



Spring 2021

MINNESOTA
SELECT SIRES CO-OP, INC.

TOGETHER, WE'LL MAKE YOUR NEXT GENERATION THE BEST



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Greetings! Thank you for taking the time to read Minnesota/Select Sires Co-op, Inc.'s annual Spring Beef Newsletter. 2020 was a wild year. Covid-19 showed up and its impact shocked the world. With that being said, I believe this was a good year for the future of agriculture. Rising commodity prices and better than expected cattle markets will have a positive impact on the success of your operations in 2021.

As we enter calving season, I'd like to invite you to consider our line of calving season products. Our customer

favorite is CONVERT™ Day One Gel. Convert Gel is a direct fed microbial given to calves within the first day of life. Check out the article by Chad Christensen for details on Convert. Another high customer satisfaction product is our First Day Formula® Colostrum Replacer. Both will get your calves off to a healthy start!

From a genetics perspective, I feel as if our line-up of sire options is stronger than ever. We have many excellent choices of bulls to sire the type of cattle demanded throughout the northern region. Calves this year by Rainfall, Tahoe, Cowboy Logic, Entice, and Growth Fund are some of the standouts on the Angus front. From the Simmental breed, calves by Wide Range, Main Event, Red Moon, and Imperial look great! And on the Red Angus side of things, calves by Atomic, Cinch, Spartacus, and Pacesetter are some of our customer's favorites. Please order semen early as some bulls will be short supply!

Our team of Professional Beef Sales Representatives is actively preparing to service you in 2021. I am very proud that we are stacked with talent and can take on your breeding project. We have knowledgeable, local, dependable people who are passionate about helping YOU! We have breeding barns available and there is no project too big or too small.

Although 2020 was faced with challenges in regards to a global pandemic, I am extremely optimistic for 2021. I would like to take this time to say thank you for your past business and your past support of your Co-op. Feel free to give me or any of our BSRs a call if we can help.

HELP YOUR CALVES REACH THEIR GENETIC POTENTIAL WITH CONVERT™

by Chad Christensen, Agrarian Solutions

We all know calves are the future of any producer's business and livelihood. Research shows poor nutrition and inadequate control of disease are the two main reasons why calves are NOT able to grow up to reach their genetic potential. Utilizing Convert early in a calf's life can assist in both of these areas. It takes a calf approximately 21 days of age to establish a fully functioning immune system. Convert is an excellent way to bridge the gap and assist calf immunity.

Beginning Convert at birth inoculates the calf's gut with beneficial L-Form bacteria, results are more aggressive eating and growth. Also, establishing a positive bacteria population takes up attachment sites in the small intestine. This process is known as competitive exclusion. The added specialized proteins in Convert along with competitive exclusion restrict negative bacteria like E. coli, Salmonella, Rota Virus and Corona Virus from establishing themselves. If the gut is full of healthy bugs, there are fewer places for the bad bugs to colonize and grow so they pass through. It is always better to prevent rather than to treat so there are no limits in the growing stages of a calf's life.

Convert has always been a preferred choice by beef producers across the country as not only prevention but also as a treatment. Significant benefits are observed by producers when calves are given Convert when scours are present or other stresses from management decisions like weaning, pen moves, or running through the chute. Ingredients from Convert provide essential management tools for production and environmentally related challenges. These products do not contain antibiotics and are proven to be safe and effective backed by University research.

Make Convert a simple part of your newborn calf program to ensure you are protecting your genetic investment.



FOCUSING ON GENETICS THAT WORK FOR YOU



7AN466 RAINFALL



14AN553 COWBOY LOGIC



7AN600 WOLVERINE



7AN580 HOME TOWN

Leading off our bull section this year is **14AN502 TAHOE** as a bull who exceeds for calving ease, growth, maternal and carcass traits. As

an up and coming bull who we call a definite foot improver, look for Tahoe progeny around the region to be functional with some shape and substance to them. Although he is not outcross (Upward son x Final Answer), Tahoe will sire excellent females and make cattle with a nice spread from birth to yearling.

A must have on your short list of calving ease and maternal sires is **7AN466 RAINFALL**. One of the most sought after bulls in our lineup, Rainfall is an excellent calving ease and high marbling option for use in both registered and commercial programs. A Charlo son, out of the #1 producing cow at SAV, Rainfall combines dominating phenotype, superior confirmation and outlier thickness, muscle shape, capacity and pounds in a calving ease package. Rainfall progeny are moderate, easy fleshing and AWESOME to look at.

One of the most up and coming bulls in our lineup comes from the Frey program in North Dakota. **14AN553 COWBOY LOGIC**. Cowboy Logic is a Cowboy Up son who was the lead off bull in Frey's Carload in 2019. Cowboy Logic has style, muscle, power, and performance in a calving ease package. One of the truly exciting, high phenotype spread bulls in our lineup. The calves at Frey's and Hoover Angus have been standouts.

NEW to the lineup this year is the \$15,000 high selling bull from the 2020 Talkington Angus Ranch sale, **7AN600 WOLVERINE**. This Tahoe x Brooking Prosecutor bull will be well received in big country. The bull himself is moderate and full of muscle shape and rib capacity. He is sound made, good footed, and comes from an excellent young cow in the SAT program. Top 1 percent for \$M! He will be a calving ease

bull. We expect heavy use in North Dakota and beyond in 2021.

7AN463 PLAYBOOK. A 1682 son with more frame; Playbook is stout, smooth and big-middled with a lot of base width and muscle expression. Expect calves sired by Playbook to have excellent phenotype and performance.

NEW this year-High Seller and a crowd favorite from the 2020 National Western Bull sale is **7AN594 REGIMENT**. This WAR Cavalry son has a HUGE EPD profile. Top 1 percent for WW, YW, RADG, CW, RE, \$W, \$F, \$B, and \$C. This bull will see heavy demand due to his phenotype, performance and pedigree.

A rock star in the commercial world, **7AN368 COMRADE** shows excellent fertility, proven calving ease and produces super daughters. He ranks high for docility and provides added benefits for carcass merit. Proven to deliver quality offspring from a wide spectrum of cattle types, Comrade is a great option to keep mature size under control. Yearling steers sired by Comrade in Southern ND weighed in at over 1200 pounds at 10.5 months of age this year. Calving ease and performance!

Flawless in structure and phenotype, **7AN451 FLAT TOP** covers all the bases for EPDs and excels for RE and \$W. Black Granite's stoutest and best phenotype son in a double digit calving ease package, Flat Top has maternal strength interwoven in his stellar pedigree. His dam consistently transmits exceptional phenotype while backing it up with production records. The Flat Top calves are longer bodied and have the look! High customer satisfaction here.

Marbling, marbling, and marbling. Check out the most talked about Ashland son in the country, **7AN580 HOME TOWN**. 1.82 marbling EPD puts this bull in the very top 1% of the Angus breed. Combine that with Calving Ease, an excellent RE EPD, and a 355 \$C value and you get GAR Hometown. This bull is big hipped, wide based and has a herd bull



7AN589 SILVERADO

presence. Seedstock producers are already flushing to this bull.

7AN531 ENTICE is a cool made, big time growth bull from the Mogck program in South Dakota. This bull himself is a mid 6 frame bull who definitely will sire performance and weaning weight. This bull's 50K scored in the top 1% of the breed for docility and his calves will crush the scales in the fall. When pounds mean more, Entice will add dollars to your bottom-line.



7AN528 GROWTH FUND

An outcross calving ease sire with exceptional foot and leg structure, **7AN419 REMEDY** continues to build an EPD profile that defies the odds. He combines calving ease with early rapid growth in one special entity. He sires fault free, easy keeping, high quality replacement females. Because his pedigree is stacked with high maternal sires that have stood the test of time, you can expect Remedy daughters to stay in the herd for many years.



14AR2085 ATOMIC

NEW this year from the Myers program in Kentucky is **7AN589 SILVERADO**. Here is a bull that combines many Select Sires greats in his pedigree (Tahoe x Niagara x Prophet.) Silverado is a thick made, attractive and moderate bull that will sire some eye appealing progeny. Combine that with excellent EPDs and \$values and Silverado will make some sought after cattle for years to come.



7SM80 WIDE RANGE

Last but certainly not least for the Angus Sires is **7AN528 GROWTH FUND**. This bull's EPDs are impeccable, but this bull is much more than just a good set of EPDs. Everybody I talk to that has used Growth Fund likes the calves. Cattlemen around the country have used this bull for consecutive years because of the cattle that Growth Fund sires. The calves are cool fronted, structurally sound, full of muscle and they know how to grow. Expect to see some high dollar herd bulls sell in 2021 and 2022 in the Upper Midwest by Growth Fund.



7SM121 COPPERHEAD

14AR2075 REBEL offers a great blend

of calving ease, calf vigor, strong performance, maternal strength and marbling. He excels in all the economically relevant traits for beef production while creating functional cattle with exceptional doability, disposition and feet.

7AR87 FRANCHISE is a nice phenotyped, balanced bull from the Abigrace cow family. This bull offers excellent calving ease with elite marbling, rib eye and carcass weight EPDs.

A proven bull for satisfied customers is **14AR2085 ATOMIC**. This bull will sire calves that come easy and excel for muscle shape, rib capacity and fleshing ability. Easily one of our customer favorite bulls in 2020, I expect Atomic to stay towards the top of our Red Angus sales in 2021. Elite herdbuilder sire here.

294AR338 RACER is a powerful red angus bull who excels in terms of overall mass, depth of rib and stoutness. Having won champion Red Angus bull at the Canadian Western Agribition, use Racer to sire your next great one.

Easily a household name in SimAngus™ sires, **7SM80 WIDE RANGE** is proven to sire beautiful, deep-bodied and wide-based females. He provides substantial performance benefits while keeping frame size in check. He is also homozygous black and homozygous polled.

Ranking in the top 1% of the breed for API and TI, **7SM93 BIG TIMBER** is a calving ease purebred that needs serious consideration. Big Timer is backed by a super cow who is very correct and keeps a nice udder. His EPDs rank him in the top 2% for calving ease and top 10% for birth weight.

NEW to the Select Sires red Simmental lineup is **7SM121 COPPERHEAD**. This exciting new addition offers great phenotype, excellent feet and legs, and will add muscle to his progeny. We found

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this bull at the 2020 National Western Stock show and appreciate him not only for his type but also for the fact that he is outcross to most of the Simmental breed.

7SM97 IMPERIAL is sired by a Beef King son out of a TNT Dual Focus sired cow from the Irvine Ranch in Kansas. Imperial is a very exciting Red purebred Simmental who indexes excellent across the board and boasts a spring time API of 185. Imperial is also in the top 1% for maternal calving ease and marbling. With calving ease, growth and maternal traits like that, look for Imperial to be used hard this spring and summer.

From the Behm program in North Dakota comes **7HP120 CUDA**. This bull has an excellent combination of calving ease, growth, maternal and carcass merit. This bull is a

powerful, stout, rugged, short-marked sire emerging as a true breed leader.

Creating excitement in the Hereford world is **7HP122 HISTORIC**. This bull is masterfully maternal, combining CED, CEM, SCF and udder quality. This bull is powerfully built with more depth of body and mass than most Hereford bulls in the breed.

7CH96 AFFINITY is one of the most phenotypically impressive Charolais bulls to enter the AI industry in recent years. Backed by multiple generations of excellent uddered cows, expect Affinity to add depth, muscle, width and scrotal to your next calf crop.



CONVERT™

CONVERT™ Day-One Gel

- ◆ Administer 5 to 15 cc of gel at birth.
- ◆ Multi-dose tubes packaged in 60cc tubes, six tubes per case.
- ◆ Now available in single-dose tubes. 15cc tubes, 18 tubes per case.

CONVERT™ Calving Season Bolus

- ◆ One bolus is equivalent to 7.5cc of CONVERT™ Day-One Calf Gel.
- ◆ Packaged in packs of 10.

MULTI-DOSE TUBES (60CC)
BUY 5 • GET 1 FREE
January 1 to February 28, 2021

SINGLE-DOSE TUBES (15CC)
BUY 16 • GET 2 FREE
January 1 to February 28, 2021

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