



## When the Going Gets Tough...



"The one constant that remains is that top quality, top weight calves will still ensure us as good of returns as the market can bear. Dollars per calf returned minus cost of production is what we are all about. For our ranch, Simmental cattle are doing just that, and they will continue to help us survive. "

- **Randy Pawich, Pawich Auction, MB**



"I have had the privilege of auctioneering in excess of 100,000 cattle annually at the Heartland Livestock Services in Swift Current, SK. I have watched the Simmental cattle evolve from show ring giants to the practical working cattle of today. I believe current Simmental breeders are raising some of our nation's most functional cattle; they are meat cattle, moderate of frame, highly maternal, and solid colored. These cattle offer our commercial cattlemen and cattlemen incredible cross breeding options. Simmental bull suppliers are ideally positioned in this industry."

- **Don Peacock, Heartland Livestock, SK**



"The calves that Vold Jones and Vold Auction Co. sell through their rings every year are 70% Simmental cross. These calves are consistently the heavy weights that top the sale every week. Our producers have shown that Simmental genetics work for them."

- **Blair Vold, VJV Auctions, AB**

## The Tough Keep You Going.