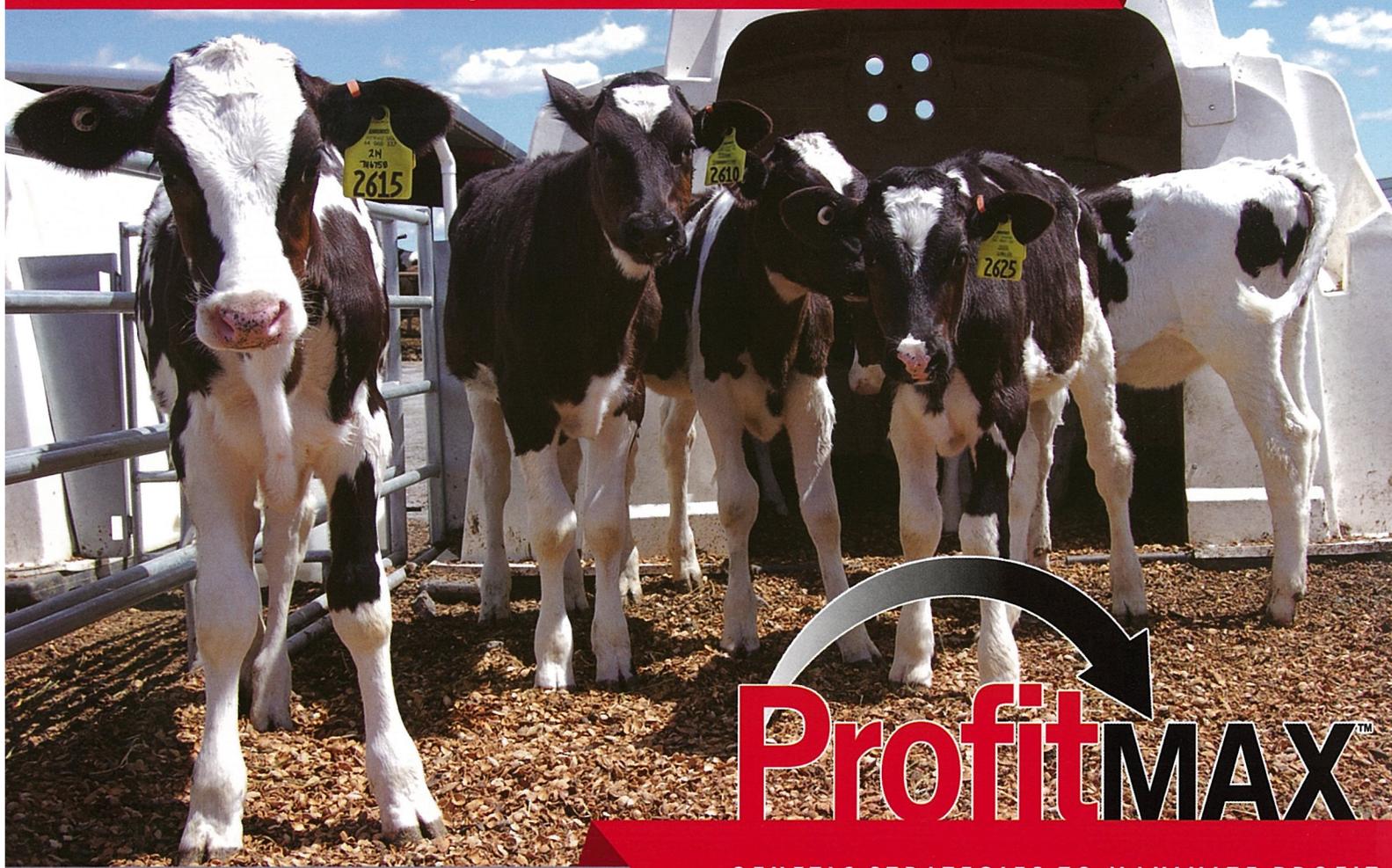


PROFITABILITY

The future of your herd depends on it!



ProfitMAX™

GENETIC STRATEGIES TO MAXIMIZE PROFIT

INCREASE YOUR HERD'S PROFITABILITY

ProfitMAX is a complete program offering the expertise of Select Sires' reproductive and genetic specialists. A genetic audit of your dairy's reproductive records, cow and heifer inventories, and evaluation of each animal's genetic value are considered using the Optimal Genetic Pathways calculator. We will work with you to help determine the best possible genetic pairings to maximize profits in the next generation to meet your goals so your dairy not only survives, but thrives well into the future!

- Identify areas to increase profitability
- Determine proper herd inventories
- Increase profits from lower-value genetics
- Create elite replacements from your best genetics
- Improve short-term cash flow



HOW DOES IT WORK?

Through a comprehensive reproductive and genetic audit utilizing your dairy operation's herd management records, you will gain a better understanding of the current cow and heifer benchmarks for reproductive efficiency as well as the genetic value of each individual animal in your herd inventory. The assessment will also provide a better understanding of the performance impact from previous genetic inputs and provide a basis to examine future operation goals.



COMPLETE A GENETIC AUDIT

Select Sires' reproductive and genetic specialists will provide an audit of your cow and heifer inventory using the Optimal Genetic Pathways calculator to project the correct number of replacements needed to meet the goals you have set for your herd's future.



ACHIEVE GOALS, MAXIMIZE PROFITS

Select Sires professionals will help you determine the best combination of elite sires with conventional semen, sex-sorted semen, or embryos to generate the most profitable replacements to reach your goals. Beef semen may be used on lower genetic value animals to create higher-value feeder calves, increasing short-term cash flow.



INCREASE CASH FLOW

ProfitMAX features Angus, Simmental and Limousin sires specifically selected for crossbreeding on Holsteins and Jerseys. Their offspring excel in daily gain and carcass merit, while providing calving ease. All ProfitMAX beef sires offer elite fertility to maximize reproductive performance in your herd.

“In the Dairy Challenge program that Select Sires is a part of, we ask collegiate students to put a value on a percentage change within the herd on various traits, and see how that affects the bottom line. In genetic auditing, we're doing that exact same thing for our customers! We're seeing how small modifications in evaluating the herd, changing bull selection, and introducing new breeding options can significantly impact a herd's bottom line.”

Bill VanderGraaf, All West/Select Sires Reproductive Solutions® Specialist



Contact your Select Sires representative today to learn more about ProfitMAX!



YOUR SUCCESS *Our Passion.*

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

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