



Billy Moss, McCormick, South Carolina

Beginning in 1972, when Simmental were a relatively new factor on the North American cattle scene, Billy Moss has experienced an uninterrupted relationship with the breed and the people who raise them.

“I had been serving as herdsman for Seldom Rest Hereford farm in Donalson, Georgia. The owner, along with Dr. Dan Daniel of the University of Georgia and myself went to Denver for the purpose of buying Hereford bulls,” he explained. “We happened to see several Simmental bulls displayed by Bar 5 of Canada, and thought that maybe we could breed some of our top Herefords to Lacombe Achilles to produce composite bulls. Well, we didn’t buy any Hereford bulls, but we did leave with Simmental semen. The resulting calves were marked like Herefords but had pigment around the eyes. We crossed those half-blood bulls back on our Hereford cows, increasing our weaning weights and eliminating pinkeye. That was when my 45-year adventure with Simmental began.”

He has been a fervent advocate of Simmental genetics and their use in crossbreeding spanning several decades, organizing countless field days and seminars many that featured appearances from American Simmental Association staff, animal scientists and other industry leaders.

Moss has been a driving force behind the Georgia Simmental-Simbrah Association’s (GSSA) highly visible profile throughout the state and region. He has filled each of the GSSA’s officer posts, including president, and for much of the past decade has served as executive secretary. He has been diligent in assuring a Simmental presence at conventions and trade shows, state fairs and countless local and county cattle events. He was instrumental in getting percentage Simmentals added as a breed show. In addition, he was a founding member of the very successful Bull Power Group, a forage-based bull development and sale featuring SimGenetics breeders.

He received his education at Abraham Baldwin Agriculture College, earning an Associate Degree, and graduated from the University of Georgia with a B.S. in Agriculture. Moss spent 33 years as an agricultural teacher and area animal science teacher, before retiring in 2007. During that long career, he conducted numerous livestock classes and livestock clinics, seldom missing an opportunity to emphasize the significance of crossbreeding. Active in state cattle events, he served a term on the Georgia Cattlemen’s Association Executive Committee, and was co-chairman of the State Steer and Heifer Shows for 10 years. He is held in such esteem that Georgia Junior Livestock Shows were dedicated to him and a scholarship established in his name. In 2008, he was inducted in the Georgia Agricultural Educational Hall of Fame, one of many honors bestowed during his remarkable career.

Recently, Moss and his wife, Callie, moved from Athens, Georgia, to McCormick, South Carolina, where she grew up. Moss was raised just across the Savannah River, 14 miles away in Lincolnton, Georgia. Their blended family includes six children and 12 grandchildren.



Moss, with his grandson, Caleb, checking the cows.