

INTRODUCING

FRIONA DIRECT

The exclusive outlet for beef X dairy calves.

— HOW FRIONA DIRECT WORKS —

1

Dairy producers enroll in Select Sires ProfitSOURCE®.

2

Producers raise calves to a minimum of 500 lbs.

3

Friona Industries procures calves, finishes them and sends to packer.

4

Friona Industries provides performance data back to Select Sires and dairy producers.

5

The cycle continues. Loop back to first point.

AN OPPORTUNITY UNLIKE ANY OTHER

Participate in an exclusive partnership

Friona Direct is an exclusive, non-binding partnership between elite dairy operations, Friona Industries and Select Sires.

Receive performance data without retaining ownership

This program allows dairy operations to receive performance data back from Friona Industries and Select Sires without having to retain animal ownership.

Sell direct to Friona Industries

Selling directly to Friona Industries eliminates third party commissions and fees, allowing dairy operations to retain more of the earnings from the calves they sell.

Gain access to knowledge and resources

Friona Direct gives dairy producers access to a host of resources and industry experts knowledgeable in all areas of the beef supply chain.

For questions, please contact Drew Brown, Cattle Procurement for Friona Industries.

806-599-2328

806-374-1811

Friona Direct provides a transparent and secure market for quality beef cattle sourced from dairy operations and is backed by the partnership of two industry leaders, Friona Industries and Select Sires.

