

SIMBRAH

World

Spring • 2011



The Land of Opportunity



A grand opportunity awaits the Simbrah world at MAS VI when **LMC SWEET DREAMS** enters the salering. **BETM**, along with the Dream Girl Group is selling full interest in this phenomenal young female. Sweet Dreams was born in April of 2010, is sired by SA Champion LMC Gig Em and will have the second half of her show career remaining. This female is destined for greatness, as it is laced in her pedigree with names such as two-time International Champion HR Powerhouse, the immortal LM 3E/89 Rob's Muneca, LMC Diva and Smith Nu Wave II. We were excited about purchasing the first flush out of the many times major champion LMC WFC Dream Girl in MAS IV and we are even more excited about sharing the results of it with you.



BETM OZZIE is a LMC ATZ Dr. Feel Good son out of LMC Swan that we are excited about offering in MAS VI. Ozzie was born in September of 2010 and is loaded with muscle and style. Whether you are looking for a solid show steer or an exciting young herd bull prospect, Ozzie gives you the opportunity to fit the bill. LM EF Johnnie Walker Black, LMC Smith RFI Red Bullet and BBS Latoya are among the great ones in his pedigree.



BETM LOLITA is a full sister to Ozzie and she is a fancy one. Lolita has been exciting from day one, she's ultra feminine and knows it. She sells in her entirety at MAS VI and will be eligible for the Synergy Showcase, MAS Showdown, Simbrah Superbowl and the LMC Futurity & Jackpot. Her mother was a champion, her mother's mother was a champion and she should be one too. **THANK YOU** Mary Kate Walters and Joaquin Garcia for purchasing half sisters to Lolita.



BETM BONITA will head up three half sisters sired by LMC Black Gold. Their sire is a performance guru with his API of 102 and TI of 67 putting him in the top 1% of the breed among other impressive marks. **THANK YOU** Smith Genetics, La Patroncita Cattle, La Muneca, La Morra Ranch, Kirk Hagen, Savannah Kaiser, Manny Gonzalez, Glen Bell, Bob Cuvelier, Cosme Martinez, 6G Ranch and Rafter M Cattle for investing in **BETM** cattle at MAS V and Synergy III.



CONGRATULATIONS to Addison Trojanowski of Hondo, Texas for all of your championships with your LMC Smith RFI Red Bullet x LMC Daisy daughter. She led 5W/243 to Grand Champion Simbrah and Reserve American at the Medina County Fair in January of 2011. We have a good set of Simbrah and Simbravieh babies on the ground now that we are excited about. If ever in the San Antonio area, give us a call we would appreciate the opportunity to show you our stock.



The reports on **LMC HS ROCCO** babies continue to come in positive and folks are fired up about this exciting young herd sire. Among them is Javier Moreno of La Negra Cattle, who tells us that Rocco produced the best calf he has ever raised. (see above photo). Joe B. Rodriguez of La Morra flushed his popular LMC 5M/9 donor to Rocco and he has a solid heifer calf that he is proud of as well. **We hope you can join us on March 25th & 26th for MAS VI** where Rocco's progeny are highlights.



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

We Didn't Write The Book On Simbrah...

But We're Adding An Exciting Chapter!

We just didn't get into the Simbrah business—we chose to, as we have been involved in Simgenetics for over 20 years and other breeds as well. We made our decision to not just have Simbrah genetics, but to concentrate on building a herd with elite of genetics of the breed. Just take a look at the genetic influences we are using to write the our chapter in Simbrah.



Smith Nu Wave II—We purchased 10 units of this breed great He is the leading $\frac{3}{4}$ x $\frac{1}{4}$ three-quarter bull out of PTL Cutting Edge D209 and out of a Spectrum bred dam. He is the top EPD bull of the breed and his calves are dominating the breed. We are excited about the calves he will produce in our herd!



LM She Moves 3L/136—We have a daughter of this breed Matriarch that we purchased from Pine Ridge. PRR Full of Moves 3U was sired by Full House and we have high expectations for her.



Smith MDM Look At Me—We have a son of Look At Me and the great Sargeant. Look at Me was the 2010 San Antonio Reserve Grand Champion female and she goes back to the proven Smith Annie Lou cow family. The bull, Smith BSF Watch Me is moderate framed, thick and sound. We are anxious to incorporate his influence and that of his dam into our program.



Smith Farms
Ronnie & Susan Smith
7736 FM 428
Denton, TX 76209
(O) 817-625-4366
(M) 817-874-3431

susan@americanrecyclinginc.com



LMC Miss Diva—We purchased a flush out of this female, who has to rank as one of greats. She is the dam of Dream Girl, Moose, and Rita. We flushed her to LMC HS Rocco and are anxiously awaiting the arrival of these calves.



Smith Bella Bella—We have a daughter of this breed great and Smith Nu Approach now in our herd. Bella already has produced two Synergy sale toppers, Ronen and Ciao Bella and her sire Nu Approach proved to be in high demand in Synergy II, when 11 breeders purchased semen packages totaling \$22,000.

EVAN



Smith Evan

He is a solid red polled, purebred Simbrah with an impeccable pedigree, stout performance numbers and impressive progeny.

- Sired by Smith Nu Approach and out of the great Smith Bella Bella.

- Ranks in the top 3% for weaning and TI, top 4% for yearling, top 25% for maternal weaning weight and top 5% for API.

- His calves are here—solid red, loaded with muscle and bone!

Look For Evan Calves At Synergy IV In October



Smith Nu Approach- Evan's Sire



Smith Bella Bella- Evan's Dam

OWNED BY

McCrary Farms 903/278-6819
Reavis Farms, 956/585-6831
Smith Genetics 512/587-7896

**For information on Evan and his calves,
contact Tim Smith, 512/587-7896 or
email smithgenetics@yahoo.com**

Features

- 12** Breeders Vie For National Titles In Simbrah World
One-hundred and forty-one head of Simbrah competed for the prestigious National titles.
- 20** Strack Farms. . . Always Agriculture
The Strack family has been involved in U.S. agriculture since 1845 and have been raising Simbrahs since 1983. Read about their endeavors.
- 26** Do-It-Yourself Cattle Photography
Learn how to improve your cattle photos and your marketing efforts
- 34** Young Leaders
Part 2. A look at Simbrah youth, who as young adults are staying involved in the breed and preparing themselves to be tomorrow's Simbrah leaders.

Of Interest

- 7** MAS Info
- 10** La Muneca Field Day Report
- 11** News You Can Use
- 17** American Junior Simbrah Roundup Info
- 22** Synergy Report
- 46** Save The Dates
- 46** Index to Advertisers

On the Cover

Scenes from the National Simbrah Show grace this issue's cover. Photos by Show Champions.



SIMBRAH World

SPRING 2011 • VOLUME II, NUMBER 1

Southern Livestock Publishing, Inc.

Mailing Address:

P.O. Box 791364 • San Antonio, TX 78279-1364
Office Located: 407 Breesport • San Antonio, TX 78216
Phone: 210/524-9697 • Fax: 210/524-9690
E-mail: slivestock@southernlivestock.com
www.southernlivestock.com

Publishers: Jim Banner and Michael Sturgess

Editor: Daren A. McCutchen

Contributing Editor: Martha Hollida Garrett

Office Manager/Bookkeeping: Jean Tiedeman

Livestock Advertising:

Martha Hollida Garrett Mob. 903/316-8465

Commercial Advertising:

Loren Jackson - Manager 210/867-5553

Copy & Contract Regulations:

The Publishers reserve the right to accept or refuse advertising. The Publishers reserve the right to label as "Advertisement" any copy that simulates editorial comment.

Advertiser agrees to waive the Publishers and its employees of responsibility from any and all claims or suits arising out of publication of advertising based on information supplied by the advertiser or his agent.

The Publishers hereby expressly limit their liability resulting from any and all misprints, errors and/or the running of a corrected advertisement or editorial correction notice.

The views and opinions expressed in all editorial material are those of the writer or persons interviewed and not necessarily those of the Publishers.

Your viewpoint and opinions are welcome. The Publishers will make every effort to publish responsible replies. The Publishers however, reserve the right to edit or reject material which they deem objectionable.

Thank You JUNIORS!!!



John Paul Rodriguez has done his fair share of winning with RGV Victoria Marie. John Paul purchased this beautiful, feminine, high volume Majestic daughter at MAS V. We are selling three babydoll show heifers at MAS VI including Victoria Marie's maternal sister named RGV Dr. Beauty.



Sidney Cano wanted a show heifer deluxe when she selected RGV Lady Antevella. She's gonna get a heck of a mamma cow too. This Ante Up daughter has massive bone, thickness, and volume. This is the type of female you want your herd bull to be out of. Her dam is our top donor, BHR Vella, that has produced over \$20,000 for us. Embryos out of Vella and Majestic due this March.



Nina Olvera let her uncle Darryl Carraqueo select her show heifer this year. I'd say he made an excellent choice. RGV Lady G caught his eye the first time he saw her. Lady G, like all other Ante Up daughters, is loaded with bone and power. They will make capacious, excellent mamma cows. Place your Ante Up semen orders now. Quantities will start to become limited as he has been sold to Gumaro Valdez from Monterrey, Mexico. Muchas Gracias, Senor Valdez!

Congratulations to all our junior clients on an excellent job of feeding,

grooming, and showing your RGV Cattle Company bred beef projects.

Keep up the good work and good luck at this Spring's shows.

MAS VI
March 25 -26, 2011
at La Muneca.
We currently have show heifer and show steer prospects available for your inspection!!
Ante Up and Majestic semen available! Call for more details!



Jerry Lugo's champion steer is about as powerful and thick as you could make one. RGV Payaso is sired by our International Champion Ante Up and will play a major role at this Spring's steer shows. Ante Up is being used extensively in the club calf market due to his easy calving and explosive growth.



Megan Cruz had a heck of a year last year showing her RGV Cattle Company bred steer. So what did she do this year? She came right back to us and chose her previous steer's full brother, RGV Brisket, to close out her senior year of showing. We feel honored she came back to us and appreciate her repeat business! This calf would have made an excellent bull but we try and make all our calf crop available to our junior clients. This steer visited the winner's circle the first time he was shown! Brisket is sired by Ante Up and our great donor, Destiny. We are excited about our sexed heifer embryo calves coming this Spring out of Destiny /Ante Up and Destiny/Dr. Feel Good.



RGV Roscoe is an April born Ante Up steer owned by Joseph Falcon. This calf is as correct as can be made. He was born late but has the mass and explosiveness to make weight. These Ante Up steers are beef machines. They just keep gaining and gaining. Joseph has done a great job keeping this calf healthy and winning the lightweight class at a few shows. He's going to finish and will be tough!



RGV CATTLE COMPANY

Rene, Gina, Olivia and Ava Vela

2913 Ocean View Dr. • Edinburg, Texas 78539 • 956-279-2200 • Rgvrene@aol.com



Leading Ladies...

All with starring roles



Ms. Oprah Sired by HR Powerhouse and out of the SM-9 Donor at La Morra. Dam to Diva. Granddam to LMC-WFC Dram Girl, LMC-WFC Rita, LMC-WFC Moose and LMC-WFC Nu Wave Arriaga.



Ms. Diva Sired by LMC EF Johnnie Walker Black and out of Oprah. She is the dam to Dream Girl, Rita, and Moose.



Ms. Rita Sired by Smith Nu Wave II and out of Diva. 2010 MAS Showdown Grand Champion.



Ms. Rita A daughter of Rita and Dr. Feel Good. Now being exhibited by Julia Hunt.



Ms. P. Synergy Sired by NF Smith Sargeant and out of Triple P Kiya. We just purchased this female at Synergy III & she has now delivered a fancy heifer by Smith Nu Wave II that needs to be in the show ring.

We have some of the leading ladies of the Simbrah breed at work in our program and they are the stars. Our herd is focused on only the best genetics and we have elected to concentrate on a select few with proven, predictable track records.

We will have some calves by these great females in the Synergy Sale this fall as all are in ET.

We also have a select offering in MAS; see catalog for our lots!



"Birthplace of the American Simbrah"

Bud and Lupita Wentz

P.O. Box 27 • Olmito, TX 78575

956/350-4444 (H) • 956/371-7377 (C)



Nu Wave Amigo

A Legacy of Success



Dam

LMC DIVA is one of the best cows in the Simbrah breed and comes from a long line of top producing cows that go back to the Big E'nuff cow that the Lundgrens sold 2/3 of at a Johnny Joyce Simbrah Clinic sale at Houston to Scott Roberts for \$45,500. Guerra Bros. bought an

F-1 daughter, flushed her to Bravo, took the best daughter and bred her to LMC Money, produced 5D - 98, bred her to 6G LMC Knockout to produce 5M-9, bred her to HR Powerhouse to produce LMC Oprah, then bred her to LMC EF JW Black to produce Diva who then produced Dream Girl and now we have Sweet Dreams. - 8 generations of goodness !!!



Sire

SMITH NU WAVE II is the number one EPD bull of the breed. We are fortunate to own one of his very best sons that due to his excellent progeny and his dam, LMC Diva may prove to be better than his sire just like great sires are suppose to do. He is off to a great start.



co-owned with La Muñeca Cattle Co.

LMC WFC NU WAVE AMIGO is one of the premier young bulls of the Simbrah breed that has proven himself time and time again producing a high percentage of show quality heifers. **A BIG HEARTY THANKS** goes out to Darryl Raub and La Morra Ranch for investing in breeding shares of this great bull. **Breeding Shares sell for \$2,000 for 30 units of semen. There is no better investment in Simbrah.**



LMC LF TEQUILA SUNSET is another Nu Wave Amigo daughter out of a Red Bullet x Black Cat x Bravo cow that we bought from Wentz Cattle Co. She is looking for a good home. Come see her during MAS VI.



LMC LF ELISSA is another Nu Wave Amigo daughter being campaigned by Kallie Fuchs. She won the LMC Futurity and will be a major competitor at the spring majors. Look at the muscle, femininity and totality that this BABY DOLL offers !!



LMC LF LITTLE SIS is a full sib to Elissa and promises to be just as good. She is for sale at private treaty. She is major league !!

M Simbrah
Braunvieh
Simbravieh

Louie Flores Family

Louie, Dora, Marco & Liana

(956) 457-0205

louie@chorizosanmanuel.com



**Sells at
MAS VI**

LMC LF MADAME X is a heifer that we could have sold several times but decided to hold on to her and let her be our highlight for the prestigious MAS sale. She is sired by our LMC WFC Nu Wave Amigo bull who is a full sib to the National Champion Dream Girl. 100% of her proceeds will go to the Luis Flores Jr. Memorial Scholarship Fund.

Thank You!

We would like to express our thanks to the buyers of Triple P cattle at the Synergy III Sale. We appreciate your evaluation and interest in our program.

Thank you to Carpenter Ranch, Triple J Ranch and Smith & Isgrig
Our focus is on quality and breeding genetics that can add value to any herd.



Thank you to the folks of Carpenter and Triple J Ranch for purchasing our Synergy lots.

Triple P Ranch

Harvey and Marcy Popp and family
 12525 Roy Rd • Pearland, Texas 77581
 713/906-3992 • happytrails1029@yahoo.com

ROLE MODELS

are those who possess the qualities that we would like to have and those who have affected us in a way that makes us want to be better people.



Thank you to the Guerra family and staff for being true role models and making us all better by your example, your encouragement, your generosity, your efforts and your interest in youth.

KF LIVESTOCK

Dean, Paula and Kallie Fuchs

1243 Reese Lane • Columbus, Texas 78934
 979/733-7376 • kflivestock@hotmail.com

Looking For A Sire That Can Satisfy Your Cows...

Then Try SATISFIES

Smith Satisfies-Sired by Smith NF Simply Great and out of Smith Grey Mist. Simply Great brings the genetics of Dream On and late, but great Madam X to this pedigree and Grey Mist is out of Black Starr 55K, so his pedigree is a unique combination.



His numbers will satisfy the needs of your herd as he ranks in the top 1% for API and TI, top 3% for weaning; top 4% for marbling; top 5% for yearling and top 25% for maternal weaning weight. And he is solid red, polled, moderately framed and loaded with muscle. We think he is a beef machine!

You can see satisfies at the Spring Shows---bet your cows will like him too!

BURCH FARMS

Rickey Burch Family
 P.O. Box 755 Hempstead, Texas 77445 • 979/826-3231 Office • 713/206-2579 Cell
burchfarms@peoplepc.com • www.burchcattle.com



Golden Glory daughter.

We purchased Golden Glory to improve the genetics in our program and to take our program to a new level---well she is doing just that. Her calves are fancy, sleek fronted, big middled and with a lot of substance. One of her daughters, Smith Burch Glorious topped our offering at Synergy III at \$5,500 as junior exhibitor Taryn Cunningham purchased her. She also has three other daughters on the junior circuit this spring. Caleb Rodenbeck just showed this one by Nu Approach to reserve calf honors at the Fort Worth show. Congrats Caleb!

MAS Simbrah Weekend Set For March 25th and 26th



Cattle breeders are invited to attend the MAS Simbrah Sale and \$15,000 SHOWDOWN VI on March 25 & 26 at La Muneca Ranch, Linn, Texas. The MAS families will be selling 150+ lots of Simbrah, Simmental, Simbravieh, Braunvieh and Polled Brahms. There will be proven herd bulls, bulls just off test, show bull and club calf prospects, pairs, open and bred heifers, embryos and a great set of show heifer prospects. Overall there will be 40 bulls and 110 + female lots.

"MAS is an exciting two day event like no other in the cattle business with great people, great food, great camaraderie and great cattle. It's a combination of purebred, commercial cattlemen and enthusiastic juniors all coming together with the common bond of Simbrah. One of the original goals of MAS was to expand our bull markets. The past five sales have been very successful in achieving that goal, as 265 yearling bulls have sold for a \$2,161 average. In addition, La Muneca will also have its annual LMC Jackpot where they offer 10% of their junior clients' purchase prices in a jackpot show for LMC junior clients with one half of the monies awarded in showmanship. Combined with MAS, there will be over \$20,000 awarded to juniors during the MAS weekend" states Carlos Guerra, coordinator of the weekend event.

The schedule of events include:

March 24th Noon MAS cattle on display at La Muneca

March 25th 3:00 PM Annual LMC Jackpot

**March 26th 9:00 AM MAS V \$15,000 SHOWDOWN
4:00 PM MAS V Simbrah Sale**

MAS members are 6G Ranch, Monte Cristo Ranch & Investments, La Negra Cattle Co., LPJ Ranch, Reavis Farms, RGV Cattle Co., Thunder Cattle Co., Vela Cattle Co., La Muneca Cattle Co., Wentz Farming Co., BETM Ranch, Tres Potrillos, Rafter M Cattle Co., and Smith Genetics.

MAS VI cattle will be filmed by Cattle In Motion and buyers will be able to view the cattle online well in advance and will be able to bid online from anywhere in the world. To sign up please contact www.cimauctions.com or call 888/554-8437. For more information, please contact Carlos or Sister Guerra at 956/802-1641 or at lamunecacattle@aol.com. The catalog will also be available on the La Muneca website, www.lamunecacattle.com.

**SUPERIOR
GENETICS
CHAMPION
BLOODLINES
QUALITY CATTLE
COME SEE US!
THUNDER
CATTLE COMPANY**

PO BOX 56 • 803 CR 49 • CHAPMAN RANCH, TX 78347

SCOTT: 361-779-2436

KACY: 361-813-5174

kfrazier@interconnect.net

ERIN: frazier.ea@gmail.com

FAX: 361-225-2208



LA MORRA CATTLE COMPANY

We · are · in · the · BULL · business.

After 10 successful years of operation with SIMBRAH cattle, we want to share our success. Through bull purchases and planned matings of existing stock, we believe that we have the right bull for your breeding needs. Two of our senior herd sires were either Champion Bulls or have created Champions. These bulls continue to create good functional, correct cattle that will compete at any level. Our junior herd sires are Champions as well, and their progeny are just starting to impact our herd and the breed. Feel free to come and visit or call us for your breeding needs.

HAGAN'S ANTE UP



Sire: NF Smith Sargeant MGS: HR Power House I

- :: Purebred Simbrah
- :: 2007 International Champion
- :: Produced 2010 Grand Champion Heifer at the Rio Grande Valley Stockshow
- :: Co-owned with La Negra Cattle Co, RGV Cattle Co, Rising Sun Ranch, and Fred Moreno
- :: (\$30/unit - 5 unit minimum)

VICMAR 420



Sire: BCC Majestic MGS: 6GLM Knockout. Pictured at 18 months of age

- :: Purebred Simbrah
- :: 2010 San Antonio Grand Champion
- :: Calves are now on the ground at the ranch-WOW!!
- :: Co-owned with Baring Cattle Company
- :: (\$35/unit - 10 unit minimum)

WHISKY RIVER



Pictured at 13 months of age
Sire: LMC EF JW Black MGS: LMC Knockout

- :: Purebred Simbrah
- :: 2010 San Antonio Reserve Grand Champion
- :: Co-owned with Baring Cattle Company
- :: (Semen not available at this time)

WE'RE RAISING CALVES LIKE THESE...



J7N MADAM X

- :: November 2010 Heifer
- :: M9 x A&A Black Sceptor

J7N YESMINA

- :: January 2011 Heifer
- :: M9 x LMC HS Rocco



La Morra Cattle Co.
Registered Simbrahs
MR 

Joe B. & Nelda Rodriguez
2854 CR 331 :: Floresville, TX 78114
Hm/Fax: 830/393-8338 :: Mobile: 210/275-0839
New website coming soon! lamorracattle.com
Email: mailto:joeb@lamorracattle.com

Also using the services
of BCC Boomerang,
a three-quarter son
of Black Joker.

The Sale...

The Demand For Our Cattle...

And The Large Synergy Crowd Was...

Priceless!

This female has done it all for Smith Genetics—she was a show ring standout, a pasture picture perfect cow and her value in terms of dollars has been . . . you guessed it, priceless. Prior to Synergy III she had produced more than \$100,000 in sales of progeny. At the sale, two flushes in her sold for \$10,000 each and embryo packages by Smith Nu Wave II, Smith Nu Approach, and Dream On generated \$24,100. Then a Nu Approach daughter out of Priceless, sold for \$16,000 at the sale. Priceless is sired by Sargeant and represents the Heartfelt Cow Family. She was the 2005 and 2006 San Antonio Grand Champion and the 2006 Houston International Reserve Grand Champion.



barker
Smith Priceless

We appreciate each and everyone who attended Synergy III, hosted by Smith Genetics and we want to extend a special thank you to the buyers of our cattle. It was a great sale and it's very gratifying to see the genetics you work hard to develop be accepted by fellow breeders! We are planning our lots now for Synergy IV and be sure to check out our lots in MAS VI!

Thank you to these buyers of Smith Genetic Lots...

Cindy and Tim Martin	Jacobs Creek Ranch
Reavis Farms	McCrory Farms
Ronnie Reeves	Taryn Cunningham
Pete Nieschwietz	Sidney Pauls
Two J Ranch	Rodenbeck Family
Bob Buresh/Mike Negron	Wayne Johnson
Diamond RF Farms	Linda Brown
Triple J Ranch	Bailye Foltyn
Jacob Friedrich	James McBride
Ronnie and Susan Smith	Tad Nieschwietz
Jake and Amber Tortorice	Kathy Hutto
John David Burch	Rising Sun Ranch
Wentz Farming Co.	



Special thanks to Tad and Lapsina Weitz for purchasing Juliet for \$20,000.



Randy Reeves purchased one of the flushes in Priceless for \$10,000.



Jacob Friedrich will be showing his Priceless daughter that he and his family purchased for \$16,000.



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



Watch for Smith Genetics Cattle in MAS VI,
March 26th and be planning now
for Synergy IV, October 22.
More Productive Cattle Selling!

La Muneca Hosts *Up Beat* All Day Simbrah Junior Event

"La Muneca Cattle Co. celebrated it's 23rd Annual LMC Jr. Round Up and LMC Futurity on October, 9, 2010. Almost 200 juniors and adults participated in the judging contest. Buckle donors were Scott Martin, Santos Escobar and Lyssy & Eckel, while special award donors were the families of Michael Grahmann, Doug Lightfoot and Ron Wells and the premium sponsor for the field day was the Darryl Raub Family.

The Field Day winners were : Junior – 1st – 3rd – Dawson Raub, Sevastian Garza and Ty Rhyner, Intermediate – 1st – 2nd – Blake Mosely and Collin Cass, Senior – 1st – 2nd – Quest Newberry and Callie Fuchs and Adult Champion – Steve Mosely. Over \$2,000 worth of door prizes were given away thanks to the following donors: Farm & Ranch - Kito Saenz, Hidalgo County Farm Bureau, Mueller Inc.-Frank Trevino, Martin's Farm & Ranch, Chorizo de San Manuel, Creative Awards, Cactus Country 4-H, RGC FFA, Bad Bob's BBQ, Texas Dept. of Agriculture, La Muneca and the families of Buck Rhyner, Doug Lightfoot, Robert Martinez, Raul Hinojosa and Dr. Oscar Alvarez.

Speakers for the Field Day were Dr. Robert Nelsen, President UTPA, Rachel and Brandon Cutrer, Rhonda Wells, Doug Denny, Dean and Paula Fuchs, Benny Cano, Joe Mask, Victor and Carlos X. Guerra Jr.. Topics covered included, "The Value of a

College Education, How to Become a Leader, Showmanship, Selection, Judging, How 4-H & FFA has helped me, A Mom's Role in the 4-H & FFA Family, Hay Judging, How to Finance Your Project and The Future for Women in Agriculture.

The 2010 LMC Special Award Winners were LMC Volunteers of the Year – the Randy Barba Family, LMC Educator of the Year – Dean Fuchs and the LMC Supporters of the Year were Albert Martin and Sammy Salyer families.

"The 23rd Annual LMC Futurity had over \$10,000 awarded in premiums, buckles and prizes. The Darryl Raub family won the \$1,000 credit for next year by selling the most tickets. A big, hearty thanks goes out to Richard Foster and Frost Bank for adding \$1,000 in premiums to our showmanship contest" said Guerra.

There were 56 head of cattle shown in the LMC Futurity by 39 different 4-H and FFA students. Brandon Cutrer judged the cattle and Rachel Cutrer judged showmanship.

The Champion Simbrah heifers were both exhibited by Kallie Fuchs. The Champion AOB heifers were shown by Fuchs and Christopher Martin. The Champion steers were exhibited by Hunter Sorrells and Liana Flores. The Champion bull was shown by Nicholas Rabe.

Raising Champions!



TSC Flower, a Johnnie Walker daughter was named the Grand Champion at the State Fair of Texas Junior and Open Simbrah Shows. She goes back to the Daisy cow we bred that was campaigned successfully by the Bufo family. Congratulations James on this win.

Also our granddaughter, Molly saw her heifer, TSC Starlite win her class at the State Fair and was the Intermediate Champion in the Open Show.

If its Champions you want,
then come to Triple S...

We've been breeding and
showing them for generations!

We have been in the Simbrah business a long time, as our grandchildren now represent the third generation of our family to show Simbrahs. Our cattle are also multi-generation champions as once they complete their successful show careers they go into production to produce champions themselves.



Triple S Cattle Service

Tommy and Debbie Schwertner
130 County Road 210
Liberty Hill, Texas 78642-3741
254/793-2484
512/963-2116 (C)
www.triplescattleservice.com

Just A Sample. And There's More At MAS VI

LN Russo - Russo is sired by the champion BCC Majestic and out of our LN Sofia donor. She is a full sister to the \$4,500 LN Jade that is now owned by Patroncita Cattle Co. Look for Russo in our show string and at MAS VI, where she will be one of our featured lots.



LN Katarina and LN Valentina - Katarina and Valentina are full embryo siblings, sired by LMC Rocco and out of our donor, LN Nidorina. They will make outstanding show heifers and will both sell in their entirety at MAS VI.

For complete details on all our MAS lots, visit our website! • www.lanegracattle.com

La Negra Cattle Company

Simbrah – Red Brahman
Javier Moreno – 956-607-7408 • javierlnc@aol.com
23903 Hinojosa Road • Edinburg, TX 78541



NEWS... You Can Use



Schulz Featured In Louisiana Cattleman

Doug Schulz, co-owner of Simbrah's Lazy SF Ranch was recently included in the Louisiana Cattleman magazine as their featured brand inspector of the month. Schulz, a native and life long resident of Bell City, Louisiana, in Calcasieu Parish has been with the Louisiana Department of Agriculture and Forestry for 26 years. The first 24 years, he served as a meat inspector and investigator for the meat inspection division. Schulz transferred to the Livestock Brand Commission in 2008 and is currently serving as a livestock brand inspector in southwest Louisiana.



Simbrah Bulls In ASA Carcass Test

Six Simbrah bulls are being bred in the University of Illinois herd for carcass merit information through the American Simmental Association. This is the first test for Simbrah bulls in quite a while. The Simbrah bulls are RX Shiraz U803, owned by RX Simbrah Ranch, PRR Optimum 892T and PRR DR Dazzle 911U from the Pine Ridge program, NF Smith Sargeant, owned by Neumann Farms, Smith Genetics and Reavis Farms, Smith Nu Wave II, owned by Smith Genetics and Reavis Farms and LMC HS Rocco 5T/201, owned by La Muneca Cattle Co. and BETM Ranch.



Plan Now To Be In South Africa May 2012

The South African Simbrah Association (spelled without the h) will be hosting their 25th Anniversary in May 2012 and United States breeders are invited to attend.

According to Dr. Johan Kluyts with the association, the event will be held in Vryburg in the northwest province and will feature an international show, tours and seminars. He adds that



cattle are expected to compete from South Africa, Namibia and Botswana.

He suggests flying into Johannesburg International and then connecting into Kimberley to reach Vryburg.

The association began with less than 100 females and today the registry includes over 32,000 registered female with an average growth of 8% annually.

Bill and Jane Travis, Pine Ridge Ranch have visited breeders in South Africa on more than one occasion and Sally Buxkemper, Beth Mercer, Dick and Sylvia Hornback, DBR Land and Cattle Ranch, have also visited the country, so you might want to get their recommendations and perspective.

"It would be really great if we could have a group attend this historical event and encourage breeders to visit with us about South Africa and the cattle industry there," says Bill Travis.



Catch Your Heifer A Ride To MAS

Reavis Farms, Wentz Farming Company and Smith Genetics are sponsoring a truck and trailer to haul heifers eligible for the MAS Showdown. The trailer will leave from Smith Genetics tentatively on Wednesday, March 23rd and return on Sunday March 27th. To reserve a space for your heifer, email Tim Smith at smithgenetics@yahoo.com. The three sponsoring ranches will provide care for the heifers through Thursday evening, but not through the weekend. Plan now to exhibit in the MAS \$15,000 Showdown. Heifers must meet MAS eligibility to travel on the trailer.

(Continued on page 21)

DBR-LAND & CATTLE RANCH

Purebred Simbrah

Offering
Registered Show Heifers,
Replacement Heifers
and Herd Sires

Dick & Sylvia Hornback
P.O. Box 1477
Decatur, Texas 76234
940/393-3266

dick.hornback@energyworldnet.com



- DBR Siimbrah cattle are heat tolerant and achieve fast weight gain on native grasses
- DBR has strong herd genetics from the best breeders in the industry
- DBR offers exceptional Simbrah with quality, low birth weights, gentle disposition, moderate frames, and solid red color with white blaze faces



Vanessa Hinojosa.



Kenny Martinez with Cowboy Casanova.

National Show Held

Breeders Vie For

Titles In San Antonio

Stock Show & Rodeo

Simbrah show enthusiasts from Texas and Louisiana, as well as spectators from Georgia, didn't let snow and ice keep them arriving in San Antonio, Texas for the National Show. The show featured 141 head and was judged by Dr. John Rayfield of College Station, Texas. Rayfield commented frequently on the quality and consistency of the cattle and how impressed he was with the breed.

In the female show, Winston Walters, Brenham, Texas saw his heifer, RFI Ritzy take the calf champion honor and then get the acknowledgement from the judge that she was the grand champion. He purchased the Hide-N-Seek daughter in the Synergy III sale, from Reavis Farms, Mission, Texas.

For reserve overall honors, Rayfield, then stayed with the youngest heifer in the lineup as he picked the reserve heifer calf division champion, RFI Smith Fresh Approach. She is owned by Reavis and Smith Genetics, Giddings, Texas and was sired by Smith Nu Approach.

Other winners in the female portion of the show included LHH Arnee 915W, sired by LMC Johnnie Walker 5R/179, who was named intermediate champion for Vanessa Hinojosa, Edinburg, Texas. Taryn Cunningham, Breckenridge, Texas, saw her heifer, Smith Ciao Bella, a daughter of Smith Nu Approach win the reserve intermediate champion honor. RFI Hot Flash, another Reavis owned heifer and a daughter of Smith Isgrig Charismatic was named the junior champion female, while BCC/J7N What a Delight, owned by Victor Moreno, Edinburg, Texas. The female was sired by LMC EF JW Black 3N/225. Hinojosa also saw her entry of LHH Leah, also a daughter of LMC EF JW Black 3N/225 claim the senior champion honor, while, LMC Velvet 5U/359, sired by LMC EF JW Black 3N/225 and exhibited by Christopher Martin, Wharton, Texas was named the reserve senior champion.

Other class winners in the female division were Smith Priceless Passion, exhibited by Mary Kate Walters, Brenham, Texas; RSUN Miss Ruby, owned by Rising Sun



La Muneca Cattle Company and Rafael A. Guerra family saw their entry of LMC Arcadio 5X/116 take the National Bull Calf and Grand Champion Bull title.



La Muneca Cattle Co and Broken Arrow Ranch, took home the National Intermediate and Reserve Grand Champion Bull honor, with LMC Rhino 5W/137.

Ranch, Edinburg, Texas; LMC LF Elisa 5X/50, owned by Kallie Fuchs, Columbus, Texas; Smith Temperance, owned by Katarina Fontenot, Cypress, Texas; and PRR Valentine 75W, exhibited by Hope Onstot, Grainger, Texas.

In the bull division, La Muneca Cattle Co., Edinburg, Texas saw their entry took the titles of grand and reserve grand champion bulls home from the National Show. LMC Arcadio 5X/116, sired by LMC ATZ Dr. Feel Good was named the calf champion earlier and is owned with the Rafael A. Guerra family. He will be one of the MAS VI donation lots. The reserve title went to LMC Rhino 5W/137, who claimed the intermediate title on his way to the championship drive. The LMC-RFI-Smith Red Bullet son is co-owned with Broken Arrow Ranch, Chapman Ranch, Texas.

Other titles went to Georgia Dunn, Floresville, Texas and Stephanie Pena, San Antonio, Texas with their entry, JLF/SPR Lucky Hand, a son of Hagans Ante Up 51S taking reserve bull calf honors; reserve intermediate title went home with Rising Sun Ranch on their entry of Midnight, a LMC Johnnie Walker 5R179 son and they also took home the junior champion title with RSUN Cowboy Casanova, a LMC VG Go Getter 5T/67 son and Blake Schultz, Bell City, Louisiana returned home with the reserve junior champion title with LMC JW Red 5U/294, who is a LMC EF JW Black 3N/225 son. There were no senior age bulls.

Other bull class winners included Power Aid exhibited by Todd Bettice, San Antonio, Texas; Smith Smooth Operator, owned by Nieschwietz, Dziuk and Smith Genetics; and Smith Satisfies, owned by Smith Genetics and Burch Farms, Hempstead, Texas.

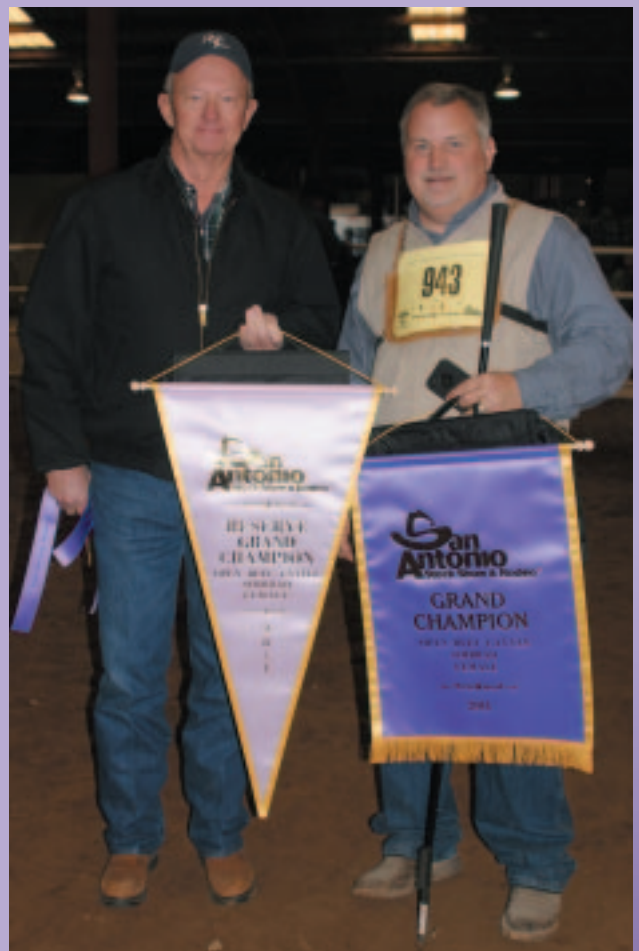
In the group classes, La Muneca Cattle Co won the get-of-sire honor on the progeny of LMC RFI Smith Red Bullet, while Smith Genetics won the produce of dam with progeny of Smith Bella Bella and Smith Genetics also won the best three head title.



Winston Walters exhibited the Heifer Calf and National Grand Champion Female, RFI Ritzy.



Smith Genetics and Reavis Farms exhibited the National Reserve Heifer Calf and Grand Champion Female, RFI Smith Fresh Approach.



Randy Reavis and Val Walters with the Champion Female banners.

Other activities at the National Show included a meeting of Simbrah breeders and a Superbowl party organized by Joe and Nelda Rodriguez and sponsored by the San Antonio area Simbrah breeders.



Vanessa Hinojosa exhibited the National Intermediate Champion Female, LHH Arnee 915W.



Taryn Cunningham, saw her entry, Smith Ciao Bella, named National Reserve Intermediate Champion Female.

Photo not available of National Reserve Junior Champion Bull and Get of Sire and there were no Senior bull entries.



Reavis Farms also added the National Junior Champion Female title to their winnings, with RFI Hot Flash.



Victor Moreno was the exhibitor of the National Reserve Junior Champion Female, BCC/J7N What A Delight.



Christopher Martin saw his entry, LMC Velvet 5U/359, take the National Reserve Senior Champion Female honor.



Georgia Dunn and Stephanie Pena exhibited the National Reserve Bull Calf Champion, JLF/SPR Lucky Hand.



Midnight, a Rising Sun Ranch entry was named the National Reserve Intermediate Champion Bull.



LHH Leah, exhibited by Vanessa Hinojosa was named the National Senior Champion Female.



Rising Sun's entry, RSUN Cowboy Casanova was named National Junior Champion Bull.



Smith Genetics exhibited the Best Three Head.



Smith Genetics exhibited the Produce of Dam Champion, out of Smith Bella Bella.

We Believe In Simbrah



We maintain a small program, but concentrate on quality featuring the finest bloodlines in the breed!

If you are looking for replacement females, bulls, or show heifers, then we invite you to call us or email us! We would love to show you the Simbrah cattle we believe in!

Honeycutt Cattle Company

Charley, Cheryl, Michelle, Amanda and Robbie Honeycutt
9242 FM 1303 • Floresville, Texas 78114
830/393-0821 (H) • 830/391-0861 (M) • candchoneycutt@aol.com

Q&A

How Do I Subscribe To Simbrah World

Great question. It's very easy, start by accessing www.simbrahworld.com and towards to the bottom of the home page you will find an online form that you can fill out, and submit. It takes less than a minute to type in the information and then it is sent directly to our office. Be sure to check the box indicating that you wish to receive *Simbrah World*. We then enter your information into our mailing list and you are set to receive the next issue. *Simbrah World* is only published twice a year, Spring and Fall (March and October). There is no fee for the subscription, but the U.S. Postal Service requires that we have information on file from you that you requested the magazine. Also please tell your customers how they can receive the magazine, also and help us build our circulation numbers.

How Do I Stay Current On American Simmental Association News?

The ASA produces and distributes a weekly Email Newsletter. You must fill out an online

subscription form and there is no cost to receive the weekly eNews. To subscribe, click on www.simmental.org and scroll down to the bottom of the home page and on the

left is a section concerning the eNews. This is also a great way to find out about upcoming eSeminars, hosted by ASA Staff on relevant topics and registration/transfer processing.

Shallow Water Ranch Got Black Simbrah? We've Got' Em!



Breeding Registered BLACK
Simbrah Since 1993.

WE HAVE WHAT YOUR HERD NEEDS!
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)

BUILDING FOR THE FUTURE

At Whitaker Cattle Co., our family is building for the future, in terms of our cattle herd and our family! Our herd traces back to some of the genetics of my show heifers and now we are just a few years away from our oldest daughter, Ryleigh showing. In addition, we've incorporated the genetics of Spectrum, Sargeant, Trendsetter, Smith Nu Wave II, Smith Nu Solution and maternal genetics from the Bella Bella family. Our foundation is strong and our future is bright.

Cattle For Sale-We Accept Calf Scramble Certificates
Mark Your Calendar For October 22nd-Synergy IV

Congratulations to our niece, Taryn Cunningham who showed the National Reserve Junior Champion Female.

Special thanks to Jeff Dziuk, Pete Nieschwietz and Smith Genetics for purchasing our cattle in Synergy III.

Whitaker Livestock

Terry, Mindy, Ryleigh and Keeli Blaize Whitaker
Morton Valley, Texas • 817/675-7793 • twhitakerlivestock@yahoo.com

In A Word, Synergy Was...

Thank you to all who came, competed in the show, evaluated the cattle, and bid and bought the Synergy III offering. It was an exciting weekend for the breed and the cattle purchased offer so much potential, so many positive possibilities and we can't wait to see y'all again October 22nd!

EXCITING



Simbrah
Synergy
Sale

127 Lots Averaged \$3,613 • 97 Entries Compete In Show-Record Number

**For additional information contact Tim Smith,
Smith Genetics 512/587-7896, smithgenetics@yahoo.com**



If You Show Simbrah, You Have To Be At Roundup

June 18-20th will mark the 12th Annual Junior Simbrah Roundup (AJSR) and what a great event this is for junior Simbrah exhibitors. The three days are packed with educational competitions, cattle shows, camaraderie and fun.

The event was started to have a national show experience for Simbrah breeders and it has grown steadily over the past years drawing competitors from across the southern tier of the United States.

In addition, a scholarship program has been started and has awarded three scholarships in the past two year. The fund currently has over \$45,000 in it with a goal of

\$100,000.

Joe and Julie Mask have served as the lead coordinators in recent years and again will be spearheading the job of planning and executing this year's event, along with other Simbrah breeders.

This year's Roundup will once again be held in Wharton, Texas, but it will be Thursday through Sunday due to the new dates of Texas 4-H Roundup.

For complete details, entry forms, study help, schedule and host motels, visit www.simbrahroundup.com.



2010 American Junior Roundup participants.



2010 Scholarship winners, Zach Krueger and Lesli Garrett.

Top 10 Reasons to Come to Simbrah Roundup!

By Zach Krueger and
Lesli Garrett,
2010 Scholarship winners.

- 1.) You're welcomed with a smile by all participants and volunteers.
- 2.) You can't beat three days of good friends and great cattle.
- 3.) Competitions provide the opportunity to develop skills needed in the cattle industry and in life.
- 4.) There is tremendous support by adults and kids to help build your knowledge and self esteem in every activity.
- 5.) The annual appearance of the "village people" at the dance helps get everybody moving and grooving.
- 6.) Scholarship opportunities for competitors.
- 7.) Old timer showmanship gives the adults the chance to brush up on old skills.
- 8.) Tremendous prizes are given for every event, from belt buckles to luggage to brief cases.
- 9.) An annual trip to the Gulf Coast area is always worthwhile.
- 10.) Fajitas, hamburgers, and homemade ice cream made just for you by Simbrah dads... for FREE!

TYSON

delivers the breed a knock-out punch for power and quality.

Tyson is sired by Sargeant and out of our Black Mystic cow, a HR Powerhouse x Spectrum bred female. Tyson is a full brother to Ronen, the 2009 National Reserve Intermediate Champion Bull. Tyson is loaded with power and muscle. He's balanced, sound, deep middled, red blazed face and can deliver a knock out punch in terms of quality. Tyson ranks in the top 1% for weaning, yearling, and TI and is in the top 2% for API. He will be campaigned this spring and we think you'll be "Knocked-Out" by Tyson!

Tim Smith
P.O. Box 330, Giddings, Texas 78942 • 512-587-7896
www.smithgenetics.com • smithgenetics@yahoo.com

Wayne and Jim Bob Reavis
6801 W. Mile 7 Road, Mission, Texas 78574
956-585-6831 • www.reavisfarms.com • JWRreavis@aol.com

South Texas Proud

We have been raising good Simbrah cattle acclimated to our harsh South Texas climate for the past eight 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 Muneca Cattle Companies. We invite you to visit our Broken Arrow Ranch in Corpus Christi.



Flash!
Just named
National
Reserve Grand
Champion Bull.

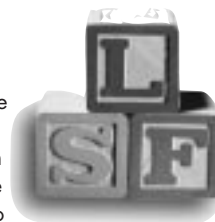
Rhino is our junior herd sire that we are showing. We are impressed with his muscle, length, clean sheath, testicular circumference, conformation and overall good looks. He has a touch of Fleckvieh which will help him produce easy keeping, heavy milking kinda females – THE COWMAN'S KIND. Co-owned with La Muneca.

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



Broken Arrow Ranch
Skip & Janice Butler
PO Box 114
Chapman Ranch, Texas 78387
(M) 361/ 290-2375
skip@butlerrental.com

Building With The Best



We are building our Simbrah herd with some of the best genetics available.

We have recently purchased the heart of Jim and Pat Carter's JHC Ranch herd and are excited about the potential this provides us to become a leading source in the Southeast.

In addition, we have been making select purchases from the LaMuñeca herd and MAS sales for a few years.

We want to introduce you to Junior herd sire, LMC JW Red, who is co-owned with LaMuñeca, he's sired by LM EF Johnnie Walker Black and out of LMC Oprah. He is a full brother to four females that topped MAS IV sales. In addition, he is a maternal brother to Jordan Grahmann's



heifer, LMC WFC Dream Girl, who is the reigning National and International Champion female. LMC JW Red is the 2009 American Junior Simbrah Roundup Grand Champion Simbrah Bull who will be put to work in 2010.

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

STEPPING UP OUR PROGRAM WITH THESE BULLS



PRR Papa 702T

Mr. Strack T960 the 2010 International Reserve Grand Champion,
Sired by LMC Godfather 5R/83 and out of Ms Strack J45

LMC RFI SMITH Ugo, sired by Smith Top Shelf and out of the great, LM She Moves 3L/136

PRR Papa 702T, sired by PRR Red Ammo 506P and out of the great PRR Priscilla 064M

All of these bulls have great pedigrees and some of the strongest maternal cow family lines in the breed!

Outstanding calves on the ground, come and see!
Good Luck to the 2011 JV Cattle Show Team

Cattle For Sale
JV Cattle Company

JV Cattle Co. • Jeff, Janet and Jamie Vayon
P.O. Box 1131 • Winnie, Texas 77665 • 409/296-2552 409/201-3146



We are a sponsor in
2011



Your source for

- Auctioneering
- Quality Replacement Females for sale at private treaty
- Buyers and sellers of quality replacement cattle. Our specialty is F-1 Braford, Brangus and Brahman, registered and commercial.
- Registered bulls of all breeds for sale or lease.

171 Fairway Ridge • Beeville, TX 78102
Office (361) 362-Cows • Fax (361) 362-1035
Mobile (361) 362-5863
casascattle@hotmail.com
www.casascattle.com

News...

(Continued from page 13)

Pine Ridge Ranch One Of Nation's Largest Seedstock Operations

Pine Ridge Ranch, with locations in Athens, Texas was recently listed as one of the nation's largest seedstock operations in the country. The Simbrah operation, owned and operated by Bill and Jane Travis ranks 26th in the nation, according to the National Cattlemen's Beef Association.

New Cattle Marketing Website Available

PurebredConnection.com is a new website that is offered to purebred breeders to buy, sell, and promote their cattle program. The website has no commission fees and all messages/inquiries from buyers and users are instantly emailed to the seller, so a sale is never missed! The website also includes an option to showcase your cattle program on a Breeders Page, (all cattle you list will automatically show up on your Breeders Page as well). It has an instant Buyer Match Notification, where your listings will be automatically emailed to buyers who are looking for cattle like yours. The website sends notifications to prospective buyers about new cattle listings that match their criteria daily.

The site also allows users the ability to upload photos, videos, and pedigree/performance information with unlimited updates to your listing 24 hours a day. It will also link back to your personal or ranch website. It has a sorting option that allows buyers to easily find specific cattle they are looking for. Register now to get ten free listing credits! Visit www.purebredconnection.com for more information about credits.

Wedding Bells Ring in Boening Family

Megan Boening and Sherman Posey were married on September 25th at the First Lutheran Church in Floresville Texas. Megan is the daughter of Russell and Margie Boening, and a past Simbrah exhibitor. The couple are residing outside of Floresville, where she teaches sixth grade math for Floresville ISD and he is a surveyor in training with Geodetix in San Antonio. Congratulations to the couple.



Mr. and Mrs. Sherman Posey

TJSSA Futurity Set

Mark your calendars for the 2011 Texas Junior Simmental/Simbrah Association's 38th annual State Futurity to be held in Tyler, Texas on June 9-12 at the East Texas State Fairgrounds. The four-day event features leadership contests, selection of the queen and sweetheart, director elections, scholarship interviews, cattle shows, awards banquet, friendship and good family fun. If you would like more information on the TJSSA and the Futurity, visit tjssa.com.

Smith Cow Camp

Smith Genetics will host their annual cow camp over Memorial Day Weekend in May. The event annually helps youth prepare for the TJSSA State Futurity, American Junior Simbrah Roundup

and other contests. Instructional help, study material and more is provided on events like sales talk, public speaking, cattlemen's quiz, skill-a-thon, showmanship and livestock judging. If you plan on competing at the leadership contests this summer, then you will want to hone your skills through this camp. Watch www.smithgenetics.com for additional details.

Producers Have Quicker Methods Available For Palpation Results

Historically, producers have used palpation and ultrasound to determine the pregnancy status of their breeding animals. Recently producers were provided with a new option, blood-based pregnancy testing. In the last eight years the BioPRYN cattle test has increased to nearly 670,000 samples annually and surpassed two million total samples in May, 2010.

BioPRYN, a blood-based technology, has been commercially available to producers since 2002. BioPRYN is a laboratory test, accurate at 30 or more days post-breeding, less invasive and less expensive than palpation and ultrasound, and is user friendly. A producer or veterinarian can draw the blood from the cow and send it to the nearest laboratory running the ELISA test.

The blood sample for the BioPRYN test can be taken easily from the tail vein after minimal instruction, making it an easy alternative that does not require specialized training or extensive experience. BioPRYN can be used as soon as 30 days after breeding or 25 days post implant (32 days of embryonic age) using embryo transfer. Because there is residual PSPB from the previous pregnancy, blood can be drawn once cows are 90 days or more post-partum. Test results are available 27 hours after receipt of the sample and are sent out to producer by fax, phone, or e-mail. Now there is even a more advanced test that provides results the same day.

For additional information contact Bio Preg Check, LLC. at (979) 533-0858 or visit www.biopregcheck.com.

Simbrah Bulls Sell In San Antonio

Bobby and Jeanne Thornhill, Shallow Water Ranch, Rising Star, Texas consigned Simbrah Bulls to the San Antonio All Breed Bull and Commercial Heifer Sale, in February 2011. The bulls, both black were well received by the commercial cattlemen. The three-quarter, one quarter bull sold for \$3,600 and the purebred bull sold for \$2,700.

Faith, Hope and Simbrah!



Hope with her Pine Ridge Ranch bred Reserve Grand Champion Heifer at Synergy BL



Faith with her Pine Ridge Ranch bred heifer at the 2011 Fort Worth Stock Show.



Thank you to Bill and Jane Travis for encouraging us to become involved in Simbrah!

We have thoroughly enjoyed our short time in the Simbrah breed! The contests, the shows, the life lessons that come with having heifers and most of all the people have just been a great combination for an awesome family experience! Bill and Jane Travis were the catalyst for our family to choose Simbrah and we can't thank them enough for the support, information and encouragement! We're looking forward to the next few years of Faith, Hope and Simbrah!

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



Strack Farms Restaurant

In 1845, Herman Strack and his four brothers arrived from Germany. Herman bought 1,200 acres for \$1.00 an acre between Stuebner-Airline Road and Kuykendahl on Louetta Rd. on which to settle. He raised a family, farmed, and today his family continues to believe in hard work and family support.

(Continued on page 28)

The Strack Farm Restaurant evolved from adding bar-be-que sandwiches to their produce market. Bar-be-que is still on the menu and the restaurant is managed by Keith and Kent Strack.



Always A

By Martha Hollida Garrett

Strack Farms has been in the Simbrah business since 1983, but this family has always been involved in agriculture and the business of feeding consumers.

The family operation, which today includes Ernie and brother Don, and Don's sons, Keith and Kent, can trace their roots back to Germany and agriculture. Their family established themselves in Spring, Texas upon arriving in this country in 1845 and began farming.

"Our generation started by raising produce and selling it from the farm at our own produce stand. Then we began selling our vegetables commercially to local food businesses. We raised almost everything, but of course sweet corn and tomatoes were high demand items. In addition, we always had commercial cattle," explains Ernie, adding that with their location just under two hours from the coast, they could raise some vegetables twice in the year.

Then in the early 70's, Houston started moving in their direction.

"In the beginning there wasn't that much out here, except the builders for the subdivisions and shopping centers, so we added a bar-be-que stand and began selling sandwiches, as we saw a market that needed to be filled," says Keith.

Their family produce stand had also evolved over the years and by this time was an 8,000 foot, air-conditioned building.

"The city just kept moving out closer and closer and that brought a lot of regulations for our produce farming. It became difficult to drive the equipment on the road and farm on the fringes of the Houston city limits," says Keith.

The produce stand became Strack Farms Restaurant in the mid 70's and Don and Keith began looking for land away from Houston.

"Don and I started looking for land first in the Brenham area, but that had already become a very popular area. Then we found this property near Normangee. It reminded us of how Spring looked early on, and the location was great, as we're just five miles from Interstate 45," describes Ernie.

Today the family owns close to 1,200 acres in the Normangee area and uses it to run their purebred Simbrah herd and raise hay.

They first stocked the land with commercial cattle, but Ernie was impressed with the Simmental cattle he had seen at what was then Miraflores Ranch, in Brenham. Then they began hearing about Simbrah, largely because of promotion efforts of people like the late John Joyce, Brent Perry and others.

"I was intrigued by the Simbrah cattle. I knew from raising vegetables that F1 crosses were far superior. Crossing lines in vegetables

had started in the late 1960's as there was no comparison between a crossbred cucumber and a straightbred cucumber," explains Keith.

They purchased their first Simbrah from a Brahman breeder, Faye Ranch in Bay City, Texas. They had crossed some of their



Ernie and Keith Strack are the familiar faces of the family operation that can be found attending Simbrah events.

Brahmans with Simmentals that were of Fleckvieh breeding.

"We bought those first Simbrah in 1983 and registered our first calf in 1984. Then we added some cattle from Granada Genetics and did some embryo work there to increase our numbers. The first bull we purchased was a purebred bull from S Bar W Ranch, in Woodville, Texas," remembers Keith.

Today their number has about 120 producing females as the recent droughts have forced them to decrease their herd from the 200 head they were running. They have made select purchases over the years, but have elected primarily to build their herd through their own breeding.

They did buy one cow from Tom and Dianne Risinger that continues to make an impact in their herd.

"She was the best cow I ever bought and she was a Simmental. We have kept a number of her daughters and one in particular, Miss Strack J45. She has produced a number of herd sires, including the 2010 Reserve Grand International Champion Bull for the Vayon family," says Keith, adding that they are using one of her sons in their program, and so are breeders, Bill Wentz and Martin Roberts.

"We have had to endure the periods when the industry was criticizing Brahmans, then criticizing Simmentals because they were too big and the latest knock was that

Agriculture

Strack Farms



Ernie says is becoming more and more important to him as he and Don are now in their 70's.

Keith is actively involved in the Simbrah program and the restaurant. He spends just about every Tuesday at the ranch, which is almost a two-hour drive from Spring.

"I enjoy our cattle program and always have. It's a nice change from the restaurant business and I've enjoyed the Simbrah business. We have tried to be involved in the area associations, and at state level to further the breed," he says.

Strack Farms is one of the longest running continuous herds in the breed and the Strack family doesn't see that changing.

anything that is not black isn't any good. But we have found the cattle do well and they perform. If they didn't, we still wouldn't be raising them, 28 years later," stresses Ernie.

They have also seen the breed move from cattle of every color to predominately red, red with blaze faces or black. They added a black son of LMC Stamina from the La Muñeca herd to their program to add more black genetics.

They have marketed their genetics primarily by private treaty and consign to the East Texas Simmental/Simbrah Sale, Fall Fest, and International Houston Sale. They have also sold cattle into Mexico and South America.

They have also built a strong show heifer market and over the years their cattle have been in the strings of several Texas Club Calf Association High Point Simbrah exhibitors, including Jamie Vayon in 2003 and 2004, Michelle Honeycutt in 2005, Lucas Harthcock in 2006, Emily Mullins in 2009 and Katelynn McDaniel in 2010.

Performance and predictability have been stressed in their selection process over the years, and they have also selected for cattle with desirable dispositions—something



A group of young Simbrah heifers photographed as the snow and ice storm of the first week of February was arriving at Strack Farms.



Mr Strack W125 is a herd sire raised in the program. His dam, Ms Strack J45 has produced many herd sires including the 2010 International Reserve Grand Champion bull. W125 is sired by Red Ammo.

Excitement And Demand Highlights Synergy III

Enthusiasm was high and the prices were strong as the Simbrah Synergy III Sale saw 127 lots sell for an average of \$3,613. The event hosted by 15 breeders and held at Smith Genetics, Giddings, Texas drew a standing room only crowd and featured, not only the sale, but also the Synergy Showcase Junior Show, educational contests and a sale preview event.

Smith Priceless Kiss, a March 2010 daughter of Smith Nu Approach and out of Smith Priceless, topped the open heifer offering. She sold for \$16,000 to junior exhibitor, Jacob Friedrich, Zabuikville, Texas. The purebred female drew a lot of attention and bidding. She was from the Smith Genetics herd.

Reavis Farms, Mission, Texas saw their open heifer, Lot 44 gener-

ate a final bid of \$8,500 from La Muneca Cattle Co., Linn, Texas; BETM Ranch, Castroville, Texas and RGV Cattle, Edinburg, Texas. She carried the sire power of Smith Isgrig Charismatic and was out of a female, sired by the Simmental bull, SS Goldmine L42.

Bud and Lupita Wentz, Olmito, Texas added the genetics of Triple P Juliet to their herd. The lot from the Smith Genetics herd, brought a top bid of \$20,000. She was sired by NF Smith Sargeant and out of Triple P Kiya, a Power House daughter. She sold safe in calf to Smith Nu Wave II and will be added to the Wentz' donor program.

Ronnie and Susan Smith, Smith Farms, Denton, Texas bought one of the featured lots of the sale, 10 straws of semen from Smith Nu Wave II for \$10,500. The lot was offered by Smith Genetics and Reavis Farms. Nu Wave II is sired by PTL Cutting Edge and out of Spectrum daughter. He is a 3/4 Simmental x 1/4 Brahman bull and he is currently the #1 ranked EPD bull in the breed and his first calves have dominated the show ring.

Also commanding high levels of interest and bidding was Smith Priceless, a Sargeant daughter from the Smith Heartfelt family. A flush is this proven donor cow sold to Reavis Farms for \$10,000 and then Ronnie Reeves, Dale, Texas purchased another flush in her for the same amount. Priceless is the dam of the young sire in the breed, Thunderstruck, along with many females who have gone on to impact herds.

The high selling Simbrahvie heifer was LMC Pop's Baby Doll W291. She was offered in the sale by Carlos Guerra III, of La Muneca. She sold for \$5,200 to Seguin, Texas based Broken Oak Ranch. She was sired by LMC Black Perfecto 3R/37 and out of LMC Sadie S122.

Volume buyers included Smith Farms, McCrary Farms, DeKalb, Texas, Jeff Dziuk Family, Falls City, Texas, and Nieschwietz 7N Ranch, Falls City, Texas.

The sale was auctioneered by Terry Reagan. Participants included BETM Ranch, Baring Cattle Company, Burch Farms, Diamond RF Farms, Hagan Cattle, La Muneca Cattle Co., McCrary Farms, Pine Ridge Ranch, Reavis Farms, Smith Genetics, Tres Potrillos Ranch, Triple J Ranch, Triple P Ranch, Wentz Cattle Co., and Whitaker Cattle Co.

Synergy Showcase

A record number of entries, 97 competed for honors in the \$15,000 Synergy Showcase. There were 79 purebred heifers, nine Simmental and nine Percentage heifers. Ed Creason with American Simmental Association judged the showmanship contest, while Dwight Sexton was the heifer judge. The showmanship featured five divisions and \$7,500 while the heifer show included another \$7,500 in prize monies and awards.

Jane Hunt, Orange Grove, Texas and her heifer, LMC ATZ Miley were the 2009 Champions from the heifer calf division. Well they returned won the senior division and the overall Grand title, plus the \$3,000. Hope Onstot, Granger, Texas brought her Pine Ridge bred heifer into the ring and walked out the Reserve Senior and Reserve Grand Champion. She added \$1,500 in cash also for the win. Bailye Foltyn, Bay City, Texas won the Heifer Calf Champion division with a Smith Genetics bred heifer, while Devon Stuckley, Pilot Point,

(Continued on page 41)



Susan and Ronnie Smith, Smith Farms, Denton, Texas join Tim Smith (center) at the sale. Smith Farms was a volume buyer at Synergy.



Jeff Dziuk and Pete Nieschwietz teamed up to purchase several lots in the sale.

INTRODUCING....

Diamond RF would like to introduce an OUTSTANDING genetic package to the Simbrah community. This black heifer is sired by PCC Night Moves and out of the great LMC donor LM Muneca 5C/35. That's right, she is a FULL SISTER to arguably the greatest and most popular female in the breed, LMC She Moves. This female not only combines an outstanding yet predictable genotype, but backs that up with an impeccable amount of design and functionality. The best part of it all is the fact that she is BLACK and POLLED. We will be willing to offer genetic packages out of this female once she is put into production this summer, potential flush options and eggs will be available starting in the Spring of 2012.



Along with a full sister to She Moves, Diamond RF will have calves out of major show champion females and bulls such as Red Moves, Nu Wave II, Mr. KSU, and Nu Approach. So give us a call, look us up at the upcoming majors, or check out our website.

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

BRAND NEW SITE!

PUREBREDCONNECTION.COM

Bringing Cattlemen Together



We provide a place for sellers to list their registered cattle for sale and for potential buyers to find exactly what they are looking for!!!

Free Listings &
There are
no commissions
charged on your cattle!

FEATURES

- ✦ Instant Buyer Match Notification
- ✦ Place photos and video of your cattle
- ✦ Unlimited updates to your listing instantly
- ✦ Contact Form on all listings

We make it easy for buyers to contact you directly. Your number is listed on all cattle pages, and we allow links to your own web site.

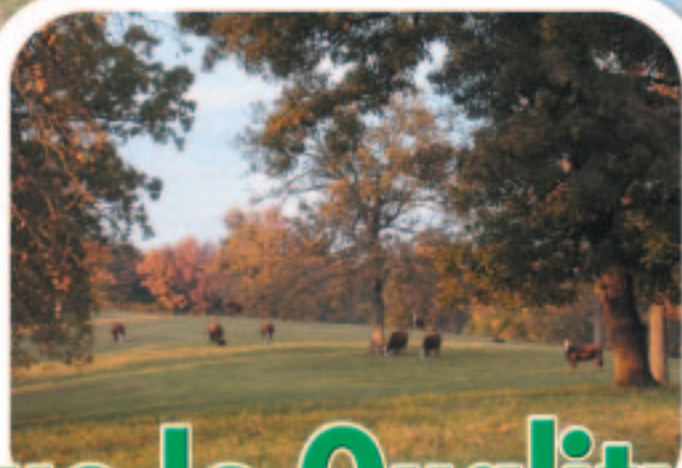
- ✦ Showcase Your Cattle Program

Your own personal website featuring the top cattle in your program. The Company page will show all your cattle for sale, and cattle you have sold that you listed, as well as your company information and logo.

First time users will receive 10 free credits

501-858-8846

Whatever The View



The Focus Is Quality



TX

PINE RIDGE RANCH

Jane and Bill Travis • 214/850-6308

www.simbrah.com



Contact Us For Your Simbrah Cattle

TX

PINE RIDGE RANCH

Jane and Bill Travis • 214/850-6308

www.simbrah.com

Do-It-Yourself Cattle Photography

Think outside the box and you can do it!

By Nancy Pruitt

Remember the last time you were photographed by a professional? The photographer, armed with a very large camera and an odd array of lighting equipment, positioned you in front of a pleasing backdrop. All you had to do was follow directions, try not to blink, and look happy.

While you might have been thinking about how your hair looked, the photographer was adjusting his camera settings, imagining how to position you according to your physical characteristics and personality, moving the lighting angle...thinking outside the box.

It's much the same with cattle photography. There's a lot to consider before you ever click the camera. While hiring a reputable professional livestock photographer (emphasis on "livestock") is always the safest route to ensure the best promotional photos, you can take them yourself if you follow a few guidelines. I believe there are four essential P's for the do-it-yourselfer to remember:

1. Preparation
2. Psychology
3. Position
4. Patience

You may note I didn't include the obvious requirement – the camera. The truth is, almost any of the familiar brand digital cameras on the market will produce high quality images. However, some pocketbook-friendly models, with interchangeable lenses, stand out from the pack, such as the Pentax K200D, Nikon D80 and Canon Rebel. The lens is more important than the choice of camera body. Always use a telephoto lens (I use a Nikkor 55-200 mm) to eliminate any distortion of your subject and allow you to fill half to three-quarters of your frame while standing at a distance of approximately 30-40 feet. Even compact "point and shoot" cameras with at least 5 megapixels and a 10x optical zoom can produce surprisingly good results.

Preparation

Obviously shooting cattle "as is" in the pasture is a different subject, although some of the same principles apply. We'll be referring primarily to photographing multiple individuals, turned out in a confined area, one at a time, for a sale catalog, print ad, or other promotional purpose.

1. Cattle. Ideally cattle should be clipped several days prior to photo day, although I've often been photographing one individual while the next in line was being clipped. Availability of labor may make the latter the only alternative. While in the chute, never forget the all-important fly spray!

Clipping a few days in advance allows the hair to lie more naturally as well as give the cattle time to settle. A quick rinse on the morning of your photo shoot, and they'll look their best, provided their body condition is good.



Before: This female was clipped, washed and in ideal body condition. She stood balanced, with legs positioned perfectly and alert, "upheaded" expression showing plenty of extension through her neck. Early morning sun provided a natural spotlight to see plenty of muscle definition. A perfect pose was ruined by the unsightly, distracting background, however.



After: This same female with a clear and unobstructed background. Her hind legs weren't positioned as nicely as in the other photo, but what a difference a pleasing background makes!

2. Facilities. Options are unlimited, and often simply dictated by disposition. Choices range from barbed wire and T-posts to metal panels or mesh type fencing. It's really whatever keeps them in. Size is more critical. Unless you feel like hiking, a pen roughly 60 x 100 works well. Much smaller and the cattle will not only feel pressured and seek an escape route, but you may not have enough distance to get the entire animal into the frame with some telephoto lenses. A large round pen, or a rectangular pen with corners rounded by wire or panels, works exceptionally well.

A word about metal panels: Try to position cattle as far away from them as possible. This will keep the profile of your subject matter more visible, and the panels will appear smaller, thus less distracting.

Slope of the pen is also helpful. A smooth ground surface with a slight upward slope and short grass cover is ideal. If your location doesn't have the first two, you can always solve the grass problem. All it takes is a few minutes with any type of mower to clean up a small area. Tall grass and weeds will not only take away from the professional appearance of your photos, but will hide leg structure while making them appear unnaturally short. Always position your cattle heading uphill to enhance the levelness of their top lines.

Know When To Hold 'Em. A small holding pen on one (or both) ends of your photo trap can make the entire photo session go much smoother. An individual turned out alone will be more relaxed with buddies nearby in the holding pens. They will also give him a focus other than the photographer, allowing an easier side shot. One pen can be used for cattle coming in and the other to hold those you've photographed. With pens on both ends, cattle can be photographed from either side and still have a buddy in front to focus his attention on.

Keep It Simple. This can't be stressed enough! No trucks, barns, hay equipment, your son's four-wheeler, or anything else but sky and grass. It also means no trees nearby for black and dark red cattle. Why? If close enough to your animal, dark trees will tend to blend in and distract, especially on a partly-cloudy day. However, they can also serve to provide a nice backdrop to make white or light-colored cattle stand out.

Line Up Your Help. Consider photo day like a game of chess. A move by one player (handler) determines the move of his opponent (the animal). The goal is to always keep your advantage, thus keep the game short. One handler doesn't usually work well. Two is better. Three is best. Any more is actually not a good idea, if your pen is set up correctly and the cattle are calm and cooperative. Too many people in a pen can spell confusion and make cattle more nervous. Make sure your help is available, know what to do and where to stand before photo day.

Psychology

The game is played with the photographer at the side of the animal, one handler in front of the animal to slow his motion, one behind to push forward and a third to only act when the subject stops in the correct position for shooting. His job is to stand slightly to the side of the handler in front and "get ears," meaning to get the head up and ears forward by any means possible. (The handler in front can actually do this if a third person is not available.)

The "ear" person is critical in that he can either spook the



In this case, the camera person stood too far to the heifer's hindquarters. Although the near side hind leg was back, the photographer's position made the hind legs appear to be "coming out of the same hole," as the saying goes. She was clean and in good body condition. Her head was up nicely with ears forward and an alert expression. But what a difference it would have made to move her to the center of the pen, away from the fence...and the corner posts...and the trees...and the white pipe fence! Granted, most cattle like to hug any available fence, but that's where a little patience pays off. Eventually, they will stop away from the fence. You've taken the effort to sort and pen this individual. Take a few more moments to position her with the least amount of distracting elements in the photo.



Just because her near side hind leg was back, doesn't mean this heifer looked her best. She didn't have full weight on her right hind leg and appears as though it was too close (width wise) to the other leg. Obviously, she was far too thin to photograph. Even if her head had been higher and she wasn't positioned downhill, her body condition should have barred her from the photo pen and back to the feed bunk.



Cattle don't always respect psychology! If you'll put an individual back with his buddies to settle, and save him for last, he might be a little more cooperative the next time. Some cattle need more space and less people in the pen to feel more comfortable. As a last resort, a gentle bull could be turned out with a more fractious individual for reassurance.

animal away, or make him look alert and photogenic. When an animal stops in a good position for photographing, there are literally a few precious seconds before he'll move again. Within those seconds, the third handler must be able to read an individual and use whatever method works best to get his attention. A nervous, flighty animal may need nothing more than the sight of this person. Quiet cattle may require the person to wave a sack, bawl like a calf, do cartwheels or make some strange sounds. It's not a job for the easily embarrassed, and oh, so important.

A savvy handler will be focused on the animal and ready to act without being told, and only when the photographer gives the signal that the animal is standing correctly. If the "ear" person repeatedly attempts to get the animal's attention when he stops, but is in the wrong position, it only serves to numb the bull or female to the noise. There are times when it may work better to be perfectly quiet and still, and let the animal listen to a faint sound or movement in the distance. If an object is used, such as placing a hat or cap on the end of a show stick, the higher he can raise it in the air, the better. The challenge is reading the animal and adapting your methods to his personality and disposition.

Most Common Mistake. We all know an animal's ears move toward movement or noise, whether that movement or noise is in front, behind or to the side. Why then, do any of us make noise behind an animal to make him put his ears forward? It's a common mistake I think we've all made. Even the squeak of a saddle from behind can put those ears back. It's important for everyone to be still and let the "ear" man do his work when the time's right.

Less is More. Slower Is Faster. Turn one bull in a pen by himself with three or four people on foot or horseback, and any cow person knows what will happen. The animal will usually come out running, explore his boundaries, make sure he can't go out the way he came in, and then stop and size up the situation. Then he's off to do it all over again. Let him work off some steam, calm down, realize no one's going to harm him, and only then begin to work him back and forth between two handlers. No sudden movements, hand waving or loud voices if

possible. Just very, very slow movements, depending on the nature of the animal. Often, the slower you move, and the less you pressure an individual, the more often he will stop and the faster you'll get that perfect pose!

Every unaltered animal has an imaginary "bubble" of space. One step within that space and they'll move. You can direct their shoulders away or toward you, or their body forward or back-

(Continued on page 30)

Strack Farms

(Continued from page 21)

The old timers of north Houston remember the Strack vegetable farm on Louetta Road. It used to be a place where mama would buy a bag of homegrown tomatoes or sweet corn fresh from the garden, while Dad could step into the family owned country store/restaurant for a cold drink and one of the best bar-be-que sandwiches for miles around.

Since then, metropolitan Houston has reached Spring and forced the Stracks to quit farming and put their energies into a 300 seat family restaurant. Carry-out service is offered along with catering and banquet rooms. Strackfest, a wedding reception and banquet facility, has been added behind the restaurant with seating for up to 350 persons and plenty of parking.

Three generations of the Strack family own and manage these operations and hope to continue to meet the needs of the changing community now and in the future.

Keith and his brother, Kent, manage the restaurant. Kent primarily runs the day shift, orders all the supplies and handles the booking arrangements for the

catering and banquet services. Keith runs the night shift, manages the 45 employees and bar portion of the business.

The restaurant serves steaks, burgers, seafood and continues to offer the same quality of bar-be-que that started Strack Farms in the food business.



The family restaurant is located on part of the original land purchased by Strack family in 1845.

Just Look Who's In Our Simbrah and Simbravieh Herds!

LMC LF Revellee is a great Simbravieh herd bull prospect bred to prosper being out the famous Baylee and LMC Gig'em. Look at the hip, bone, performance, muscle and pedigree. LMC LF flushed his dam very successfully to 11 different sires of three breeds – Braunvieh, Brahman and Simbrah. Baylee is the sire to the Braunvieh Herd Sire, LMC LF Titan and also to Laredo and Hipcheck – both Show Bulls and more important Show Sires of the Year. Baylee is homozygous for the rare and valuable Calpain tenderness gene. Gig'em was Reserve behind Red Ammo at the Simbrah Sensation and then went on to win the San Antonio and RGV Shows as a yearling. He is a full sib to the many times champion Full House and Roadhouse. Revellee has champions all up and down both sides of his pedigree.



RFI Ritzy-Sired by Hide N Seek, out of a Sargeant daughter that Winston is showing. She was the 2011 National Champion Female. She was also the champion in Ring A and Ring B at the Fall Classic Show.



LMC American Maiden-A Vista Foresight daughter that Mary Kate showed. She was the Grand Champion in Ring A at the Fall Classic. She is going into embryo transplant.



Smith's Priceless Passion-A daughter of the great Smith Priceless and the first daughter of the new herdsire, Smith RFI Infinity, who is sired by Nu Wave II. Stacked pedigree combining Nu Wave and Sargeant pedigree lines! She is being shown by Mary Kate.

Selectively building a program with proven genetics!



Walters Ranch

Val Walters Family
2300 Cock's Crow Rd • Brenham, Texas 77833
979/836-2333

National Show Scenes...



(l to r) Dr. Ernesto Guerra, Rene Vela and Charles Honeycutt



Jessica Willey



Joe B. Rodriguez and his wife, Nelda organized the great National Superbowl party.



Annette Hill and Gary Witzkoski



Roy Baring and Dr. Lucas Hinojosa.

Smith Isgrig Charismatic

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

Charismatic calves did just that at the recent Synergy Sale. Ten females sired by Charismatic averaged \$3,450, including one of the top sellers of the sale at \$8,500. In addition, three embryo packages sired by him averaged \$4,250.

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.



RFI Hershey's Kiss ~



The high selling Charismatic daughter at Synergy III. Purchased by LaMuneca, BETM and RGV Cattle Co. for \$8,500.

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

★ CHARISMATIC OWNERS ★

SMITH GENETICS
512/587-7896

REAVIS FARMS
956/585-6831

BURCH FARMS
713/206-2579

MCCRARY FARMS
903/278-6819

Email inquiries to: smithgenetics@yahoo.com

Photography...

(Continued from page 27)

ward, by a slight movement of your own body. Knowing the parameters of that space, and when to stop and release pressure on them by stopping your own body movement, can be key to positioning them correctly.

Position

1. Cattle Position. The classic pose for a beef cattle photo is always with the near side rear leg farther back than the offside rear leg. Front legs should be closer together (laterally). Head and neck up, ears forward and looking either forward or slightly turned toward the photographer.

2. Your Position. Draw a line directly from the center of the animal's body as he stands perpendicular to you. Never step toward the front of the animal from that line. In fact, step a little toward the rear, especially when shooting a heavier-fronted bull or female. Either kneel or bend slightly, depending on the animal's height. A young calf will always look better when photographed from a kneeling position. A taller, mature individual may look better with a slightly higher position, but never stand erect and shoot downward.

3. Light Position. Always strive to take photos on a sunny day, although this is not always possible. Treat the sun as your subject's spotlight. High noon in the summer is the worst time of the day to shoot, as your "spotlight" is shining directly on the animal's back. Shadows will be harsh and his side will be dark. Early morning or late afternoon will provide the best light. Always shoot with the sun at your back and directly on the side of the animal. Above all, look beyond your subject, and make sure the background is as clear and uncluttered as possible.



I'd have to title this photo "every which way but right." There is a nice heifer amid the maze of lines, and she really does have a neck. This photo definitely doesn't do her justice. Looks like there's a nicer area outside the pens for this photo. If this was the only available area, there is still a quick fix. The photographer should move the heifer to the center of the pen, as far away from the panels as possible, yet still have the sun behind his back and directly on the side of the female. He should move from the front of the heifer, to the center of her body, and then move sideways one or two steps further toward her hip. Instead of standing erect, he should kneel on one knee and wait until she looked straight ahead with both ears forward. If there is no help available, the photographer should be as still as possible and an animal will usually look at something ahead. Last, it's best to fill at least one-half to three-quarters of your frame with the animal. Allow a little "air" around the animal for cropping.

Patience

Don't hesitate to take plenty of shots until you are sure you've got a great one. This may mean spending an hour on one individual, or a few minutes. Stay at the animal's side as he moves around the pen, prepared to kneel and shoot. He may only stop in the correct position for an instant, before moving again. If he does stand with feet in the correction position, he still may not look his best. Look for overall balance, level top line, weight on all four legs, and alert appearance.

Even if you're limited to just one helper, or none at all, remember to have your cattle clean and sprayed for flies, find a place with a clear, uncluttered background, and position them (and yourself) correctly with the sun directly on their side. Be prepared, with everything in position, and use a little bovine psychology and patience to get that perfect picture!

Editors Note: Nancy Pruitt has been photographing cattle for three decades and is considered one of premier cattle photographers in the beef industry. She now resides in Tyler, Texas and can be reached at nmcattle@aol.com.



Nice heifer. Too bad, because she could have taken a terrific photo. This is a classic example of a distracting background. Great promo for galvanized metal! The photographer could have also positioned himself farther toward this heifer's hindquarters and waited until her head was turned slightly more forward to show extension through her neck. If she had been standing on an incline, all the better.



Unfortunately, this photo exhibits everything a photographer should NOT do. Harsh shadows near her loin area draw you to that spot. Mid-day sun was directly over her back, causing her sides to be silhouetted, thus muscle definition obscured. Her near side hind leg was forward instead of back. Ears were not forward and she didn't have an alert, "upfronted" appearance. She should be positioned on a slight incline. A clear background may not be an option, but the farther you can position a black animal from trees, the more the animal will stand out.

A Bright Beginning

We are excited about our young, but growing Simbrah program. Our ranch is located outside of Corpus Christi and we have found that this breed excels in our tough environment and has an end product of high value.

We made several purchases at the recent MAS Sale and are looking forward to mating, calving and watching the impact these females will have on our program.

One of our purchases was a young bull calf, Smith Exciting Moves, out of the great LM She Moves on the maternal side and sired by Smith Finch Get Excited, a Smith Nu Wave II son. His genetics are the best the breed has to offer and he has a lot of bone, expressive muscle and a massive top. We can't wait to get his calves on the ground.

We invite you to visit Corpus Christi and come see the program we are building...we think it has a bright beginning and a brighter future.



Smith Exciting Moves as just a young calf. We own him with Smith Genetics and are looking forward to his influence on our herd.

Bright Star Farms

Bob and Brenda Cuvelier • Amy & Bryan Wright, Managers
P.O. Box 260195 • Corpus Christi, Texas 78426
361/816-5951 • bcuvelier@stx.rr.com

Another JENNIE WALKER

Really Good One!



Jennie Walker
A Johnnie Walker daughter

Boening Bros.

Russell and Scott Boening and families
2438 CR 137 • Floresville, Texas 78114
830/393-2397 • 830/391-3173 cell
boebros@aol.com



Jennie x LMC Black Perfecto
He Sells In MAS VI

Replacements, Herd Bulls
& Show Heifers
For Sale

She just keeps on producing calves that are really good! This blaze-faced, stout, rugged and long bodied bull calf will sell in MAS VI through our partnership with LaMuneca. He is by LMC Black Perfecto and this flush has not only produced this bull, but other calves that are just as impressive.

Jennie is the kind of female that any breeder would like to have in their herd and in fact have lots of them like her. She was the 2009 San Antonio \$10,000 Scholarship Grand Champion Female for Kayla Boening and made a lot of friends that day in the ring. Now her popularity and productivity are making her a pasture favorite.

She produces the really good ones! Come to the ranch and see

Gettin' It Done Right!

We're building a program and we've mapped out the direction to get the job done right.

We are purchasing females and embryos out of bloodlines that have proven they not only add genetic value, but marketing value to a herd. We have acquired the breeding of Smith Annie Lou, Bella Bella, Golden Glory, Sargeant, Nu Wave II, and Smith Nu Approach just to name a few of our lines.

We will have a select number of calves to market this year as this is Cody's senior year! So if you are looking for a show heifer, contact us. We're getting it done right with great genetics!



Smith Annie Lou

We have calves arriving from her and Smith Nu Wave II. These will be full sibs to Phenomenal and Look at Me. We also have calves from Smith Annie Lou and Sargeant arriving! Wow what great genetic combinations!

Witzkoski Family Simbrah

1317 Penny Lake Drive • Wallis, Texas 77485
281/239-5750 • witznd@gmail.com

Reaching For Excellence

We're methodically building our Simbrah program and have assembled a nucleus of genetics that we feel will allow us to reach excellence. Strong maternal lines are key to our goals and the level of excellence we plan to produce.

Just take a look at some of the influences we have in our program. We invite you to visit us when you come to the Rio Grande Valley for MAS, or anytime your travels bring you this way.

Watch us as we build with and reach for excellence!



RSUN Cookies and Cream

We purchased this female from our fellow Valley breeders, Rising Sun. She is out of the great LMC Johnnie Walker and a percentage Dream On daughter. She's now got a calf at side and is headed to embryo transplant. We also purchased another great female from Rising Sun, named She's a Doll—watch for her influence, too



BETM Maggie

A LMC HS Rocco x LMC Swan daughter. Swan has been a consistent producer for LaMuneca and now BETM. We are so thrilled to add this Swan daughter to our female lineup



RSUN Ruby Red

She's by LMC Johnnie Walker and she will sell in Houston. Our good friends from Rising Sun Ranch are offering her in the International Sale.



Smith Bella Bella

Embryo calves out of her and Sargeant, Andy-N-Black and Smith Simply Great. She is by Smith Nu Wave and from the Tulipe family. This Smith bred female is making a lasting impact on the breed and our herd.



A LMC Johnnie Walker daughter out of LMC Daisy. She was the Supreme Breeding Champion Female at the STAR Show in the Valley. We purchased her from Marco Flores. She is now in embryo transfer and we are anticipating her calves.

Special note to our Mexican Simbrah enthusiasts, we welcome your visit and would love to do business with you. Se habla español



LM She Moves 3L/136

Embryo calves by her and Evan and Moose coming. She Moves is without a doubt one of the top cows in the breed and we are thrilled to have her influence! She Moves has already left a lasting mark on the breed and we are anxious to get her calves on the ground!



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

B Now at Work in the Patroncita Herd!

We would like to thank our good friends at La Negra Cattle Co., La Muneca Cattle Co. and RGV Cattle Co. for their guidance and friendship as we re-enter the Simbrah breed.



Co-owned with La Muneca Cattle Co.

- We are very excited about this recent addition to our program and think she is the kind of female to build a herd around. She is the dam to LMC Doble and she is sired by SOC Black Cat, which makes her a paternal sister to the great bulls Knock Out and TKO. Her maternal grand sire is LMC Energizer.
- The bull calf is out of our donor cow 3M-100 and Dr. Feel Good. A prime example of great genetics.

Dream Muneca 3W-192



- Sired by Ante Up and La Negra's great Nidrina cow. She is in production and working great for us. We co-own her with LaMorra, LaNegra and RGV.

LN Princess U198



Co-owned with RGV Cattle Co.

- The second of our 3 Ante Up progeny and they just keep getting better-Foxie was Grand Champion at the RGVLS Jr. Simbrah Show. We are excited about the impact she will have on our program.



- A great example of the bull power Ante Up can produce. Dream Up will head up our embryo program this year. We expect great things from him, and look forward to sharing them with you. He is the 2010 International Champion Reserve Bull Calf Champion and we own him with LaNegra, LaMuneca and RGV.

B Patroncita Cattle Company
T.C. and Ana Betancourt
P.O. Box 4255
Edinburg, Texas 78540
956/605-0605 • tc@betancourto.com

Call us today for information on any of the great genetics represented in these photos.



FOCUSED INTENSITY!

Our goal is to produce high quality Simmental and Simbrah cattle and to do that we've selected lines of cattle that are proven, predictable and with great genetic value!

We invite you to visit South Texas and see the results of our focused intensity efforts.



Smith Smooth Operator

Wow—what a pedigree, Sargeant and Bella Bella—need we say more. Sargeant is recognized as a top EPD bull of the breed and Bella has proven over and over, she is one of the premier cows of the breed. We are anxious to have his calves in our operations. He was a 2011 National Class winner.



Smith Priceless

We added embryos from her and the great Nu Wave II to our program. We can't wait to get these calves on the ground. Nu Wave II is the current ranking #1 EPD bull of the breed and Priceless is now considered as one of the breed's greatest all time cows.



Smith Simply Great

His daughter, pictured above was the 2010 Houston Reserve Heifer Calf in the Junior Show and she has been named the Supreme Heifer Overall at the Karnes County Livestock Show for two years! She's simply great and we will be putting her into our herds as her show career ends this spring.

Mill Falls Simmental & Simbrah

Jeff Dziuk & Family
P.O. Box 293 • Falls City, Texas 78113 • 830/391-1499
jeff.dziuk@karnesec.net

Nieschwietz 7N Ranch

Pete Nieschwietz
P.O. Box 303 • Falls City, Texas 78113 • 956/460-6002
[pnieschwietz@sbcglobal.net](mailto:pjnieschwietz@sbcglobal.net)

Young Leaders

By Martha Hollida Garrett

Every organization sees change as new challenges arise in the industry. A younger generation of Simbrah breeders have chosen to be part of the future and face those challenges. Most have family ties to the breed with lots of memories tied to showing Simbrah cattle. They not only have chosen the cattle, but they are assuming responsibility for the breed as they take on leadership roles at all levels. Welcome to our second installment on young leaders of the Simbrah breed.



Victor Guerra

Guerra doesn't remember a life without Simbrah. Ever since he could remember Simbrah has been a part of the Guerra Bros. cow operation, which later became La Muneca Cattle Co.

"Ever since I was old enough to open gates and feed cubes out of the back of the truck, I have been around registered Simbrah cattle. I showed my first Simbrah in 1988, when I was seven-years-old and continued showing them throughout high school. My parents involved us in the day-to-day operations and the marketing of our Simbrah cattle at a very young age. They encouraged us to be active in junior events," he says.

Guerra, who is now 29-years-old, graduated from Texas A&M University in College Station, Texas in 2004 with a degree in Agriculture Development with an emphasis in beef cattle production. During college, he, his brother, Carlitos and good friend Trey Baring attended many Simbrah events in northeast Texas and Louisiana, including Pine Ridge Ranch's Production Sales and Southeast Simbrah Alliance Association (SESA) events and helped with the cattle at the annual Fall Fest sale in nearby Hearne. In May of 2009, he earned his J.D. from St. Mary's University School of Law in San Antonio, Texas and is now involved with the family ranch.

He has chosen to stay involved with Simbrah, because, he explains, "Several things come to mind, but three that surface to the top quickly are the people and the power and profitability that Simbrah cattle have to offer. I have met many good people during my involvement in this breed and they have played a role in my continued involvement in Simbrah. The power of Simbrah cattle keeps me involved, I believe that Simbrahs have much to offer and they are getting better each and every year. In the last few years, I have begun to invest in some Simbrahs of my own with friends like Louie Flores, Dean Fuchs, Joe Mask, Mark Koehl and Ronnie Smith. Thus far, this venture has proven to be profitable for me and my cattle partners. My dad has always told me, 'You can't go broke making a profit.'"

He assists La Muneca primarily with marketing and promotion. He is responsible for maintaining the website

and assists with the creation of their advertisements. He also likes to hit the road to visit Simbrah breeders and can always be found assisting clients and exhibiting La Muneca cattle at major stock shows. He also works closely with his uncle, Dr. Ernesto Guerra and his manager, Ted Tschirhart with the BETM Simbrah program.

Today, Guerra serves as trustee for the TSSA Educational Trust and attends the State Futurity annually. He is involved with the Simbrah Long Range Plan and was recently appointed to the Texas FFA Foundation Board.

Guerra credits the leadership opportunities of the Texas Junior Simmental/Simbrah Association (TJSSA) and American Junior Simmental Association (AJSA) as being pivotal to his development. He participated in all the contests and encourages young people to take full advantage of these events. He was a TJSSA president and competed in ten State Futurities and six AJSA Classics.



Scott Willey

Like many others, Scott was involved with the Simbrah breed before he was born. His family's interest in the breed started somewhat uniquely.

"In the early 80s, my dad served on a jury for a trial that involved the breed, and this spiked his interest. The following year our first Simmental bull was purchased from Edmund Tom and then later we would begin raising Simbrahs," he explains.

He attended his first TJSSA Futurity at the age of eight and has only missed one in the past 19 years. During this time, he qualified for both junior and senior teams for the AJSA Classic and placed in the top 10 overall on several occasions. In 2003-2004, he led the state organization as president.

Willey spent two years at Palo Alto Community College, compliments of a San Antonio Livestock Exposition Scholarship and then transferred to Texas A&M University-Kingsville, where he graduated Cum Laude with a B.S. degree in Agriculture Business, and two minors in Animal Science and Business Administration. He is enrolled at TAMUK, pursuing a Master's in Agriculture Science.

"The Simbrah breed has many advantages that range from production value to kid value. The breed thrives in

many environments including the hot humid South Texas and Gulf Coast regions where I live. The maternal abilities, growth, adaptability, and versatility are great assets the Simbrah breed can provide to a producer's herd. Also, the youth support the breeders provide is astounding and the educational and leadership development events are unequalled," he says.

"I have been involved in the family operation as long as I can remember. My roles started out primarily showing cattle, and then I became more active in what cattle/genetics were purchased, and assisted with selection of semen for the family operation. I have also purchased a few head of my own and recently I purchased a few embryos with the hope of starting a foundation of some of the best cows in the breed."

Willey stays very involved with the TJSSA as he says that it is just too hard to walk away from an organization that has done so much for him and his family.

Now, 26-years-old, he is currently a county extension agent in Fayette County, Texas and that provides him several opportunities to work with local cattle organizations and events.



Jennifer Freasier Kincaid

Kincaid's entrance into the Simbrah breed also came through the show ring. When she was in seventh grade, her parents moved to the country and purchased a Simbrah heifer for her to show. For a couple of years, she just showed locally and attended the majors. Kincaid said, "I really got hooked the first time I used my own money to buy a Simbrah show heifer from Boening Brothers and my heifer won calf champion at Ft. Worth. We added a couple of nice heifers raised on our ranch, and suddenly I had a winning show string!"

"Then I heard about the TJSSA from Greg Willey, and he also encouraged me to attend Smith Genetics Junior Camp before the State Futurity. That experience opened a whole new world of learning and personal growth for me. I went to the Futurity and then to the AJSA Classic in Spokane, Washington, where I was High Point Junior Rookie. As a junior, I went on to attend eight TJSSA Futurities, five AJSA Regionals, and seven AJSA National

Classics. I served on the TJSSA Board of Directors as the historian, vice president, and president, and I was an active TJLA member, winning the Simbrah heifer buckle in 2000. I also participated and won the High Point Exhibitor at Simbrah Roundup several times, and I showed in the Simbrah Sensation, Superbowl and SESA shows for a number of years."

"While our ranching operation has not made me wealthy, it has made me rich in many other ways. My family and I have formed lifetime friendships with so many wonderful people because of our association with Simbrah cattle. Raising and showing Simbrah cattle through the TJSSA and AJSA programs dramatically changed my life. It gave me positive direction during those difficult teenage years, and it played a key role in the development of my strong leadership and communication skills."

In 2004, Kincaid graduated with honors from the University of Texas at San Antonio with a BBA in Marketing and in December 2010 she graduated with honors from Our Lady of the Lake University with a Master's degree in Business Administration. Today, she is 28-years-old and married to husband, Craig. They reside near the family's ranch in Floresville, where she is still involved in the cattle operation. In addition, her younger sister, Georgia, is now very involved in the TJSSA and showing Simbrah, so Kincaid frequently helps her and her many friends who show.

"The TJSSA changed my life in so many positive ways, and I vowed to help promote this experience to as many young people as possible. I continued to serve the organization as a volunteer when my junior career was over, and I am currently serving as an advisor to the TJSSA Board of Directors. I gained so much through the TJSSA and I am very grateful for the opportunity to give back to the junior breed association. We really have an amazing group of young people in the TJSSA, and it is truly rewarding to work with them and watch them grow into the leaders of tomorrow," she says.



Roberto Davila

In 1993, Davila's dad purchased a Simbrah bull from La Muneca Cattle Co. for their commercial cattle program. The calves impressed them, their customers, and added more Simbrah genetics to their herd. Those calves hooked Davila. He showed Simbrahs in high school and handled all the responsibilities himself, including the financing of his own projects. He was very active in FFA and held many leadership positions. He now maintains a small herd of red Simbrah with La Muneca, La Hacienda Hinojosa and Hagan Cattle genetics. He works for Bovine Elite in College Station, Texas, where he assists with international sales, shipping and receiving.

"Simbrah is the breed for the Americas. I like the adaptability, hardiness, fertility and docility of Simbrah. More than 60% of the world's grazing land is where hot weather occurs,

and with their genetic combination, Simbrah produces a great carcass efficiently for the beef industry," says Davila.

Davila moved to College Station in 2006 and around his work schedule is working on B.S. degree in Animal Science with classes at Blinn and Texas A&M University.

"I recently traveled to Panama to visit a Brahman breeder. I spoke to him about breeding his Brahmans to Simmental. I think in a year or two we might see some half bloods in that herd. Within the past two years, I have helped sell Simbrahs to Mexico, Costa Rica, and Guatemala. I am enthused about the Simbrah breed, the juniors and international breeders," he explains.

Davila, who is 23-years-old, can be found at most Simbrah events. He has been a speaker at the Smith Genetics junior camps, and has also helped with MAS and Synergy junior events.

He attends all the open shows in Texas and most of the major junior shows. In addition, he spends considerable time visiting other breeders and evaluating cattle and studying genetic combinations. He is also involved with the Simbrah Long Range Planning group.

Davila is quick to note that he is indebted to many Simbrah breeders who have shared their knowledge with him and taught him a lot about genetics, reproduction, and marketing.

He is always encouraging juniors to become involved with the opportunities provided by TJSSA, AJSA, and other junior agricultural organizations.



Colby Jenkins

"I became involved with Simbrah in high school, when I started showing heifers. My family has always been involved in the cattle business, but it wasn't until my high school ag teacher encouraged me to enter a calf scramble that I actually decided to start showing heifers.

I bought my first heifer from Shallow Water Ranch, Rising Star, Texas. In fact, most of my genetics go back to that very cow. I was fortunate to raise my own heifers and place in the top three at majors and run in the Top 10 in the Texas Junior Livestock Association (TJLA) with just one heifer. We have been slowly building a herd and I am proud of what we have been able to accomplish with limited resources. We were never able to go out and buy that top notch show prospect, so it encouraged me to try and be the best breeder I could be," he explains.

Colby and his parents, Kim and Nathan Hay, maintain their herd in Central, Texas near Marlin. He is involved with all the management decisions and care of the herd.

"My step-dad and I seem to disagree a lot initially on decisions, but this proves to be valuable to me as it makes me

look at all possibilities from all angles. Along with the females we have raised, we have purchased select lots from Triple S Ranch. Some of the sire lines in their family program include LMC Red Bullet, LMC JW Black, and Hagan McDreamy. They are utilizing some Simmental bulls back on the Simbrah females to produce percentage Simbrah's.

Colby, who is just 22-years-old, graduated from Tarleton State University with a degree in Agricultural Development and a minor in Spanish.

"The Mexican culture has always been intriguing to me. I was fortunate enough to spend a summer studying abroad and traveling in parts of Mexico," he says.

Colby has many reasons on why he is choosing to stay involved with the family cattle program and Simbrah.

"The different ways you can go about breeding a pure-bred Simbrah creates different avenues for developing an animal that is ideal to your situation. I really don't think you can find that versatility with any other breed. Simbrah cows make some of the best mothers you will ever find. They are hearty, docile, produce a lot of milk, and are overall easy keepers. We have something in Simbrah that not many breeds can compete with and that's the junior program. Kids have the opportunity to compete for tons of prizes, money and the leadership opportunities. Simbrah provides youth a chance to gain valuable skills for life. I didn't take advantage of these junior opportunities as much as I should have, but it doesn't keep me from telling young exhibitors today that they need to be involved," he explains.

Jenkins takes an active role with helping the junior customers of KNC Simbrah and is involved with the Long Range Planning Committee of Simbrah.



Reinhard Hagan

Hagan is involved in not only registered Simbrah, but is strongly involved in the commercial segment of the beef industry through the Hagan family's commercial cow calf operation and co-ownership of the Hallettsville Livestock Auction Co.

"I enjoy all aspects of the cattle business and that probably drove me to stay involved in the family operation the most. I have always had a preference for American breed cattle and I think Simbrah are pretty special. They of course are very heat tolerant, which is a must in our areas, but they are also versatile and work in so many environments. They bring a lot of good things to the commercial segment, which is the founda-

(Continued on page 42)

We Say Thank You and Good Luck



Thank you Marissa Luna
for purchasing RSUN
Midnight Cowgirl, a
Johnnie Walker daughter.



Thank you to the Garcia
family of LaBlanquita for
purchasing RSUN Cookies
N Cream, sired by LMC
Johnnie Walker.



Thank you to Darryl
Caraveo for purchasing
Rising Sun Hot Pepper,
another LMC Johnnie
Walker sired female.

*We wish all Simbrah juniors Good Luck at
the upcoming shows. When in the
market for a top Simbrah show heifer of
the quality that you can build a herd
around like these good folks are doing,
please consider Rising Sun.*



**RISING SUN
RANCH**

Robert Martinez Family
24910 Shelly Lori Road • Edinburg, Texas 78541
Robert (M) 361/675-0596
Rising_sun_ranch_2000@yahoo.com

RSUN Ruby
She sells in Houston.



LMC Johnnie Walker is still
producing lots of great
Simbrah and ABC cattle.
Call us for your next semen
order.



We are proud to have bred the
2010 International Champion
Bull and 2011 National Junior
Champion Bull, Cowboy
Casanova. Co-owned with
La Negra and the Ron Wells
Family.



Once in a Lifetime Offering...



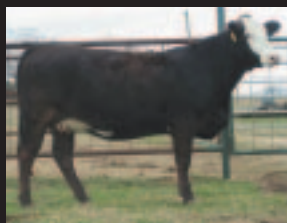
LMC WFC Dream Girl -- You have a "Once in a Lifetime Opportunity" to purchase possibly the BEST SIMBRAH FEMALE ever produced. She sells in her entirety at MAS along with her natural twin bull calves and her LMC Gig em daughter, LMC Sweet Dreams! Opportunity knocks...Don't miss this chance!



LMC Sweet Dreams could possibly follow her Mother's footsteps in the show ring & on into production. This LMC Gig em daughter is Dream Girl's first embryo baby! Don't miss this opportunity to have a Surefire chance at the winner's circle for the next year!



Dream Girl's natural twin bull calves sired by JW Blue sell in their entirety at MAS.



Our Dream On son will move on to greener pastures at Farmer Cattle Company in Ennis, so don't miss this last chance to own some of the deepest and most moderate females in the Simbrah breed!

**Come join us at MAS on March 25 & 26 at La Muneca Cattle Co
for a "Once in a Lifetime Offering"!**



**MARCH 26th
Linn, Texas**

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



RIO GRANDE VALLEY

THE BIRTHPLACE AND CAPITAL OF SIMBRAH

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 Muneca 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.



LMC ARCADIO will be the LMC donation bull lot for the Guerra family scholarships at MAS. There will be 40 Simbrah, Simbravieh and Brahman bulls selling. Red Moves, Hurricane and full sibs to JW Black and Evan sell !!



SWEET DREAMS is a LMC Golem x LMC WFC Dream Girl **BABY DOLL** that sells at MAS VI along with her National and International Champion dam. She is a Red Dream Girl that is a major league show and donor prospect.



LN KATRINA is a super fancy **BABY DOLL** sired by the SA Champion LMC HS Rocco that is being offered at MAS VI by La Negra Cattle Co. Juniors and breeders come from all over the Simbrah World to buy their seedstock at MAS.

● **SW Cattle Co. - Harlingen**
Ron Wells Family
956/245-7996
wellswells@sbcglobal.net

● **Garcia Cattle Co. - Linn**
Balde Garcia Family
956/605-3616

● **Johnnie Walker Group - Edinburg**
956/212-7991 – Santos Escobar
361/675-0596 – Robert Martinez
escosan@aol.com

● **La Blanquita Ranch - Mission**
Ruben Garcia & Sons
956/624-1428
lbranch6@yahoo.com

● **La Hacienda Hinojosa - Edinburg**
The Lucas Hinojosa Family
956/381-8933
LHHRanch1854@aol.com

● **La Muneca Cattle Co. - Linn**
Carlos X Guerra Family
956/383-7596 (M) 802-1641
www.lamunecacattle.com

● **La Negra Cattle Co. - Edinburg**
Javier Moreno Family
956/607-7408
javierlnc@aol.com

● **LPJ Ranch - Linn**
Luis Flores Jr. Family
956/457-0205
Louie@chorizosmanuel.com

● **Monte Christo Ranch - Edinburg**
Jud and Marge Flowers
956/207-2087
judf@montecristoranch.com

● **Patroncita Cattle Co. - Edinburg**
TC Betancourt Family
956/605-0505
tc@betancourt.com

● **Reavis Farms, Inc. - Mission**
Randy Reavis Family
956/585-6831
www.reavisfarms.com

● **RGV Cattle Company - Edinburg**
Rene Vela Family
956/279-2200
rgvrene@aol.com

● **Rising Sun Ranch - Linn**
Robert Martinez Family
361/675-0596
Rising_sun_ranch2000@yahoo.com

● **San Carlos Ranch-Harlingen**
Gilbert Galvan
956/673-3419
GBGalvan@aol.com

● **Top C Cattle Co. - Pharr**
Betty Carrs Family
956/469-5729
bcanqr@gvrr.com

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

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



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

IT IS WELL WORTH THE TRIP !!



This is a **LMC SOLDIER** daughter being campaigned by Daniel Garza of Rio Grande City. These good folks have an elite Simbrah herd in Starr County and want you to know that Visitors Are Always Welcome just like at all other RGV Simbrah ranches.



LMC JOHNNIE WALKER continues to be a top seller in the Simbrah semen world due to his consistency in producing the right kind of cattle on many different kinds of cows. He was the 2008 International Champion bull. Call Santos Escobar or Robert Martinez if interested.



This is a Reavis bred Charismatic daughter that was one of the top sellers at **SYNERGY III**. Olivia Vela is looking forward to a successful spring show season with her. This is the quality that Reavis Farms and other MAS breeders will be selling at **MAS VI** on March 26th at La Muneca.

We're Looking Forward!

The Flowers family is looking forward to the Simbrah breed spending the weekend in the Rio Grande Valley for the MAS VI Sale. Be sure to take time to visit Monte Christo Ranch and see our program. We'll be selling a dozen beautiful heifers from the 2010 calf crop, sired by LMC Redskin, PRR Whatadude, PRR Perfection, and LMC Amigo. Read all about them in the MAS VI catalog.



MONTE CHRISTO RANCH

Jud & Margie Flowers

16031 N. Monte Christo Ranch Rd. • Edinburg, TX 78541
956/207-2087 • judf@lonestarcitrus.com

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.

We now have calves for sale and invite you to come visit us!

We've got some great females and some exciting show prospects!

Calf Scramble Certificates Welcomed



Smith Sparkling Ava - A daughter of Sargeant and out of Ava, a Nu Wave daughter. She was very successful in the show ring for Bailye.



Smith U Make Me Smile - A daughter of Ronen that Bailye is campaigning this year.

Foltyn Family

2802 La Mesa • Bay City, Texas 77414
979/241-8383 • bailye95@att.net

When You Need To Know...



Bio Preg Check provides a non-invasive, quick response, 97% accurate, embryo safe, quality assured pregnancy test for live-stock. Producers or veterinarians can draw the blood and submit to us. Then using the BioPRYN blood test for cattle, we can provide pregnancy information 30 days post natural breeding, 32 days after AI, and 34 days of embryo life in the case of embryo transfer after breeding and 90 days after calving in cattle, the pregnancy question is answered within 27 hours or even same day after testing begins!



"Bio-Preg has made our cattle program and that of our customers' more reproductively efficient. It allows us to find out quicker if our recips are pregnant and what cows that have been AI'd need to be put with a clean-up bull. By knowing these things sooner, we can make decisions on cows, which pastures they need to be placed in and my embryo transfer customers can begin planning for the arrival of calves and this information then becomes helpful in financial planning. The BioPRYN test is another management tool that we use to increase our efficiency,"
Tim Smith, Smith Genetics

Call today for additional information
or visit our website.



Teresa Schwertner-Lee

Bio Preg Check, LLC
PO Box 141

Anderson, Texas 77830

979-533-0858 cell

biopregcheck@yahoo.com

WWW.BIOPREGCHECK.COM

Synergy III

(Continued from page 24)

Texas saw his heifer he had purchased the night before in the sale, take the Reserve Heifer Calf honors. The heifer was from the Hagan Cattle Co. program. In the Junior Division, Callie Henly, San Augustine, Texas was the winner with her Hagan bred heifer,



Jane Hunt was named the winner of the Grand Champion Purebred Heifer division. She and her heifer, LMC ATZ Miley also won it in 2009. Jane received the \$3,000.



Payton Meuth with a Baring bred heifer claimed the Champion Simmental honor and \$600.

while Sydney Paul was the reserve with a Smith heifer.

The champion Simmental heifer was exhibited by Payton Meuth, Floresville, Texas and her Baring bred heifer netted her \$600. Corey Todd, Canton, Texas saw his Smith bred heifer win Reserve Grand Simmental and \$400.

Kallie Fuchs, Columbus, Texas took the percentage show and \$600 with her LaMuneca heifer, while Zachary Krueger, Hooks, Texas claimed reserve with a Smith McCrary bred heifer.

Showmanship winners were Elizabeth Quintanalla, Edinburg, Texas; Payton Meuth, Colton George, Simonton, Texas; Callie Henly and Kallie Fuchs.

Skillathon winners included in the junior division: 1st-Faith Onstot,, 2nd-Emily Mullins,



Kallie Fuchs and her LaMuneca bred heifer won the Champion title in the Percentage show and \$600

Golden, Texas and 3rd Hope Onstot. Senior Division-1st Zachary Krueger, 2nd Taylor Hammonds, Hooks, Texas and 3rd-Justin Wright-Corpus Christi, Texas. Adults winners were Paul Wunderlich, Mike Kelly and Ryan Smoes.

Winning photography contestants included Carlos Guerra, Kim Hagan, Mindy Whitaker, GraceAnn Mullins, Ryleigh Whitaker, Sydney Paul, Emily Mullins, Jonathan Padron, and Kelly Martinez.

Synergy Participants

BETM Ranch
Baring Cattle Co.
Burch Farms
Diamond RF Farms
Hagan Cattle
LaMuneca Cattle Co.
McCrary Farms
Pine Ridge Ranch
Reavis Farms
Smith Genetics
Tres Potrillos Ranch
Triple J Ranch
Triple P Ranch
Wentz Cattle Co.
Whitaker Cattle Co.

Look what we're raising!

THIS IS A CHARISMATIC, OUT OF AN ANNIE X SARGEANT BRED FEMALE AND SHE IS BEING CAMPAIGNED THIS YEAR BY TAYLOR HAMMONDS. SHE WAS A CLASS WINNER IN FORT WORTH!

Sound, long sided, deep and feminine with lots of muscle and power - that's what we're after!

WE HAVE CALVES SIRED BY CHARISMATIC, EVAN AND ANDY FOR SALE! Come see what we are raising out of these sires and some of the best bred females in Simmental and Simbrah!



McCrary Farms

Mark and Martha McCrary

903-667-5135 • 903-278-6819 • mamamc4@aol.com
307 North Runnels, DeKalb, Texas 75559

We accept calf scramble certificates and will have select lots in Synergy IV on October 22.



Leaders...

(Continued from page 37)

tion a registered breed must have," he says.

Hagan first showed Simmental heifers as a youngster and then showed Brahmans and Simbrahs. He was an active TJSSA member and competed in a number of state contests.

He graduated from Del Mar college with an Ag. Business degree in 2006 and joined the family operation full time. In addition, he and his wife, Kristen, a school teacher, and their two-year-old son, Lane, maintain their own herd of registered Simbrahs, commercial Brahmans and also have a small stocker operation.

Hagan is involved with the Simbrah Long Range Planning group, is an Independent Cattlemen's Association member, and is very involved in their local youth livestock show. In

addition, he is a graduate of an auctioneering school and auctioneers on a local basis.

Hagan Cattle Co. is known for producing top show heifer prospects and has had winners at all the majors. Hagan is involved with the show cattle, but more of his time is spent with the cowherd, the commercial herd, and the sale barn. His ties to production agriculture are deep and getting deeper.

"I find it very rewarding to work along side my father and now that I am a father I realize how special it is. Lane enjoys joining dad and I. It's a great experience to introduce my son to the cattle world and I hope that he chooses to stay involved in our industry," he concludes.

Editors Note: Simbrah World will from time to time continue to focus on the youth involved in this breed and additional young breeders will be covered in coming issues.



THE BEST ARE HERE

8051 FM 1660
Taylor, Texas 76574
1-800-352-7444 • 1-512-352-7040
Fax: 1-512-352-5046
Email: bccs@sbcglobal.net

For over 30 years the staff at Brushy Creek Custom Sires has been providing the expertise and services that has made them the industry leader in Simbrah semen collection, storage, processing and exportation. We have collected some Simbrah bulls from our other facilities in the United States and operated in the field. They are truly unique breed and need to be used for self interest as well.

**BRUSHY CREEK
CUSTOM SIRES**
CSS CERTIFIED AVAILABLE

Full service semen collection • Semen shipping service (USA) • International export service
Export testing • Excellent bull care • Semen storage

Quality Product - Quality Service • Log on to our website to see the bulls.
WWW.BRUSHYCREEKCUSTOMSIRE.COM

Honduras • Panama • Paraguay • Argentina • Botswana • Mexico • USA • El Salvador • Zimbabwe • Costa Rica • Peru • Philippines
Taiwan • Brazil • Thailand • Dominican Republic • Nicaragua • Colombia • Ecuador • Australia • Bolivia • Venezuela • Morocco • South Africa • Guatemala

A BIG HEARTY THANKS goes out to Dr. Ernesto C. Guerra of BETM Ranch, Ronnie Smith of Circle S Farm and the Carlos X. Guerra Family for investing \$6,000 in the AJSR Scholarship Donation heifer, a LMC Roadhouse daughter that sold at SYNERGY III. She will reside at La Muneca with her progeny sales being added to the scholarship fund just like is being done with her dam, a Dream On daughter, who was donated by the Tom Zulim family at SYNERGY II. She resides at Smith Genetics and was originally purchased by 20 Simbrah enthusiasts for \$10,000. In addition at the National Superbowl party another \$3,400 was raised for the fund through drawings on the actual Superbowl game.

The Ron Wells family is donating an outstanding ET purebred Simbrah show prospect out of their RGV Champion LMC Destiny and the 2008 Reserve National and International Champion bull LMC VG Go Getter. She sells at MAS VI!



This heifer is a full sib to their champion 5W Destiny's Child that one-half interest sold in MAS V to the Benny Cano Family for \$7,000. All three Wells children are active Junior Simbrah exhibitors and their parents are American Junior Simbrah Round Up Adult Leaders that are great VOLUNTEERS. They also host an educational Junior Field Day every September at the RGV Show grounds. THANKS Ron and Rhonda!



The first \$1,000 Scholarship was awarded to Sam Hodges in 2009. We awarded \$1,000 to Lesli Garrett in 2010. Zachary Krueger also won a Victor A. Guerra Memorial Scholarship last year. To apply, students must have participated in a minimum of three AJSRs, be an upcoming senior or just graduated from high school plus be interviewed during the Round Up.

Please make your donation checks out to the American Jr. Simbrah Round Up Scholarship Fund and mail to Rhonda Wells at P.O. Box 364, Harlingen, TX 78551. For more info, please contact Carlos or Sister Guerra at lamunecacattle@aol.com.

OUR FOUNDATION....

Through the years Baring Cattle Company has implemented a recipe for success: hard work, quality cattle and a strong commitment to our clients.

Our Foundation Females continue to produce Champions year after year. We could not have experienced this kind of success without the great support our clients and friends.

We believe that 2011 will be a continuation of that success. We have excellent cattle on the road this year, and great young Simbrah Juniors that are at the top of their game.

We will continue to push forward to achieve even better functional and productive cattle for our customers in the future. One of our newest donor females, BCC Payton's Delight has already proven herself with her first calf, BCC Payton's Dream. These females are quality that you can expect from Baring Cattle Company. We will do all we can to help our Junior clients achieve their future goal to produce and show Simbrah Champions.

All cattle purchased from Baring Cattle Company are eligible to compete for more than \$35,000 dollars

in scholarships and premiums during the 2011 Simmental/Simbrah Superbowl and Synergy Showcase! GOOD LUCK TO ALL OF THE SIMBRAH JUNIORS THIS YEAR AT THE MAJORS!



BCC Payton's Delight

.... YOUR FUTURE



BCC PAYTON'S DREAM
SHOWN BY: PAYTON MEUTH



BCC BRIGHT LITES
SHOWN BY: MEGAN GRANT



BCC RED SUNSHINE
OWNED BY: RISING SUN RANCH



BCC SHEZA DIVA
SHOWN BY: CANDICE TINDLE



BARING CATTLE COMPANY

6128 S. LOOP 1604 E-2
ELMENDORF, TEXAS 78112

210/621-0095 (RANCH) • 210/867-6651 (TREY) • 210/867-6650 (ROY)

www.baringcattlecompany.com • Se habla español



3R CATTLE COMPANY

"Building A Simbrah Herd On Quality"

Jennifer Matejcek
5585 CR 180 • Anderson, Texas 77830
936/870-6745 • 3Rcattle@gmail.com

Ampia Vista LLC

Reproductive Ultrasound • Embryo Transfer
AI Programs

Don Wideman, Jr. M.S.

979/224-0203 Cell
888/244-7605 Toll Free Fax dwidemanjr@gmail.com

Success Starts with the Right Partner



From Genetics to Marketing, your ASA Field Staff professional is there with resources, advice and support. Take advantage of this strategic partnership today — contact Ed Creason to source SimGenetics or discuss ASA's programs and services.

Ed Creason

Southern Region Field Representative
8428 Kelly Sue Dr. • Stillwater, OK 74074
573.823.5635 • ecreason@simmgene.com

AMERICAN
Simmental
ASSOCIATION
www.simmental.org



- Semen & Embryo Sales
- A.I. & ET Equipment Sales
- MVE & Taylor Wharton Tanks
- A.I./Palpation Clinics
- TruTest Scales
- Professional Exporting & Importing
- Semen & Embryo Warehousing
- A.I. Consultation

Bovine Elite, LLC

3300 Longmire Drive • College Station, Texas 77845
800-786-4066 • 979-693-0388 • 979-693-7994 Fax
carl@bovine-elite.com • www.bovine-elite.com

STARTING WITH THE BEST



We have the influence of Priceless in our young program.

BURESCH & NEGRON

Bob Buresch Mike Negron
5152 Loma Alta Drive 9609 Prestmount Plaza
Frisco, Texas 75035 Frisco, Texas 75035

For information contact our consultant,
Tim Smith, 512/587-7896

CMAN Cattle Co.



Robert, Darlene, Danielle and Jessica Seaman
17755 Kitzman Rd.
Cypress, TX 77429

(832) 264-7766 tel • (281) 345-9201 fax
seaman.robert@gmail.com

ROBERTSON LIVESTOCK



DONNIE ROBERTSON

Certified Ultrasound Technician
Registered, Commercial and Feedlot
4661 PR 4055, Normangee, Texas 77871
Cell: 936/581-1844 • Email: crober86@aol.com



JOEY NEWSOM
LICENSED INSURANCE AGENT

HEALTH; AETNA, HUMANA, UNITED HEALTH CARE, ING LIFE
joey.newsom@insphereis.com 832-647-8194
www.insphereis.com/joey.newsom

Owner of Newsom's Rising Sons Farm
Member of Simmental & Simbrah Assoc.



Domestic & Export Semen Services:

Integrated Breeders Service
Jeremy J. Price, M.S.

Phone: (979) 204-9362
jeremy@integratedbreeders.com
www.integratedbreeders.com

JACOB'S CREEK RANCH

Betty Look
P.O. Box 2205
Canyon Lake, Texas 78130
For cattle information
contact Tim Smith,
512/587-7896



KATHY HUTTO & JEFFREY REED

9660 FM 713
Dale, Texas 78616
512/507-5718
Embryos for sale
sired by Charismatic

Simmental and Simbrah

For cattle information contact Tim Smith, 512/587-7896



Featuring Sargeant daughters

Newsom's Rising Sons Farm

Located in Somerville, Texas

P.O. Box 1419

Cypress, Texas 77410

832/647-8194

joeeynewsom@yahoo.com



Brian Knezek

(361) 293-1590 or

(361) 293-9299

www.knezeksimmentalranh.com • knezek@hughes.net

Superbowl Eligible • Calf Scramble Certificates Accepted



**SIMBRAH CATTLE
LITTLEFOOT CATTLE COMPANY**

Doug, Karen, Daniel and Kevin Lightfoot

4410 Meyer Road • Needville, Texas 77461
Home: 979/793-3482 • Cell: 832/473-0671
dlitefoot@yahoo.com • www.Littlefootcattle.com

LOST CAUSE RANCH

Jody Matejicek

7189 CR 180 • Anderson, Texas 77830

979/224-3121 (c)

lostcauseranch@yahoo.com



RAFTER M CATTLE

*With the combination of good genetics and good people,
we are sure our cattle will meet all your Simbrah needs!*



Joe, Julie & Jennifer Mask
Simbrah, Simbravieh & Braunvieh
918 Pecan Valley Dr. • Wharton, Texas 77488
979/531-0192 • www.raftermcattle.com



KENTUCKY DIVISION
Quarter Horses, Simmental and Simbrah Cattle



Smith Andy N Black

Paula Duncan • Susan and Ray Dieckman • Bill and Ginny Smith
For information contact Tim Smith, smithgenetics@yahoo.com • 512/587-7896

LIVESTOCK PHOTOGRAPHY BY
nancy



(979) 229-9998

nmcattle@aol.com



TCR GENETICS

Artificial Insemination Breeding Service

Serving Purebred & Commercial Breeders of South Texas and specializing in American breeds.

TECOLOTE CREEK RANCH GENETICS

Dr. Joe Paschal • 361/946-1103 Office • 361/242-9753 Residence

www.tcrgenetics.com

St

Strack Farms Simbrah

We have been raising registered Simbrah since 1983 and we are proud to introduce our new sire that we bred and raised...

Mr Strack W125



He's solid red, blazed-faced and loaded with muscle. He's sired by PRR Red Ammo, an International Grand Champion bull and out of Miss Strack J45. J45 has quite a story in our herd. Her mother was a cow we purchased early on from Tom and Dianne Risinger. She was a great producer for us and J45 has followed in her footsteps. J45 is dam to W125 and X147, also pictured here. Plus she is the dam to Mr Strack T960, the 2010 Reserve Grand International Champion Bull, now owned by the Vayon Family. J45 has also produced two bulls that went on to be herd sires for the Bill Wentz and Martin Roberts herds. Watch for his influence on our herd and the continued impact of Miss Strack J45 on the breed!

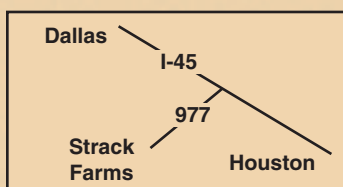


Mr Strack X147-Maternal brother to Mr Strack W125 and selling in Houston



Mr Strack T960-Maternal brother to Mr Strack W125, 2010 International Reserve Grand Champion for Vayon family!

Heifers • Bulls • Semen • Embryos • Pairs Always Available



Ranch is located 5 mi.
West of I-45 on 977.
Halfway between
Houston & Dallas

***Quality
Quantity
Integrity***



Strack Farms

5465 PR 4280
Normangee, TX 77871
800-438-5393



Life is Good at... LPJ

We would like to congratulate Mikey on all of his success in the show ring, and his accomplishments in school. We could not have asked for a better son, grandson, nephew and friend. Your Grandpa Pelon would be very proud of you. We wish you the best of luck in your college career. We want to take this opportunity to thank all of the good folks that have supported Mikey over the years in his 4-H, FFA, rodeo, and golf endeavors. Again, **THANK YOU!**



We invite you to come celebrate MAS VI with us on March 25th & 26th



LPJ RANCH

Luis & Vicky Flores Family

Louie 956 457 0205

Patsy 956 821 3947

Jaime 956 457 1088

Louie@chorizosanmanuel.com



Louie and La Muneca are donating 100% of the proceeds from this fancy champion **BABY DOLL** sired by LMC WFC Wave Amigo and a LMC Johnnie Walker x LMC Swan daughter to the Luis Flores Jr. Memorial Scholarship Fund.



This is a grand daughter of Mikey's Reserve San Antonio Champion pictured above. She is sired by LMC WFC Wave Amigo and a LMC Red Buck cow. She sells at MAS VI. She has one year of showing left and qualifies for **MAS VII**.



This is a fancy May show prospect sired by the International Calf Champion LMC WFC Moose and a daughter of the Simbrah Sensation champion, LMC Gladiator. She sells at MAS and qualifies for all LMC Jr. Benefits.



**Look for us at
your local grocer.**

CHORIZO DE SAN MANUEL, INC. • 1-800-638-8708



March 1-International Simmental/Simbrah Sale, Houston, Texas
 March 2-International Simbrah Show, Houston, Texas
 March 2-Houston Livestock Show and Rodeo All Breed Range Bull Sale, Houston, Texas
 March 5-Houston Livestock Show and Rodeo Commercial Female Sale, Houston, Texas
 March 11-20-Rio Grande Valley Livestock Show, Mercedes, Texas
 March 12-Southeast Texas Independent Cattlemen's Association 16th Annual Commercial Bull and Heifer Sale, Beaumont, Texas
 March 19-Houston Livestock Show Junior Simbrah Show, Houston, Texas
 March 25-Star of Texas Junior Simbrah Show, Austin, Texas
 March 25-La Muneca Jackpot Show, Linn, Texas
 March 26-MAS Showdown, Linn, Texas
 March 26 MAS VI Sale, Linn, Texas
 April 1-3-Texas Southwestern Cattle Raisers Convention Center, San Antonio, Texas
 May 28-29-Smith Genetics Junior Show Camp, Giddings, Texas
 June 9-12-Texas Junior Simmental/Simbrah Association Futurity, Tyler, Texas
 June 17-19-American Junior Simbrah Roundup, Wharton, Texas
 July 3-8-AJSA National Classic, Sedalia, Missouri
 August 1-3-Texas A&M Beef ShortCourse, Texas A&M University, College Station, Texas
 October 1-La Muneca Futurity and Field Day, Linn, Texas
 October 8-Fall Fest Sale, Hearne, Texas
 October 21-23-Synergy IV Sale and Showcase, Giddings, Texas

INDEX TO ADVERTISERS

3R Cattle Co.....	42	Lost Cause Ranch.....	43
6G Ranch.....	36	LPJ Ranch.....	5,37, 45
5W Cattle Co.....	37	McCrary Farms.....	2, 29, 39
American Simmental Asso.....	42	Mills Falls Ranch.....	33
Ampia Vista LLC.....	42	Monte Christo Ranch.....	37, 38
Baring Cattle Co.....	41	Newson's Rising Sons Farms.....	43
BD Ranch.....	37	Nieschwietz 7N Ranch.....	33
BETM Ranch.....	IFC	Nancy's Photography.....	43
BioPreg.....	38	Northcutt's Simbrah.....	43
Boening Bros.....	31	Patroncita Cattle Co.....	33, 37
Bovine Elite.....	42	Peach Reek Farms.....	19
Bright Star Ranch.....	30	Pine Ridge Ranch.....	24, 25
Broken Arrow Ranch.....	18	Purebred Cattle Connection.....	23
Brushy Creek.....	40	Rafter M Ranch.....	43
Burch Farms.....	6, 29	Reavis Farms.....	2, 17, 29, 37, 48, IBC
Buresch & Negron.....	42	Reed, Jeffrey.....	43
Casas Cattle Co.....	18	RGV Cattle Co.....	3, 37
CMAN Cattle Co.....	42	Terry Reagan.....	47
DBR Ranch.....	11	Rising Sun Ranch.....	36, 37
Diamond RF Farms.....	22	Rio Grande Valley Breeders.....	33
Dziuk Family.....	33	Robertson Livestock.....	42
Foltyn Family.....	38	San Carlos Ranch.....	37
Garcia Cattle Co.....	37	Shallow Water Ranch.....	15
Honeycutt Cattle Co.....	14	Smith Genetics.....	2, 9, 17, 29, 43, 48
Hutto, Kathy.....	43	Smith Farms.....	1
Insphere Insurance.....	42	Strack Farms.....	44
Integrated Breeders Service.....	42	Synergy Breeders.....	16
Jacob's Creek Ranch.....	42	TCR Genetics.....	43
Johnnie Walker Group.....	37	Thunder Cattle Co.....	7
JV Cattle Co.....	18	Tom-Lin Ranch.....	47
KF Cattle Co.....	6	Top C Cattle Co.....	37
Knezek Simmental/Simbrah.....	43	Triple P Ranch.....	6
La Blanquita Ranch.....	32, 37	Triple S Cattle Co.....	10
La Hacienda Hinojosa.....	37, 47	Twisted Stitch.....	47
La Morra Ranch.....	8	Vela Cattle Co.....	37
La Muneca Cattle Co.....	37, BC	Walters Cattle Co.....	28
La Negra Cattle Co.....	10, 37	Wentz Farming Co.....	4, 37
Lazy SF Ranch.....	18	Whitaker Livestock.....	15
Littlefoot Cattle Co.....	43	Witzkoski Family.....	31

Simbrah World is an 8 1/2 x 11 publication, produced by Southern Livestock Publishing and provides news for and about the Simbrah breed.

Space Rates:

Size:	B&W:	1 Extra Color:	4/Color:
Full Page	\$725.00	\$875.00	\$1,100
2/3 Page	575.00	725.00	950.00
1/2 Page	440.00	590.00	815.00
1/3 Page	350.00	500.00	725.00
1/4 Page	220.00	370.00	595.00

Deadlines for Publications

Spring Issue-February 1st
 Fall Issue-September 1st

COPY AND CONTRACT REGULATIONS

Advertisers and advertising agencies assume liability for all content of advertisements printed, and also assume liability for any claims arising from any such advertisements made against the publisher. The publisher reserves the right to reject advertising, which is felt unsuitable for publication.

EDITORIAL POLICY

Opinions expressed are the writer's and not necessarily those of Simbrah World.

LAYOUTS AND PROOFS

Although every effort will be made to provide proofs to advertisers on all ads, we only guarantee proofs on ads that arrive in the Southern Livestock Publishing office prior to or on deadline.

Simbrah Publications Committee

Bill Travis, Carlos Guerra, Joe Rodriguez, Tim Smith, Charles Honeycutt, Trey Baring and Richard Foster.

Southern Livestock Publishing, Inc.

Mailing Address:

P.O. Box 791364 • San Antonio, TX 78279-1364

Office Located:

407 Breesport • San Antonio, TX 78216

Phone: 210/524-9697

Fax: 210/524-9690

E-mail: slivestock@southernlivestock.com



Terry Reagan

AUCTIONEER

215 W. Bandera Rd., Ste. 114-624 • Boerne, TX 78006

210-414-4411

Thanks to Simbrah Synergy III



Twisted Stitch

338 Jay Road

Wichita Falls, Texas 76305

405-235-2000 • Fax: 405-235-2001

Email: TwistedStitch1@yahoo.com

Offering a full line of custom embroidery, screen printing, promotional products, and gifts

Tom-Lin Ranch

Tom and Linda Overturf

1002 Country Road 239 • Cameron, TX 76520

979/219-0709 (Tom) • 979/219-2600 (Linda)

tlranch@flash.net

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

SIMBRAH World

An Era coming to an End



After twenty years of having a junior in the show ring, our youngest, Vanessa, will be graduating in May from Edinburg North High School. We are very proud of the success and accomplishments our children have had in and out of the show ring. With the show heifers from Lucas, Daniel and Vanessa, we have built a herd we are extremely proud of, and we are at the point of producing quality simbrahs. Vanessa's show string exemplifies the type of animals we are striving to produce. LHH Leah, LHH Legacy and LHH Miss Arnie are evidence of this. With no showmen left in the house, all calves will be available for the right price. This year we have decided to sponsor the Simbrah-Simmental Superbowl for the first time. We hope to continue this sponsorship for years to come. We would be more than happy to show interested buyers what we have available. We are also on facebook, feel free to search La Hacienda Hinojosa Ranch.



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



As Powerful As An Ocean Wave



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 Tinkerbelle, and Hagan Smith Show Stopper. Plus we have a number of new ones out this Spring
- He's a $\frac{3}{4}$ x $\frac{1}{4}$ bull, by PTL Cutting Edge, with Spectrum breeding maternally.
- His EPDs make him the #1 bull in the breed

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

	BW	WW	YW	Milk	MWW	CW	YG	MB	BF	REA	API	TI
EPD	-1.3	88.3	120.3	-20.9	23.2	29.4	0.12	0.04	-0.01	-0.03	145.5	103.5
Rank	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Top 13%

His impact can only be felt by purchasing his calves, come today and see the calves we have by Smith Nu Wave II!



THANK YOU RONNIE AND SUSAN SMITH...
for purchasing 10 units of semen from Nu Wave II at Synergy for \$10,500. What a great purchase you made for your program, by adding this exclusive offering to your great program!

REAVIS FARMS, INC.

Wayne and Jim Bob Reavis
6801 W. Mile 7 Road • Mission, TX 78574
956/585-6831

JWReavis@aol.com • www.reavisfarms.com

**Smith
GENETICS**

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

REV'N UP the POWER.

Status Quo is not our plan. We continue to seek out great females and breed better females, while using the strongest bull power in the breed. We are always looking to Rev' Up the Power in our program.

Smith Priceless



We just purchased a flush in this breed matriarch and can't wait to see the added power and dimension show will bring to our program. She has proven to be a very consistent producer, and has produced in excess of \$120,000 in sales already. Watch for her calves!

RFI Hershey's Kiss



We love our Charismatic calves and this photo tells you why. They are just very complete and loaded with style. This product of our program was one of the high sellers at Synergy III and was sold to LaMuneca, BETM and RGV. We are anticipating great things out of her for them!

RFI Smith Fresh Approach



This January daughter of Nu Approach and our donor, Refreshing, was named the National Reserve Grand Champion Female for us and our partner on this female, Smith Genetics.

RFI Ritzy



We sold this fancy, Hide n Seek daughter in Synergy III to Winston Walters. Just one month later, she took Winston to the grand champion honors in both Ring A and B at the Fall Classic. Then at the National Simbrah Show, Ritzy was named Grand Champion Female.

RFI Smith Tinkerbelle



She is sired by Nu Wave II and out of a Sergeant daughter. She was a 2009 National class winner, San Antonio Grand Champion and American Junior Simbrah Roundup Champion. We have her calves on the ground—they're worth the trip to see!



We are proud to be a part of MAS
March 25-26, 2011. See our lots in the sale book.

J-REAVIS FARMS, INC.

WAYNE & JIM BOB REAVIS
956-585-6831

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

Cal's scramble
certificates welcome.



Look for our offering in
Synergy IV, too! Reavis Cattle
eligible for Synergy, MAS and
Super Bowl.



LMC ARCADIO (2011 National Champion) will be our scholarship donation lot and sells at MAS with 43 other bulls. He is a Dr. Feel Good son.



A BIG HEARTY THANKS goes out to the good folks at Cornelius Cattle Co. for investing in this about Full House son. (repeat buyer)



MIL GRACIAS goes out to Benny Cano for investing in 1/2 of LMC Uno - a LMC Johnnie Walker x LMC She Moves. He is really good!!



A BIG HEARTY THANKS goes out to Budisa Paddy for investing in this good looking red backed Simbravieh herd bull by LMC Dig'em. (repeat buyer)



LMC LN Dream Up is the 2010 Houston Reserve Calf Champion sired by the International Champion Arlio Up. Co-owned with La Negra, RGW and TC Betancourt. (repeat buyers)

BULLS ARE OUR BUSINESS

These 23 herd bull prospects all offer **BUTTS, GUTS & NUTS**, are sired by 17 different sires and represent five beef breeds. They sold to 23 different breeders for an average of \$4,866. Check out the uniformity, muscle, clean sheaths & **TOTALITY!** We **SALUTE** and **THANK** these progressive breeders and encourage you to join the growing list of satisfied La Muñeca bull customers. We are proud to have sold 225 + LMC yearling bulls at the five MAS sales for a \$2,182 average. We always have a great selection of bulls available sired by the **POWER BULLS OF THE BREED**. Come & get'em!



LMC RHINO (2011 Res. National Champ) is a Fleck influenced **BEEF MACHINE** sired by the Houston Champ Red Bullet. Co-owned with Skip Butler.



A BIG HEARTY THANKS goes out to Mark Koehl, Dean Fuchs, Rafter M & Victor Guerra for buying this **JW BLACK** x LMC So Good herd bull prospect. (repeat buyer)



MIL GRACIAS goes out to George DuBoise for investing in two full sibs out of Meyers Red Line and LM 3E - 89. They are about!!



MIL GRACIAS goes out to repeat buyer Roy Balderas for investing in this stout Simmental named Net Profit sired by Net Investment x Lucky Break.



A BIG HEARTY THANKS goes out to Mark Koehl, Dean Fuchs, Rafter M & Victor Guerra for buying this **JW BLACK** x LMC So Good herd bull prospect. (repeat buyers)



A BIG HEARTY THANKS goes out to Carlin Snyder on her investment in this champion **JW Black** x LMC Swan herd bull prospect. (repeat buyer)



LMC LF Peppasito is a great Pieppa Gene x Baylee herd bull prospect now working in Kentucky in the Workman herd. **THANKS!!**



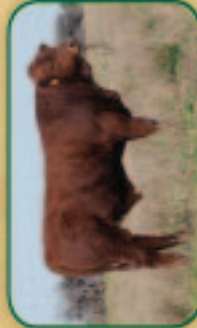
MIL GRACIAS goes out to Jorge Uriegas for investing in this heavy muscled Red Bullet x LMC Dassy herd bull prospect.



MIL GRACIAS goes to our Compadre Fred Cappadona for investing in LMC LF Denzel, a massive **JW Black** x LMC Swan herd bull prospect. (repeat buyer)



LMC LF Pappo is a fancy Pieppa Gene x Bess herd bull prospect now working in the Duncan herd in Oklahoma. **MIL GRACIAS!!**



MIL GRACIAS to Arnold Maldonado for investing in this good looking Black Bullet x **JW Black** herd bull prospect.



We can always count on the Boening Bros. to buy some of our very best bulls like this Red Bullet x LMC Stamina. **MIL GRACIAS AMIGOS!!** (repeat buyer)



A BIG HEARTY THANKS goes out to Dr. Gary Warner for investing in LMC Smokem - a super Simbravieh. Doc loves his calves.



A BIG HEARTY THANKS goes out to Chris Brashear and Ray Rodriguez for investing in 1/2 of LMC Apollo by Pinoleño. He is a future breed great!!



MIL GRACIAS goes out to Jeffrey Mendoza from Guatemala for investing in LMC Vino, a great Red Bullet x LMC Money son.



Look for great things to come from this Dream On son that is a maternal bro to Dr. Feel Good. **THANKS Vets Cattle Co.** (repeat buyer)



MIL GRACIAS goes out to Karl Oestreich for investing in this soggy Simbravieh herd bull prospect out of MEF Cornerstone and 3E - 89.



MIL GRACIAS goes out to Ronnie and Susan Smith for investing in 1/2 of LMC Polled Floo to breed **NEW BLOOD** Simbravieh. He is a great one!! (repeat buyers)

La Muñeca Cattle Co. S de Habla Español

**SIMBRAH, BRAUNVIEH, SIMBRVIEH AND POLLED BRAHMAN
CARLOS & SISTER GUERRA FAMILY**

**P.O. Box 81 • Linn, TX 75653 USA • (956) 383-7566 (Office)
(956) 383-7540 (Home) • (956) 383-7138 (Fax) • (956) 802-1641 (Mobile)
Carlos, Jr. (956) 330-1963 • Pete (956) 605-1220 • Victor (956) 607-5515
Email: LaMunecaCattle@aol.com • Website: www.LaMunecaCattle.com**