

simmechanics



SIM^{SV}
CHOICE ✓



CattleLOGTM
Animal Information Systems



SimChoice^{SV} is part of a renewed commitment by the members of the American Simmental Association to promote profits among our genetics customers by preserving the source, age and genetic identity of SimGenetics further down the US beef chain. By offering the known added value of source and age verification technology, currently averaging between \$2 and \$6 per cwt., the added value of SimChoice^{SV} is relatively certain. The extra value of the program comes from the branding of calves and or fed cattle as SimAngus or Simmental Genetics so that end users may more effectively manage and market the cattle or beef they purchase.

Simmental Genetics in the US have gone through a transformation over the past 15 years like no other genetic source in the beef industry. Intense research and selection for production and end product traits have positioned SimGenetics at or near the top of all Continental breeds for growth, efficiency, quality grade and retail yield. The time has come to take advantage of these genetic improvements by identifying feeder cattle that carry the added value of Simmental.

Researchers at the USDA Meat Animal Research Center, Clay Center, Nebraska, have reported continuously that the most valuable cattle for our industry are Continental x British cross cattle that properly utilize heterosis and breed complementarity to maximize profitability. SimAngus branded cattle are on top of the heap when it comes to ideally fitting that scenario. By combining the #1 Continental breed for value with the reputation and marbling of Angus and Red Angus, then gaining necessary heterosis, these cattle fit almost all segments of the beef industry perfectly. Simmental Genetics tagged cattle offer additional growth, efficiency and cutability for programs that benefit from added performance and retail yield. So whether you choose Simmental Genetics or SimAngus tagged cattle your outcomes are both predictable and profitable.

The cost for participation is currently set at \$2.50 per head, plus tag shipping cost, for animals submitted electronically and includes an RFID button, a numbered SimAngus or Simmental Genetics hang tag, an on-site inspection for age and source and the opportunity to advertise the cattle availability on the www.cattlelog.com web-site. Animal records submitted by hard copy can be enrolled for an additional \$.50 per head.

For details on participation in the SimChoice^{SV} program or for those interested in locating high value Sim-influenced feeder cattle, replacement heifers or fed cattle please contact your Sim-Genetics provider or call Marty Ropp or Alison Todd at the American Simmental Association (406)-587-4531.





Simple Steps

- Contact ASA (406)-587-4531 and ask to speak to our staff working with the SimChoice Program
- Discuss options to either purchase tags for your bull-buying customers, or have them work directly with ASA staff. Remember, putting RFID tags in your heifers and cows could also return premiums when they are sold
- Decide on either “Simmental Genetics” or “SimAngus” visual tags (or some of each).
- Decide if you want additional information printed on the tags
 - Order numbers or letters for the front of the tag, for example, 001, 002, or S01, S02, etc. (up to 5 characters alpha numeric)
 - Order information for back of panel tag, for example, ‘Smith Ranches, Bozeman, MT’ (3 lines, 12 digits per line at no additional cost)
 - SimChoice hang tags can be purchased separately to be used for cattle enrolled in other age and source verification programs
- When the tags arrive, insert them and return the completed database form with IDs, birth date(s), location or premise ID, any other information you choose to list to ASA
- ASA staff will submit your records to the database supplier you have chosen

Benefits of the SimChoice Program

- Adds value to SimInfluenced feeder cattle and commercial heifers
- On sight audit of age and source by third party verifier
- Provides “customer service opportunities” for ASA members’ customers
- Promotes the influence of SimGenetic cattle
- Builds brand recognition by preserving genetic identity through marketing and potentially harvest
- Identifies consistent sources of Simmental influenced feeder cattle and replacement heifers
- Provides access to web based feeder calf promotion through www.cattlelog.com
- Assists in the collection of important feedyard and packing plant data
- Qualifies cattle for premiums on source verified salvage cattle
- Will help ASA members and their customers make an easy transition should NAID ever become mandatory