

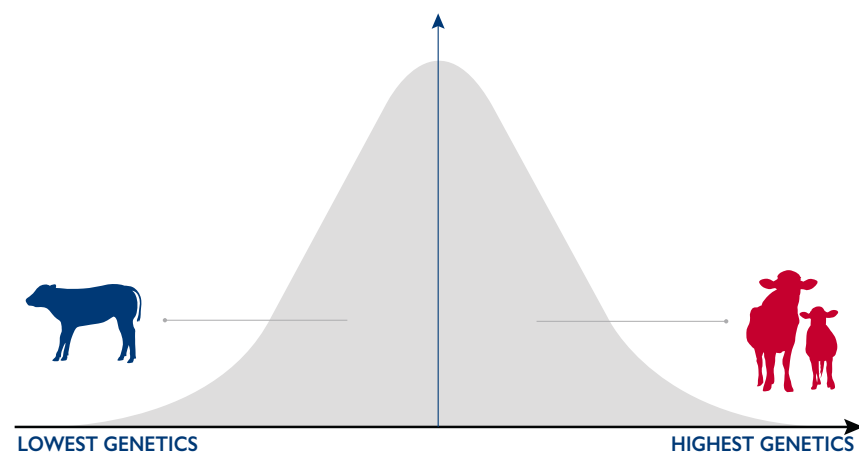


ABS Beef InFocus™, powered by NuEra Genetics™, delivers proven and reliable beef genetics for the dairy producer to **maximize calf crop value** while driving **beef supply chain efficiency**.

Data Driven Results

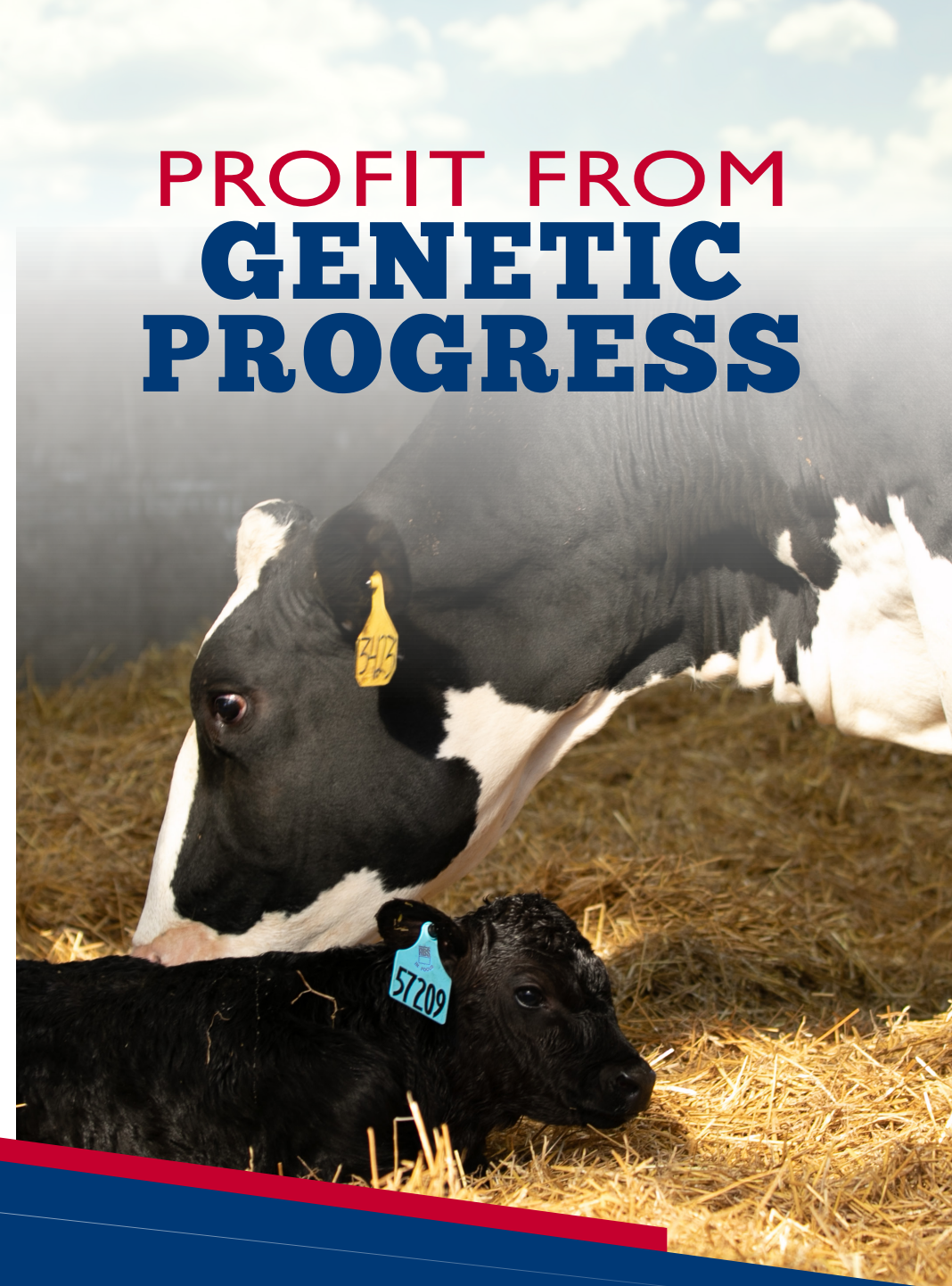
ABS Global is committed to developing and offering elite genetics that drive profitability.

Profit from genetic progress requires a planned strategy to ensure value from each and every pregnancy.



ABS works with dairies to create a comprehensive genetic plan that aligns with the dairy's goals. Most plans utilize Sexcel® Sexed Genetics on the genetically-superior animals and strategically use ABS Beef InFocus on the bottom of the herd to create the high-demand, beef cross calf the industry is seeking.

PROFIT FROM GENETIC PROGRESS



What sets ABS Beef InFocus apart from other beef on dairy programs?

Not every beef on dairy calf has the same genetic value.

Each ABS Beef InFocus sire delivers:

- ✓ Tailored beef genetics for dairies
- ✓ Proven performance on dairies
- ✓ Beef supply chain marketability
- ✓ Data-driven results



Visit absbullsearch.absglobal.com today to learn more about ABS Beef InFocus!



Tailored Beef Genetics for Dairies

Beef InFocus™ sires are specifically created for dairy cows to maximize dairy and beef supply chain profitability.

- NuEra Genetics™ is the genetic engine behind Beef InFocus.
- NuEra develops an elite source of composite sires intentionally designed for performance on dairy breeds.
- Each sire carries the XB breed code and NuEra in their name, is DNA-confirmed homozygous black and homozygous polled and evaluated for:
 - Growth
 - Feed Intake
 - Carcass Quality



VALIDATED GENETICS

Only the elite performing NuEra sires are selected for the Beef InFocus program.

All sires are evaluated for performance

Proven Performance on Dairies

ABS Beef InFocus is currently the only beef on dairy product specifically developed and tested for performance on dairy breeds.

Fertility and calving performance - traits that are economically important for dairies - are collected through ABS Global's Real World Data® (RWD™) system.

- To qualify as a Beef InFocus fertility graduate, a sire must have a minimum of 500 breeding observations from at least four different herds.
- Calving performance is evaluated by collecting data and confirming:
 - Calving ease
 - Stillbirth
 - Gestation length



RWD FERTILITY



CALVING EASE



STILLBIRTH



GESTATION LENGTH



Beef Supply Chain Marketability

ABS Beef InFocus has quickly become the most reliable source of consistent quality beef on dairy calves in the market place.

ABS works with key industry partners in the beef supply chain to help dairies find the most profitable opportunities for Beef InFocus cattle. The programs include:

- Beef InFocus-branded tag program
 - Allows dairies the opportunity to capture premium calf value with easy identification of Beef InFocus genetics.
- Beef InFocus genetic verified program
 - Grants cattle buyers with a third-party verified program qualifying Beef InFocus calves for additional marketing opportunities in the beef supply chain.



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Additionally, ABS evaluates and benchmarks total performance of ABS Beef InFocus genetics from birth to harvest.