

By Andrea Reinhart, Peculiar, MO

Dedication

The Simmental breed is certainly one of the most, if not the most, versatile breed of cattle in the world. Simmental breeders regularly produce good numbered, easy-doing replacements that get the job done when put in production settings. This allows purebred and commercial breeders alike to promise a consistent, quality product that will receive premiums in the current grid market system. How did our breed achieve such a feat in such a short period of time? The answer is dedication. Dedication from Simmental breeders to achieve excellence is unmatched by any other.

Much like the people involved in the performance area of our breed, people in the show ring display just as much dedication. Striving for excellence, breeding for perfection, and chasing after purple ribbons is a hobby I, too, enjoy. Dedication is the driving force of our achievement within our breed. I must agree with Marty Ropp in saying as breeders, our focus should not remain entirely on creating the perfect show ring phenotype, but on maintaining a prominent influence in the American beef industry by finding ways to further expand the opportunities for the Simmental breed. Whether or not you are a Simmental enthusiast, all American cattlemen need to keep watch on the increasing international competition facing the beef industry in our global marketplace.

As of now the United States beef industry has two competitors rapidly gaining on the amount of exports, and with unlimited resources; who knows how much potential these countries have. Brazil is already a beef-producing

machine. Currently, Brazil is the home to the world's most abundant commercial cattle herd and is more than firmly established as the leader in supplying beef to global markets. In the past ten years, the strongest expansion of meat exportation has been in Brazil; because of low acreage costs and fabrication of new meat processing facilities, Brazil has been able to open up more marketing opportunities. Competitors struggle to match this increasingly sophisticated range of commodities at these low manufacturing costs. Predictions have also been made that the Australian cattle herd will grow by 1.1 million head this year, reaching nearly 29 million head — 30% of the size of the US herd.



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These countries, unlike the United States, are not under constant scrutiny to develop a consistent, quality product, nor are they held up to the same health regulations in the packing sector of the industry. My point being, American Simmental producers need to dedicate their focus now more than ever on improving, promoting, and expanding the breed in order to ensure the future of the largest single segment of American agriculture. The future is indeed a bright one. ♦

American Junior
Simmental Association website —
www.juniorsimmental.org

Event	Dates	Location
South Central Regional	June 9-12	Springfield, MO
Eastern Regional	June 16-19	Meadville, PA
Western Regional	June 21-23	Moses Lake, WA
North Central	None, since National Classic will be in NC Region	
National Classic	July 11-16	Des Moines, IA

Brandon Callis of College Station, TX was selected to judge the 2010 AJSA National Classic XXX

Entry Deadline for National Classic — May 20
Deadline For Merit Award Application — June 1
Deadline For AJSA Trustee Application — June 1

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