



Summer 2021

SUPERIOR GENETICS, RELIABLE MARKETS

PROFITSOURCE™

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

What are the benefits?

- Improved, secure pricing for premium beef x dairy calves
- Elite, high-fertility genetics, hand selected to meet grid-based marketing at a reasonable fixed price
- Highly-trained Select Sires consultants will help you determine the best breeding plan and heifer inventory to ensure the highest profitability for your herd
- Increased profits from lower-value genetics
- Improvement of short-term cash flow through inventory management
- Utilization of the correct beef genetics, calf care guidelines and traceability measures to ensure demand and marketplace premiums

TAGGED for Quality Assurance

By tagging beef x dairy calves with red ProfitSOURCE EID tags, breeders certify the calves are offspring of ProfitSOURCE-qualified sires that excel for terminal index in their respective breeds.

ProfitSOURCE Partner—TD BEEF (Calf Ranch)



TD Beef is the cattle procurement company bridging the gap between the dairy and beef industries. Their vast network specializes in the progressive rearing and marketing of the most ideal beef x dairy offspring for the beef market.

Presently calves are traveling from member dairies from 11 states (including Minnesota!) to their 250,000 head calf ranch facility in Clovis, NM. TD has developed business relationships with key feeders and packers that are trusting in the genetics, health protocols and accuracy in tagging of these cattle.

Program Specifics:

- Calves must be sired by TD Beef bulls that are sourced and developed specifically for today's grid-based beef supply chain.
- TD Beef provides age, sire, and source traceability through RFID to ensure premiums.



- Shared carcass data, as available, if ownership is retained
- Dairy producers must

utilize Select Sires as the supplier for 100% of their beef and dairy genetics.

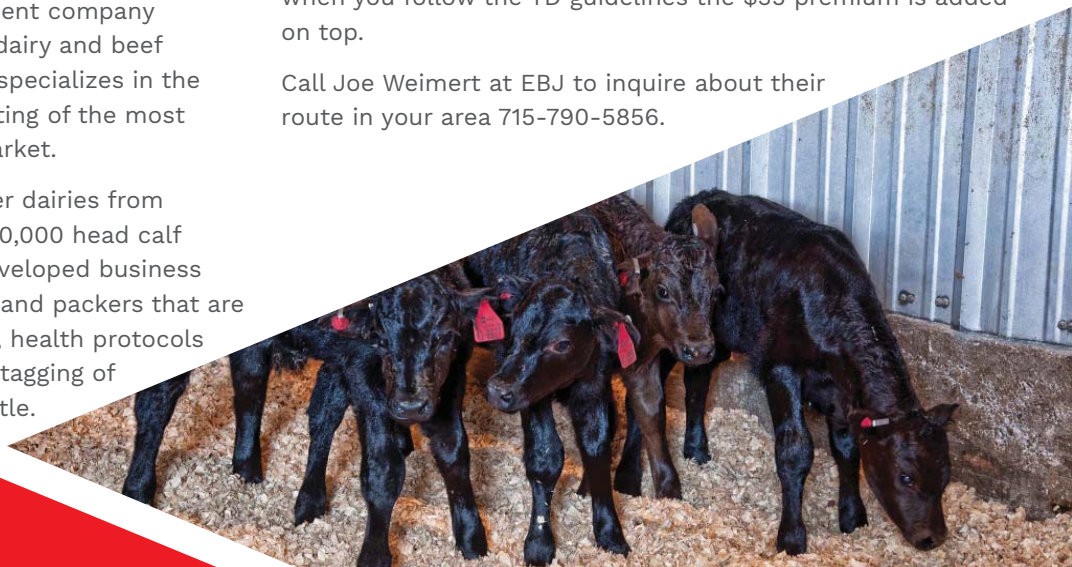
- Follow ProfitSOURCE™ calf care guidelines and reap the rewards of superior calf management.

ProfitSOURCE Partner—EBJ (Calf Route Buyer)

EBJ Livestock Market is a fourth generation calf procurement company serving the states of Minnesota and Wisconsin. With full routes and developing routes to all the main dairy areas in Minnesota, we feel this can be an important business partner for our members. We have aligned with EBJ to be able to offer the TD Beef program and the associated premium.

It is EBJ's goal to purchase all of your marketable calves before and after you transition to the TD Beef program. EBJ pays you for your calves before they leave at pick up. And then when you follow the TD guidelines the \$35 premium is added on top.

Call Joe Weimert at EBJ to inquire about their route in your area 715-790-5856.



Heifer survival rate impacts profitability from many angles

To achieve maximum profit on dairies you need to start with successful heifer management as it impacts profitability from many angles. You know it is expensive to raise a heifer. To recoup the cost, it needs to be spread across more productive years of the animal. To do that you must raise the appropriate number of heifers (for expansion or maintenance) and keep them healthy, so they provide maximum return and support long-term sustainability.

Heifer non-completion rate, also called the heifer cull rate, includes heifers that are born alive that leave the herd before their first calving. These are essentially a loss and should be kept to a minimum.

Historically dairy farms have raised all their replacements. With the great improvements made in pre-weaned calf management, heifer nutrition and reproduction, dairies are now able to raise fewer heifers, which in turn reduces costs and improves the number of resources devoted to them, ensuring superior performance.

THE IMPORTANCE OF REDUCING NON-COMPLETION RATE

The expense of raising heifers has been at the forefront of discussion in recent years. Not only has the number of heifers on farms increased, but so has the cost to raise to them. Reducing the non-completion rate is one way to reduce this cost. The study done by Compeer Financial shows the top herds for profitability had a 95% survival rate and the bottom herds had a 93% survival rate.

Managing non-completion rate is critical to profitability and deserves attention. But don't forget, survivability must be balanced with both quality health and genetics. Contact your local Minnesota/Select Sires team for help in understanding your numbers and implementing tactics that can improve heifer survival rate and profitability.



~ Julie Ainsworth
Dairy Records &
Consulting Coordinator,
CentralStar

Tips to increase survival and reduce non-completion rate

1. **Keep the death rate below 5%** for pre-weaned calves (many herds now are in the 2-3% range). Ensure calves receive plenty of high-quality colostrum within an hour of birth.
2. **Keep morbidity rates low.** Calves that become ill must be treated several times and are never able to express their true genetic potential.
3. **Feed calves for accelerated growth,** doubling weight by weaning.
4. **Know how many heifers you need monthly.** Raising too many heifers is costly. Once the number you need is determined, cull poor doers and low genetic quality animals early to reduce costs or breed low genetic animals to beef genetics.
5. **Avoid overcrowding** as it has serious negative impacts on growth and reproductive performance.
6. **Invest in heifer facilities** that allow heifers to grow well, stay clean and remain free from lameness. If improving facilities is not an option, consider a custom raiser if they can do a better job.
7. **Feed a balanced ration** for both frame growth and weight gain. Both breeding ability and growth are seriously influenced by nutrition.
8. **Maintain a strong breeding program.** Reproductive failure is the second leading cause of heifer loss and is the most expensive because you have incurred all the rearing costs with poor salvage value.

TOOLS TO INCREASE HEIFER SURVIVAL RATES

FIRST DAY FORMULA CR®

- Equivalent to good-quality maternal colostrum, helps to keep the death rate low.
- Fortified with essential vitamins and minerals, aids in passive transfer and reduces weaning mortality.
- Use in the first 6-12 hours of a calf's life or when maternal colostrum is inadequate.

CONVERT™

- Provide greater protection from illnesses to keep morbidity rates low.
- Contains a special blend of direct-fed microorganisms, L-form bacteria, microbial sugars, enzymes, and specialized proteins.
- Use when calves are lethargic, not eating and overall doing poorly.

GENETIC PLANNING AND INVENTORY MANAGEMENT

- Based on your milk market and future plans, your local Minnesota/Select Sires team will develop mating recommendations to meet your inventory needs.
- Create the right amount of pregnancies to meet your goals and potentially create new revenue streams.

COWMANAGER®

- Real-time fertility insights help identify peak heats, silent heats, pregnancies and potential abortions.
- Provides information on when to precisely breed by combining heat intensity and stage of heat.
- Management from your smartphone 24/7 saves time, labor and costs.

Contact your local Minnesota/Select Sires team member to learn more about available tools to increase heifer survival rates.



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ELECTSIRES

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MASTITISRESISTANTPRO[™]

A GENETIC SOLUTION FOR MASTITIS RESISTANCE

Sires that excel in multiple indicators of mastitis resistance are more likely to deliver genetic improvement. To avoid costly mastitis cases and save money, look for sires with the new Mastitis ResistantPRO designation. This new genetic tool leverages genomic evaluations for CDCB Mastitis Resistance, CDCB Somatic Cell Score and Zoetis Mastitis Resistance to deliver genetic improvement.

Holstein Mastitis ResistantPRO lineup averages



Jersey Mastitis ResistantPRO lineup averages

