

STAND STRONG SIMMENTAL

2023 Annual Report



 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association

Data Driven. Member Focused.



Wade Shafer, PhD
Executive
Vice President

As I led with in last year's report, ASA closed the books on another profitable year, which now tallies 15 straight! Though it makes a great headline, an impressive graphic (see right), and it is likely unequaled among breed associations, it is the reason behind our unprecedented years in the black that is truly noteworthy. What is the key to our success? If you've read my missives in past Annual Reports, you will know that I am firmly convinced that our success is the result of ASA's vision: a unique vision that places the good of the industry squarely front and center. A transformational vision in a sea of associations in which benefiting their breed is the highest, and often only, priority.

I realize that my position with ASA may have you assuming I'm barn blind — that my assessment of ASA is biased. After all, I have worked for ASA for over 20 years. However, as you will see, I have held my belief in ASA much longer than that.

Though my family was involved with multiple breed associations, as a youngster growing up on a hobby farm in Minnesota, I admittedly was not aware of the differences in vision between them. My focus at the time was having fun showing cattle and beating my sisters at the county fair (which seldom happened). Frankly, having enough interest to compare associations' visions would have required much more maturity than I had at the time.

After years of education in the science of animal breeding, I returned home with the intent of building a business selling bulls. By then my focus was different — I needed to make a living. To accomplish that, I reasoned my aim needed to be helping commercial cattle producers be as profitable as possible. To do that, the science was clear; I needed to provide a product that would allow my customers to leverage the benefits of crossbreeding. Based on that fact, I produced multiple breeds.

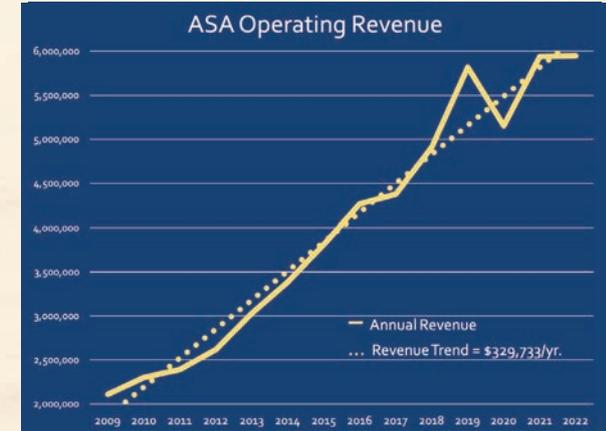
When I began my mission, utilizing the services of multiple breed associations seemed to make sense. Just as when I was a kid, conventional wisdom held that animals be registered with the breed association representing their breed makeup. However, I hit a fork in the road early on. To simplify crossbreeding for my customers, I began producing composites. Unfortunately, when I started, no organization had the capability of evaluating them. Fortunately, one of the associations I used recognized the value to the industry of evaluating multiple breeds and breed combinations rather than just their own and introduced multibreed evaluation in 1997.

Delivering on industry needs is ingrained in the organization's history. For example, not only were they the first association to provide multi-breed evaluation to its members, but the organization also opened its evaluation to the entire industry. For you see, rather than devoting all their resources to shouting like a cheerleader about their breed being the one and only, this organization's vision compels them to provide the tools and information needed to improve profit for their members as well as the entire industry. As you well know, the organization

I'm speaking of is ASA.

With the maturity brought about by a need to make a living, it became apparent to me that ASA was the association with a vision most aligned with my goal of improving my customers' profitability — and though I continued to produce multiple breeds and combinations of them, I congregated all my data and business to ASA. The appeal of being part of an association with a vision that went beyond simply flogging their breed was strong. I had found my home.

So, it was my experience as a breeder, well before I came to work for ASA, that opened my eyes to our unique vision. In fact, it was that vision that attracted me to accept a position at ASA. Frankly, I could not have worked for another association. Finally, as I've said many times, I have no question that ASA's vision is at the root of our success. For our own sake and that of our industry, we must never abandon it.



Chris Ivie
Chairman,
ASA Board of Trustees

The past year was marked by progress, constructive conversation, and forward movement for our breed. The 2023 board was made up of unique, dynamic individuals representing each sector of our breed. Our operations vary, like the membership, from purebred Simmental to SimAngus and Simbrah, and we are located across the country. This means each sector of the Simmental breed gets a seat at the table. We approached every conversation with respect for one another, and a willingness to listen and learn.

The next year will be a continuation of this forward progress. The Board is relatively unchanged, and I feel that we will see continuous improvement for our membership. We look forward to serving the membership in every way possible with a continued focus on real-world industry issues.

I would like to highlight the following developments from each committee in 2023.

- ◆ Growth & Development, which I chaired in 2023, saw another successful Sim-Genetics Training for Young Leaders and Entrepreneurs (STYLE) gathering in Oklahoma City. This past year was smaller and more intimate than 2022, and likely more reflective of what future years will look like. We saw through the development and implementation of the Genetic Merit Pricing Task Force (GMP) in 2023, and look forward to seeing our goals come to fruition in 2024.

Better Cattle. Better Profits.

The primary functions of the GMP are to focus on multi-breed objective measures of terminal merit, commit to scientifically sound assessment, respect existing programs, and allow the free market to determine best use of objective terminal measures, and commit to respecting / not disrupting current USDA beef programs.

- ◆ The Activities & Events Committee added the Dixie National Livestock Show to the Major Progress Through Performance (PTP) show list, making it one of six approved shows. Simbrah and Fullblood animals will be a part of the PTP Ring of Champions with the addition of this show. Additionally, the AJSA had a record-setting National Classic in Des Moines, Iowa.
- ◆ The Breed Improvement Committee funded a research proposal from the University of Nebraska-Lincoln. The Genomic Investigation of Hydrops in Simmental Cattle: Proposed ET Work project will be critical in helping the ASA membership navigate the condition in the breed. The Carcass Merit Program (CMP) increased payment to participants from \$100 per carcass for 2022-born calves to \$200 per carcass for 2023-born calves.
- ◆ Policies & Procedures continues to work diligently with staff to review and refine the ASA's Rules and Bylaws to ensure compliance and maintain a working concept.
- ◆ The Simbrah Committee instituted a Percentage Simbrah show beginning at the 2023 Regional and National Classics; Percentage Simbrah cattle are cattle within the Simbrah registry, excluding purebred Simbrah cattle, that are one generation away from producing a Purebred Simbrah. A survey was sent specifically to Simbrah breeders seeking feedback ways to further enhance the breed through programs and promotion.
- ◆ The American Simmental-Simbrah Foundation (ASF) supported both the GMP and hydrops research. We encourage potential donors to please consider supporting one of the four pillars of the ASF.

Without question there is not a better time to be part of the American Simmental Association.



Doug Parke
Immediate Past
Chairman,
ASA Board of Trustees

As we look back on another year, I am happy to say that this is the first year where we were able to truly put the restraints and consequences of the COVID-19 pandemic behind us, and operate and gather in a manner different than the past several years; this is definitely refreshing. Due to this, your ASA Board of Trustees has been able to work and build in a more “business as usual” sense.

One thing that hasn't stalled is the growth, acceptance, and popularity of Simmental genetics and cattle no matter what sector of the market you are in. We continue to see acceptance and utilization of Simmental genetics in the commercial sector, and astronomical growth in the seed-stock industry. I personally enjoyed attending the National Cattlemen's Beef Association Meeting in New Orleans,

Louisiana, in February 2023, where I was able to see and hear about the success of Simmental cattle and the IGS program throughout multiple sectors. It was very rewarding as a longtime breeder, marketer, and leader of this breed to hear other organizations, associations, and cattle producers talk about the impact our programs and breed are having on their programs and the beef industry.

Your ASA Board of Trustees spends a lot of time working on matters dealing with the Association and its members. I'm not talking about just sales, shows, or meetings where you SEE us, but I am talking about the late nights of virtual meetings and conferences discussing and working on issues for our members. If I'm honest, I truly didn't know the magnitude of that either until becoming a member of the Board of Trustees. This breed and Association are better, more profitable, and continue to see explosive growth due to their hard work and dedication. I am proud and honored to have worked alongside them.

The American Junior Simmental Association (AJSA) and the National Classic continue to show growth and popularity with an increasing number of cattle and exhibitors each summer. While this is encouraging for the future and awareness of our breed, it is also a great opportunity for us as adults to have a hand on shaping our future beef leaders and agriculturists. Let us remember as we teach our children about raising high-quality cattle it is also important to be developing ourselves as high-quality leaders and Americans. The younger AJSA members are always watching and learning by example, and the older AJSA members are watching and learning from their adult mentors. Let us all strive to be the kind of people who strive for betterment, but without losing sight of our morals, the rules, and the positive impact it has on our breed.

Though my time as Chairman has come to an end, I look forward to the continued work we will be able to do in 2024 as I stay on as Immediate Past Chairman. One of the things important to me is the discussion of DNA and parent verification for cattle exhibited in PTP shows and ASA-sponsored shows.

As we continue into 2024, we must remember that working together and supporting one another is the only way this breed will continue to strive. The American Simmental Association is stronger, more progressive, and more sought-after when we all work together to succeed.



Parke and Garrett Stanfield at the 2023 NCBA Convention.

Mission Statement

The success of the American Simmental Association is dependent on our members' cattle making a significant genetic contribution to the beef industry. By utilizing the most advanced science, the highest priority is to maintain services and products that bring value to ASA members' customers.

Core Policies

Science

Commitment to science and development of the most effective selection tools. Advance ASA in the industry.

Membership

Development, registration, and promotion of SimGenetics.

Youth

Support junior programs. Guide the junior membership and their programs to learn life skills, science and use of technology, and financial responsibilities. Involve the Foundation.

Collaboration

Commitment to partnerships with industry leaders and universities to advance research and science. Advancing selection tools, DNA-enhanced EPD, and monitoring genetic defects.

Promotion

Promotion and marketing to enhance our members' market share. Ensure that SimGenetics continues to appeal to the commercial industry.

Data Growth

Offer the most advanced genetic evaluation services with the largest database regardless of breed.

Financial Stability

ASA will maintain sufficient financial reserves to ensure leadership in the beef industry, funds for continued research and development, and a thriving breed association.

Services

Offer programs relating to all beef production segments. Be leaders. Step outside traditional practices and offer opportunities for our members to grow in the industry.

Education

For advancement and profit of our members and their customers.

Directors and Staff

ASA's directors and lead staff work with the ASA members, Board of Trustees, and ASA customer service team to help facilitate programs and events for the Association and beef industry as a whole.



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ASA would like to thank the following for their continued support:

International Genetic Solutions Collaborative Partners:

- ◆ American Black Hereford Association
- ◆ American Chianina Association
- ◆ American Gelbvieh Association
- ◆ American Salers Association
- ◆ American Shorthorn Association
- ◆ American Simmental Association
- ◆ Braunvieh Association of America
- ◆ Canadian Angus Association
- ◆ Canadian Gelbvieh Association
- ◆ Canadian Limousin Association
- ◆ Canadian Salers Association
- ◆ Canadian Shorthorn Association
- ◆ Canadian Simmental Association
- ◆ Neogen®
- ◆ North American Limousin Foundation
- ◆ North American South Devon Association
- ◆ Red Angus Association of America
- ◆ Shorthorn Beef (Australia)
- ◆ Simmental Australia

ASA benefits from several partnerships with research institutions, including:

- ◆ Colorado State University
- ◆ Cornell University
- ◆ Iowa State University
- ◆ Kansas State University
- ◆ Montana State University
- ◆ Oklahoma State University
- ◆ Top Genomics
- ◆ USDA Fort Keogh
- ◆ USDA Meat Animal Research Center (MARC)
- ◆ National Beef Cattle Education Consortium
- ◆ Texas Tech University
- ◆ Theta Solutions
- ◆ University of Idaho
- ◆ University of Illinois
- ◆ University of Missouri
- ◆ University of Nebraska–Lincoln
- ◆ University of Tennessee Institute of Agriculture
- ◆ University of Vermont
- ◆ Washington State University

The Science of Genetic Improvement is at the core of ASA's very existence.

\$All Purpose Index (\$API)

Predicts cow herd profitability using valuable traits like cow longevity (STAY) and calving ease while keeping pressure on terminal traits.

Simmental genetics bring calving ease, early growth, and cow longevity while keeping feed costs at a minimum.

Breed	Mature Cow Wt.
Hereford	1,419
Angus	1,410
Red Angus	1,409
Simmental	1,404

Source: USDA MARC

Compare the profit potential of two Simmental bulls using \$API:

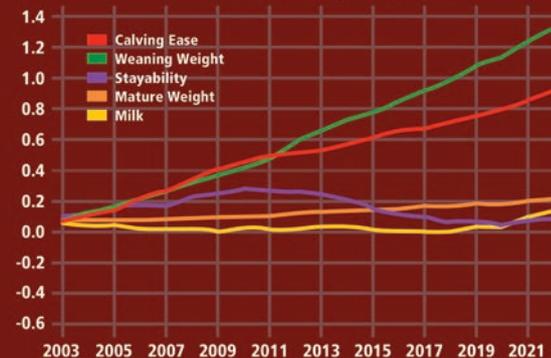
- 1 Bull A's \$API = \$120 and Bull B's \$API = \$180
- 2 Breeding 25 females/year
- 3 Used for 5 years

Bull	1 \$API		2 # Females per year		3 # years using the bull		Profit Potential	
A	\$120	X	25	X	5	=	\$15,000	
B	\$180	X	25	X	5	=	\$22,500	
							Difference	= \$7,500

Just like an EPD, compare two bulls to see the expected difference in profit. Bull B is likely to result in direct revenue and expense savings of an additional \$7,500 over the course of five years. Plug in your numbers for **1**, **2**, and **3** to compare your potential earnings.

Simmental cows set the bar for fertility, weaning weights, and exceptional calving ease suited to a variety of environments. Simmental cows are adaptable, built to last in heat, fescue, or high altitudes.

Maternal Trait Genetic Trends Purebred Simmental in past 20 years



\$Terminal Index (\$TI)

Predicts profitability when all calves are harvested.

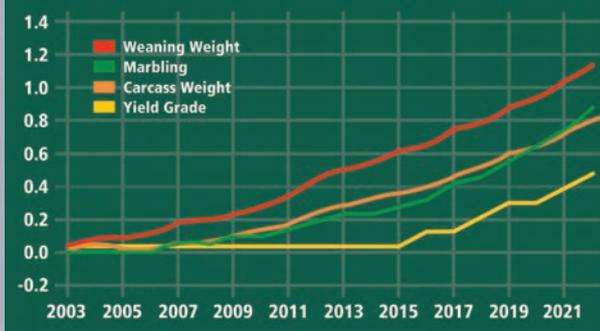
Simmental cattle bring marbling and growth without too much fat. Simmental genetics perfectly complement British strengths and weaknesses for an ideal carcass.

By keeping the profitability of the commercial cattle industry at the heart of Simmental genetic tools, ASA members have built profitable cattle for both maternal and terminal beef cattle needs.

Trait	Simmental rank compared to other Continental breeds
Marbling	First
Carcass Weight	Second
Back Fat	Second
Post Weaning Gain	First

Source: USDA MARC

Terminal Trait Genetic Trends Purebred Simmental in past 20 years



"The Simmental breed has been on a roll for the last decade or so. The cattle have been working in all segments of the industry and are accepted 100% industry-wide. Today, for us and our customers, it's never been easier to market SimAngus-sired feeder cattle. What Simmental brings to the table is a little more added muscle, cutability, and more yield grade ones and twos consistently."
- Tim Curran, Circle Ranch, Lone, CA

Simmental calves reliably perform in the feedyard, with better growth, better structure, and fewer health problems. Simmental cattle add pounds without sacrificing marbling.

Members benefit from ASA programs built to ensure quality record reporting, and reward important but rare data like mature cow weights, feed intake, carcass records, and female genotyping.

Total Herd Enrollment (THE)

- ◆ Whole-herd reporting program, with options tailored to registered and commercial programs.
- ◆ Ensures the most accurate prediction from the genetic evaluation so that both commercial and seedstock producers can make more informed selection decisions.
- ◆ Designed to gather production, longevity, and fertility performance data on the whole cow herd.
- ◆ Requires participants to provide annual reproductive and inventory status on their cow herd.
- ◆ Improves quality of data submitted for genetic evaluation through whole contemporary group reporting.
- ◆ Improves reproductive EPD by focusing on cow herd.
- ◆ Performance Advocate recognition. A Driven Performance Advocate submits records on at least 10 of the 14 traits, and 90% of the contemporary group. A Dedicated Performance Advocate submits records on 90% of the contemporary group, and records on 8 of the 14 traits. Those who meet this designation are highlighted in the Late Fall *SimTalk* and on ASA's website.



Contact your THE team to find the best fit for reporting data on your entire herd.

Carcass Merit Program (CMP)

- ◆ The CMP is more than a young sire evaluation; data has impact in predicting end-product value.
- ◆ Contributes valuable data to IGS Genetic Evaluation.
- ◆ Evaluates young sire candidates, and gathers carcass data on sire groups.
- ◆ Has a significant impact on accuracy, and gives young bulls an important head start in data submission.
- ◆ The data collected has allowed the ASA to amass substantial information for benchmarking, so that performance and value expectations can be conveyed to current and potential customers of members. From this data, ASA can reliably estimate the performance of their genetic products with the help of information collected on SimGenetic sires tested in these real-world commercial situations.



- ◆ Relies on select cooperator herds, which get access to premium semen, carcass payout incentives, and the option to retain females from calf crop. These females also benefit ASA, continuing to contribute data.
- ◆ CMP steers are born, raised, fed, and harvested in nearly every cattle-feeding region of the nation. Historically, the CMP has contributed more than 800 birth through yearling records and more than 300 carcass records annually.
- ◆ Breeders interested in obtaining rare and valuable carcass records can enroll in the CMP for \$2,000/sire.

Over six years, 58,000 females have been genotyped through CHR

Over four years, 64,000 animals have been genotyped through CCG

Cow Herd DNA Roundup (CHR) and Calf Crop Genomics (CCG)

CHR and CCG are research projects launched by ASA in collaboration with Neogen® Genomics to offer 50% off a GGP-100K genomic panel to participating breeders who test their entire cow herd (CHR) or calf birth group (CCG).



If breeders submit additional phenotypic data on the animals in either program, they can receive additional discounts.

- ◆ Global benefits of improved trait predictions.
- ◆ CHR: for many traits, adding genomic results to a dam's EPD is similar to doubling a lifetime of calf records to the cow's information.
- ◆ CCG: More complete information to make selection decisions earlier in an animal's life, saving valuable resources spent developing bulls and heifers.
- ◆ Parentage included – large-scale testing will reveal and help correct errors in pedigrees resulting in better EPD predictions and cleaner records for the future.
- ◆ Parentage markers are in the database for easier parentage testing for the future.
- ◆ Additional trait testing available at “add-on” pricing.

Carcass Expansion Project (CXP)

- ◆ Despite the importance of carcass traits to our industry, few producers devote resources to collecting and recording actual carcass data. While the CMP is a valuable progeny test, it is limited in the number of records produced. We cannot depend on the CMP alone to bring in carcass data. In the age of genomics, it is clear we need genotypes on animals with actual carcass phenotypes.



Feed Intake Incentive

- ◆ The cost of feed is the number one cost to the beef industry annually (65% of the production cost of beef). The ability to predict differences in feedlot intake of sires' offspring is an important component in the assessment of differences in profitability among sires. Collecting individual feed intake data on calves of known sire groups will improve our ability to predict feed intake and thus improve our ability to predict differences in profit.
- ◆ The ASA offers a 50% price discount on GGP-100K genomic tests, in exchange for feed intake data from the same animal. This incentive couples the need to increase the number of feed intake records in our database with an increase in the use of genomic testing.

Data is our lifeblood!

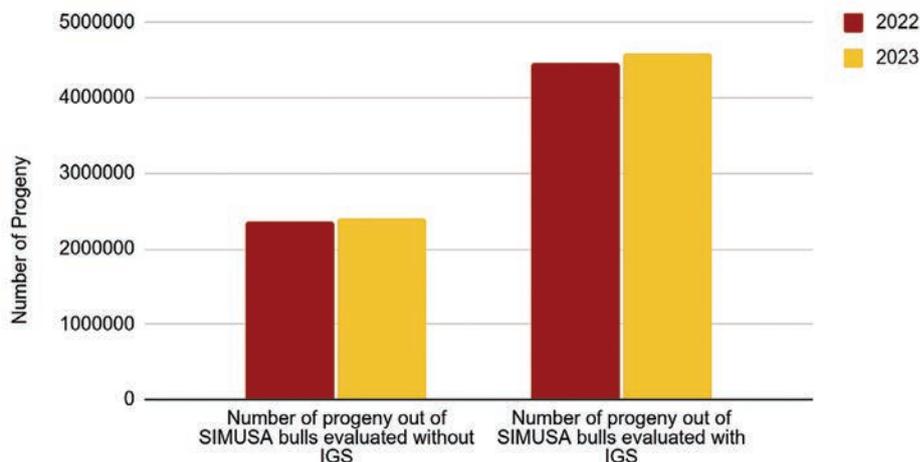
International Genetic Solutions (IGS) is an unprecedented collaboration among progressive breed associations to enhance beef industry profitability. This partnership began in 2010 and has since grown to be the most powerful beef cattle evaluation in the world. Based on three decades of continually improving the genetic evaluation system to accurately account for heterosis and breed differences, the EPD calculation system employed by IGS is the nation's most respected genetic solution software. While the process of calculating EPD on the world's largest multi-breed database is complex, IGS partners have taken a revolutionary step by presenting the resulting EPD on a common base; thus, allowing commercial producers to directly compare the genetic merit of animals regardless of breed composition. Whether your breeding objective is to develop the next generation of purebred seedstock, or reap the proven benefits of structured crossbreeding, IGS provides the industry's most reliable genetic solution tools to assist in achieving producers' goals.



"We have animal breeding and genomic scientists at a number of breed associations who all work toward a common good. The power of getting everyone pulling the wagon together allows the IGS team and the leading scientists in the world working in beef cattle genetics to accelerate the process of genetic improvement."

- Dr. Bob Weaver, Kansas State University

IGS Genetic Evaluation **DOUBLES** the number of progeny records of SIMUSA bulls.



The Power of Collaboration

- ❖ There was a 19.2% increase in the number of animals genotyped in IGS in 2023, adding almost 84,000 genotypes in one year.
- ❖ There was an 8.4% increase in the number of carcass records submitted by IGS partners, adding almost 20,000 phenotypes in one year.
- ❖ The ASA is responsible for 90% of the number of animals genotyped with carcass data in IGS.

ASA's contribution to IGS is important

Data growth in the ASA by year

	2022	2020	2019	2018	2010
Animal records in ASA Database	6,200,000				
Animals reported to ASA with data	141,210	146,145	121,627	127,215	76,747
THE enrollments	123,534	125,963	126,014	122,782	85,291
Registrations	80,133	75,122	73,248	73,273	48,759
Total animals with genomic information	225,164	129,859	102,429	77,341	N/A



"When you have this many cattle in the genetic evaluation and now with single-step genomics, what you get is a crossbred cattle evaluation that commercial cattlemen can use when they're looking at EPD traits. In the race to make better cattle, the science we're using today is on the forefront of getting really exciting."

- Mark Anderson,
North American Limousin Foundation

IGS Multi-breed Genetic Evaluation

internationalgeneticsolutions.com

IGS Feeder Profit Calculator™ (FPC)

Since its inception in 2017, the FPC has allowed hundreds of producers, both large and small, to receive a third-party opinion regarding the profit potential of their calf crop. Producers now hold facts in their hands that speak to how their calves stack up against the industry at large for genetics, health, and management. Buyers are equally empowered. This beneficial approach is good for all parties involved and begets long-term relationships that are fruitful for buyer and seller alike.

Serious seedstock providers should be encouraging their commercial clients to investigate how the FPC can help them gain more insight about their efforts and to market more effectively. Also, those same seedstock operators need to strongly encourage local sale barns, country buyers, and online marketers to study and highlight the FPC results of their bull customers.

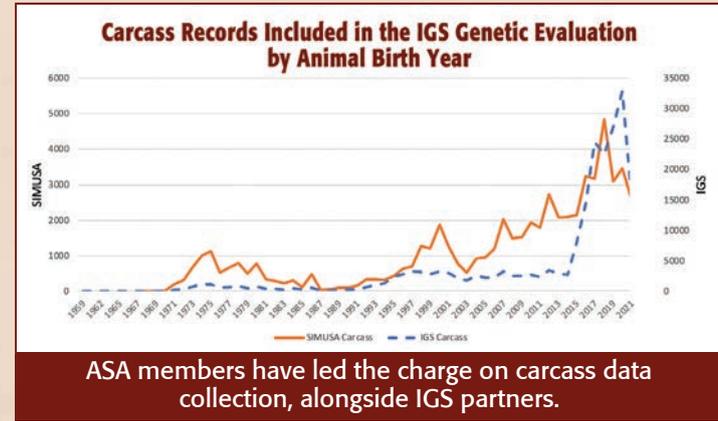


“For one, the IGS genetic evaluation is cutting-edge technology in the way that it can evaluate the data that all the breeds submit. Second, it is a very large database which gives it unprecedented analytical power. Lastly, it has a constant flow of data on new animals that keeps it current and relevant. On all of those fronts, what we see with IGS is that it’s the place to be, and it can’t be duplicated. We are getting a lot better genetic predictions by doing what we’re doing working together. That’s the power of IGS.”

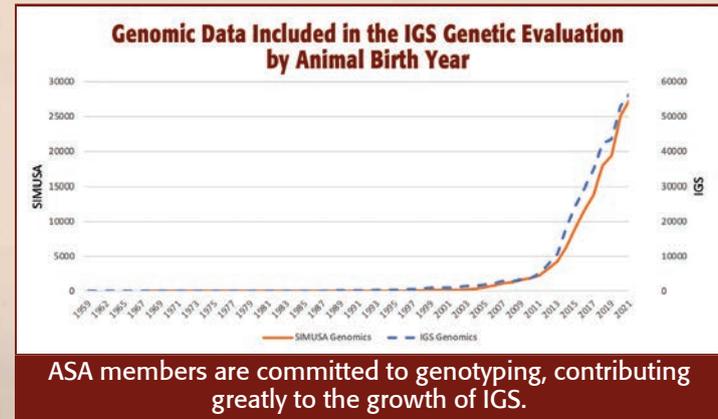
- Tom Brink, Red Angus Association of America

The IGS database is unrivaled.

Thanks to the partnership of 19 breed associations, the database includes over 21 million animals, and over 500,000 genotypes.



*data for 2021 & 2023 not yet available



ASA members represent a diverse group of cattle operations.

From the traditional Simmental and SimGenetic seedstock breeders, to seedstock operations of a different breed, to progressive commercial cattle operations, ASA offers services to meet all their needs. ASA provides tools and information tailored to the varied requirements of our members and their customers.

ASA Membership Perks

- ◆ Open herdbook. ASA welcomes all breed compositions to help members produce more profitable beef cattle.
- ◆ Online access to Herdbook Services 24 hours/7 days a week for registrations, transfers, and payments.
- ◆ *the Register* and *SimTalk* magazines, *Sire Source*, e-newsletter, and eBlasts.
- ◆ Rights and privileges to elect Trustees and vote on changes to Rules and Bylaws.
- ◆ Be a part of the world's largest multi-breed beef cattle genetic evaluation.

DNA Services

From basic trait testing to genomically enhanced EPD, ASA offers a full suite of DNA options.



- ◆ Approval for AI sires or donor dams via the GGP-100K panel (required for associated calf registrations).
- ◆ Test and track animals at risk for a genetic condition or trait.
- ◆ Parent-verify a purchased embryo (required for registration).
- ◆ Increase the accuracy of EPD through uLD and 100K genomic testing.

Herdbook Services

A primary function of ASA is maintaining cattle performance records, pedigrees, ownership, and other genetic information in the database. Herdbook Services gives current members electronic access to their own herd data. EPD, dollar indexes, genetic traits and conditions, pedigree, and adjusted performance information on all animals in the database are available to the public on ASA's website. Check out www.herdbook.org for more information.

Herdbook Services Tools

Registrations

Report, register, or update animal records 24 hours/7 days a week.

Transfers

Transferring the registration certificate from one owner to another keeps member inventories current, brings the new owners into the Simmental community through *SimTalk* subscriptions, and adds marketing opportunities with buyers. **The first transfer is free.**

Animal Lookup

Look up EPD, indexes, and pedigree for any animal with a known registration number, name, or tattoo.

Planned Mating

An easy-to-navigate tool for EPD estimates on calves resulting from specific mating(s).

EPD Search

Generate a list of animals tailored to meet your needs. Members may specify thresholds for dollar indexes, EPD, and/or accuracies as well as coat color and horned/polled preference.

Using Your Data

Herdbook has many useful reports and summaries available to download.

- ◆ Dam averages (calving intervals, BW averages, WW averages, etc.)
- ◆ Calf crop summaries
- ◆ Herd and Animal EPD, data, and ratios
- ◆ DNA summaries
- ◆ Genetic trait conditions
- ◆ Genetic trends
- ◆ Custom-built herd reports

Total Herd Enrollment (THE)



A whole cow herd reporting program designed to gather production, longevity, and fertility data. ASA has four THE options designed to fit most seedstock and commercial operation needs. Reach out to our THE team to help get started or answer any questions.

Active Herd

Digitally manage your herd records and import them directly into Herdbook when ready.

- ◆ Weaning and yearling weights and measurements
- ◆ Herd health treatments
- ◆ Breeding, pregnancy, calving
- ◆ Inventory active pastures



ASA's Customer Service Team



**No matter your question,
a member of our team can help you.
Call 406-587-4531 or
email the following:**

Registrations, Corrections, and Questions
simmental@simmgene.com

Memberships and Changes
members@simmgene.com

Total Herd Enrollment (THE)
THE@simmgene.com

DNA Testing
DNA@simmgene.com

**Carcass Merit Program (CMP), Carcass Data, and
Commercial Herds**
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Ultrasound and Barnsheets
ultrasound@simmgene.com

**Research DNA
Cow Herd DNA Roundup (CHR), Calf Crop
Genomics (CCG), and Carcass Expansion Program
(CXP)**
researchdna@simmgene.com



The customer service team strives to use the latest in technology through Herdbook Services to assist breeders interested in advancing their genetics and profitability. Take advantage of this team's expertise for registrations, enrollment programs, DNA services, data processing, web support, and more.

Front-line Customer Service



Tiffany Paulson



Megan Jimerson



Katelyn Gould



Cindy Newell



Danielle LeDoux

DNA Department



Molly Diefenbach



Mikela Lorash



Madison Marks



Shelby Monsaas

FPC/SPC; Genetic Abnormalities and Defect Research



Bailey Abell

Mail Services



Maison Sanderson

Carcass Merit Program



Susan Russell

Accounts Receivable and Membership



Hannah Darby



Sara Landry



Jannine Story

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ASA Publication, Inc.

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Visit www.simmmental.org to learn more about us.

Linking Simmental Genetics to the Beef Industry!

ASA Publication's mission is to provide communication, education, and information to the membership.

To meet this mission, ASA Publication produces the magazines *the Register* and *SimTalk*, as well as a breeder's directory, *Sire Source*, social media, and online resources, among many others.

- ◆ ASA's magazines, *the Register* and *SimTalk*, provide resources for members to stay up-to-date on relevant news, educational and scientific articles, sales and shows, and industry events.
- ◆ ASA's official publication, *the Register*, has a circulation of **8,000** and is mailed nine times annually. *The Register* features breeder profiles, educational articles, and news and events specifically for the Simmental community.
- ◆ Published four times annually, *SimTalk* has a circulation of **40,000**, and focuses on the Simmental breed's role in the commercial industry. *SimTalk* finds its way to commercial producers, feedlots, and others.



ASA Membership Directory

Mailed annually in June, this comprehensive directory is referenced by breeders year-round and new buyers use it to get into the Simmental business. Thousands more are handed out each year to your potential customers at trade shows and Simmental events.

We can help you reach your audience effectively.

With the increasing demand for SimGenetics, now is the perfect time to create a specific marketing strategy. Our staff can assist you as you decide where, when, and how you'd like to get the word out about your ranch, sale, or event.

Advertising your sale with ASA provides value beyond the ad itself. Your sale date will be published in *the Register* and *SimTalk* calendars, your sale link posted on simmmental.org, and you will automatically be included in Sales Call. Emailed to over **5,800** subscribers, Sales Call announces the date of your sale, and provides a link to your catalog or website.

Sire Source

- ◆ Advertise your bull offering to the ASA membership and beyond.
- ◆ Mailed each spring at the height of semen sales season.
- ◆ Thousands more handed out at trade shows and industry events.
- ◆ Bulls can also be promoted via the online *Sire Source*.
- ◆ Receive a discount on a full- or half-page ad in *the Register* or *SimTalk* anytime during the online post.



Educational Marketing and Awareness



Transfer Services

- ◆ ASA provides a spreadsheet containing all sale lots.
- ◆ Following the sale, return the completed spreadsheet to ASA, including buyer number(s) for each lot and a list of buyers. ASA handles it from there, completing transfers for you!

Date Book

- ◆ Free listing of sales by month, printed in each issue of *the Register* and *SimTalk*.

Sales Call

- ◆ Recent advertisers automatically included.
- ◆ Broadcast to over 5,800 subscribers, and includes date and link to catalog or website.

Nimble and targeted print and online marketing:

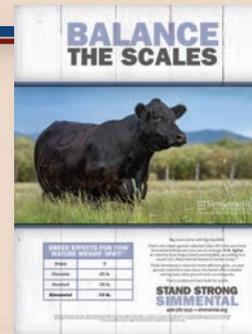
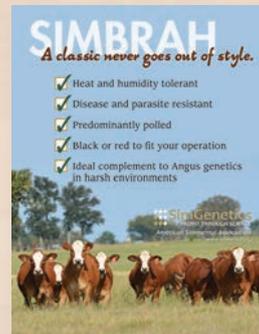
Our experienced design staff can assist you in developing many kinds of creative promotion:

- ◆ Brochures
- ◆ Downloadable PDFs
- ◆ Flyers
- ◆ Affordable full-color catalogs
- ◆ Postcards
- ◆ Online catalog flipbooks
- ◆ Booths
- ◆ Website development and hosting
- ◆ Logos
- ◆ Photo retouching
- ◆ Banners
- ◆ Business cards
- ◆ Posters
- ◆ Online banner ads
- ◆ eBlast ads
- ◆ Mailing lists
- ◆ State directories



Scan this code to see the ASA Publication, Inc., Media Kit.

ASA provides a wide array of services relevant to almost anyone in the beef business. Our members are progressive and innovative, and as a result, they expect ASA services to be equally cutting-edge. Our marketing efforts must keep pace, and often take on an educational twist—ranging from highlighting the genetic prowess and profit power of SimGenetics to providing awareness of many of the ingenious tools available to all segments of the industry. Our business, and the ever-changing multimedia landscape, necessitates that ASA be nimble and adaptable in marketing efforts.



Sample ads placed in national and regional publications, in addition to the *Register* and *SimTalk*. Scan this code to see more sample ads.



Head to simmental.org to see ASA's new and improved website, your home for all things SimGenetics!

Digital Marketing, Promotion & Communications

- ◆ Simmental.org, FallFocus.org, JuniorSimmental.org, and InternationalGeneticSolutions.com.
- ◆ Social Media outlets — ASA, AJSA, and IGS are on most popular social media platforms. Advertising space is now available through the ASA and AJSA Facebook pages.
- ◆ eBlasts, circulation of 5,000
- ◆ SimAPP
- ◆ FPCAPP (IGS Feeder Profit Calculator)
- ◆ Stock photos and Cost Share ads available at simmental.org



FPCAPP



SimAPP



Booths and Presentations

- ◆ ASA participates in numerous events as speakers, presenters, and invited guests.
- ◆ Trade show booths are leveraged at various events nationally and regionally.
- ◆ Pull-up banners are available upon request and availability for state functions.
- ◆ Invited ASA staff presentations and talks are key to appropriate messaging and connectivity with target audiences.



Want to stay up to date on SimGenetics and industry news, stories, upcoming events, and more? ASA's weekly newsletter, eNews, will keep you in the know. Subscribe at simmental.org.

Name	Region	Home Town
Gary Burns	Southeastern US	Pendleton, SC
Russ Danielson	ND, SD & MN	Fargo, ND
Brian DeFreese	Northeastern US	West Lafayette, IN
Michael Dikeman	KS & MO	Manhattan, KS
Ashby Green	Southeastern US	High Springs, FL
Bert Moore	IA	Indianola, IA
Ken Odde	Central Plains	Pollock, SD
Andy Roberts	Northwestern US	Kinsey, MT
Susan Russell	CO & NE	Sugar City, CO
Ben Spitzer	South Central US	Fort Worth, TX
Perry Thomas	ND	Bismark, ND
Bill Zimmerman	MN	St. Cloud, MN

ASA is fortunate to have a team of beef industry professionals with a wide variety of experience representing the Simmental breed. The SimSpecialists team covers the US attending sales, presenting at educational events, and serving as a resource for seedstock and commercial breeders alike.

To the right is a full listing of available SimSpecialists, and the general areas they cover. For more information on scheduling, please contact asapromotion@simmgene.com.

Members of the ASA can qualify to have a SimSpecialist at their sale or event based on meeting one of five minimum criteria:

1. \$2,000 spent with ASA Publication
2. \$3,500 spent on ASA business (registrations, transfers, etc.)
3. Crowd of 30 or more and allow ASA to speak for 30 minutes of the program
4. \$500 "buy a day"
5. State Association Day – field day



"The SimSpecialist program is a novel idea and an exciting service to be involved with. Where else in the industry does such expertise and brain power exist? I would venture to say, not many places. These beef industry experts are excited to continue to impact the SimGenetics business through the service they provide; they are great teachers on how cattle breeding and genetic evaluation works. They have a vast network of producers, large and small, that they work with annually, and are glad to share their knowledge with SimGenetics producers and commercial cattlemen and women alike. Take advantage of this team and get a SimSpecialist to your next event!"

- Luke Bowman, Director of SimGenetics Development



Cost Share and Check-Off Dollars are available to qualifying state associations.



Callie Cooley

State Association Liaison
406-587-4531 • Ext. 115
stateassoc@simmgene.com
Details about the programs
available to state Simmental
associations can be found at:
www.simmental.org

Cost Share Program

The Cost Share Program is designed to reach regional markets by assisting states in the advertising and promotion of SimGenetics. The program also provides support for the promotional activities of state associations to help increase their membership as well as their market share.

Each active state association is allocated \$4,000 by the ASA to be used to offset advertising and promotion-related expenses. Associations that use the entire \$4,000 are rewarded with an additional \$1,000 to be used the following fiscal year. In order to receive cost share reimbursement, a state association's advertising must fall into accepted categories and meet the general guidelines. For example, all ads must be generic in nature, meaning at least 50% of the content must be generic information about the breed and cannot highlight specific sale animals and consignors.

Examples of accepted cost share items include:

- ◆ Print advertising
- ◆ Radio and TV advertising
- ◆ Display booths
- ◆ Internet and web advertising
- ◆ Breeders' directories and newsletters

State association officers can request cost share reimbursement anytime throughout the fiscal year by sending a copy of the invoice and advertising example (e.g., Ad copy, link to website, etc.) to stateassoc@simmgene.com. Each year, the deadline to receive the final requests is July 15.

Advertisement templates that automatically meet the 50% generic content requirement are available to state associations for download at simmental.org.



Check-Off Dollar Program

The Check-Off Dollar Program is an incentive-based system that rewards state associations for breed promotion based on cattle registration numbers.

Quarterly Bonus Checks

State association officers can claim quarterly check-off dollars by sending ASA a list of the current officers, including email addresses, via an online submission form. Upon doing this, state associations receive 25 cents per registration recorded in that state. The money can be used for any state association activity.

- ◆ Q1 ends September 30
- ◆ Q2 ends December 31
- ◆ Q3 ends March 31
- ◆ Q4 ends June 30



Yearly Bonus Checks

State associations are eligible for additional money (based on the state's total registration numbers) if certain promotional activities are completed throughout the year. The bonus activities include:

- ◆ Displaying a booth at a state or regional event
- ◆ Hosting a field day with ASA representation
- ◆ Sponsoring or hosting a junior educational event or Classic
- ◆ Participating in the ASA Cost Share Program
- ◆ Promoting the breed via a state association website
- ◆ Including SimGenetic promotional material in state mailings
- ◆ Coordinating with ASA staff to host a PTP Show

The additional money available is based on the number of bonus activities completed and is broken down as follows:

- ◆ 1 bonus criteria = an additional \$0.10 per registration
- ◆ 2 bonus criteria = an additional \$0.20 per registration
- ◆ 3 bonus criteria = an additional \$0.30 per registration
- ◆ 4 bonus criteria = an additional \$0.50 per registration
- ◆ 5 bonus criteria = an additional \$0.60 per registration
- ◆ 6 bonus criteria = an additional \$0.70 per registration
- ◆ 7 bonus criteria = an additional \$0.80 per registration

Bonus dollars are paid at the end of each fiscal year, so state associations must fill out the activity report that indicates the bonus criteria completed by July 15. The maximum reward incentive a state can receive is \$1.05 per registration (base of \$0.25 per registration plus 7 bonus criteria).





"The Foundation Board is made up of individuals who are passionate about supporting both the youth and adult membership of the Simmental breed. It is rewarding to work with this dedicated group to raise funds that continue to support the American Simmental-Simbrah Foundation and its vision of serving youth, education, and research."

- Mia Bayer, Director, Youth Programs and Foundation Manager

ASF Mission Statement

The purpose of the Foundation is to encourage, by public or private contribution, support of worthwhile educational and charitable projects that are of interest and benefit to devotees of the American Simmental Association. Further, to receive, maintain, use, and apply donated funds for such purposes; and to implement such educational and charitable projects.

Vision Statement

Serving youth, education, and research for today and future development of the American Simmental Association, the beef industry, and ASA's membership.

Foundation Board Members

Randy Moody, Chairperson

- | | | |
|---|---------------------------------------|--------------------------------------|
| Scott Cowger 816-304-0371 | Cathy Eichacker 605-421-1138 | Carrie Horman 319-551-7626 |
| Bob Mullion 714-922-8764 | Aaron Owen 417-830-6252 | Tonya Phillips 606-584-2579 |
| Kelly Schmidt 406-599-2395 | Mark Smith 601-310-6695 | Jennifer Tarr 309-824-9517 |
| Adrienne Trennepohl 765-635-1622 | | |

ASA Support Staff: Mia Bayer, Linda Kesler, Wade Shafer

asf@simmgene.com • simmental.org/foundation

The Foundation is a 501 (c)(3) corporation



Youth



AJSA National Classic

- ◆ The largest, most prestigious annual SimGenetic youth livestock event hosted by rotating state associations.

AJSA Regional Classics

- ◆ Hosted each June in four regions: Eastern, Western, South Central, and North Central.
- ◆ Allows juniors to attend a Classic closer to home and have a warm-up before the National Classic.

AJSA Leadership Development

- ◆ The Summit, IGS Youth Leadership Conference — Youth from IGS partner organizations team up to hold an annual educational conference, open to all beef industry youth.
- ◆ Young Canadian Exchange Project — Two AJSA Board of Trustees attend and learn about international agriculture.
- ◆ Youth Beef Industry Congress (YBIC) — Held every other year, various youth breed association boards gather to learn about the industry.

Youth Merit Awards

- ◆ Awards — Bronze, Silver, and Gold.
- ◆ Over \$50,000 in scholarships to AJSA members awarded annually.



Silver Merit Award Winners



Gold Merit Award Winners

Education

Fall Focus Symposium

- ◆ Held each fall with keynote speakers on livestock genetics, animal breeding, and worldwide beef cattle topics.
- ◆ 2024 Fall Focus is in Amarillo, Texas, August 24–28.



Steer Profitability Competition

- ◆ Provide AJSA members exposure to the opportunities and challenges associated with cattle feeding.



Research & Technology

Walton-Berry Graduate Student Support Grant

- ◆ Supports graduate education with an emphasis on genetic improvements of livestock.

Foundation Fundraising

Funds are raised for the Foundation at a number of national events through the auction of donated items and the annual sale of the Foundation Female.

- ◆ \$57,000 – The Foundation Female, sold at the Bricktown National Sale, Oklahoma City.
- ◆ \$8,900 – Bricktown National Simmental Sale, Oklahoma City
- ◆ \$22,300 – National Western Stock Show, Denver
- ◆ \$11,725 – Cash Cow Fundraiser
- ◆ \$3,451 – National Classic Silent Auction
- ◆ \$13,531 – Foundation Golf Tournament
- ◆ \$1,283 – National Classic Cook Off

To date, the Foundation Female program has raised \$696,600.

In 2023, the American Simmental-Simbrah Foundation raised \$118,065.

Thank you to all contributors and donors for your past and future support to further enhance our Foundation.



From little hands to big leaders; grow with AJSA.



"The AJSA offers opportunities for youth in the Simmental breed no matter what your interests include. It doesn't matter if your passion is in the show ring, the feedlot, or sharpening your leadership skills, the AJSA can help you achieve your goals while making lifelong friends along the way."

- Mia Bayer, Director,
Youth Programs and Foundation Manager

Founded in 1975, The American Junior Simmental Association (AJSA) prioritizes building our youths' understanding of the beef industry, while developing leadership, networking, and communication skills. AJSA is governed by 13 AJSA Trustees serving two-year terms (up to two terms). Trustees promote the Simmental breed while assisting in new programs and strengthening the leadership of junior members, which today number over 3,000.

Regional and National Classics

- ◆ Regional Classics are held in June prior to the National Classic, and are hosted by a state association in one of four regions: Western, South Central, North Central, and Eastern.
- ◆ The National Classic is held each summer for a week, taking place in a different location across the country each year.
- ◆ The Classics provide an opportunity for junior exhibitors to showcase knowledge of their animals, the beef industry, and the Simmental breed.
- ◆ Mentor/Mentee Program, and recognition of the Merit Award Winners.
- ◆ Juniors are required to compete in three out of the five educational contests to exhibit their animals:
 - Public Speaking
 - Sales Talk
 - Cattleman's Quiz
 - Calvin Drake Genetic Evaluation Quiz
 - Judging Contest

- ◆ Additional competitions include: Cattle Show, Showmanship, Photography Contest, Interview Contest, Junior Herdsman of the Year, and Steer Profitability Competition. Juniors from across the country compete to place in the top ten at the Regionals and the top 20 at the National Classic in each contest. At the National Classic, the esteemed overall top 20 in each age division are recognized. Cattle are exhibited for Percentage Simmental, Purebred Simmental, Simbrah, Percentage Simbrah, and Fullblood for the following divisions:

- Bred and owned female, cow-calf pair, steer.
- Owned female, cow-calf pair, steer.
- Bred and owned bull.



◆ 900 head of cattle were shown by 556 exhibitors from 32 states and one Canadian province at the 2023 National Classic in Des Moines, Iowa.

Steer Profitability Competition

- ◆ The Steer Profitability Competition provides an opportunity for members to get meaningful exposure to understand cattle feeding.
- ◆ Introduces juniors to peers, mentors, and industry advocates, and allows them to have experiences that are unique for any beef producer.

Visit www.juniorsimmental.org
to learn more about us.



American Simmental-Simbrah Foundation Scholarships

- ◆ Awards several scholarships totaling more than \$50,000 each year at the National Classic.
- ◆ Juniors receive Bronze, Silver, and Gold Merit Awards; and hotel and lodging scholarships.

"The young people of our Association are the future of the industry. By encouraging youth involvement in the breed, we are preparing them to be a part of a larger industry someday. As we continue to advance and further the Simmental breed and the youth within the Association, we are setting up the agriculture industry for a better future."

- Kaitlyn Cloud, 2023 AJSA president

Summit Leadership Conference

- ◆ Held in conjunction with the American Junior Shorthorn Association and the American Junior Gelbvieh Association every other year.
- ◆ Focuses on educational workshops designed to enhance leadership development, communication skills, and beef industry knowledge.
- ◆ Juniors 14–21 years of age from all over the country participate.
- ◆ Features nationally known speakers, and farm, ranch, and industry-leading company tours.



PTP sets the industry standard for including genetic evaluation at several of the Major beef cattle shows in the US today.



Luke Bowman

Director,
SimGenetic Development



lbowman@simmgene.com



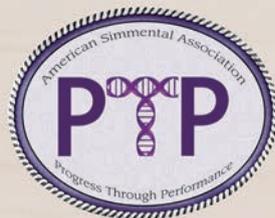
Chance Ujazdowski

Progress Through
Performance Coordinator



chanceu@simmgene.com

The American Simmental Association's Progress Through Performance (PTP) program reflects an industry reality that producers routinely balance between phenotypic evaluation and scientifically proven, industry-relevant EPD and indices.



Every show season, five judges each are nominated by a representative of each Major PTP Show host association, the AJSA Board and the reigning ASA Herdsman of the Year. These nominations are reviewed and approved by the Activities & Events (A&E) Committee and the full Board. Once the list is finalized, it is sent back to the host associations of the AJSA National Classic and the Major PTP Shows for review and judge selection for the upcoming show season. The first choice of judges is awarded to National Classic, followed by the host of the next National SimGenetics Show, then the other Major Shows based on the rotation of the National Show. Approved judges are highly esteemed cattle evaluators and are provided EPD and indices, along with the corresponding percentile ranks, on each entry.

The list of PTP-approved judges, the PTP judge nomination process, and pertinent PTP show information can be found at simmental.org.

ASA Ring of Champions



2022-2023 Ring of Champions Royalty

Ring of Champions recognizes the best of the best that compete in the PTP Majors, crowning 14 elite show animals of the year.



Purebred Bull

JS Keepin It 90 39H
JS Simmentals, Fenton Farms,
XTB Cattle Company and
Elmore Cattle Services



Purebred Heifer

JSUL TSSC Lady In Black 2181K
Hadley Hendrickson and
Tim Schaeffer Show Cattle



Percentage Bull

Maverick
Bowling, Bloomberg, Jones,
Porter and Tolle



Percentage Heifer

S&S PEGG Fool's Gold 1501J
Hank Hanza



People's Choice Bull

WCC/RRF Troubadour 0130H
Red River Farms and Wallace
Cattle Company



People's Choice Heifer

Wallace Travel Gal 172H
Rocking P Livestock and
Circle M Farms

ASA Ring of Champions

The ASA Ring of Champions program recognizes the most successful SimGenetics show cattle exhibited at the five Major PTP shows for the 2022-2023 show season: American Royal, North American International Livestock Exposition, Cattlemen's Congress, National Western Stock Show, and Fort Worth Stock Show and Rodeo. Awarded divisions recognize the Champion, Reserve Champion, and Honorable Mention Show Cattle of the Year. The categories are Purebred Bull, Purebred Female, Percentage Bull, and Percentage Female. After awarding points for placings in classes, divisions, and grand and reserve championships, the highest point earners are crowned as royalty in the ASA Ring of Champions after the last show of the show season.

Also awarded are a People's Choice Bull and Female. Winners are based on popular vote by spectators and exhibitors at each Major PTP Show, with voting information available in the show programs.

The Six Major PTP Shows Include:

- ◆ American Royal
- ◆ NAILE
- ◆ Cattlemen's Congress
- ◆ National Western Stock Show
- ◆ Fort Worth Stock Show and Rodeo
- ◆ Dixie National Livestock Show
*beginning 2023-2024 show season



Consolidated Balance Sheet

Assets	Dollars	Liabilities and Net Assets	Dollars
Current Assets		Current Liabilities	
Cash and cash equivalents	2,414,056	Accounts payable	518,601
Accounts receivable	770,221	Due to members	66,928
Prepaid income tax	4,496	Wages, commissions and payroll taxes payable	35,044
Prepaid expenses	130,975	Accrued annual leave	282,524
Total current assets	3,319,748	Deferred revenue	348,034
Foundation Investments	638,473	Advertising received in advance	10,789
Investments	14,978,888	Operating lease liability, current portion	11,136
Property and Equipment		Income taxes payable	1,541
Land	374,412	Total current liabilities	1,274,597
Building and improvements	2,956,056	Long-Term Liabilities	
Computer hardware	120,019	Operating lease liability, net of current portion	41,399
Office furniture and fixtures	141,335	Long Term liabilities	41,399
Accumulated depreciation	(1,208,289)	Total Liabilities	1,315,996
Total property and Equipment, net	2,383,533	Net Assets	
Operating lease right-of use asset	53,229	Without donor restrictions	
Other Assets		Parent company's net assets	18,915,986
Deferred income tax assets, noncurrent	47,553	Subsidiary's accumulated equity	59,360
Cross-Breed Development	13,333	Foundation's unrestricted equity	608,357
Computer software	59,274	With donor restrictions	
Total other assets	120,160	Foundation's net assets	594,332
Total Assets	21,494,031	Total other assets	20,178,035
		Total Liabilities and Net Assets	21,494,031

Note: Consolidated financial statements and notes to consolidated financial statements are posted on ASA's website. Rudd & Company are certified public accountants who conduct the audit and prepare the financial statements.

Change in Net Assets Without Donor Restrictions

	Dollars
Operating Revenue Without Donor Restrictions	
Membership fees and registrations	1,781,960
Annual service fees	702,274
Total herd enrollment	1,387,389
Advertising income	581,888
Production income	73,555
Transfers	77,345
Subscriptions	1,800
DNA Revenue	1,874,913
Foundation Support	112,071
Other operating revenue	220,970
	6,814,165
Release of program restrictions	42,253
	6,856,418
Operating Expenses	
Program activities	3,392,003
General and administrative	2,410,607
Fundraising	-
ASA Publication	1,012,025
Total Operating Expenses	6,814,635
Change in Net Assets from Operations	41,783

Consolidated Statement of Revenue and Expenses

Other Income (Expense)	Dollars
Interest and dividend income	378,026
Unrealized gain (loss) on investments	763,529
Total Other Income (expense)	<u>1,141,555</u>
Income (loss) before provision for income taxes	1,183,338
Benefit for income taxes	<u>10,546</u>
Change in Net Assets without Donor Restrictions	<u>1,193,884</u>
Donor Restricted Support	
Foundation support	102,412
Release of program restrictions	<u>(42,253)</u>
Change in Net Assets With Donor Restrictions	60,159
Total Change in Net Assets	<u>1,254,043</u>

Consolidated Statements of Cash Flow	Dollars
Cash Flow from Operating Activities	
Cash received from customers	6,705,573
Cash received from contributions	154,229
Cash received from fundraising events	-
Cash paid to suppliers and employees	(6,311,125)
Investment income	378,026
Income taxes paid	9,318
Support paid	<u>(194,603)</u>
Cash paid for fundraising events	-
Net cash from operating activities	<u>741,418</u>
Cash Flows from Investing Activities	
Purchases of investments	(1,476,931)
Purchases of property & equipment	(8,966)
Purchase of computer software	(4,999)
Purchase of cross-breed development	<u>(13,333)</u>
Net cash flows from investing activities	<u>(1,504,229)</u>
Net change in cash and cash equivalents	(762,811)
Cash and cash equivalents, beginning of year	<u>3,176,867</u>
Cash and cash equivalents, end of year	<u>2,414,056</u>

Reconciliation of Changes in Equities and Net Assets to net cash flows from operating activities	Dollars
Change in equities and net assets	1,254,043
Depreciation and amortization	199,717
Unrealized and realized loss (gain) on investment	(763,529)
Changes in operating assets and liabilities	
Accounts Receivable	(59,580)
Prepaid expenses	(3,806)
Prepaid taxes	595
Deferred income tax assets	(13,003)
Trade accounts payable	(8,654)
Due to members	(13,807)
Wages, commissions and payroll taxes payable	(3,305)
Accrued annual leave	(9,792)
Deferred revenues	161,485
Advertising received in advance	520
Income taxes payable	1,228
Operating lease right-of-use asset	(52,431)
Operating lease liability	52,535
Total adjustments	<u>(511,827)</u>

2023 Fiscal Year

Yearly Comparative Revenue and Expenses as of June 30, 2023

REVENUE	FY2023	FY2022	FY2021	FY2020	FY2019	FY2018	FY2017	FY2016	FY2015	FY2014
Annual Service Fee	702,274	771,585	744,182	721,925	702,614	682,590	627,401	595,496	541,495	542,910
Memberships	72,900	73,530	65,690	62,355	59,350	59,000	60,150	59,660	47,075	40,050
Total Herd Enrollment	1,546,302	1,370,477	1,521,450	1,503,651	1,506,307	1,300,179	1,256,799	1,152,519	1,112,057	1,009,946
Registration Non-THE	1,492,711	1,447,619	1,238,895	1,154,678	1,219,784	1,425,153	1,381,610	1,372,603	1,157,776	997,199
DNA Services	1,874,913	1,638,998	1,555,465	1,224,490	1,770,317	1,083,487	748,484	749,672	512,697	373,020
Genetic Evaluation Services	311,627	295,834	292,898	242,796	225,890	155,865	105,220	149,549	163,209	117,709
Interest Income	367,255	587,914	422,851	187,033	342,927	182,281	133,779	181,134	193,073	127,960
Transfers	77,345	79,450	61,966	70,660	71,380	67,120	60,780	60,035	58,740	53,030
Rental Income	35,000	35,000	35,000	40,000	35,000	36,500	35,000	35,000	30,000	30,000
Other Revenue	(27,662)	227,366	421,850	132,525	69,829	99,871	101,908	91,021	187,940	223,845
Total Revenue	6,452,655	6,527,773	6,360,247	5,340,113	6,003,398	5,092,046	4,511,131	4,446,689	4,004,062	3,515,669
EXPENSES	FY2023	FY2022	FY2021	FY2020	FY2019	FY2018	FY2017	FY2016	FY2015	FY2014
Advertise/Promotion	503,913	526,419	566,154	515,723	556,184	499,252	372,995	299,042	347,827	279,015
Depreciation/ Amortization	199,717	220,672	261,224	204,008	239,941	222,384	204,606	89,428	17,309	21,100
General & Admin	249,134	273,709	267,482	249,187	289,043	259,905	238,748	234,094	212,380	215,923
Maintenance & Repair	44,708	43,153	32,765	31,657	36,853	56,273	41,561	51,281	21,165	36,472
Personnel	2,556,286	2,185,100	2,070,724	2,127,559	1,923,931	1,804,773	1,455,565	1,314,694	1,288,859	1,378,296
Professional	261,671	342,764	308,178	381,854	214,631	238,806	129,813	365,808	248,625	349,376
Service	1,578,109	1,315,542	1,219,050	916,594	1,409,564	1,170,047	565,140	581,521	463,029	336,221
Subscriptions	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000
Taxes	21,255	22,098	15,640	66,926	132,894	44,054	16,346	15,972	8,096	4,269
Travel	444,159	553,250	484,606	405,069	469,224	404,882	340,300	346,498	348,845	344,656
Unrealized & Realized (Gain) Loss Investments	(762,288)	2,629,288	(1,827,318)	(205,179)	(205,707)	(209,352)	(342,530)	53,235	39,489	(501,642)
Gain/ Sale Properties				(4,351,156)	(250,000)	(200)				
Total Expense	5,246,664	8,261,995	3,548,505	492,242	4,966,558	4,640,824	3,172,544	3,501,573	3,145,624	2,613,686
NET INCOME	1,206,001	(1,734,222)	2,811,742	4,847,871	1,036,840	451,222	1,338,587	945,116	858,438	901,983



Front row left to right: Wade Shafer, Matt Aggen, Chad Cook, Victor Guerra, Quin LaFollette

Back row left to right: Scott Trennepohl, Chris Ivie, Troy Marple, Tim Clark, Ryan Thorson, Doug Parke, Loren Trauernicht, Brandi Karisch, Barry Wesner, Brandon Callis, Joseph Hensgens, Greg Burden, Maureen Mai

Executive Committee

- ◆ Doug Parke (Chairman)
- ◆ Chris Ivie (Vice Chairman)
- ◆ Chad Cook (Treasurer)
- ◆ Tim Clark
- ◆ Ryan Thorson
- ◆ Barry Wesner (Past Chair)
- ◆ Wade Shafer (EVP)
- ◆ Staff: Linda Kesler

Growth & Development

Review and recommend to the Board of Trustees new programs or activities that will foster and promote the continued growth and development of the breed and the Association. Functions such as promotion, public relations, member relations, advertising, and the role of the Association within the beef industry will be addressed by this committee.

- ◆ Chris Ivie (Chairman)
- ◆ Greg Burden
- ◆ Brandon Callis
- ◆ Troy Marple
- ◆ Doug Parke
- ◆ Loren Trauernicht
- ◆ Scott Trennepohl
- ◆ Ryan Thorson
- ◆ Barry Wesner
- ◆ Staff: Chip Kemp

Activities & Events

Review and recommend to the Board any new Association activities and events or changes to existing programs. An Association program is defined as any event that is sponsored in whole or in part by the Association in terms of financial support, staff time and effort, or the use of the Association name. It shall include, but not be limited to, such items as sales, contests, programs, and membership in other organizations.

- ◆ Brandon Callis (Chairman)
- ◆ Greg Burden
- ◆ Tim Clark
- ◆ Chris Ivie
- ◆ Maureen Mai
- ◆ Troy Marple
- ◆ Doug Parke
- ◆ Scott Trennepohl
- ◆ Barry Wesner
- ◆ Staff: Luke Bowman

Policies & Procedures

This committee shall be responsible for the aspects of Association life that require an interpretation of policy or procedural questions or the formulation of proposals that will have bearing on the membership of this Association.

- ◆ Victor Guerra (Chairman)
- ◆ Brandi Karisch
- ◆ Tim Clark
- ◆ Matt Aggen
- ◆ Joseph Hensgens
- ◆ Chad Cook
- ◆ Maureen Mai
- ◆ Quin LaFollette
- ◆ Doug Parke
- ◆ Staff: Sheldon Ross

Assets/Finance

This committee shall monitor the investment program of the Association on a periodic basis, review the income and expense reports monthly, prepare and submit to the Board of Trustees for approval an annual operating budget, and review proposed capital expenditures for approval or recommendation to the Board.

- ◆ Chad Cook (Chairman)
- ◆ Greg Burden
- ◆ Chris Ivie
- ◆ Doug Parke
- ◆ Scott Trennepohl
- ◆ Wade Shafer (EVP)
- ◆ Staff: Linda Kesler

Breed Improvement

All activities that would have a bearing on the improvement of the breed will be the responsibility of this committee. Performance guidelines, research, genetic monitoring, DNA analysis, and regulations for new technology are examples.

- ◆ Ryan Thorson (Chairman)
- ◆ Matt Aggen
- ◆ Chad Cook
- ◆ Victor Guerra
- ◆ Joseph Hensgens
- ◆ Brandi Karisch
- ◆ Quin LaFollette
- ◆ Doug Parke
- ◆ Loren Trauernicht
- ◆ Staff: Jackie Atkins

Simbrah

The objectives of this committee are to review policy, rules, regulations, activities, promotional methods, and materials that pertain to the Simbrah breed, and make recommendations to the ASA Board of Trustees.

- ◆ Joseph Hensgens (Chairman)
- ◆ Greg Burden
- ◆ Brandon Callis
- ◆ Chad Cook
- ◆ Victor Guerra
- ◆ Brandi Karisch
- ◆ Doug Parke
- ◆ Staff: Luke Bowman

Trustee Nominating Committee

The vice chairman shall serve as chairman. One trustee from each of the four regions will be appointed to complete the committee. A minimum of two (2) persons for each vacancy on the Board will be presented for consideration as Board nominees. The Board shall then select a nominee whose name shall be placed on the nominating ballot.

- ◆ Chris Ivie (Chairman)
- ◆ Greg Burden
- ◆ Brandi Karisch
- ◆ Quin LaFollette
- ◆ Troy Marple
- ◆ Staff: Linda Kesler

STAND STRONG SIMMENTAL

2023 Annual Report