on genetic associations between growth and intake can account for nearly 75% of the variation in observed feed intake.

These measures of efficiency are most commonly discussed when considering data that measure individual intake of growing animals in a feedlot setting. Cow-calf producers that retain an interest or ownership of calves through harvest may be considering them as options to improve profitability of the finishing phase of production. Since growth is not a desired output of the cow, other measures of cow efficiency are needed that account for reproduction, maintenance and milk production.

# SHARING OUR genetic greatness

We've been methodically putting together our herd and we've spared no expense, travel or time to evaluate cows and sires that we felt would place our program on a track for genetic greatness.

We're now to the point, that we are offering some of that greatness. Join us at Synergy V, October 27th. Here's a preview of our lots.



Smith Bella Bella-We are offering a fancy Spring 2012 daughter out of Bella Bella (pictured) and NF Smith Sargeant. Bella is one of the top cows in the breed and Sargeant consistently has ranked in the #1 or #2 spot in EPD rankings. This heifer calf will get your attention.



LMC TLZ Loretta 5X/31-We are offering a daughter out of this female (pictured) that was the 2011 Houston Livestock Show Junior Simbrah Reserve Champion for Alicia Grahmann. Loretta is an LMC HS Rocco daughter and her heifer calf we are selling is sired by LMC What A Bull, a son of the triple crown winning female, TMS Whata Lady and CCR Americatrade.



RSUN Ruby Red-We are offering a daughter out of the female that Paige Hovey showed successfully, including senior champion honors at the Houston Junior Show. Ruby Red (pictured) is by LMC Johnnie Walker and her calf we are selling is sired by Smith Nu Wave II.



Smith Nu Wave II-We have recently bred 50 cows to Smith Nu Wave II and are excited about the calves that are coming out of this bull that has dominated the Simbrah breed both in the show ring and the EPD charts.



We look forward to seeing  
you at Synergy V  
October 27, 2012

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**Grid pricing...**

(Continued from page 9)

thereby improving pricing accuracy and rewarding cattlemen who market desirable types of cattle.

Most grids consist of a base price with specified premiums and discounts for carcasses above and below the base or standard quality specifications (see extension facts WF-560, Grid Pricing of Fed Cattle: Base Prices and Premiums-Discounts). Individual packers have developed their own grids with alter-

native base prices and varying premiums and discounts. Table 1 contains an example grid. It does not represent the grid for any specific packer. The premiums and discounts in Table 1 can be put into a matrix format. The term grid comes from the matrix framework of premiums and discounts for specified carcass characteristics. Quality grade and yield grade premiums and discounts compared with the base price are shown in the Choice row and yield grade 3 column of Table 2. To

complete the matrix in Table 2, we assume Quality grade and yield grade premiums and discounts are additive. For example, the premium for a Prime grade, yield grade 1 carcass in Table 2 is \$11/cwt. That amount is the sum of the \$6/cwt. premium for Prime grade carcasses plus the \$5/cwt. premium for yield grade 1 carcasses.

For years, head buyers at meatpacking firms have developed a daily buy order, which is given to their field buyers to implement. Their order resem-

bles the sample grid in Table 1. Most packers paid only small premiums for higher quality cattle and larger discounts for lower quality cattle. Grids or formulas used in recent years differ from previous years in that premiums for higher quality cattle are frequently much larger than before. Discounts for lower quality cattle may still be larger than premiums for higher quality cattle, but packers send clear signals with the grids used today compared to previous years. Packers

want higher quality cattle because lower quality cattle have a considerably lower wholesale value and are much more difficult to market profitably. Discounts for lower quality cattle should be substantial.

Packer grids may identify additional premiums for carcasses meeting specifications of Certified Angus Beef (CAB) or other marketing programs. Likewise, packers may specify discounts for hide damage, injection site blemishes,

condemnations, and other "out" or unmarketable carcasses (in addition to discounts for dark cutters and light or heavy carcasses as shown in the sample grid).

To compute a grid-based price, the distribution of carcasses by quality grades and yield grades from a sale lot of fed cattle must be known. That distribution also is put into a matrix framework. A hypothetical distribution of carcasses for a 100-head sale lot of steers is shown in

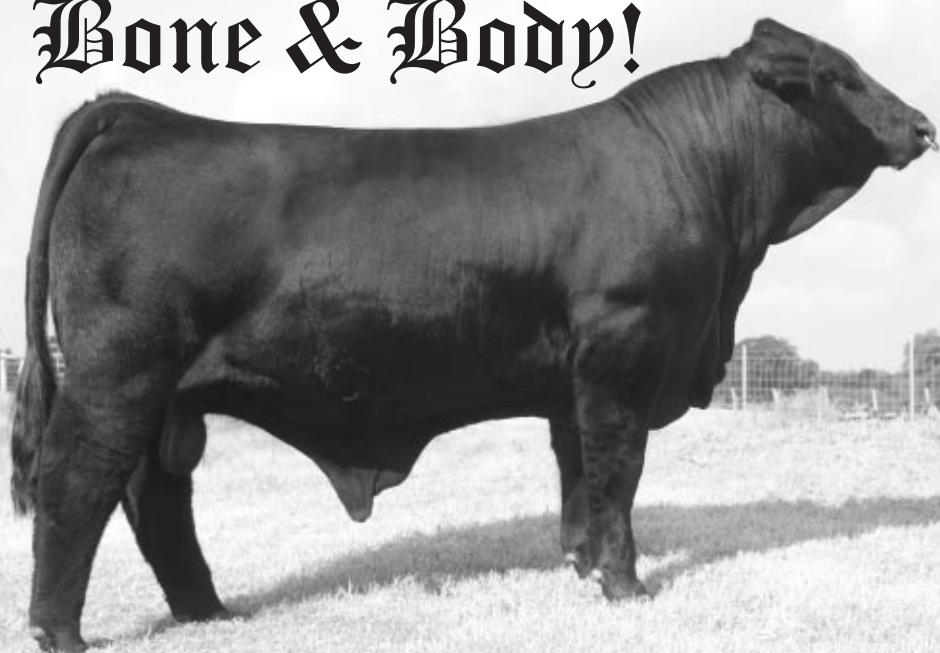
(Continued on page 12)

**Table 1. Example Grid, as Presented by a Packer (\$/dressed cwt.)**

Choice YG3 550-950 lbs.	Base Price
Prime-Choice Price Spread	+6.00
Choice-Select Price Spread	-6.00
Select-Standard Price Spread	-10.00
Yield Grade 1	+5.00
Yield Grade 2	+3.00
Yield Grade 4	-20.00
Yield Grade 5	-25.00
Dark Cutters	-20.00
Light Carcasses (<550 lbs.)	-10.00
Heavy Carcasses (>950 lbs.)	-20.00

**Table 2. Example Grid in a Completed Matrix Format (\$/dressed cwt.)**

Quality Grade	Yield Grade				
	1	2	3	4	5
Prime	11.00	9.00	6.00	-14.00	-19.00
Choice	5.00	3.00	Base	-20.00	-25.00
Select	-1.00	-3.00	-6.00	-26.00	-31.00
Standard	-11.00	-13.00	-16.00	-36.00	-41.00
Dark Cutters			-20.00		
Light Carcasses (<550 lbs.)			-10.00		
Heavy Carcasses (>950 lbs.)			-20.00		

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Grid pricing...  
(Continued from page 11)

Table 3. Our hypothetical pen is a fairly typical pen of cattle (65% Choice and Prime quality grade) and (60% yield grades 1 and 2).  
Once the base price is known for the grid in Table 2, the net price can be computed for a pen of cattle by multiplying the percent of carcasses in each matrix cell in Table 3 times each premium and discount cell in Table 2. For example, if the base price is \$110/dressed weight, then

the weighted average price for the pen distribution in Table 3 is \$109.68/cwt. For our example, we assumed there were no "out" carcasses. The actual net price for a pen of cattle may vary somewhat from the calculated price because of differences in carcass weights for animals in each matrix cell.  
A higher base price is probably more critical to receiving a higher net price from a grid than are the specific premiums and discounts. The base price affects all cattle in the sale

lot, whereas premiums and discounts affect only selected carcasses.  
**Grid Pricing Considerations and Management Issues**  
Perhaps the two primary implications of marketing fed cattle on a grid are:  
•Cattle feeders MUST know their cattle quality; and  
•Cattle feeders MUST know how the grid price is calculated.  
Many producers do not know how their cattle perform in carcass form.

Without knowing the carcass quality of their cattle, marketing on the basis of a grid may be disappointing. Grids can provide an incentive to market higher quality cattle. However, the penalty for not recognizing and marketing lower quality cattle is large. Even a few lower quality cattle, priced at large discounts to higher quality cattle, can offset the premiums for higher quality cattle. The bottom line results might be a price which is lower on average than a live weight or dressed weight cash price.  
For example, in Table 3, there are 30 head of Prime and Choice, yield grade 1-2 carcasses. Together, using

the grid in Table 2, they add a premium of \$1.08/cwt. to the base price. Also in Table 3 there are four yield grade 4 and 1 Standard carcasses. Together their discounts reduce the base price by \$0.73/cwt. Discounts from five lower quality carcasses nearly offset completely the premiums from thirty higher quality carcasses. Cattle quality significantly affects the bottom line price results when marketing by a grid method.  
Cattle producers need to ask other questions. Do my cattle naturally fit the grid? Can they be fed to fit the grid? Can they be sorted to fit the grid?

Should pens of cattle be sorted to fit different grids or sorted to sell some cattle on the cash market? Sorting cattle to fit different grids may be economical provided a producer has a good idea how the different groups of sorted cattle will perform in carcass form. Sorting out lower quality cattle just before marketing them and mixing them with a pen of cattle sold on an average live weight or dressed weight price is a short-sighted approach to marketing. Profit from sorting may be higher for both pens, but over time, packers will likely bid lower for the cash  
(Continued on page 15)

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Table 3. Example Distribution of Carcasses by Quality and Yield Grades (100 Head Total).

Quality Grade	Yield Grade					Total
	1	2	3	4	5	
Prime	0	1	5	3	0	9
Choice	6	23	26	1	0	56
Select	10	19	5	0	0	34
Standard	1	0	0	0	0	1
Total	17	43	36	4	0	100



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J7N What-a-Lady, a three-quarter blood female carrying Built Right and Goldmine breeding.




Wildflower daughter, J7N ZeeZee. Sired by J7N Whiskey River.



J7N Wildflower, a purebred Boomerang x Incumbent bred female.



Xena daughter, J7N Miss Zensational. Sired by WFC Wave Amigo.



J7N Xena, a purebred carrying Boomerang and Intrepid breeding.

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# Increased risk for anaplasmosis late summer/early fall

By Dr. Tom Troxel, University of Arkansas

**LITTLE ROCK** – An abundance of insects borne by an early spring could mean an earlier-than-normal occurrence of a sometimes fatal cattle disease called anaplasmosis, said Tom Troxel, associate head-animal science for the University of Arkansas System Division of Agriculture.

Anaplasmosis is transmitted from animal to animal by biting insects such as horseflies, stable flies and ticks. It can also be spread by contaminated needles or surgical instruments such as dehorning, castration instruments or tattoo instruments. The disease is typically age related, with severe cases affecting mostly older animals.

"Outbreaks generally occur in late summer and early fall, but because of the mild winter and early summer, cattle producers should be on the lookout for possible early occurrences of anaplasmosis," Troxel said.

The incubation period is 21 to 45 days, with an average length of 30 days. Once the red blood cells become infected, the organism replicates itself in order to infect more red blood cells. During this period, the infected animal shows little or no signs of illness.

"At some point, the infected animal's immune system begins to respond and attempts to attack the invader," he said. "When this occurs, the immune system destroys the pathogen, but also destroys the infected red blood cells. As a result, the signs of clinical anemia will appear."

Early clinical signs include a rectal temperature of 104-107 degrees Fahrenheit, decreased appetite, pale mucous membranes, lethargy, a decrease in milk production and weakness. As the disease progresses, other signs may be noted such as weight loss, yellowed mucous membranes, constipation, agitation, abortion and

death.

Death is due to a large number of red blood cells being lost. With no red blood cells to move oxygen to tissues, the animal dies of anoxia.

Anaplasmosis is mild in calves less than one year of age. Cattle 12 to 24 months of age can show acute signs of the disease, but it is rarely fatal.

However, animals that are two years and older will show acute signs of the disease, and mortality rates may be as great as 50 percent if animals are left untreated.

"Some cattle that do survive without treatment may become carrier animals for this disease," Troxel said. "They will serve as a reservoir and be an underlying source of infection for other susceptible cattle in the herd. Animals in the carrier phase usually show no clinical signs and rarely become ill a second time with the disease."

Diagnosis for this disease can be made from consistent clinical signs as well as blood staining techniques.

Prevention of this disease can incorporate many factors. Insect control can be difficult, but pesticide applications to the herd may limit the number of potential vectors. Feeding chlortetracycline at the rate of 0.5 mg-per-pound of cow body weight during the vector season will help prevent transmission of anaplasmosis. CTC may be included in medicated feed, mineral mix or feed blocks.

"It also is important to be mindful of contaminated needles or instruments," Troxel said. "When performing herd work, change needles often, and keep castration knives, dehorning or tattoo instruments in disinfectant between uses. Vaccines are also available on the market to help with the control and prevention of this disease."

Contact your veterinarian

for additional prevention or treatment protocols.

## Fall EPDs...

(Continued from page 4)

ferences in performance between their future off-

spring when each is mated to animals of the same average genetic merit.

EPD's provide a tool to allow breeders and bull

buyers a calculated way to measure predicted performance.

If you wish to view the entire Fall 2012 EPDs for

contact your local county Extension office or visit

www.uaex.edu. the breed, visit [www.simmental.org](http://www.simmental.org) and click on the publication tab, then click on SimTalk.

SLS

## Fall 2012 Simbrah Percentile Chart And Breed Averages

%	CE	BW	WW	YW	MCE	MM	MWW	Stay	DOC	CW	YG	Marb	BF	REA	WBSF	API	TI
1	6.9	0.8	86.5	116.8	10.5	31.4	62.6		19.3	46.1	-0.30	0.07	-0.10	0.53	-0.15	87.3	64.5
2	6.3	1.2	83.6	112.8	9.9	30.2	61.4		17.7	43.6	-0.29	0.05	-0.09	0.50	-0.14	84.3	62.8
3	5.9	1.4	81.9	110.3	9.6	29.5	60.6		16.8	42.0	-0.28	0.04	-0.09	0.48	-0.13	82.4	61.8
4	5.6	1.6	80.5	108.4	9.3	28.9	60.1		16.0	40.8	-0.27	0.03	-0.09	0.46	-0.12	81.0	61.0
5	5.4	1.8	79.4	106.8	9.1	28.4	59.6		15.5	39.9	-0.26	0.03	-0.09	0.45	-0.12	79.9	60.3
10	4.6	2.3	75.7	101.5	8.3	26.9	58.1		13.4	36.5	-0.24	0.00	-0.08	0.41	-0.10	75.9	58.1
15	4.0	2.6	73.2	97.9	7.8	25.8	57.0		12.1	34.3	-0.23	-0.02	-0.08	0.38	-0.08	73.2	56.6
20	3.6	2.9	71.1	95.1	7.4	25.0	56.2		11.0	32.5	-0.22	-0.03	-0.08	0.36	-0.07	71.1	55.4
25	3.2	3.2	69.4	92.6	7.0	24.3	55.4		10.0	31.0	-0.21	-0.04	-0.07	0.34	-0.06	69.3	54.4
30	2.9	3.4	67.9	90.4	6.7	23.6	54.8		9.2	29.6	-0.20	-0.05	-0.07	0.32	-0.06	67.6	53.5
35	2.6	3.6	66.4	88.4	6.4	23.0	54.2		8.4	28.3	-0.20	-0.06	-0.07	0.30	-0.05	66.1	52.7
40	2.3	3.8	65.1	86.4	6.2	22.4	53.6		7.7	27.1	-0.19	-0.07	-0.07	0.29	-0.04	64.6	51.9
45	2.0	3.9	63.8	84.6	5.9	21.9	53.1		7.0	26.0	-0.18	-0.08	-0.07	0.27	-0.03	63.2	51.1
50	1.7	4.1	62.5	82.7	5.6	21.4	52.5		6.3	24.8	-0.18	-0.09	-0.06	0.26	-0.03	61.9	50.3
55	1.4	4.3	61.2	80.9	5.4	20.8	52.0		5.6	23.6	-0.17	-0.10	-0.06	0.25	-0.02	60.5	49.6
60	1.2	4.5	59.9	79.0	5.1	20.3	51.4		4.9	22.5	-0.16	-0.10	-0.06	0.23	-0.01	59.1	48.8
65	0.9	4.7	58.5	77.1	4.8	19.7	50.9		4.1	21.3	-0.16	-0.11	-0.06	0.22	-0.01	57.6	48.0
70	0.6	4.9	57.1	75.1	4.5	19.1	50.3		3.3	20.0	-0.15	-0.12	-0.06	0.20	0.00	56.1	47.1
75	0.2	5.1	55.5	72.9	4.2	18.4	49.6		2.5	18.6	-0.14	-0.13	-0.05	0.18	0.01	54.5	46.2
80	-0.2	5.3	53.8	70.4	3.9	17.7	48.9		1.6	17.1	-0.13	-0.14	-0.05	0.16	0.02	52.7	45.2
85	-0.6	5.6	51.8	67.6	3.5	16.9	48.1		0.5	15.3	-0.12	-0.16	-0.05	0.14	0.03	50.5	44.0
90	-1.1	6.0	49.2	64.0	2.9	15.8	47.0		-0.9	13.1	-0.11	-0.17	-0.04	0.11	0.04	47.8	42.5
95	-1.9	6.5	45.5	58.7	2.2	14.3	45.4		-2.9	9.7	-0.09	-0.20	-0.04	0.07	0.06	43.9	40.3
Avg	1.7	4.1	62.5	82.7	5.6	21.4	52.5		6.3	24.8	-0.18	-0.09	-0.06	0.26	-0.03	61.9	50.3

## EPD basics...

(Continued from page 7)

1, Bull B is in the top 10 percent for weaning weight within the breed. The choice is pretty clear, isn't it, of which sire to attempt to purchase? Perhaps not, because we have only looked at one trait for the bull in question.

Remember, single trait selection has gotten us into trouble in the past, and we don't want to revisit history. To avoid extremes in any one trait, be aware of, and comfortable with, all of a bull's EPDs that are important to you before making the purchase. EPDs are a tool that can make us better managers if we know how to use them, what their limitations are and if they are used in conjunction with other pertinent information.

If you are interested in learning more about EPDs, I suggest picking up a sire summary for your breed of choice and familiarizing yourself with it prior to purchasing your next bull.

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Simbrah-TBR Sweet Emotion S011 - dam of X037 and we are excited about her ET calves by Mr NLC Upgrade due in September. Embryos for sale by Upgrade (pictured) and TNT Axis. Reg # 2339871



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## Simbrah breed founder, Bud Wentz passes away

Bud Wentz, founder of the Simbrah breed, passed away from a short battle with cancer on August 17, 2012. He was 80-years-old.

Regardless of your status--old or new breeder, or somewhere in between, the probability that you had heard of and even met Bud Wentz was very high. Wentz was often called the "Godfather of Simbrah" and his life long devotion to the breed was unquestionable.

Wentz experimented with some Simmental se-

men on some of his Brahman cows in the late 60's and this would lead to the formation of the Simbrah breed in 1977 through the American Simmental Association (ASA).

Wentz in an interview with *Simbrah World* in 2010, said he liked the phenotype of those resulting calves, he loved the fertility, as the heifer calves were starting to cycle at 8-9 months of age and he liked the udder quality.

He began calling the cattle Brahmental and he

first went to the American Brahman Breeders Association (ABBA) to initiate a registry for the cattle.

"ABBA was not interested, but I heard that the American Simmental Association (ASA), which was still very young at the time, was having a meeting in Denver, Colorado. Lou Chestnut was the president and Colvin Jackson from Mississippi, Albert West and R.A. Brown from Texas were all on the ASA board. These last three gentlemen would ultimate-

ly become very involved in the Simbrah breed," he explained in the interview.

Wentz went to the meeting and told them about his Simmental x Brahman cattle.

ASA voted to begin registering percentage and purebred Simbrahs in 1977 and according to the ASA website, 700 were registered in the first year.

Another pivotal point in the history of the Simbrah breed was the meeting of Wentz and Edmond Tom, Campbellton, Texas. They formed a partnership the day they met and set about breeding Simbrah cattle with a passion for promoting the new breed.

"I went to a sale over in the Houston area, as they had some Simmental X Brahman heifers for sale, along with other crosses. Well, I noticed that it was only me and one other guy bidding on these Simmental crosses. I went over and introduced myself to Edmond and we started taking turns buying the groups. We formed our partnership on our word and in all our years together never had a written contract. We didn't need one," he explained in the *Simbrah World* interview.

Tom and Wentz Cattle Co., began providing bulls to neighbors with registered cows and then they would buy all the calves back at weaning for a \$1.00 a pound. This allowed them to build their female numbers and build the registry, as they began having their sales, which as best anyone can remember were the first Simbrah sales.

The cattle were easily marketed. "I called it the 'Golden Age of Marketing', as everyone was wanting Simbrah, because of the economic traits they were providing," he recalled.

Wentz remained active in the breed until the early 1990's. He lost a lot of his lease land at this time and was forced to sell his herd. In 2006, he and his wife, Lupita decided to return to the cattle business and of course that meant Simbrah. Wentz became a familiar face to a new generation of Simbrah breeders.

Wentz was received the coveted ASA Golden Book Award in 1994, for his many years of dedication and service to the Simbrah breed and the ASA. He also served on the ABBA Board of Directors for many years.

He was one of the original members of the Area V Brahman Association, which is now the RGV Simbrah & Bos Indicus Association.

Wentz is known for not just for starting the breed, but also his generosity, as he helped many youth over the years get started with a Simbrah show heifer.

While Wentz may have just been looking for a better cow at the time, he made the cattle business better, by starting the Simbrah breed. His belief in the breed never wavered and at the time of his death, he was actively involved and was increasing his numbers through embryo transfer.

Simbrah sale and show rings will have an empty seat, as Wentz's love for life, the breed, his laugh, his generous spirit and his ability to just bring an element of fun to any situation will be missed.

He was a lifelong resident in the Brownsville, Texas area and was also a pioneer in the sugar cane industry in the Rio Grande Valley.

He was preceded in

death by his parents, Milton E. Wentz Sr. and Monica C. Wentz; his first wife, Jeanine DeFoor Wentz; and his sister, Jacklyn Kincannon.

Survivors include Maria Guadalupe Wentz; his children: Bill Wentz, David Wentz, Diane (Anthony) Burdette, Leticia (Luis Eduardo) Gosser Gonzalez, and Marco Andres Gosser and grandchildren: Anthony Burdette, Danielle (Vincent) Folgore, Christen Wentz, Ashley Monique, Ryan Andrew, and Matthew Edward Gonzalez; and two great-grandchildren: Niya and Gino Folgore, plus numerous other extended family members.

Services for M.E. Bud Wentz were held Monday, August 20 at the Darling-Mouser Funeral home, Brownsville, Texas. The family has requested that memorials be made in Wentz's name to Sunshine Haven, a care facility for the terminally ill, at P.O. Box 4478, Brownsville, Texas. Condolences may be sent to the Wentz family online at [www.darling-mouser.com](http://www.darling-mouser.com)



Bud Wentz, founder of the Simbrah breed, died on August 17, 2012.

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**Grid pricing...**

(Continued from page 12)

market cattle. In addition, it fails to signal clearly the need to rid the industry of lower quality cattle, resulting in a continued loss of the consumers' food dollar and loss of market share for beef. However, sorting cattle earlier may enable the feeder to manage both pens of cattle to meet specifications in more than one grid. This management change may reduce feeding costs, increase returns, and enhance both short-run and long-run profitability.

Cattle have a natural, economical end feeding weight. This end weight or point varies by frame size, breed, genetics within a breed, and market prices for inputs and fed cattle. For example, one pen of cattle may produce carcasses averaging 850 pounds of dressed weight, which grade mostly Select yield grade 2. Another pen may produce carcasses averaging 700 pounds of dressed weight, and grade mostly upper Choice yield grade 3. With the first pen, a grid that pays a premium on yield grades 1 and 2, mini-

mally discounts Select carcasses, and does not penalize heavy weight carcasses will likely be advantageous. For the second pen, a grid that pays a large premium for upper 2/3 Choice and Prime, does not discount yield grade 3 carcasses, and has only a small discount on yield grade 4 carcasses will likely be advantageous. Feeding the pen of cattle that averaged 850 pounds of dressed weight for several additional days with the intent of improving quality grade probably will result in a significant number of heavy weight carcasses.

The discounts for the heavy weight carcasses will likely exceed the added premium from improved quality grade.

Producers need to realize that if feeding and other management practices are altered, then receiving the highest price doesn't imply the greatest revenue, nor does the greatest revenue imply the largest profit. Revenue is price multiplied by weight  $[R=(p)(wt)]$ , and profit is revenue minus costs  $[p=R-c]$ . To maximize profit on a pen of cattle, the selling weight and feeding costs need to be consid-

ered, in addition to the selling price.

**Summary and Conclusions**

Grid pricing methods have become more common in recent years. Grids have the advantage of pricing each animal, thereby improving pricing accuracy. Cattle are paid on actual dressed weights and the base price is adjusted for various carcass traits. Better quality cattle are rewarded and poorer quality cattle are penalized.

Cattle producers need to know the quality of their cattle and how grid prices are calculated before

knowing whether or not grid pricing will be advantageous for them. Producers also need to consider profit (cost and revenue) implications of attempting to adjust feeding period length to target specific grids. Grid pricing has definite advantages. However, cattle producers must understand them thoroughly to take advantage of the benefits and avoid the pitfalls.



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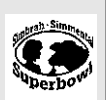
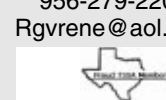
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# Riding Wave After Wave of Championships

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**Smith CRC Nu Perfection**, a daughter of Smith Nu Wave II was named the 2012 National and International Grand Champion Simbrah Female for Caleb Rodenbeck. She was also the Grand Champion and the Overall Reserve Grand American Heifer at the Star of Texas Show. Full sib, to Hagan Smith Show Stopper, the 2010 International Champion Female. Sired by Smith Nu Wave II.



**Smith Priceless Passion**, 2011 TJSSA Futurity and American Junior Simbrah Roundup Grand Champion Female. 2011 Belt Buckle Grand Champion and 3rd Overall American Heifer. 2012 National Reserve Grand Champion Female and 2012 Houston Junior Show Reserve Grand Champion Female for Mary Kate Walters. Sired by RFI Smith Infinity, a Smith Nu Wave II son.



**Wentz Smith Superior Mom**, 2012 Fort Worth Junior Show Grand Champion Simbrah Female, 2012 Houston Junior Show Grand Champion Simbrah Female and 2010 American Junior Simbrah Roundup Reserve Grand Champion Female. Sired by Smith Nu Wave II. Purchased in Synergy IV.



**Smith Witz Jubee Delite**, 2012 International Reserve Grand Champion Simbrah Female for Peyton Meuth. Sired by Smith Nu Wave II. Purchased in Synergy IV. Her dam, was the 2011 International Reserve Grand Champion Female.



**Smith Hagan Expressive**, A full sister to Caleb Rodenbeck's heifer and donor in the Reavis program. Sired by Smith Nu Wave II. Purchased in Synergy IV.



**Smith Isgrig Charismatic**, Herd sire for Smith Genetics, Burch Farms, Reavis Farms, McCrary Farms and Wentz Farming Co. Sired by Smith Nu Wave II. One of the top EPD bulls in the breed.



**LMC WFC Dream Girl**, 2009 National and 2010 International Grand Champion Simbrah Female. She sold for \$42,000 to La Muneca, 6G, BETM Ranch and LPJ. Sired by Smith Nu Wave II. Full brothers and sisters sell in Synergy V.



**LMC WFC Rita**, a donor in the Wentz herd. She sells in Synergy V, along with other members of Rita family. She is a full sister to Dream Girl, Moose, the 2009 National Reserve Division winner and LMC WFC Wave Amigo. Rita was the 2010 MAS Champion.

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