

Matt Fischer is running for ASA board of trustees

I believe in the future of the Simmental breed and the beef industry.

Oval F Ranch is in northwest Missouri, where we operate a diversified farming and seedstock operation. We currently run approximately seventy registered females, and market bulls and females via private treaty. In addition, I have been actively involved in acquisition and sales roles with two AI organizations, and held various leadership positions in local and state breed and beef organizations. Collectively, these roles have given me insight and understanding of every segment of our business from conception to harvest. Our ranch, like many, is truly a multi-generational family operation. It is a true pleasure getting to work beside my wife, Andrea, two daughters, Ella and Kate, and my parents, Don and Marilyn Fischer. I was active in the junior Simmental association in my youth and am proud to say that both of my daughters have actively participated in the junior program as well. There is little doubt the American Junior Simmental Association is the best, most well-rounded youth program in the country. Upholding its excellence and growing its influence would be a key priority of mine as a trustee. The youth are a key component of our breed's and the industry's future.

Our breeding program is straightforward — our focus has always been on the female. We believe strongly in cow families and producing fertile, functional cows. Our program is a balanced trait approach focused on the economically relevant traits of commercial beef production. Animal breeding is both an art and a science. When your goal is to produce fault-free females and maximize profitability you must combine science and common sense, that is why we rely heavily on EPD, genomics, and data collection through programs like Total Herd Enrollment (THE). Simmental must maintain its focus on the success of commercial cattlemen and having the most robust and impactful genetic evaluation in the industry.

I am proud of the legacy of our family and of the Simmental breed, and I am running for the position of ASA Trustee to play a role in preserving and strengthening that legacy and positioning our breed for a successful future. Our industry is rapidly changing and ever evolving. It is vital that Simmental maintains its leadership position in an environment that poses both great opportunities and some significant challenges going forward. I believe that Simmental will continue to play a vital role in every segment of our business, but to maximize our impact we will have to be aggressive, balancing out-of-the-box thinking with respecting the traditions that have made this breed so strong. After spending my entire life in the seedstock and AI industry, I have learned that those who benefit most from the future are those who work hard to create it. My only campaign promise is that I will work tirelessly on behalf of the membership to help create the environment and the tools for Simmental breeders to succeed. I would greatly appreciate your vote on the ballot due in early December.

Matt Fischer