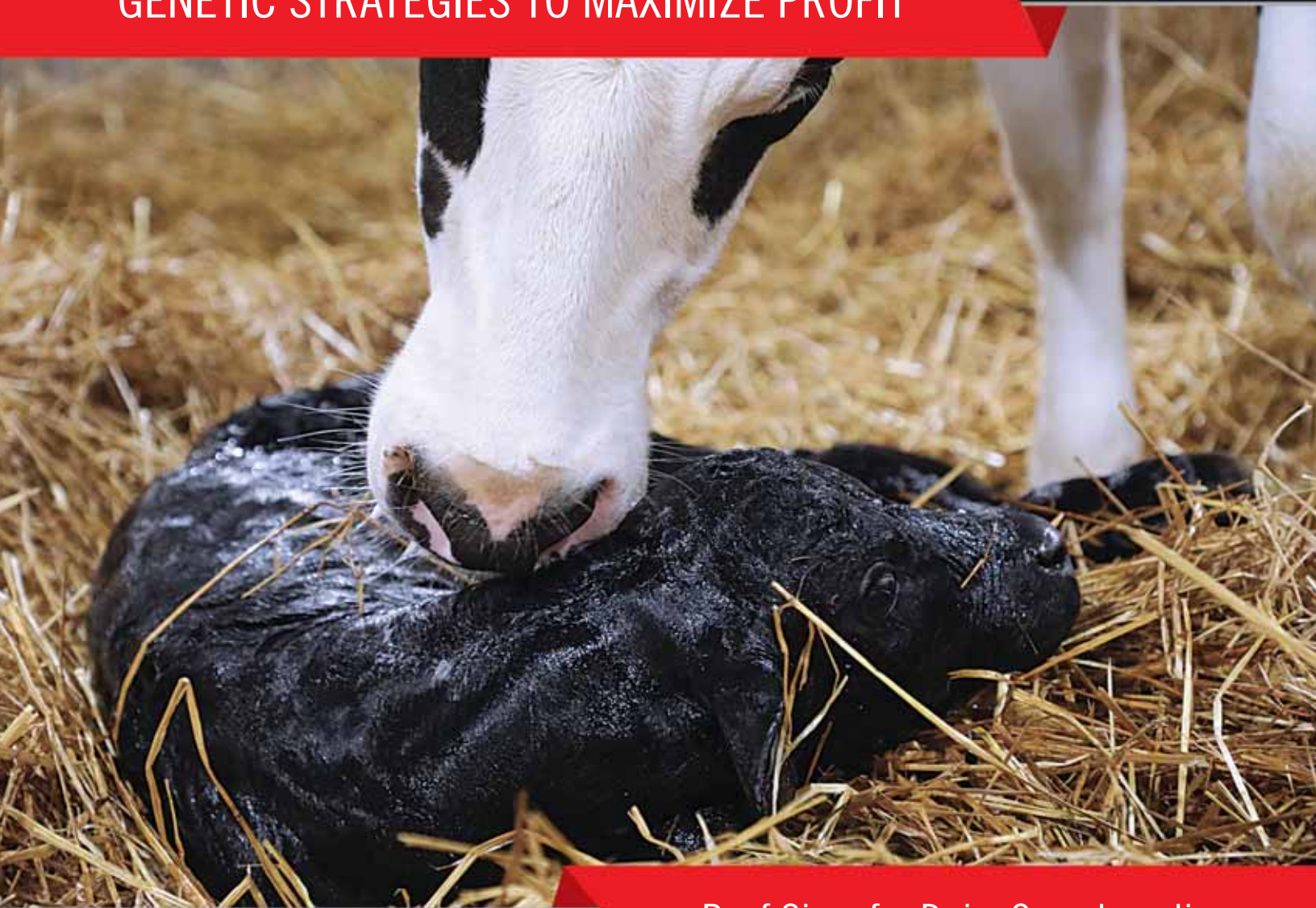


ProfitMAX™

GENETIC STRATEGIES TO MAXIMIZE PROFIT

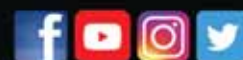


Beef Sires for Dairy Crossbreeding



YOUR SUCCESS *Our Passion.*

Phone: (614) 873-4683 • www.selectsires.com
™ProfitMAX is a trademark of Select Sires Inc.





ProfitMAX™

GENETIC STRATEGIES TO MAXIMIZE PROFIT

-  Identify areas to increase profitability
-  Determine proper herd inventories
-  Increase profits from lower-value genetics
-  Create elite replacements from your best genetics
-  Improve short-term cash flow

ProfitMAX is a complete program offering the expertise of Select Sires' reproductive and genetic specialists. A genetic audit of your dairy's reproductive records, cow and heifer inventories and evaluation of each animal's genetic value are considered using the Optimal Genetic Pathways calculator. We will work with you to help determine the best possible genetic pairings to maximize profits in the next generation to meet your goals so your dairy not only survives, but thrives well into the future!

What it takes to be a ProfitMAX Sire

ProfitMAX can significantly impact your herd's bottom line by increasing the revenue from your lower genetic value females. Select Sires' ProfitMax beef sires have been selected for crossbreeding on Holsteins and Jerseys. These sires excel for calving ease, growth performance, carcass merit, and most importantly, they offer elite fertility to maximize the reproductive performance in your herd.

1. A ProfitMAX sire's semen has been produced by Select Sires and has met the rigorous health and quality standards we demand for our customers. Subsequent field testing will earn a sire a Fertility Verified designation, which combines semen quality evaluations with conception data.
2. A ProfitMAX Sire ranks in the top ½ of his respective breed for both Calving Ease and for Terminal Index.

Using above-average Calving Ease bulls helps to reduce dystocia, results in more live calves and ultimately improves future reproductive performance for both cows and heifers.

The Terminal Index combines traits for growth, gain and end-product merit into one index. Using above-average sires for Terminal Index means your resulting calves will perform well on feed and earn premiums at harvest. Using ProfitMAX sires gives you the best opportunity to realize additional revenues from calves who hit or exceed market targets.

Angus - Beef Value (\$B): an index value expressed in dollars per head, is the expected average difference in future progeny performance for post weaning and carcass value compared to progeny of other sires.

Simmental - Terminal Index (TI): evaluates sires for use on mature Angus cows with all offspring put on feed and sold grade and yield.

Charolais - Terminal Sire Index (TSI): represents a dollar index per terminal progeny produced from a bull in the Charolais database, ranking them for profit potential.

Limousin - Mainstream Terminal Index (\$MTI): measures differences in expected profit per carcass produced on a mainstream grid (yield grade 1 or 2, Select to low-Choice quality grade, and no over- or under-weights or dark cutters).

ProfitMAX beef sires help you create higher-value feeder calves – ultimately, a win/win/win for you, your customers and our beef consumers.

Beef on Dairy

ProfitMAX ANGUS Sires



7AN341 G A R *INGENUITY*

\$20

	CE	BW	WW	YW	CW	REA	MB	\$B
EPD	7	1.3	52	97	38	1.02	.85	149.63
Acc	.80	.93	.92	.89	.77	.72	.75	
% Rank					2	15	20	

FERTILITY VERIFIED



7AN363 MCR *HORIZON 081*

\$20

	CE	BW	WW	YW	CW	REA	MB	\$B
EPD	12	-1.1	61	112	50	.68	1.00	175.56
Acc	.69	.85	.82	.70	.61	.54	.57	
% Rank	10	10	25	20	20	20	10	3

FERTILITY VERIFIED



7AN406 WELYTOK *CHARTER 3B20*

\$18

	CE	BW	WW	YW	CW	REA	MB	\$B
EPD	11	.8	60	113	54	.80	.81	165.91
Acc	.42	.60	.53	.43	.46	.41	.41	
% Rank	15		25	20	10	10	15	10

FERTILITY VERIFIED



7AN408 KSU *KONZA 3111*

\$20

	CE	BW	WW	YW	CW	REA	MB	\$B
EPD	13	-.8	63	118	61	.99	.34	157.96
Acc	.51	.72	.67	.56	.50	.45	.45	
% Rank	10	15	20	15	4	2		10

FERTILITY VERIFIED

Beef on Dairy

ProfitMAX ANGUS Sires



7AN435 CARTER BLACKFOOT 307

\$20

	CEP	BW	WW	YW	CW	REA	MB	\$B
EPD	7	.2	67	115	35	.40	.62	129.17
Acc	.55	.80	.75	.59	.48	.41	.42	
% Rank		30	10	15			30	

FERTILITY VERIFIED



7AN459 T C A ACCRUEL 260

\$18

	CEP	BW	WW	YW	CW	REA	MB	\$B
EPD	13	-2.3	44	85	38	.92	1.49	156.80
Acc	.43	.69	.59	.46	.39	.33	.31	
% Rank	10	3				4	1	15



7AN471 KF KIOWA 6151

\$20

	CEP	BW	WW	YW	CW	REA	MB	\$B
EPD	10	-1.1	73	137	48	.67	.70	165.23
Acc	.36	.54	.47	.43	.42	.39	.39	
% Rank	20	10	4	2	25	25	30	10

FERTILITY VERIFIED



7AN476 WORTHINGTON ALL PROFIT 576

\$20

	CEP	BW	WW	YW	CW	REA	MB	\$B
EPD	13	1.0	73	124	57	.84	1.01	160.57
Acc	.39	.56	.49	.44	.45	.41	.41	
% Rank	10		4	10	10	10	10	10



Connecting Supply and Demand

For 40 years, Wulf Cattle of Morris, Minnesota has been adding value to their feedlot cattle through a focus on superior genetics. Now, that same focus on improved feedlot performance through genetics is extended to dairy operations to maximize the value of every calf born, not just dairy replacement heifers. Select Sires extends custom-made beef sires to the dairy industry to produce a high-value calf. These calves are the result of strategic matings on dairy cows to Breeding to Feeding™ beef sires.

Select Sires' Breeding to Feeding lineup is specifically designed to address the needs of a dairy producer, while still creating an efficient feeder calf that is appealing to cattle feeders and packing plants. Breeding to Feeding takes beef sires used on dairy cows one step further by connecting the resulting offspring born on dairy farms to the demand from Wulf Cattle feedlots. In addition to their 3,000 head registered Limousin cow herd, Wulf Cattle feeds out 50,000 head of dairy x beef calves annually and growing. Wulf Cattle is also not new to the dairy business since they joined with Riverview, LLP in Minnesota in 2012 after the success of Breeding to Feeding in the Riverview dairies.

The Breeding to Feeding program is a complete system starting with using the best Breeding to Feeding genetics on dairy cows to harvesting superior feeder calves at the packer.

Whether used on Holstein or Jersey cows, Breeding to Feeding sires provide the best in complimentary crossbreeding to correct dairy deficiencies in feed efficiency and carcass performance, while still being homozygous black and polled. For over 10 years, calves resulting from Breeding to Feeding genetics have provided marketability, consistency, and profitability for dairy producers and cattle feeders alike.

"For dairy operations, creating value with bull calves is a challenge. The Breeding to Feeding program provides an opportunity to combine sex-sorted semen use with the added-value of beef production genetics to maximize the profit of every calf born on the farm. Riverview Dairy operations have been utilizing this model and seeing success."

Mitch Fehr, Riverview Dairy LLP



7LM15 WULFS AFRICA 1086A

\$20

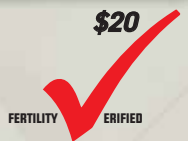
	CEP	BW	WW	YW	CW	REA	MB	\$MTI
EPD	13	-1.7	64	98	8	1.25	-0.10	51.33
Acc	.27	.38	.33	.35	.33	.30	.27	
% Rank	20	10			20	30	25	



7LM16 WULFS ARGUS 6047W

\$20

	CEP	BW	WW	YW	CW	REA	MB	\$MTI
EPD	16	-2.3	63	106	32	.77	.15	57.33
Acc	.24	.35	.31	.33	.33	.31	.29	
% Rank	10	4		25	10	15	15	



7LM18 WULFS DAVY CROCKETT 4957D

\$20

	CEP	BW	WW	YW	CW	REA	MB	\$MTI
EPD	15	-0.8	64	102	33	.73	.56	71.54
Acc	.41	.48	.46	.46	.45	.44	.34	
% Rank	10	20			10		1	

North American Limousin Foundation EPDs as of 08/21/18
™Breeding to Feeding is a trademark of Wulf Cattle.

Beef on Dairy

ProfitMAX SIMANGUS Sires



7SM84 LMF MADISON B752

\$18

	CED	BW	WW	YW	CW	REA	MB	TI
EPD	12	1.3	72.7	116.7	21.9	.90	.78	87.2
Acc	.50	.66	.60	.60	.48	.47	.44	
% Rank			20	15		10	1	1

FERTILITY VERIFIED



7SM98 K-LER ARCHITECT 709E

\$20

	CED	BW	WW	YW	CW	REA	MB	TI
EPD	17.8	-4.2	49.4	80.4	26.6	.42	.48	72.9
Acc	.38	.45	.44	.45	.43	.42	.37	
% Rank	4	2					20	



14SM3099 GW DYNAMIC 396E

\$22

	CED	BW	WW	YW	CW	REA	MB	TI
EPD	12.9	-0.4	68.3	113.4	32.8	.61	.43	77.8
Acc	.40	.50	.48	.49	.44	.43	.36	
% Rank		30		20			25	15



Beef on Dairy

ProfitMAX CHAROLAIS & WAGYU Sires



7CH94 WR **TRAVEL AGENT** A602

\$20

	CED	BW	WW	YW	CW	REA	MB	TSI
EPD	10.9	-1.4	34	62	10	.45	.24	211.57
Acc	.58	.76	.61	.48	.23	.23	.17	
% Rank	10	20	30	30			15	25



7CH95 FTJ **CASCADE** 1508

\$20

	CED	BW	WW	YW	CW	REA	MB	TSI
EPD	6.6	-0.6	38	73	24	.62	.22	220.29
Acc	.39	.56	.41	.34	.23	.23	.20	
% Rank		30	20	15	20		15	15



7KB1 OCD 30T **SEIJI** 38668

\$30



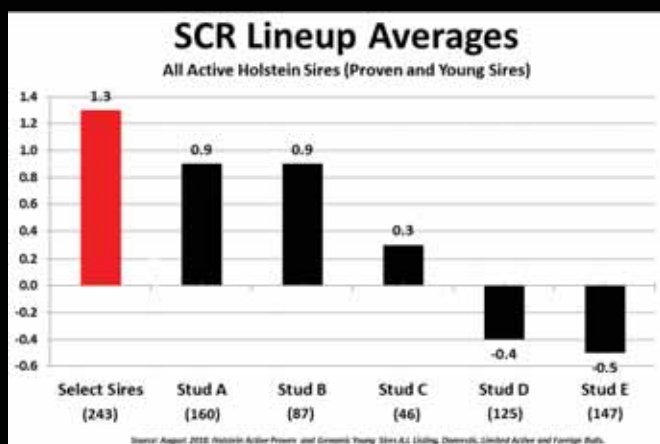
7KB2 OCD YOJIMBO **EMORI** 41713

\$30



Image © Farmgirl Photography

Select Sires has earned the well-deserved reputation for having the most fertile semen in the A.I. industry from astute dairy and beef owners. Our fertility advantage is consistently validated with each dairy sire summary by the national Sire Conception Rate (SCR) fertility comparisons. SCR is a third-party summary of pregnancy check validated data, summarized and published by the Council for Dairy Cattle Breeding (CDCB). The graph below shows Select Sires' fertility advantage.



FERTILITY VERIFIED SIRES

While Select Sires' beef bulls don't accumulate nearly the number of conception records as our Holstein and Jersey sires, beef semen is evaluated through the same lab and held to the same rigorous standards as our dairy semen. Using conception data along with quality control evaluations, beef sires designated as Fertility Verified have been field tested and have achieved Select Sires' industry-leading quality standards. You can trust the fertility of Fertility Verified beef sires, just like you already trust the fertility of our dairy semen.

FERTILITY  VERIFIED

FERTILITY *without Compromise!*

Superior fertility is about more than just what is inside the straw. Select Sires' commitment to semen quality is an all-encompassing effort.

- The most advanced technologies in semen evaluation, processing, storage and handling are used from the beginning of our semen processing, all the way to the end-user. Select Sires' commitment to semen quality is also frequently demonstrated by the significant amount of semen discarded that does not meet our rigorous standards for semen quality.
- Select Sires never compromises on our commitment to sire health, nutrition and care all of which help to provide sires that excel in the production of high-quality semen. Superior health testing protocols ensure all semen processed is safe and disease-free for use in a successful A.I. program.
- Prudent sire selection ensures we acquire not only the most genetically elite dairy and beef sires, but we are also committed to culling dairy and beef sires that appear destined for semen quality and fertility challenges.
- Product support is another layer of our fertility commitment. Select Sires has made a commitment to invest in the industry's largest and most highly trained support network to help our dairy and beef customers maximize their reproductive outcomes.
- The final ingredient in Select Sires' commitment to semen quality is our people who oversee the processes and procedures and "do it right" every day.