

Juncks Simmental & Show Cattle **SEEDSTOCK PRODUCERS OF THE YEAR**

The Iowa Beef Expo annually honors an outstanding cattle producer in the seedstock industry. Recipients are chosen based on record keeping, industry participation and leadership, merchandising programs, selection criteria, and herd improvement over time. This year's Outstanding Seedstock Producer award goes to Juncks Simmental & Show Cattle, of Sioux City, Iowa.

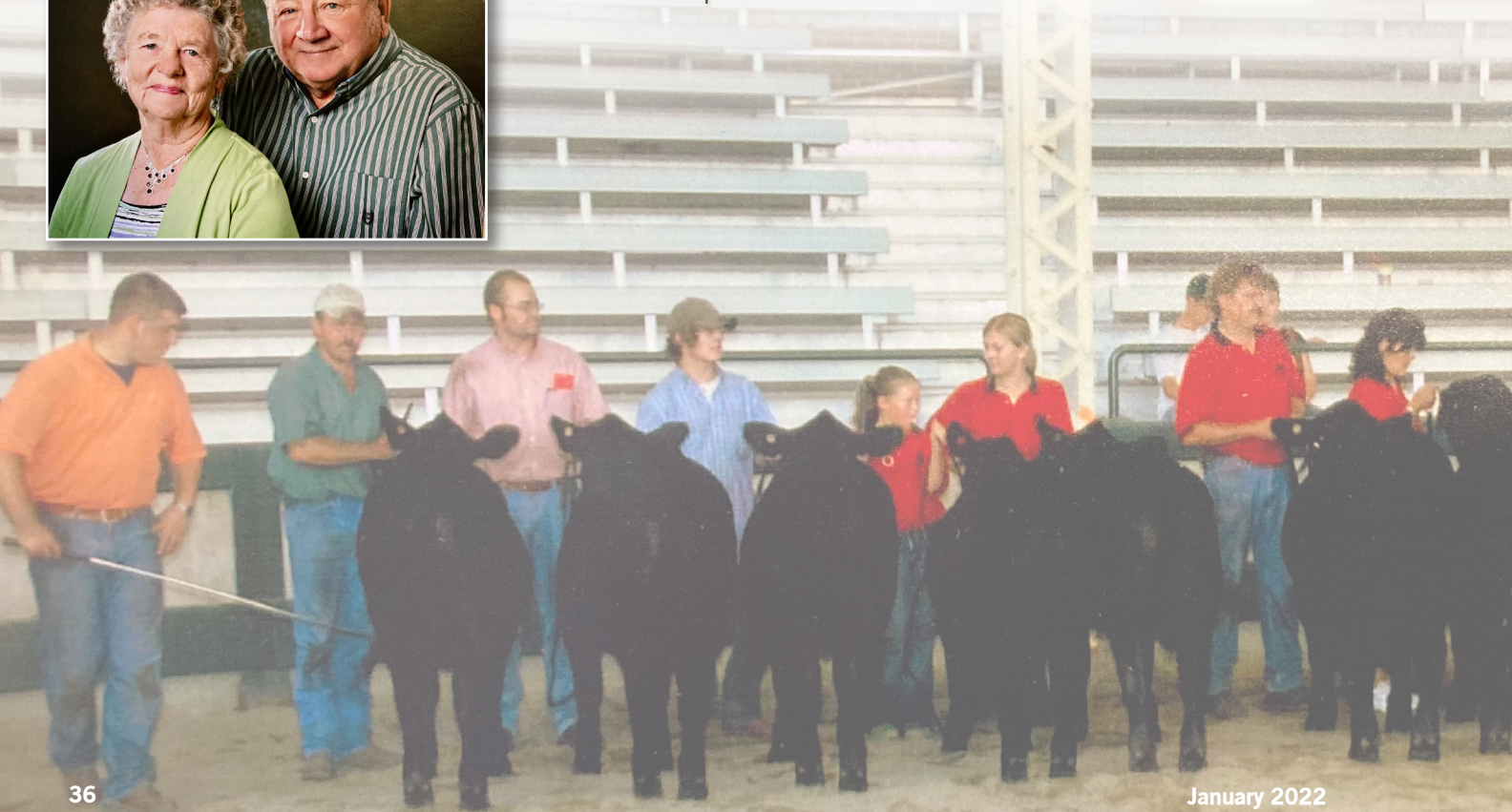


Juncks Simmental & Show Cattle is prominent in the seedstock industry. Their bulls and heifers have been sold through the Iowa Beef Expo, North Central Simmental Sale, Southwest Simmental Group Sale, and consignment sales across the state and region. More recently, bulls have been sold at their private treaty sale, held the first week of February. Ninety-five percent of buyers are repeat customers. The majority are Iowa-based producers, but the Juncks occasionally sell to buyers in neighboring states, such as Missouri and South Dakota.

Harold and Viola Junck, who established the northwest Iowa cattle operation, passed the farm onto the late Ronald (Ron) Junck and his wife, Marla. Ron was one of the first to raise Simmental cattle in the United States. He saw purebred Simmental cattle

in Germany, while serving for the United States Army during the Korean Conflict. Ron passed away on September 6, 2021, following a long battle with Parkinson's disease. His son, Rick now farms alongside his mom, Marla, brother, Dave, sisters, Cindy and Ronette, wife, Theresa, brother-in-law, Dave, sister-in-law, Shelley, daughters, Allison and Lisa, niece, Adrianna (Anna), and nephew, Brent. Juncks Simmental & Show Cattle is a family affair, as described by family friend, Rich Krosch (See "A Family Affair on page 37).

"Family comes first, no matter what. Cows may be a close second, but that will never change," Rick Junck says. "I don't think any other family could have such a tight-knit operation. It is a ton of work, and we do it because we love it. We have all



worked hard at it together.”

Juncks Simmental & Show Cattle improves cattle structure through the American Simmental Association’s Planned Mating and by analyzing Expected Progeny Differences (EPDs). Rick admits, “It’s not easy.” However, Juncks Simmental & Show Cattle has learned to overcome and adapt the toughest of industry challenges, including the 1980s Farm Crisis.

By remaining focused on eye appeal, disposition, and soundness, the Juncks deliver quality cattle. The family strives to create “cattle that will perform well with balanced EPDs, heifers with great maternal traits, bulls that will be profitable for all kinds of buyers, and cattle that will be and stay very sound for longevity.” Juncks Simmental and Show Cattle will continue to offer “functional cattle that work for both the purebred and commercial cattleman” for years to come.



A Family Affair

by Rich Krosch
February 13, 2000

*It's a family affair with these neighbors of mine.
They raise cattle and they work as their lives intertwine.*

*Gone are the days when they could stay home and farm,
As they are forced to the city to avoid financial harm.*

*They return each day to their homes on the land.
They work evening and week ends; every one lends a hand.*

*Three generations fit into this family scheme.
They raise good cattle as they labor and dream.*

*When you see them at a cattle show, such as a fair,
Their closeness and unity is beyond compare.*

*From grandfather to the youngest, they all dress alike
With a uniform shirt that is black, red, and white.*

*Ron Junck stands tall, with his wife by his side,
As the kids show cattle, they look on with pride.
These folks serve as a role model for family unity.
To know them and be around them is a real opportunity.*

