Fellow Cattlemen,

We are honored that you are considering Select Sires genetics for 2013. If you are a returning customer, thank you for making 2012 a record year for beef semen sales at Select Sires. This year, we believe we have assembled a lineup of sires more capable of contributing to your success than at any time in recent history. In these pages you will find sires that set the standard of excellence for calving ease, growth, carcass and maternal traits. More importantly, modern beef production calls for sires that excel in all of these areas. We have the proven sires that will consistently transmit the genes of economic importance and the finest of young sires that will lead you into the future.

As with any business, the product being produced is a reflection of the people who made it possible. This edition of our sire directory is the product of years of apprenticeship, planning, hard work and execution by many passionate people, including breeders and Select Sires employees.

Select Sires continues to be the industry leader in semen fertility and service. We are fully prepared to be your partner in success this year and well into the future. Thank you for your business.

Wishing you the best for 2013,

Aaron Arnett  
Brian House  
Luke Bowman

BEEF SPECIALISTS

Locate your Beef Specialist using the map below and listing on the next page.

David Thorbahn  
President and CEO

Dr. Aaron Arnett  
Vice President,  
Beef Genetics

Brian House  
Vice President,  
Beef Program

Luke Bowman  
Public Relations and  
Communications Coordinator

Cami Collingwood  
Beef Program  
Marketing Coordinator
Select Sires is proud to have a talented group of Beef Specialists who have a passion for the beef business. Please contact the Beef Specialist in your region to locate your local sales rep, request service, or for anything you need to be more successful with your beef program.
### Reg: 14675445 Tattoo: 454 Born: 1-23-04

BW: 82 lbs / ratio 96  
WW: 663 lbs / ratio 99  
Yr: SC: 36 cm  
Mature Height: 55.5 in

From 44 Farms, TX and Weiderstein Pure Angus Farm, IA

- Hard to fault, ND 454 has become the standard for siring consistently good bulls and cows
- Structure, docility, muscle, udders—you name it—454 excels
- His daughters in production are models for ‘Form AND Function’

New Day 454 deserves consideration in any program that desires a high level of quality and performance. One of our best in terms of Docility, he adds above average shape and stamps his offspring with a near-ideal structure that’s designed for extra years. His sons are thick and powerful and his daughters have plenty of volume and fleshing ability along with super udders. New Day 454 exceeds expectations for customer satisfaction.

### AAR New Trend

**Boyd New Day 8005**

SVF Forever Lady 57D  
B/R New Design 323

**B/R Ruby 1224**

HF Ruby 036-951

### Daughter, Boyd Beef Cattle, KY

### Daughter, Vintage Angus Ranch, CA

### Typical udder of 454 daughters, Blair Bros., SD
Angus 3

Spring 2013 Angus Breed Average EPDs as of 12-7-12

**Production:**
- CED: +5
- BW: +1.7
- WW: +46
- YW: +1.3
- SC: +56
- HD: +23
- $EN: +1.27

**Carcass:**
- CW: +24
- Marb: +.40
- REA: +30
- Fat: +.010

**$Values:**
- $W: +26.68
- $F: +25.71
- $G: +24.41
- $B: +55.43

**Reg: +16290873**  **Tattoo: 7608**  **Born: 9-1-08**

B/R New Design 036

**GAR Predestined**

GAR Ext 4206
SS Objective T510 0T26

**GAR Objective 2345**

GAR 1407 New Design 2413

- #1 bull in the breed and highest bull ever recorded for Marbling
- Calving ease Predestined son that excels for end-product merit
- Will see heavy use in both purebred and commercial programs
- Dam is without a doubt a true breed matriarch

Progress has emerged as THE Calving Ease son of the immortal Predestined. His dam deserves some of the credit for his success—she’s one of the best Objective daughters in existence. He excels for $Values and Docility while generating standout sons and beautiful daughters that are in high demand. Many breeders have waited a long time for this bull to come along due to his pedigree and all the economically important traits he provides.
4  Angus

**CONNEALY COMRADE 1385**

**Reg:** 17031465  **Tattoo:** 1385  **Born:** 2-2-11

- BW: 74 lbs / ratio 102
- WW: 816 lbs / ratio 111
- YW: 1419 lbs / ratio 113
- Yr. SC: 35 cm
- Yr. Frame: 5.9
- From Connealy Angus Ranch, NE

- Our choice from the 2012 Connealy yearling bull sale offering and one to be excited about
- Blends popular pedigrees into a smoother shouldered, more extended version of his sire
- Impressive body mass with a striking profile and a dam that sealed the deal
- Ratioed 149 for IMF and 110 for RE against 489 contemporaries

**Connealy Consensus**

- Blue Lilly of Conanga 16
- GAR New Design 5050

**Happy Gee of Conanga 919**

- Hap Gina of Conanga 260 4965

**Connealy COMBINATION 0188**

**Reg:** 16748950  **Tattoo:** 0188  **Born:** 1-24-10

- BW: 65 lbs / ratio 90
- WW: 762 lbs / ratio: 103
- YW: 1272 lbs / ratio: 103
- Yr. SC: 35 cm
- Yr. Frame: 5.4
- From Connealy Angus Ranch, NE

- ¾ brother to the all-time high seller at Connealy Angus Ranch
- Popular outcross pedigree and big time genetic profiles make Combination one of a kind
- Top 5% or better for CED, BW, CEM, $W and $B
- Maturing into one of the phenotypically impressive sires in our lineup

**Connealy Consensus**

- Blinda of Conanga 004
- Connealy Tebin

**Black Cayra of Conanga 8127**

- Black Camma of Conanga 4184

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Spring 2013 Angus Breed Average EPDs as of 12-7-12


REG: 16761479  TATTOO: 0100  BORN: 1-16-10

Bon View New Design 208

Connealy Tobin
Delia of Conanga 667
Connealy Thunder

Becka Gala of Conanga 8281
Becka Lee of Conanga 37

Consistently adds style and balance with a smooth shoulder, square hip and plenty of thickness

Confidence's unique blend of calving ease with muscle comes through in his calves and in his EPD profile. Top 2% for CED with Top 1% for RE . . . a rare combination!

The only bull we have found to score perfect 10’s for WW, YW, MARB and RE on the Igenity Profile

His video confirms his great kind . . . check it out at www.selectsiresbeef.com

First daughters topped sales at Maplecrest Farms, OH and Boyd Beef Cattle, KY

Our top semen seller of 2012, Confidence has solidified an early reputation for remarkable calving ease with added thickness and eye appeal. We consistently receive reports of ideal structured calves with excellent feet, lots of neck extension, smooth shoulders and a long level hip. Confidence will add as much muscle expression to a calf crop as any calving ease bull on the market and we expect his females to mature with exceptional fleshing ability and front pasture style.
The best-footed bull in our lineup
- Progeny proven to excel at high altitude (he’s our best for PAP)
- Stamps his offspring with a strong hip and hind leg with extra thickness
- Outcross calving ease with the bonus of high $B

**Reg: 16150299  Tattoo: 805  Born: 1-16-08**

BW: 76 lbs / ratio 94
WW: 780 lbs / ratio 110
YW: 1350 lbs / ratio 104
Yr. SC: 35 cm
Yr. Frame: 5.4

From TC Ranch, NE

**Dam, Topp Angus, ND**

Baldridge Kaboom K243 KCF
Connealy Thunder
Parka of Conanga 241
TC Grid Topper 355
TC Forever 6123
TC Forever 1004

**Reg: 16433346  Tattoo: 956  Born: 3-12-09**

BW: 87 lbs / ratio 102
WW: 854 lbs / ratio 117
YW: 1356 lbs / ratio 107
Yr. SC: 36 cm
Yr. Frame: 6.3

From Spickler Ranch, ND

Double digit CED with triple digit YW . . . go to the Summit!
- Bred by a great family who make their cows work for them
- Great Sires are backed by Great dams . . . Summit is a perfect example
- His outcross pedigree allows use on many popular pedigrees and he significantly betters his sire for Docility EPD

**Reg: 16150299** **Tattoo: 805** **Born: 1-16-08**

Production:
CED: +5
BW: +1.7
WW: +83
RADG: +1.3
YH: +4
SC: +.56
Doc: +9
Maternal:
CEM: +8
Milk: +23
$EN: -1.27

Carcass:
CW: +24
Marb: +.40
REA: +.30
Fat: +.010

$Values:
$W: +26.68
$F: +25.71
$G: +24.41
$B: +55.43

**Reg: 16433346** **Tattoo: 956** **Born: 3-12-09**

Production:
CED: +10
BW: +0.3
WW: +64
RADG: +1.1
YH: +.43
SC: +.39
Doc: +9
Maternal:
CEM: +8
Milk: +23
$EN: -1.27

Carcass:
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Marb: +.40
REA: +.30
Fat: +.010

$Values:
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$G: +24.41
$B: +55.43

**SUMMIT 956**

Daughter, Spickler Ranch, ND

**S SUMMIT 956**

Daughter, Spickler Ranch, ND

**7AN319**

**7AN340**
Angus Breed Average EPDs as of 12-7-12

Production:
- CED: +5
- BW: +1.7
- WW: +83
- YW: +1.3
- SC: +.5
- Doc: +9
- Maternal CEM: +8
- Milk: +23
- $EN: +1.27

Carcass:
- CW: +24
- Marb: +.4
- REA: +.3
- Fat: +.010

$Values:
- $W: +26.68
- $F: +25.71
- $G: +24.41
- $B: +55.43

- Making a name for himself as the In Focus son that sires improved phenotype
- His YSP data keeps getting better—he's minus for BW and over 100 for YW
- Progeny are standouts for marbling and good-looking to boot

---

### MILLE BRAE TWENTY/TWENTY 8069

**Reg:** 16152588  **Tattoo:** 8069  **Born:** 1-24-08

- BW: 65 lbs / ratio 82
- WW: 723 lbs / ratio 109
- YW: 1368 lbs / ratio 108
- Yr. SC: 37 cm
- Yr. Frame: 5.5
- From Mill Brae Ranch LLC, KS

SAF Focus of ER

Mytty In Focus
- Mytty Countess 906
- Bon View New Design 1407

Mill Brae 1407 Delia 5013
- Mill Brae FL Delia 3018

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- Delivering the kind that are valued anywhere—balanced, sound, performance cattle
- His daughters at Connealy Angus are standouts—and Mentor is being used there again
- Docile, good-footed and wide-based, Mentor will make you a believer in ‘the Rancher Kind’

### CONNEALY MENTOR 7374

**Reg:** 15832714  **Tattoo:** 7374  **Born:** 1-31-07

- BW: 85 lbs / ratio 106
- WW: 849 lbs / ratio 116
- YW: 1500 lbs / ratio 118
- Yr. SC: 41 cm
- Yr. Frame: 6.7
- From Connealy Angus Ranch, NE

GAR Precision 1680

GAR Retail Product
- GAR Ext 4927
- Jauer 353 Traveler 589 27

Executa of Conanga 939
- Exec of Conanga 6940

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- Dam, McKellar Angus, TX
BOYD FORWORD 6025

New!

REG: 15347916  TATTOO: 6025  BORN: 1-29-06

Connealy Lead On
Connealy Onward
Altune of Conanga 6104
Sitz New Design 349M
Sitz RLS Eisa Evergreen 30P
Sitz RLS Eisa Evergreen 39M

BW: 80 lbs/ ratio 103
WW: 761 lbs/ ratio 107
YW: 1423 lbs/ ratio 117
Yr. SC: 41 cm
Yr. Frame: 6.0

From Boyd Beef Cattle, KY;
Grassy Valley Farm & Robert West, TN

Forword provides the total package: excellent phenotype, proven performance, superior carcass and desirable pedigree
• Very docile, good footed individual with a track record of fancy daughters and powerful sons
• Forword has been used successfully on heifers with almost 250 calves in several herds ratioing 99@BW and 101@WW

Connealy Onward
Werner War Party 2417
BAAR USA Lady Jaye 489
B/R Destination 727
B/R Blackcap Empress 127
B/R Blackcap Empress 8183

Maternal brother to B/R 65R Genesis; his powerful dam transmits marbling and carcass excellence like only few can
• Elite $Beef sire with a useful outcross pedigree
• First calves are impressive . . . keep Conveyance on your list of sires to sample!
**REG: +16004857  TATTOO: 2417  BORN: 9-1-07**

- Has developed a strong following where high performance and phenotype are valued
- Rare blend of extreme growth and added length with an under-control BW
- War Party progeny are gentle, free-moving and attractive

If you need a performance boost—War Party can make it happen! He offers high-end performance for growth and Milk, competes at the top for both $W and $B and does this with a very acceptable BW and a super disposition. Backed by real cow power from a full-sib to Bextor, his offspring are noticeably long-bodied with an expansive rib and good feet.

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**Daughter, Vintage Angus Ranch, CA**

**Daughter, Werner Angus, IL**

**Daughter, Spruce Mountain Ranch, CO**

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**SELECTion Sense**

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**AAA EPD as of 12/7/12**

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**Spring 2013 Angus Breed Average EPDs as of 12/7/12**

40/80 Club! Over 40 $Weaning and over 80 $Beef puts him in elite company!

Check out Upside’s EPD profile; Low for birth weight with explosive growth... he does lots of things well

This popular sale feature and high seller at Sitz Angus has tremendous length of body with a long, level hip; he is truly a powerful individual

Upside significantly better his sire for Docility with a consistent flow of customer satisfaction reports

7AN334 SITZ UPSIDE 547W

Reg: 16270429 Tattoo: 547W Born: 1-30-09

BW: 72 lbs / ratio 96
WW: 839 lbs / ratio 110
YW: 1357 lbs / ratio 108
Yr. SC: 38 cm
Yr. Frame: 6.4
From Sitz Angus, MT

Connealy Onward
Sitz Upward 307R
Sitz Henrietta Pride 81M
Sitz New Design 458N
Sitz Emma 27T
Sitz Emma 264R

Son, Van Beek Ranch, SD

7AN369 CONNEALY UPTOWN 098E

New!

Reg: 16896296 Tattoo: 098E Born: 8-4-10

BW: 68 lbs / ratio 98
WW: 703 lbs / ratio 108
YW: 1196 lbs / ratio 111
Yr. SC: 39 cm
Yr. Frame: 5.9
From Connealy Angus Ranch, NE; Way View Cattle Co., and Claylick Run Farm, OH

Connealy Onward
Sitz Upward 307R
Sitz Henrietta Pride 81M
Connealy Thunder
Jace of Conanga 4660 818N
Jace of Conanga 234

This dense bodied Upward son exhibits tremendous base width and an expressive rear quarter, a standout of the fall bulls in the 2012 Connealy offering

Unique pedigree option at the Top 1% of the breed for $Beef

His dam records 2@99 for BW, 2@115 for WW and 2@109 for YW

Ultrasound ratios of 118 for IMF and 110 for RE with over 100 contemporaries

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AAA EPDs as of 12/7/12

Production Maternal Carcass C U $Value

AAA EPDs as of 12/7/12

Production Maternal Carcass C U $Value
Cons: Weigh Up, 11/3/11
Spring 2013 Angus Breed Average EPDs as of 12/7/12

Production:

Carcass:

Daughter, Deer Valley Farm, TN
Son, Deer Valley Farm, TN

• Appropriately named, Weigh Up is the highest YW sire in our Angus lineup
• First Weigh Up calves were flat good at Deer Valley Farm, TN and opened eyes at their sale
• Just right for stature with good feet and as much muscle expression as we have found in an Upward son
• His Retail Product dam has become an elite donor for Deer Valley Farm
• Consider Weigh Up for use on Predestined, New Day 454, Objective, Frontman, and Final Answer daughters

Weigh Up was a standout among his contemporaries when he sold as a yearling. This big outlined, wide based Upward son displays extra flex to his hock beneath a massive example of what an Angus bull should look like. His kind bred true as his first calf crop at Deer Valley Farm were noteworthy, liked by many and the sale confirmed his acceptance. If you desire to tie into one of the up-and-coming sires in the Angus breed; breed some cows to Weigh Up ... you’ll be glad you did!
- Capitalist will add muscle and base width like no other; Truly 3 dimensional
- Siring calving ease with lots of stoutness and power
- Jerry Connealy stated Capitalist calves are one of his best sire groups and will definitely be used heavily again
- One of the most highly sought after bulls in the Angus breed

**Reg: 16752262 Tattoo: 028 Born: 1-11-10**

- BW: 70 lbs / ratio 96
- WW: 861 lbs / ratio 117
- YW: 1443 lbs / ratio 117
- Yr. SC: 37 cm
- Yr. Frame: 5.8
- From Connealy Angus Ranch, NE and 44 Farms, TX
- Reg: 16752262 Tattoo: 028 Born: 1-11-10
- Sitz Traveler 8180
- SAV Final Answer 0035
- SAV Emulous 8145
- CRA Bextor 872 5205 608
- Prides Pita of Conanga 8821
- Prides Trav of Conanga 6499

**Reg: 16397246 Tattoo: 9134 Born: 3-2-09**

- BW: 82 lbs / ratio 97
- WW: 975 lbs / ratio 107
- YW: 1514 lbs / ratio 104
- Yr. SC: 37 cm
- Yr. Frame: 5.3
- From Schaff's Angus Valley, ND; Oakwood Farm, OH; Thorn Valley, KY and the Mustang Group
- Reg: 16397246 Tattoo: 9134 Born: 3-2-09
- Sitz Traveler 8180
- SAV Final Answer 0035
- SAV Emulous 8145
- SAV Net Worth 4200
- SAV Emblynette 7415
- SAV Emblynette 7260

**SAV MUSTANG 9134**

- One of our best young sires for customer satisfaction
- Calving Ease packaged with added stoutness and muscle expression
- Final Answer son with added carcass value and maternal strength
- The dam of Mustang made Pathfinder with her first three calves making her the fifth generation of Pathfinders in his pedigree

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- YW: 1514 lbs / ratio 104
- Yr. SC: 37 cm
- Yr. Frame: 5.3
- From Schaff’s Angus Valley, ND; Oakwood Farm, OH; Thorn Valley, KY and the Mustang Group
- Reg: 16397246 Tattoo: 9134 Born: 3-2-09
- Sitz Traveler 8180
- SAV Final Answer 0035
- SAV Emulous 8145
- SAV Net Worth 4200
- SAV Emblynette 7415
- SAV Emblynette 7260
Angus 13

Spring 2013 Angus Breed Average EPDs as of 12-7-12

Production:
- CED: +5
- BW: +1.7
- WW: +63
- YW: +83
- RADG: +1.3
- YH: +4.5
- SC: +5.6

Doc: +9
Milk: +23
$EN: +1.27

Maternal:
- CEM: +8

$Values:
- $W: +26.68
- $F: +25.71
- $G: +24.41
- $B: +55.43

Carcass:
- CW: +24
- Marb: +.40
- REA: +.30
- Fat: +.010

Carcass Quality:
- Grp/Pg: 25

CEM: +8
Milk: +23

Reg: 16364794 Tattoo: 904 Born: 1-11-09
- BW: 69 lbs / ratio 82
- WW: 813 lbs / ratio 111
- YW: 1333 lbs / ratio 106
- Yr. SC: 38 cm
- Yr. Frame: 5.0
- From Coleman Angus, MT

Sitz Traveler 8180
SAV Final Answer 0035
SAV Emulous 8145
Connealy Onward
Coleman Donna 714
Coleman Donna 386

AAA EPDs as of 12/7/12

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 Daughter, Baldridge-Tiedman, NE

Regis consistently generates moderate statured, thick ended cattle with exceptional body width and depth.
- His sons are topping bull sales and the daughters are highly sought after replacements.
- Unique Calving Ease option from the time tested highly maternal Donna cow family.
- Excellent choice for daughters of Total, 5050, In Focus, CC&7 and Complete.

Stature: Moderate
Muscle: Light
Body Width: Narrow
Body Depth: Shallow
Joint Angles: Straight
Udder: Loose
Teat Size: Small

Reg: 7AN330

CONNEALY ANSWER 71

BW: 45 lbs Twin/ ratio 64
WW: 733 lbs / ratio 100
YW: 1371 lbs / ratio 108
Yr. SC: 36 cm
Yr. Frame: 5.0
From Connealy Angus Ranch, NE

Sitz Traveler 8180
SAV Final Answer 0035
SAV Emulous 8145
Rito 112 of 2536 Rito 616
Euro Reeka of Conanga 3539
Euro Copa of Conanga 869

ERP: 8
- CED: +0.2
- BW: +55
- WW: +99
- YW: +14
- RADG: +1
- YH: +78
- SC: +10
- DOC: +24
- CEM: +15
- Milk: -3.71

Acc: 38
- CED: +0.8
- BW: +61
- WW: +59
- YW: +57
- RADG: +25
- YH: +13
- SC: +20
- DOC: +15
- CEM: +5
- Milk: +36

% Rank: 25 20 20 20 25 25 5 20

Cowmaker Deluxe—Answer makes them moderate, big-middled and sound.
- Adds a super udder design to fantastic cows that raise heavy calves.
- His data is solid; not too much and not too little—for many, he’s ‘just right’.

Full sister, Boyd Beef Cattle, KY

Stature: Taller
Muscle: Heavier
Body Width: Wide
Body Depth: Deep
Joint Angles: Strong
Udder: Large
Teat Size: Large

Reg: 7AN299

Reg: 15832579 Tattoo: 71 Born: 1-1-07

BW: 69 lbs / ratio 82
WW: 813 lbs / ratio 111
YW: 1333 lbs / ratio 106
Yr. SC: 38 cm
Yr. Frame: 5.0
From Connealy Angus Ranch, NE

Sitz Traveler 8180
SAV Final Answer 0035
SAV Emulous 8145
Rito 112 of 2536 Rito 616
Euro Reeka of Conanga 3539
Euro Copa of Conanga 869

ERP: 8
- CED: +0.2
- BW: +55
- WW: +99
- YW: +14
- RADG: +1
- YH: +78
- SC: +10
- DOC: +24
- CEM: +15
- Milk: -3.71

Acc: 38
- CED: +0.8
- BW: +61
- WW: +59
- YW: +57
- RADG: +25
- YH: +13
- SC: +20
- DOC: +15
- CEM: +5
- Milk: +36

% Rank: 25 20 20 20 25 25 5 20

Spring 2013 Angus Breed Average EPDs as of 12-7-12


Spring 2013 Angus Breed Average EPDs as of 12-7-12

### THOMAS TOP HAND 0536

- **BW**: 52 lbs / ratio 69
- **WW**: 707 lbs / ratio 125
- **YW**: 1286 lbs / ratio 118
- **Yr. SC**: 41 cm
- **Yr. Frame**: 6.0
- From Thomas Angus Ranch, OR

**AAA EPDs as of 12/7/12**

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**Dam and maternal brother to Beacon, Schaff Angus Valley, ND**

- Blends Calving Ease, growth performance and powerful phenotype from one of the great programs in the Angus business
- Top Hand’s individual Birth, Weaning and Yearling Ratios are the kind you only find in big time spread bulls
- One of our favorites in the Angus lineup, Top Hand covers all the bases!

### SAV BEACON 0008

- **BW**: 62 lbs / ratio 82
- **WW**: 844 lbs / ratio 95
- **YW**: 1502 lbs / ratio 99
- **Yr. SC**: 42 cm
- **Yr. Frame**: 5.6
- From Schaff’s Angus Valley, ND

**AAA EPDs as of 12/7/12**

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**Dam and maternal brother to Beacon, Schaff Angus Valley, ND**

- One of the biggest volume, most expansive middle young sires in our lineup
- The Madame Pride family consistently delivers . . . Beacon’s Right Time Granddam is one of the most influential matrons in the SAV program
- Progeny reports indicate good structured cattle with exceptional neck extension and a classy look
New!

Reg: 16916267  Tattoo: 1014  Born: 1-6-11

Connealy Front Page 0228
Kesslers Frontman R001
Kesslers Bell 0024
Boyd Next Day 6010
Boyd Erica Dianna 9054
Boyd Erica Dianna 606

- Popular outcross pedigree option with a genomically enhanced EPD profile that will move the breed forward
- High selling Lot 1 feature from the 2012 Boyd bull sale
- One of the stoutest featured and expressively muscled bulls we encountered in 2012
- Check Signature’s carcass EPD profile against all Frontman sons available . . . you won’t be disappointed
- Perfect choice for Predestined, Total, 5050, Final Answer, Upward and In Focus daughters

Boyd Signature is one of the most distinctive bulls that sold in the Angus breed last year and brings a unique set of genes to a mating plan. A Frontman X Next Day combination, Signature is an outcross to most of the Angus sires available in AI, plus his Erica Dianna cow family produced maternal mainstays like Wulfs EXT 6106. Signature is a genetic giant for performance and carcass qualities, ranking at the Top 1% of the Angus breed for $Beef. Look to Signature as a fresh pedigree option with no sacrifices in phenotype or genetic merit.
Beef producers who rely on the bull battery from Select Sires know they will always find the right combination of balance and the leading edge in genetics. With the same confidence, we at Certified Angus Beef LLC (CAB) are proud to renew this collaboration in the Select Sires Beef Directory.

When we opened this chapter in our companies’ relationship five years ago, some may have wondered if the Certified Angus Beef® Targeting the Brand logo would appear next to a new selection of sires that were off the mainstream on a narrow carcass-focused channel. Everyone soon realized that those sires are highlighted because of their balance, and CAB simply joins Select Sires in leading producers toward profitable consumer satisfaction.

Over time, we have seen an expansion in the number of these bulls that do it all, connecting the dots in multi-trait guidelines from the CAB Best Practices Manual. That’s one aspect of growth, and there are many others of note today.

The most recent update of a CAB demand model from Kansas State University confirms that consumers want more and more of this premium brand, when all beef costs more and they must take steps to get the most from their dollars. As proof that the market signals are working, we have seen dramatic growth in the price spreads between Choice and Select, CAB and Choice, and the Prime-Select spread entered the $50/cwt. range. Last year, packer premiums for hitting the CAB grid target hit a seven-year high at $32 million.

That’s the market’s voice of opportunity. Research has shown time and again that you need not give ground on any other traits to add marbling, the primary barrier to those quality-grade premiums. Select Sires has expanded its lineup of Angus genetics to provide more quality choices than ever, to suit the needs of every program from a terminal cross to straightbred outcross.

Balance delivers gain, grade and cowherd function, but science has added a few new tools recently. All of these Angus alternatives from Select Sires are backed by a 50K DNA test, which opens a new door for commercial Angus producers: Sire Match from CAB through the GeneMax™ genomic test for gain and grade. Now you can sort your high-percentage Angus feeders and replacement heifers for genetic potential while confirming likely sire information at the same time.

Genetic selection is getting easier in many respects, even as the stakes are getting higher. By choosing sires that meet the CAB “Targeting the Brand” in the Angus section of the directory, you can be assured that your program is on track to bring more new money into the beef cattle industry—the dollars invested by consumers who want a great eating experience every time.

We thank all the producers who do so much to ensure that experience and applaud our partners in that effort at Select Sires for their continuing focus on bringing you the best.

For more information on the CAB program or the CAB Best Practices Manual, please visit www.CABpartners.com or call (330) 345-2333.

Mark A. McCully
Assistant Vice President, Production
Certified Angus Beef LLC

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Ask your Select Sires representative for a copy of the CAB Best Practices Manual or visit www.CABpartners.com to receive more information about adding value to your Select Sires influenced Angus calves.
The best in the business for proven carcass excellence (over 500 carcass records)
Daughters make high-capacity cows with longevity and quality udders
A breed leader for Marbling, $W and $B at 13 years of age

**SELECTion Sense**
- Stature
- Muscle
- Body Width
- Body Depth
- Joint Angles
- Udder
- Teat Size

**Fusion**
- Fusion is the highest combination of $Weaning and $Beef indexes on the AAA Main Report
- Double digit CED and negative BW with triple digit YW make this bull special
- We acquired Fusion after seeing his first calves; they make you want to use the bull
- His Retail Product dam records 29@105 for IMF and 29@103 for RE
- Fusion is the result of disciplined selection for economically important traits...a great bull in many areas
### GAR PROPHET

**Reg:** +16295688  **Tattoo:** 6128  **Born:** 8-15-08

- **BW:** 78 lbs / ET
- **WW:** 769 lbs / ET
- **YW:** 1556 lbs / ET
- **Yr. SC:** 37 cm
- **Yr. Frame:** 6.2

From Gardner Angus Ranch, KS; CAM Ranches and Ogeechee Angus, GA

#### AAA EPDs as of 12/7/12

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- Astounding may be the best description for Prophet’s EPD offering
- The only bull in the breed with his levels of high $W$ and high $B$
- His progeny excel for rapid growth, extra length and capacity
- 159 @ 98 for BW, 161 @ 104 for WW, 86 @ 103 for YW and 56 @ 117 for $\%$IMF

### GAR INGENUITY

**Reg:** +16497066  **Tattoo:** 6759  **Born:** 8-27-09

- **BW:** 80 lbs / ET
- **WW:** 719 lbs / ET
- **YW:** 1298 lbs / ET
- **Yr. SC:** 39 cm
- **Yr. Frame:** 6.3

From Gardner Angus Ranch, KS, Dreamcatcher Genetics, TX, and Taylor Angus Farm, TN

#### AAA EPDs as of 12/7/12

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- The #1 bull in the Angus Supplement report for $S$Beef and Docility . . . two of the most relevant traits in the beef business
- Use to produce fast growing, high valued cattle that garner premiums on the rail
- First progeny are straight-lined and eye catching
- Quality in Quantity with genomic profiles and carcass data to back it up
**WHS LIMELIGHT 64V**

- Superior customer satisfaction—they love their docility and the way they grow
- Combines high growth with calving ease and adds the bonus of great carcass merit
- At +40 $W and +87 $B, Limelight delivers premiums from birth to harvest

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**GAR COMPOSURE**

- Elite Calving Ease and carcass merit son of the now deceased 5050
- Maternal brother to the marbling leader GAR Progress out of GAR Objective 2345 working at Deer Valley Farm, TN
- Ratioed 129 for IMF against 183 of the most elite contemporaries in the Angus breed
- “40/80 Club” for $Weaning & $Beef, respectively, and Top 2% or better for 9 Traits

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**NEW!**

**REG: 16073564** **TATTOO: 64V** **BORN: 9-14-07**

- SAF Focus of ER
- Mytty In Focus
- Mytty Countess 906
- GAR Predestined
- WHS Predestined Lass 77T

**REG: +16496980** **TATTOO: 5689** **BORN: 8-16-09**

- B/R New Design 036
- GAR New Design 5050
- GAR Precision 706
- SS Objective T510 01T26
- GAR Objective 2345
- GAR 1407 New Design 2413

---

**Spring 2013 Angus Breed Average EPDs as of 12-7-12**

**Production**
- CED: +5
- BW: +1.7
- WW: +83
- REA: +13
- YH: +4
- SC: +5.6
- Doc: +9

**Maternal**
- CEM: +8
- Milk: +23
- $EN: -1.27

**Carcass**
- CW: +24
- Marb: +4.0
- Fat: +30
- $W: +26.68
- $F: +25.71
- $G: +24.41
- $B: +55.43

**AAA EPDs as of 12/7/12**

**Production Maternal Carcass**

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**AAA EPDs as of 12/7/12 Production Maternal Carcass**

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**GAR SUNRISE**

**REG: +16933958**  **TATTOO: R760**  **BORN: 8-25-10**

- **BW:** 72 lbs / ET
- **WW:** 539 lbs / ET
- **YW:** 1398 lbs / ET
- **Yr. SC:** 37 cm
- **Yr. Frame:** 5.2

From Gardiner Angus Ranch, KS

Boyd New Day 8005

MCC Daybreak

MCC Miss Focus 134

SS Objective T510 0T26

GAR Objective R227

GAR 1407 New Design 2983

AAA EPDs as of 12/7/12

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**GAR ANTICIPATION**

**REG: 17057287**  **TATTOO: 7261**  **BORN: 8-31-11**

- **BW:** 70 lbs / ratio 89
- **WW:** 664 lbs / ratio 108
- **YW:** 1226 lbs / ratio 109
- **Yr. SC:** 41 cm
- **Yr. Frame:** 5.5

From Gardiner Angus Ranch, KS

Boyd New Day 8005

MCC Daybreak

MCC Miss Focus 134

GAR New Design 5050

GAR 5050 New Design 0530

DRMCTR Objective 7J57

AAA EPDs as of 12/7/12

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- The popular Lot 1 from the 2012 GAR bull sale
- A sure bet heifer bull with Calving Ease Daybreak genetics
- Top 10% or better for EVERY $Value Index published by the AAA

- Sort him for CED, MARB and RE…it’s lonely at the top!
- Calving Ease prospect with plenty of growth and carcass
- Won the birth to yearling spread contest among the 2011 fall-born bulls at GAR
- A big volumed son of the now deceased Daybreak

---

Spring 2013 Angus Breed Average EPDs as of 12-7-12


22 Angus

Spring 2013 Angus Breed Average EPDs as of 12-7-12

Production:
CED: +5  BW: +1.7  WW: +46  YW: +83  RADG: +0.13  YH: +0.4  SC: +0.56  Doc: +9  Maternal: CEM: +8  Milk: +23  $EN: -1.27

Carcass:
CW: +24  Marb: +0.40  REA: +0.30  Fat: +0.01  $Values: $W: +26.68  $F: +25.71  $G: +24.41  $B: +55.43

• One of the phenotypic standouts among all Daybreak sons we’ve sorted
• From one of the many solid Kansas programs we like to do business with—good cattle and great people
• We like his pedigree and his kind. Horizon is set up to be a Calving Ease leader with extra mass and a flawless design

Reg: 17076135  Tattoo: 081  Born: 1-1-11

BW: 67 lbs / ratio 90
WW: 732 lbs / ratio 111
YW: 1223 lbs / ratio 108
Yr. SC: 38 cm
Yr. Frame: 6.2
From Mill Creek Ranch, KS

MCC New Day 8005
MCC Miss Focus 134
Dr J Analyst M250
MCR Analyst Design 199
MCR 1023 Designs 744 366
Daughter, Riley Bros., WI

AAA EPDs as of 12/7/12

<table>
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15 25 10 15 10 15

Double-digit calving ease coupled with triple digit yearling growth—a “Sterling” genetic profile
Calves come easy and develop into stylish, straight-lined cattle with loads of eye appeal
A strong maternal heritage makes Sterling the logical choice for generating cows that work

Reg: 16505482  Tattoo: 924  Born: 1-7-09

BW: 77 lbs / ratio 94
WW: 686 lbs / ratio 102
YW: 1260 lbs / ratio 104
Yr. SC: 38 cm
Yr. Frame: 6.6
From Haynes Cattle Co., CO

SAV Pathfinder 3134
SAV Legacy 5216
SAV Rosetta 3350
Boyd New Day 8005
Haynes ND Forever Lady T709
Haynes Forever Lady R501

AAA EPDs as of 12/7/12

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Spring 2013 Angus Breed Average EPDs as of 12-7-12

Production:
CED: +5  BW: +1.7  WW: +46  YW: +83  RADG: +0.13  YH: +0.4  SC: +0.56  Doc: +9  Maternal: CEM: +8  Milk: +23  $EN: -1.27

Carcass:
CW: +24  Marb: +0.40  REA: +0.30  Fat: +0.01  $Values: $W: +26.68  $F: +25.71  $G: +24.41  $B: +55.43
Reg: 16204949  Tattoo: 8241  Born: 1-29-08

BW: 77 lbs / ratio 96
WW: 773 lbs / ratio 105
YW: 1347 lbs / ratio 108
Yr. SC: 36 cm
Yr. Frame: 6.7
From Connealy Angus Ranch, NE
and Way View Cattle Co., OH

Shrek running with cows, Summer 2012

- Shrek is a big time spread bull that joins our lineup with a strong progeny portfolio
- His Danny Boy X 616 dam was a donor for the Connealy’s after recording 5@105 for WW ratio and 4@125 for IMF ratio!
- Use Shrek to sire large outlined, feminine daughters with a beautiful pattern and bulls that come small at birth before mashing down the scales
- Top 1% for WW, YW, $Weaning & $Feedlot and Top 10% or better for several other traits

AAA EPDs as of 12/7/12

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Reg: 16204942  Tattoo: 8221  Born: 1-28-08

BW: 77 lbs / ratio 103
WW: 823 lbs / ratio 112
YW: 1418 lbs / ratio 114
Yr. SC: 37 cm
Yr. Frame: 6.0
From Connealy Angus Ranch, NE
and Way View Cattle Co., OH

Full Proof running with cows, Summer 2012

- A cowmaker deluxe in this dense bodied, bold ribbed, muscular sire
- Joins our lineup as a proven choice for calving ease and plenty of growth with over 100 progeny ratioing 98 for BW and 101 for WW
- A standout of the 2009 yearling bulls at Connealy’s, Full Proof fuses Newsline and TC Dividend making him a go-to herd builder

AAA EPDs as of 12/7/12

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Spring 2013 Angus Breed Average EPDs as of 12-7-12
Reg: 15748956  Tattoo: 3857  Born: 4-18-07

BW: 76 lbs / ratio 97
WW: 693 lbs / ratio 105
Mature SC: 40 cm
Mature Height: 56 in

From Conley Angus, MO; Pembroke Cattle, OK;
Saucer Five Ranch, UT and Conley Cattle, OK

• Perhaps the best of the BC bulls on the market, Classic sires cattle that won’t
disappoint . . . muscular, wide based and deep bodied

• One of our best for foot quality, Classic is deep heeled and even toed

• Sires more stature and power than perceived by pedigree, Classic generates
fast growing high performing calves that weigh up competitively

• Classic’s maternal line is one of his greatest contributions and his progeny
excel in the show ring as well as the front pasture.

Classic is appropriately named as his calves are simply excellent and he is
experiencing repeat use from breeders representing many tastes and uses for
their breeding programs. Classic avoids extremes and consistently delivers the
good doing, wide bodied cattle.

### Selection Sense

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### Selection Sense

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### Production

- DHD Traveler 6807
- BC Classic 443 6807 RT 2424
- Double W Miss Primrose E64
- OCC Legend 616L
- BC Mignonnes Libby 385
- Gibet Hill Mignonnes E37

### AAA EPDs as of 12/7/12


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Spring 2013 Angus Breed Average EPDs as of 12-7-12

**SCC FIRST-N-GOAL**

**7AN374**

- **Reg:** +17030115  **Tattoo:** 114  **Born:** 1-5-11

- **BW:** 82 lbs / ET  
  **WW:** 883 lbs / ET  
  **YW:** 1396 lbs / ET  
  **Yr. SC:** 40 cm  
  **Yr. Frame:** 6.1

- From Stertzbach Cattle Co., OH; Dameron Angus Farm, IL; Steele Angus, IA; Grandview Angus, MD and F-N-G Syndicate

- **EXG RS First Rate S903 R3**  
  **Dameron First Class**  
  **SCC Royal Blackbird 502**  
  **Champion Hill Blackbird 1943**

- **New!**

- **Sired by Dameron First Class, whose progeny dominated the show ring in 2012**
- **First-N-Goal’s full sister was Grand Champion female at the 2012 National Junior Angus Show**
- **A powerful hip, big rib cage, smooth shoulders and plenty of neck extension make for a stunning profile**
- **All the necessary power and thickness for bringing home purple banners**

**SAV PROSPERITY**

**9131**

- **Reg:** 16396523  **Tattoo:** 9131  **Born:** 3-2-09

- **BW:** 82 lbs / ratio 98  
  **WW:** 983 lbs / ratio 108  
  **YW:** 1573 lbs / ratio 108  
  **Yr. SC:** 40 cm  
  **Yr. Frame:** 5.8

- From Schaff’s Angus Valley, ND; Greg Shearer, SD; Werner Angus, IL and The Prosperity Group

- **SAV 004 Predominant 4438**  
  **SAV Providence 6922**  
  **SAV May 7238**  
  **BCC Bushwacker 41-93**  
  **SAV Emblynette 3123**  
  **SAV Emblynette 1177**

- **Power, Performance and outstanding Phenotype from a model Bushwacker daughter**
- **Big outlined, square designed cattle with style and eye appeal**
- **Expect feminine heifers and scale crushing bulls from Prosperity**
- **His dam was a sixth generation Pathfinder with impressive progeny ratios**

### **Selection Sense**

- **Stature:**  
  - High  
  - Medium  
  - Low

- **Muscle:**  
  - Heavy  
  - Moderate  
  - Light

- **Body Width:**  
  - Wide  
  - Narrow  
  - Narrow

- **Body Depth:**  
  - Deep  
  - Shallow  
  - Shallow

- **Joint Angles:**  
  - Set  
  - Straight  
  - Set

**Spring 2013 Angus Breed Average EPDs as of 12-7-12**

- **Production:**  
  - CED: +5  
  - BW: +1.7  
  - WW: +83  
  - RADG: +1.3  
  - SC: +.56  
  - Doc: +23  
  - Maternal: CEM: +8  
  - Milk: +23  
  - $EN$: −1.27

- **Carcass:**  
  - CW: +24  
  - Marb: +.40  
  - REA: +.30  
  - Fat: +.010  
  - $Values$: $W$: +26.68  
  - $F$: +25.71  
  - $G$: +24.41  
  - $B$: +55.43
Big foot, big bone, and big butt—this Objective son defies the odds
You’ve never seen an Objective son like this one
Delivers power and performance while being way stouter than average

BW: 77 lbs / ratio 109
WW: 870 lbs / ratio 124
YW: 1211 lbs / ratio 110
Yr. SC: 43 cm
Yr. Frame: 5.4
From Limestone LLC, OK, & Reisig Cattle, MT

Get major muscle and tons of shape with Great Divide
His calves are wide-based, thick-ended and fancy
Great Divide sires width and dimension with a stunning profile

BW: 77 lbs / ratio 95
WW: 850 lbs / ratio 115
YW: 1501 lbs / ratio 121
Yr. SC: 40 cm
Yr. Frame: 5.2
From 44 Farms, TX

If you like deep flanked, high volumed stock, you will love Made Right
First calves are standouts for thickness and depth with a stylish neck and shoulder
Maternal brother to the great OCC Paxton
Use to moderate frame size, increase fleshing ability and muscle expression

Big EPDs as of 12/7/12
Production Maternal Carcass $Value

44 CHANGEUP

© 2013 Angus Breed Average EPDs as of 12-7-12

© 2013 Angus Breed Average EPDs as of 12-7-12

© 2013 Angus Breed Average EPDs as of 12-7-12

© 2013 Angus Breed Average EPDs as of 12-7-12

© 2013 Angus Breed Average EPDs as of 12-7-12

© 2013 Angus Breed Average EPDs as of 12-7-12
Angus 27

**Spring 2013 Angus Breed Average EPDs as of 12-7-12**

### Production
- **CED:** +5
- **BW:** +1.7
- **WW:** +63
- **YF:** +4
- **SC:** +56
- **Doc:** +9
- **Maternal:**
  - **CEM:** +8
  - **Milk:** +23
  - **$EN:** +1.27

### Carcass
- **CW:** +24
- **Marb:** +.40
- **REA:** +.30
- **Fat:** +.010

### $Values
- **$W:** +26.68
- **$F:** +25.71
- **$G:** +24.41
- **$B:** +55.43

---

### **Reg: #14844711 Tattoo: 310 Born: 1-16-04**

- **BW:** 83 lbs / ratio 104
- **WW:** 852 lbs / ratio 115
- **YW:** 1516 lbs / ratio 113
- **Yr. SC:** 39 cm
- **Mature Height:** 57.5 in
- **From TC Ranch, NE & The Total Group**

#### AAA EPDs as of 12/7/12

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### **Reg: +16468595 Tattoo: 957L Born: 2-14-09**

- **BW:** 82 lbs / ET
- **WW:** 759 lbs / ET
- **YW:** 1495 lbs / ET
- **Yr. SC:** 36 cm
- **Yr. Frame:** 6.8
- **From Connealy Angus Ranch, NE and Two Mile Ranch, CO**

#### AAA EPDs as of 12/7/12

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### **Reg: 7AN258**

- **Total daughters are incredible—they’re powerful, feminine and docile**
- **Great carcass, udder quality, eye appeal, high performance—Total is the ‘Total Package’**
- **Get good looks and great $Values from this proven breed leader**

![Image of cow]

### **Reg: 7AN335**

- **Use to add stature and pounds . . . a true performance leader in the Angus breed**
- **2012 progeny data pushed Hemisphere to elite levels for growth . . . now Top 1% YW, $Feedlot and $Beef**
- **One of the high selling sire groups at Connealy Angus in 2012 and getting used again**
- **One of our best for Docility**

![Image of cow]
ANGUS

**CONNEALY DANNY 5398**

- **Reg:** 15150630  **Tattoo:** 5398  **Born:** 2-11-05
- BW: 70 lbs / ratio 92  
  WW: 823 lbs / ratio 112  
  YW@85: 1380 lbs / ratio 110  
  Yr. SC: 36 cm  
  Yr. Frame: 5.9
- Mature Height: 55 in
- From Connealy Angus Ranch, NE

**Connealy Timeline**

**Connealy Danny Boy**
- Energy of Conanga 4851
- EGL Target 1148

**Endova of Conanga 858**
- Endive of Conanga 6860

**SELECTion Sense**

- His dam is truly a moderate sized cow that raised this high performing, great scanning calving ease prospect
- We think his greatest value will be his ability to produce low input, deep bodied, perfect uddered daughters
- Top 5% for SC EPD at +1.52
- Individual performance includes BW@85, WW@110 and YW@110 in the GDAR herd

**REG: 15150630  TATTOO: 5398  BORN: 2-11-05**

**Production:**
- CED: +5  
  BW: +1.7  
  WW: +83  
  RADG: +.13  
  YH: +.4  
  SC: +.56  
  DOC: +9  
  Maternal: CEM: +8  
  Milk: +23  
  $EN: -1.27

**Carcass:**
- CW: +24  
  Marb: +.40  
  REA: +.30  
  Fat: +.010

**$Values:**
- $W: +26.68  
  $F: +25.71  
  $G: +24.41  
  $B: +55.43

**New!**

**GDAR HEISMAN 1705**

- **Reg:** 16944751  **Tattoo:** 1705  **Born:** 1-27-11
- BW: 65 lbs / ratio 85  
  WW: 714 lbs / ratio 110  
  YW: 1255 lbs / ratio 110  
  Yr. SC: 38 cm  
  Yr. Frame: 5.4
- From Gartner-Denowh Angus Ranch and Chad Denowh, MT

**Sitz Everelda Entense 2665**
- GDAR Game Day 449

**GDAR Forever Lady 959**
- GDAR Forever Lady 6242

**SELECTion Sense**

- **Son, Hoover Angus, IA**

**New!**

**REG: 16944751  TATTOO: 1705  BORN: 1-27-11**

**Production:**
- CED: +5  
  BW: +1.7  
  WW: +46  
  YW: +83  
  RADG: +.13  
  YH: +.4  
  SC: +.56  
  DOC: +9  
  Maternal: CEM: +8  
  Milk: +23  
  $EN: -1.27

**Carcass:**
- CW: +24  
  Marb: +.40  
  REA: +.30  
  Fat: +.010

**$Values:**
- $W: +26.68  
  $F: +25.71  
  $G: +24.41  
  $B: +55.43
Angus 29

**ELLINGSON SCOTSMAN 0010**

**Reg: 16731737**  **Tattoo: 0010**  **Born: 2-25-10**

- BW: 74 lbs / 96
- WW: 908 lbs / 111
- YW: 1444 lbs / 105
- Yr. SC: 38 cm
- Yr. Frame: 6.1
- From Ellingson Angus, ND and Carstens Farms Ltd, IA

**Daughter, Ellingson Angus, ND**

**44 COUNTRY X802**

**Reg: +16645186**  **Tattoo: X802**  **Born: 1-3-10**

- BW: 90 lbs / ET
- WW: 565 lbs / ET
- YW: 1451 lbs / ET
- Yr. SC: 36 cm
- Yr. Frame: 6.0
- From 44 Farms, TX

**Dam, 44 Farms, TX**

**Spring 2013 Angus Breed Average EPDs as of 12-7-12**

Production:

---

- One of our best for soundness and capacity. Study him on video at www.selectsiresbeef.com
- Blends a maternal pedigree with exceptional phenotype
- Bred to improve udder quality, volume and capacity and Angus breed character
- Consistently produces the “keeping kind”. Deep bodied, stout made and structurally sound

- Use Country for exceptional calving ease from a New Day 454 son and plan to keep the heifers to build a cow herd
- His dam is a full sister to the great Bextor and we know what New Day 454 is doing on the female side . . . the cowmaker potential is remarkable!
- One of the great phenotype bulls in our lineup. Country’s mass and substance is complimented by flawless structure and soundness
30 Angus

**Spring 2013 Angus Breed Average EPDs as of 12-7-12**

**Production:**
- **CED:** +5  
- **BW:** +1.7  
- **WW:** +46  
- **YW:** +83  
- **Radg:** +.13  
- **YH:** +.4  
- **SC:** +.56  
- **Doc:** +9

**Maternal:**
- **CEM:** +8  
- **Milk:** +23  
- **$EN:** -1.27

**Carcass:**
- **CW:** +24  
- **Marb:** +.40  
- **REA:** +.30  
- **Fat:** +.010  

**$Values:**
- **$W:** +26.68  
- **$F:** +25.71  
- **$G:** +24.41  
- **$B:** +55.43

---

**Reg: 16467233 Tattoo: W2 Born: 2-5-09**

**BW:** 68 lbs / ratio 82  
**WW:** 658 lbs / ratio 106  
**YW:** 1229 lbs / ratio 104  
**Yr. SC:** 34 cm  
**Yr. Frame:** 5.0  
**From White Ridge Angus, VA**

- **Dam:** Benfield Farms, VA  
- **S Alliance 3313**  
- **S Chisum 6175**  
- **S Gloria 464**  
- **Jauer Java 8136**  
- **Benfield Edella 1105**

- **Reg:** 16467233  
- **Tattoo:** W2  
- **Born:** 2-5-11

- **Top 1% for Docility**
- **Take advantage of outcross maternal genetics from a dam that has produced multiple stud bulls**
- **Dam records 5@98 BW ratio and 5@102 for WW ratio**
- **Tremendous depth, volume and internal dimension in a moderate framed package**
- **Unique wide-body with tremendous rib and added base width**
- **Use to moderate frame size, increase fleshing ability on low inputs**

---

**Reg: +17065973 Tattoo: 6211 Born: 2-25-11**

**BW:** 70 lbs / ratio 91  
**WW:** 672 lbs / ratio 102  
**YW:** 1232 lbs / ratio 102  
**Yr. SC:** 35 cm  
**Yr. Frame:** 5.5  
**From Benfield Farms Inc., VA**

- **Dam:** Benfield Farms, VA  
- **S Alliance 3313**  
- **S Chisum 6175**  
- **S Gloria 464**  
- **Jauer Java 8136**  
- **Benfield Edella 7813**

- **Reg:** 17065973  
- **Tattoo:** 6211  
- **Born:** 2-25-11

- **Top 5% for $W**
- **An outcross calving ease leader with plenty of growth**
- **Tremendous depth, volume and internal dimension in a moderate framed package**

---

**New!**

**Dam, Benfield Farms, VA**
**Reg: 14617465**  **Tattoo: 3407N**  **Born: 2-12-03**

- BW: 70 lbs / ratio 96
- WW: 1054 lbs / ratio 113
- YW: 1054 lbs / ratio 113
- Yr. SC: 37 cm
- Yr. Frame: 5.0
- From Maiers Angus Ranch, KS; John Johnson, AR and R. A. Brown Ranch, TX

**GAR Precision 1680**

**CA Future Direction 5321**

**CA Miss Power Fix 308**

**Bon View New Design 878**

**MM Juanita 875L**

**MM Juanita 043H**

- A proven source for elite calving ease and low birth weight . . . a commercial cattleman’s dream
- Customer pleaser with great daughter reports
- Sons were sale features at the RA Brown Ranch sale in 2012
- The Only bull in the Main Report at his levels for CED and $Wearning

---

**Reg: +16005498**  **Tattoo: 7463**  **Born: 12-8-07**

- BW: 48 lbs / ratio 66
- WW: 530 lbs / ratio 94
- YW: 1018 lbs / ratio 98
- Yr. SC: 32 cm
- Yr. Frame: 5.0
- From Circle A Ranch, MO

**Hero 6267 of RR 2418**

**HA Image Maker 0415**

**HA Rito Blackcap 9038**

**B/R New Frontier 095**

**DCF Royal Queen 4685**

**SAF Royal Queen J24**

- YSP proven with 99 BW ratio and 102 WW ratio on 160 progeny
- Outcross to most pedigrees, Image Maker excels for high $W
- Square-hipped and good-legged, Image Maker spreads out BW and growth
- One of only 4 bulls in the Main Report with his tandem of CED and WW

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**AAA EPDs as of 12/7/12**

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**Spring 2013 Angus Breeds Average EPDs as of 12-7-12**

**Production:**
Angus Spring 2013 Angus Breed Average EPDs as of 12-7-12

- Study his data—Insight’s calving ease offering is proven
- Daughters excel for functional production—they’re deep, sound-footed and nice uddered
- High for $W and High for Marbling with a considerable BW to WW advantage

BW: 68 lbs/ratio 93
WW: 682 lbs/ratio 114
YW: 1284 lbs/ratio 110
Yr. SC: 39 cm
Yr. Frame: 5.8
From Stewart Select Angus, IN

SAF Focus of ER
Mytty In Focus
Mytty Countess 906
GAR Retail Product
Ann SS R83
Ann SS 31L

SS INSIGHT T20

Reg: 15790033 Tattoo: T20 Born: 1-5-07 ♀

- Outcross growth option with added stature
- Use to increase body length and performance
- Popular sale feature from the Sitz program

BW: 63 lbs/ratio 76
WW: 715 lbs/ratio 110
YW: 1197 lbs/ratio 115
Yr. SC: 41 cm
Yr. Frame: 6.0
From Sitz Angus Ranch, MT

Bon View New Design 1407
Bluegrass New Design 205
Bluegrass Bonny 900 505
JR Sharpshooter
AB Classy Rita 7311
AB Lassie Rito 4377

SITZ HOMESTEAD 4798

Reg: 16094168 Tattoo: 4978 Born: 4-7-08 ♀

AAA EPDs as of 12/7/12

- Writes a performance slate that most bulls only dream about
- High growth and high carcass with a minimum of BW
- Sires big, strong powerful cattle that excel for growth
- Powerful performance with 169 @ 100 for BW, 180 @ 103 for WW and 94 @ 103 for YW

BW: 62 lbs/ratio 94
WW: 795 lbs/ratio 110
YW: 1385 lbs/ratio 106
Yr. SC: 36 cm
Yr. Frame: 6.9
From Aluminum Co of America, IN

Bon View New Design 1407
LCC New Standard
LCC Sunset K3118
SS Objective T510 0T26
ALC 5427 of 5346-Objective
Alcoa 5346 of 5214-Shurtop

ALCOA NEW STANDARD 427

Reg: 16063087 Tattoo: 427 Born: 8-31-07 ♀

AAA EPDs as of 12/7/12

- Study his data—Insight’s calving ease offering is proven
- Daughters excel for functional production—they’re deep, sound-footed and nice uddered
- High for $W and High for Marbling with a considerable BW to WW advantage

BW: 68 lbs/ratio 93
WW: 682 lbs/ratio 114
YW: 1284 lbs/ratio 110
Yr. SC: 39 cm
Yr. Frame: 5.8
From Stewart Select Angus, IN

SAF Focus of ER
Mytty In Focus
Mytty Countess 906
GAR Retail Product
Ann SS R83
Ann SS 31L

SS INSIGHT T20

Reg: 15790033 Tattoo: T20 Born: 1-5-07 ♀

- Outcross growth option with added stature
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BW: 63 lbs/ratio 76
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YW: 1197 lbs/ratio 115
Yr. SC: 41 cm
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From Sitz Angus Ranch, MT

Bon View New Design 1407
Bluegrass New Design 205
Bluegrass Bonny 900 505
JR Sharpshooter
AB Classy Rita 7311
AB Lassie Rito 4377

SITZ HOMESTEAD 4798

Reg: 16094168 Tattoo: 4978 Born: 4-7-08 ♀

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BW: 62 lbs/ratio 94
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From Aluminum Co of America, IN

Bon View New Design 1407
LCC New Standard
LCC Sunset K3118
SS Objective T510 0T26
ALC 5427 of 5346-Objective
Alcoa 5346 of 5214-Shurtop

ALCOA NEW STANDARD 427

Reg: 16063087 Tattoo: 427 Born: 8-31-07 ♀

AAA EPDs as of 12/7/12

- Write a performance slate that most bulls only dream about
- High growth and high carcass with a minimum of BW
- Sires big, strong powerful cattle that excel for growth
- Powerful performance with 169 @ 100 for BW, 180 @ 103 for WW and 94 @ 103 for YW

BW: 62 lbs/ratio 94
WW: 795 lbs/ratio 110
YW: 1385 lbs/ratio 106
Yr. SC: 36 cm
Yr. Frame: 6.9
From Aluminum Co of America, IN
**RB BAROMETER 9721**

- Spreads out BW and YW more than any other bull in our lineup
- A strong maternal line compliments Barometer’s elite genetic profile
- Rare combination of pre- and post-weaning traits in an outcross pedigree
- Barometer’s test-winning gain is evident in his progeny—they grow fast!

**REG: 16400061 **
**TATTOO: 9721 **
**BORN: 1-25-09 ↓ **

Connealy Danny Boy

Woodhill Mainline
Woodhill Blackbird 1288-138K
LCC New Standard

Cherry Creek Blackcap 721
Ms CC Blackcap 024 5161S

**YAR MAESTRO 1077**

- Unique pedigree blending growth and performance with proven, productive maternal lines from his Thomas-bred USPB dam
- Check his individual ratios for Birth, Weaning and Yearling Weights!
- One of the standouts of the class of 2012 for feed efficiency; he excels with his RADG EPD

**REG: 16991624 **
**TATTOO: 1077 **
**BORN: 3-10-11 **

Connealy Danny Boy

Woodhill Mainline
Woodhill Blackbird 1288-138K
LCC New Standard

Thomas Creek Blackcap 721
Ms CC Blackcap 024 5161S

**Spring 2013 Angus Breed Average EPDs as of 12-7-12**

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| Acc   | .37 | .43 |.35 |.36 |.38 |.44 |.33 |.27 |.18 |.23  |0    | 30  |.39 |.34 |.34 |0  |
| % Rank| 1   | 4  | 15 | 10 | 10 | 25 | 2  | 10 | 15 | 25  | 1   | 10  | 15 |    |    |

**From York Ranch LLC, CA**

**From Riley Bros. Angus, WI and Haynes Cattle Co., CO**
**BALDRIDGE WORKHORSE W74**

- Expect the deep flanked, easy fleshing kind from Workhorse
- Just right for stature without sacrificing performance
- A good footed, sound moving Protégé son
- First progeny data indicates significant birth-to-weaning spread

BW: 74 lbs / ratio 101  
WW: 759 lbs / ratio 119  
YW: 1178 lbs / ratio 111  
SC: 36 cm  
Frame: 5.5  

From Baldridge Angus, NE

**ROCKIN HORSE TAILOR MADE 456**

- Outcross calving ease with bred-in maternal extras
- Great as a heifer bull, Tailor Made reduces frame and adds Milk
- Sires easily-born calves that get up and get going

BW: 81 lbs / ratio 90  
WW: 746 lbs / ratio 103  
YW: 1285 lbs / ratio 103  
SC: 36 cm  
Frame: 5.5

From Brandon Harrison and Lafe Warren, MT

**CONNEALY COUNTERPART 882B**

- Super choice for heifers—Top 2% CED
- YSP proven with a pedigree built from consistent performers
- Moderate for size and high for CW and REA

BW: 62 lbs / ratio 77  
WW: 748 lbs / ratio 101  
YW: 1266 lbs / ratio 101  
SC: 36 cm  
Frame: 6.0  

From Connealy Angus Ranch, NE
Angus 35

Spring 2013 Angus Breed Average EPDs as of 12-7-12

- Early progeny data suggest a big time spread bull here
- First calves are significantly stouter than expected, being wide topped with extra volume and depth of flank
- A trustworthy disposition improver from a pedigree steeped in docility and performance

RITO 954 OF RITA 7E2 5050

REG: 16329691  TATTOO: 954  BORN: 11-1-08

BW: 65 lbs / ratio 81
WW: 683 lbs / ratio 114
YW: 1273 lbs / ratio 108
Yr. SC: 38 cm
Yr. Frame: 6.0
From Wehrmann Angus, VA

B/ R New Design 036
GAR New Design 5050
GAR Precision 706
Mytty In Focus
Rita 7E2 of Rita 48M7 MIF
Rita 48M7 of 5H26 878

40/80 Club! ... Easily the highest combination of $Weaning & $Beef indexes among bulls with this pedigree

KSU SCHOLAR 1104

New!

REG: 17069934  TATTOO: 1104  BORN: 1-10-11

BW: 75 lbs / ratio 103
WW: 603 lbs / ratio 103
YW: 1230 lbs / ratio 107
Yr. SC: 37 cm
Yr. Frame: 5.4
From Kansas State University, KS

GAR Grid Maker
SAV Bismarck 5682
SAV Abigale 0451
SAV Final Answer 0035
KSU Miss Final Answer 9101
KSU Miss Direction 7103

Spring 2013 Angus Breed Average EPDs as of 12-7-12

### RITO 2X15 OF RITA 8Z22 EXP

- One of the breed’s best for $W at +50
- An icon in commercial country, 2X15’s contributions span a decade of excellence
- Proven choice for virgin heifers
- 2X15 daughters are feminine, big-middled, super-uddered and last for years

**BW:** 72 lbs / ratio: 83  
**WW:** 622 lbs / ratio 103  
**YW:** 1350 lbs / ratio: 110  
**Yr. SC:** 35 cm  
**Yr. Frame:** 6.2  
**Mature Height:** 54.5 in  
From Wehrmann Angus, VA

**Reg:** #14056739  
**Tattoo:** 2X15  
**Born:** 12-18-01

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### RITO 6EM6 OF 4L3 EMBLAZON

- Moderates frame and makes fantastic young females  
- The udder quality and disposition he generates is superb  
- Outcross to most pedigrees—Rito 6EM6 offers lots of options

**BW:** 81 lbs / ET  
**WW:** 678 lbs / ET  
**YW:** 1275 lbs / ET  
From Wehrmann Angus, VA; Swope Mountain Farm, PA and Dennis Kirby, IA

**Reg:** +15266353  
**Tattoo:** 6EM6  
**Born:** 1-26-06

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### BALDRIDGE XCEL X57

- Outcross choice backed by one of the best producing dams in the Baldridge herd  
- Continues to push higher for $Weaning and $Beef  
- Moderate for frame with a strong top and square hip

**BW:** 65 lbs / ratio 82  
**WW:** 702 lbs / ratio 98  
**YW:** 1140 lbs / ratio 100  
**Yr. SC:** 38 cm  
**Yr. Frame:** 5.0  
From Baldridge Angus, NE

**Reg:** 16761598  
**Tattoo:** X57  
**Born:** 2-14-10

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Angus 37

**Angus Breed Average EPDs as of 12-7-12**

**Production:**
- CED: +5
- BW: +1.7
- WW: +83
- YW: +4.3
- SC: +5.6
- Milk: +23
- $EN: -1.27

**Carcass:**
- CW: +24
- Marb: +4.0
- REA: +3.0
- Fat: +0.10

**$Values:**
- $W: +26.68
- $F: +25.71
- $G: +24.41
- $B: +55.43

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**Reg: 15129617 Tattoo: 6225 Born: 8-18-05**

BW: 69 lbs / ratio 95
WW: 660 lbs / ratio 106
YW: 1367 lbs / ratio 110
Yr. SC: 36 cm
Yr. Frame: 5.8

From the Final Four Syndicate and
Gardiner Angus Ranch, KS

**SS Traveler 6807 T510**
**SS Objective T510 OT26**
**SS Miss Rita R011 7R8**
**Bon View New Design 1407**
**GAR 1407 New Design 803**
**GAR Precision 1639**

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**Reg: 15482196 Tattoo: S115 Born: 8-15-05**

BW: 78 lbs / ratio 113
WW: 789 lbs / ratio 119
YW: 1419 lbs / ratio 114
Yr. SC: 39 cm
Yr. Frame: 5.0

Mature Height: 55 in

From Gardiner Angus Ranch, KS

**GAR Precision 1680**
**GAR Retail Product**
**GAR Ext 4927**
**GAR 1407 New Design 1683**
**GAR 616 Rito 3561**

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**GAR SELECTIVE 7AN278**

- One of our top sellers—and rightfully so—he’s a proven calving ease bull!
- His females are beauties—feminine and beautifully-udder'd with super mama instinct
- His marbling EPD is high; Selective adds additional rewards for carcass quality

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**GAR GAME ON 7AN285**

- A blue-collar bull with the ability to get things done
- His $Values all rank in the Top 10% of the Breed
- Sires more muscle than average in moderate-sized, thick calves
The Top Ten List features the Top Bulls from the Select Sires Angus lineup in each of 16 traits.

Select Sires provides bulls that excel for every trait!

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| Breed Average | 55.43 |      |
## Gestation Table

Table showing when calf is due from a given date of service. Based upon 283 days of pregnancy.

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39
One of the best for API & Terminal Index—there is real value here no matter your objectives

Excellent breed character and structural soundness with extra length and volume

Use to increase Marbling, Stayability and Docility

From all of us at Select Sires,
we say ‘thank you’ to the best customers in the world
for making 2012 an all-time record year in beef sales!

**YOUR SUCCESS IS OUR PASSION**
**WLE UNO MAS**  X549

**REG: 2532016  BORN: 2-24-10**

**Hetero. Black and Homo. Polled**
- BW: 70 lbs / ET
- WW: 775 lbs / ET
- From Wesner Livestock Enterprises and Purdue University, IN

Nichols Legacy G151
- CNS Dream On L186
- CNS Sheeza Dream K107W
- SS Goldmine L42
- Shawnee Miss 770P
- NLC LG770

**Fall 2012 ASA Sire Summary**

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- **Breed average**
  - CE: +7.5
  - BW: +2.6
  - WW: +63.9
  - YW: +91.0
  - MCE: +9.8
  - Milk: +22.3
  - MWW: +54.3
  - Stay: +18.0
  - Doc: +10.2
  - CW: +27.6
  - YG: -.26
  - MB: +.07
  - Fat: -.06
  - REA: +.59
  - API: 106
  - TI: 62

- **Daughter, Purdue University**

**SS EBJONYS GRANDMASTER**

**REG: 2281133  BORN: 3-08-05**

**Homo. Black and Homo. Polled**
- BW: 79 lbs / ET
- WW: 615 lbs / ET
- YW: 1263 lbs / ET
- Yr. Frame: 6.1
- From Hill Country Cattle Co., KY

Harts Black Casino B408
- PVF-BF BF26 Black Joker
- PVF-BF Mabelle C131
- HC Power Drive 88H
- SOSF Ebonys Joy L-123
- NJC/TFJ Joy

**Fall 2012 ASA Sire Summary**

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- **Breed average**
  - CE: +7.5
  - BW: +2.6
  - WW: +63.9
  - YW: +91.0
  - MCE: +9.8
  - Milk: +22.3
  - MWW: +54.3
  - Stay: +18.0
  - Doc: +10.2
  - CW: +27.6
  - YG: -.26
  - MB: +.07
  - Fat: -.06
  - REA: +.59
  - API: 106
  - TI: 62

- **Daughter, 2012 NWSS Grand Champion Female**
**TJ EASY MONEY 101W**

- A CE Sire that Spreads BW to YW as well as any
- Use to moderate frame and add length & extension without sacrificing pounds
- Dam Records 9@114 BW, 9@109 WW, 6@103 YW

Homo. Black and Homo. Polled

BW: 75 lbs / ratio 116
WW: 793 lbs / ratio 123
YW: 1258 lbs / ratio 116
Yr. SC: 37 cm
Yr. Frame: 5.5
From Triangle J Ranch and Gengenbach Simmental, NE

**Reg: 2488518  Born: 1-26-09**

---

**TNT JUMP START R238**

- The ‘go-to’ bull for proven Calving Ease and making daughters you’ll keep in the herd
- A continued leader for API, Marbling and Ribeye
- The safe and dependable source of SimGenetics for Angus heifers

Homo. Black and Homo. Polled

BW: 82 lbs / ratio 115
WW: 812 lbs / ratio 104
YW: 1484 lbs / ratio 108
Yr. SC: 35 cm
Yr. Frame: 6.0
From TNT Simmentals, ND

**Reg: 2321659  Born: 2-24-05**

---

**MR ISHEE RED DENSITY**

- A carcass king—look at his Carcass Weight, Marbling and Ribeye
- A nice spread bull proving balanced birth to yearling figures
- Red, rugged, and ready to advance the programs that invest in this solid sire
- Top 1% for API and TI

Homo. Black and Homo. Polled

BW: 77 lbs / ratio 110
WW: 790 lbs / ratio 110
YW: 1494 lbs / ratio 110
Yr. SC: 36 cm
Yr. Frame: 6.2
From Ishee Bred Simmentals, MS

**Reg: 2466650  Born: 2-18-08**

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**Fall 2012 Simmental Purebred Breed Average EPDs**

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**Fall 2012 ASA Sire Summary**

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**Fall 2012 Simmental Purebred Breed Average EPDs**

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**REG: 2602502** **BORN: 9-4-10**

Homo. Black and Homo. Polled

BW: 85 lbs/ ET
WW: 822 lbs/ ET
YW: 1267 lbs/ ET

From Gibbs Farms, AL

**Ellingson Legacy M229**
**MR NLC Upgrade U8676**
**MS NLC Mojo S6119 B**
**Nichols Shannigan F5**

**ASR Sweet Dreams M229**
**ASR Dream Catcher H829**

- Study his genetic profile—upper 1% for a multitude of important traits and a docility improver
- Unbelievable stoutness and shape; they don’t make them more powerful than Raisin’ Cain
- Expect calves with more mass and pounds of payweight; tremendous WW & YW predictions here
- If injecting performance and muscle are on your list, look no further

---

**REG: 2396913** **BORN: 2-13-07**

Homo. Black and Homo. Polled

BW: 71 lbs/ ratio 122
WW: 1242 lbs/ ratio 108
YW: 1244 lbs/ ratio 105

Yr. SC: 36 cm
Yr. Frame: 5.5

From Rock Creek Ranch, KS and Gibbs Farm, AL

**Nichols Legacy G151**
**Hooks Shear Force 38K**
**C&D Tracy**

**SRS J914 Preferred Beef**
**RCR Sadie R29**
**RCR Sadie N25**

- Incredible creator of moderate, easy keeping females
- Stockmen continually appreciate his ability to sire big bodied, wide based, heavy muscled cattle
- One of the best you’ll find from calving to maternal production to end product value
- Upper 1% for CE and BW

---

**Study his genetic profile—upper 1% for a multitude of important traits and a docility improver**

**Unbelievable stoutness and shape; they don’t make them more powerful than Raisin’ Cain**

**Expect calves with more mass and pounds of payweight; tremendous WW & YW predictions here**

**If injecting performance and muscle are on your list, look no further**
Calves are proving his predictions of being a sire of incredible growth

A high-demand bull that comes from a solid heritage of quality in quantity

Bigger outlined, stout boned, and large footed, expect the ranchers kind

Homo. Black and Homo. Polled
½ SM ½ AN
BW: 79 lbs / ratio 104
WW: 740 lbs / ratio 100
YW: 1360 lbs / ratio 110
Yr. SC: 39 cm
Yr. Frame: 6.7
From Cow Camp Ranch, KS

This bull has made many friends for his ability to sire tremendous body type and muscle shape

The Mignonne cow family insures his ability to be a great cowmaker

A solid choice for heifers while being able increase fleshing ability and maintain an attractive look

Hetero. Black and Homo. Polled
½ SM ½ AN
BW: 59 lbs / ET
WW: 702 lbs / ET
YW: 1232 lbs / ET
Yr. SC: 36 cm
Yr. Frame: 5.0
From Limestone, LLC, and Fred Shultz, OK

Making the cowman’s kind- his first progeny are a favorite of our national beef sales force

Puts a big top, powerful hip, and loads of muscle into his calves

Expect this excellent low BW option to increase your WW average

Polled
½ SM ½ AR
BW: 73 lbs / ratio 114
WW: 647 lbs / ratio 113
YW: 1083 lbs / ratio 107
Yr. SC: 38 cm
Yr. Frame: 5.8
From University of Nebraska - Lincoln
- A real curve bender in an attractive wide bodied package
- Will moderate stature and increase muscle mass
- Has a highly dependable and marketable pedigree—no gambling here
- His dam is one of Kenner’s most prolific cows

**Reg: 2564444  Born: 2-10-10**
Homo. Black and Homo. Polled
½ SM ½ AN
BW: 79 lbs / ET
WW: 680 lbs / ET
YW: 1208 lbs / ET
From Kenner Simmentals, ND

**Fall 2012 ASA Sire Summary**

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**Acc**: 51  81  38  36  31  29  32  .17  33  29  36  31  20  10

% Rank: 10  20  20  25  10

---

**Reg: 2291941  Born: 9-7-04**
Homo. Black and Homo. Polled
½ SM ½ AN
BW: 77 lbs / ratio 109
WW: 680 lbs / ratio 109
YW: 1295 lbs / ratio 107
From Juliana Miller Hodges, NC; Triangle J Ranch, NE and Gibbs Farms, AL

**Fall 2012 ASA Sire Summary**

<table>
<thead>
<tr>
<th>EPD</th>
<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>MCE</th>
<th>Milk</th>
<th>MWW</th>
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<th>Doc</th>
<th>CW</th>
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% Rank: 1  1  1  1  1  1  1

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**PVF-J4P14 HYB ROOKIE**

**Reg: 2291941  Born: 9-7-04**
Homo. Black and Homo. Polled
½ SM ½ AN
BW: 77 lbs / ratio 109
WW: 680 lbs / ratio 109
YW: 1295 lbs / ratio 107
From Juliana Miller Hodges, NC; Triangle J Ranch, NE and Gibbs Farms, AL

**Fall 2012 ASA Sire Summary**

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**PVF-JMH 1108 Georgia 30J**

**From Kenner Simmentals, ND**
Sitz. Traveler 8180
SAV Final Answer 0035
SAV Emulous 8145
Nichols Legacy G151
Ellingson Ms Legacy N362
Ellingson Perfector L143
Son, Kenner Simmentals, ND

**PVF-JMH 1108 Georgia 30J**

**From Kenner Simmentals, ND**
Sitz. Traveler 8180
SAV Final Answer 0035
SAV Emulous 8145
Nichols Legacy G151
Ellingson Ms Legacy N362
Ellingson Perfector L143
Son, Kenner Simmentals, ND

**PVF-JMH 1108 Georgia 30J**

**From Kenner Simmentals, ND**
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SAV Final Answer 0035
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Son, Kenner Simmentals, ND

**PVF-JMH 1108 Georgia 30J**

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SAV Final Answer 0035
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Nichols Legacy G151
Ellingson Ms Legacy N362
Ellingson Perfector L143
Son, Kenner Simmentals, ND
By Marty Ropp
Allied Genetic Resources

All of us in the beef business know that progress and profitability are unfortunately affected more by the not so easy. Selecting cattle with great fertility and longevity that calve easily, grow fast and efficiently and create distinct end product value is not always an easy task. However, there are decisions and options we can choose that generate added value and do it with ease.

Choosing, then using crossbreeding and heterosis to enhance profitability is easy. The value of hybrid vigor in the livestock industry is absolutely undeniable! Poor decisions have hindered the successful use of crossbreeding for some in the past, but well-planned use of heterosis and breed complimentarity nearly always produces significantly more profit. In fact, if the effects are so significant, one could argue that a commercial herd that doesn’t utilize heterosis is not really interested in profitability.

Early on, crossbreeding was marketed to producers largely based on the direct and easily-measured effects on weaning weight. Once bulls were purchased, the proof of hybrid vigor’s value was less than 18 months away. Because of huge differences in breed averages that existed for growth genetics 40 years ago, the results were even more staggering than crossbreeding advantages alone could have ever accounted for. It was an easy, easy sell. It worked so well that we often left common sense and science behind, made incredibly poor breed combination choices and then over a period of years made crossbred cows purebred cows again. To make matters worse, instead of admitting we made silly decisions, we blamed the lost productivity on the cattle! What we failed to value and promote sufficiently was the value of crossbreeding on the maternal side of the profit equation because we were so caught up in the big weaning weight improvements that were so easy to see and measure. Understandably, I guess it is not very easy to promote something that is measureable 10 or 15 years in the future, but maternal heterosis is where the huge value resides and in the beef business, that is not very long.

Quality research proves every single time that maternal heterosis is the most valuable tool available to improve cow performance and herd profitability and it’s easy to get. With the low heritability of maternal traits like fertility and longevity, a breeder or breed can spend a lifetime trying to make the same progress for those crucial traits that can be realized in one easy cross. Most studies show an equivalent of 1 to 1.5 extra calves over the lifetime of a female in favor of a crossbred cow because of her combination of greater longevity and extra calf weaning weight. If we could purchase a pharmaceutical that added that much performance and profit, there is little doubt that producers would stand in line all day to buy some.

Today’s revolutions in crossbreeding will be successful because we have the tools and technology to profit from it -- and we understand the real value of crossbreeding isn’t the increase in weaning weight of the first cross, it is the fertility, longevity and lifetime profits produced over the long haul by crossbred cows. As an industry, we are realizing that we need to crossbreed our straightbred cows as we see more opens at pregnancy check, less older females in the cow herd and weaning weight performance dropping, even though we are using the “best” genetics we have ever purchased. It just takes a long time to see the drop-off in production associated with straightbred cows. In fact, the only reason that straightbreeding worked for a while is that it took 15 to 20 years to breed valuable maternal heterosis out of much of the US cow herd. The good news is you can begin to get the value back starting in 2015 if you chose to crossbreed commercial cows this year and it’s easy. For those of you who have always benefited from the decision to use heterosis, you already know that today’s multi-breed databases, profit-based EPD’s and genomic technologies make selection of superior individuals within and among breeds and composite populations both possible and easy.

More good news! Breeding systems that make harvesting the value of heterosis an easy task are the fastest growing part of the beef genetic business. Designed composite seedstock are today’s logical answer to making crossbreeding easy. I don’t just mean crossbred bulls made with a new breed you saw on display at the county fair -- I am talking about proven combinations of the most valuable and complimentary genetics available with the world’s largest beef trait databases and a plan to promote profit instead of dogma. From cow herds to feeders and packers, most
of us in this industry would like to combine the calving ease, marbling and moderate cow size offered by great Angus and Red Angus genetics with the fertility, maternal calving ease, efficient muscle growth and carcass cutability of the very best Continental genetics available. We just needed an easy and effective way to do it. Designed composites like high-value SimAngus™ (or SimAngus HT for southern climates) offer solutions with long-term heterosis retention, immense cow and beef value along with the genetic improvement technologies to evaluate and improve these composites to generate more profit every new generation. These genetics, made with the most valuable Angus and Simmental genetics available, offer the total package and the bonus is they are easy to use.

Today’s Simmental and SimAngus genetics have truly taken on an important new role in the beef industry. After spending years committed to research and improvement, these genetics now offer more value to the farm, ranch and beef industry than ever in history. Substantial improvement for calving ease and reduced mature size without sacrificing efficient growth and unprecedented increases for beef value traits like marbling, tenderness and cutability have put SimGenetics in a unique position to compliment highly selected, valuable British breed cattle. Whether you choose high percentage Simmental genetics to get more heterosis and change in the first generation or SimAngus to build and easily sustain heterosis and profit over the long haul, the choice is a solid one and it’s backed by the highest tech and most reliable genetic evaluation tools in the business.

With the value propositions of profitable genetics and easy-to-use heterosis in place, there is now truly an opportunity to offer great customer service as the catalyst to move the beef business in a positive direction. That’s why the strategic Alliance relationship between Allied Genetic Resources and Select Sires is so important looking forward. Select Sires has an earned reputation as the most committed genetics business to commercial herd success and overall industry profitability. Their leadership and representative network proves everyday that integrity, a quality product and great customer service are core values and keys to success. Allied has the same goals for our business and that is why we chose to work closely with Select Sires to offer an elite group of Allied sires as a new concept for cooperation between genetic source producers and semen industry professionals.

Starting with high reputation people who offer great, proven genetics is the foundation of our business, too. Our owners are located in 20 states, offer in excess of 5000 commercially-focused bulls annually and average more than 30 years of seedstock production and service experience. These independent suppliers own and work with Allied to move their options for customer service to the next level. Great genetics are the solid foundation, but avenues to create extra value from a product that is truly worth more is crucial to insuring customer success and ultimately our own. That is why Allied has teamed up with other high reputation companies like Pfizer Animal Health, Five Rivers Cattle Feeding, Superior Livestock and ORIgen, in addition to Select Sires, to offer unique services and added-value options to the seedstock customers of our ownership. SimAngus and Simmental genetics are our primary products and you’ll see the Allied logo as a large part of the Select Sires SimGenetic offering. Our owners also produce around 600 purebred Angus and Red Angus bulls along with 150 of the best Balancer bulls available. Genetic improvement and customer service are really all any of us in the seedstock business have to offer. Let Allied and our first choice strategic partners guide you in a profitable direction to benefit from both.

For more information regarding SimAngus and Simmental genetics designed with profit in mind or for answers on easy ways to benefit from the unchallenged long term value of heterosis, contact us or one of our 60 breeder owners at Allied Genetic Resources (www.alliedgeneticresources.com) or give your local Select Sires professional a call.

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**SDS IN FORCE 11.2Y**

**7SM71**

**REG: 2593861 BORN: 2-23-11**

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<td>From South Dakota State University, Gibbs Farms, AL</td>
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**Fall 2012 ASA Sire Summary**

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<th>EPD</th>
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| % Rank | 1 | 1 | 20 | 20 | 20 | 10 | 10 | 1 | 10 | 1 | 1 | 1 | 1 |

**Spring 2013 Simmental Hybrid Breed Average EPD**

| CE BW WW YW MCE Milk MWW Stay Doc CW YG Marb Fat REA API TI |
|-----------------|--------|--------|--------|-----|------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|
| +9.7 | +1.1 | +58.4 | +88.3 | +7.3 | +22.4 | +21.6 | Doc: +9.8 |
| CW: +24.3 | YG: -24 | MB: +17 | Fat: -0.4 | REA: +0.58 | API: 107 | TI: 62 |
GW-WBF SUBSTANCE 820Y

Top seller and most physically impressive bull of the record setting Gateway Simmental bull sale.

Use this substantial outcross ¾ blood sire to produce your next generation of “new” purebred Simmental cattle.

Those who have seen him marvel at his foot size, ideal hoof shape and his structural soundness.

Easily the most powerful son of GW Premium Beef 021TS produced to date.

GW-REDESTINED 642X

Outcross to every other red pedigree in the breed!

166 API and 92 TI rank him high for Index Combination among all bulls that can sire purebred Simmental offspring.

A true “spread bull” and the best choice for Beef Maker, Freedom and Dream On-based red genetics.

Jim Butcher decided to retain this bull in the spring of 2011 to push his red program to the next level. 642X has that potential. He is a physically appealing outcross ¾ blood with incredible upside. Not only is he unrelated to a large majority of red SimGenetics, but to most of the population of black SimGenetics.
• Top 1% for Weaning and Yearling EPDs combined with massive volume, perfect structure and promotable phenotype

• Top selling featured SimAngus bull at the 2012 Werning sale

• A tandem of genetic merit and physical presence that is hard to rival

• Several prominent breeders made it a point to own this bull

REG: 2614725  BORN: 3-3-11
½ SM ½ AN  
Yr. SC: 37 cm
BW: 89 lbs/ ratio 99  
Yr. Frame: 6.1
WW: 821 lbs/ ratio 120  
YW: 1457 lbs/ ratio 122
From Werning Cattle, Eichacker Simmentals,  
NLC Simmental Ranch, SD and Hook Farms, MN

SAV Final Answer 0035
TNT Tuition U238  
TNT Miss S68
SAV Bismarck 5682
Miss Werning 956W  
Miss Werning 756T

1⁄2 SM 1⁄2 AN  
BW: 89 lbs/ ratio 99  
Yr. Frame: 6.1
WW: 821 lbs/ ratio 120  
YW: 1457 lbs/ ratio 122
From Werning Cattle, Eichacker Simmentals,  
NLC Simmental Ranch, SD and Hook Farms, MN

*May be subject to extra delivery time

DKSR MR. OLIE X4
REG: 2545563  BORN: 2-24-10
BW: 92 lbs/ ratio 104  
YY: 39 cm
Yr. Frame: 5.7
From Hayes Ranch LLC and Skillestad Ranch, MT

Nichols Legacy G151
Ellingson Legacy M229  
Ellingson Ms PStock K58
SRS Right-On 22R
SRS U101  
SRS Lisa Dawn L1057

*May be subject to extra delivery time
Sun King had an exciting first year being used in a number of leading operations

His dam is a featured Donor at the famed Larson Ranch

This bull defines balance; he is a top ranking sire in many high priority traits

A flawless pedigree with a phenotype to match—this bull is perfect structured and just right in size

First progeny back up his weaning projections and are powerful in their type . . . like him

A thick-ended sire with incredible base width and stoutness

Use this sire to make big middled, easy keeping cows that will bring in a heavy calf every year
Admired by all that see him; a runaway choice for injecting mass and volume

Excellent feet & legs, perfect skeletal design, and as docile as they get

He’ll create cattle that are easy to sell; offers so much in terms of eye appeal and carcass quality

An excellent combination of low BW and muscle, while being a breed leader for Marbling

---

**RED ANGUS BREED AVERAGE EPDs**

- **CE**: +5
- **BW**: -1.3
- **YW**: +83
- **Milk**: +20
- **TM**: +47
- **CEM**: +5
- **ST**: +10
- **Marb**: +.44
- **YG**: +.02
- **CW**: +17
- **REA**: +.09
- **Fat**: +.01

---

**MLK CRK EPIC 8171**

**REG: 1238940  CATEGORY 1-A  BORN: 3-4-08**

- **BW**: 88 lbs / ratio 95
- **WW**: 735 lbs / ratio 108
- **YW**: 1180 lbs / ratio 108
- **Yr. SC**: 35 cm
- **Yr. Frame**: 6.2
- From Milk Creek Reds, MT

**Spring 2013 RAAA Sire Summary**

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<th>WW</th>
<th>YW</th>
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- An ‘Epic’ sire from every angle; look at his profile-- use for CE, carcass quality, and cows you’ll keep
- One of our most popular because he is a CE sire that makes the front pasture kind
- Use on heifers to create practical & profitable replacement females or game-changing herd sires

**SELECTion Sense**

- **Stature**: Moderate, Tall, Heavy
- **Muscle**: Light
- **Body Width**: Narrow
- **Body Depth**: Shallow
- **Joint Angles**: Straight
- **Breed Average**:

---

**REG: 1282948  CATEGORY 1-A  BORN: 1-25-08**

- **BW**: 85 lbs / ET
- **WW**: 600 lbs / ET
- **YW**: 922 lbs / ET
- **Yr. SC**: 40 cm
- **Yr. Frame**: 5.5
- From Brown Family Genetics

**Spring 2013 RAAA Sire Summary**

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<th>WW</th>
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</table>

- Admired by all that see him; a runaway choice for injecting mass and volume
- Excellent feet & legs, perfect skeletal design, and as docile as they get
- He’ll create cattle that are easy to sell; offers so much in terms of eye appeal and carcass quality
- An excellent combination of low BW and muscle, while being a breed leader for Marbling
A stout boned, rugged made bull that was a favorite of the cowboys at Bieber Ranch

Tons of Depth and Rib Shape, Long & Level hip with a Super Cool Look

His service and influence is proving to be very marketable

Extremely gentle disposition

New!

REG: 1436718 CATEGORY: 1-A BORN: 2-11-11

BW: 82 lbs/ ratio 104
WW: 641 lbs/ ratio 108
YW: 1334 lbs/ ratio 112
Yr. SC: 37 cm
Yr. Frame: 5.7
From Bieber Red Angus, SD

CCF Gold Bar 0251
Lacy Gold Bar 8123
Lacy Ms Cherokee 557P
LJC Mission Statement P27
Bieber Laura 158W
Basin Laura 5301

Spring 2013 RAAA Sire Summary

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</table>

**Reg: 1255380 Category 1-A Born: 1-8-08**

BW: 59 lbs / ratio 108  
WW: 603 lbs / ratio 108  
YW: 921 lbs / ratio 108  
Yr. SC: 38 cm  
Yr. Frame: 5.0  
From R. A. Brown Ranch, TX

- He can sire the practical and profitable kind no matter your production setting
- A tough one to beat for Calving Ease, Stayability and carcass quality
- Use to increase muscle expression, length, and improve feet
- A ‘no holes’ spread bull that is a breed leader for Marbling

---

**Reg: 1311817 Category 1-A Born: 3-1-09**

BW: 81 lbs / ET  
WW: 709 lbs / ET  
YW: 1218 lbs / ET  
From Bieber Red Angus, SD

- A solid answer for calving ease with carcass extras
- His dam is one of the most prolific and valuable cows at Bieber Ranch
- Extra length, a big top, and stands on excellent feet
- A serious option for calving ease with carcass extras

---

**Spring 2013 RAAA Sire Summary**

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**Spring 2013 RAAA Sire Summary**

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**Reg: 43086834  Born: 8-24-09**

Non-Certificate AI Bull Program

- BW: 80 lbs / ratio 95
- WW: 636 lbs / ratio 111
- YW: 1081 lbs / ratio 102
- Yr. SC: 35 cm
- Yr. Frame: 6.1
- From Mill Creek Ranch, KS

Spring 2013 AHA Sire Summary

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**Reg: 43101191  Born: 1-16-10**

Non-Certificate AI Bull Program

- BW: 64 lbs / ratio 78
- WW: 789 lbs / ratio 109
- YW: 1236 lbs / ratio 103
- Yr. SC: 38 cm
- Yr. Frame: 5.5
- From Topp Herefords, ND

Spring 2013 AHA Sire Summary

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<th>WW</th>
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**7HH57**

- A true ‘wide-body’—excellent base width and a massive top
- A real curve bender—he’s one of the best you’ll find for BW, WW & YW
- He’s got it all—pedigree, performance, phenotype and carcass extras
- A solid choice no matter your objectives; you can’t go wrong with a bull this balanced

**TH 49U 719T SHEYENNE 3X**

- In super high demand, purebred & commercial ranchers alike want the CED and maternal benefits of Sheyenne
- Dam is a perfect sized, high octane female that brings home a heavy calf every year
- Breed leading CED & BW projections while still being super soggy and excelling in muscularity

**7HP107**

- Lead Bull, Champion Pen of 3, 2011 NWSS
- Dam, Topp Herefords, ND
**New!**

**TH 122 71I TOP SHELF 504X ET**

- Popular pedigree and does an excellent job spreading BW to YW
- Powerful hip and hind leg with a wide chest floor; expect him to sire dense bodied stock
- Heavily pigmented and ideal in design, his calves will be highly marketable purebred or commercial
- A full brother to 719T with no AI certificate fee

**Reg: 43122851 Born: 4-4-10**
Non-Certificate AI Bull Program

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<tr>
<td>BW: 80 lbs/ ET</td>
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<td>YW: 924 lbs/ ET</td>
<td>Yr. SC: 43 cm</td>
<td>Yr. Frame: 6.3</td>
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<td>From Topp Herefords, ND</td>
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**Spring 2013 AHA Sire Summary**

- Tall
- Heavy
- Wide
- Deep
- Strong
- Large

**Reg: 42892264 Born: 2-14-08**

- Few Hereford sires garner more attention than 44U - he’s the complete package and he’s hot
- A proven source to lower BW while adding mass and substance in his offspring
- Good bodied, deep ribbed progeny with lots of muscle—the kind that cattlemen want
- His percentile rankings are impressive!

**Reg: 42892264 Born: 2-14-08**

<table>
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<tr>
<th>Spring 2013 AHA Sire Summary</th>
<th>CED</th>
<th>BW</th>
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<tr>
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**Spring 2013 Hereford Breed Average EPDs**

- CE: +0.6  BW: +3.5  WW: +47  YW: +77  Milk: +19  M&C: +12  SC: +0.8  Fat: +0.04  REA: +.29  Marb: +.06  BMI$: +17  CEZ$: +15  BII$: +15  CHB$: +22

Daughter, Boyd Beef Cattle, KY
BAR JZ TRADITION S LEGEND 463S

7HP101

- A ‘go-to’ bull for low BW and excellent calving ease
- Moderate statured and full quartered, expect easy fleshing, maintenance free cattle
- One of the best to use for increasing Marbling in your herd

REG: 42693193  BORN: 2-23-06  •
Non-Certificate AI Bull Program

| BW: 58 lbs / ratio 77 | Yr. SC: 34 cm |
| WW: 590 lbs / ratio 116 | Yr. Frame: 5.2 |
| YW: 1219 lbs / ratio 104 |

From Bar JZ Polled Herefords, SD

Felton Legend 242
Felton's G15
Bar JZ Tradition 434V
BAR JZ 434 Lady 733P
BAR JZ Scion 320M

GERBER ULTRA 809U

7HP104

- Epitome of value-added; the most elite for MARB, BMI$, CEZ$, BII$ & CHB$
- Dependable calving ease and BW without sacrificing growth; a must-use sire for commercial heifer projects
- From a respected program that defines “Performance & Profitability”

REG: 42959382  BORN: 3-10-08  •
Non-Certificate AI Bull Program

| BW: 67 lbs / ratio 87 | Yr. SC: 36 cm |
| WW: 615 lbs / ratio 109 | Yr. Frame: 5.4 |
| YW: 1051 lbs / ratio 95 |

From Gerber Land & Cattle, IN

RRH Mr Felt 3008
SCHU-LAR 5N of 9L 3008
SCHU-LAR 9L of IF 821C
Gerber 774 Ella 657S
Gerber 121 Ella 319N

Spring 2013 AHA Sire Summary

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<th>Milk</th>
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| % Rank | 2 | 10 | 20 | 4 |

Spring 2013 Hereford Breed Average EPDs
CE: +0.6  BW: +3.5  WW: +47  YW: +77  Milk: +39  M&G: +43  MCE: +1.2  SC: +0.8  Fat: +0.04  REA: +0.29  Marb: +0.06  BMI$: 17  CEZ$: 15  BII$: 15  CHB$: 22
**JSF GUAGE 137W**

- First calves prove low BW while yielding scale-crushing Weaning Weights
- Improves rib shape, depth of body, and disposition in one generation
- As a breed leader for WW, YW, $Feedlot and $British Maternal Index, he is a cowmaker that transmits growth like few can

---

**JSF CAPICHE 46U**

- A proven, dependable option for CE & Low BW
- A consistent sire of champions & high sellers across the U.S. and Canada
- Use to moderate frame, inject length and increase fleshing ability while keeping ‘The Look’
- Backed by the Marvel cow family makes him a ‘sure bet’ cow producer

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### Spring 2013 ASA Sire Summary

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### Spring 2013 ASA Sire Summary

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**REG: X4164807  BORN: 9-11-09**

- Polled
- BW: 88 lbs / ratio 102
- WW: 609 lbs / ratio 104
- YW: 1114 lbs / ratio 105
- From: Jungels Shorthorn Farm, ND
- and Byland Polled Shorthorns, OH

**Byland Axis 1D85**

**SBR Tsunami 20T**

**SBR Dee 232**

**KL Mina Star 1051**

**KL Mina Star DD**

---

**REG: X4142920  BORN: 3-11-08**

- Polled
- THF / PHAF
- BW: 73 lbs / ratio 116
- WW: 588 / ratio 88
- Yr SC: 37 cm
- Yr Frame: 5.0
- From: Jungels Shorthorn Farm, ND

**Jake’s Proud Leader 243H**

**Jake’s Proud Jazz 266L**

**Jake’s Jazzy 250J**

**CCS Mission M40**

**JSF Marvel 6S**

**JSF Marvel 0420**

---

**Byland Deuce**

**KL Mina Star DD**

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**Son, Jungels Shorthorn Farm, ND**

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**Daughter, Jungels Shorthorn Farm, ND**
Using Expected Progeny Differences (EPDs) is the fastest way to make genetic improvement in beef cattle. Breed associations calculate EPDs using vast amounts of data collected on economically important traits. The power of this data is tremendous. EPD values are derived from:

1. The individual’s own performance record
2. Genomic predictions
3. Progeny records
4. Records of other relatives in the pedigree
5. Genetic correlations of traits

As progeny records are added to a sire’s record, the accuracy of the EPD increases. EPD values are not exact and actual progeny differences will vary from the predicted values. Breeders are encouraged to use proven bulls with high accuracies more than young bulls with low accuracies.

Although the EPDs reported in sire summaries might vary by breed, most breed associations commonly report these traits:

- **Calving Ease**
- **Birth Weight**
- **Weaning Weight**
- **Yearling Weight**

**EPD - Expected Progeny Difference** - The expected difference in performance of an animal’s progeny compared to the expected performance of another’s progeny. EPDs are meaningless until they are compared to EPDs of another animal. For example, if Sire A has a birth weight EPD of 4.0 and Sire B has a birth weight EPD of -2.0, then calves from Sire B would be expected to average 6 pounds lighter at birth than calves from Sire A if the bulls are randomly mated in the same herd. EPDs are designed to compare sires within the same breed.

**Acc. - Accuracy** - A measure of reliability of an EPD expressed between 0 and 1.0. Accuracies closer to 1.0 means the EPD is a more reliable estimate of a sire’s true genetic value for the trait.

**% Rank** - Based on percentages, this indicates where an EPD ranks in the breed population.

**CED or CE** - Calving Ease Direct is the difference in percentage of unassisted births when a sire is bred to heifers. A higher number is desirable.

**BW** - Birth Weight EPD predicts the difference in average birth weight. Reported in pounds, a lower number is desirable and is associated with increased calving ease.

**WW** - Weaning Weight EPD predicts the difference in average 205-day weight. Reported in pounds, a higher number is desirable.

**YW** - Yearling Weight EPD predicts the difference in average 365-day weight and is reported in pounds.

**RADG** - Residual Average Daily Gain expressed in pounds per day, is a predictor of a sire’s genetic ability for postweaning gain in future progeny compared to that of other sires, given a constant amount of feed consumed.

**YH** - Yearling Height (Angus) - The YH EPD predicts the difference in yearling hip height. Reported in inches, ideal values vary depending on production goals and desired mature size of animals.

**SC** - Scrotal Circumference - The SC EPD predicts the difference in yearling scrotal circumference of a bull’s male progeny. Reported in centimeters, a larger number is desirable.

**DOC** - Docility is expressed as a difference in yearling cattle temperament, with a higher value indicating more favorable docility. It predicts the average difference of progeny from a sire in comparison with another sire’s calves. In herds where temperament problems are not an issue, this expected difference would not be realized.

**CEM or MCE** - Calving Ease Maternal is expressed as a difference in percentage of unassisted births of a sire’s daughters as first-calf heifers. Reported as a percentage, a higher value is desirable.

**Milk** - The milk EPD predicts the difference in average 205-day weight of a bull’s daughters’ calves. Reported in pounds, ideal milk values depend heavily upon the nutritional environment of the herd.

**MWW** - Maternal Weaning Weight (Simmental); **M&G** - Milk and Growth (Hereford); **TM** - Total Maternal (Red Angus) - The EPD predicts the Weaning Weight of a bull’s daughters’ progeny and reflects both the milking ability of a bull’s daughters and the growth potential of their calves. Reported in pounds, higher numbers are generally desirable.

**Stay** - Stayability (Red Angus & Simmental) - The stayability EPD predicts the probability of a bull’s daughters staying in production to at least six years of age. Reported as a percentage, a higher value is desirable.

**Carass Traits** - Carass EPDs are calculated for carcass weight, marbling, ribeye area and fat thickness using weighted averages of yearling ultrasound, progeny carcass data and genomic profiles.

**Economic Indexes** - designed to exploit the value and convenience of multi-trait selection, economic indexes merge several EPDs into a single value and are expressed in US dollars. Several breeds publish economic indexes that are often associated with a specific phase of production or a suite of traits for which the breed excels. Examples include growth, maternal ability, carcass merit and combinations of these.

**$EN** - Cow Energy Value (Angus), expressed in dollars saved per cow per year, the EPD assesses differences in cow energy requirements for daughters of sires. A larger value is more favorable when comparing two animals (more dollars saved on feed energy expenses). $EN savings differences account for lactation energy requirements and mature size of cows.

**$W** - Weaned Calf Value is an index expressed in dollars per head, is the expected average difference in future progeny performance for preweaning merit. $W include both revenue and cost adjustments associated with BW, WW, MILK & mature cow size.

**$B** - Beef Value is an index expressed in dollars per head, is the expected average difference in future progeny performance for postweaning and carcass value compared to progeny of other sires.

**Simmental**

**TI** - Terminal Index evaluates sire for use on mature commercial cows with all offspring put on feed and sold grade and yield.

**API** - All-Purpose Index evaluates sires for use on the entire cow herd (bred to both Angus first-calf heifers and mature cows) with the portion of their daughters required to maintain herd size retained and the remaining heifers and steers put on feed and sold grade and yield.

**Hereford**

**BMIS** - Baldy Maternal Index is a maternally focused index that has a production system based on 1,000 Hereford x Angus females with a progeny harvest endpoint directed toward CHB. This index is geared to service any commercial program that runs British cross cows.

**CEZS** - Calving Ease Index is a general purpose index that focuses on identifying bulls that can be used on heifers and then ultimately the calves will be marketed through CHB.

**Shorthorn**

**$BMI** - British Maternal Index is a multi-trait selection index attempts to measure a bull’s potential profitability when complimenting the British cow base (i.e.- Angus, Red Angus, Hereford). A balance of growth and carcass traits is desired with a strong maternal component aimed at optimum reproductive efficiency and cow longevity.
### Spring 2013 Charolais Breed Average EPDs

<table>
<thead>
<tr>
<th>Trait</th>
<th>CE</th>
<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>MCE</th>
<th>Milk</th>
<th>TM</th>
<th>SC</th>
<th>HCW</th>
<th>REA</th>
<th>Fat</th>
<th>Marb</th>
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<td></td>
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</tbody>
</table>

### SELECTion Sense
- **Stature**: Moderate
- **Muscle**: Heavy
- **Body Width**: Wide
- **Body Depth**: Deep
- **Joint Angles**: Set

### Daughters
- **FREE LUNCH 708T**
- **7CH91**
- **Reg: M736773 Born: 1-23-07**
- **WCR Prime Cut 764 PLD**
  - **LT Rio Blanco 1234 P**
  - **LT Prairie Maid 4054**
  - **WCR Prime Cut 764 PLD**
- **VPI Miss Duchess 404 P**
  - **VCR Miss Duchess 703 PLD**
- **From Virginia Polytechnic Institute, VA**
- **BW: 90 lbs**
- **WW: 667 lbs/ ratio 97**
- **YW: 1344 lbs/ ratio 111**
- **Yr. SC: 43 cm**
- **Yr. Frame: 6.0**
- **Paint him any color—This bull is a great one!**
- **Unbelievable combination of mass and soundness**
- **Study his data—Free Lunch wrote the book on ‘You Can Have It All’**
- **Low birth, high growth, tremendous carcass, strong pedigree and calm disposition**

### Daughter, Virginia Tech

- **7CH90**
- **REG: M746290 Born: 3-17-07**
- **VCR Sir Duke 135 PLD**
  - **Oakdale Duke 9003P**
    - **Miss Velveeta Jane 630**
    - **Unlimited Ease 9108**
  - **WR Ease 4404**
    - **WR Double Time 3416**
- **From Wagonhammer Ranches, NE**
- **BW: 76 lbs**
- **WW: 692 lbs/ ratio 108**
- **YW: 1225 lbs/ ratio 99**
- **Yr. SC: 38 cm**
- **Yr. Frame: 6.7**
- **Elite figures for both CE and BW—Minus 6.1 BW EPD!**
- **A super selection for first calf heifers**
- **Expect superior maternal strength from a pedigree full of good cattle**
- **Spring 2013 AICA Birth Weight Trait Leader**

### SELECTion Sense
- **Stature**: Moderate
- **Muscle**: Heavy
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### Spring 2013 Charolais Breed Average EPDs

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<td>REA: +.15</td>
<td>Fat: -.00</td>
<td>Marb: +.01</td>
</tr>
</tbody>
</table>
HFM FIRST IMPRESSION

Reg: AMAA 400591 Born: 2-12-09
THF, PHAF, AMF, NHE, CAF
BW: 89 lbs
WW: 708 lbs
From Gateway Genetics, NE; Hara Farms, OH; Wagonhammer Ranch, NE; Enlow Ranch, OK and The First Impression Group

- Combines the most consistent sires of quality in the business-Irish Whiskey & Who Made Who
- A TH & PHA free son of the Cow that wrote Club Calf History
- More than a pretty picture, this bull has real muscle and skeletal width
- Excellent choice for Heat Wave & Monopoly daughters

Reg: ACA 347115 Born: 3-20-09
THF, PHAF, AMF, NHE
From Wagonhammer Ranches, NE

- A super angular and free moving double-bred ‘Who’
- Expect show heifers that will bring home the ‘purple’
- When put on Angus females, he should make some awesome Clubby Cows
- Powerful top, hip and hind leg

Reg: ACA 315618 Born: 2-1-05
THF / PHAF
BW: 88 lbs.
Yr Frame: 5.5
From Hara Farms, OH; Riley Farms, MO and Wagonhammer Ranch, NE

- Excellent option for breeding your show heifers
- Daughters bring in the dollars for clubby producers
- This legend creates cool necks, big tops, and powerful hips every time
New!

**GMAF 80 PROOF 148Y**

- New kid on the block and he is popular among the most respected in the business
- The talk of the Ohio Beef Expo and Lot 1 at the 2012 Frozen Gold
- Combination of tremendous power & mobility with bone, balance & hair
- Big footed, sound jointed
- I-80 and Irish Whiskey—The “I’s” have it!

**Reg: 424880**  **Tattoo: 148Y**  **Born: 3-3-11**

- Cowan's Ali 4M
- GOET I-80
- BPF Millie 80T
- Irish Whiskey
- GMAF 148S
- AN

**STF PARK PLACE**

- Consistent quality- customers love the calves
- Sires deep flanked, super sound, fancy fronted calves with extra hair
- The most reliable and affordable alternative to Monopoly— Park Place is a CLEAN full brother
- Offers more stoutness than most— Park Place is POWERFUL!

**Reg: ACA 347734**  **Born: 3-18-09**

- BHCS Heat Seeker 23
- Heat Wave
  - FAWL MAXANxCA 100
  - WTF Black Century
  - WTF Ruth Medina (Hazel)
  - WTF Daisy Ann

**Reg:** ACA 347734   **Born: 3-18-09**

- STF Heat Seeker 23
- Heat Wave
  - FAWL MAXANxCA 100
  - WTF Black Century
  - WTF Ruth Medina (Hazel)
  - WTF Daisy Ann
By Lindsey Grimes
2012 Beef Sire Marketing Intern

My summer as a Select Sires intern was truly a once in a life-time experience. I grew up around cattle, but this experience has given me a new perspective on the beef industry. I spent weeks on the road traveling to new places and came across some of the most interesting and genuine people I have ever met. However, there is one group that really gave me a new appreciation for commercial cattlemen everywhere! The Southwest Virginia Beef Group is an enthusiastic and dedicated group of cattlemen that joined forces over the years to improve the performance and profitability of their cattle in the pasture and on value based grids. This elite group of producers includes: Alan Graybeal, Dublin, VA; Buster Houshell, Wytheville, VA; Martin Kegley, Pulaski, VA; Terry Slusher, Floyd, VA; Curtis and Mark Sowers, Floyd, VA; and Tim Sutphin, Dublin, VA. These men are long-time customers of the Select Sire Power member cooperative and work closely with Jim McKenzie, their Select Sires sales representative. Because of their dedication to making genetic progress within their own herds, McKenzie calls these men “leaders in the beef industry” in their region.

The Southwest Virginia Beef Group is a blend of cow-calf producers that utilize retained ownership of their calves in western feedlots and work together to create a homogeneous group of cattle that are more productive in the pasture and profitable in the feedlot and on the rail. The group is respected because of their continued use of proven Select Sires genetics to create high yielding and high quality carcasses that earn premiums after harvest. The cattle in these herds are predominantly Angus based with some Simmental and Hereford influence, totaling approximately 2,000 mature cows among the six operations. Each producer follows a very similar management and marketing protocol, but there are still subtle differences among them.

Alan Graybeal, owner of Optimal Beef, near Dublin, VA has been a Select Sires customer for fifteen years and has used many of the bulls in the Angus and Simmental line-up heavily. Some of these sires include 7AN222 Predestined, 7AN238 2X15, 7AN303 New Day 454, and 7SM63 Double Down. Graybeal runs 350 mature cows and develops all of his own heifers. Graybeal is unique from the rest of the group in that he develops his own bulls to use as natural service sires and outcrosses within his herd following AI. He entered bulls into the Virginia Beef Cattle Improvement Association (BCIA) Bull Test for the last 8 years to compare their performance to others on test. Optimal Beef is also distinctive because all replacement heifers are bred at 10 to 11 months of age. Historically a spring calving herd, Graybeal is working towards being a predominantly fall calving herd and is breeding his spring born females in late November and December to allow for a quicker conversion to fall calving. Through the use of Select Sires bulls, Graybeal has been able to produce cattle that grow well and produce high quality carcasses. He retains ownership on all feeder calves which are sent to a feedlot in Nebraska. He also age and source verifies all feedlot cattle allowing him to take advantage of the international market by sending beef to Japan. Graybeal is truly committed to finding ways to constantly improve the profitability and productivity of his herd and Select Sires plays a key role in his success.

A Select Sires customer since the late 70’s, Buster Houshell of Houshell Farms currently owns approximately 185 Sim Angus cows near Wytheville, VA. Houshell has capitalized on the advantages of retained ownership of his feeder calves for the last fifteen years. He originally kept his calves in Virginia feedlots, but now sends all calves to Nebraska to feed his cattle more efficiently. Large western feedlots, like those in Nebraska, can buy large volumes of feed at more reasonable prices and grain by products are more readily available than in the East. Furthermore, he receives higher bids for finished cattle since they are located closer to large packing facilities. As for his breeding stock, Houshell markets most of his bulls through the Virginia BCIA Bull Test and sells the rest via private treaty. He also develops his own replacements and retains approximately twenty heifers each year. Buster is adamant that his operation is “devoted to looking after cows,” as well as providing seedstock to other producers. In order to keep producing phenomenal females, Houshall used 7AN222 Predestined, 7AN221 Retail Product, and several Predestined sons as natural service sires. Houshall also takes advantage of bulls in the Select Sires Young Sire Program (YSP-II). He is confident in using young sires because he “believes in the proven cow families behind them.”

Terry Slusher resides near Floyd, VA where he operates Slusher Valley Farms and has utilized Select Sires genetics since 1995 to produce replacement females and feeder cattle. The cow herd is predominantly Angus, Simmental, and Hereford based with several F1 composite females and three-way crosses as a result of this 3-breed rotational system. Slusher emphasizes producing extremely efficient carcass cattle that are also easy to handle. Some of his reference sires include 7AN258 TC Total, 7HP95 Limited Edition, and 7SM54 Stetson. Slusher markets...
replacement females to customers privately and through some small local sales. He is also the breeder of the Select Sires Hereford sire 7HP102 Chisel. His feeder cattle are sent to Nebraska where he retains ownership on all steers and cull heifers. Terry’s operation is special because he is experimenting with extensive forage management and wants to achieve year-round grazing. Slusher is proud that he fed hay only eighteen days last winter to a group of 60 cows.

Hillwinds Farm owner, Tim Sutphin of Dublin, VA, has used Select Sires bulls since the mid 1980’s. Sutphin has the breeding philosophy of producing steers that will gain well and produce premium carcasses and heifers that can still work on pasture. To accomplish this, Sutphin has used 7SM42 Legacy, 7SM49 Jump Start, 7AN212 Expectation, and has over 100 daughters of 7AN222 Predestined. Sutphin’s herd consists of around 700 mature commercial Simmental and Angus cows. Every year, the top two thirds of the heifers are kept to develop further and the rest are fed out. With emphasis on ability to conceive quickly, carcass and performance traits, and the individual’s actual performance, Sutphin will retain the top fifteen percent of the females confirmed bred to AI sires and the remaining are sold privately. Sutphin breeds all steers and market heifers winter through the retained ownership program in Nebraska feedlots. Artificial insemination has always been the number one priority at Hillwinds Farm. For the past three years Sutphin used the 14-day CIDR®-PG with timed AI. During this period, he saw as much as fifteen percent increase in conception rates, and plans to continue to use this protocol for years to come. A huge emphasis is placed on smart crossbreeding and the advantages of heterosis to improve the productivity of the herd. Sutphin selects AI sires that are elite for carcass traits, produce superb females, and have a good phenotype. Another component to improving cow productivity is utilizing bulls in the YSP-IL. Sutphin says, “Cattle are just getting better and there is a need to take a calculated risk now and then. I am willing to take that risk with Select bulls.” Tim documents every calf’s performance and value throughout production, and follows strict management protocols and quality standards. He only wants to produce calves that continue to be profitable throughout production by staying healthy, and gaining at a consistent and economical rate. These criteria resulted in consistently making $100-150 more than the average commodity cattle over the last several years.

Curtis Sowers is confident that he can utilize the silage he grows to get calves to a heavier weight faster than the average calf sold through the auction. He sells October weaned calves in January when demand is higher so he can receive extra premiums. Finding ways to increase efficiency and value are driving forces at Huckleberry Beef and the Sowers brothers are confident that the Select Sires beef program is helping them accomplish these goals.

Martin Kegley of Pulaski, VA owns and operates Kegley Farms of Pulaski, LLC with his brother-in-law, Jeff, and father, Bill. The operation consists of a large dairy herd, 900 commercial beef cows, and 75 registered Angus cows. The Kegley family had used Select Sires dairy genetics for many years, but it wasn’t until the 1990’s that they began to utilize several of the beef sires. Over the years, Kegley used highly proven sires like 7AN178 BAR EXT, 7AN194 616, and 7SM52 Sundance Kid. Up until the mid 2000’s, Martin retained ownership of his feeder calves. Now he backgrounds his calves to 900 pounds before marketing them via Tel-O-Auction. In addition, he develops 120 to 150 replacement females annually, and sells several heifers privately.

Why Select Sires?

While I was conducting the interviews with the Southwest Virginia Beef Group there was no shortage of praises for the services that Select Sires offers. The employees at Select Sires take the success of their customers very seriously and are willing to go out of their way to ensure customer satisfaction. Aaron Arnett, Vice President of Beef Genetics, describes Select Sires employees as “people who are in it for the long haul. We are wholeheartedly dedicated to customer success. Whatever they need, we will get it!” Alan Graybeal was adamant that the Select Sires staff is “absolutely the best,” and “they have great bulls and even greater people!” Select Sires wants to always provide accurate and helpful feedback about bulls while making sure they listen to the customer’s requests. Terry Slusher enjoys that everyone in the cooperative is “very approachable and helpful, no matter where they are in the company ranks.” This friendly persona is because the success of Select Sires is completely dependent on the success of its customers. Select Sires employees are most proud of customer owners like Curtis Sowers who says, he “feels more like family” and believes that he “truly owns part of the company.”

Over the course of my internship I had the opportunity to get an inside look into the day to day operations at Select Sires and meet the people who proudly wear the Select Sires brand. I was welcomed with open arms and by the end of the summer I felt like I had gained a new family. I admired the dedication of the entire Select Sires staff, ensuring they provided the best bulls possible and the highest quality semen for every herd’s needs. Progressive beef producers, like those in the Southwest Virginia Beef Group, combined with support and quality sires from Select Sires, is a recipe for success and Select Sires staff always make “your success, our passion.”

One of many spring-born Select Sired cow/ calf pairs at Tim Sutphin’s operation in Dublin, VA.

Some heifers are kept as replacements and all others are fed in Nebraska where Sutphin retains ownership until harvest.
MVE Storage Solutions

MVE tanks feature the classic style lid assembly and welded handle design with performance innovations of tomorrow!

- Classic Style Lid Assembly (Hinge, Flip-Top)
- Color Coded Canister/Lid Numbering System
- Locking Tab
- Superior Strength, Lightweight Aluminum Construction
- High Strength Neck Tube Reduces Liquid Nitrogen Loss
- Advanced Chemical Vacuum Retention System Designed For Superior Vacuum Performance Over The Life Of The Product
- Spider Design - For Easy Retrieval And Insertion Of Product Canisters
- Insulation - MVE’s Advanced Insulation System Provides Maximum Thermal Performance
- Five Year Warranty

MVE Biological Systems • 800.683.1387 • www.chartbiomed.com
Handling of Frozen Semen Straws
Mel DeJarnette, Senior Reproductive Specialist and Dr. Ray Nebel, Vice President of Technical Service Programs

Proper semen handling is essential to maintain optimum reproductive performance of your A.I. breeding program. To maintain the high quality of semen you purchased from your Select Sires representative, you must pay strict attention to the many details of semen handling outlined in this article.

STRAW RETRIEVAL AND THAWING
• Avoid raising straws above the frost line. (1)
• On new canes, bend the identification tab up to a 45° angle. (2)
• Use the forceps to remove one straw at a time from the top. If it takes more than 10 seconds to retrieve the straw, lower the canister back into the tank and allow to re-cool for 20 to 30 seconds. (3)
• Shake the straw gently to remove excess liquid nitrogen and promptly place in 95°F (35°C) water to thaw for at least 45 seconds. Thaw only as many straws as you can use in 10 to 15 minutes. When multiple straws are thawed, do not allow direct contact during thawing process. (4)
• To retrieve straws from the bottom goblet, grasp the cane and raise it until the straws are even with other cane tops. Hold the cane and canister with one hand. With your forceps in the other hand, remove the desired straw and place it in the thaw water. (5)

LOADING THE INSEMINATION GUN
• Before loading the insemination gun, pre-warm the barrel by stroking it vigorously with your hand five or six times.
• Make sure the plunger is back about six inches to allow for insertion of the straw.
• Remove the straw from the thaw water and wipe it completely dry with a paper towel.
• Check to see that the straw contains semen from the desired bull and that a small bubble is at the crimped end.
• If the bubble is not at the crimped end, gently tap the straw until the bubble moves to its correct position.
• Place the cotton plug end of the straw in the gun. It will stop at exactly the right depth.
• Wipe the scissors with a paper towel and cut the straw at a right angle ¼” below the lab seal. (6)
• Slide the plastic sheath over the straw and gun and firmly attach the sheath and gun together. (7 and 8)
• Inspect the straw end of the gun to ensure a proper seal between sheath and straw. (9)
• Wrap loaded guns in a paper towel or in a plastic sheath cover to provide both thermal and hygienic protection and place inside your clothing for transport to the cow. (10)
A.I. Technique in Cattle

Mel DelJarrette, Senior Reproductive Specialist and Dr. Ray Nebel, Vice President of Technical Service Programs

The recto-vaginal technique is the most commonly used method to artificially inseminate cattle. The basic skills required to perform this technique can be obtained with about three days practice under professional instruction and supervision. Additional proficiency and confidence will be achieved with further work on your own.

Regardless of whether you are left or right handed, it is recommended that you use your left hand in the rectum to manipulate the reproductive tract and the right hand to manipulate the insemination gun. This is because the rumen or stomach of the cow lies on the left side of the abdominal cavity, displacing the reproductive tract slightly to the right. Thus, you will find it much easier to locate and manipulate the tract with your left as opposed to right hand.

Raise the tail with your right hand and gently massage the rectum with the lubricated glove on your left hand. Place the tail on the left side of your left forearm so it will not interfere with the insemination process. With your fingers together in a pointed fashion, insert your hand in the rectum, up to your wrist.

Gently wipe the vulva with a paper towel to remove excess manure and debris. Be careful not to apply excessive pressure, which may smear or push manure into the vulva and vagina. With your left hand make a fist and press down directly on top of the vulva. This will spread the vulva lips allowing clear access to insert the gun tip several inches into the vagina before contacting the vaginal walls. Insert the gun at a 30º upward angle to avoid entering the uterine opening and bladder located on the floor of the vagina. With the gun about 6 to 8 inches inside the vagina, raise the rear of the gun to a somewhat level position and slide it forward until it contacts the external portion of the cervix. You will note a distinct gristly sensation on the gun when it contacts the end of the cervix.

The cervix, consists of dense connective tissue and muscle and is your primary landmark for inseminating cattle. It has often been described as having the size and consistency of a turkey neck. The size will vary, with post partum interval and age of the animal. The cervix usually has three or four annular rings or folds. The opening into the cervix protrudes back into the vagina. This forms a 360º blind-ended pocket completely around the cervical opening. This pocket is referred to as the fornix. In most cows, the cervix will be located on the floor of the pelvic cavity near the anterior end of the pelvic bone. In older cows with large reproductive tracts, the cervix may rest slightly over the pelvic bone and down into the abdominal cavity.

To become a successful inseminator it is very important that you always know where the tip of the insemination gun is located. The walls of the vagina consist of thin-layered muscle and loose connective tissue. The insemination gun can be easily felt with your palpating hand. As you insert the breeding gun into the vagina, keep your gloved hand even with the gun tip.

Manure in the rectum can often interfere with your ability to palpate the cervix and gun tip. However, it is seldom necessary to remove all the manure from the bowel. Instead, keep your open hand flat against the floor of the rectum, allowing the manure to pass over the top of your hand and arm.

While handling the cervix you may notice rectal constriction rings attempting to force your arm from the cow. To relax these rings, place two fingers through the center of a ring and massage back and forth. The constriction ring will eventually relax, pass over your hand and arm, and you can continue the palpation process.

Because the reproductive tract is freely movable, cows that have strong rectal and abdominal contractions in response to being palpated may actually push their reproductive tract back into the pelvic cavity. This will cause many folds to form in the vagina. In such cases, the insemination gun will often get caught in these folds and little or no progress will be made until they are removed. If you can locate the cervix, grasp it and push it forward. This will straighten the vagina and the gun should pass freely up to the cervix. If you cannot locate the cervix, encircle the gun tip with your thumb and forefingers. With a straightening motion of your wrist, gently “milk” the folds out of the vagina a little at a time. Slide the gun forward and repeat the process until the cervix is reached.

As you insert the breeding gun into the vagina, keep your gloved hand even with the gun tip.

Keep your open hand flat against the floor of the rectum, allowing manure to pass over the top of your hand and arm.

Grasp the external opening to the cervix with the thumb on top and the forefingers underneath to close the fornix and guide the gun tip into the cervix.

Using the flexibility of your wrist, twist and bend the cervix until you feel the second ring slide over the gun tip.

Use your index finger to check gun placement (1/4 inch past the end of the cervix) before depositing semen.
At this point it is important for you to understand that inseminating a cow is a two-step process. The first step is to get the gun tip to the cervix. To accomplish this you must work the vagina and cervix forward, away from you to straighten the vaginal folds. If you do not feel the gristly sensation of the cervix on the gun, you are still in step one of the process.

Once the gun is in contact with the external surface of the cervix you are ready to begin step 2. In step 2, you place the cervix on or over the insemination gun. That’s right, the cervix is placed on the gun, the gun is not passed through the cervix. Excessive movement or probing with the insemination gun during the second step is very often counterproductive. Ground gained is often lost and we find ourselves back in a vaginal fold. The key to mastering step 2 of the insemination process is to know how to hold and manipulate the cervix and concentrating on doing the work with the hand inside the cow, not the one holding the gun.

When the gun first contacts the cervix, you will usually find that the tip is in the fornix directly over top of the opening. Grasp the external opening to the cervix with the thumb on top and forefingers underneath. With gentle probing the opening should be located. You will feel the gun slide forward until it contacts the second cervical ring. Maintain gentle but steady forward pressure on the gun and slide your thumb and forefingers just in front of the gun tip and re-grasp the cervix. Because the cervix is composed of dense connective tissue and muscle, it is difficult to clearly distinguish the gun tip when it is located within this structure. However, you can determine the approximate location by bending the cervix. Using the flexibility of your wrist, twist and bend the cervix until you feel the second ring slide over the gun tip. Repeat the process until all the rings have been passed over the gun tip. In some cases, it may be necessary to bend the cervix at a 90° angle to clear the cervical folds. Remember, you are placing the cervix over the gun, not the gun through the cervix.

A slight jiggle or “give-and-go” of the gun may sometimes be necessary to help pass by a fold, but for the most part gentle forward pressure is all that is necessary and gun movement should be minimal.

When all rings of the cervix have been cleared, the gun should slide forward freely with little resistance. Since the uterine wall is very thin, you will once again be able to clearly feel the insemination gun. You are now ready to check your placement and deposit the semen. Rotate your gloved hand until it lies on top of the cervix. With your index finger, locate the far end of the cervix. Pull back on the gun until you feel the tip directly underneath your finger near the internal opening of the cervix. Raise your finger and slowly deposit the semen. Push the plunger slowly so that drops of semen fall directly into the uterine body.

Correct insemination procedures will result in better breeding efficiencies. More selection pressure can then be placed on economic traits enabling you and your family to realize a higher return on your semen investment dollars. For more information about A.I. training classes, contact your Select Sires representative.

Some of the most important aspects to remember when inseminating a cow to attain maximum breeding efficiency are:

- Be gentle. Don’t use too much force.
- Insemination is a two-step process. Get the gun to the cervix, and then place the cervix over the gun.
- Deposit the semen just through the cervix into the uterine body.

Make sure you push in with the plunger and do not pull back on the gun. Pulling back may result in much of the semen dose being deposited in the cervix and vagina.

Be sure to raise your finger after checking gun placement. Not doing so may obstruct one horn, again creating a situation of uneven semen distribution. When checking gun tip placement, be careful not to apply excessive pressure. The delicate uterine lining is easily damaged, predisposing the cow to uterine infections and reduced fertility.

Make sure you push in with the plunger and do not pull back on the gun. Pulling back may result in much of the semen dose being deposited in the cervix and vagina instead of the uterine body.

Although the recommended site of semen deposition is in the uterine body, research suggests that when exact gun tip placement is in doubt, depositing semen slightly into one uterine horn is less likely to compromise fertility than cervical deposition.

After properly depositing semen, slowly pull the gun from the reproductive tract. Remove the gloved hand from the rectum and shake off the excess manure. Check the gun tip for signs of blood, infection or semen leakage inside the sheath. Make notes for your veterinarian or future reference where appropriate. Remove the sheath from the gun and hold it in the gloved hand. For the final time, check to confirm which bull you have used. Remove the glove starting at the top of your arm by turning it inside out as you remove it. Wipe the gun clean and dry and return it to the proper storage location.

Some of the most important aspects to remember when inseminating a cow to attain maximum breeding efficiency are:

- Be gentle. Don’t use too much force.
- Insemination is a two-step process. Get the gun to the cervix, and then place the cervix over the gun.
- Deposit the semen just through the cervix into the uterine body.

Part of the basic skills required to perform this technique can be obtained with about three days practice under professional supervision.
Breeding cows is not an easy job. But whether you’re a beef or dairy producer, catching your cows in standing heat - the optimum 6 to 8 hour window to inseminate a cow - is not something you can leave up to chance.

Self-adhesive ESTROTECT Heat Detectors are the one breeding management tool that guarantees* positive results. Its scratch-off technology allows you to see evidence of multiple mountings, which is the most reliable indicator of standing heat.

Don’t settle for false positives. Choose a heat detection program that guarantees positive results.

For more information on ESTROTECT visit www.estrotect.com or call 800-559-9704.

Available in five fluorescent colors
Red/Orange • Green • Yellow • Fuchsia • Blue
The first weeks of life are critical to future growth and development. The CONVERT™ Calf Care Program features a special blend of naturally occurring direct-fed microorganisms and specialized proteins, which can help prevent environmental- and future production-related challenges, keeping calves healthy and growing and allowing them to maximize their genetic potential.

Producers using the CONVERT Calf Care Program report:

- Reduced Scours
- Increased Appetites
- Increased Growth Rates
- Reduced Mortality

To learn more about the complete CONVERT line of products, contact the Select Sires representative in your area. CONVERT is available exclusively through Select Sires.
**HEAT DETECTION**

**Select Synch**

* The time listed for “Fixed-time AI” should be considered as the approximate average time of insemination. This should be based on the number of cows to inseminate, labor, and facilities.

**Select Synch + CIDR®**

Heat detect and AI days 0 to 3. Administer CIDR to non-responders and heat detect and AI days 9 to 12. Protocol may be used in heifers.

**PG 6-day CIDR®**

Heat detect and AI days 0 to 3. Administer CIDR to non-responders and heat detect and AI days 9 to 12. Protocol may be used in heifers.

**FIXED-TIME AI (TAI)**

**7-day CO-Synch + CIDR®**

Perform TAI at 60 to 66 hr after PG with GnRH at TAI.

**5-day CO-Synch + CIDR®**

Perform TAI at 72 ± 2 hr after CIDR removal with GnRH at TAI. Two injections of PG 8 ± 2 hr apart are required for this protocol.

*The time listed for “Fixed-time AI” should be considered as the approximate average time of insemination. This should be based on the number of cows to inseminate, labor, and facilities.*

**Select Synch & TAI**

Heat detect and AI day 6 to 10 and TAI all non-responders 72 – 84 hr after PG with GnRH at TAI.

**Select Synch + CIDR® & TAI**

Heat detect and AI day 7 to 10 and TAI all non-responders 72 - 84 hr after PG with GnRH at TAI.

**PG 6-day CIDR® & TAI**

Heat detect & AI days 0 to 3. Administer CIDR to non-responders & heat detect and AI days 9 to 12. TAI non-responders 72 - 84 hr after CIDR removal with GnRH at AI. Protocol may be used in heifers.

**PG 5-day CO-Synch + CIDR®**

Perform TAI at 66 ± 2 hr after CIDR removal with GnRH at TAI. Two injections of PG 8 ± 2 hr apart are required for this protocol.

**PG 6-day CIDR® & TAI**

Heat detect & AI days 0 to 3. Administer CIDR to non-responders & heat detect and AI days 9 to 12. TAI non-responders 72 - 84 hr after CIDR removal with GnRH at AI. Protocol may be used in heifers.

Approved 12-06-12

Beef Reproduction Task Force
HEAT DETECTION

1 Shot PG

Heat detect & AI
treatment day

7-day CIDR®-PG

Heat detect & AI
treatment day

MGA®-PG

Heat detect & AI
treatment day

HEAT DETECT & TIME AI (TAI)

Select Synch + CIDR® & TAI

Heat detect and AI day 7 to 10 and TAI all non-responders 72 - 84 hr after PG with GnRH at TAI.

MGA®-PG & TAI

Heat detect and AI day 33 to 36 and TAI all non-responders 72 - 84 hrs after PG with GnRH at TAI.

14-day CIDR®-PG & TAI

Heat detect and AI day 30 to 33 and TAI all non-responders 72 hrs after PG with GnRH at TAI.

FIXED-TIME AI (TAI)*

7-day CO-Synch + CIDR®

Perform TAI at 54 ± 2 hr after PG with GnRH at TAI.

14-day CIDR®-PG

Perform TAI at 66 ± 2 hr after PG with GnRH at TAI.

MGA®-PG

Perform TAI at 72 ± 2 hr after PG with GnRH at TAI.

* The times listed for “Fixed-time AI” should be considered as the approximate average time of insemination. This should be based on the number of heifers to inseminate, labor, and facilities.
Heat detection is a vital part of a successful breeding program. With the Kamar® Heatmount® Detector your cows will give you a clear signal that they are ready to be bred.

The Kamar brand has long been the proven leader in heat detection, giving an accurate, reliable signal. The triggered red detector is easy to spot, and easy to understand.

What’s the difference? The unique timing device inside will only activate the detector after a three-second mount. No accidental bumps. No hard-to-interpret smears or scratches. It gives a clear signal. And it stays on securely.

Talk to your A.I. rep or call for more information on the industry’s leading heat detector.

Kamar® Heatmount® Detectors
Stick with the proven leader in heatmount detection.
### 2012 Across-Breed EPD Comparison

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### Cattle Frame Scores based on hip height in inches

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- **Mature bull weight**: 1,570, 1,730, 1,890, 2,050, 2,200, 2,360
- **Mature cow weight**: 1,000, 1,100, 1,200, 1,300, 1,400, 1,500

1. At 12 months, bulls weigh 50 to 60% of this mature weight, under most development programs.
2. Moderate body fatness, cow Body Condition Score 5 (where 1 = extremely thin and 9 = obese; cow weight varies 7% to 8% per condition score and up to 10% for extremes in muscling). For breeding at 14 to 15 months, heifers should weigh 60 to 65% of this mature weight.
## Other Sires Available – Angus

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### Row Values

- CE: CE BW WW YW MCE Milk TM SC HCW REA Fat Marb
- EPD: EPD Acc EPD Acc EPD Acc EPD Acc EPD Acc EPD Acc EPD Acc EPD Acc EPD Acc
- Acc: Acc

### Additional Information

- Other Sires Available: Charolais, Hereford, Red Angus, Simmental
To Order A.I. Certificates:
Contact your Select Sires member cooperative listed on the back cover of this directory.

To Order Select Sires Beef Semen:
1. Contact your local Select Sires representative. To find a representative in your area, see the back cover of this directory.
2. Order online at www.selectsiresbeef.com

YSP-II Sire Sampling Program
The YSP-II program allows breeders access to young sires at 50% of their current retail price and subsequently generates higher accuracies on these bulls in a shorter period of time. Participating herds must submit performance data to their respective breed association. A maximum of 20 units per bull per breeder can be used with no limit on the number of bulls. For breeds that require them, A.I. certificates must be purchased at cost. Cooperators sign a YSP-II agreement that is returned to Select Sires. Young sires in the directory that are available for 2012 are designated with a YSP-II logo on their picture:

PROFIT-A-BULL
In the Angus breed, the $Weaning and $Beef indexes are two primary selection criteria we use at Select Sires. Bulls that excel for $W have advantages for calving ease, weaning growth, milk and under control mature size. Bulls that excel for $B have advantages for post-weaning growth and carcass merit. Bulls that carry the PROFIT-A-BULL logo are in the top 10% of the breed or better for both $W and $B. PROFIT-A-BULLs are particularly valuable as they add value throughout the entire beef production chain, benefiting cow/calf producers, feeders, processors and consumers.

QR Codes
QR Codes have been included throughout the sire directory. After scanning the code with your smartphone, the bull’s video will open on YouTube. QR Codes are a smartphone-readable barcode that uses the camera on your phone to scan the code and open up your web browser to watch video. If you do not have a smartphone, videos can be viewed at www.selectsiresbeef.com. Download a QR Code application for your smart phone and start watching Select Sires beef bull videos now!

Disclaimer
Select Sires, Inc., its agents or employees, cannot and do not guarantee the conception rate, quality, or productivity to be obtained in connection with the use of its products or recommended techniques. It makes no warranties of any kind whatsoever, expressed or implied, which extend beyond the description of its products and hereby disclaims all warranties of merchantability and fitness for a particular purpose. In the unlikely event that any of our products shall be proven defective, damages resulting from their use shall be limited to their value.
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### CHAROLAIS

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<th>Code no.</th>
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<tbody>
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<td>Revelation</td>
<td></td>
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<tr>
<td>7CH93</td>
<td>Big Money</td>
<td></td>
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</tbody>
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### CLUB CALF

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</tr>
</thead>
<tbody>
<tr>
<td>7MA9</td>
<td>Survivor</td>
<td></td>
</tr>
</tbody>
</table>

See pages 74-75 for additional information.