



1. International Genetic Solutions
2. The Carcass Merit Program
3. Commercial Genetic Evaluation
4. Feeder Profit Calculator
5. Marketing Support



INTERNATIONAL GENETIC SOLUTIONS

- National Cattleman's Beef Association
- Marketing
- Beef Improvement Federation

WEDNESDAY, 16 SEPTEMBER 2015



45° Bozeman, MT

°F Partly Cloudy

ASSOCIATION EPD DATA SEARCHES	RAAA	ACA	ASA	AMAA	ASA	AGA	CAA	CGA	CLA	CSA	CSA	NALF	<input type="text"/>	<input type="button" value="Q"/>
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An unprecedented collaboration between progressive breed associations to enhance beef industry profitability.
IGS is an outgrowth of listening to the commercial industry!



Why Collaborate . . . Why IGS?

“Alone we can do so little;
together we can do so much”
— Helen Keller

“In the long history of humankind
(and animal kind, too) those
who learned to collaborate
and improvise most effectively
have prevailed.”

Industry News

Market Highlights: Fed Cattle
Prices Continue Downhill Slide
Beef Today

Officials: Livestock on Western
Nebraska Farm Quarantined
Beef Today

Keep an Eye on Cow Condition
Beef Today

Cow Country Congress set for

Breeding Solutions

Excellent resources for applied information on
reproduction in beef cattle from Applied Reproductive
Strategies in Beef Cattle (ARSBC).



CARCASS MERIT PROGRAM

- Bair Ranch
- Lynda Stuart
- Cal Poly
- University of Idaho
- Hendy Ranch
- Mississippi State University
- Arizona State University
- Grate Ranch
 - 1,315 cows
 - 280 heifers



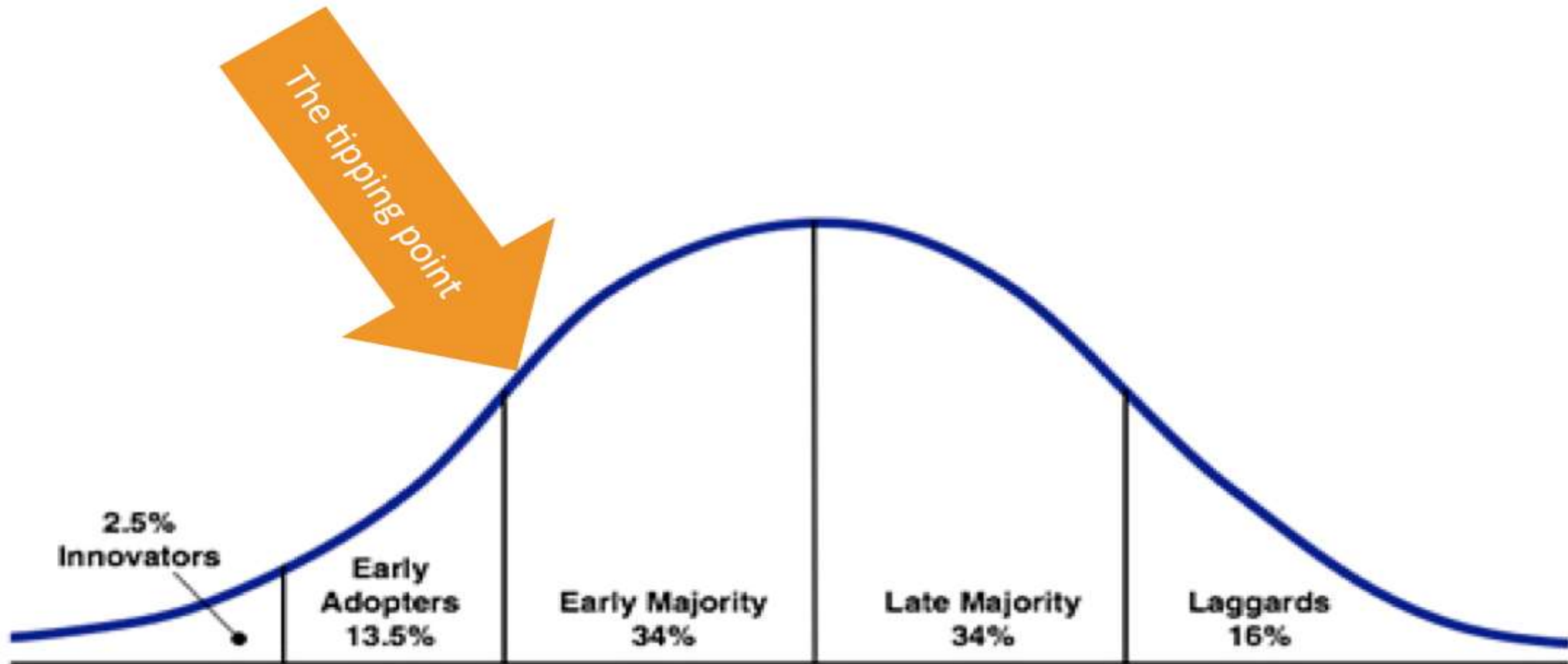
- 38 Bulls
- 10 PB
- 4 AR
- 1 FB
- 23 SimAnguss
- AVERAGE API: ABOUT 155
- AVERAGE TI: ABOUT 83
- 2014 AVERAGE WERE ABOUT 140 AND 80

COMMERCIAL GENETIC EVALUATION

- Currently have a couple of pilot herds
- Pilot tests have been successful
- Final touches on the program



The law of diffusion of innovation



NATIONAL ADVERTISING – DEVELOPMENT OF NEW MARKETS AND SUPPORT OF DEVELOPED MARKETS

- AMERICAN CATTLEMAN
- PROGRESSIVE CATTLEMAN
- BEEF MAGAZINE
- DROVERS
- WORKING RANCH
- NATIONAL CATTLEMEN
- FEEDSTUFFS
- FEEDLOT MAGAZINE
- SUPERIOR LIVESTOCK



It's a Fact!

The Most Profitable Calf is the Crossbred Calf.
It's superior performance, efficiency and combination of carcass traits cannot be matched.

The Most Profitable Cow is the Crossbred Cow.
Her superior longevity, fertility and efficiency cannot be rivaled.

SimAngus™

Don't take our word for it.
The data provided by the USDA through the Meat Animal Research Center shows the clear choice to maximize profit. SimAngus™ provides the hybrid vigor and complementarity necessary to maximize profit both in the cowherd and feeder calf scenario.

SimGenetics
PROFIT THROUGH SCIENCE
American Simmental Association
406-587-4531 • www.simmental.org

Will Townsend
406-548-5770
wtownsend@simmgene.com

REGIONAL ADVERTISING – SUPPORT DEVELOPED MARKETS

- SimTalk
 - ALABAMA CATTLEMAN
 - Arizona Cattellog
 - California Cattleman
 - Colorado Cattleman
 - Florida Cattleman
- Georgia Cattleman
IOWA FARMER TODAY
PRARIE STAR
ILLINOIS FARMER TODAY
INDIANA BEEF MAGAZINE
Farm Talk
Cow Country News
- FARM & RANCH GUIDE
MIDWEST MESSENGER
Beef Producer
MIDWEST PRODUCER
Lancaster Farming
TRI-STATE NEIGHBOR
THE CATTLEMAN
Virginia Cattlemen
AGRI-VIEW
- Michigan Cattlemen
MINNESOTA FARM GUIDE
MISSOURI FARMER TODAY
Cattle Business in Mississippi
PRAIRIE STAR
Carolina Connection

VIDEO MEDIA

- American Rancher Episode – Short-term, one-time project
- Looking for long-term video support – DV Auction

