

# Simbrah Committee

Fred Schuetze, Chairman

Committee Members:  
Jon Willis, Tim Smith, Gordon Hodges

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

# Simbrah Committee Agenda

- ▶ **Simbrah Herds**
  - ▶ THE Herds
  - ▶ Simbrah Classification
  - ▶ Feed Intake / Collect Intake and Carcass Data
- ▶ **Advertising and Promotion**
  - ▶ Have You Looked At Us Lately
  - ▶ Simbrah Promotion
- ▶ **Events**
  - ▶ American Breeds Coalition
  - ▶ Superbowl Event
  - ▶ Texas A&M - Beef Short Course
  - ▶ Texas Simmental Simbrah Association
- ▶ **Genomics**
  - ▶ DNA Enhancement
  - ▶ Dilution Gene

# Simbrah Herds

- ▶ Registrations Remain Steady
  - ▶ 2013 Year Born: 1,572 2.5% of Registrations
  - ▶ 2014 Year Born: 1,572 2.5% of Registrations
- ▶ Total Herd Enrollment Herds
  - ▶ 194 Simbrah Breeders reported or registering 1 or more 2014 born animal 56 are on THE (29%)
  - ▶ 4,059 Simbrah 2014 born animals 80% are enrolled in THE
- ▶ Custom Frozen Beef Semen
  - ▶ 2013 3,068
  - ▶ 2014 14,155 (361.38% increase)

# Different Paths to a Purebred Simbrah

## Different paths to "upgrade" to purebred Simbrah

Breeding to foundation parent with no Brahman or Simmental; breed(s) coded as xx

	Parent 1	Parent 2	result
1st generation	PB xx	PB Simbrah (5/8SM-3/8BR)	3/8 SM 1/8 BR 1/2xx
2nd generation	3/8 SM 1/8 BR 1/2xx	PB Simbrah (5/8SM-3/8BR)	1/2 SM 1/4 BR 1/4xx
3rd generation	1/2 SM 1/4 BR 1/4xx	PB Simbrah (5/8SM-3/8BR)	5/8 SM 1/4 BR 1/8xx
4th generation	5/8 SM 1/4 BR 1/8xx	PB Simbrah (5/8SM-3/8BR)	PB Simbrah (5/8SM-3/8BR)

Upgrading starting with 1/2 Brahman 1/2 xx parent

	Parent 1	Parent 2	result
1st generation	1/2 BR 1/2 xx	PB Simbrah (5/8SM-3/8BR)	3/8 SM 3/8 BR 1/4xx
2nd generation	3/8 SM 3/8 BR 1/4xx	PB Simbrah (5/8SM-3/8BR)	1/2 SM 3/8 BR 1/8xx
3rd generation	1/2 SM 3/8 BR 1/8xx	PB Simbrah (5/8SM-3/8BR)	PB Simbrah (5/8SM-3/8BR)

Upgrading starting with 1/2 Simmental 1/2 xx parent

	Parent 1	Parent 2	result
1st generation	1/2 SM 1/2 xx	PB Simbrah (5/8SM-3/8BR)	5/8 SM 1/8 BR 1/4xx
2nd generation	5/8 SM 1/8 BR 1/4xx	PB Simbrah (5/8SM-3/8BR)	5/8 SM 1/4 BR 1/8xx
3rd generation	5/8 SM 1/4 BR 1/8xx	PB Simbrah (5/8SM-3/8BR)	PB Simbrah (5/8SM-3/8BR)

# SIMBRAH

Have you looked at us lately?



- ◆ Red or black with solid color patterns available
- ◆ Clean sheaths with sound udders for long-lived reproductive efficiency
- ◆ Heat tolerance and parasite resistance
- ◆ Predominantly polled
- ◆ Ideal balance of maternal and carcass traits
- ◆ EPDs with world's best multi-breed genetic evaluation

*Simbrah Registry maintained by the American Simmental Association*

**AMERICAN  
Simmental  
ASSOCIATION**

**406-587-4531**

1 Simmental Way • Bozeman, MT 59715  
simmental@simnet.org

*Executive Vice President: Dr. Wade Shafer*

[www.simmental.org](http://www.simmental.org)



Advertising  
and  
Promotion

Have You  
Looked  
at us Lately?



# SIMBRAH

Have you looked at us lately?

## The Cross-Breeding Choice

- ◆ Red or black with solid color patterns available
- ◆ Clean sheaths with sound udders for long-lived reproductive efficiency
- ◆ Heat tolerance and parasite resistance
- ◆ Predominantly polled
- ◆ Ideal balance of maternal and carcass traits
- ◆ EPDs with world's best multi-breed genetic evaluation



# Events

- ▶ American Breeds Coalition
- ▶ Superbowl Event
- ▶ Texas A&M - Beef Short Course
- ▶ Texas Simmental Simbrah Association

# Genomics

- ▶ Working with new genetic evaluation to incorporate DNA
- ▶ Dilution Gene

