

# ProfitSOURCE®



**Tag it.  
Trace it.  
Trust it.**

Emphasizing three **KEY NEEDS** to garner the best return on your investment...

- 1** superior genetics and calf care at birth
- 2** identification and record-keeping for confident traceability
- 3** supply chain partners for secure market access



**YOUR SUCCESS** *Our Passion.*

Phone: (614) 873-4683 ♦ [www.selectsires.com](http://www.selectsires.com)

# ProfitSOURCE<sup>®</sup> *partners*

Calf ranches, feedlots, and packers are recognizing the power of source-verified, high quality ProfitSOURCE genetics and asking for them by name. ProfitSOURCE sires meet the needs of different buyers, meaning broader market access.

Sires qualifying for each program are designated with a check mark in the following breed lists. Ask your Select Sires representative which program is the best fit for your operation.



## More Partners Equals Greater Market Access Options EVERY Step of the Way



### ProfitSOURCE<sup>®</sup> Regional Partners

Contact your Select Sires representative for a contact in your area.

**TD Beef** and **Power Genetics** offer options for marketing day-olds with low risk.

**Friona Industries** is a direct-to-feedlot option for dairies growing their own cattle to midweights.



Day-Old Calves



450 - 600 lbs.



Finished



**GeneNet** offers direct grid access for ProfitSOURCE cattle raised to finish.



## ProfitSOURCE<sup>®</sup> *Sires*

ProfitSOURCE offers maximum flexibility through the availability of ProfitSOURCE sires to fit your local marketing needs, or through specially selected sires designed to meet the needs of both your dairy and our partner programs. Reach out to your representative to learn more about local partners, or for information about other marketing streams including popular video auctions.



Power Genetics is acquiring calves from dairies utilizing qualified SimAngus™ sires to breed purebred Holstein cows. They transport them to calf ranches, on to Power Genetics' feed yards and ultimately to Cargill Meat Solutions.



TD Beef's exclusive partnership with Select Sires requires the use of elite terminal bulls selected for their program. Access to the program is contingent upon calf pickup logistics. Producers will be offered a premium for day-old calves, but must agree to utilize Select Sires for all their beef and dairy genetic inputs.



Dairy Direct through Friona Industries is a marketing avenue for dairies interested in raising their ProfitSOURCE crossbreds to a higher weight as a direct-to-finisher marketing option. This option also presents a great opportunity for herds interested in HerdFlex embryos.

## SimVitr<sup>o</sup> HERDFLEX<sup>®</sup>

SimVitr<sup>o</sup> HerdFlex<sup>®</sup> embryos are a new approach to generating high performance beef calves. With this IVF solution, you can get full-beef calves that have calving ease and deliver value through improved feed efficiency, rate of gain, ribeye area and marbling. The HerdFLEX program is available through a partnership with Simplot.

©SimVitr<sup>o</sup> and HerdFlex are registered trademarks of J.R. Simplot Company.

\*\*Select Sires is providing a service of organizing data. We are in no way committing to buying or selling your cattle, providing a market, entering into a contract to buy or sell cattle, or making any representations or warranties on the value or sale of cattle under our program ProfitSOURCE. Please contact your buying agents or ProfitSOURCE Partners to sign a contract with them regarding the sale of your cattle.



# ProfitSOURCE®

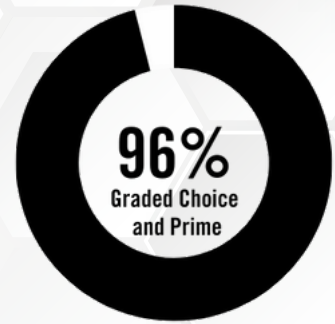
The results tell the story! ProfitSOURCE is a leading beef x dairy program, backed by research trials and everyday results fueled by traceability.

**COMMERCIALLY  
VALIDATED DATA**

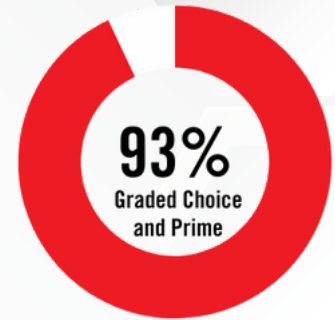
**ON THE RAIL  
RESEARCH  
RESULTS**



\*\*When research data was assessed on multiple packer grids, ProfitSOURCE carcasses brought an average \$190 to \$210 more per head than the competitor program cattle fed and harvested together in the trial. These extra dollars were due to the hot carcass weight and improved marbling quality.



**ProfitSOURCE®**  
AN x HO



**ProfitSOURCE®**  
SM x JE

Thousands of records over time show **96%** of Angus x Holstein (AN x HO) and **93%** of Simmental x Jersey (SM x JE) **graded Choice and Prime**. This can be compared to commodity cattle that only graded 83% Choice and Prime.

ProfitSOURCE	Competitor Mean
908	825
481	397
3.45	2.93
13.9	13.7
0.63	0.53

The ProfitSOURCE cattle from this trial were sired by TD Beef genetics. The TD Beef lineup is offered exclusively through Select Sires' ProfitSOURCE program.



For more information about ProfitSOURCE, contact your local Select Sires representative or scan the QR code.

# UNDERSTANDING THE VALUE OF QUALITY

We can all agree that quality is king and making high-quality products, whether that be milk or beef, is the goal. Quality is a rapidly improving target — how do we stay ahead? Through research trials and carcass data, we can put a price on performance and show you the dollar value of quality cattle as we focus on continuous improvement.

Let's break down some ProfitSOURCE results on a typical packer grid. Most beef x dairy (BxD) carcasses are paid on a packer grid.

Select Sires is closely monitoring ProfitSOURCE progeny through various supply chains. Carcass performance for 7AN526 CHECK IT progeny has been impressive with 27% grading Prime at one of our commercial packing partners. Let's group these progeny together as an example.

We will use the following grid specs, which reflect a real, recent grid at a large packer with premiums and discounts paid by the hundredweight:

QUALITY GRADE	YIELD GRADE
Prime: \$20/cwt	1 and 2: \$3/cwt
Choice: Par	3: Par
Select (-\$30.62/cwt)	4 and 5: (-\$10/cwt)

You'll notice that the spread for Quality Grade (QG) premiums and discounts is much more dramatic than the spread for Yield Grade (YG). That is quite typical in the current marketplace. Consumers continue to demand high-quality beef and this has driven QG spreads to record highs. This intensely favors animals bred for high Marbling — a hallmark of the ProfitSOURCE genetic lineup and highly heritable trait.

We can't neglect quantity, though. Consider an analogy to milk marketing: more pounds of fat and protein solids yield more income but it's even better in high volumes of milk. Similarly, marbling leads to a higher Quality Grade and generates more revenue on more pounds of carcass since these premiums are paid by the hundredweight. Check out the ProfitSOURCE sire lineup to find terminal powerhouses to attain both high Carcass Weight and high Marbling goals for your program.

Scan the icon to learn more about the value of quality and grid pricing.



Now, let's take CHECK IT's 73 progeny carcass records from a partner packer and crunch the data as if they were one lot marketed together on the grid.

## QUALITY GRADE RESULTS

**73**

Carcasses

**853** lbs.

Hot Weight Average

**20** Carcasses Graded PRIME

**49** Carcasses Graded CHOICE

**4** Carcasses Graded SELECT

At \$20/cwt., an average of

**\$172.52** added **PER HEAD**

for Prime on 20 head averaging 862 lbs.

At \$3/cwt., an average of

**\$24.95** added **PER HEAD**

for YG 1 or 2 on 31 head averaging 832 lbs.

This would bring the total Prime premium to **\$3,450.80**

and the total YG 1 or 2 premium to **\$733.49!**

IF YOUR PROFITS ARE MAXED  
BY MAKING THEM MALE,  
THE ANSWER IS...



# ProfitSOURCE<sup>®</sup> MALE PACK



Each dose of ProfitSOURCE Male Pack contains male-sorted product from three or more ProfitSOURCE- and/or TD Beef-qualified Angus sires.



By including multiple sires in each dose, the ProfitSOURCE Male Pack should provide more consistent fertility.



All calves resulting from ProfitSOURCE Male Pack semen will qualify to enter the elite ProfitSOURCE supply chain.



The beef x dairy industry continues to evolve and Select Sires is equipped to provide you with products that offer the greatest profit potential. In markets where you can garner **a higher premium for male beef x dairy calves**, consult with your Select Sires advisor about how ProfitSOURCE Male Pack can boost those premiums!



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# ProfitSOURCE®

## Pick a Pack, Increase Your Profits

Each ProfitSOURCE Pack contains a blend of three sires selected to meet the needs of the dairy, the packer and each supply chain partner in-between. These sires qualify for the stringent ProfitSOURCE requirements and offer the most elite EPDs and indexes that impact your bottom line. ProfitSOURCE sires have been selected to be used confidently to settle cows in your herd. The pack provides insurance that dairies will experience the consistent high fertility Select Sires is known for.

714AN  
10008

### ProfitSOURCE Explosive Growth Pack

- ✓ Average over +1.0 for Marbling and Ribeye
- ✓ Each sire in the pack ranks in the Top 10% for \$AxH
- ✓ More pounds = More pay weight



714AN  
10003

### ProfitSOURCE Calving Ease Confidence Pack

- ✓ Sires with growth and carcass merit
- ✓ Each sire in the pack ranks in the Top 10% for \$AxH
- ✓ Use to lower dystocia risk



714AN  
10004

### ProfitSOURCE Muscling and Ribeye Pack

- ✓ Each sire in the pack ranks over +1.0 for both Marbling and Ribeye
- ✓ Each sire in the pack ranks in the Top 10% for \$AxH
- ✓ Raise the bar for muscling



2AN  
10001

### TD Beef Balanced Pack

- ✓ Proven carcass merit
- ✓ Each sire in the pack ranks in the Top 10% for \$AxH
- ✓ Covering all the bases



2AN  
10005

### TD Beef Muscling and Ribeye Pack

- ✓ Proven carcass merit
- ✓ Each sire in the pack ranks in the Top 10% for \$AxH
- ✓ Ribeye and Marbling excellence



2AN  
10006

### TD Beef Prime Pack

- ✓ Moderate Birth Weight with elite carcass merit
- ✓ Each sire in the pack ranks in the Top 2% for \$AxH
- ✓ Major quality grade advantages



2CH  
10000

### TD Beef Charolais Marbling Pack

- ✓ Substantial carcass yield benefits
- ✓ Gain more quality premiums



Consult with your Select Sires genetic advisor to learn how ProfitSOURCE can boost your bottom line!  
Scan the QR code to visit our website and learn more about ProfitSOURCE and TD Beef.



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