



**Your SOURCE**  
for beef on dairy  
**PROFIT.**

Superior Fertility

Elite Service

Market Flexibility



**ProfitSOURCE®**





# ProfitSOURCE®

Your **SOURCE**  
for beef on dairy  
**PROFIT.**

Profit potential begins with a good strategy. Consider your source for genetics, fertility, marketability and service. ProfitSOURCE is aptly named to be a source of profit for your dairy. The program has been carefully crafted and curated to drive profit to dairy producers while meeting supply chain desires.



## Your **SOURCE** for **SUPERIOR FERTILITY**

ProfitSOURCE sires must meet the same elite fertility standards dairy producers have trusted to protect their reproductive efficiency and bottom line.



## Your **SOURCE** for **MARKET FLEXIBILITY**

ProfitSOURCE's traceability-driven insights confirm a superior end product ensuring market access through diverse marketing options.



## Your **SOURCE** for **ELITE SERVICE**

Your Select Sires representative will support your dairy with consultation and guidance to optimize inventory management and help select ProfitSOURCE sires to satisfy your buyers.



## Percent Choice and Prime

|                             |     |
|-----------------------------|-----|
| Holstein-based ProfitSOURCE | 95% |
| Jersey-based ProfitSOURCE   | 90% |
| Unknown dairy-beef crosses  | 85% |
| Native beef                 | 83% |

As program cattle have made their way through the supply chains, the data is impressive. ProfitSOURCE cattle at harvest have consistently graded Choice and Prime at spectacular rates, and have out competed non-program beef on dairy crosses and native cattle when it comes to branded program acceptance.



# THE SUPPLY CHAIN'S WISH LIST

The ProfitSOURCE program is designed to help you produce high-quality, uniform, desirable cattle. Following are a few tips to help you strengthen partner relationships and elevate your return.

## GROWERS

### HEALTH

- ✓ Adhering to ProfitSOURCE's calf care best practices can help set you up for success!

### PROGRAM INFLUENCE

- ✓ Enroll in the ProfitSOURCE program and tag those high-value calves for easy identification!

### UNIFORMITY

- ✓ The ProfitSOURCE sire lineup has some of the most targeted EPDs in the industry, with little spread among minimums and maximums for each trait.

## FEEDERS

### VOLUME

- ✓ Think consistent whole groups of program cattle that are trouble-free, efficient and high performing. The ProfitSOURCE kind!

### EFFICIENCY

- ✓ Creating a higher-value animal that exhibits feed and growth efficiency is of great value to feedlots, and is the mission of ProfitSOURCE.

### UNIFORMITY

- ✓ ProfitSOURCE genetics are creating uniform cattle, which have been described as "peas in a pod."

## PACKERS AND RETAILERS

### POUNDS AND YIELD

- ✓ More meat means more dollars. ProfitSOURCE sires are selected to produce high-quality, uniform, desirable cattle!

### QUALITY

- ✓ Traceability-fueled insights show our Angus x Holstein enrolled program cattle are grading 95% Choice and Prime, which are the highest two USDA Quality Grades.

### UNIFORMITY

- ✓ The beef-on-dairy story is starting to transcend beyond just the dairy, and ProfitSOURCE is being requested from packers by name.

## DON GALES

Chairman & CEO Friona Industries



We, as an industry, are going to have to be more comfortable on transparency and consistency. Beef-on-dairy genetics to me does both of those. If we get the genetics right, what we've seen is that we can get better genetic profile animals when we look at feedability, ribeye area, which is huge, and overall cutability.



As a risk management tool, position your beef on dairy cattle as elite with the help of ProfitSOURCE genetics, proper calf care and calf health records. And be sure to tag your calves with the appropriate program tags as ProfitSOURCE's visibility continues to grow. Scan the QR code below to read more about the beef on dairy supply chain's wish list and ask your Select Sires representative about ProfitSOURCE!







# GIVE YOUR CALVES A HEALTHY START!

Growers want to source calves that are thrifty and ready to hit the ground growing. The ProfitSOURCE program includes management guidelines to ensure calves are thrifty and healthy.

An organized record management program is vital. Detailed records will assure that an animal's genetics, identity, date of birth, calving ease information, vaccination and treatment record, as well as performance levels are traceable and transferable from one owner or location to the next.

These simple measures will add value to your calves.

Your Select Sires representative will be there every step of the way with consultative services to help you succeed with your beef on dairy program.

Daily gain difference for a steer that was healthy as a calf versus treated for an illness as a calf.



Feed Conversion Ratio = **6:1**  
Daily Gain = **3 pounds**



Feed Conversion Ratio = **7.5:1**  
Daily Gain = **2.5 pounds**

The 0.5 pound-per-day difference in daily gain adds up across the feedyard:  
[0.5 lbs. reduced gain x 30 days = 15 pounds-per-head, per month]  
[15 lbs. x 100 steers = 1,500 pounds of gain lost = 1 finished steer]<sup>1</sup>

CONTACT YOUR LOCAL SELECT SIRES REPRESENTATIVE TO LEARN MORE!



## YOUR SUCCESS *Our Passion.*

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