



# BEEF BRIEFS

AMERICAN  
**Simmental**  
ASSOCIATION

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## Simbrah – The Best of Both Breeds

In the late 1960s, shortly after the introduction of Simmental in North America, a few cattlemen began to act upon an idea of a breed that could thrive in the sub-tropical climate of the Gulf Coast Region of the United States. They not only wanted this breed to thrive in the south but also to meet the demands of the industry. The result, a viable beef breed created by combining the two most populous breeds in the world, Brahman and Simmental to create Simbrah.

Using two breeds that are distinctly different utilizes the strengths of both and maximizes the hybrid vigor because of the extreme genetic differences. Combining the strengths of the Brahman breed, including longevity, heat tolerance, insect and disease resistance, durability, grazing ability and calving ease with the superior Simmental traits of fertility, milking ability, rapid growth, and early sexual maturity led to Simbrah.

Aside from the experimentation with *Bos Indicus* and *Bos Taurus* in the late 1960s the first Simbrah animal wasn't registered until 1977. The American Simmental Association, with its open registry recognized that it would be beneficial to take Simbrah under their wing instead of forcing them out on their own. In 1977, the Simbrah registration was approved by the membership, with breeders registering 700 animals in their first year of existence as an organization. The next year an additional 1,100 were registered and in the first five years over 3,000 head were being registered and recorded annually.

Two categories of Simbrah are admitted to the herdbook, purebred and percentage. Purebreds contain 5/8 Simmental and 3/8 Brahman while percentage animals must carry a minimum of 3/8 Simmental and 1/4 Brahman. Another variable that has been added to the purebred formula is the "floating 1/16<sup>th</sup> other breed" which allows producers to add 1/16 of any other breed to tailor the Simbrah to fit their program and geographical region.

Cattlemen first referred to these Simmental X Brahman cattle as "Brahmental" and used it on registration certificates, but as pressure mounted in 1977 from an early breeder who claimed the rights to the name, the ASA changed the name to Simbrah. It is a breed that is now recognized worldwide. Known as Simbrah in most countries, but also referred to as "Simbra" in South Africa and "Simbrasil" in Brazil.

In 1985, the Trustees established an ad hoc Simbrah Committee with objectives to review the policies, rules, regulations, activities, promotional methods, and materials pertaining to Simbrah and make recommendations to the Trustees. In 1989, the board established a permanent Simbrah Committee as part of the ASA Committee structure, replacing the ad hoc committee. This committee encouraged the staff to develop a new Simbrah logo, registration certificates, cow cards and herd handler forms. New ads were also created to promote the Simbrah breed and its advantages to commercial cattlemen, targeting current and prospective markets in Mexico and South America.

In the spring of 1993, *Simbrah International* was established under the auspices of ASA Publication, Inc. This four-color magazine was printed three times a year until 1996 when it was changed to a semiannual issue. In the fall of 1997, the publication received a face lift and a new name. *American Simbrah* became the advertising tool for many progressive Simbrah breeders and now appears four times annually.

Under the umbrella of the American Simmental Association, Simbrah presently have been subjected to the same rigid performance standards as the Simmental and is included in ASA's innovative carcass merit program.

Simbrah combine the genetics of the world's two most populous breeds, strengths upon which the breed can rely as it fills its niche in the beef industry.