The Beef on Dairy Story
"Let's Write A Best Seller"

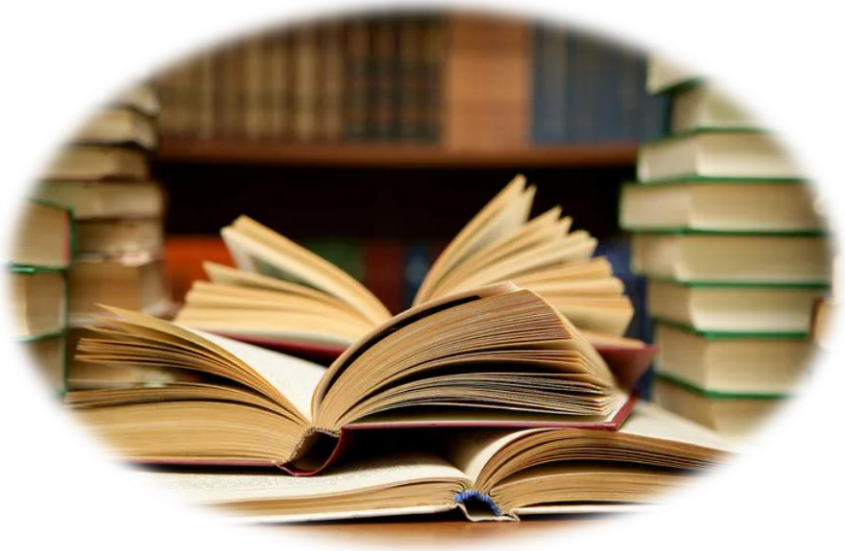
"Conception to Consumption"

Profit From Genetic Progress

ABS

Writing A Best Seller

“From Conception to Consumption”



Chapter One: Conception To Birth
Chapter Two: The Early Days
Chapter Three: Entering The Feeding World
Chapter Four: Feeding To Harvest
The Sequel
Chapter Five: Harvest To Retail
Chapter Six: Consumer Satisfaction

Dairy Beef Production

20% of beef production in US

- US dairy trends
  - Feeding & processing dairy x dairy steers

Opportunity to influence

5.23 M head

- Future of dairy beef production
- Not adding or taking away supply, it is raising the quality bar

Beef on Dairy Market

Changing Dairy Genetics

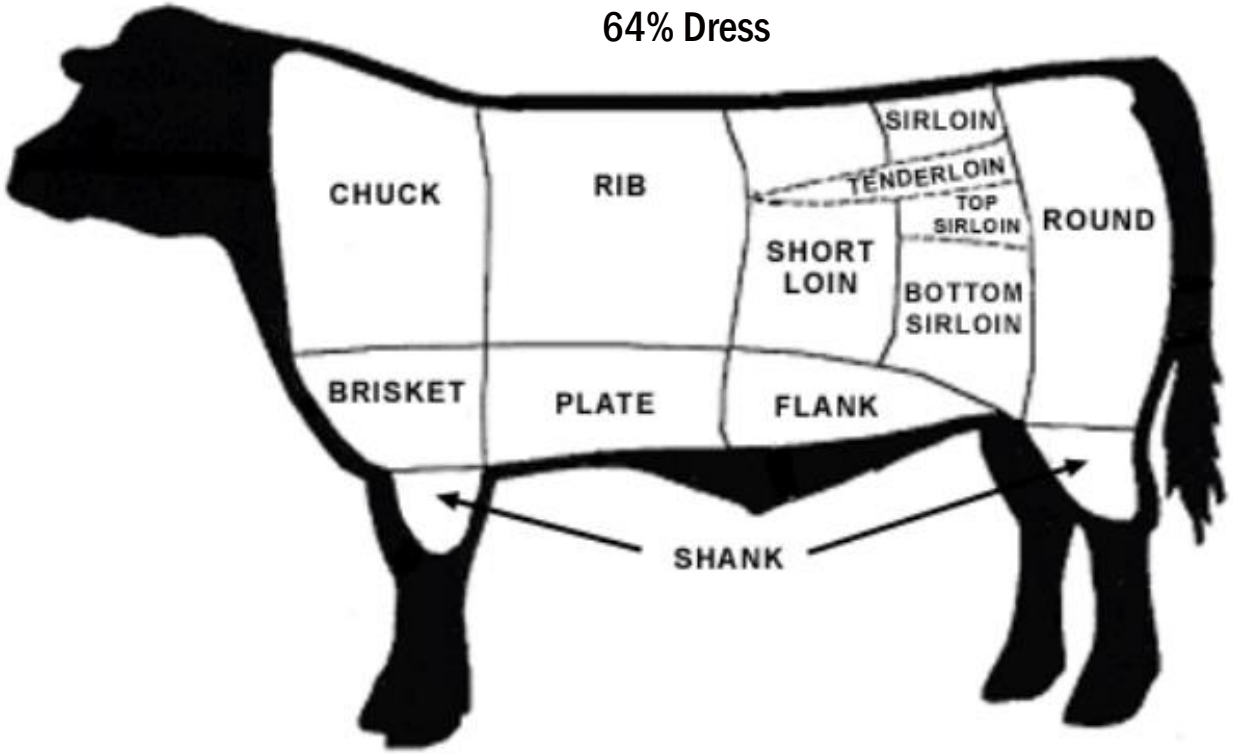
High Performing Beef Cattle

Begin With The End In Mind

We must provide the right end product!

The Perfect End Product would be:

- Prime Yield Grade One (Heavy Muscled)
- 1049 Hot Carcass (1639 lb. Live Weight))
- Efficient & Healthy
  - Competitive Feed Conversion
  - Marbling, Loin and Rib Shape
  - Height and Frame Score (58 inch rule)
  - Liver and Gut Health
  - Provide a Verified Story: NHTC, Beef Care, ASV, Brand ID
  - Consistency in Supply and Performance



"Black" is Not the Only Goal in Beef-on-dairy Breeding

Dairyherd.com by:- Maureen Hanson

Chapter One: Conception To Birth

Commodity Beef

- Generic Semen
- Inconsistent Results
- Inferior Breeds
- More Days on Feed
- Lower Carcass Value

Use The Right Genetics

Beef InFocus

- **Targeted Genetics**
- **Data Driven**
- **Performance Based**
- **Pulled by Demand**
- **Verified Genetics**

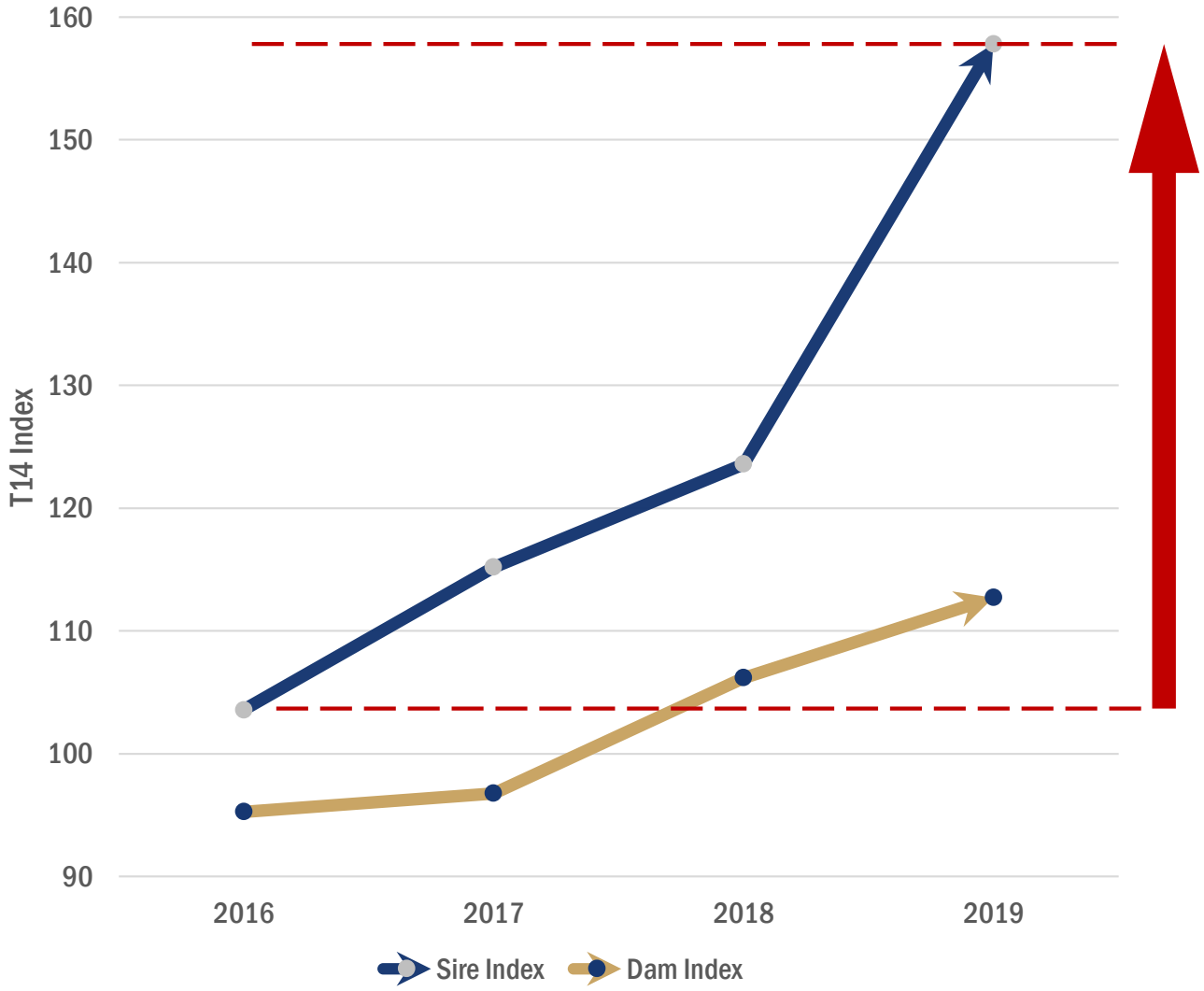
NuEra T14 – BRED BY DESIGN, NOT CHANCE

A breeding program with the end in mind...

- ✓ DNA Confirmed Homozygous Black and Polled
- ✓ Ranked by Proprietary Terminal Index – NuEra Profit
- ✓ Genetic progress backed by Real-World-Data
- ✓ Growth rate
- ✓ Feed efficiency
- ✓ Ultrasound Carcass

High selection intensity on NuEra Profit – only top 10% are tested for economical traits to the dairy.

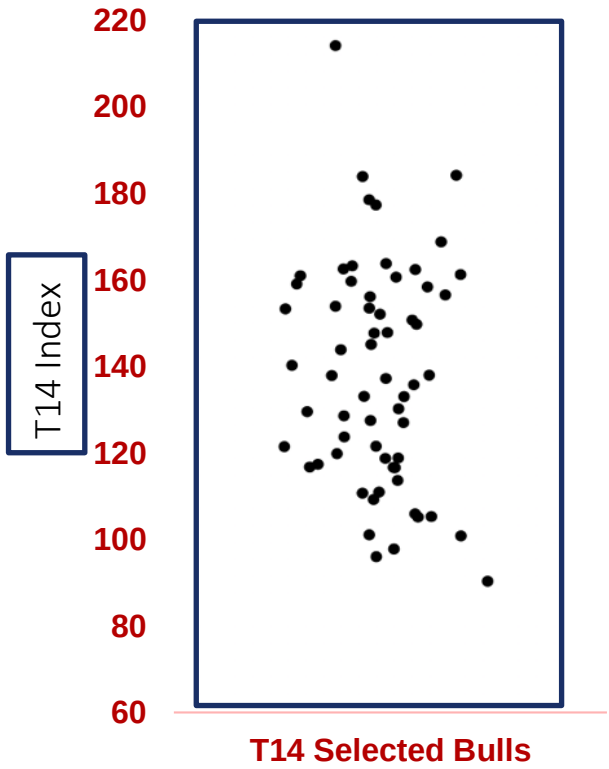
NuEra T14 – Genetic Progress!



Average NuEra T14 2019 born bull will generate progeny

$34 more profitable

than progeny from a NuEra T14 2016 born bull.



What we learned from the Dairy…

*Part 2: Proven genetics delivering value from **conception** to **calving.***

Semen fertility

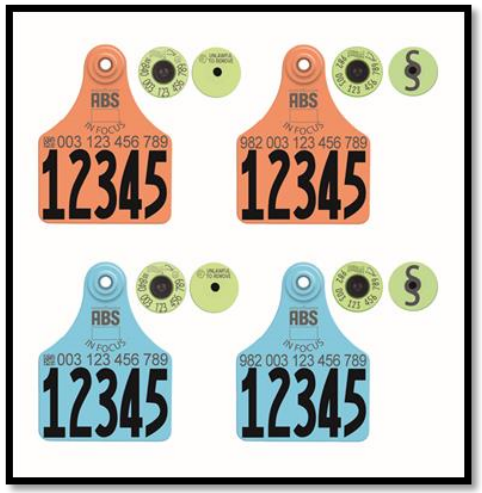
Calving Ease

Still Birth

Gestation Length

Chapter Two
The Early Days

The Early Days Part 1 & 2
"Verify The Genetic Story"



➢ Provide Excellent Calf Care

- **Immunity:** High quality colostrum
- **Hygiene:** Navels dipped at birth
- **Environment:** Responsible calf care

➢ **Identification**: ABS IMI PVP 3rd Party

- **IGV** InFocus Genetic Verification
- **ASV** Age Source Verification
- **NHTC** Non Hormone Treated Cattle
- **USDA EID Tag & ABS Beef InFocus Tag**

STERLING Solutions, LLC
A Division Of Where Food Comes From, Inc.

USDA PROCESS VERIFIED

Trial to validate T14 performance for Beef InFocus from birth to harvest

Genetic Groups

Data Counts

Genetic Groups	Steer	Heifer	Combined
Beef InFocus T14 (4 sires)	118	132	250
Beef InFocus 3rd party Angus (4 sires)	186	179	365
Beef InFocus 3rd party SimAngus (3 sires)	111	91	202
non-Beef InFocus Angus (sires unknown)	203	207	410

- Growth rate to ~400 lbs

Calf Ranch

- Growth 400-slaughter
- Feed efficiency

Feedlot

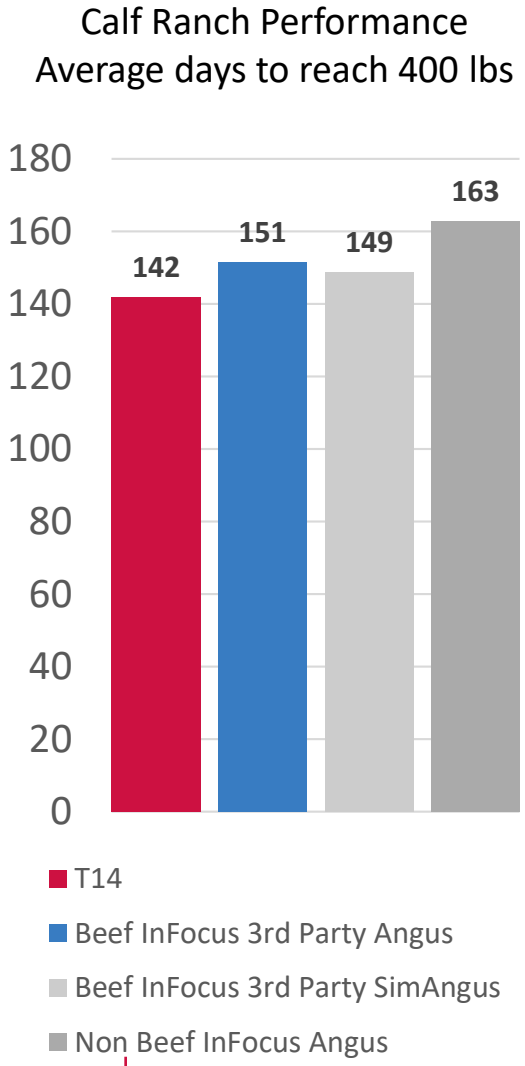
- Slaughter age
- Carcass quality
- Carcass value

Packer

BEEF INFOCUS™

ABS

Chapter Two: The Early Days
Part 3 “From Birth to 400 Lbs



Genetic Group	DOF	ADG	Feed Cost $2.60/day	Difference	Feed Cost $3.00/day	Difference
NuEra T14	142	2.22	$ 369		$ 426	
ABS Angus	151	2.08	$ 392	$ 23	$ 453	$ 27
ABS SimAngus	149	2.12	$ 387	$ 18	$ 447	$ 21
Commodity	163	1.93	$ 424	$ 55	$ 489	$ 63

Chapter Three
“Entering Into the Feeding World”

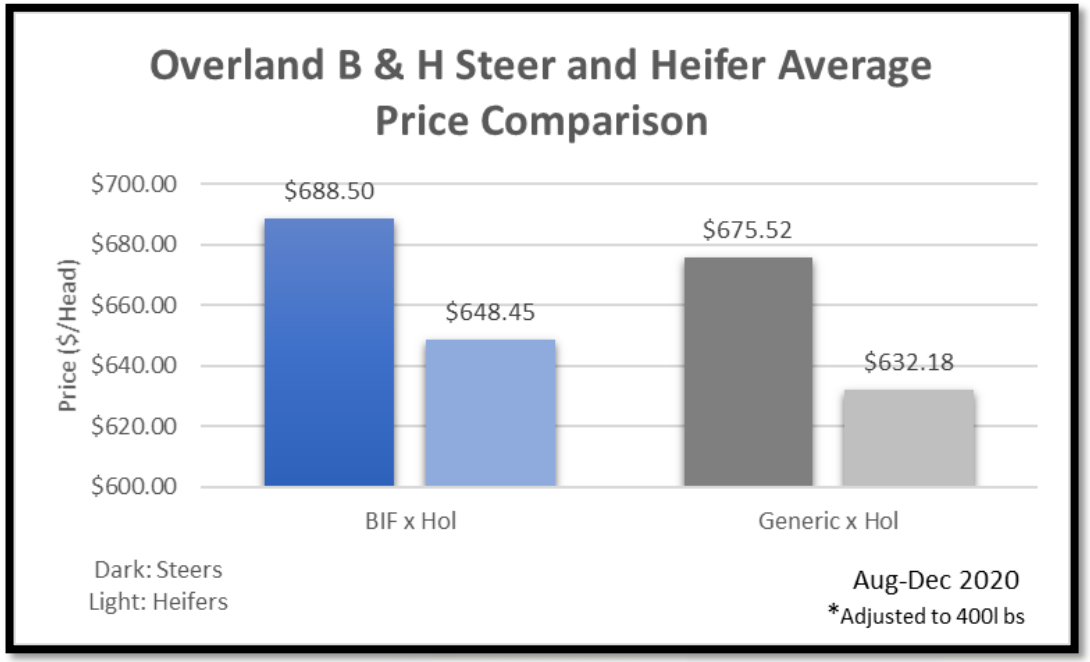
Marketing Feeder Cattle
(not price takers)

1. What fits your management facilities
2. Calf Care program and protocols
3. Developing feeders you can manage
4. Do you have the volume it takes to ship uniform loads?
5. Who is your customer?
6. How will you marketing your cattle? Private Trade, Supply Agreement, Market Platforms

Be prepared to price your cattle to the buyer.

Capturing The Genetic Value

From Selling New Born Calves
To Marketing Feeder Cattle



Marketing Uniform Feeders

Chapter Four
Feeding to Harvest

Looking For Addition Data To Validate The Story

Steers were brought in 500 Lbs
Co-Mingled 800lbs-Havest
Growth Safe System
Holstein Dams
DNA Confirmed Sire Validation

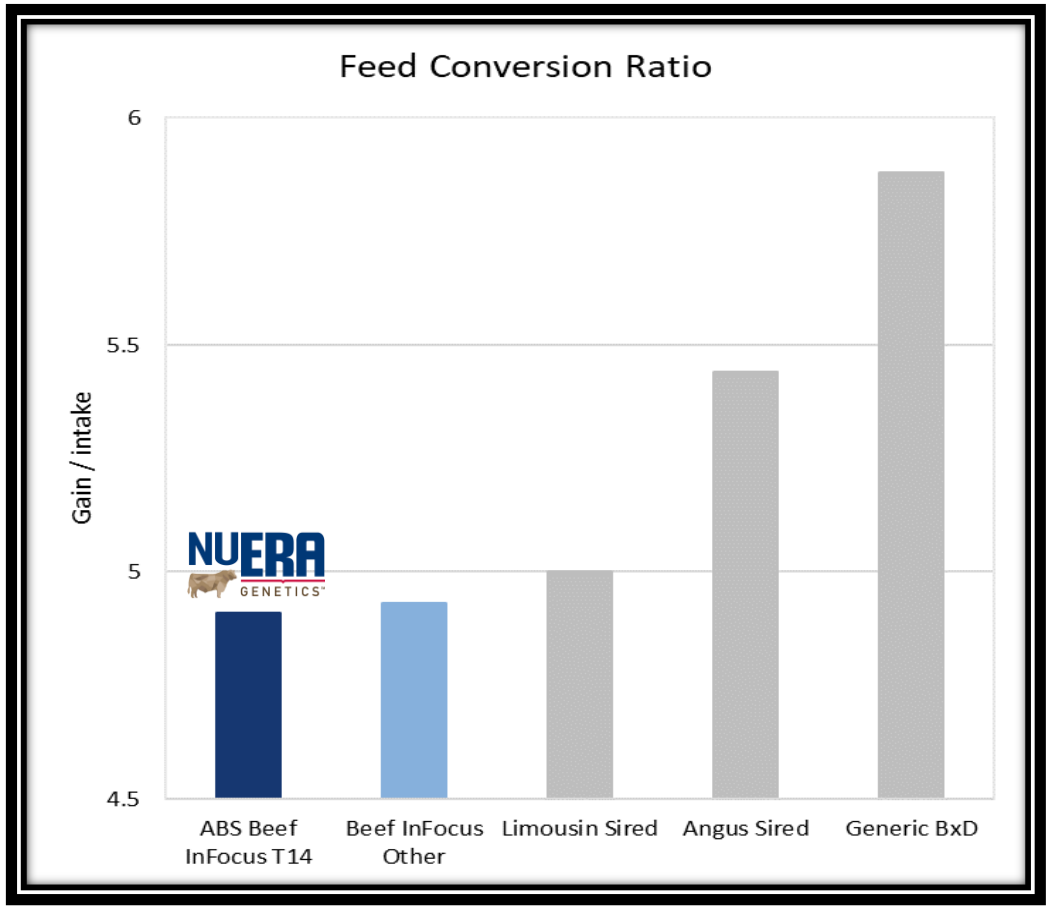
Genetic Profile Trial Groups
ABS T-14 NuEra Sires
ABS SimAngus Sires
Angus: EPD Performance Angus Sires
Limousin: Limousin Sires
Generic: Unknown Commodity Beef Sire

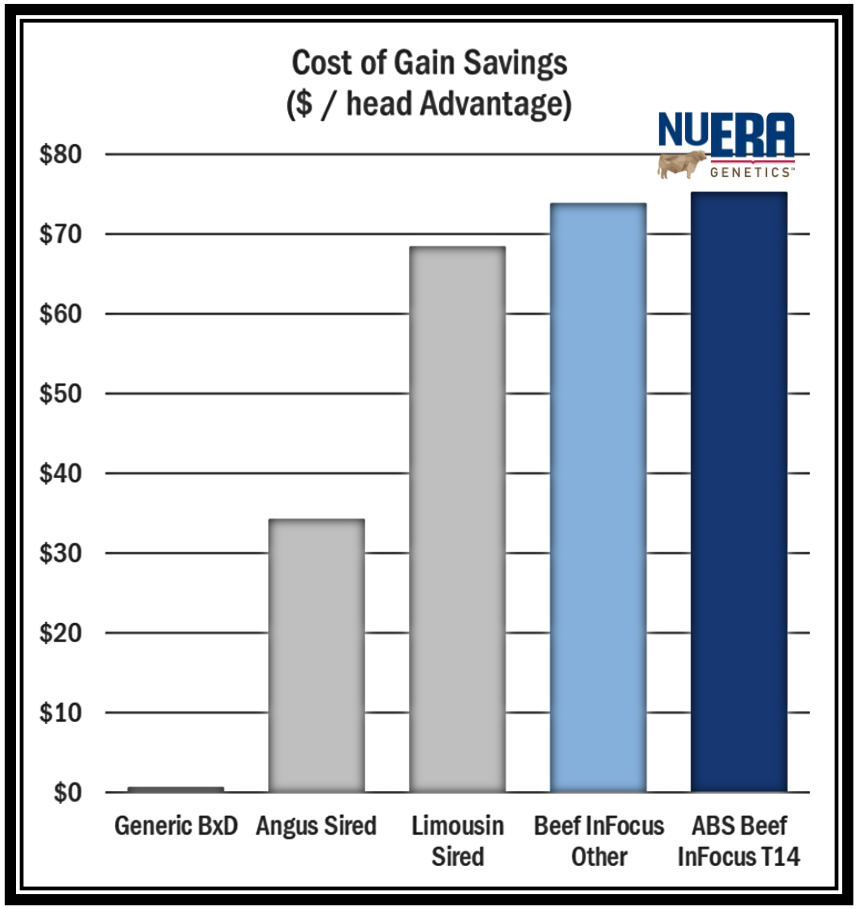
Trial 2 – Defining the Trial Group

Profit From Genetic Progress

Chapter 4 Feeding to Harvest

Competitor Trial – 470 head



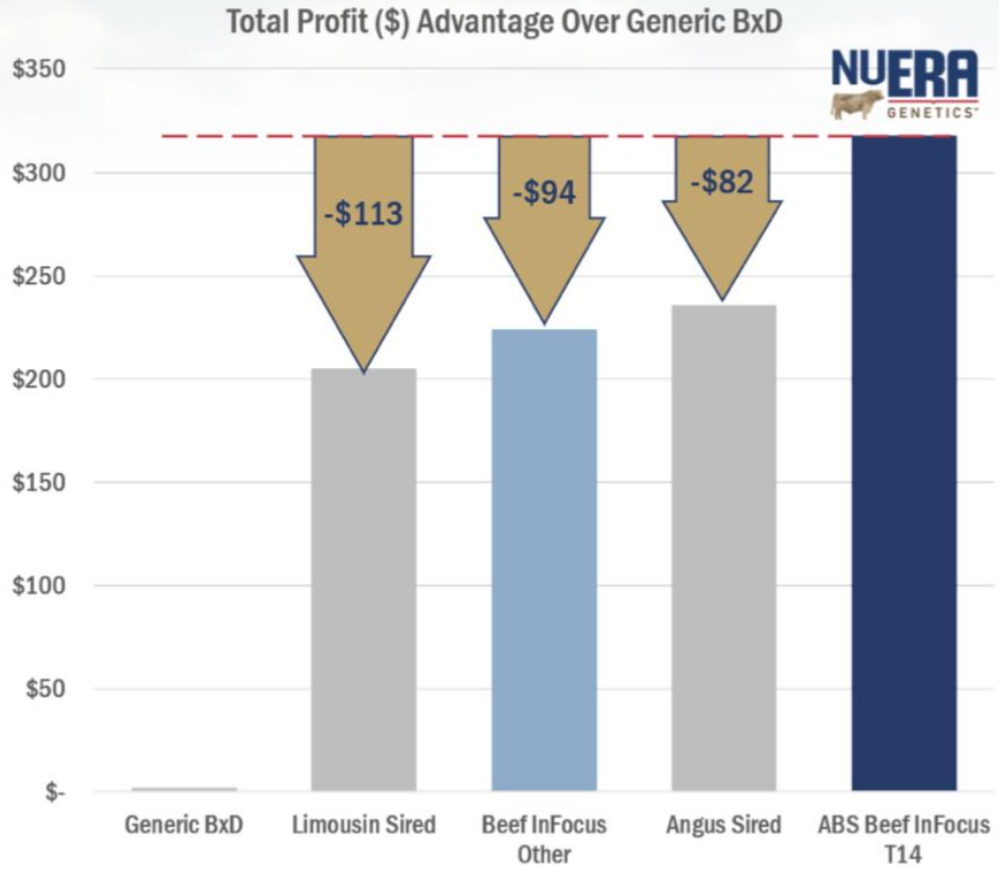


Feed To Harvest Closing Chapter

Genetic Group	FCR	Live Wt	HCW	Cost of Gain	Cost of Gain 2	Difference
NuEra T14	4.91	1650	1039	$381.55	$447.00	
ABS SmAngus	4.93	1552	979	$382.96	$459.00	12
Angus Sired	5.44	1608	1012	$422.59	$506.00	59
Limousin Sired	5.00	1522	961	$388.32	$466.00	19
Generic BxD	5.88	1336	869	$456.66	$547.00	100

Data Driven Results - Real World Examples

In a recent head-to-head competitive trial for product validation, ABS Beef InFocus™ powered by NuEra Genetics™ demonstrated added profitability in the feedlot when compared to alternative options.



HIGHER CARCASS VALUE

+

FEWER DAYS TO HARVEST

+

REDUCED COST OF PRODUCTION

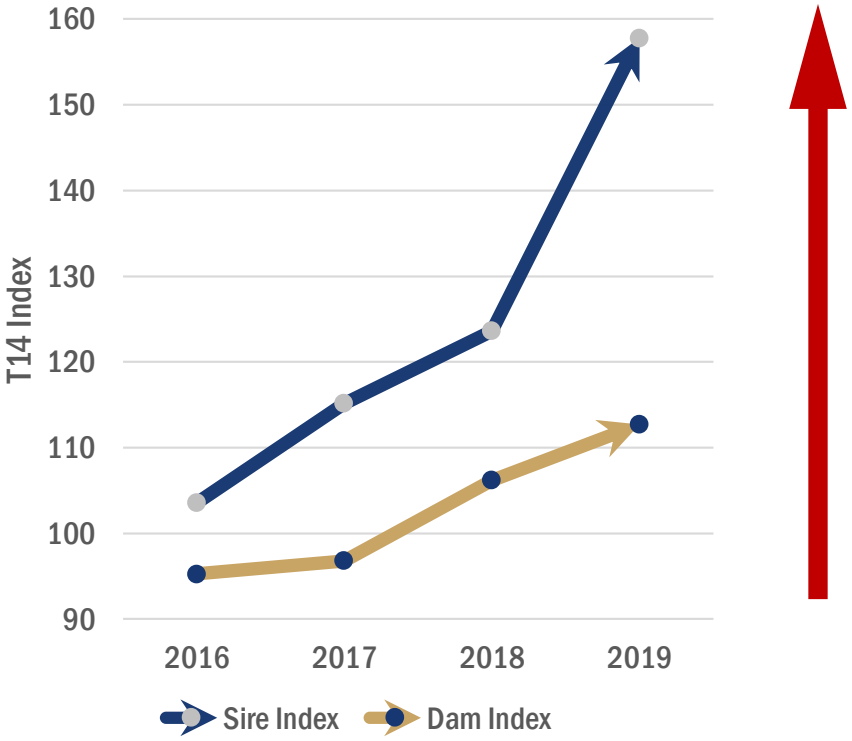
=

ADDED PROFITABILITY

NUERA™ PROFIT

The Sequel Has Already Been Written !

NuEra T14 – Genetic Progress



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The Feeder Industry Recognizes The Results ~Story Reviews~

What we like most about the ABS program is the consistent push for genetic improvement they get from NuEra Genetics. The Beef InFocus sired calves give us predictable feed conversion and performance.

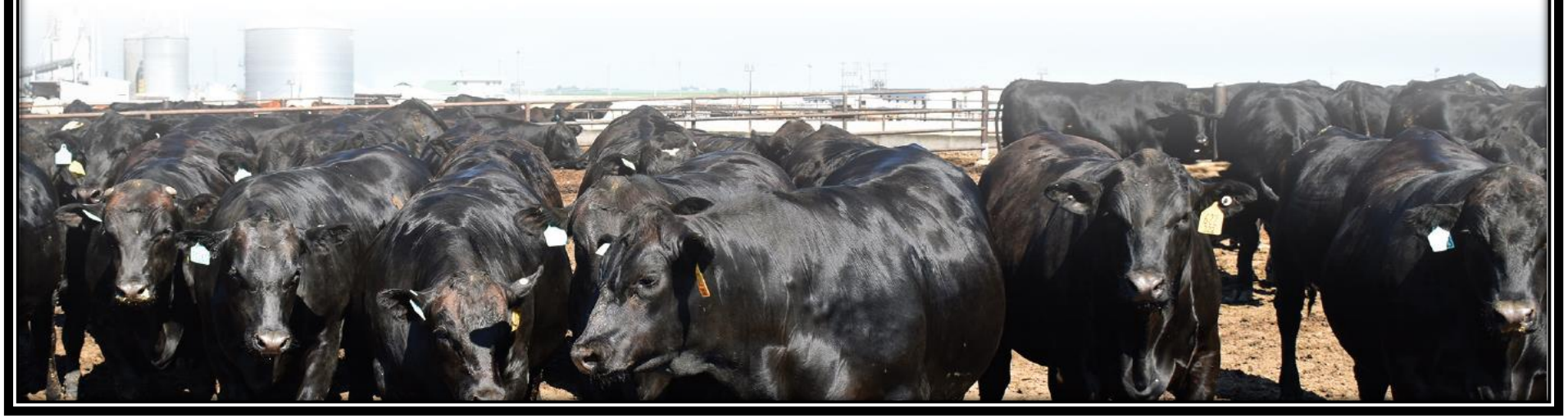
Tom Jones
Hy-Plains Feedyard, KS

HPFY
HY-PLAINS FEEDYARD, LLC

As a feedlot owner, we are interest in consistent sources of uniform feeder cattle. The Beef InFocus program delivers the genetics we prefer to feed.

Jason Anderson
Power Genetics, NE

Power Genetics



SUMMARY – Solutions Focussed Approach

Problem	ABS Beef InFocus Solution
Holstein Steer	Sexcel® & Beef InFocus™
Generic Beef Semen	InFocus NuEra Genetics
Remove 'Counterfeits'	Beef InFocus Brand ID Program "PVP"
Inconsistent Results	Proven – Data Driven Performance
Beef Indexing Systems	RWD Beef x Dairy Results
Single Market Buyers	Pulled by Wider Demand

Begin With The End In Mind