

Simpson Polled Herefords



Mike & Becky – Redfield, IA
Travis & Sara – Grimes, IA
Kevin & Lindsay – Thermopolis, WY



Website: www.simpsonpolledherefords.com

Facebook: [Simpson Polled Herefords](https://www.facebook.com/SimpsonPolledHerefords)

Email: simpmj@aol.com

Phone: 515-833-2991

About Our Herd

Our small but select herd has been developed with performance as the top priority. Our main focus is on calving ease, low birth weights and high growth and milk traits. Whether natural service or AI, the sires we breed our cows to are selected primarily for those traits along with an emphasis on phenotype and structural correctness. As a result, the bulls we sell from each year's calf crop consistently rank in the top 30% or better for nearly all performance traits and are measured with genomically-enhanced EPD's. We continuously collect extensive data throughout every phase of growth on all the cattle raised on our farm from birth until when they leave the farm. We retain ownership and collect harvest data of our steers through the [Tri-County Steer Carcass Futurity cooperative](#). We also strive to offer homozygous polled bloodlines which are in demand from our commercial customers. After losing a longtime leased summer pasture, we reduced our herd in the spring of 2019 from calving around 20 females to now calving around 10 females plus retaining replacement heifers. We are proud to be a Gold TPR breeder and to have several Dams of Distinction in our bloodlines.

About Our Family

Mike and Becky have both been involved in the Hereford business nearly all their lives beginning in Ohio (Mike) and Illinois (Becky). Both have been inducted into the Iowa Hereford Hall of Fame. The current herd began in the mid-1970's in Kansas City, Mo., when Mike and a co-worker purchased a few commercial and registered Polled Hereford cows. He and Becky began developing their own separate herd after their marriage in 1976 and moved it to Iowa in 1979. Sons Travis and Kevin received their first commercial cows for Christmas in 1983 and soon moved to purebred Polled Herefords. During their growing-up years they enjoyed success showing at state, regional and national shows.

Currently, Travis and Sara and their family reside in Grimes, Iowa. Travis still has a few cows in the herd that have bloodlines tracing back to a heifer he purchased as a junior in the 1995 Iowa Beef Expo sale from Jim Hemmingsen. He is involved in our breeding decisions and marketing as well as the hands-on maintenance of the farm and herd. Kevin and Lindsay and their son live in Thermopolis, Wyoming. Kevin helps market our cattle to western cattlemen as the head of our unofficial "Simpson West" branch, which has resulted in expanding our customer base.

To view an interactive digital version of this brochure go to our website and click on the Tour Flyer link or scan this on your smartphone:



PEN 1

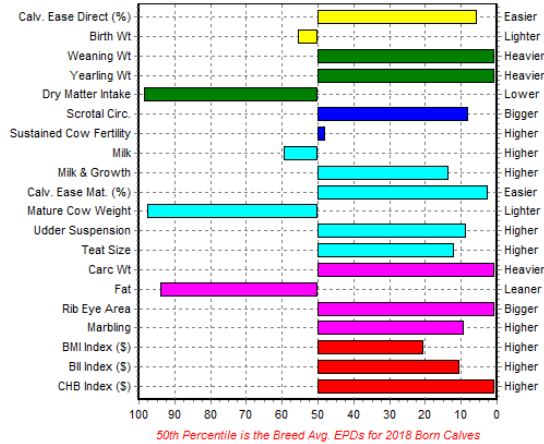
HERD SIRE: [S COVENTRY Y02 4D](#)



Sire: [SHF York 19H Y02](#)

Dam: [S Annie 936 83B](#)

EPD Percentiles for S COVENTRY Y02 4D (CHB,DLF,HYF,IEF,MSUDF) (P43681960)
EPDS AS OF 08/24/20



EPDS AS OF 08/24/20																				
	Calv. Ease Direct (%)	Birth Wt	Weaning Wt	Yearling Wt	Dry Matter Intake	Scrotal Circ.	Sustained Cow Fertility	Milk	Milk & Growth	Calv. Ease Mat. (%)	Mature Cow Weight	Udder Suspension	Teat Size	Carc Wt	Fat	Rib Eye Area	Marbling	BMI Index (\$)	BII Index (\$)	CHB Index (\$)
EPD	+10.0	+3.2	+73	+118	+0.8	+1.4	+15.8	+23	+60	+7.9	+121	+1.40	+1.40	+101	+0.053	+0.81	+0.25	+\$ 384	+\$ 482	+\$ 143
Acc	.40	.55	.46	.47	.15	.41	.32	.30	-	.32	.35	.42	.42	.27	.29	.26	.27	-	-	-
Breed Avg. EPDs for 2018 Born Calves Click for Percentiles																				
EPD	2.2	3.0	51	82	0.1	0.9	15.5	23	49	1.6	87	1.21	1.22	64	0.010	0.35	0.08	332	397	100

Non-Certificate AI Sire - \$30/straw

Discount available for bulk purchase or commercial breeding

Notes:

- Among 72 Homozygous Polled Non-Certificate Hereford AI Sires EPDs Coventry ranks:
CE: 10th WW: 3rd YW: 5th YW: 4th REA: 11th Carcass Wt: 2nd CHB Index: 5th
- Ranks in the top 20% or better in 14 of the 20 breed EPD traits and top 10% or better in 10 traits
- CHB Sire of Distinction
- Actual BW: 78 lb.
- 15.34 adjusted yearling REA
- His first steer calves in a 2019 Iowa feedlot test beat out contemporaries by over \$200 profitability per head

COW	AGE	COW SIRE	Wean	Yrlg	CE	BW	WW	YW	MM	M&G	CALF
74Z	8	MSU TCF REVOLUTION 4R	6/106	6/101	9.5	1.4	57	95	19	48	99H
83B	6	HYALITE ON TARGET 936	2/108	2/99	10.6	2.9	63	101	23	55	95H
87B	6	S REBEL 4R 73Z	4/107	4/104	2.6	4.0	61	104	23	54	96H
32E	3	S MARKSMAN 936 84B	1/111	1/108	3.2	3.8	66	102	26	60	97H
70F	2	S MARKSMAN 936 84B			-2.9	6.0	77	129	29	68	98H
11G	1	S COVENTRY Y02 4D			7.9	2.0	64	103	26	58	

CALF	DOB	SEX	CE	BW	WW	YW	MM	BMI	CHB
95H	3/15	C	9.5	2.9	68	109	23	395	130
96H	3/16	B	5.7	3.8	66	112	23	348	121
97H	3/18	C	4.9	3.5	70	110	25	348	114
98H	3/21	C	1.6	5.8	78	129	26	375	130
99H	4/8	C	11.8	1.7	64	104	21	378	133

Gold = top 10 percentile or better for breed EPDs

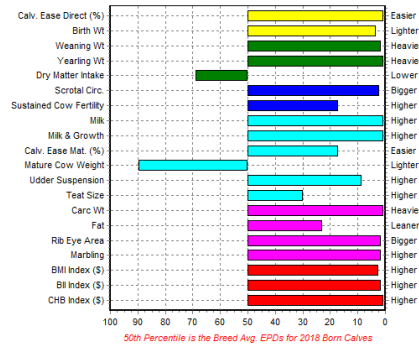
Green = top 20% or better

PEN 2

AI SIRE: [BEHM 100W CUDA 504C](#)



Percentiles for BEHM 100W CUDA 504C (CHB,DLF,HYF,IEF,MSUDF,MDF) (P4363C EPDS AS OF 08/24/20)



COW	AGE	COW SIRE	Wean	Yrlg	CE	BW	WW	YW	MM	M&G	CALF
31X	10	KJ C&L J119 LOGIC 023R ET	8/101	7/99	-3.2	4.2	57	90	22	50	94H
42A	7	MSU TCF REVOLUTION 4R	5/112	5/105	-0.4	4.2	65	109	29	61	90H
33E	3	S MARKSMAN 936 84B	1/99	1/115	3.3	3.6	60	101	29	59	91H
67F	2	SHF YORK 19H Y02			0.6	2.9	64	97	18	50	88H

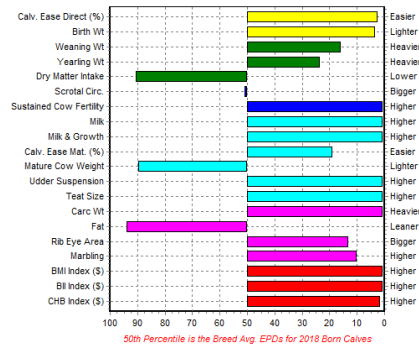
CALF	DOB	SEX	CE	BW	WW	YW	MM	BMI	CHB
88H	2/16	C	9.2	0.8	66	106	30	372	125
90H	2/22	C	10.5	0.4	64	108	35	403	139
91H	2/22	C	8.1	1.6	65	110	35	384	131
94H	2/24	C	4.0	2.7	65	108	31	356	115

PEN 3

AI SIRE: [KT SMALL TOWN KID 5051](#)



Percentiles for KT SMALL TOWN KID 5051 (CHB,DLF,HYF,IEF,MSUDF,MDC) (P4362 EPDS AS OF 08/24/20)



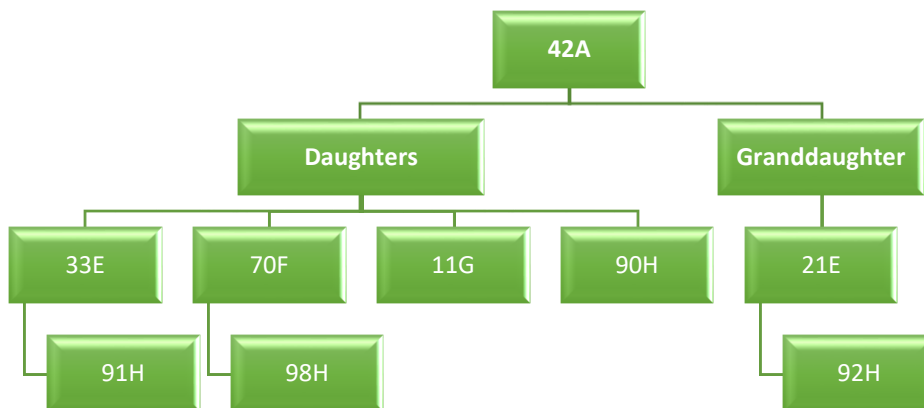
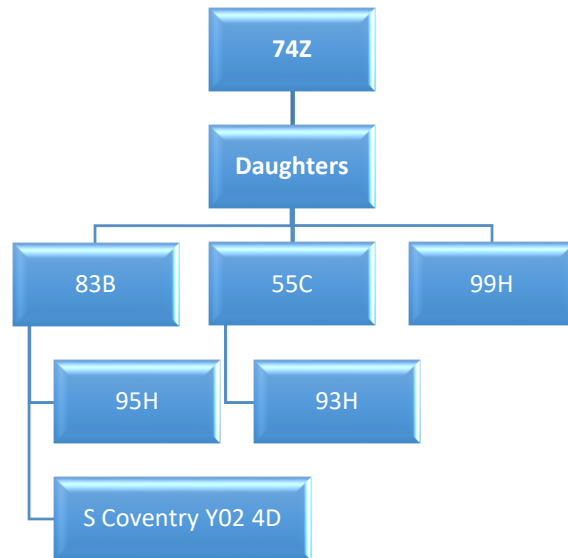
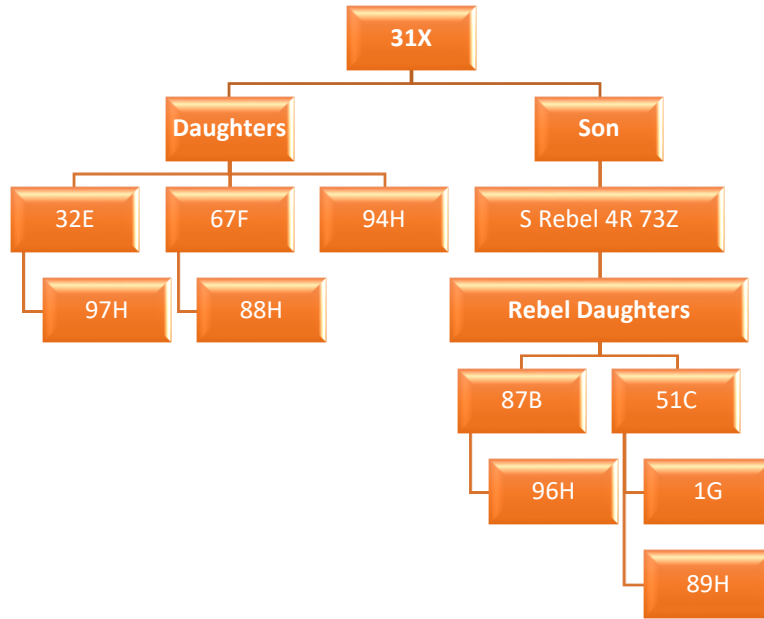
COW	AGE	COW SIRE	Wean	Yrlg	CE	BW	WW	YW	MM	M&G	CALF
51C	5	S REBEL 4R 73Z	2/94	1/102	-0.3	4.1	57	93	19	48	89H
55C	5	HYALITE ON TARGET 936	3/100	2/95	5.7	3.3	62	101	18	49	93H
21E	3	SHF YORK 19H Y02			1.9	3.3	69	110	21	55	92H*
1G	1	KT SMALL TOWN KID 5051			6.4	1.7	59	97	30	60	

*21E's calf is sired by S Rebel 4R 73Z

CALF	DOB	SEX	CE	BW	WW	YW	MM	BMI	CHB
89H	2/17	B	7.6	1.1	57	91	30	416	112
92H*	2/23	B	0.1	4.6	69	108	23	305	110
93H	2/23	B	9.7	1.5	61	98	30	442	127

COW FAMILIES

All of the animals in our herd can be traced back to these 3 cow families:



Reference Sires

[S Marksman 936 84B](#)

[SHF York 19H Y02](#)

[S Rebel 4R 73Z](#)

[Hyalite On Target 936](#)

[MSU TCF Revolution 4R](#)

[KJ C&L J119 Logic 023R ET](#)