AMERICAN SIMMENTAL ASSOCIATION

ASA SEEDSTOCK PRODUCER OF THE YEAR

2027 Award Application

PURPOSE

The ASA Producer of the Year Awards recognize producers who put performance into practice through objective information, genetic selection and sound management decisions to create value in their operations and throughout the beef industry.

KEY DATES: Inaugural awards selected in 2027. **Completed nominations are due to ASA by December 18, 2026.** Recipients will be recognized at the 2027 Fall Focus Banquet in Sioux Falls, South Dakota, and will serve as ASA's preferred nominees for the national Beef Improvement Federation (BIF) Producer of the Year awards.

Please send completed application packet to bcrites@simmgene.com

AWARD FOCUS: Recognizes an ASA Performance Advocate whose operation demonstrates excellence in genetic selection, performance evaluation, breeding decisions, record keeping, marketing and continued improvement, including the use of ASA and International Genetic Solutions (IGS) tools and data.

A. APPLICANT / OPERATION INFORMATION

Name of operation:		**Year established:**	
Owner(s):		**Manager:**	
Street address:		**City / State / ZIP:**	
Primary contact:		**Phone:**	
Email:		**Website / social media:**	

B. NOMINATOR INFORMATION

Nominator name:		**Organization / affiliation:**	
Title:		**Phone:**	
Email:		**Relationship to nominee:**	

Nominator recommendation (maximum 500 words): Explain why this producer / operation merits recognition. Address the award criteria and provide specific examples of impact, achievement and leadership.

APPLICATION INSTRUCTIONS

The nominee should complete the operation questions that follow. Please be specific and use examples, results or measurable outcomes where possible. Attachments are optional unless requested by ASA. The operation overview may be used in award publicity and presentations.

1. OPERATION OVERVIEW

Maximum 250 words. This description may be used in publicity and award presentations.

Describe your operation, including location, history and years in operation, breeds, calving season, production focus, facilities, diversification and other details that help characterize the operation.

2. GOALS AND DIRECTION

What are the most important short-term goals for your operation? Explain the priorities and steps you are taking to achieve them.

What are your long-term goals, and how do they guide breeding, management, marketing and investment decisions?

3. PERFORMANCE RECORDS AND DATA USE

What performance traits and records do you collect (e.g., birth, weaning and yearling weights, scrotal circumference, ultrasound, carcass, mature cow data, reproductive performance or other measures)? Which are priorities, and why?

How do you use ASA and IGS tools and information—including EPDs, selection indexes, DNA testing, parentage verification, genetic evaluation and other available resources—in selection and management decisions?

4. BREEDING PROGRAM AND GENETIC SELECTION

Describe your breeding program, including breeds, breeding seasons, use of artificial insemination, natural service, embryo transfer, synchronization or other reproductive technologies.

What are your primary sire-selection criteria? Explain how you balance EPDs, indexes, pedigree, phenotype, structure, maternal traits, end-product merit and customer needs.

How do you evaluate genetic progress over time and adjust your breeding objectives?

5. MARKETING AND CUSTOMER RELATIONSHIPS

Describe your marketing program, customer service and how you communicate genetic and performance information to customers.

How do you match genetics to customers' production environments, management systems and marketing goals? Provide examples of how you help customers make sound selection decisions.

6. STEWARDSHIP AND SUSTAINABILITY

Describe how you manage land, forage, water, facilities, animal health and welfare, labor and other resources. Include practices that support long-term productivity and sustainability.

How do you evaluate the long-term sustainability and resilience of the operation, including economic viability and succession or transition planning, if applicable?

7. LEADERSHIP AND INDUSTRY CONTRIBUTIONS

List leadership roles and participation in community, breed, agricultural and beef-industry organizations. Include beef advocacy, education or outreach activities.

Describe your contributions to the seedstock sector and broader beef industry at the local, state, national or international level.

How have you shared performance-oriented practices or helped other producers use data and genetic tools to improve their operations?

Final. APPLICANT CERTIFICATION

I certify that the information provided in this application is accurate to the best of my knowledge and may be used by the American Simmental Association for award evaluation and related publicity.

Applicant name:		**Date:**	
Signature:			

Final. APPLICANT CERTIFICATION

I certify that the information provided in this application is accurate to the best of my knowledge and may be used by the American Simmental Association for award evaluation and related publicity.

Applicant name:		**Date:**	
Signature:			