

# SELECTIONS

## WINTER 2026

- 3 ♦ CDCB'S NEW MILKING SPEED PTA
- 4 ♦ SLICK ISN'T NOVEL, IT'S REPRO EFFICIENCY
- 6 ♦ SUCCESS STARTS WITH SMART SELECTION
- 8 ♦ THE NxGEN® INFLUENCE
- 10 ♦ JERSEYLAND SIRES
- 12 ♦ LEVERAGING CALF WELLNESS
- 13 ♦ FLEXIBLE BEEF ON DAIRY MARKETING OPTIONS



**YOUR SUCCESS** *Our Passion.*

# EFFICIENCY TODAY, RESILIENCE TOMORROW



David C. Thorbahn,  
President and CEO, Select Sires Inc.

Efficiency allows dairies to thrive in good times and survive the tough times. Driving efficiency on today's dairies requires a disciplined approach to genetics, management and data interpretation. One of the most effective ways to strengthen that approach is by working closely with your trusted advisor to identify efficiency-focused opportunities that align with long-term goals for your herd. Select Sires provides the

tools, indexes and analytics to support that process, but it is the advisor–producer partnership that turns information into measurable progress.

Efficiency isn't achieved through a single decision. Efficiency is built through a series of thoughtful choices accompanied by excellent execution that compound over time. One of the most powerful tools available to producers today is Select Sires' Herd Health Profit Dollars® (HHP\$®) index. HHP\$ is a balanced, profit-driven selection index designed to help you prioritize the traits that matter most for herd health, component yield and overall longevity. As markets continue to reward solids, your advisor can help you target sires that optimize the balance of fat and protein components to improve revenue per hundredweight while maintaining optimum herd health and reproductive performance.

Longevity remains one of the most under recognized drivers of profitability. Cows that remain productive for multiple lactations reduce replacement pressure, dilute rearing costs, stabilize output and allow for females to be selected for beef-on-dairy calf revenue. Your advisor can help you prioritize longevity-associated traits, including udder conformation, health, fitness and fertility.

Genetic balance is equally important. Excessive stature increases maintenance requirements without improving efficiency, while insufficient strength can limit dry matter intake capacity. Identifying the optimal balance of stature and strength ensures cows have the structural capacity to support production without compromising mobility or metabolic resilience. Incorporating Residual Feed Intake (RFI) into your selection strategy further enhances efficiency by identifying animals that convert feed into milk more effectively, reducing one of the largest cost centers on the dairy.

Your Select Sires advisor is equipped to integrate genetic, reproductive, nutritional and economic data points into a unified roadmap tailored to your operation. Together, you can build a strategy that improves efficiency today while positioning your herd for long-term resilience and profitability.

As always, we are honored to be part of your team. Let's continue working together to build herds that are not only productive today but positioned for success well into the future. ♦

## THE SELECT SIRES PODCAST

**BREEDING FOR THE FUTURE AT MAIER FARMS**

“We really try to focus on longevity and making a healthy cow, a profitable cow.”

Patrick Maier  
Maier Farms Partner

---

**A DEEP-DIVE INTO COWMANAGER'S CALF HEALTH MODULE**

“We're able to detect early signs of illness before calves show any clinical symptoms, allowing producers to intervene sooner and improve overall calf health.”

Lori Nagel, DVM  
CowManager® Performance Specialist

**SCAN TO LISTEN**

# PRACTICAL GUIDANCE FOR USING CDCB'S NEW MILKING SPEED PTA



*Chad Dechow, Ph.D., Professor of Dairy Cattle Genetics,  
The Pennsylvania State University*

Milking speed evaluations for Holsteins were introduced by CDCB in August of 2025. There have been other milking speed evaluations in the past, which are primarily based on a farmer's assessment of whether a cow milked out rapidly or slowly. This new evaluation is different because it is based on records of milk yield and milking time from parlor milk meters. Because the data is objective and quantifiable, the heritability is fairly high (42%) which means the genomic PTA for milking speed will have a high reliability as the amount of data contributing to the evaluation system grows. These new evaluations are only available for Holsteins currently, but other breeds will have PTAs generated if enough data is collected.

The CDCB has elected to report PTA for milking speed on a pounds of milk produced per minute basis, with an average of 7. By expressing milking speed in pounds / minute, we avoid rewarding poor milk yield as cows producing little milk naturally spend less time being milked. The PTA for most bulls ranges between 6.5 and 7.5, which, for a cow milking 100 pounds per day, equates to a 1-minute difference per milking.

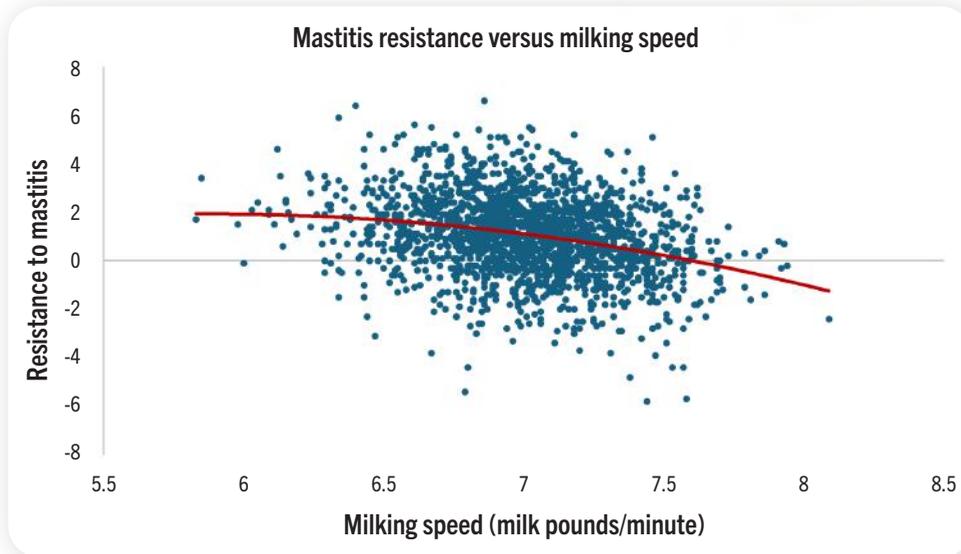
## Protect udder health

It has long been established that a fast milking speed is unfavorably associated with udder health. You can see the relationship between milking speed and mastitis in Figure 1 that shows PTA for CDCB Mastitis Resistance versus PTA for Milking Speed (MSPD). There are around 2,000 bulls represented in the chart, born in 2018 or later, and with at least 70% reliability for MSPD. The correlation between milking speed and mastitis resistance for this population of bulls is -0.27. As expected, the correlation between milking speed and Somatic Cell Score (+0.39 SCS) is also unfavorable. You will note that the relationship may not be entirely linear, with extremely high values tending to be the most problematic.

The relationship between speed and mastitis has little to do with milk yield. In some countries, farmers report on whether cows leak milk and the genetic correlation between milk leakage and milking speed is both strong and unfavorable. Cows that milk out rapidly tend to have a weaker sphincter, which is the muscle that opens and closes the teat end; as you can imagine, a weaker sphincter muscle is associated with a reduced ability to keep bacteria out of the teat end.

## Using milking speed PTA

Milking speed does have economic value as longer milking time increases labor, electricity, and equipment wear. However, it is not included in selection indexes like CM\$ or HHP\$ at this time because it is a new trait. Deriving an economic value for milking speed is also complicated by udder health considerations and the fact that, in a parlor milking system, the average cow's milking speed is not as important as the milking speed of the slowest cow. My recommendation is that farmers, rather than trying to increase milking speed for their average cow, use this as a tool to avoid sires with slow milking daughters. ♦



# SLICK ISN'T A NOVEL TRAIT,

Heat stress is one of the most expensive, persistent, and biologically limiting challenges in modern dairy production. Exceptional management, emerging technologies, and advances in genomic testing and research have accelerated dairy efficiency at an extraordinary pace over the past two decades. The progress has been remarkable, prompting dairies to examine every facet of their operations and cattle with a more critical, strategic lens. Once thought of as a trait limited to herds near the equator, slick is now being rediscovered as a powerful genetic tool that has been hiding in plain sight.

Far from being a novelty, slick is a proven reproductive efficiency trait with decades of scientific backing, most notably from the University of Florida, and growing commercial relevance in the U.S. and around the world.

To understand why slick matters, it helps to look at the environmental reality dairy cows face in major U.S. dairy states.

## Heat is a daily norm in key dairy regions

Below is a snapshot of typical July temperatures in three major dairy states, based on long term climate averages:



- **Arizona:** Average July temperatures reach 95.2°F
- **California:** Average July temperatures reach 90.9°F
- **Texas:** Average July temperatures reach 91.9°F

These aren't occasional heat waves; they're the baseline. They create a physiological environment where cows must constantly work to maintain core body temperature, therefore sacrificing feed intake, milk production, and most critically, fertility.

When heat is relentless, genetics that improve thermoregulation can be game-changing.

## Why slick works: the science behind the gene

Research from the University of Florida has repeatedly demonstrated that cattle with a slick hair coat maintain:



Lower core body temperatures



Higher sweating rates



Improved feed intake during heat stress



Better conception rates in hot climates

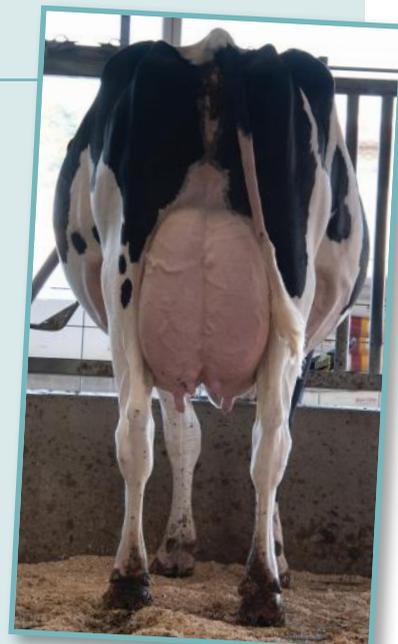
By measuring vaginal temperatures in cows living in a freestall environment, researchers found cows with a slick hair coat averaged 1.1 degrees Fahrenheit lower body temperatures at the hottest times of the day (noon to 3 p.m.) compared to the non-slick hair coat cows. They also found that slick cows that calved during hot months (May to July) produced nearly 10 pounds of milk per day more during their first 60 to 90 days in milk than non-slick cows.

Additional studies have also shown that heat stress, particularly during late gestation, leads to significant long-term impacts on offspring. Slick not only helps the current herd tolerate the impacts of heat stress more efficiently, but it protects the next generation as well.

# IT'S REPRODUCTIVE EFFICIENCY

SLICK SIRES	HHP\$*	DWP\$*		
9H017969 WOZ-S*	865	760	A2A2	ICE CUBE-S x ELVIN x RASHAN
9H017983 GOLDY GOPHER-S	828	868	A2A2	ICE CUBE-S x Jalapeno x CONWAY
9H017356 EZE-S	728	862	A2A2	Achieve x PERFECT x Lone Ranger
9H017974 ASPEN-S	714	917	A1A2	OH-MY x PERFECT x Lone Ranger
9H017743 GLOWSTICK-S	712	782	A2A2	SUNDANCE x FROST BITE x PERFECT
9H017089 INTHEFIRE-S	699	991	A2A2	CONFIDENTIAL x PERFECT x Lone Ranger
9H016849 ICE CUBE-S	660	652	A2A2	FROST BITE x PERFECT x Lone Ranger
9H017213 THISJUSTIN-S	638	694	A2A2	CONFIDENTIAL x GAMEDAY x Lone Ranger
9H017822 EASTBOUND-S	635	847	A2A2	HUMBOLDT x FROST BITE x PERFECT
9H018007 VICOLLETO-SS	594	785	A2A2	ICE CUBE-S x LIONEL x Lone Ranger
9H016227 CHIP	537	409	A2A2	CONWAY x Lone Ranger x Jodandy

\* denotes NxGEN® sire



**S-S-I Perfect Slick 2539-ET (EX-90-EX-MS)**

Dam of EZE-S, ASPEN-S, INTHEFIRE-S, ICE CUBE-S and grandam of GLOWSTICK-S and EASTBOUND-S

## Global value: Slick genetics beyond the U.S.

While U.S. herds are just beginning to adopt slick more widely, the trait has long been valued in Central America and South America where heat and humidity are extreme.

In these regions, slick cattle consistently outperform non-slick cattle in pregnancy rate, days open, and overall resilience. The global message is clear: slick is a fertility trait expressed through heat tolerance.

### Slick at Select Sires: A lineup built for reproductive efficiency

Select Sires has become a leader in bringing slick genetics into mainstream U.S. dairy breeding. Slick hair coat sires are selected not only for heat tolerance but also for production, type, and health traits that match modern, long-term herd goals.



“We have seen vast improvements in production, health and fitness traits,” says Mark Kerndt, Aggressive Reproductive Technologies™ (ART™) Program Manager, Select Sires Inc. “We are breeding the horns out of the breed and are now also focusing on making the Holstein breed more heat tolerant, through the gradual introduction of the dominant slick allele into our cattle. The ART program has

been fortunate to have some early success in slick genetics and we look to continue our leadership position in 2026. We expect several hundred potential slick calves to be born in our program in 2026 and

the parent averages on these matings are very close to our non-slick matings. As many of our targeted slick markets can also be grazing markets, we have tried to combine those genetics while also focusing on adding this heat tolerance trait to the overall Holstein population and to all of our markets.”

Select Sires is now in the fifth generation of slick calves born from the organization’s matings. All of Select Sires’ slick calves have been born in Wisconsin and adapt to cold weather as needed. Kerndt says, “They do grow hair! Most people think slick advantage is only short hair, but research shows it is more than that.”

“Heat tolerance is a valuable economic trait,” says Kerndt. “By adding the slick trait to the elite genetic package offered by Select Sires, we can accomplish our goal of helping dairies everywhere become more profitable.”

### Slick isn’t novel, it’s necessary

Cattle with slick hair coats aren’t a fad or a curiosity. It’s a biologically validated, globally proven reproductive efficiency tool that aligns perfectly with the environmental realities of modern dairy production. As summers intensify and herds push for higher fertility under heat stress, slick genetics offer a simple, heritable, and powerful solution.

And with Select Sires leading the charge in high-quality slick hair coat sires, the industry now has access to genetics that combine heat tolerance with the production and type traits U.S. dairies demand. ♦



# SUCCESS STARTS WITH SMART SELECTION



*Chuck Sattler, Senior Vice President of Genetic Programs and Research, Select Sires Inc.*

**We put a lot of trust in genetic evaluations. Occasionally it's worthwhile to look back and see if animals with superior PTA values actually perform better.**

### **Intentional selection. Predictable results.**

We set out to do just that. Using herd management data shared by cooperating herds, we tracked the performance of cows born in the year 2020 to identify production, mastitis,

fertility and health differences across multiple lactations. We focused on Holstein herds that did wide-scale genomic testing and used herd backups through December 2025. Cows were required to have a genomic evaluation to be included in the analysis.

The analysis included data from 50 herds with 125,000 lactation records. Component production metrics required DHI testing so analysis of production totals included 45 herds with 87,500 lactation records.

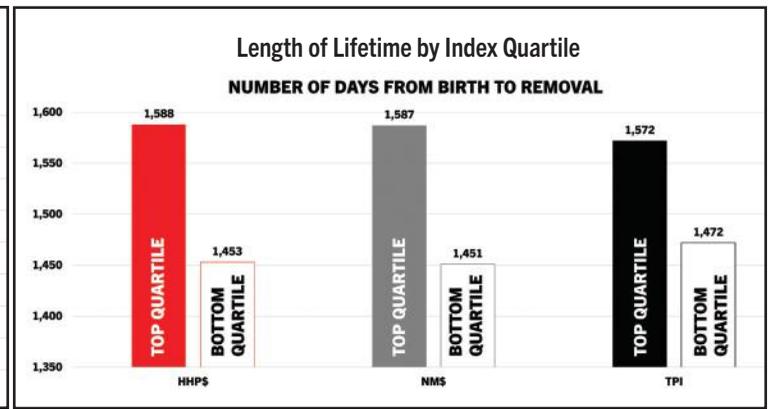
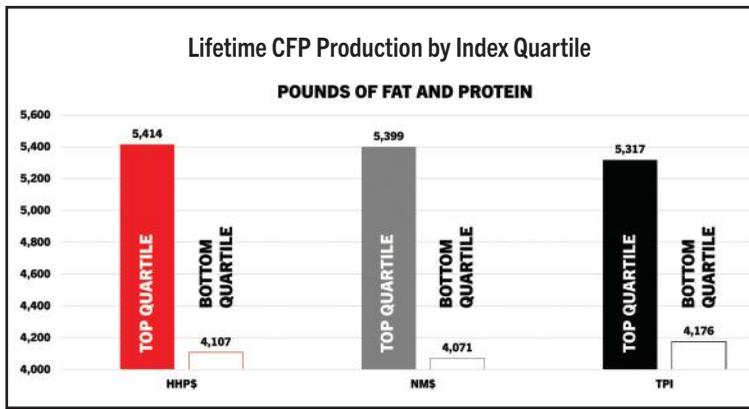
While individual animals can defy expectations, one thing that became quickly evident in this project, regardless of which trait was analyzed, is that groups of animals ranked by their PTA performed as expected. Animals with higher PTAs for fat and protein achieved higher lactation totals than animals with low PTAs. Animals with higher PTAs for mastitis resistance and lower PTAs for SCS had fewer cases of mastitis and so on. The CDCB genetic evaluations that we rely on to select our A.I. sires and to sort our cows and heifers work!

The main objective of the project was to see if there were performance differences across multiple lactations in animals ranked by Herd Health Profit Dollars® (HHP\$®), Net Merit (NM\$) and TPI®. Many of the cows in the study continue to be active members of the herd. Where we didn't have complete lifetime data we used lifetime totals to date.

The top-ranking animals for each of the indexes outperformed their herd mates for length of lifetime and lifetime production. Lifetime performance differences for the top quartile animals compared to the bottom quartile were substantial. The top quartile animals for HHP\$, NM\$ and TPI stayed in the herd at least 100 days longer and produced at least 1,100 more pounds of milk components in their lifetime than their herd mates in the bottom quartile. Animals with top genetic rankings deliver substantially more return regarding phenotype and performance than those with lower genetics.

### **Understand shifts from lactation to lactation**

Cows need to do multiple things well to have successful careers. Physiological and environmental demands change as cows move from first lactation to later lactations. The top performers in first lactation aren't necessarily the ones with top lifetime performance. This is evident when performance of the top-quartile animals for each of these indexes is tracked across the first three lactations.



The top-quartile NM\$ animals had the highest milk component production in first lactation when compared to the top-quartile HHP\$ and TPI animals. In second lactation, the component production for the top-quartile animals is very similar for all three indexes. In lactation three, however, there is a slight production advantage for HHP\$ compared to NM\$ and TPI.

As cows advance through their careers, this re-ranking of production capabilities is likely due to their genetic merit for fertility and mastitis resistance. Fertility and mastitis are mission-critical for cows to advance to the next lactation. Those cows that breed back efficiently and remain healthy are more likely to get to the next lactation. They are also more likely to have superior performance when they get there.

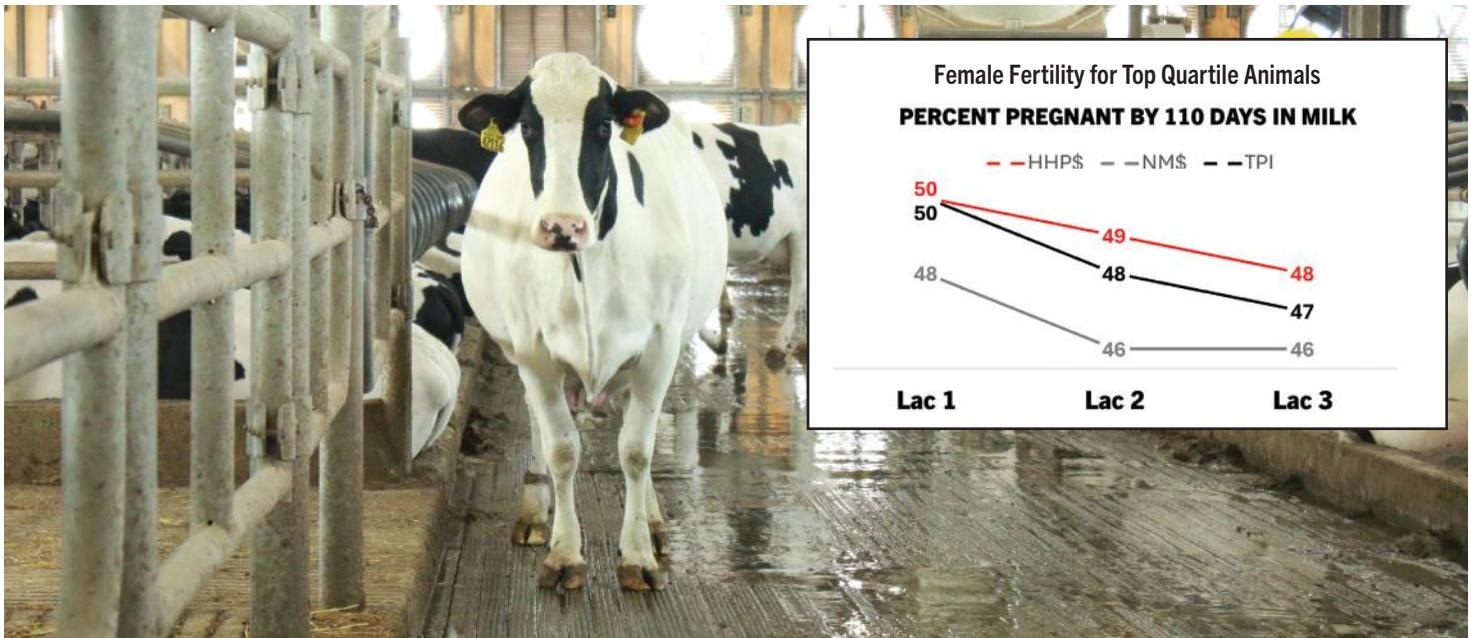
The best HHP\$ and TPI cows had similar fertility levels in first lactation and performed slightly better than the high NM\$ cows. This shifted slightly in the later lactations as the high HHP\$ cows had higher fertility in their second and third lactations than the top cows for TPI and NM\$.

For mastitis resistance, the top-quartile cows for each of the indexes had similar incidence levels of mastitis in first lactation. There was reduced incidence of mastitis in the top HHP\$ cows in lactations two and three as compared to NM\$ and TPI.

#### Proactive genetic solutions that help lessen health challenges in older cows

Getting cows pregnant and avoiding mastitis becomes more challenging as cows advance in age. This doesn't just impact breeding and treatment costs. It impacts production levels as well. It's important to monitor performance across multiple lactations and not rely solely on first lactation results to judge overall profitability.

It's important to validate selection indexes and breeding programs using cow performance metrics from current herds. These results show that CDCB genetic evaluations effectively identify trait by trait performance differences. It's also encouraging to see that the strong mastitis resistance and fertility focus of HHP\$ is producing cows that have superior performance in advanced lactations. ♦



#### TAKE HOME MESSAGE

- ♦ Genetic evaluations effectively identify animal performance differences in individual traits.
- ♦ All generally available indexes effectively identify the top lifetime performers.
- ♦ While the top NM\$ and TPI animals have a small advantage in component production in first lactation animals over HHP\$, the best HHP\$ cows yield the same or higher production values in second and higher lactations and yield higher lifetime fat and protein volume.
- ♦ The top HHP\$ animals have higher fertility, higher mastitis resistance and higher production in third lactation.

# IMPACTFUL

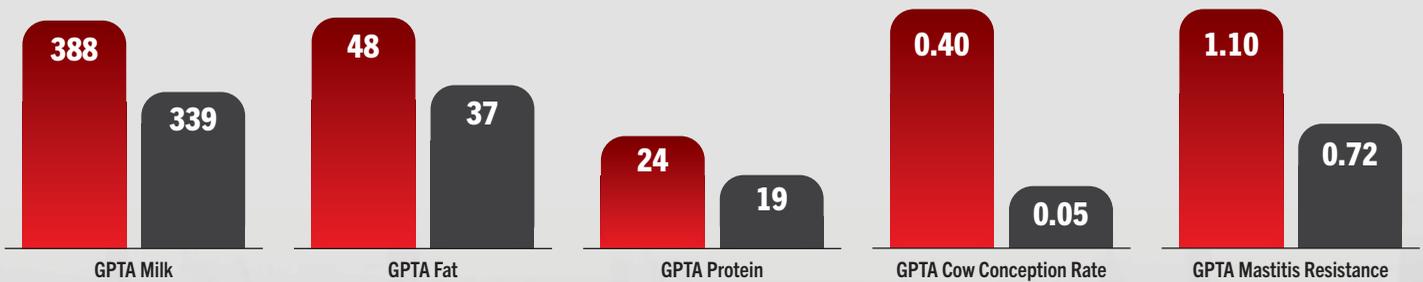
## RESULTS FROM INFLUENTIAL SIRES

Producers around the globe are experiencing the NxGEN® difference. Daughters sired by former NxGEN sires are outperforming their herdmates and generating greater profits, all while elevating the genetic average of the herd and supplying a stronger base for the next generation.

Genotype results from a 3,680 cow herd

Results from 988 NxGEN-sired cows (70 sires)

Results from 2,692 cows (679 non-NxGEN sires)



**28%** NxGEN-sired cows were 28% less likely to have a mastitis event in this herd.

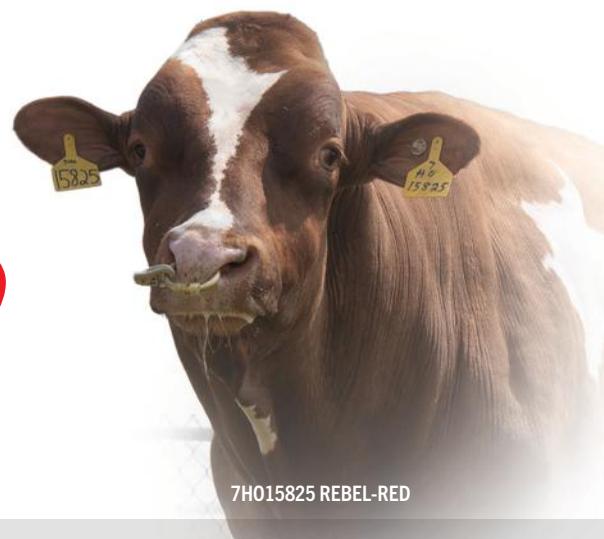
**+\$347** NxGEN-sired cows are earning an extra \$347 per lactation in this herd.\*



Third lactation daughters of former NxGEN sires at Destiny Farms LLC, Marshfield, WI averaging 112 lbs per day with 4.5% Fat and 3.5% Protein. Cows in the photo are not related to the study. \*Data used to determine +\$347 increase includes ME Fat, ME Protein, reduced days open and reduced SCS. <https://www.drcouncil.org/wp-content/uploads/2017/04/The-dollar-value-of-a-pregnancy.pdf>



250H014134 RENEGADE



7H015825 REBEL-RED



### IMPROVED FITNESS

NxGEN-sired progeny averaged **8 days less** for calving interval. One day open can cost producers **\$2 to \$6** per cow.\*



### INCREASED PRODUCTION

NxGEN-sired progeny out-performed other herd mates by **+744 lbs ME Milk**, **+83 lbs ME Fat** and **+35 lbs ME Protein** per cow per lactation.



### GREATER MASTITIS RESISTANCE

NxGEN-sired progeny averaged an impressive **-50,000** somatic cell count average compared to their non-NxGEN sired herd mates.



## THE NEXT GENERATION OF IMPACTFUL PERFORMANCE



HHP® LEADERS

7H017200 GOLLEY	+1,206
7H017419 CATEYE	+1,172
7H017540 GOOD VIBE	+1,146
14H017486 COBOT	+1,138



DWPS® LEADERS

14H017486 COBOT	+1,440
14H017371 ALPAZO	+1,438
14H017426 AMMO	+1,402
7H017419 CATEYE	+1,313



GPI® LEADERS

7H017200 GOLLEY	+3605
7H017191 MICAN	+3535
7H017419 CATEYE	+3521
7H017478 STURGEON	+3514



Contact your local Select Sires representative or scan the QR code to learn more about the program and sign up today.

RENEGADE and REBEL-RED photos by Hopman; GOLLEY and MICAN photos by Thomas; ALPAZO photo by Jordan

# DAUGHTER-PROVEN BY DESIGN: THE JERSEYLAND SIRES BLUEPRINT FOR LASTING GENETIC IMPACT

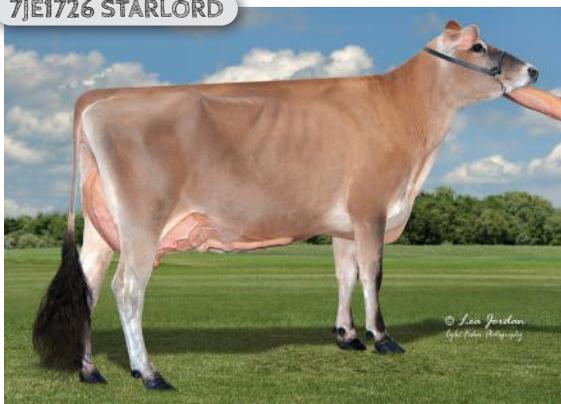
“Put your money where your mouth is.” That mantra sums up the fundamentals of Jerseyland Sires. In 1980, a group of Jersey dairy producers in and around Hilmar, California were looking to improve the genetics of their herds and found the available options offered by mainstream A.I. limited. The group determined the best Jersey genetics at the time were in the northeastern portion of the U.S. They pooled their resources and sent a truck and trailer east to purchase sires to bring back to California to develop and leverage in their herds.

7JE1758 JX THRASHER {6}



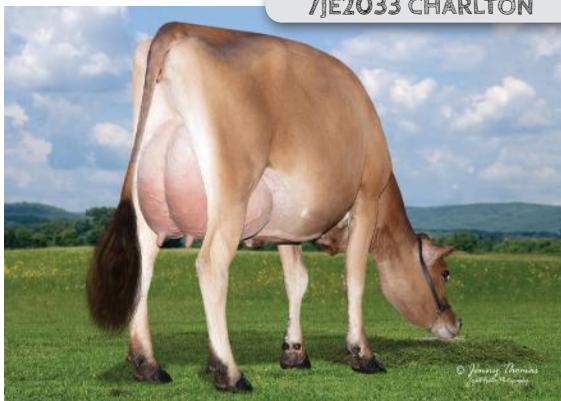
JX Primus Thrasher Caity 53619 (5)-ET (E-92%), JX THRASHER {6} daughter and dam of new release GForce™ sires 507JE2454 JX COCOON {6} and 614JE2451 JX COMP {6}, Jerseyland Sires, Turlock, CA

7JE1726 STARLORD



Nobledale Starlord Rarr (E-90%), STARLORD daughter, Nobledale Farm, Gillett, PA

7JE2033 CHARLTON



JX Dupat Charlton 26948 {6} (VG-82%), CHARLTON daughter, Wickstrom Jersey Farms Inc., Hilmar, CA

During their time in Maine, the group came across a cow that captured their attention. A mating suggestion was made, along with an offer to purchase the resulting calf if it was a bull, and as they say, the rest is history. That cow was none other than Highland Generator O Delores (E-90%) and the resulting bull calf was 7JE177 DUNCAN. One of the most influential sires in the Jersey breed, his daughters possessed a blend of type and performance, finding success both in the showing and on commercial dairies.

Daughter-proven at Jerseyland Sires and subsequently leased to Select Sires, DUNCAN laid the foundation for the partnership between Jerseyland Sires and Select Sires that began 10 years ago. The two organizations shared a powerful goal of developing and distributing influential Jersey genetics around the world.

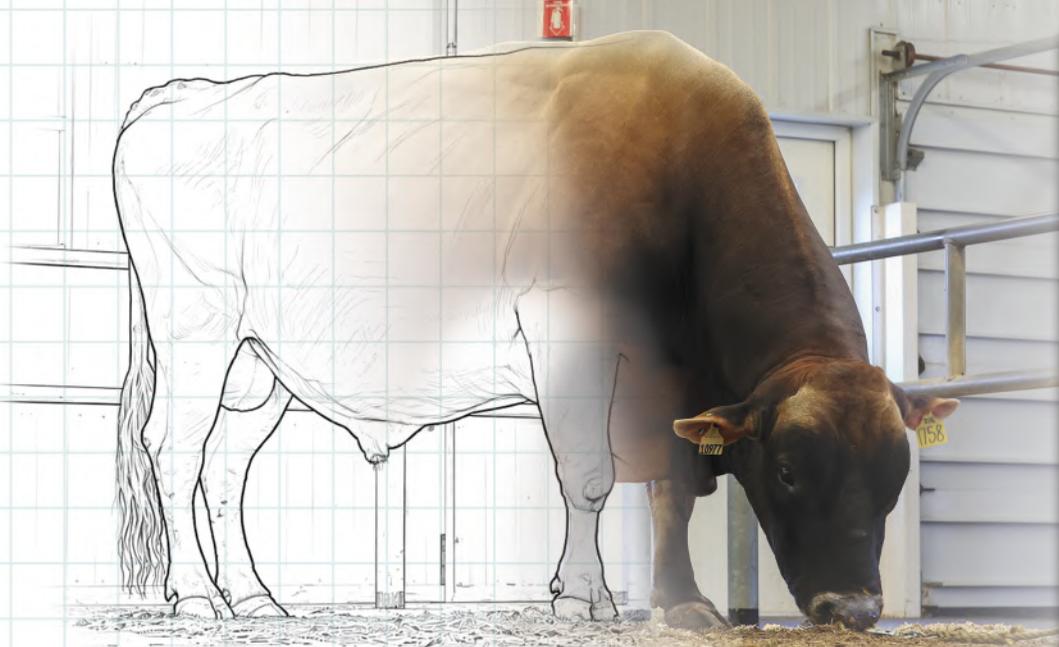
Member-owner driven, Jerseyland Sires is comprised of roughly 20 Jersey breeders representing 70,000 cows in herds as small as 100 head and as large as 6,000 head, located in three states. Their smaller size allows the organization to have more direct involvement with their member-owners, taking a boots-on-the-ground approach to better understand the needs and goals of progressive Jersey herds.

Pounds of protein, Productive Life, fertility, longevity and production per stall (due to limited ability to expand) drive the genetic decisions of Jerseyland producers. “Every sire selected to go into stud is reviewed by our sire committee, which is made up of member-owners and dairy managers,” says Tyler Boyd, General Manager of Jerseyland Sires. “We want the people who are working with the cows day-in and day-out making the decisions. The ultimate question we ask them is: ‘Will you use this bull if we put him into stud?’ If our members won’t use the bull, then how can we ask others to use him.”

Focusing on keeping the Jersey breed relevant for commercial dairies today, Protein, CFP, Milk, mastitis resistance and fertility traits have come to the forefront when making mating decisions. Pedigrees also continue to be important in decision making. Sires like 7JE1758 JX THRASHER {6} and 7JE5004 CHROME have had substantial impact on the breed, but their popularity requires outcross genetics to make the next generation of profitable matings. “That’s where this partnership and working with the breeders has really come in clutch,” says Herby Lutz, Select Sires Jersey Development Manager. “There are three or four different, extremely productive genetic lines we can utilize to control inbreeding. Our inbreeding percentage is actually lower than that of the Holstein breed.”

“Every heifer matters,” says Boyd. “With the popularity of beef-on-dairy genetics, it is important that every heifer be profitable and productive. Utilizing sires that are both promising as young sires, but remain productive and profitable after they are daughter proven is critical to allow the breed to continue to grow and prosper.” Stacking proven sires within the pedigrees of young sires creates more confidence and less opportunity for proof variation between sire summaries.

“7JE1789 JX CHATHAM {4} is a great example,” says Lutz. “He didn’t sell a significant number of units as a young sire, but went on to be incredibly popular after he was daughter-proven. JX CHATHAM {4} daughters out of JX THRASHER {6} dams are a fantastic pedigree cross and a cross that really works.”



7JE1758 JX THRASHER (6)

“I can see all of Tyler’s matings and he sees all of mine. We might go about things a little differently, but that helps build the lineup and works for the betterment of the breed. We do it separately, but the **transparency** is what drives the **success and builds the diversity** of our program.”

Herby Lutz, Jersey Development Manager

**Future of Jerseyland and the Jersey cow**

The future of Jerseyland Sires doesn’t look entirely different than its current state – focus on what the breeders and member-owners want. “If you look at our lineup today, you can see the influence of our member-owners. Several years back, our sire committee noted they were having a difficult time getting cows pregnant. We had been driving a focus on Protein for years, and the result of that was losing sight of the more core Jersey traits, including fertility,” says Boyd.

“The direction of the sire committee was to pivot and correct. Not only to select sires with better DPR, HCR and CCR, but also to try to find sires that could fix and improve those traits. And that’s how we ended up with JX THRASHER (6).”

That focus on fertility is being paired with an emphasis on production, to create genetics that both milk well and breed back lactation after lactation, lasting within the herd. “I’m a big believer in dancing with the one that brought you,” says Boyd. “It’s elevating what you have now to the next level. Taking your best cow and making an entire herd modeled after her.”

That model for Jerseyland is formulated on a cow that is right-sized and capacious enough to produce and out-perform her herd mates. A cow with functional type, that is efficient, profitable, long-lived with ample components, who can seamlessly meet the needs of any processor. “Can she get to the barn, and does she have a reason to be there?” asks Boyd. “She has to have a balance of type and production.”



An ideal example of the balance Jerseyland is striving for is 7JE1980 KAMAKAZI. At +1,015 PTAM and +1.3 Type he is siring daughters that thrive in large commercial herds and that can bring home purple ribbons.

“The next step after addressing fertility – we’re making sure not to lose ground there – is determining the correct focus to elevate the upcoming generation of sires to create those really profitable cows that can fit in any kind of a competitive environment,” says Boyd.

“Why be good or great at one trait when you can try to be exemplary at as many traits as possible?” ♦

**JERSEYLAND SIRE'S PROVEN LINEUP AVERAGES:**

<b>+134</b> JPI™	<b>+381</b> HHP\$®	<b>+487</b> MILK	<b>+41</b> CFP	<b>+1.2</b> DPR	<b>2.91</b> SCS	<b>103</b> Z MAST	<b>+0.5</b> TYPE	<b>+16.7</b> JUI™	<b>95%</b> Y REL.
---------------------	-----------------------	---------------------	-------------------	--------------------	--------------------	----------------------	---------------------	----------------------	----------------------

DELIVERING JPI™ LEADERS  
**5 SIRE'S**  
AT OR ABOVE +140 JPI

Our proven lineup is sired by 7 unique sires, and 6 unique maternal grandsires!

BOOSTING TOTAL SOLIDS  
**5 SIRE'S**  
ABOVE +40 CFP

- 7JE1726 STARLORD
- 7JE1758 JX THRASHER (6)
- 7JE1980 KAMAKAZI
- 7JE2033 CHARLTON
- 7JE2102 FIRSTCUT
- 14JE1921 JX CRISPIN (5)
- 14JE2107 JX CABAL (5)
- 250JE1947 JX CORSAIR (5)



# **BORN STRONG. BUILT PROFITABLE.**

**Healthy calves aren't just resilient, they're the foundation of profitable cows.** Market costs for replacements have skyrocketed to \$3,000-\$4,000 per head, while raising heifers now tops \$2,600 over 24 months. Every unhealthy, unthrifty calf is lost profit. By considering calf wellness traits in your genetic selection today, you secure strong, thriving calves in nine months and highly profitable cows in two years.

# FLEXIBLE BY DESIGN: BEEF ON DAIRY MARKETING OPTIONS THAT FIT YOUR HERD AND FUEL PROFITABILITY

The rapid evolution of the beef-on-dairy sector has created a landscape where genetics, management and marketing must work together to capture value. As dairies look to diversify revenue and strengthen long term profitability, the need for a full service program built on customer service, flexibility, strategy and sire fertility has never been greater. Select Sires' ProfitSOURCE® program was designed to unite elite beef genetics designed for dairy animals, data driven tools and a service-first mindset to help dairies maximize the value of every mating and every calf.

ProfitSOURCE is more than beef-on-dairy semen. It is a comprehensive system that aligns genetics with today's calf markets. Whether a dairy is selling day old calves, retaining ownership through the feedlot or supplying downstream markets with specific requirements, the program allows dairies to secure predictable results from breeding to finish.

For day-old marketers, ProfitSOURCE pairs beef sires selected for reliable conception performance with a dairy's reproductive strategy. The program helps ensure a steady supply of healthy, consistent calves that meet the expectations of calf ranches and backgrounders. For retained ownership herds, ProfitSOURCE delivers the genetic horsepower and guidance needed to capture value deeper into the feeding period. And for dairies targeting finishing expectations, its diverse sire lineup offers the flexibility to meet growth and carcass quality expectations.

At its core, ProfitSOURCE is built on partnership. Select Sires' trusted advisors work alongside dairy herds to evaluate goals, reproductive performance and marketing opportunities, turning beef on dairy from a transactional choice into a strategic advantage that strengthens profitability and positions dairies for long term success.

## ProfitSOURCE Top 4 Priorities for Day-Old Calf Marketers

For dairies selling day-old beef-on-dairy calves, consistency, timing and reproductive efficiency directly influence revenue. The ProfitSOURCE program from Select Sires is designed for operations where calf quality and predictability matter every single day. These are the core priorities that drive success in the day-old market.

### SERVICE THAT SUPPORTS YOUR SYSTEM

Producers in the day-old space depend on precision. Select Sires' service model strengthens that workflow through:

- Customized breeding plans aligned with dairy replacement needs and beef-on-dairy goals.
- Advisor support to maintain breeding rhythm, semen inventory and calving flow.

This level of partnership helps ensure a steady supply of uniform, market-ready calves.



### SEMEN TESTING AND QUALIFICATION STANDARDS

Select Sires' rigorous semen evaluation protects your program from variability. Each unit is backed by:

- Comprehensive testing for motility, viability, morphology and concentration using state-of-the-art technology.
- Consistent product reliability as a result of highly trained technicians that adhere to strict semen evaluation protocols and higher lab standards.

This consistency supports predictable conception and uniform calf crops.



## TOP 4 PRIORITIES FOR DAIRIES MARKETING DAY-OLD BEEF ON DAIRY CALVES

### FERTILITY AND CONCEPTION TO DRIVE CASH FLOW

Pregnancy rate is the engine of a day-old program. The ProfitSOURCE lineup is designed with success in mind:

- Validated on-farm fertility and conception performance keep calving intervals tight and reduce costly days open
- ProfitSOURCE Packs available as conception insurance

When every calf counts, reproductive efficiency becomes a profit multiplier.



### PREDICTABLE MANAGEMENT AND QUALITY CALVES

Select beef sires with appropriate gestation profiles to maintain calving windows.

Select Sires' trusted advisors help you:

- Balance gestation length and calving ease for straightforward maternity pen management
- Convey quality growth and carcass traits which build buyer confidence and bring repeat demand

Predictable gestation supports predictable revenue.

# Leveraging the Power of ProfitSOURCE Packs

For operations considering retaining ownership of calves to the rail or aligned to a supply chain, ProfitSOURCE provides the genetic horsepower and strategic guidance needed to compete in today's beef supply chain. The program's sires are selected not only for early life performance, but also for downstream traits like feed conversion and carcass quality. With access to performance data, sire rankings and market insights, producers can make informed decisions that align with their goals. And for dairies working with downstream markets, from branded beef programs to packer grids, ProfitSOURCE offers the flexibility to target specifications. Whether the goal is marbling, yield, growth or a balanced profile, the program's diverse sire lineup allows advisors to build a mating strategy that meets both genetic and marketing requirements. This adaptability ensures that dairies can respond to shifting market signals without sacrificing reproductive efficiency or operational consistency.

## Q&A with Lucas Helser and Brian House

### QUESTION: Why should you consider using ProfitSOURCE packs?



*Lucas Helser, Vice President of Semen Processing and Quality Control, Select Sires Inc.*

**ANSWER:** ProfitSOURCE heterospermic packs offer a strategic way to diversify your breeding portfolio, the same principle that guides smart financial investing. Just as investors avoid putting all their money into a single stock, relying on one sire or one fertility estimate can be a risky approach.

ProfitSOURCE packs solve this by providing built-in diversification. Mixed sire semen, much like an index fund, helps smooth out the natural variation seen when using individual sires. Research on heterospermic mixtures shows that conception rates from mixed packs consistently align with the average of the sires included, rarely performing above the highest or below the lowest. This makes them a reliable risk management tool.

Each ProfitSOURCE pack contains three or more beef sires selected for the specific genetic profiles they create, helping you make the best use of all available products while minimizing risk. And for the ultimate diversification strategy, especially in beef on dairy programs, ProfitSOURCE packs can be paired with multiple individual sires to meet your end product goals.

### QUESTION: What is the philosophy behind ProfitSOURCE's Angus heterospermic packs?



*Brian House, Vice President of Beef Program Management, Select Sires Inc.*

**ANSWER:** Select Sires' new ProfitSOURCE Angus Packs offer tremendous opportunities from conception all the way to the consumer. These packs help reduce the guesswork

of choosing the 'right' bull and enhance the management and marketing of program cattle. Each sire included in these packs qualifies for ProfitSOURCE's high standards for fertility and calving ease, and the genetic levels of these sires are not just good, they're great! With high rankings for traits proven to deliver additional value, these packs are designed to deliver more pregnancies to result in more live calves, more growth performance resulting in more salable pounds and more premiums from carcass quality. ProfitSOURCE's Carcass Merit, Performance and Calving Ease Packs secure predictable results from breeding through finish, allowing you to maximize returns where it matters most for your business.



### CARCASS MERIT PACKS

Proven carcass superiority designed to maximize quality premiums at harvest.

- ✓ More pounds at harvest, averaging in the top 4% of the breed for Carcass Weight
- ✓ Over +1.0 for Marbling (MARB), positioning cattle to earn quality premiums
- ✓ Average in the top 2% for Beef Value (\$B), pairing efficient growth with elite carcass value

2AN10021\*  
714AN10022  
714AN10023



### PERFORMANCE PACKS

Balanced profile that optimizes feedlot and carcass performance, maximizing successful outcomes regardless of marketing weight.

- ✓ Average in the top percentile for \$B, influencing growth efficiency and terminal profitability
- ✓ Top quarter of the breed for Yearling Weight, Average Daily Gain and MARB

2AN10001\*  
714AN10024  
714AN10025



### CALVING EASE PACK

Further reduce dystocia and intervention risk on the dairy while creating calves with strong growth performance and carcass potential.

- ✓ Elite Calving Ease included, average in the top 6% of the Angus breed
- ✓ Avoid excessive birthweights without sacrificing post-weaning gains
- ✓ Don't lose sight of value potential captured on the rail with elite MARB and \$B

714AN10026

\*Denotes Angus packs that qualify for TD Beef. All Angus packs qualify for Power Genetics and Certified Angus Beef® (CAB) Targeting the Brand. EPDs as of 12/1/25 American Angus Association. EPD values for breed packs are an average of the sires contained within the pack. Average pack EPDs are available on the ProfitSOURCE monthly availability list found on [www.selectsires.com/profitsource](http://www.selectsires.com/profitsource).



## Opportunities for Grid Marketing



*Mark Johnson, Vice President of Operations, Low Carbon Technologies, LLC*

**Grid marketing and retained ownership of beef on dairy cattle continues to evolve. Grids such as GeneNet® price fed cattle on individual carcass merit – encouraging practices and genetics that enhance marbling, carcass weight, yield grade, and other quality indicators – rather than a flat rate per pound. This approach incentivizes management and genetic decisions that drive higher-quality beef while better aligning value across the supply chain.**

Genetics are foundational to maximizing growth and harvest performance, and ultimately quality premiums. Traits such as marbling and yield are strongly influenced by sire selection. By investing in elite ProfitSOURCE beef-on-dairy genetics designed to meet terminal supply chain expectations, producers can consistently achieve packer specifications and capture added value on a grid system. ProfitSOURCE cattle consistently outperform their non-program counterparts when it comes to carcass quality. With more than 10,000 harvest records evaluated, ProfitSOURCE Angus x Holstein cattle grade 92-96% Prime and Choice which exceeds industry standard metrics.

Integrating endpoint-focused genetics into grid marketing supports a more transparent and efficient market. With carcass data provided through GeneNet, finishers can clearly see how decisions translate into performance on the rail and financial returns. These insights help pinpoint the value of high-quality genetics, guide future breeding and business decisions, and unlock improved marketing opportunities.

Access to premium-value grids is not equal across the market. To address this, Select Sires, through Low Carbon Technologies, continues to renegotiate GeneNet terms to ensure customers benefit from fair pricing and recognition for the product created.

Grid marketing naturally supports the case for retained ownership. In today's market, selling day-old calves may feel like the most

straightforward way to capture value and manage risk. However, for operations positioned to retain through harvest, there is an opportunity to unlock significantly more value by marketing cattle on individual carcass merit. Rather than exiting the value chain early, producers remain connected to the downstream performance ProfitSOURCE genetics were designed to deliver. Even if dairies decide not to retain ownership, the placement of the iconic red ear tag carries value forward, signaling to future owners that the cattle are prime candidates for grid marketing and delivering premium outcomes.

Integrated calf-to-harvest programs also help reduce exposure to market volatility by spreading risk across both milk and beef revenue streams. In doing so, they position dairies as reliable suppliers of high-quality finished cattle, supporting a more vertically aligned and efficient beef supply chain.

Retained ownership is not simply about holding cattle longer, it is about capturing the value and investment already created at the dairy. With strong genetics, sound management, and GeneNet as your grid marketing partner, beef-on-dairy calves become a premium product that strengthens and diversifies farm profitability and builds long term resilience for dairy operations. ♦

*For a direct marketing consultation, contact Mark Johnson at [mjohnson@selectsires.com](mailto:mjohnson@selectsires.com)*



YOUR SUCCESS *Our Passion.*

# SELECTIONS

11740 US 42 NORTH • PLAIN CITY • OHIO • 43064-0143

## OUR MISSION

With the highest integrity, maximize the productivity, profitability, and sustainability of livestock producers who feed the world.

For more information, visit [www.selectsires.com](http://www.selectsires.com) or call (614) 873-4683.

Product of the USA.

12/25 CDCB-S/HA/AICA Genomic Evaluations. Evaluations for non-conformation traits are Powered by CDCB™. "Herd Health Profit Dollars, HHP\$, ProfitSOURCE, NxGEN, GeneNet, Your Success Our Passion, and the Select Sires logo are registered trademarks of Select Sires Inc., Plain City, Ohio. DWP\$ is a registered trademark of Zoetis Inc., its affiliates and/or its licensors. TPI is a registered trademark of Holstein Association USA. Buyer assumes all responsibility for use, storage and handling of these products. Select Sires Inc. makes no claims or warranties, expressed or implied. Manufactured for Select Sires Inc., 11740 U.S. 42 N, Plain City, OH 43064. "ART, Aggressive Reproductive Technologies and GForce of Select Sires Inc., Plain City, Ohio. JPI and JUI are trademarks of the American Jersey Cattle Association. 7 = Select Sires, 14 = Accelerated Genetics, 250 = GenerVations, 9 = Universal Marketing Code, 2 = TD Beef, 714 = ProfitSOURCE

PRSRT STD  
U.S. POSTAGE

**PAID**

Minster, Ohio 45865

Permit No. 2



# ARE YOU MAXIMIZING YOUR HERD'S RUMEN POTENTIAL?

Jump-start their rumen when they need it most.



Tri-Start is designed to jump-start the rumen while Tri-Mic 1:50 is designed to provide continued support in reestablishing beneficial microbial populations that enhance the function and health of the rumen while also improving feed utilization.

Contact your Select Sires representative today to learn more!

Buyer assumes all responsibility for use, storage and handling of these products. Select Sires Inc. makes no claims or warranties, expressed or implied. Manufactured for Select Sires Inc., 11740 U.S. 42 N, Plain City, OH 43064.