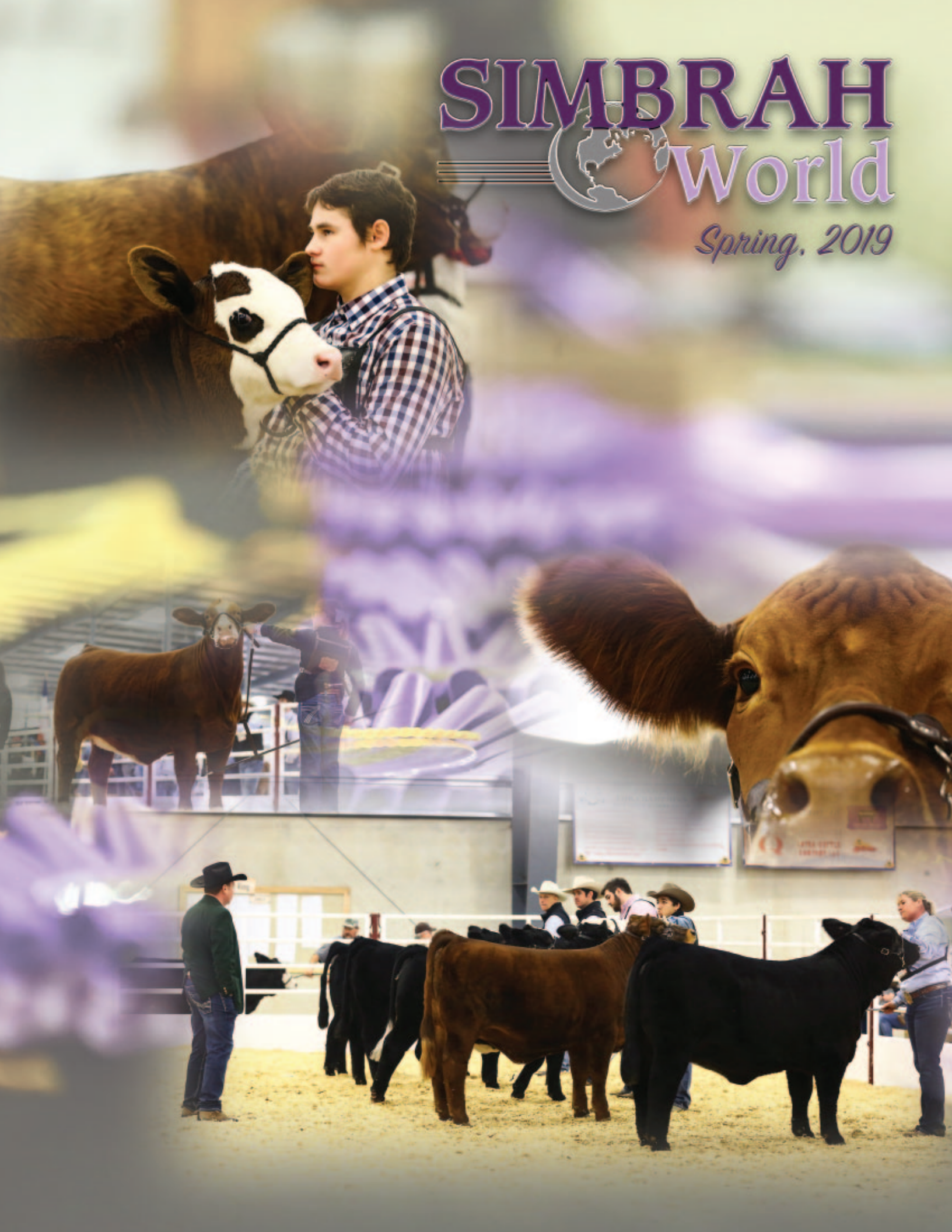


SIMBRAH



World

Spring, 2019





MCR Bella Rose E154
Sired by Smith McCrary Fireball.
Polled



MCR Pioneer Essex E182
Sired by ZZ Mr. Fire 2363. Polled.



MCR Crimson Glory E184
Sired by MCX Maximus. Polled.



MCR Joyanna E113
Sired by PRR Revolution 739B. Polled.

Some of the Great ones.

We've been telling you about our sire lineup and the impact they're making on our herd and the breed. Well to prove what we've been saying, we're showing you some of their daughters this time around.

If it's quality, conformation, structure, longevity, maternal and performance traits, you want, then we invite you to come to the ranch, as that is what we select for and we'll be happy to show you our cattle.

Thank you to our buyers at Synergy-Pool Farms, Bib & Tammy Maiorano, Triple J, Smith Genetics and Hensgens Brothers

MONTE CHRISTO
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Now they have Championship titles!



2019 National Grand Champion Female and Superbowl Reserve Grand Champion

Smith Paul Smiling Times

Sired by McCrary Smith Inspired and from the She Moves Cow Family
Owned by Cody Labry



2019 National Heifer Calf Champion

Smith Diva's Dancing Queen

Sired by Smith Made Solid, a Dream On son and out of the great LMC Diva herself.



2019 National Reserve Grand Champion Bull

Smith Hensbro Triumph

Sired by Smith Secret To Success, who is out of a Satisfies daughter, Smith Red Dawn
Owned with Hensgens Brothers



2019 National Reserve Grand Champion Percentage Bull

Smith 7N Savage

Sired by Kappes Pendleton and out of an Evan daughter,
Smith O Eve Y80
Owned with 7N Ranch



2019 National Junior Champion Bull

Smith Cupid

Sired by Smith Prince Charming from the Priceless Cow Family
Owned by Jacob Friedrich



2019 Superbowl Champion Senior Heifer Simbrah Calf and Fort Worth Calf Champion

Smith Believe N Me 60F

Sired by Smith TMP Red Jewel
Owned by Gavin Hinckley



2019 Superbowl Reserve Junior Champion Heifer Simbrah Calf

Smith New Idea 298F

Sired by Smith Stout N Black and from the Suave Cow Family
Owned by Jadan Butler



2019 Superbowl Early Junior Champion Simbrah Female

Smith 7N Bred 2 Win 571E

Sired by Smith Satisfies and out of a Real Deal daughter,
Smith Ready 2 Win
Owned by Braxton Butler



2019 Fort Worth and San Antonio Junior Show Senior Champion

Smith 7N Sheza Barbie

Sired by Smith Satisfies and out of Barbie from the She Moves Cow Family
Owned by Zach Mills

We have a large selection of calves now available.
Calf scramble certificates accepted.



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www.smithgenetics.com

She's A DIVA

Smith Diva's Dancing Queen was selected as the 2019 National Heifer Calf Champion and continues the long line of great progeny from the Diva Cow Family. LMC Diva, the namesake of this cow family, is now deceased and we've been analyzing her daughters for some time. We think this is the one that goes to the donor pen and will become even greater than Diva herself---which is saying a lot.

Dancing Queen is sired by Smith Solid Made, who's a three-quarter son of Dream On and out of our Annie Cow Family.

She's pretty special and we're looking forward to her future!



Smith Diva's Dancing Queen



LMC Diva



Tim Smith, Joel Isgrig & Haley Smith
P.O. Box 330, Giddings, TX 78942
512-587-7896 • smithgenetics1@gmail.com

FEATURES

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Full coverage of the National Simbrah and Percentage Simbrah Shows
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A look at the demand and other issues regarding cell cultured meat

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ON The Cover

Scenes from the 2019 National Simbrah Show.
Photos by Show Champions



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Golden Star Simbrah wins world champion title

Golden Star Simbrah, Golden, Texas was, recently awarded the 2018 "Simbrah-Champion of the World" Bull. LMC 6G Golden Boy, owned by Golden Star Simbrah, won the gold, followed by silver being awarded to South Africa and bronze to Colombia.

The "Bull of the World" contest, conducted by Simbrahbreeder.net, included bulls from Colombia, Brazil, Zimbabwe, Australia, Botswana, Namibia, South Africa, Mexico, Costa Rica and the United States. Each bull was evaluated by a panel of four judges; Felipe Andres Forero V (Colombia), Franco Koch (South Africa), Alberto Banuet (Mexico) and Fred Schuetze (USA).

Golden Boy has won many additional titles including 2018 International Champion Simbrah Bull at Houston, 2018 Ft Worth Grand Champion Bull and 2018 National Reserve Champion Simbrah Bull in San Antonio.

Golden Boy will now compete in the 2019 "All Breeds World Supreme," which will feature the "Miss World" and "Champion of the World" along with winners from 16 different breeds. There will be one winner from the 1,000 entries that



LMC 6G Golden Boy

started the competition.

Golden Star, owned by the Mullins Family, said, "We selected Golden Boy as a young calf when his eye appeal, muscling and structural correctness caught our eye. As his first round of calves are hitting the ground, we are both pleased and excited for the future impact Golden Boy will have on our herd and on the Simbrah breed."

Kelly Garrett weds

Kelly Garrett, who exhibited Simmental and Simbrah cattle in the junior ranks for 10 years, married Collin Morgan on February 2nd at St. Michaels Catholic Church in Cuero,

(Continued on page 8)

Another generation of greatness

Congratulations to Cody Labry for winning the 2019 National Grand Champion Purebred Simbrah Female and the 2019 Superbowl Reserve Grand titles with Smith Paul SmilingTimes. She's a daughter of SmithTMP Simply Moves, who is out of Smith Satisfies and Smith Charming Moves. Charming Moves of course was the female that Kaleb showed to multiple championships including the Supreme title at the Houston Junior Show, the 2014 National and International Grand Champion titles, as well as the San Antonio Junior Show championship.

Smith Charming Moves is proving to be a great producer as evident by this granddaughter.

We have show heifers for sale and would love to have you come look. Calf scramble certificates welcomed.



David and Thuy Grimes
Kaleb Fontenot and Katrina Axtell
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832/594-7530

info@tmpisc.com • www.temperancelivestock.com



Smith Paul SmilingTimes-2019 National Grand Champion Female and 2019 Superbowl Reserve Grand for Cody Labry. A granddaughter of Smith Charming Moves.



Smith Charming Moves-2014 National, International, and Houston Supreme Champion. Now a donor for us and granddam of the 2019 National Champion Female.



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THE BIRTHPLACE AND CAPITAL OF SIMBRAH

The RGV is the source for the most Simbrah cattle in the USA within one hour of each other. RGV breeders are here to serve all of your female and bull needs whether it be one or a truckload. If we don't have it, we can sure help you find it and have a good time doing so. Many of Simbrah's leaders are from the RGV – from the late Bud Wentz helping start the breed in the late 60's to La Muñeca starting their annual Jr. Educational Round ups in the late 80's to the first Simbrah steer show in the early 90's and MAS in the early 2000's, you can count on RGV breeders to **MAKE THINGS HAPPEN** for Simbrah.



WE THANK all of our recent buyers and encourage you to contact us for your Simbrah seedstock when in South Texas. Contact Jud Flowers.



Congratulations to Loralai Hill on her 2018 Synergy Reserve Champion female - more Satisfies heifers like her at the ranch! Contact Wayne Reavis.



One of several polled, purebred performance tested LMC Simbrah bulls selling in RGV BIA Bull Test Sale on March 16-19. Contact La Muñeca.

● 7N Ranch-Donna
Nieschwietz Family
956-460-6002
pjnieschwietz@sbcglobal.net

● Brolaco Cattle Co.-Linn
Benjamin & Tonya Hill Family
956/227-8239
brolacocattle@yahoo.com

● KQ Cattle - Linn
Pepe Guerra/Sam Correa
956/330-5408 or 566-4619
sobxagg83@yahoo.com

● La Hacienda Hinojosa-Edinburg
The Lucas Hinojosa Family
956/381-8933
LHH Ranch1954@aol.com

● La Muñeca Cattle Co.-Linn
Carlos X Guerra Family
956/383-7566 or 802-1641
www.lamunecacattle.com

● La Negra Cattle Co.-Edinburg
Javier Moreno Family
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javierfnc@aol.com

● LPJ Ranch-Linn
Luis Flores Jr. Family
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Louie@chorizosanmanuel.com

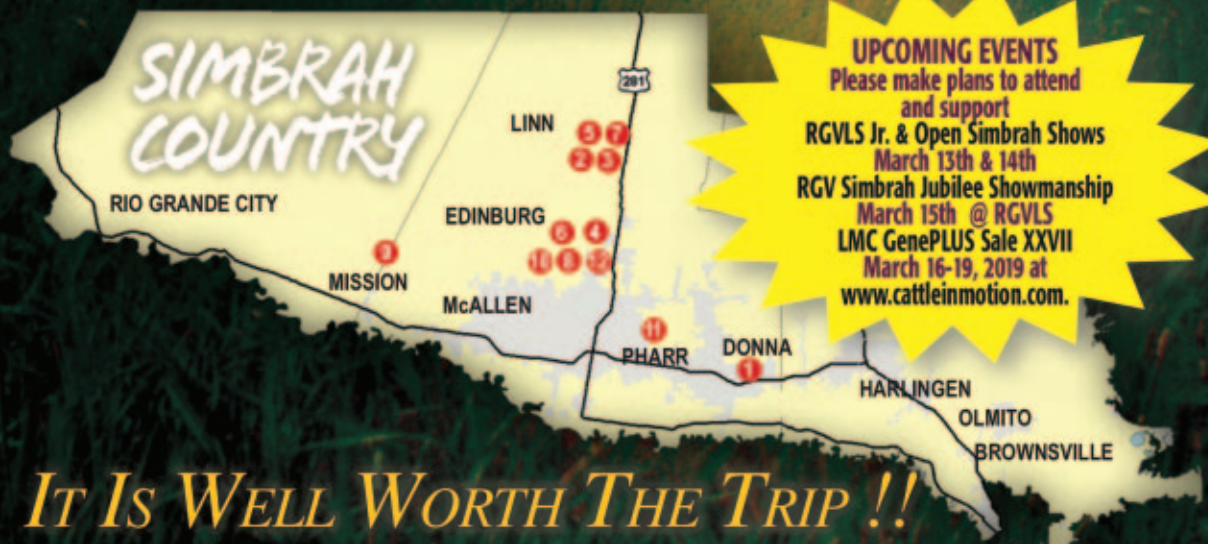
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Jud and Margie Flowers
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judf@onestarcitrus.com

● Reavis Farms, Inc.-Mission
Randy Reavis Family
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www.reavisfarms.com

● RGV Cattle Company-Edinburg
Rene Vela Family
956/279-2000
rgvrene@aol.com

● Top C Cattle Co.-Pharr
Benny Cano Family
956/499-5129
topccattle@gmail.com

● Vela Cattle Co. - Edinburg
Aaron I. Vela
956/279-8901
aaron@velalaw.com



UPCOMING EVENTS
Please make plans to attend
and support
RGVLS Jr. & Open Simbrah Shows
March 13th & 14th
RGV Simbrah Jubilee Showmanship
March 15th @ RGVLS
LMC GenePLUS Sale XXVII
March 16-19, 2019 at
www.cattleinmotion.com.

IT IS WELL WORTH THE TRIP !!



Hard Body is our Senior Herd Sire sired by 6G LMC Rajin Cajun. He sired the Grand & Reserve Champion FW & SA heifers. Contact Benny Cano for semen.



RGV Medicine Man babies are stout, correct & stylish. Outcross to most of today's Simbrah. **VERY LIMITED** semen is available. Contact RGV Cattle.



LHH Ambush is an exciting young herd sire sold to Salinas Cattle Co.. Sired by our One Eyed King x Black Knight Daughter. Look for him at spring shows.

The LMC Daydream Influence

The LMC Daydream influence continues to have a positive impact on the breed and we're excited about the offering we have for you this spring. Give us a call and see how you can add the LMC Daydream influence to your operation.



LMC DAYDREAM 52/173 has been a dynamic donor for us producing numerous top sellers and champions. She is sired by the International Champion LMC Rhino and out of the famous many times major champion LMC WFC Ms. Dream Girl donor.



CONGRATULATIONS to Caleb Fuchs on your success with **LMC SSC CATALINA** which included Grand Champion Simbrah Female at the 2019 Fort Worth Open Show. Her full sister LMC SSC Yolanda won the same title in 2018. Sired by LN LMC 12th Man out of LMC Daydream.



A BIG HEARTY THANKS to the Steven Bryand Family for purchasing LMC SSC Tyra and Seamans Cattle Company for purchasing LMC SSC LYLA (pictured) in the Cowtown Classic Sale in Fort Worth, Texas. These full sisters are sired by LMC BBS Primo and are out of LMC Daydream.



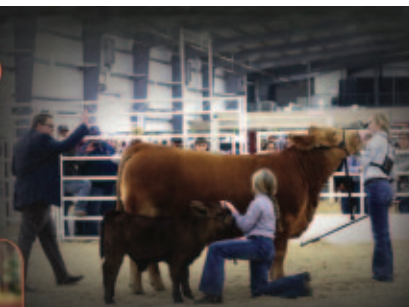
LMC SSC ANGELO is a full brother to LMC SSC Yolanda and LMC SSC Catalina. He is a stout and eye appealing herd bull prospect in the RGVBA Gain Test. Give us a call to see how you can add the LMC Daydream influence to your operation.



CONGRATULATIONS to the James Hewitt Family of Cherokee Cattle Company in Arkansas on winning Grand Champion Simbrah Bull at the 2019 Fort Worth and Dixie National Open Shows with **LMC SSC EL-DORADO**. Sired by LMC Gold Medal out of LMC Daydream. Purchased in a LMC GenePLUS Online Sale.



LMC SSC ANTONIO is sired by LN LMC 12th Man out of LMC Daydream that is loaded with muscle, rib shape and pedigree clout. Another full brother to the champions LMC SSC Yolanda and LMC SSC Catalina. Call us if interested in adding a LMC Daydream son to your herd.



CONGRATULATIONS to Haley Bryand for leading **LMC SSC MELINDA** to several championships including Grand Champion Simbrah Female at the 2019 Super-bowl. Sired by 6G/LMC Rajin Cajun out of LMC Daydream. Purchased in a LMC GenePLUS Online Sale.

LMC GENEPLUS XXVII ONLINE SALE

MARCH 23 - 26, 2019
www.cattleinmotion.com

THE BLACK LABEL EVENT SALE

APRIL 6, 2019

Shipwreck Cattle Company
in Grandview, TX

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Cody Scogin Seale Show Cattle
Victor G. Guerra - vgg03@aol.com

956.607.5515 - Victor

936.201.8272 - Joe

OPPORTUNITY KNOCKS

We'll have a great set of Simbrah cattle for sale this spring in the Rio Grande Valley Beef Improvement Association Performance Tested Online Bull Sale, LMC GenePLUS. XXVIII Online Sale and private treaty. The bulls will come backed by performance data and some of the most successful pedigrees in the breed.



LMC ALL RISE is an exciting herd bull prospect from the LMC WFC Ms. Dream Girl Cow Family offering **NEW BLOOD** to the Simbrah breed being sired by the popular Mr. HOC Broker Simmental bull and out of our gorgeous 3/8 Simmental x 5/8 Brahman LMC Pioneer Woman donor.



LMC BBS MATCHBOX is a capacious, model Simbrah bull loaded with muscle, pedigree clout and potential. Sired by the 2013 National Champion LMC Gold Medal bull and out of the complete LMC BBS Jenna donor that we own with Boening Bros. and the Onstot's at Peach Creek.



MR. 6G S LMC TORRO is a stout yet smooth made herd sire prospect sired by 6G/LMC Rajin Cajun and out of the Goldie donor cow that was Grand Champion Simbrah and Reserve Supreme Champion American Female at Houston in 2017 for Robert Stavinocha.



CONGRATULATIONS to Gabriela Ramirez on your 2019 Reserve National Champion Simbrah Female **LMC HONEY BUN**. Sired by BETM LMC Rafa out of the LMC BBS Andrea donor and purchased in a LMC GenePLUS Online Sale.



CONGRATULATIONS to Golden Star Simbrah for winning Champion Simbrah of the World with **LMC 6G Golden Boy**. **LMC 6G OSCAR** is a full brother to Golden Boy sired by LMC Justice and out of a JBA Ms. Roshanda daughter we purchased from Select Cattle with 6G.

La Muñeca Cattle Co.

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CONGRATULATIONS to Carlos X. Guerra III on all your success with **LMC JAYDA**, a LMC BBS Primo daughter purchased in a LMC GenePLUS Online Sale. We'll be selling competitive baby dolls like Jayda in our online sales this spring and summer.

News...

(Continued from page 5)

Texas.

They are both 2016 graduates of Texas A&M University with degrees in animal science. Kelly also completed her master's degree in animal breeding in May of 2018. She is employed at Wendel Motor Company in Yoakum, Texas as the comptroller and Collin is the assistant ranch manager at Collier Farms Beefmasters.



Mr. and Mrs. Collin Morgan

New hand at La Muneca

Justin Boone LaGrange arrived on December 21, 2018 at DHR Hospital in Edinburg, Texas. He is the son of Cristina and Justin LaGrange. He is the grandson of Maggie and Charles LaGrange and Sister and Carlos X. Guerra of La Muneca Cattle Company. He has a pedigree full of farmers and ranchers and he was delivered by his tio (uncle) Dr. Jimmy Garza.



Justin Boone LaGrange

Sympathies to Zulim family

Tom Zulim, a long time Simbrah enthusiast, died of natural causes at his home in Hockley, Texas on December 28, 2018.

He was born February 16, 1958 in Fresno, California. He graduated from Fresno State with a degree in accounting, working briefly in that field when he decided to go to law school. He graduated from McGeorge Law School in Sacramento, California and practiced personnel law at a firm in Fresno. He went to work as a corporate attorney for Shell

(Continued on page 9)

We're Stronger Than Ever

We're proud to announce that we have added the genetic power of Smith Have No Fear 909B to our program, as we have purchased a one-third breeding interest in him from Smith Genetics.

He is a homozygous black, homozygous polled three-quarter sire with a proven pedigree. He is sired by the Simmental great, SVF Steel Force and out of the great LMC Diva, who is now deceased. He is a powerful member of that cow family and will continue her greatness.

We will be using him heavily on our Smith Detonator daughters. Detonator of course is a Smith Satisfies daughter with the Smith Bella Bella Cow Family on the bottom side of his pedigree.

Talking about strong—progeny from Have No Fear x Detonator daughters have built in recognition, greatness and will be strong contributors to our program and the breed.

Thank you to Schneider's River Valley, Laine Doucet, B&M Cattle, Dan & Kris Grinstead, Linda Brown, Britni Sandifer, Hensgen Brothers, Bell Farms, Paula Duncan and Michael Stenstrom for purchasing our lots in Synergy XI. We're looking forward to Synergy XII hope you have your calendar marked for Sept. 27-29th.



Smith Have No Fear



Smith Detonator

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Jake and Mary Tortorice • Sour Lake, Texas • jt@raosbakery.com

News...

(Continued from page 8)

Oil which brought him to Texas. In 1999, he took a position with Enterprise Products and held significant leadership positions in legal counsel, human resources and commercial divisions.

He and his wife of almost 30 years, Laura, raised their five children: Kirsten, Aimee, Taylor, Andrew, and Victoria. The family, which now includes five grandchildren, were heavily involved in cattle showing, kart racing, and sports of all kinds. He also developed a love of outdoor adventure and loved to hunt and fish.

Simbrah breeders will remember Zulim for his generous contributions to the Simbrah breed, especially junior causes.

Alamo City to host sale

The Alamo City group has announced that their spring sale will be held April 1st-3rd. The sale will be online through www.cattleinmotion.com and members of the group include Baring Cattle Co., Freasier Ranch and La Morra Ranch. For additional information contact Roy Baring, III at 210/867-6651.

La Muneca announces event/sale dates

La Muneca Cattle Co., Linn, Texas has announced they will host online sales on www.cattleinmotion.com. The La Muneca Cattle Co. GenePLUS Online Sale XXVII will be March 23-26; La Muneca Cattle Co GenePLUS Online Sale XVIII will be June 22-25, and the LMC GenePLUS Online Sale XXIX is scheduled for August 24-27.

HOTSSA plans sale

The Heart of Texas Simmental/Simbrah Association and the East Texas Simmental/Simbrah Association will hold their Fall Fest Sale, September 14th. The sale will be held at Buzzard Hollow Ranch, Granbury, Texas. For additional information contact Robert Piper at 830/305-4550.

Simbrah Synergy XII set for September

Sale host, Tim Smith announces that Simbrah Synergy XII will be held the fourth weekend of September. The date for the 12th annual event will be September 27-29th.

It will include a sale, a junior show for qualifying heifers, showmanship and educational contests. For additional information contact Smith at 512/587-7896 or smithgenetics1@gmail.com.

Juniors, mark your calendars

Junior Simbrah exhibitors, mark your calendars for the

summer shows. The Texas Junior Simmental/Simbrah Futurity will be held June 5-9 in Bryan-College Station, Texas, while the American Junior Simbrah Roundup will be June 19-22 in Crescent, Texas. The American Junior Simmental Association National Classic will be July 21-28 in Louisville, Kentucky. Please check the respective websites for entry deadlines and ownership date requirements.

For Simbrah news, go online

For additional news, events and updated calendar listings, Simbrah breeders and enthusiasts are encouraged to visit www.simbrahworld.com. In addition to the news, all issues of the magazine and the annual Simbrah News Commercial Feature are archived on this site. Simbrah World is also very social. Check out our Facebook page for posts on a weekly basis. Several advertising opportunities are available for you, by contacting Martha at hollida.co@att.net or call 903/316-8465.

Also at the bottom of the home page on the website is a form that can be filled out to receive the magazine in the mail. Fill it out for your customers. There is no charge to receive magazine.

**For all the Simbrah News,
visit www.simbrahworld.com
or follow Simbrah World on
Facebook!**



We set out to build a very select, high quality Simbrah program and we are confident we are achieving our goal.

We recently added a female that we think lines up perfectly with our goals, plan and future.

Smith Achieve 113F is now at JCC. She represents the kind, style, and genetic piece we strive to have in our herd.



Smith Achieve 113F-Sired by Smith Satisfies and out of Triple P Dream Girl, a Dream On daughter. 113F ranks in the top 2% of the breed for Calving Ease; top 3% for Birth Weight; 1% for Maternal Calving Ease and top 30% for API and 35% for TI. Black and polled.

Analyze her and as always visitors are always welcome.

Follow us on Facebook.

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Kenny Johnson 361/438-3413
wjohnson4945@sbcglobal.net
Tim Smith consultant • 512/587-7896
smithgenetics1@gmail.com

Follow us on Facebook-
Johnson Cattle Company, Kenedy, Texas



113F is a full sister to Smith CRC Breathtaker, a many time show champion and now a donor in the Smith Genetics' herd.

Excelling

We purchased Smith SWFS O Lilly 45B in a recent Synergy Sale. She's a Satisfies out of Smith Wentz O Jazz. Jazz is the genetic combination of Smith Nu Wave II and LMC Oprah. We have been really pleased with her production in her herd and invite you to look at her daughter, Smith Precious Lilly 45F, sired by Smith Nu Approach.

Hallie Hackett is campaigning this fancy, red polled 45B X Nu Approach daughter, Precious Lilly 45F. She won her class at the competitive 2019 Superbowl Simbrah Show.

It's females like 45B that keep us in business.

We'd also like to thank our buyers at Synergy XI. Justin Triesch, Mark Melson, Johnson Cattle Co., Triple J and Lane Doucet.



Smith SWFS O Lilly 45B as a calf.



Smith Precious Lilly 45F- a daughter of 45B and Smith Nu Approach

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San Antonio Stock Show & Rodeo

Simbrahs Compete For National Titles

Simbrah breeders converged on San Antonio for the annual National Simbrah and National Percentage Simbrah Shows on February 11th. Pasquale Swaner drew the task of evaluating the 103 head of purebreds and percentages.

In the purebred show, Cody Labry, Orange, Texas, saw his heifer, Smith Paul Smiling Times, take the junior honor on her way to winning the overall grand title. She is a daughter of McCrary Smith Inspired. Gabriella Ramirez,

Linn, Texas, won the reserve junior title and was also selected as the reserve grand champion overall. The female, LMC Honey Bun 5E 43 is a daughter of BETM LMC Rafa.

Jessica Willey, LaVernia, Texas, exhibited the National Grand Champion Bull, KDJJJ Firewalker, a LMC Rhino 5W/367 son. He was the calf champion in the purebred show. Smith Genetics, Giddings, Texas and Hensgens Brothers, Rayne, Louisiana saw their entry,



Cody Labry exhibited the National Grand Champion Purebred Female.

Jessica Willey exhibited the National Grand Champion Purebred Bull.



Smith Hensbro Triumph, a son of Smith Secret To Success take the reserve calf and reserve grand overall title.

Heifer calf champion honors went to Smith Genetics with Smith Diva's Dancing Queen, a daughter of Smith Made Solid and BCC Cajun Lady, a 6G/LMC Rajin Cajun daughter from Baring Cattle Company, Elmendorf, Texas won reserve in the division.

Mackenzie Groce, Snook, Texas, saw her TK/FCC Hard Body daughter, 5W Katie, take the National Intermediate Champion title, while Hensgens Brothers took the reserve in the division with Hensbros Ms Spicy E765-1, a Nieschwietz Ambition Z20 daughter.

Caleb Fuchs, Burton, Texas, took the senior champion banner home with LMC SSC Catalina, a LN LMC 12th Man daughter. Cole Mau, Columbus, Texas, was awarded the reserve senior champion honor with BBS Peggy Sue Walker, a LMC 3P So Johnny 5W/286 daughter.

The intermediate champion bull title went to Baring Cattle Company with BBC Red Advantage, a J7N Payload son, and Cochina Creek Ranch, Teague, Texas, won that division's reserve honor with 55E Coch Black Gold, a LMC

Gold Medal son. Jacob Friedrich, Zabcikville, Texas, completed the purebred bull show by winning the junior division with Smith Cupid, a Smith SWFS Divas Nu Mark son son.

National Champion Get of Sire honors went to the progeny of TK/FCC Hard Body, and National Produce of Dam honors went to progeny of RGV LMC Dr. Beauty.

In the percentage show, Emily Ramzinski, Adkins, Texas, won the senior division and grand champion female honors with BCC Alexandra, a daughter of WRS Promotion Z305, while Marshall Curl, McAllen, Texas, saw his entry of 3CC Crimson, a TK/FCC Hard Body daughter, win the calf division and then go on to take the reserve grand title in the female portion of the show.

Diana Garcia, Mission, Texas, won the National Grand Champion Bull title with LBQR Ruger, a CMFM Explorer son from the calf division. Smith Genetics and 7N Ranch, Falls City, Texas, took the reserve calf and reserve grand title with Smith 7N Savage, a Kappes Pendleton son.

Baring Cattle Company won the reserve heifer calf honor with BCC Lady Moon, a BCC Power Driver daughter. Elliott Mayson, Bertram, Texas, took the intermediate

Gabriella Ramirez exhibited the National Reserve Grand Champion Purebred Female.



Smith Genetics and Hensgens Brothers exhibited the National Reserve Grand Champion Purebred Bull.



Smith Genetics exhibited the National Purebred Heifer Calf Champion.



Caleb Fuchs exhibited the National Purebred Senior Champion Female.



Baring Cattle Company exhibited the National Purebred Reserve Heifer Calf Champion.



Cole Mau exhibited the National Purebred Reserve Senior Champion Female.



Mackenzie Groce exhibited the National Purebred Intermediate Champion Female.



Cochina Creek Ranch exhibited the National Purebred Reserve Intermediate Champion Bull.



Hensgens Brothers exhibited the National Purebred Reserve Intermediate Champion Female.



Jacob Friedrich exhibited the National Purebred Junior Champion Bull.

Champions...

(Continued from page 12)

champion female honor with BCC Morning Dew, a WRS Promotion daughter, and Isabella Carrera, Rio Grande City, Texas, took the reserve intermediate title with LMC Miranda 3E 169, a SVJ NJC Built Right daughter. Reserve

senior champion honors went to Hallie Hackett with Smith McCrary So Good, a Smith Entitled N Red daughter.

Jacob Antonio Saenz, Santa Elena, Texas, exhibited the Intermediate champion, a CRCF Mr. Hoover son, TMC RCKN Black Label and Jacob Friedrich saw his entry of Smith Prince N Black, a Smith Prince Charming son, take the senior champion honor.



Emily Ramzinski exhibited the National Percentage Grand Champion Female.



Diana Garcia exhibited the National Percentage Grand Champion Bull.



Marshall Curl exhibited the National Percentage Reserve Grand Champion Female.



Smith Genetics and 7N Ranch exhibited the National Percentage Reserve Grand Champion Bull.

No photo available of the National Champion Purebred Intermediate Champion Bull.



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We want to recognize John Rohrer, who has worked with his Pine Ridge heifer, PRR Maria 268E. Congratulations John for a job well done.

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He's loaded with power, mass and muscle. He's strong in his top and correct.

He has been named the Louisiana State Fair Junior and Open Grand Champion Bull, as well as the Bayou Classic Grand Champion and Charlee showed him to grand champion honors at the LSU State Jr Show.

We're excited to have him working in our herd, as his calves are hitting the ground running with style and performance. We are matching Gaston with dams that have proven genetics from some to the top Simbrah breeders in the industry.

He's proving to be powerful—come see his calves.



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Fired up about our program

We're really excited about the direction our program is going and largely due to the calves on the ground by Smith DRFF Established 612C. We will be offering a select number of these in the upcoming Synergy Sale in September.

We will also be offering a heifer from 44B and sired by WLE Uno Mas in Synergy—this one caught our eye on day one and she continues to impress.

We hope you will mark your calendar for Sept. 27-29 for Synergy XII.

Thank you to Laine Doucet, Bob & Tammy Maiorano, Chris Baker and B&M Cattle for purchasing our lots in Synergy XI.

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Cole Mau exhibited his Boening bred heifer, BBS Peggy Sue Walker to reserve senior champion honors in the 2019 National Simbrah Show, the Simbrah-Simmental Superbowl and the San Antonio Junior Simbrah Show.

BBS Peggy Sue Walker is granddaughter of LMC Johnnie Walker and maternally her lineage goes back to breed greats like Power House and Klondike Arnie GNM.

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Market for “Fake Meat” is real but small

By Wes Ishmael

Stomach-churning as it is to meat lovers and those who favor authenticity, fake meat products are catching the buying attention of at least a few consumers.

In fact, according to a study released by Research and Markets (R&M) this summer, the global meat substitute market size was valued at \$4,175 million in 2017, and is expected to reach \$7,549 million by 2025. That would make for a compound annual growth rate (CAGR) of 7.7% from 2018 to 2025.

“The alternative protein category is sure to grow over the next decade as global protein demand expands, allowing pathways for more diversified protein products,” according to a report from CoBank earlier this year (Lab-Grown Cultured Meat-A Long Road to Market Acceptance). “Euromonitor International projects sales of meat substitutes to rise steadily to \$863 million in 2021, representing roughly 17% growth compared to 2017 estimates. These figures are dwarfed in comparison to the current retail market size of \$49 billion in sales for the entire meat and poultry category in the U.S.”

Although fake meat products cultured from animal cells dominate recent headlines, fake meat products built with plant protein dominate the market currently.

“The meat substitute market by product type comprises products prepared from tofu, tempeh, textured vegetable protein, seitan, quorn, and other plant-based sources,” according to the R&M report. “Textured vegetable protein (TVP)-based meat substitutes occupied the largest market share of 35.8% in 2017 as it is the basic ingredient in most of the soy-based meat substitute products. In terms of growth, seitan-based meat substitutes are projected to exhibit an impressive CAGR of 9.4%, owing to increase in adoption in the food service industry.”

Lots of that was Greek to me, too. For the record: tofu—also known as bean curd—is made from coagulated soymilk; tempeh is made from fermented soybeans; seitan is wheat gluten; quorn is a mycoprotein fermented from fungus. Best as I can tell, rather than an umbrella encompassing those other products, TVP—also known as soy meat—is a product unto itself, made from defatted soy flour.

How’s your appetite now?

Meat by any other name

Whether built from plant protein or cultured from animal cells, using the term ‘meat’ is misleading, of course. Just like using the term ‘milk’ when describing liquid alternatives derived from soybeans, almonds and all of the rest.

Adding to confusion is the fact that these terms have been attached to other things previously, without ridicule. For instance, I don’t remember ever hearing anyone raise a fuss about coconut milk or digging the meat out of a walnut. Of course, no one was portraying coconut juice as a replacement for milk. No one in their right mind would confuse nuts with actual meat.

So, plenty of labeling battles will be fought along the way. And, that’s before considering products cultured from animal cells, which remain unavailable commercially.

“A number of U.S. cell-cultured meat companies are developing products that some believe could be sold within three years in certain markets and widely available in 10 years,” according to a Congressional Research Service report (Regulation of Cell-cultured Meat) published in October.

That same report notes that cell-cultured meat is also

known as lab-grown meat, clean meat, in vitro meat, imitation meat, synthetic meat, and fake meat.

In the meantime, the battle over governmental regulation of cell-cultured meat is just getting started. In November, agreement was reached for the U.S. Food and Drug Administration (FDA) and U.S. Department of Agriculture (USDA) to share the responsibility of regulatory oversight.

"FDA oversees cell collection, cell banks, and cell growth and differentiation. A transition from FDA to USDA oversight will occur during the cell harvest stage, according to a USDA statement. "USDA will then oversee the production and labeling of food products derived from the cells of livestock and poultry."

Leading up to the decision, Jennifer Houston, president-elect of the National Cattlemen's Beef Association (NCBA) explained, "Ensuring lab-grown fake meat products are subject to strong, daily inspection by USDA's trained professionals is essential."

Houston and Mark Dopp, senior vice president of Regulatory and Scientific Affairs for the North American Meat Institute (NAMI) made comments about oversight during a two-day meeting this fall, hosted by the USDA and FDA. The meeting—Use of Animal Cell Culture Technology to Develop Products Derived from Livestock and Poultry—included discussions about the safety and marketing of cell-based fake meat, as well as which agency will ultimately have regulatory control.

"That the inspection system administered by the Food Safety Inspection Service (USDA-FSIS) is more rigorous than the one administered by FDA is undeniable. Administration officials have said as much," Dopp explained "I am baffled why those who advocate that FDA should have primary jurisdiction over cell-based meat products want to deny those companies the benefits of FSIS inspection."

FSIS oversight includes the USDA mark of inspection, providing consumer confidence that a product has been deemed wholesome by the agency.

Dopp also detailed the importance and benefits of USDA's label approval process, which protects companies from frivolous lawsuits and gives consumers confidence that products are accurately labeled and not represented to be something they are not.

"USDA can be trusted to enforce truthful, transparent labeling of the products under its jurisdiction," explained Kevin Kester, NCBA president. "Beef producers welcome competition, but product labels and marketing must be based on sound science, not the misleading claims of anti-animal agriculture activists."

Fake meat timeline

"It's clear by the growth in plant-based protein case shipments to foodservice and restaurant operators that this category has mainstreamed beyond those who choose a meatless diet," explained David Portalatin, industry advisor for NPD's Food Sector, earlier this year.

According to NPD research, 14% of U.S. consumers, which translates to over 43 million consumers, regularly use plant-based alternatives such as almond milk, tofu, and veggie burgers, and 86% of these consumers do not consider themselves vegan or vegetarian.

Beef alternatives make up 44% of the plant-based categories being shipped to independent and micro-chain restaurant operators (U.S.) and are the primary contributor to the total

category's growth, according to NPD. Burgers are the largest beef alternative category but ball products, like meatless meatballs, used as ingredients have outpaced burgers and all other plant-based protein formats in terms of growth.

Also, keep in mind some of the household names that are already producing alternative meat products and/or have investments in other companies that are producing or intend to produce these products. They include Cargill (Memphis Meats), Tyson (Beyond Meat and Memphis Meats) and Kellogg (Morningstar Farms).

Other highlights from the CoBank report:

- * The competitive impact of cultured meat on traditional pork, beef and poultry demand is expected to be minimal.

- * Cultured meat developers are challenged by the need to compete head-to-head with traditional meat offerings on cost and quality. Initial consumer surveys also reflect the acceptance hurdles that must be cleared.

- * Cultured meat could appear in restaurants and specialty stores in three to five years, and in grocery stores in five to eight years.

Other highlights from the R&M study:

- * The quorn-based segment is expected to grow at a CAGR of 8.5% during the forecast period.

- * Europe is expected to dominate the market, registering a CAGR of 7.3% in terms of value.

- * Exponential demand growth is projected for the Asia-Pacific through 2025, growing at the highest CAGR 9.4%, in terms of value.

- * The soy-based segment is anticipated to dominate the global meat substitute market registering CAGR of 7.2%.

Now In Our Program



We've added this exciting female to our program, Smith BSF Monas Valentin. She's a Smith Nu Wave II out of Smith Isgrig Eleanor, making her a full sister to Smith Isgrig Charismatic, who was one of the strongest EPD bulls ever in the breed. In addition, she has a heifer calf by Smith Just Because, the 2018 National Percentage Reserve Grand Champion Bull. We have her bred back to our new junior herd sire, Smith Designated Hitter and the excitement continues around this proven female.

Call us, we'd love to visit with you about our Simbrahs.



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Smith 7N Savage

He's a three-quarter son of Kappes Pendleton and his dam is a Smith Wentz O Eve Y80. He was recently named 2019 National Percentage Simbrah Reserve Grand Champion Bull. We own him with Smith Genetics and are very excited about the impact he will bring to both of our programs.

**Thank you to our buyers at Synergy XI:
B&M Cattle, Grant Hinckley, Triple J,
Smith Genetics, Kelby Boldt,
and Michael Stenstrom.**

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Smith 7N Bred 2 Win 571E

This is a purebred Simbrah sired by Smith Satisfies and out of a RFI Real Deal daughter. She has been successfully campaigned by Braxton Butler and recently was named 2019 Superbowl Early Junior Champion Simbrah Female. Congratulations Braxton.



We want to give a big shoutout to Jadan Butler as she is in her senior year of high school. We've been longtime friends with the Butler Family and we wish Jadan the best. She recently won the 2019 Superbowl Reserve Junior Champion Heifer Simbrah Calf title with her heifer, Smith New Idea 298F, a daughter of Smith Stout N Black.

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6G/LMC Rajin Cajun was an outcross herd sire produced by 6G Ranch out of the mating of JF Net Investment and 6G Evangeline (LM Full House x BHR cow). This 3/4 x 1/4 herd sire was exciting from the moment he hit the ground...moderate, functional, powerful, correct and full of look as a calf. 6G/LMC Rajin Cajun developed into the Breed Changer that we all hoped he was as a calf. Thank you to all the breeders that have utilized Rajin Cajun in their programs! Semen is still available on him through La Muneca Cattle Company.

2019 Championship Backdrops highlighted by 6G/LMC Rajin Cajun progeny.

Reserve Champion American Female – SALE Jr Show

Reserve National Champion Open Female – SALE Open

Grand Champion Female -- SALE Jr Show
FWSS Jr Show
FWSS Open Show

Reserve Grand Champion Female -- SALE Jr Show
FWSS Jr Show
FWSS Open Show

Grand Champion Simbrah Female--Simbrah-
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Haley Bryand and her Rajin Cajun daughter



Wes Reeder and his Rajin Cajun granddaughter



Mackenzie Groce Heifer and her Rajin Cajun granddaughter



Caleb Fuchs and his Rajin Cajun granddaughter



Gabriella Ramirez and her Rajin Cajun daughter

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 March 7-Junior Simbrah Heifer Show, Houston Livestock Show & Rodeo, Houston, Texas
 March 13-Junior Simbrah Heifer Show, Rio Grande Valley Livestock Show, Mercedes, Texas
 March 14-Open Simmental Simbrah Show, Rio Grande Valley Livestock Show, Mercedes, Texas
 March 16-19-Rio Grande Valley Beef Improvement Association Online Bull Sale
 March 23-26-LMC GenePLUS Online Sale XXVII
 March 30-Junior Simbrah Show, Star of Texas, Austin, Texas
 April 1-3 Alamo Simbrah Online Sale
 May 18-Buzzard Hollow Ranch Designer Classic, Granbury, Texas
 June 5-9-TJSSA Futurity, Bryan-College Station, Texas
 June 19-22-American Junior Simbrah Roundup, Crescent, Texas
 June 22-25-LMC GenePLUS Online Sale XXVIII
 July 21-28-AJSA National Classic, Louisville, Kentucky
 August 5-7-Texas A&M Beef Cattle Short Course, College Station, Texas
 August 9-11-Texas Simmental/Simbrah Association Convention, Granbury, Texas
 August 24-27-LMC GenePLUS Online Sale XXIX
 September 14-Heart of Texas and East Texas Simmental/Simbrah Associations Fall Fest Sale, Granbury, Texas
 September 27-29-Synergy XII Sale, Giddings, Texas
 October 5-32nd Annual LMC Jr. Round Up & Futurity, La Muneca Ranch, Linn, Texas
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Thank you to our Synergy buyers
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NATIONAL CHAMPION



LMC GOLD MEDAL - YOB - 2012

We are very proud of the **TOTALITY** that our **CHAMPIONSHIP** Herd bull battery offers. We have been in the Simbrah business since 1985 and are proud to still be raising moderate, practical cattle that compete in all facets of the Simbrah World. Most important, we share our best genetics 24/7/365. Example being that **SEMEN IS FOR SALE** on all of these LMC Hall of Fame bulls. Call us for your seedstock needs. **VISITORS** are always welcome at LMC !!

3/4 S x 1/4 BR - SIRE OF CHAMPIONS



LMC EF JW BLACK

NATIONAL % CHAMPION



LN LMC 12TH MAN

3/4 S x 1/4 BR - SIRE OF CHAMPIONS



66 LMC RAJIN CAJUN

RES. NATIONAL CHAMPION



LMC ATZ DR. FEEL GOOD

CHAMPION



LMC BBS PRIMO

SIRE - LMC BLACK PERFECTO

CHAMPION



GREAT CARCASS MERIT
LMC BBS MANZIEL 5B2

NATIONAL CHAMPION



LMC ARCADIO

INTERNATIONAL CHAMPION



LMC RHINO

SIRE - LM FULL HOUSE

NATIONAL CHAMPION



LMC MT TRANSFORMER

2019 LMC CALENDAR OF EVENTS

LMC GenePLUS Sale XXVII March 23-26

LMC GenePLUS Sale XXVIII June 22-25

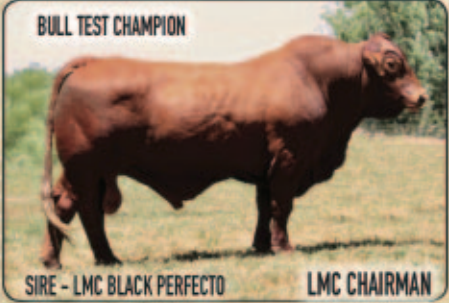
LMC GenePLUS Sale XXIX August 24-27

32nd Annual LMC Jr. Round Up October 5

LMC & Friends Giving THANKS Sale VI - Nov. 23-26

www.cattleinmotion.com

BULL TEST CHAMPION



SIRE - LMC BLACK PERFECTO

LMC CHAIRMAN

La Muñeca Cattle Co.

Simbrahs, Simbraviehs & POLLED Brahms

CARLOS & SISTER GUERRA FAMILY

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Carlos 802-1641 • Victor 607-5515

Carlos Jr. 330-1963 • email: LaMuñecaCattle@aol.com

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