



Montie D. Soules | asa executive secretary/CEO



## “Developing Better Shorthorns”

Breeding Cattle that Combine Phenotype & Performance Data

Shorthorn Genetics Fitting Industry Needs

## “2018 Denver Pen Show”

The Greatest Shorthorn Yards Pen Show in Years

Bulls Suitable for Purebred Herds

Shorthorns are the Fourth Largest Pen Show

## “Denver Junior Purebred Show”

Impressive Females (from end-to-end)

## “Denver Junior ShorthornPlus Show”

Extra-Special Females & Individuals Through-and-Through

## “Denver Open ShorthornPlus Show”

A High-Quality Group of ShorthornPlus Females

## “Denver Open Purebred Show”

I can't wait to see it this afternoon.

You should be here to see for yourself!

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## Shorthorn Impact Breed Initiatives

### Develop Better Shorthorn Cattle (see results in 5 years)

Shorthorn Breeders Producing Better Animals Use Extensive Culling Practices

### Create Sire Test Program (fully operational in 2 years)

Identify Cooperator Commercial Test Herds Shorthorn Breeders Contribute Semen for Sire Testing

### Membership Recognition

Develop New Programs to Recognize Members Years of Membership, Shows, Performance and Special Achievements

I am in Denver and re-writing this article at the last minute before the magazine goes to press. The excitement and quality of this year's National Show in Denver has been very impressive. One of the major motivations of this re-write comes from the Yards Pen Show. The Shorthorn Pen Show was judged by a long-time Shorthorn enthusiast, Steve McGill, a past employee of ASA and Shorthorn Breeder.

His comments regarding the depth of high-quality animals were reiterated several times. I am going to take the liberty to relate how he observed high-quality. All the bulls had very good EPDs and were excellent for CE and BW. As Steve evaluated this group he combined the data and phenotype. Steve noticed and commented about the breed getting the BW problem under control and adding CE and growth at this time. Now, we must continue to give the needed attention to BW or we will regress quickly. It is important to select performance data in a balanced form while keeping an attentive eye on any particular trait that has been an issue in the past.

The Denver Shorthorn Pen Show was regarded by a number of attendees as the greatest pen show the breed has seen. I will second that for my short time of being involved with the breed. The animals had structure, muscle, quality, and the looks and for added value, their EPD profiles hit the window of acceptability for most every breeder in the breed. These bulls - all the bulls, even those that did not receive Champion Pen recognition, were impressive for any breed. I want to commend all the exhibitors in the yards for bringing these exceptional animals to Denver.

The Pen Show in Denver makes this a special event. The importance of having a good representation of industry-recognized bulls is highly important to our breed. This is the picture window of the industry in so many ways. The Shorthorn Pen Show is the fourth largest breed Pen Show at this Super Bowl of Livestock shows!

Adding to the excitement in Denver at the National Shorthorn Show was the Summit Sale, a huge success thought to be the best yet by many. A number of the bulls shown in the yards sold very well - another testament to their suburb quality. The crowd for the sale was as big as any of us can remember. Thank you to Jeff Aegerter and the team helping him who made the sale a success.

Remember, I am in Denver writing this article at the last minute and the purebred Shorthorn to show is yet to come today. I can still brag on the Junior Purebred and ShorthornPlus Show, and the Open ShorthornPlus Show which took place yesterday. This was a most impressive set of females. The judge's comments for both shows were very complimentary in regard to the depth of quality and how many really good animals were exhibited. One of the judges commented that there were so many exceptional animals, that different judges could have gone different ways when it came time to select the winners. The ShorthornPlus show for both the junior show and open show was one of the most exceptional set of females I have observed in a Plus show. Comments from judges mentioned being attractive enough to excel in a show ring while still having the attributes to make a cow in the pasture. There it is folks, real world cattle that can do well in the show ring.

I am so proud of the breed at this moment and the breeders in it. Great examples of our breed were brought to the Super Bowl of cattle shows. Shorthorn breeders are showing the industry they have the goods and should to be recognized. These cattle fit our "Initiatives to Develop Better Shorthorn Cattle" These animals are better because of breeder selection for Phenotype combined with Performance Data and *that* is adding value to our product!