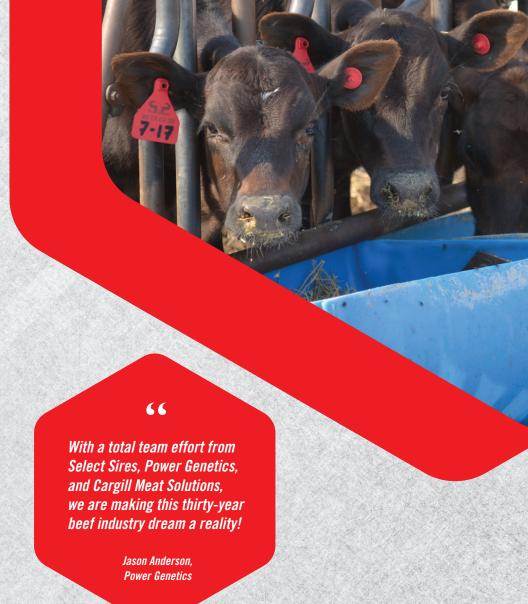


Program Specifics

- 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 certified.



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







