

Performance Advocate Program *enters Fourteenth Year*

by Lilly Platts

Recognizing Dedicated and Driven Data-Reporting Operations

ASA Performance



For fourteen years, the Performance Advocate Program (PA) has recognized cattle producers who maintain a commitment to data reporting. The 2023 program marked the fourth year under new guidelines, developed to identify the dedicated data reporting that fuels ASA's genetic evaluation.

A **Driven Performance Advocate** submits records on at least 10 of the 14 traits, and 90% of the contemporary group. A **Dedicated Performance Advocate** submits records on 90% of the contemporary group, and records on 8 of the 14 traits.

Performance Advocates listed here are for the fall 2021 and spring 2022 calf crops. The operations featured below have submitted data on at least 8 of the 14 traits, and represent operations that are committed to data reporting.

B&B Simmental

B&B Simmental, located between Gregory and Burke, South Dakota, focuses on raising modern, efficient cattle that perform, maintain calving ease, and create a high-quality end product. For over 20 years, they have used a well-rounded approach to developing bulls that are ready to thrive for commercial producers. Betsy Senter and Bonnie Noziska are partners in the ranch, and their combined passion for agriculture led them to the beef industry. Their cow herd was originally commercial, but after a conversation with a neighbor and other consideration, Simmental was brought into the program with a three-quarter-blood J & C Black Maximizer son from John Volk and Sons in Battle Creek, Nebraska, in 1997. At the root of this decision was a desire to improve docility and take advantage of Simmental's maternal power.

Today, they sell SimAngus bulls to local commercial producers by private treaty. Data collection and DNA testing are a priority, and Senter and Noziska are dedicated to continually learning about the science behind improving the cow herd. B&B Simmental participated in the Cow Herd DNA Roundup and Calf Crop Genomics programs. Community is essential to B&B Simmental, and both Senter and Noziska are active members of local agricultural organizations and more.



Bonnie Noziska (left) and Betsy Senter own and operate B&B Simmental.



B&B Simmental is committed to raising functional, high performing cattle.