

## BENEFITS FOR FEEDLOT CALF GROWERS

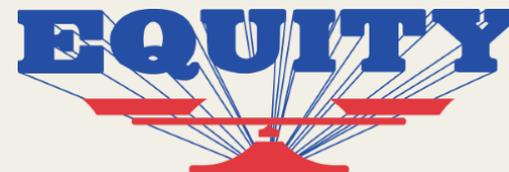
- 1 Alternative to dairy steers
- 2 Consistent year round supply
- 3 Predictable Performance
- 4 Market through mainstream channels
- 5 New source of “colored feeder cattle”

### ASK FOR THE INFOCUS BRAND



Not every black calf has the same genetic advantage. The InFocus Brand offers dairy producers and calf growers a format to indentify qualified InFocus calves. Each qualified InFocus Dairy Producer has access to InFocus Brand tags. Blue tags are reserved for Holstein herds, orange tags are used in Jersey and Jersey influenced herds. Each calf is required to meet standards to be enrolled in the Equity InFocus calf sale.

Your ABS Representative will provide a detailed list of health and identification requirements or visit [equitycoop.com](http://equitycoop.com) to learn more.



“InFocus adds value to the dairyman and to the feedyard. Dairy cows bred to InFocus Sires have been proven to add growth, carcass and efficiency which puts money in everyone’s pocket. If a

dairyman wants to sell the calf as a day old or retain ownership until harvest, the InFocus bred cattle will add dollars to the bottom line of the operation.” - **Dan Dorn, Powerline Genetics**

### CONTACT US

*Call your local ABS Representative or **1-800-ABS-STUD** today to learn more about this genetically sound program!*

### PROFIT FROM GENETIC PROGRESS

ABS, Wisconsin’s largest genetics company, is combining forces with Equity Livestock, Wisconsin’s largest livestock marketing agency, to ensure every dairy owner realizes maximum profits when when utilizing InFocus genetics.

## BENEFITS TO YOUR DAIRY

- 1 Marketing InFocus calves to a targeted market
- 2 Volume numbers attract premium calf buyers
- 3 Weekly auctions that feature your InFocus genetics
- 4 Professional Livestock Marketing Cooperative with an educated buyer pool
- 5 Thirteen regional markets for your convenience



## INFOCUS & EQUITY ENROLLMENT PROTOCOL

### REQUIRED FOR ENROLLMENT

ABS and Equity have compiled a list of requirements to establish consignment eligibility and access to Equity calf sales under the InFocus brand.

### INFOCUS BRAND ID

All qualified InFocus consignments must be tagged with certified InFocus Tags

#### INFOCUS Holstein Brand Tags



##### Qualified Calves:

- Sired by ABS INFOCUS Bulls
- From Holstein Dams
- Meet Calf Care Protocols
- Tagged with ABS INFOCUS ear tag

#### INFOCUS Jersey Brand Tags



##### Qualified Calves:

- Sired by ABS INFOCUS Bulls
- From Jersey or Crossbred Dams
- Meet Calf Care Protocols
- Tagged with ABS INFOCUS ear tag

**IMMUNITY:** All calves must receive adequate colostrum from healthy well vaccinated cows.

**HYGIENE:** Calves must have navels dipped immediately after birth.

**ENVIRONMENT:** Calves must be in a dry draft free area, limit stress & maintain body temperature.

## BENCHMARKING DATA

	InFocus	InFocus	Holstein	Beef	Beef
Live Performance	IF X HO Steer <sup>a</sup>	IF X HO Heifer <sup>a</sup>	HO Steer <sup>b</sup>	Beef Steer <sup>c</sup>	Beef Heifers <sup>c</sup>
Head	606	537	2,313,794	4,133	467
In-Weight (lb)	800	769	499	851	675
Out-Weight (lb)	1,427	1,331	1,296	1,425	1,258
Days on Feed	174.3	172	289	143.4	150.9
ADG (lb/d)	3.68	3.29	2.76	4.00	3.86
<b>Carcass-Based Perf.</b>	<b>InFocus</b>	<b>InFocus</b>	<b>Holstein</b>	<b>Beef</b>	<b>Beef</b>
HCW (lb)	919	850	803	884	811
Dressing Percent	0.6441	0.6385	0.6196	0.6204	0.6447
Prime & Choice (%) <sup>d</sup>	80.76	86.65	57.5	73.10	
CAB (%)	22.57	30.05	0.20	18.00	
Yield Grade 1 & 2 (%) <sup>d</sup>	38.78	37.09	69.60	40.84	
Yield Grade 3 (%) <sup>d</sup>	51.49	47.30	29.00	47.05	
Yield Grade 4 & 5 (%) <sup>d</sup>	9.74	10.62	1.30	12.21	

“It’s clear that the data-backed genetic value of the InFocus program, combined with the marketing resources at Equity, will benefit ABS customers and Equity patrons. The amount of research and development behind the InFocus calves shows a commitment by ABS to establish a value added brand in the beef on dairy sector. We look forward to helping establish a market for the InFocus brand in Wisconsin and Northeast Iowa.”

**- Tod Fleming, Equity VP of Marketing**

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