AMERICAN SIMMENTAL ASSOCIATION

ASA COMMERCIAL PRODUCER OF THE YEAR

2027 Award Application

PURPOSE

The ASA Producer of the Year Awards recognize producers who put performance into practice through objective information, genetic selection and sound management decisions to create value in their operations and throughout the beef industry.

KEY DATES: Inaugural awards selected in 2027. **Completed nominations are due to ASA by December 18, 2026**. Recipients will be recognized at the 2027 Fall Focus Banquet in Sioux Falls, South Dakota, and will serve as ASA's preferred nominees for the national Beef Improvement Federation (BIF) Producer of the Year awards.

Please send completed application packet to bcrites@simmgene.com

AWARD FOCUS: Recognizes a commercial cattle producer utilizing Simmental genetics who demonstrates excellence in cattle production, genetic selection, management, efficiency and profitability, and who uses performance information to build a productive and profitable commercial beef operation.

A. APPLICANT / OPERATION INFORMATION

Name of operation:		**Year established:**	
Owner(s):		**Manager:**	
Street address:		**City / State / ZIP:**	
Primary contact:		**Phone:**	
Email:		**Website / social media:**	

B. NOMINATOR INFORMATION

Nominator name:		**Organization / affiliation:**	
Title:		**Phone:**	
Email:		**Relationship to nominee:**	

Nominator recommendation (maximum 500 words): Explain why this producer / operation merits recognition. Address the award criteria and provide specific examples of impact, achievement and leadership.

APPLICATION INSTRUCTIONS

The nominee should complete the operation questions that follow. Please be specific and use examples, results or measurable outcomes where possible. Attachments are optional unless requested by ASA. The operation overview may be used in award publicity and presentations.

1. OPERATION OVERVIEW

Maximum 250 words. This description may be used in publicity and award presentations.

Describe your operation, including location, history and years in operation, type of cattle, breeds and percentage of Simmental influence, calving season, production system, marketing channels and diversification.

2. GOALS AND BUSINESS DIRECTION

What are the most important short-term goals for your operation? Describe the production or business priorities you are working to improve.

What are your long-term goals for herd development, profitability, growth, family or business transition and sustainability?

3. SIMMENTAL GENETICS AND SELECTION DECISIONS

How are Simmental genetics incorporated into your commercial herd? Describe the role Simmental and Simmental-influenced cattle play in your breeding and marketing strategy.

How do you select bulls, semen or replacement females? Discuss the information and traits you consider, including EPDs, selection indexes, calving ease, growth, maternal traits, carcass merit, phenotype and adaptability.

4. PRODUCTION MANAGEMENT AND PERFORMANCE

Describe your production system and management practices, including breeding and calving, nutrition, health, grazing, weaning, preconditioning, backgrounding, finishing or retained ownership, as applicable.

What production measures do you track (e.g., pregnancy rate, calving distribution, calf crop, weaning weights, pounds weaned per cow exposed, death loss, average daily gain, feed efficiency or carcass results)? Which measures are most important to your operation?

5. RECORDS, ECONOMICS AND PROFITABILITY

How do performance records and economic information influence culling, replacement, breeding, marketing and investment decisions?

Describe how Simmental genetics contribute to the efficiency and profitability of your operation. Include examples such as pounds marketed, uniformity, maternal performance, feed resources, carcass value, premiums or customer demand, as applicable.

6. MARKETING AND VALUE-CHAIN PARTICIPATION

Describe how you market your cattle and how you capture or document value (e.g., auction, video/internet sale, direct marketing, retained ownership, branded programs, grid or carcass data).

Do you participate in value-added, age-and-source, health, preconditioning, genetic or other verification programs? Describe the program and its value to your operation.

7. INNOVATION, STEWARDSHIP AND SUSTAINABILITY

Describe innovations, technologies or management practices you have adopted to improve productivity, efficiency, labor, animal welfare or profitability. What results have you seen?

Describe your approach to stewardship of land, forage, water and cattle, including grazing management, soil health, resource conservation, animal health and welfare.

8. LEADERSHIP AND BEEF INDUSTRY CONTRIBUTIONS

List leadership roles and participation in community, agricultural, breed and beef-industry organizations, including beef advocacy, education and outreach.

Final. APPLICANT CERTIFICATION

I certify that the information provided in this application is accurate to the best of my knowledge and may be used by the American Simmental Association for award evaluation and related publicity.

Applicant name:		**Date:**	
Signature:			