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ProfitSOURCE®

SELECT SIRES INC.

YOUR SUCCESS *Our Passion.*®

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

ProfitSOURCE®

A PREMIUM Program for a PREMIUM Product

- **Increased profits from lower-merit females**
- **Improvement of short-term cash flow through inventory management**
- **Diversification of marketing options and timing for beef-cross calves**
- **Utilization of the correct beef genetics, calf care guidelines and traceability measures to ensure demand and marketplace premiums**

ProfitSOURCE sires significantly impact your herd's bottom line by increasing the revenue generated 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 and carcass merit while offering elite fertility to maximize reproductive performance. The lineup of ProfitSOURCE sires includes elite terminal beef sires designed to meet specific genetic criteria as listed below.

Superior Genetics Yield Premium Prices

ProfitSOURCE sires are specially selected to meet the needs of the dairy, the packer, and every supply chain partner in between.

Angus Sires

Our current lineup averages among the most elite of the breed:

- Top third of the breed for Calving Ease (CE), for a smoother transition period
- Top 25% of the breed for Residual Average Daily Gain (RADG) and top 15% Yearling Weight (YW)
- Superior Marbling (MARB) and Ribeye Area (REA), within the top 10%

$Angus x Holstein Index and $Angus x Jersey Index are bioeconomic indexes expressed in dollars per head. Each represents the expected average difference in future beef x dairy progeny value when compared to progeny of other Angus sires if randomly mated to Holstein or Jersey cows and the calves are exposed to the same environment.

ProfitSOURCE Angus sires average in the top 10% of the breed for both $AxH and $AxJ.

SimAngus™ Sires

ProfitSOURCE SimAngus sires bring the best of both worlds from calving to rail:

- Top third of the breed for Calving Ease
  - "Heifer-safe" options available and Power Genetics-qualified
- Top 20% Marbling and Terminal Index

Simmental - Terminal Index (TI) evaluates the merit of sires where all offspring (both male and female) are fed and sold on a carcass grade and yield basis.

Charolais and Limousin Sires

ProfitSOURCE sires strike the balance between 'easy calving' and 'terminal powerhouse,' averaging in their respective breed's:

- Top third of the breed for Calving Ease
- Top 25% Marbling and 25% Terminal Index

Charolais - Terminal Sire Index (TSI) represents a dollar index per terminal progeny produced from a bull in the Charolais database, ranked by profit potential.

Limousin - Mainstream Terminal Index ($MTI) measures differences in expected profit per carcass produced on a mainstream grid (yield grade 1 or 2, Select to low-Choice quality grade, and no over- or under-weights or dark cutters)

Fertility Without Compromise

Select Sires has earned a reputation for having the most fertile semen in the A.I. industry. Our fertility advantage is consistently validated with each dairy sire summary by the national Sire Conception Rate (SCR) fertility comparisons. SCR is a third-party summary of pregnancy check validated data, summarized and published by the Council on Dairy Cattle Breeding (CDCB).

While Select Sires' beef bulls don't accumulate nearly the number of conception records accumulated by our Holstein and Jersey sires, beef semen is evaluated through the same lab and held to the same rigorous standards as our dairy semen. Using conception data along with quality control evaluations and thousands of beef inseminations in dairy herds, ProfitSOURCE sires have been designated a 1-5 star rating, with five being the highest expected fertility. ProfitSOURCE sires have been specifically selected to be used confidently to settle cows in your herd.

ProfitSOURCE® partners

ProfitSOURCE®

ProfitSOURCE offers maximum flexibility through the availability of ProfitSOURCE sires to fit your local marketing needs, or through specially selected sires designed to meet the needs of both your dairy and the following partner programs.

TD BEEF

TD Beef has an exclusive partnership with Select Sires and requires the use of elite terminal bulls selected specifically for their program. Access to the TD Beef program is contingent upon calf pickup logistics in your region. Dairy producers will be offered a premium for day-old calves but must agree to utilize Select Sires for all their beef and dairy genetic inputs.

Power Genetics

Power Genetics is acquiring calves from dairies utilizing qualified SimAngus™ sires to breed purebred Holstein dairy cows. They transport them to calf ranches, on to Power Genetics' feed yards and ultimately to Cargill Meat Solutions. Power Genetics' long-term relationship with Cargill currently allows them to market 5,000 head per week.

Calf ranches, feedlots and packers interested in source-verified, high quality ProfitSOURCE calves have established partnerships with Select Sires. ProfitSOURCE partners may vary depending on geography, size of dairies, ownership arrangements, breed preferences, genetic criteria and end-product targets. Sires qualifying for each program are designated with a check mark in the following breed lists. Ask your Select Sires representative what might be the best fit for your operation.

SUPERIOR WAGYU

Superior Wagyu is currently available in select regions and offers a unique opportunity for purebred Jersey herds to produce a quality, traceable, and highly demanded product using elite Select Sires Wagyu semen. Check with your representative regarding availability in your region.

SimVitro® HERDFLEX® by Simplot

SimVitro® HerdFlex® embryos are a new approach to generating high performance beef calves on your dairy operation. With this IVF solution, you can get full-beef calves that have calving ease and deliver value through improved feed efficiency, rate of gain, ribeye area and marbling. Ask your representative for more information about this program available through a partnership with Simplot.

FRIONA INDUSTRIES

Dairy Direct through Friona Industries is a marketing avenue for dairies who are looking to raise their TD Beef-sired crossbreds to a higher weight as a direct-to-finisher marketing option. This option also presents a great opportunity for herds interested in HerdFlex embryos.

ANGUS Sires

Sire		CE	BW	YW	RADG	YH	CW	Marb.	RE	$AxH	$AxJ	Fertility	TD Beef	Profit SOURCE
7AN526	CHECK IT	11	-1.2	119	0.29	0.6	45	0.96	0.86	162	162	*****		✓
%Rank		15	10	30	15	40	45	15	15	10	10			
7AN556	PRIME EFFECT	7	1.1	145	0.29	0.4	51	1.39	0.65	160	113	****		✓
%Rank		45	45	5	15	60	35	2	40	10	25			
7AN572	FOR SURE	4	2.2	147	0.32	1.1	62	1.28	1.01	176	188	****		✓
%Rank		70	75	5	5	10	20	3	10	5	2			
9AN578	AUGUSTUS	11	-0.6	110	0.22	0.3	47	1.21	0.65	161	136	*****		✓
%Rank		20	15	45	65	70	40	4	35	20	25			
2AN588	HIGH RANK	3	1.7	148	0.34	0.4	65	1.12	1.08	209	192	****	✓	✓
%Rank		80	65	4	2	70	15	10	3	1	2			
2AN613	AMARILLO	6	2.0	149	0.31	0.7	75	1.03	1.06	201	203	****	✓	✓
%Rank		55	70	4	10	35	4	15	4	1	1			
2AN619	CIMARRON	13	1.2	157	0.26	1.1	65	1.33	1.06	180	201	****	✓	✓
%Rank		10	50	2	40	10	15	3	4	4	1			
2AN620	APPROACH	7	1.1	130	0.25	0.3	50	1.24	1.07	190	168	****	✓	✓
%Rank		45	50	20	40	80	45	4	4	2	10			
7AN625	COUNTY LINE	4	1.7	158	0.34	0.6	68	1.15	0.78	169	133	****		✓
%Rank		70	65	2	2	45	10	10	25	10	20			
2AN630	REINFORCE	9	1.9	165	0.35	1.1	69	1.04	1.08	191	216	****	✓	✓
%Rank		30	65	1	2	10	10	15	3	2	1			
714AN639	WHITEWATER	12	2.2	135	0.33	0.5	60	1.18	0.83	202	172	****		✓
%Rank		10	75	15	4	55	20	10	20	1	10			
2AN650	LOCOMOTION	9	1.0	135	0.29	0.6	60	1.09	1.00	195	193	*****	✓	✓
%Rank		30	45	15	20	45	20	10	10	2	2			
2AN651	RULER	9	1.3	126	0.32	0.5	63	1.01	0.75	196	181	****	✓	✓
%Rank		30	55	25	5	55	15	15	30	5	3			
714AN652	FEATURE	6	3.4	142	0.25	0.5	67	0.93	1.17	185	180	****		✓
%Rank		55	90	10	50	55	10	20	2	3	3			
2AN659	TOPEKA	12	0.7	153	0.28	0.5	75	1.17	0.98	218	212	***	✓	✓
%Rank		10	40	3	25	55	4	10	10	1	1			
2AN660	FRICTION	5	2.4	153	0.31	0.8	67	1.24	0.98	198	204	****	✓	✓
%Rank		65	80	3	10	25	10	4	10	2	1			
714AN661	HEADWAY	8	1.8	132	0.27	0.4	56	1.54	1.11	223	204	***		✓
%Rank		35	65	15	30	70	30	1	3	1	1			
2AN663	OUTPUT	9	0.9	146	0.27	0.7	68	1.26	1.03	204	200	*****	✓	✓
%Rank		30	45	5	30	35	10	4	5	1	1			
714AN667	SALINA	20	-2.1	127	0.24	0.5	40	1.49	1.19	203	188	N/A		✓
%Rank		1	3	20	55	55	70	1	1	4	2			
714AN693	JAMES	18	-1.7	132	0.26	0.6	52	1.30	1.06	191	185	N/A		✓
%Rank		1	5	15	40	45	40	3	4	2	3			
2AN705	BUCKLIN	11	0.3	123	0.26	0.3	62	1.52	0.99	236	213	N/A	✓	✓
%Rank		15	30	25	30	80	20	1	10	1	1			
714AN709	ENSIGN	4	2.0	130	0.28	0.5	64	1.58	1.02	223	208	N/A		✓
%Rank		70	70	20	25	55	15	1	5	1	1			
714AN710	PLAINS	13	0.4	130	0.28	0.5	63	1.39	1.02	219	207	N/A		✓
%Rank		10	35	20	25	55	15	2	5	1	1			
714AN711	COLDWATER	13	-1.0	131	0.25	0.1	51	1.26	1.19	226	203	N/A		✓
%Rank		10	15	15	50	90	40	4	1	1	1			
2AN712	QUANTIFY	13	0.3	130	0.28	0.6	54	1.48	1.23	217	207	N/A	✓	✓
%Rank		10	30	20	25	45	35	1	1	1	1			
2AN724	SET UP	11	0.0	143	0.32	0.6	72	1.05	1.43	227	224	N/A	✓	✓
% Rank		15	25	10	5	45	5	10	1	1	1			

SIMANGUS™ Sires

Sire		CE	BW	YW	RADG	CW	Marb.	RE	TI	Fertility	TD Beef	Power Genetics	Profit SOURCE
7SM84	MADISON	14.2	-0.2	122.1	0.31	36.3	0.75	0.94	89.6	****			✓
%Rank		30	40	40	20	50	5	10	15				
7SM98	ARCHITECT	14.3	-0.6	105.9	0.26	28.1	0.52	0.42	77.4	***			✓
%Rank		25	35	75	55	65	20	90	55				
7SM100	COUNTRY BOY	15.9	-3.3	112.7	0.26	26.9	0.32	0.76	80.3	****			✓
%Rank		15	10	60	55	70	50	35	45				
714SM107	MAINSTREAM	12.9	1.3	146.6	0.35	41.5	0.36	0.86	88.1	****	✓		✓
%Rank		45	70	10	10	20	45	20	20				
2SM110	VIKING	13.0	0.6	137.1	0.30	53.2	0.45	0.78	88.4	*****	✓		✓
%Rank		40	55	15	25	4	30	30	15				
714SM111	COMBAT	13.9	-0.6	134.3	0.34	50.5	0.57	0.48	86.9	****			✓
%Rank		30	35	20	10	10	15	75	20				
714SM114	PREDICTABLE	17.4	-1.1	117.1	0.26	36.1	0.71	0.72	90.3	****	✓	✓	✓
%Rank		10	25	50	55	35	10	40	15				
714SM117	WINCHESTER	14.6	0.2	139.0	0.33	37.8	0.62	0.25	88.0	*****		✓	✓
%Rank		25	50	15	15	30	10	99	20				
2SM118	COLT	13.6	-0.6	125.7	0.26	28.3	0.64	0.44	88.9	****	✓	✓	✓
%Rank		35	35	35	55	65	10	90	15				
714SM119	REMINGTON	12.3	1.3	122.1	0.24	45.9	0.54	0.30	84.9	****		✓	✓
%Rank		50	70	40	65	15	20	60	25				
714SM120	SPRINGFIELD	12.9	1.9	136.9	0.29	33.4	0.43	0.72	87.3	*****		✓	✓
%Rank		45	80	15	30	45	30	40	20				
2SM129	WABASH	14.8	-0.2	144.1	0.34	39.5	1.09	0.93	106.9	N/A	✓		✓
%Rank		20	40	10	10	25	1	15	1				
2SM130	FLINT HILLS	13.3	2.0	146.1	0.35	42.4	1.14	1.08	105.2	N/A	✓		✓
%Rank		40	85	10	10	20	1	4	1				
714SM131	RILEY	15.3	0.2	135.9	0.30	42.6	0.93	1.15	100.8	N/A		✓	✓
%Rank		20	50	15	25	20	2	2	1				
714SM132	BLUEMONT	13.4	1.0	160.7	0.37	60.9	1.07	1.11	110.8	N/A		✓	✓
%Rank		35	65	2	3	2	1	3	1				

LIMOUSIN Sires

Sire		CE	BW	YW	CW	REA	Marb.	$MTI	Fertility	Profit SOURCE
7LM15	AFRICA	10	0.2	95	22	1.84	0.08	58.96	*****	✓
%Rank	%LM	55	30	60	65	1	35	25		
7LM18	DAVY CROCKET	13	0.5	94	47	0.97	0.71	76.49	****	✓
%Rank	Lim-Flex	25	40	80	15	15	2	3		
7LM19	FARMER JOE	12	0.2	116	33	1.20	0.51	72.67	*****	✓
%Rank	Lim-Flex	35	35	35	55	4	10	25		
7LM20	FILMER	15	-1.0	107	8	0.50	0.46	70.55	****	✓
%Rank		10	15	55	95	75	10	10		
7LM21	HOGAN	9	1.2	117	36	0.88	0.41	71.40	N/A	✓
%Rank		80	60	35	45	25	15	10		
7LM22	HIGH COURT	11	1.9	121	38	0.53	0.31	64.70	N/A	✓
%Rank		50	75	25	40	75	25	30		
7LM23	HOBBLEBUSH	16	-0.3	94	8	0.66	0.05	56.83	N/A	✓
%Rank		10	35	45	95	65	60	40		

CHAROLAIS Sires

Sire		CE	BW	YW	CW	REA	Marb.	TSI	Fertility	TD Beef	Profit SOURCE
9CH99	FREE RIDE	9.6	-3.5	119	15	0.76	0.21	269.26	*****		✓
%Rank		25	9	25	55	30	20	15			
9CH103	LEAD TIME	6.5	-3.3	106	23	0.69	0.35	262.05	****		✓
%Rank		50	10	50	25	40	2	25			
2CH104	NEW MAN	12.6	-2.2	108	27	0.81	0.33	252.94	*****	✓	✓
%Rank		8	20	45	15	20	4	35			
2CH105	SILVERSMITH	7.9	-0.5	127	41	1.11	0.36	272.25	*****	✓	✓
%Rank		35	45	15	2	2	2	9			
2CH106	FOREMAN	10.9	-1.5	109	20	0.66	0.32	258.53	*****	✓	✓
%Rank		15	30	45	35	45	4	30			
9CH107	HONCHO	11.0	-3.1	117	24	0.58	0.00	264.49	****		✓
%Rank		15	15	30	25	60	95	20			

WAGYU Sires

Sire		BW	BW % Rank	WW	WW %Rank	YW	YW % Rank	Fertility	Superior Wagyu	Profit SOURCE
714KB7	MR. MARBLE	-0.2	50	0	45	2	40	****	✓	✓
714KB8	MARBLER	0.2	60	4	30	5	30	****	✓	✓
714KB10	ET	-0.4	45	-6	75	-11	90	*****	✓	✓
714KB11	SANJI	-0.5	40	-4	65	-8	80	*****	✓	✓
714KB13	HIRASHIGE	-0.2	50	2	35	2	40	****	✓	✓
714KB14	0632	0.4	70	5	25	7	25	****	✓	✓
714KB21	HIKOKURA	0.9	80	5	25	7	25	**	✓	✓
714KB22	ICHIRO	0.3	65	-3	60	-5	70	N/A	✓	✓
714KB23	48J	-1.3	20	N/A	N/A	N/A	N/A	N/A	✓	✓
714KB24	KOUSYUN	-0.1	55	0	45	-1	50	****	✓	✓
714KB25	103J	N/A	N/A	N/A	N/A	N/A	N/A	****	✓	✓

Sire		SCD	Tenderness	Fertility
7KB2	EMORI	AA	4	*****
9KB3	HARU	AA	7	*****
9KB4	MACHO MOUSE	AA	10	*****

TAGGED for Quality Assurance

ProfitSOURCE MALE PACK
NOW AVAILABLE

IF YOUR PROFITS ARE MAXIMIZED BY MAKING THEM MALE, ProfitSOURCE MALE PACK IS FOR YOU!

Each dose of ProfitSOURCE Male Pack contains male-sorted product from three or more ProfitSOURCE- and/or TD Beef-qualified Angus sires.

By including multiple sires in each dose, the ProfitSOURCE Male Pack should provide more consistent fertility.

All calves resulting from ProfitSOURCE Male Pack semen will qualify to enter the elite ProfitSOURCE supply chain.

The beef x dairy industry continues to evolve and Select Sires is equipped to provide you with products that offer the greatest profit potential. In markets where you can garner a higher premium for male beef x dairy calves, consult with your Select Sires advisor about how ProfitSOURCE Male Pack can boost those premiums!

By tagging beef x dairy calves with ProfitSOURCE program tags, breeders certify the calves are of elite genetics, received excellent calf care based on preset protocols and are fully traceable.

ProfitSOURCE sires excel for terminal index in their respective breed. These indexes combine traits for growth, daily gain and end-product carcass quality, resulting in cattle of higher merit to supply chain partners. Calves identified with ProfitSOURCE, TD Beef and Power Genetics tags offer increased value to potential buyers based on their genetic merit and are recognizable across the country, everywhere from ProfitSOURCE partners to local sale barns to large-scale video auctions.

ProfitSOURCE offspring also hold an advantage over commodity beef x dairy crosses when it comes to calf rearing. Dairy producers are no stranger to calf care, and to establish a vigorous immune system for life, ProfitSOURCE calves receive the same quantity and quality of colostrum as dairy replacements would.

Select Sires' program RFID tags also offer traceability along the supply chain that is not only desired by stakeholders and consumers, but also unique to the beef x dairy industry. At this time, Select Sires offers the only red EID tags in the industry through ProfitSOURCE, making them unique from a visual detection standpoint. For calves to qualify to be tagged with the RFID button, producers must have signed an agreement to signify compliance with sire use, rearing practices and herd software data sharing.

New sires continue to be added to the ProfitSOURCE program. To see the latest listing, learn more about tagging your qualified beef x dairy offspring for quality assurance and to explore marketing options, contact your local Select Sires representative or visit our website at www.selectsires.com and click on the ProfitSOURCE tab.

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