

TAILORED BEEF GENETICS FOR DAIRIES

ABS Beef InFocus™, powered by NuEra Genetics™, delivers data proven and reliable beef genetics for dairy producers to maximize calf crop value.

Benefits to your dairy

1 Data Proven and Reliable Beef Genetics

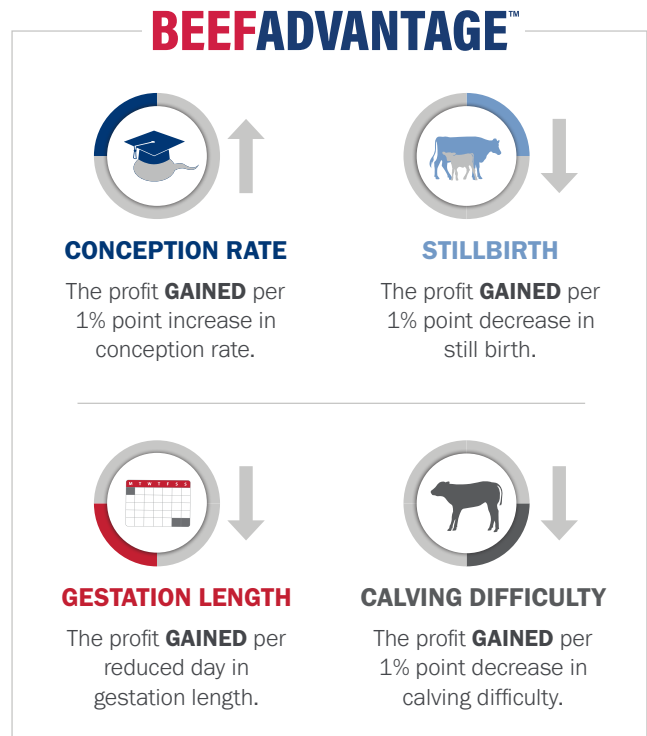
Each insemination and each calving needs to be a profitable event. Therefore, ABS created the BeefAdvantage™ Index. It is the only beef on dairy index developed using economically important traits for dairy farms. Other beef semen alternatives do not measure these important traits, which can lead to hidden costs. Data from beef on beef matings cannot accurately predict beef on dairy performance. A balanced index for profit is more valuable to dairies than individual EPDs.

2 Increased Calf Marketability

The supply chain recognizes that not all black-hided animals are created equal. ABS Beef InFocus creates the most profitable terminal calves from the dairy herd. ABS Beef InFocus sires create consistent terminal cross calves the beef industry needs, better positioning your calves' marketability for the short and long-term.

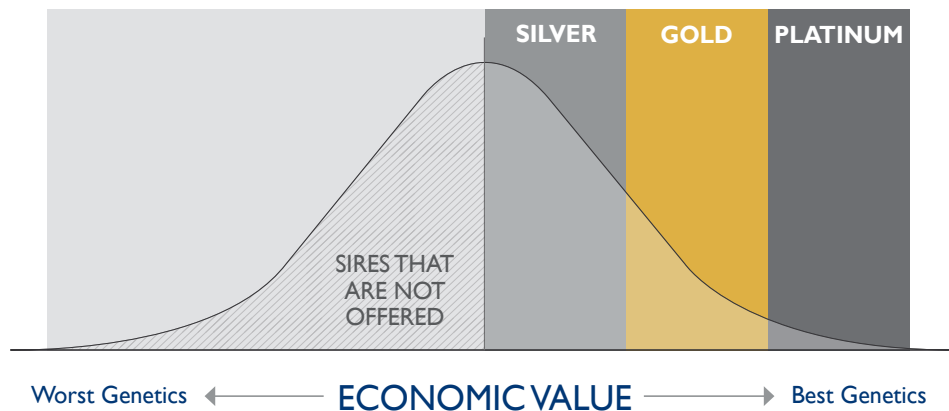
How do the economic calculations work?

The BeefAdvantage™ Index includes economically relevant traits for dairies, based on the four areas below. Values are calculated based on the profit gained by improving each trait.



How do the economic calculations work?

The sires in the index are grouped into genetic packages based on their BeefAdvantage™ Index ranking of either **Silver, Gold or Platinum**. These levels are based on the profit advantage per calving event compared to sires that do not meet fertility and calving thresholds. Sires that fall below the Silver level are not offered, so you only get the best of the best beef genetics.



How does this improve my bottom line?

Beef InFocus sires are available in 3 packages, based on their BeefAdvantage™ economic benefit per calving event gained by improving each trait. This advantage is calculated based on beef on dairy sires that do not meet the Silver level thresholds.



SILVER

Silver sires deliver a value of **\$35** per calving event. Sires provide **good** fertility, calving ease, gestation length and stillbirth.



GOLD

Gold sires deliver a value of **\$50** per calving event. Sires provide **better** fertility, calving ease, gestation length and stillbirth.



PLATINUM

Platinum sires deliver a value of **\$65** per calving event. Sires provide the **best** fertility, calving ease, gestation length and stillbirth.

Contact your ABS Representative to get started today!

1.800.ABS.STUD | 1525 River Road, DeForest, WI 53532, USA

