



READY? LET'S GET STARTED.

1. Your Select Sires team member will complete a genetic herd audit.
2. Together with your Select Sires team member, determine the embryo breeding strategy that aligns with your goals.
3. Decide who will transfer embryos.
4. Place your beef embryo order with your Select Sires team member.
5. Work with your calf buyer to sell the value of SimVibro® HerdFlex™ calves.
6. Explore marketing your SimVibro® HerdFlex™ calves at different points of the beef supply chain.

BEEF EMBRYOS IN STRATEGIC BREEDING PROGRAMS



Call your Select Sires
team member to order your

SimVibro® HerdFlex™ beef embryos.

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PUT BEEF EMBRYOS TO WORK FOR YOUR HERD

Beef embryos provide an opportunity to increase profitability and break into new markets while using a strategic breeding program supported by your Select Sires team. Implementing this genetic tool can help manage dairy heifer inventories, maximize genetic progress and generate value from the sale of calves.



MANAGE HEIFER INVENTORIES

Feeding and housing too many heifers can be a significant drain on profits. Beef embryos help maximize return on investment on pregnancies not needed for replacement inventory.



EARN PREMIUMS

Full beef calves are sought after by the beef supply chain and have the potential to earn you a premium price compared to their dairy-beef crossbred and straight-dairy calf counterparts.



BECOME A MARKET MAKER

With beef embryos comes the opportunity to rethink selling calves at days old. For example, you can retain and raise these animals to 400 lbs or even feed them out, allowing you the flexibility to capitalize on different points in the beef supply chain.



SUPPORT FROM YOUR LOCAL, TRUSTED TEAM

The Select Sires team has the dairy and beef industry knowledge, connections and tools to guide integration of beef embryos into your breeding approach. Your team will guide you from breeding strategy to marketing recommendations for your beef embryo calves.

SimVtro HERDFLEX™ by Simplot



SELECT SIRES IS THE FIRST AND ONLY GENETICS COMPANY TO OFFER SIMPLOT'S® SIMVITRO® HERDFLEX™ BEEF EMBRYOS TO COMMERCIAL DAIRY FARMS.

J.R. SIMPLOT COMPANY INNOVATION

Simplot has invested decades of research and improvement to make commercial application of IVF embryos feasible. This was accomplished by pairing their knowledge and experience in IVF technology with a history of being a leader in commercial agriculture. As one of the largest beef cattle producers in the U.S. with extensive farm and ranch holdings, including feedlots, innovation is key to their success.

The SimVtro® brand of embryos represent Simplot's leadership in the IVF technology space. One of the SimVtro®-branded offerings is their HerdFlex Beef Embryos.

These beef embryos are commercially produced high-quality IVF embryos. The grade 1 embryos are created using Simplot's Genetic Recovery Oocytes (GROs) from commercial black angus based dams. Each group of GROs is matched with a Select Sires proven sire to maximize the resulting embryo's genetic potential and value for the key traits such as calving ease, growth and marbling and \$Beef. The \$Beef value index includes: weaning and yearling weight, dry matter intake, as well as carcass weight, marbling, ribeye area and fat.

OUTPERFORMING DAIRY-BEEF CROSSBREDS

SimVtro® HerdFlex™ Beef Embryos are designed to:

- Finish in less days with a more suitable mature size
- Deliver a cost/pound gained advantage
- Offer advantages to operations feeding out cattle



These animals are approximately the same age. The HerdFlex™ embryo calf (left) is finished compared to the dairy-beef crossbred counterpart (right) with 45-60 days left to finish.



SimVtro® HerdFlex™
beef embryo calves are:



Feed efficient



Consistent in their genetic package



Of high carcass merit and marbling



Available to market year-round with a consistent supply