



Creating **Win-Win** **Relationships** and **Sustainable** **Supply Chains** through **Guaranteed** **Markets** for Beef x Dairy Crosses

Organizing Independent Cattlemen into a Verified Beef Supply Chain for Cargill Meat Solutions since 1991

Jason and J.D. Anderson started Power Genetics with the idea of conception to consumption quality beef. It began with a seedstock focus and feed yards that wanted to be rewarded for the quality they produced from Power Genetics SimAngus™ bulls.



Who is Power Genetics?

Power Genetics consists of 41 like-minded feedlots in Nebraska, Kansas and Colorado with a 25-year packer relationship with Cargill Meat Solutions that allows them to market 5,000 head per week. Their beef x dairy initiative includes the use of elite SimAngus sires on Holstein dams to improve ribeye shape and increase carcass yield without increasing the frame size or carcass length.



A ProfitSOURCE Partner

Select Sires is teaming up with Power Genetics to bring their beef x dairy marketing expertise to our customer-owners as a ProfitSOURCE™ Partner. The partnership offers a win-win for all involved. Customer-owners in Power Genetics' region will enjoy a guaranteed market for their qualifying beef x dairy crosses while helping Power Genetics anticipate and ensure a high-quality supply of finished cattle to Cargill Meat Solutions.



Program Specifics

- All matings must consist of Holstein dams x Power Genetics SimAngus sires.
- Participants must follow Select Sires' ProfitSOURCE calf care guidelines, sign a ProfitSOURCE agreement, and be Beef Quality Assurance verified.

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With a total team effort from Select Sires, Power Genetics, and Cargill Meat Solutions, we are making this thirty-year beef industry dream a reality!

Jason Anderson

WHAT ARE THE BENEFITS OF POWER GENETICS?



- Secure pricing and a guaranteed market for qualifying beef x dairy calves
- Rewards for a quality end product produced through Power Genetics-approved SimAngus sires
- Flexibility for dairies to retain partial ownership of their beef x dairy offspring or contract them to growers as pregnancies or day-old calves
- Connecting packer interest with age, sire, and source traceability through RFID
- Highly trained Select Sires consultants will help you determine the best breeding plan to ensure the highest profitability for your herd.

PUT YOUR HERD ON THE PATH TO GREATER PROFITABILITY BY CONTACTING:



YOUR SUCCESS *Our Passion.*

Phone: (614) 873-4683 ♦ www.selectsires.com

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