

# Breeders Journal



Dedicated to Improving Beef Production and Reproduction

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**New ABS Sires**

**A.I. and Synchronization Deliver**

**Are Your Cattle Eligible for Premium Markets?**



**Spring 2009**

# Technical Perfection

## MVE

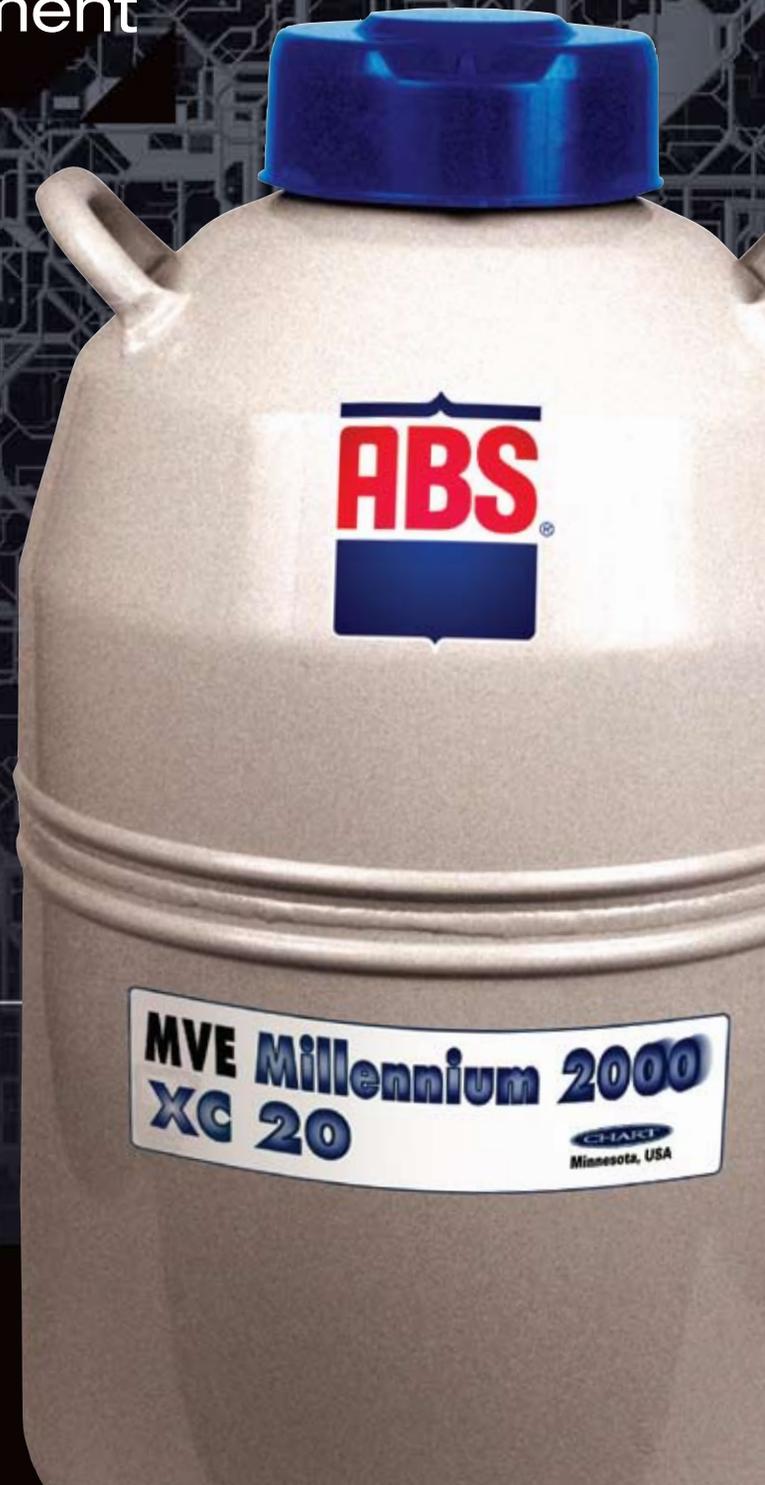
### Protecting your investment

- American Engineering
- Precision Quality Control Robotics
- Optimizing Science and Function

ABS and MVE continue to supply you classic style, function, reliability and the newest technology in semen storage. Contact your ABS Representative today to invest in a tank you can depend on *today and tomorrow.*

MVE making the  
**BEST BETTER**

## MVE®



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# RISK VS. REWARD

CONSIDER THESE HIGHLY PROVEN, LOW RISK SIRES FOR MAXIMUM REWARD

Highly Proven • Diverse - Low Risk Pedigrees • Proven Maternal • Excel for both \$W and \$B



Rock Solid  
A.I.  
Proven  
.93 Accuracy

NICHOLS **EXTRA K205** 29AN1644  
The Best in EXT Influence



Rock Solid  
A.I.  
Proven  
.98 Accuracy

CONNELY **LEAD ON** 29AN1556  
Proven Maternal and Beef Value



Rock Solid  
A.I.  
Proven  
.94 Accuracy

KMK **ALLIANCE** 6595 **I87** 29AN1623  
Powerful Maternal Genetics



Rock Solid  
A.I.  
Proven  
.96 Accuracy

ABS  
SEXATION

H A **IMAGE MAKER** 0415 29AN1642  
Outcross Maternal and Curve Bender Star



Rock Solid  
A.I.  
Proven  
.92 Accuracy

SITZ **NEW DESIGN 458N** 29AN1679  
'Big League' Spread and Carcass Merit



Rock Solid  
A.I.  
Proven  
.98 Accuracy

ABS  
SEXATION

MYTTY **IN FOCUS** 29AN1640  
The Industry's Hottest Sire

| Trait                    | Performance |      |     |      |      | Maternal |     |      |        |     | Carcass |     |     |     |      | Groups/Progeny |        |         | TOP 25% |           |           |        |        |        |        |
|--------------------------|-------------|------|-----|------|------|----------|-----|------|--------|-----|---------|-----|-----|-----|------|----------------|--------|---------|---------|-----------|-----------|--------|--------|--------|--------|
|                          | CED         | BW   | WW  | YW   | YH   | SC       | CEM | MILK | Hd/Dts | MW  | MH      | HP  | DOC | CW  | MARB | REA            | FAT    | Carcass | Steer   | Bull+Hfr  | \$ Values | \$EN   | \$W    | \$G    | \$B    |
| 29AN1644 EXTRA K205      | EPD +8      | +1.9 | +53 | +110 | +0.4 | +1.03    | +4  | +30  | 8      | +41 | +0.3    | +17 | -3  | +18 | +23  | +28            | +0.18  | 4       | 19      | 167       | \$ Values | -10.76 | +28.25 | +19.13 | +49.26 |
| 29AN1556 LEAD ON         | ACC .67     | .93  | .89 | .84  | .85  | .83      | .49 | .62  | .94    | .40 | .42     | .48 | .60 | .33 | .43  | .48            | .36    | 6       | 39      | 611       | \$ Values | +3.43  | +40.89 | +35.69 | +54.30 |
| 29AN1623 ALLIANCE 187    | EPD +2      | +2.2 | +64 | +111 | +0.2 | +0.68    | +7  | +23  | 98     | +17 | +0.2    | +2  | +16 | +17 | +21  | +0.064         | 0      | 14      | 256     | \$ Values | -2.16     | +36.14 | +9.29  | +37.00 |        |
| 29AN1642 IMAGE MAKER     | ACC .92     | .98  | .97 | .95  | .95  | .95      | .88 | .92  | 3266   | .85 | .85     | .78 | .88 | .56 | .62  | .62            | .56    | 30      | 40      | 8314      | \$ Values | -10.68 | +45.12 | +12.62 | +45.60 |
| 29AN1679 NEW DESIGN 458N | EPD +7      | +1.9 | +55 | +110 | +0.2 | +0.78    | +8  | +35  | 10     | +41 | +0.7    | +9  | +14 | +54 | +20  | +0.037         | 0      | 0       | 78      | \$ Values | -18.03    | +27.54 | +26.90 | +54.05 |        |
| 29AN1640 IN FOCUS        | ACC .88     | .96  | .94 | .90  | .80  | .90      | .68 | .78  | 362    | .65 | .64     | .58 | .73 | .26 | .39  | .46            | .31    | 1       | 46      | 1679      | \$ Values | +0.27  | +37.62 | +27.07 | +43.20 |
|                          | EPD +14     | -1.3 | +55 | +100 | -0.2 | +1.75    | +13 | +24  | 195    | +51 | +0.5    | +5  | +19 | +4  | +56  | +0.5           | +0.039 | 19      | 25      | 2635      | \$ Values | +0.27  | +37.62 | +27.07 | +43.20 |
|                          | ACC .95     | .98  | .97 | .95  | .95  | .95      | .72 | .79  | 590    | .70 | .70     | .50 | .90 | .58 | .64  | .64            | .58    | 38      | 60      | 7654      | \$ Values | +0.27  | +37.62 | +27.07 | +43.20 |

To order semen, contact your local ABS Representative or call 1-800-ABS-STUD today!

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# ABS New Sires



**B3R TENDER TEN R065** 29AN1755  
B3R 0004 ELECTRA 8082-8017 x FINKS 5522-6148

## Low Input, Calving Ease Bull with Strong Maternal and Cutting Edge DNA Information

- ✓ One of few 16 STAR Angus bulls available; has 6 stars for Feed Efficiency
- ✓ Emulation 5522 genetics represented on the top and bottom side of his pedigree
- ✓ Has 5 B3R donors in his pedigree
- ✓ Will moderate milk and mature size
- ✓ Ranks in the top 4% of the breed for BW, top 10% for CE, top 15% for \$EN and top 30% for Marbling

| Trait | Performance |      |     |     |      | Maternal |     |      |        |      | Carcass |    |     |     | Groups/Progeny |       |        | \$EN | TOP 25% |         |       |                        |        |
|-------|-------------|------|-----|-----|------|----------|-----|------|--------|------|---------|----|-----|-----|----------------|-------|--------|------|---------|---------|-------|------------------------|--------|
|       | CE          | BW   | WW  | YW  | YH   | SC       | CEM | MILK | Hd/Dts | MW   | MH      | HP | DOC | CW  | MARB           | REA   | FAT    |      |         | Carcass | Steer | Ultrasound Bull+Heifer |        |
| EPD   | +10         | -1.3 | +22 | +59 | +0.0 | +0.03    | +7  | +17  | 0      | I+33 | I+0.0   |    |     | +12 | +38            | +0.05 | +0.027 | 0    | 0       | 0       | \$W   | +12.98                 |        |
| ACC   | .33         | .47  | .36 | .25 | .37  | .31      | .12 | .15  | 0      | .05  | .05     |    |     | .09 | .15            | .19   | .12    | 0    | 0       | 0       | \$G   | +18.26                 |        |
|       |             |      |     |     |      |          |     |      |        |      |         |    |     |     |                |       |        |      |         |         | \$B   | +21.36                 |        |
|       |             |      |     |     |      |          |     |      |        |      |         |    |     |     |                |       |        |      |         |         |       | \$B                    | +38.62 |



**SHIPWHEEL CHINOOK** 29AN1750  
H A IMAGE MAKER 0415 x MYTTY IN FOCUS

## Image of the Future

- ✓ Combines two of the highest customer satisfaction bulls ever at ABS in IMAGE MAKER and IN FOCUS
- ✓ Outstanding individual performance - posting ratios of 90 BW, 110 WW, 112 YW, 116 IMF & 108 REA
- ✓ Dam has two calves at 95 BW and 109 WW ratios
- ✓ Strong calving ease and marbling pedigree with granddam recording 3 @ 97 BW ratio and 1 @ 113 IMF and great granddam with 15 @ 89 BW and 8 @ 109 IMF

| Trait | Performance |      |     |      |     | Maternal |     |      |        |    | Carcass |    |     |     | Groups/Progeny |     |        | \$EN | TOP 25% |         |       |                        |        |
|-------|-------------|------|-----|------|-----|----------|-----|------|--------|----|---------|----|-----|-----|----------------|-----|--------|------|---------|---------|-------|------------------------|--------|
|       | CE          | BW   | WW  | YW   | YH  | SC       | CEM | MILK | Hd/Dts | MW | MH      | HP | DOC | CW  | MARB           | REA | FAT    |      |         | Carcass | Steer | Ultrasound Bull+Heifer |        |
| EPD   | +12         | -0.6 | +63 | +111 |     | +1.04    | +10 | +29  | 0      |    |         |    |     | +19 | +30            | +25 | +0.018 | 0    | 0       | 0       | \$W   | -13.99                 |        |
| ACC   | .33         | .47  | .36 | .25  | .37 | .31      | .17 | .20  | 0      |    |         |    |     | .12 | .19            | .23 | .15    | 0    | 0       | 0       | \$G   | +33.65                 |        |
|       |             |      |     |      |     |          |     |      |        |    |         |    |     |     |                |     |        |      |         |         |       | \$B                    | +21.11 |
|       |             |      |     |      |     |          |     |      |        |    |         |    |     |     |                |     |        |      |         |         |       | \$B                    | +51.08 |



**S A V EMPIRE 8135** 29AN1752  
S A V NET WORTH 4200 x B C C BUSHWACKER 41-93

## Power in a Functional Package

- ✓ Thick, muscular and easy fleshing
- ✓ Moderate framed Net Worth out of a solid, excellent uddered Bushwacker x EXT dam
- ✓ 14 year old Pathfinder granddam was in the SAV embryo program

| Trait | Performance |      |     |     |    | Maternal |     |      |        |    | Carcass |    |     |      | Groups/Progeny |       |        | \$EN | TOP 25% |         |       |                        |        |
|-------|-------------|------|-----|-----|----|----------|-----|------|--------|----|---------|----|-----|------|----------------|-------|--------|------|---------|---------|-------|------------------------|--------|
|       | CE          | BW   | WW  | YW  | YH | SC       | CEM | MILK | Hd/Dts | MW | MH      | HP | DOC | CW   | MARB           | REA   | FAT    |      |         | Carcass | Steer | Ultrasound Bull+Heifer |        |
| EPD   | +4          | +3.1 | +54 | +96 |    |          | +6  | +27  | 0      |    |         |    |     | I+12 | I+.15          | I+.23 | I+.028 | 0    | 0       | 0       | \$W   | -7.35                  |        |
| ACC   | .25         | .35  | .26 | .20 |    |          | .11 | .12  | 0      |    |         |    |     | .11  | .14            | .18   | .12    | 0    | 0       | 0       | \$G   | +26.60                 |        |
|       |             |      |     |     |    |          |     |      |        |    |         |    |     |      |                |       |        |      |         |         |       | \$B                    | +14.97 |
|       |             |      |     |     |    |          |     |      |        |    |         |    |     |      |                |       |        |      |         |         |       | \$B                    | +36.90 |



**WHITESTONE ADVOCATE** 29AN1754  
S S OBJECTIVE T510 OT26 x N BAR PRIME TIME D806

**Supporting the Calving Ease, Curvebending, Carcass Merit and Efficiency Cause**

- ✓ Attractive OBJECTIVE son who is a grandson of the feed efficiency matron of the breed Ideal 4465
- ✓ Dam is full sister to Net Present Value providing an outcross pedigree to many of today's sire lines
- ✓ Moderate, thick made with muscle expression and calving ease potential
- ✓ Scanned a 141 IMF ratio and ranks in the top 1% of the breed for MARB

| Trait | Performance |      |     |       |       | Maternal |     |      |        |    |    | Carcass |     |      |       | Groups/Progeny |        |         | \$EN | -9.37 |       |            |             |     |        |     |        |         |
|-------|-------------|------|-----|-------|-------|----------|-----|------|--------|----|----|---------|-----|------|-------|----------------|--------|---------|------|-------|-------|------------|-------------|-----|--------|-----|--------|---------|
|       | CED         | BW   | WW  | YW    | YH    | SC       | CEM | MILK | Hd/Dts | MW | MH | HP      | DOC | CW   | MARB  | REA            | FAT    | Carcass |      |       | Steer | Ultrasound | Bull+Heifer |     |        |     |        |         |
| EPD   | I+10        | +0.4 | +54 | I+100 | I+0.2 | I+.87    | I+8 | +28  | 0      |    |    |         |     | I+17 | I+.90 | I+.28          | I+.034 | 0       | 0    | 0     | 0     |            |             |     |        |     |        |         |
| ACC   | .05         | .37  | .29 | .38   | .32   | .35      | .05 | .20  | 0      |    |    |         |     | .19  | .21   | .23            | .19    | 0       | 0    | 0     | 0     |            |             |     |        |     |        |         |
|       |             |      |     |       |       |          |     |      |        |    |    |         |     |      |       |                |        |         |      |       |       | \$W        | +30.11      | \$G | +35.26 | \$B | +61.87 | TOP 25% |



**S A V BRILLIANCE 8077** 29AN1751  
S A V BISMARCK 5682 x S A V 8180 TRAVELER 004

**Brilliant Visual and Numerical Combination**

- ✓ Tremendous power, muscle shape and style in a low birth weight package
- ✓ Descends from the prolific S A V May cow family known for their production, fleshing ability and udder quality
- ✓ Outstanding individual performance and scan data - ranks in the top 4% of the breed for WW and YW EPDs

| Trait | Performance |      |     |      |    | Maternal |     |      |        |    |    | Carcass |     |      |       | Groups/Progeny |        |         | \$EN | -9.86 |       |            |             |     |        |     |        |         |
|-------|-------------|------|-----|------|----|----------|-----|------|--------|----|----|---------|-----|------|-------|----------------|--------|---------|------|-------|-------|------------|-------------|-----|--------|-----|--------|---------|
|       | CED         | BW   | WW  | YW   | YH | SC       | CEM | MILK | Hd/Dts | MW | MH | HP      | DOC | CW   | MARB  | REA            | FAT    | Carcass |      |       | Steer | Ultrasound | Bull+Heifer |     |        |     |        |         |
| EPD   | +8          | +1.3 | +59 | +104 |    |          | +9  | +27  | 0      |    |    |         |     | I+16 | I+.24 | I+.32          | I+.048 | 0       | 0    | 0     | 0     |            |             |     |        |     |        |         |
| ACC   | .25         | .35  | .24 | .13  |    |          | .11 | .12  | 0      |    |    |         |     | .10  | .12   | .15            | .11    | 0       | 0    | 0     | 0     |            |             |     |        |     |        |         |
|       |             |      |     |      |    |          |     |      |        |    |    |         |     |      |       |                |        |         |      |       |       | \$W        | +31.09      | \$G | +16.56 | \$B | +42.95 | TOP 25% |



**OSU CURRENCY 8173** 29AN1749  
STEVENSON MONEYMAKER R185 x NORTHERN IMPROVEMENT 4480 GF

**Easy Money Phenotype**

- ✓ Member of the 2009 National Western Stock Show Reserve Champion Pen of Three Bulls for Oklahoma State University
- ✓ Posted a 108 IMF ratio and 99 REA ratio
- ✓ Dam has 2 progeny at 99 BW, 111 WW & 106 YW

| Trait | Performance |       |      |      |    | Maternal |     |      |        |    |    | Carcass |     |      |       | Groups/Progeny |        |         | \$EN | -5.17 |       |            |             |     |        |     |        |         |
|-------|-------------|-------|------|------|----|----------|-----|------|--------|----|----|---------|-----|------|-------|----------------|--------|---------|------|-------|-------|------------|-------------|-----|--------|-----|--------|---------|
|       | CED         | BW    | WW   | YW   | YH | SC       | CEM | MILK | Hd/Dts | MW | MH | HP      | DOC | CW   | MARB  | REA            | FAT    | Carcass |      |       | Steer | Ultrasound | Bull+Heifer |     |        |     |        |         |
| EPD   | I+4         | I+2.7 | I+54 | I+98 |    | I+.84    | I+8 | I+24 | 0      |    |    |         |     | I+17 | I+.25 | I+.03          | I+.003 | 0       | 0    | 0     | 0     |            |             |     |        |     |        |         |
| ACC   | .05         | .05   | .05  | .05  |    | .19      | .05 | .05  | 0      |    |    |         |     | .08  | .12   | .16            | .10    | 0       | 0    | 0     | 0     |            |             |     |        |     |        |         |
|       |             |       |      |      |    |          |     |      |        |    |    |         |     |      |       |                |        |         |      |       |       | \$W        | +26.33      | \$G | +18.33 | \$B | +44.35 | TOP 25% |

# A.I. and Synchronization

⌚ **Enhanced Profitability** due to the benefits of A.I. and synchronization

⌚ **Heavier Calves** due to improved genetics and the fact calves are up to 9 days older than non-synchronized groups

⌚ **Better Calves** due to proven and targeted genetics that deliver improved calving ease, growth, maternal and carcass traits

⌚ **More Calves** due to increased calving ease, better breed back and more chances due to increased heat cycles in a defined period to become pregnant

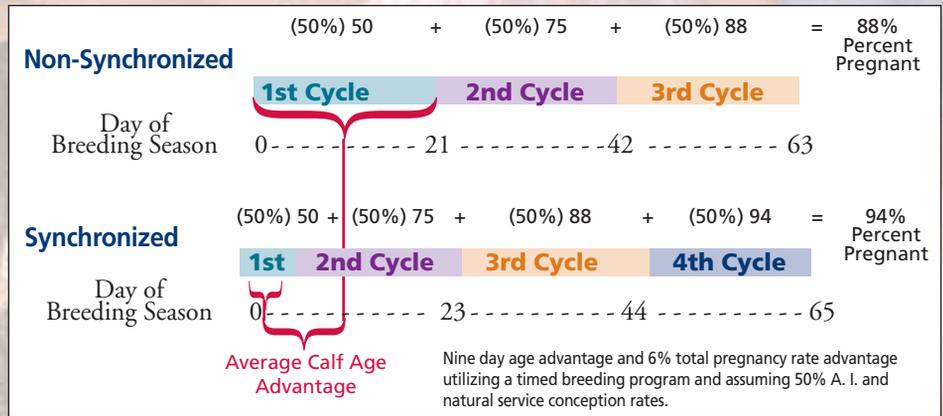
⌚ **Increased Uniformity** due to less genetic and age variation

⌚ **Increased Flexibility** due to the ability to use specific sires that will improve certain traits or allow for a systematic planned crossbreeding program

⌚ **Permanent and Additive Results** due to the genetics that become part of your cowherd, they are one input that continues to pay dividends long term

⌚ **Proven Genetics** for calving ease, growth, maternal ability and carcass traits

⌚ **Profit** due to increased reproductive performance



## Typical Natural Service Cost Per Calf

| Bull Purchase Price      | \$2,500 | \$3,000 | \$3,500 | \$4,000  | \$4,500  |
|--------------------------|---------|---------|---------|----------|----------|
| 20 cows/year for 3 years | \$67.54 | \$79.30 | \$91.05 | \$102.81 | \$114.56 |
| 25 cows/year for 3 years | \$54.04 | \$63.44 | \$72.84 | \$82.25  | \$91.65  |
| 30 cows/year for 3 years | \$45.03 | \$52.87 | \$60.70 | \$68.54  | \$76.37  |

\*Typical natural service costs assume \$1,000 salvage value, \$500 annual feed & veterinarian, 95% conception rate, 10% risk and 8% interest rate.

## A.I. Cost Analysis with Varying Estrus Response and Pregnancy Rates

|                      |                      | Pregnancy Rate of those Responding |         |         |         |         |         |
|----------------------|----------------------|------------------------------------|---------|---------|---------|---------|---------|
|                      |                      | 60%                                | 70%     | 80%     | 90%     | 100%    |         |
| Estrus Response Rate | 60%                  | % A.I. Pregnant                    | 36%     | 42%     | 48%     | 54%     | 60%     |
|                      | 60%                  | Cost/Synch A.I. Preg               | \$69.44 | \$59.52 | \$52.08 | \$46.30 | \$41.67 |
|                      | 70%                  | % A.I. Pregnant                    | 42%     | 49%     | 56%     | 63%     | 70%     |
|                      | 70%                  | Cost/Synch A.I. Preg               | \$64.29 | \$55.10 | \$48.21 | \$42.86 | \$38.57 |
|                      | 80%                  | % A.I. Pregnant                    | 48%     | 56%     | 64%     | 72%     | 80%     |
|                      | 80%                  | Cost/Synch A.I. Preg               | \$60.42 | \$51.79 | \$45.31 | \$40.28 | \$36.25 |
| 90%                  | % A.I. Pregnant      | 54%                                | 63%     | 72%     | 81%     | 90%     |         |
| 90%                  | Cost/Synch A.I. Preg | \$57.41                            | \$49.21 | \$43.06 | \$38.27 | \$34.44 |         |
| 100%                 | % A.I. Pregnant      | 60%                                | 70%     | 80%     | 90%     | 100%    |         |
| 100%                 | Cost/Synch A.I. Preg | \$55.00                            | \$47.14 | \$41.25 | \$36.67 | \$33.00 |         |

Calculated using Iowa Beef Center Synchronizations Systems Planner: [www.iowabeefcenter.org](http://www.iowabeefcenter.org)  
One shot Prostaglandin with heat detection, \$4 drug cost, \$10 heat detection cost, \$20 semen cost



# Deliver:

## 50-60% Pregnant Day One

- With timed A.I., every animal gets a chance to become pregnant day one of the breeding season
- 75-85% of your calves born in the first 25 days (timed A.I. plus a heat cycle)
- Extremely comparable results to heat detection from a total A.I. pregnancy standpoint

## Tighter Calving Interval

- More calves born early means more money – every day earlier a calf is born in the season is an additional \$1.97
- Cows and heifers that calve earlier will breed back earlier increasing the chance they stay in the herd

## Less Labor

- No or less heat detection – use of mass insemination in A.I. programs is beneficial to increase submission (A.I. service) rate
- Efficient use of labor resources during breeding and calving

## Less Stress

- Schedule your labor
- Reduced overall cattle handling
- Tighter calving season – synchronized cows will calve in about 20 days
- Less wear and tear on people and facilities

## Time Breeding vs. Heat Detection

100 Cows Bred Timed A.I. x 55% Conception = 55 A.I. Calves

100 Cows x 85% Heat Detected x 65% Conception = 55 A.I. Calves

## Value of Calves Born During 1st, 2nd or 3rd 20-day Periods of the Calving Season

|                                      | 1st   | 2nd   | 3rd   |
|--------------------------------------|-------|-------|-------|
| Calf Wt.                             | 617   | 562   | 509   |
| \$/cwt                               | \$111 | \$115 | \$119 |
| Calf Value                           | \$685 | \$646 | \$606 |
| <b>Value lost/day \$1.97</b>         |       |       |       |
| Source: Dr. Bill Beal, Virginia Tech |       |       |       |

## ABS Makes It Happen

Turn Key Services

Synchronization Options

Custom A.I.

Breeding Barns

Proven Genetics



# ABS New Sires



**LCHMN BRIGHT LIGHT L122L 'HOOSIER'** 29SM0412  
GW BRIGHT LIGHT 019H x LCHMN WALL TO WALL 7305F

## Calving Ease and Power

- ✓ Homozygous polled, heterozygous black
- ✓ A man's man kind of bull - pictured at eight years of age he is masculine, heavy muscled, big nuttred and sound footed
- ✓ Calves are moderate framed with added capacity and muscle
- ✓ Excellent uddered daughters are solid performers in the Traxinger herd in SD

| Trait | Performance |      |       |       | Maternal |      |       |       | Carcass |      |       |       |       |       | \$API | \$TI | TOP 25% |
|-------|-------------|------|-------|-------|----------|------|-------|-------|---------|------|-------|-------|-------|-------|-------|------|---------|
|       | CED         | BW   | WW    | YW    | MCE      | MILK | MWW   | STAY  | CW      | YG   | MARB  | BF    | REA   | SHR   |       |      |         |
| EPD   | +16.1       | -2.6 | +37.3 | +59.9 | -0.9     | +7.9 | +26.5 | +19.7 | -10.7   | +0.0 | +0.15 | -0.01 | -0.21 | +0.03 | \$125 |      |         |
| ACC   | .40         | .72  | .68   | .65   | .22      | .44  | .45   | .16   | .48     | .48  | .16   | .17   | .16   | .02   | \$70  |      |         |



**LRS TIME ZONE 28U** 29SM0414  
HTP SVF IN DEW TIME x LRS PAYBACK 35P

## Exciting New Purebred Prospect

- ✓ DNA tested homozygous black, homozygous polled
- ✓ Super attractive, smooth made and complete In Dew Time son
- ✓ Total package EPD profile ranking near the top of the breed for both API and TI

| Trait | Performance |      |       |       | Maternal |      |       |       | Carcass |      |       |       |       |     | \$API | \$TI | TOP 25% |
|-------|-------------|------|-------|-------|----------|------|-------|-------|---------|------|-------|-------|-------|-----|-------|------|---------|
|       | CED         | BW   | WW    | YW    | MCE      | MILK | MWW   | STAY  | CW      | YG   | MARB  | BF    | REA   | SHR |       |      |         |
| EPD   | +11.7       | +1.9 | +44.2 | +77.8 | +3.8     | +1.6 | +23.7 | +20.0 | +11.4   | +1.1 | +0.59 | +0.04 | +0.13 |     | \$139 |      |         |
| ACC   | .14         | .36  | .32   | .36   | .07      | .12  | .13   | .05   | .29     | .29  | .19   | .20   | .19   |     | \$79  |      |         |



**THSR BOMBARDIER U802** 29SM0416  
TNT GUNNER N208 x HOOKS RED QUORUM 55H

## Release a Genetic Explosion

- ✓ DNA tested homozygous polled
- ✓ The best overall Gunner son we have found
- ✓ Super attractive, soft made, heavy muscled in a low birth weight package
- ✓ Dam is one of the top red cows at Triple H Simmentals in ND

| Trait | Performance |      |       |       | Maternal |      |       |       | Carcass |       |       |       |       |     | \$API | \$TI | TOP 25% |
|-------|-------------|------|-------|-------|----------|------|-------|-------|---------|-------|-------|-------|-------|-----|-------|------|---------|
|       | CED         | BW   | WW    | YW    | MCE      | MILK | MWW   | STAY  | CW      | YG    | MARB  | BF    | REA   | SHR |       |      |         |
| EPD   | +8.4        | -1.5 | +34.3 | +63.6 | +3.7     | +7.6 | +24.8 | +17.9 | -1.9    | +0.06 | -0.01 | +0.03 | +0.00 |     | \$100 |      |         |
| ACC   | .16         | .34  | .32   | .22   | .14      | .19  | .20   | .06   | .21     | .21   | .23   | .25   | .22   |     | \$62  |      |         |



**LMF MOVIN FORWARD U3** 29SM0415  
TRIPLE C INVASION R47K x WLE POWER STROKE

**Power, Performance and Pedigree to Move You Forward!**

- ✓ Homozygous black and polled
- ✓ Nicely placed shoulder, very thick topped and extreme muscle form hooks back and pins down
- ✓ Huge boned, large footed and super wide based
- ✓ Functional - excellent combination of structural soundness, depth of rib and power
- ✓ Offers ultimate mating flexibility - DREAM ON, MACHO, Meyer 734 and several popular pedigrees

| Trait | Performance |      |       |       | Maternal |      |       |       | Carcass |      |       |       |       |     | \$API | \$TI | TOP 25% |
|-------|-------------|------|-------|-------|----------|------|-------|-------|---------|------|-------|-------|-------|-----|-------|------|---------|
|       | CED         | BW   | WW    | YW    | MCE      | MILK | MWW   | STAY  | CW      | YG   | MARB  | BF    | REA   | SHR |       |      |         |
| EPD   | +8.2        | +0.5 | +33.5 | +64.9 | +2.0     | +8.3 | +25.1 | +21.1 | +1.3    | -.05 | +0.18 | +0.01 | +0.26 |     | \$114 |      |         |
| ACC   | .16         | .23  | .22   | .21   | .08      | .14  | .14   | .08   | .18     | .18  | .15   | .16   | .15   |     | \$65  |      |         |



**LFC PG TOP HAND** 29SM0413  
SAND RANCH HAND x SITZ ALLIANCE 6595

**SimAngus Superiority**

- ✓ Homozygous black, homozygous polled
- ✓ Continental performance and muscle combined with a maternal rib shape, fleshing ability and mature size
- ✓ Offers a unique pedigree to DREAM ON, GOLDMINE, Power Drive, Lucky and New Design bred cattle
- ✓ Ranks in the top 15% of SimAngus bulls for BW, top 20% for Milk and top 30% for REA
- ✓ Tremendous individual performance

| Trait | Performance |      |       |       | Maternal |      |       |      | Carcass |    |      |    |     |     | \$API | \$TI | TOP 25% |
|-------|-------------|------|-------|-------|----------|------|-------|------|---------|----|------|----|-----|-----|-------|------|---------|
|       | CED         | BW   | WW    | YW    | MCE      | MILK | MWW   | STAY | CW      | YG | MARB | BF | REA | SHR |       |      |         |
| EPD   |             | -2.2 | +28.0 | +55.8 |          | +7.5 | +21.5 |      |         |    |      |    |     |     | \$99  |      |         |
| ACC   |             | .18  | .17   | .16   |          | .10  | .11   |      |         |    |      |    |     |     | \$58  |      |         |

**SAYING A COW IS MORE IN HEAT IS LIKE SAYING SHE'S MORE PREGNANT.**



As the pioneer in dairy reproduction, we can say with confidence that one product doesn't produce stronger heats than another. If you really want to improve pregnancy rates, look to the people behind the product. Talk to your veterinarian or Pfizer Animal Health representative.



**Lutalyse**  
(dinoprost tromethamine)  
Sterile Solution



Do not administer LUTALYSE in pregnant animals unless cessation of pregnancy is desired. Women of childbearing age and persons with respiratory problems should exercise extreme caution when handling LUTALYSE.

Dairy Wellness Makes a Difference™



**Pfizer Animal Health**

## LUTALYSE®

brand of dinoprost tromethamine sterile solution

Caution: Federal law restricts this drug to use by or on the order of a licensed veterinarian.

For intramuscular use for estrus synchronization, treatment of unobserved (silent) estrus and pyometra (chronic endometritis) in cattle; for abortion of foetoid and other non-lactating cattle; for parturition induction in swine; and for controlling the timing of estrus in estrous cycling mares and clinically anestrus mares that have a corpus luteum.

### INDICATIONS AND INSTRUCTIONS FOR USE

**Cattle:** LUTALYSE Sterile Solution is indicated as a luteolytic agent.

LUTALYSE is effective only in those cattle having a corpus luteum, i.e., those which ovulated at least five days prior to treatment. Future reproductive performance of animals that are not cycling will be unaffected by injection of LUTALYSE.

1. **For Intramuscular Use for Estrus Synchronization in Beef Cattle and Non-Lactating Dairy Heifers:** LUTALYSE is used to control the timing of estrus and ovulation in estrous cycling cattle that have a corpus luteum.

Inject a dose of 5 mL LUTALYSE (25 mg PGF<sub>2α</sub>) intramuscularly either once or twice at a 10 to 15 day interval.

With the single injection, cattle should be bred at the usual time relative to estrus. With the two injections cattle can be bred after the second injection either at the usual time relative to detected estrus or at about 80 hours after the second injection of LUTALYSE.

Estrus is expected to occur 1 to 5 days after injection if a corpus luteum was present. Cattle that do not become pregnant to breeding at estrus on days 1 to 5 after injection will be expected to return to estrus in about 18 to 24 days.

2. **For Intramuscular Use for Unobserved (Silent) Estrus in Lactating Dairy Cows with Corpus Luteum:** Inject a dose of 5 mL LUTALYSE (25 mg PGF<sub>2α</sub>) intramuscularly. Breed cows as they are detected in estrus. If estrus has not been observed by 80 hours after injection, breed at 80 hours. If the cow returns to estrus breed at the usual time relative to estrus.

**Management Considerations:** Many factors contribute to success and failure of reproduction management, and these factors are important also when time of breeding is to be regulated with LUTALYSE Sterile Solution. Some of these factors are:

a. Cattle must be ready to breed—they must have a corpus luteum and be healthy; b. Nutritional status must be adequate as this has a direct effect on conception and the initiation of estrus in heifers or return of estrous cycles in cows following calving; c. Physical facilities must be adequate to allow cattle handling without being detrimental to the animal;

d. Estrus must be detected accurately if timed AI is not employed; e. Semen of high fertility must be used; f. Semen must be inseminated properly.

3. **For Intramuscular Use for Treatment of Pyometra (chronic endometritis) in Cattle:** Inject a dose of 5 mL LUTALYSE (25 mg PGF<sub>2α</sub>) intramuscularly. In studies conducted with LUTALYSE, pyometra was defined as presence of a corpus luteum in the ovary and uterine horns containing fluid but not a conceptus based on palpation per rectum.

Return to normal was defined as evacuation of fluid and return of the uterine horn size to 40 mm or less based on palpation per rectum at 14 and 28 days. Most cattle that re-covered in response to LUTALYSE recovered within 14 days after injection. After 14 days, recovery rate of treated cattle was no different than that of nontreated cattle.

4. **For Intramuscular Use for Abortion of Foetoid and Other Non-Lactating Cattle:** LUTALYSE is indicated for its abortifacient effect in foetoid and other non-lactating cattle during the first 100 days of gestation. Inject a dose of 25 mg intramuscularly. Cattle that abort will abort within 35 days of injection.

Commercial cattle were palpated per rectum for pregnancy in six foetoids. The percent of pregnant cattle in each foetoid less than 100 days of gestation ranged between 80 and 84; 80% or more of the pregnant cattle were less than 150 days of gestation. The abortion rates following injection of LUTALYSE increased with increasing doses up to about 25 mg. As examples, the abortion rates, over 7 foetoids on the dose titration study, were 22%, 50%, 71%, 90% and 78% for cattle up to 100 days of gestation when injected IM with LUTALYSE doses of 0.1 (5 mg), 2 (10 mg), 4 (20 mg) and 8 (40 mg) mL, respectively. The statistical predicted relative abortion rate based on the dose titration data, was about 93% for the 5 mL (25 mg) LUTALYSE dose for cattle injected up to 100 days of gestation.

5. **Swine:** For intramuscular use for parturition induction in swine. LUTALYSE Sterile Solution is indicated for parturition induction in swine when injected within 3 days of normal predicted farrowing.

The response to treatment varies by individual animals with a mean interval from administration of 2 mL LUTALYSE (10 mg dinoprost) to parturition of approximately 30 hours. This can be employed to control the time of farrowing in sows and gilts in late gestation.

**Management Considerations:** Several factors must be considered in the successful use of LUTALYSE Sterile Solution for parturition induction in swine. The product must be administered at a relatively specific time (treatment earlier than 3 days prior to normal predicted farrowing may result in increased piglet mortality). It is important that animals be records be maintained on (1) the average length of gestation period for the animals on a specific location, and (2) the breeding and projected farrowing dates for each animal. This information is essential to determine the appropriate time for administration of LUTALYSE.

**Mares:** LUTALYSE Sterile Solution is indicated for its luteolytic effect in mares. This luteolytic effect can be utilized to control the timing of estrus in estrous cycling and clinically anestrus mares that have a corpus luteum in the following circumstances:

1. **Controlling Time of Estrus of Estrous Cycling Mares:** Mares treated with LUTALYSE during diestrus (4 or more days after ovulation) will return to estrus within 2 to 4 days in most cases and ovulate 8 to 12 days after treatment. This procedure may be utilized as an aid to scheduling the use of stallions.

2. **Difficult-to-Breed Mares:** In extended diestrus there is failure to exhibit regular estrous cycles which is different from true anestrus. Many mares described as anestrus during the breeding season have serum progesterone levels consistent with the presence of a functional corpus luteum.

A proportion of "barren", maiden, and lactating mares do not exhibit regular estrous cycles and may be in extended diestrus. Following abortion, early fetal death and resorption, or as a result of "pseudopregnancy", there may be serum progesterone levels consistent with a functional corpus luteum.

Treatment of such mares with LUTALYSE usually results in regression of the corpus luteum followed by estrus and/or ovulation. In one study with 122 Standardbred and Thoroughbred mares in clinical anestrus for an average of 58 days and treated during the breeding season, behavioral estrus was detected in 81 percent at an average time of 27 days after injection with 5 mg LUTALYSE; ovulation occurred an average of 7.0 days after treatment. Of those mares bred, 59% were pregnant following an average of 1.4 services during that estrus.

Treatment of "anestrus" mares which abort subsequent to 36 days of pregnancy may not result in return to estrus due to presence of functional endometrial cups.

### USER SAFETY (HUMAN WARNINGS)

Not for human use. Women of childbearing age, asthmatics, and persons with bronchial and other respiratory problems should exercise extreme caution when handling this product. In the early stages, women may be unaware of their pregnancies. Dinoprost tromethamine is readily absorbed through the skin and can cause abortion. Accidental spillage on the skin should be washed off immediately with soap and water.

### RESIDUE INFORMATION

No milk discard or preslaughter drug withdrawal period is required for labeled uses in cattle. No preslaughter drug withdrawal period is required for labeled uses in swine. Use of this product in excess of the approved dose may result in drug residues. Not for horses intended for human consumption.

### ANIMAL SAFETY (WARNINGS)

Severe localized clostridial infections associated with injection of LUTALYSE have been reported. In rare instances, such infections have resulted in death. Aggressive antibiotic therapy should be employed at the first sign of infection at the injection site whether localized or diffuse.

### PRECAUTIONS

• Do not administer intravenously (I.V.) as this route may potentiate adverse reactions.

• No vial stopper should be entered more than 20 times. For this reason, the 100 mL bottle should only be used for cattle, swine, or mares.

• As with all parenteral products careful aseptic techniques should be used to decrease the possibility of post-injection bacterial infections. The vial stopper should be cleaned and disinfected prior to needle entry. Only sterile needles should be used and the same needle should not be used more than once.

• Nonsteroidal anti-inflammatory drugs may inhibit prostaglandin synthesis; therefore this class of drugs should not be administered concurrently.

**Cattle:** Do not administer to pregnant cattle, unless abortion is desired. Cattle administered a progestogen would be expected to have a reduced response to LUTALYSE Sterile Solution.

**Swine:** Do not administer to sows and/or gilts prior to 3 days of normal predicted farrowing as an increased number of stillbirths and postnatal mortality may result.

**Mares:** LUTALYSE Sterile Solution is ineffective when administered prior to day-5 after ovulation. Pregnancy status should be determined prior to treatment since LUTALYSE has been reported to induce abortion and parturition when sufficient doses were administered. Mares should not be treated if they suffer from either acute or subacute disorders of the vascular system, gastrointestinal tract, respiratory system, or reproductive tract.

### ADVERSE REACTIONS

**Cattle:** Limited salivation has been reported in some instances.

**Swine:** The most frequently observed side effects were erythema and pruritus, slight incoordination, nesting behavior, itching, urination, defecation, abdominal muscle spasms, tail movements, hyperpnea or dyspnea, increased vocalization, salivation, and at the 100 mg (10X) dose only, possible vomiting. These side effects are transient, lasting from 10 minutes to 2 hours, and were not detrimental to the health of the animals.

**Mares:** The most frequently observed side effects are sweating and decreased rectal temperature. However, these have been transient in all cases observed and have not been detrimental to the animal. Other reactions seen have been increase in heart rate, increase in respiration rate, some abdominal discomfort, locomotor incoordination, and lying down. These effects are usually seen within 15 minutes of injection and disappear within one hour. Mares usually continue to eat during the period of expression of side effects. One anaphylactic reaction of several hundred mares treated with LUTALYSE Sterile Solution was reported but was not confirmed.

NADA #108-901, Approved by FDA

U.S. Patent No. 6,187,818

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682741

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# Are Your Cattle

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The ABS Program Compliant Tag (PCT) can be installed at birth or at any time prior to shipment of calves from the ranch/farm of origin. The large 'management number' can be customized for each customer or left blank and filled in by the producer with a tag marker.



# ABS Can Help You Connect

# Eligible for Premium Markets?

## Age and Source Verification (ASV)

Certain lucrative export markets require that U.S. cattle be age verified by an approved third-party as a condition of beef trade. These are premium markets, thus creating competitive bidding for Age and Source Verified (ASV) cattle.

This process must begin at the farm or ranch of origin and extends through packing plants. ABS is USDA-approved to provide age and source verification services for cow-calf producers, growyards and feedyards.



FOR AGE & SOURCE

## Marketing Assistance

ABS is proud to represent top-notch feeder cattle to a network of over 120 feedyards. This is done through private listings of cattle for sale, which ABS promotes to feedyards, or through a more formal process of marketing cattle on Big Blue Sale Barn. Big Blue Sale Barn is an internet video auction held every other week, which specializes in Age and Source Verified cattle suitable for branded beef and export programs. ABS Marketing Specialists are available to video your cattle, consign them to Big Blue, and manage the weigh-up and shipping process.



## Replacement Heifer Services

**Heifer Marketing.** ABS is proud to assist customers in marketing high quality, ABS-bred commercial replacement females. Private treaty sales and special ABS heifer sales conducted through Big Blue Sale Barn or in cooperation with progressive auction markets are the avenues available to ABS customers to expose high quality bred heifers and heifer calves to discriminating buyers.

**Custom-Made Replacements.** Through its vast network of customers and Representatives, ABS is able to fill orders for custom-made heifer calves or bred heifers. This service is well suited to producers who utilize terminal crossbreeding systems and need a consistent year-after-year supply of replacement females, or producers who simply prefer to purchase replacements rather than raise them. ABS works individually with clients to find suitable suppliers and to design the genetic "recipe" around the needs of the buyer.



29HP0901 PROGRESS daughter

with the **Value-Added** Marketplace

# ABS New Sires



**CHURCHILL YANKEE ET** 29HH0837  
GH NEON 17N x HH ADVANCE 767G 1ET

## Reads Like a Performance Bull with Show Bull Phenotype!

- ✓ Reserve Senior Champion Horned Bull at the 2009 NWSS
- ✓ His sons are averaging close to \$15,000 so far at auction
- ✓ Ranks in the top 20% of the breed for 13 genetic measures including the top 3% of the breed for MARB and REA
- ✓ Progeny are soggy, stout and attractive with excellent pigmentation
- ✓ Available on a commercial basis only through July 1, 2009

| Trait | Performance |      |     |     |      | Maternal |     |      | Carcass |       |       | BMI  | CEZ  | BII  | CHB     |
|-------|-------------|------|-----|-----|------|----------|-----|------|---------|-------|-------|------|------|------|---------|
|       | CED         | BW   | WW  | YW  | SC   | MILK     | M&G | CEM  | MARB    | REA   | FAT   | \$23 | \$18 | \$19 | \$32    |
| EPD   | +3.5        | +1.4 | +51 | +88 | +0.9 | +20      | +46 | +2.8 | +0.017  | +0.59 | +0.36 |      |      |      |         |
| ACC   | .20         | .77  | .68 | .49 | .18  | .14      |     | .13  | .23     | .26   | .21   |      |      |      | TOP 25% |



**UPS DOMINO 3027** 29HH0838  
CL1 DOMINO 9126J 1ET x SH DIAMOND 881

## The Calving Ease Cowmaker of the Hereford Breed

- ✓ Ranks in the top 1% of the breed for CED and BW with high accuracy, ideal for Angus heifers
- ✓ Maternal machine that transmits added SC, fleshing ability and milk with absolutely beautiful udder quality
- ✓ Competes on the carcass front too - ranks in the top 15% for MARB and REA and the top 10% for all 4 \$ Indexes
- ✓ Daughters are moderate, big ribbed, easy fleshing with fantastic udders

| Trait | Performance |      |     |     |      | Maternal |     |      | Carcass |       |       | BMI  | CEZ  | BII  | CHB     |
|-------|-------------|------|-----|-----|------|----------|-----|------|---------|-------|-------|------|------|------|---------|
|       | CED         | BW   | WW  | YW  | SC   | MILK     | M&G | CEM  | MARB    | REA   | FAT   | \$23 | \$22 | \$19 | \$28    |
| EPD   | +7.6        | -2.1 | +46 | +73 | +1.0 | +27      | +50 | +1.4 | +0.018  | +0.41 | +0.30 |      |      |      |         |
| ACC   | .38         | .84  | .77 | .78 | .62  | .34      |     | .28  | .56     | .57   | .58   |      |      |      | TOP 25% |



**SPARKS TREND 2007** 29HP0912  
R PUCKSTER 2013 x R PATEND 2082

## Starting a New Trend

- ✓ Nearly unbelievable EPDs ranking in the top 10% of the breed for ten traits and indexes
- ✓ Individual performance second to none - 94 birth, 112 weaning, 113 yearling, 118 ribeye and 159 IMF
- ✓ Offers a fresh pedigree for today's popular lines based on solid multi-trait genetics
- ✓ Long sided and attractive in his profile with more than adequate muscle and volume

| Trait | Performance |      |     |     |      | Maternal |     |      | Carcass |       |       | BMI  | CEZ  | BII  | CHB     |
|-------|-------------|------|-----|-----|------|----------|-----|------|---------|-------|-------|------|------|------|---------|
|       | CED         | BW   | WW  | YW  | SC   | MILK     | M&G | CEM  | MARB    | REA   | FAT   | \$22 | \$19 | \$15 | \$38    |
| EPD   | +6.3        | +0.5 | +56 | +96 | +0.5 | +21      | +49 | +2.3 | +0.008  | +0.61 | +0.47 |      |      |      |         |
| ACC   | .06         | .38  | .30 | .32 | .26  | .11      |     | .05  | .22     | .21   | .19   |      |      |      | TOP 25% |



**HXC JACKHAMMER 8800U** 29AR0232  
HXC HEMI 4400P x BECKTON JULIAN GG B571

**Super Stout Low Birth Weight Prospect**

- ✓ Incredible individual performance - 71 lb. BW, 1434 Adj. YW, 16.99 REA, top 2% mrabbling
- ✓ The widest based, biggest footed calving ease prospect to sell in recent history
- ✓ Combines the antagonistic traits of calving ease and muscle in phenotypically flawless package
- ✓ Dam is a super uddered, moderate framed Julian daughter

| Trait | Performance |      |     |     | Maternal |     |    |     |     | Carcass |      |     |     |
|-------|-------------|------|-----|-----|----------|-----|----|-----|-----|---------|------|-----|-----|
|       | CED         | BW   | WW  | YW  | MILK     | TM  | ME | HPG | CEM | STAY    | MARB | REA | FAT |
| EPD   |             | -1.2 | +43 | +78 | +16      | +37 | +2 | +9  |     | +13     | +29  | +04 | +01 |
| ACC   |             | P    | P   | P   | P        |     | P  | P   |     | P       | P    | P   | P   |

TOP 25%



**LELAND RIGHT DIRECTION 8242U** 29AR0233  
5L RED DIRECTION 691-6046 x LCHMN GRANDCANYON 1244G

**Powerhouse to Lead the Breed**

- ✓ Moderate birth weight with explosive growth and carcass
- ✓ Wide based, heavy muscled with extra capacity
- ✓ Outstanding individual performance of 114 WR, 121 YR, 114 %IMF and 110 REA
- ✓ High seller at the 2009 Leland Red Angus Sale

| Trait | Performance |      |     |     | Maternal |     |    |     |     | Carcass |      |     |     |
|-------|-------------|------|-----|-----|----------|-----|----|-----|-----|---------|------|-----|-----|
|       | CED         | BW   | WW  | YW  | MILK     | TM  | ME | HPG | CEM | STAY    | MARB | REA | FAT |
| EPD   | +6          | +1.8 | +43 | +76 | +24      | +45 | +5 | +12 | +7  | +11     | +30  | +21 | +01 |
| ACC   | .14         | .35  | .25 | .18 | .15      |     | P  | P   | .13 | P       | P+   | P+  | P   |

TOP 25%



**KCF BENNETT 9126J R294** 29HP0913  
CL 1 DOMINO 9126J 1ET x RRR MR FELT 3008

**Unmatched Combination of Calving Ease and Carcass Merit in the Breed**

- ✓ 4 star calving ease combined with top 1% carcass EPDs, first 7 calves ratioed 106 IMF, 107 REA
- ✓ High maternal potential with leading SC, Milk and a dam with 4 @ 95 BW and 3 @ 103 WW
- ✓ R294 is moderate framed with added capacity, muscle and pigmentation

| Trait | Performance |      |     |     |      | Maternal |     |      | Carcass |       |       | BMI  |
|-------|-------------|------|-----|-----|------|----------|-----|------|---------|-------|-------|------|
|       | CED         | BW   | WW  | YW  | SC   | MILK     | M&G | CEM  | MARB    | REA   | FAT   | CEZ  |
| EPD   | +7.5        | -1.8 | +48 | +89 | +1.5 | +32      | +55 | +3.5 | -0.002  | +0.36 | +0.38 | \$28 |
| ACC   | .15         | .59  | .39 | .42 | .33  | .19      |     | .14  | .31     | .30   | .27   | \$23 |

TOP 25%

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available only  
from AgriLabs

**estroPLAN**  
(cloprostenol sodium)  
injection

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All successful, cost-effective breeding programs start with a plan. **estroPLAN**® (cloprostenol sodium) is a prostaglandin you can trust to keep your breeding program — and your costs — under control.

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**estroPLAN<sup>®</sup> (Cloprostenol Sodium) Injection**  
Prostaglandin Analogue for Cattle

**CAUTION:**  
Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian.

**DESCRIPTION:**  
**estroPLAN** (cloprostenol sodium) injection is a synthetic prostaglandin analogue structurally related to prostaglandin  $F_{2\alpha}$  ( $PGF_{2\alpha}$ ). Each mL of the colorless aqueous solution contains 263 mcg of cloprostenol sodium (equivalent to 250 mcg of cloprostenol), chlorocresol 1.0 mg as a bactericide, citric acid anhydrous 0.66 mg, sodium citrate 5.03 mg, sodium chloride 6.76 mg. The pH is adjusted, as necessary, with sodium hydroxide or citric acid.

**ACTION:**  
**estroPLAN** injection causes functional and morphological regression of the corpus luteum (luteolysis) in cattle. In normal, nonpregnant cycling animals this effect on the life span of the corpus luteum usually results in estrus 2 to 5 days after treatment. In animals with prolonged luteal function (pyometra, mummified fetus, and luteal cysts) the induced luteolysis usually results in resolution of the condition and return to cyclicity. Pregnant animals may abort depending on the stage of gestation.

**INDICATIONS:**  
For intramuscular use to induce luteolysis in beef and dairy cattle. The luteolytic action of **estroPLAN** injection can be utilized to manipulate the estrous cycle to better fit certain management practices, to terminate pregnancies resulting from mismatings and to treat certain conditions associated with prolonged luteal function.

**RECOMMENDED USES:**  
Unobserved or Non-detected Estrus, Pyometra or Chronic Endometritis, Mummified Fetus, Luteal Cysts, Pregnancies from Mismating, Controlled Breeding.

Please note that a controlled breeding program should be selected which is appropriate for the existing circumstances and management practices. Before a controlled breeding program is planned the producer's objectives must be examined and he must be made aware of the projected results and limitations.

**SAFETY AND TOXICITY:**  
At 50 and 100 times the recommended dose, mild side effects may be detected in some cattle. These include increased uneasiness, slight frothing, and milk let-down.

**CONTRAINDICATIONS:**  
**estroPLAN** should not be administered to a pregnant animal whose calf is not to be aborted.

**WARNINGS:**  
For animal use only. Women of child-bearing age, asthmatics, and persons with bronchial and other respiratory problems should exercise extreme caution when handling this product. In the early stages women may be unaware of their pregnancies.

**estroPLAN** injection is readily absorbed through the skin and may cause abortion and/or bronchospasms; direct contact with the skin should therefore be avoided. Accidental spillage on the skin should be washed off immediately with soap and water.

**PRECAUTIONS:**  
There is no effect on fertility following the single or double dosage regimen when breeding occurs at induced estrus or at 72 and 96 hours post treatment. Conception rates may be lower than expected in those fixed time breeding programs which omit the second insemination (i.e., the insemination at or near 96 hours). This is especially true if a fixed time insemination is used following a single **estroPLAN** injection.

As with all parenteral products, careful aseptic techniques should be employed to decrease the possibility of post injection bacterial infection. Antibiotic therapy should be employed at the first sign of infection.

**DOSAGE AND ADMINISTRATION:**  
2mL of **estroPLAN** injection (500 mcg of cloprostenol) should be administered by **INTRAMUSCULAR INJECTION** for all indications in both beef and dairy cattle.

ANADA 200-310, approved by FDA

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# ABS New Sires



**WAVE GOODBYE** 137XX3191  
HEAT WAVE x FULL SIB TO STRICTLY BUSINESS

## TH and PHA Free Heat Wave Son

- ✓ Thick, attractive and stout
- ✓ Longer patterned, taller stature Heat Wave son
- ✓ His type and make up should make great mating flexibility
- ✓ Should offer more growth and performance than other Heat Wave sons



**BAILOUT** 54XX983  
ALIAS x LIFELINE

## Have You Been Looking for Your BAILOUT?

- ✓ A great package of power, eye appeal and mating flexibility
- ✓ A very thick ended, thick topped bull with rib and attractive shoulder and neck
- ✓ A different and unique pedigree that is fresh and exciting
- ✓ TH & PHA Free



**FULL MOON** 41CM5056  
DIRTY HAIRY x WAG PRETTY WOMAN

## Balance & Quality to the Highest Degree

- ✓ Very sound structured and correct
- ✓ Awesome balance and profile
- ✓ Carries very pleasing thickness and power
- ✓ A Dirty Hairy son full of possibilities
- ✓ TH & PHA Free



BC 7022 **RAVEN** 7965 109AN939  
 B C MARATHON 7022 x O C C BONANZA 880B

**Outcross Muscle Sire**

- ✓ Transmits balance and eye appeal with added muscle and dimension
- ✓ Progeny dominated the 2009 National Western Stock Show
- ✓ Ranks in the top 1% with a +.72 rib eye EPD
- ✓ Outcross to New Design and Precision pedigrees

| Trait | Performance |      |     |     |      |      | Maternal |      |        |    |    |    | Carcass |     |      |             | Groups/Progeny |         |       | \$EN | \$W  | \$G                   | \$B |
|-------|-------------|------|-----|-----|------|------|----------|------|--------|----|----|----|---------|-----|------|-------------|----------------|---------|-------|------|------|-----------------------|-----|
|       | CED         | BW   | WW  | YW  | YH   | SC   | CEM      | MILK | Hd/Dts | MW | MH | HP | DOC     | CW  | MARB | REA         | FAT            | Carcass | Steer |      |      |                       |     |
| EPD   | +2          | +3.4 | +46 | +82 | +0.0 | -.64 | +2       | +22  | 0      |    |    |    |         | +13 | +27  | <b>+.72</b> | +0.10          | 0       | 0     | 110  | \$EN | +1.97                 |     |
| ACC   | .55         | .86  | .79 | .56 | .42  | .73  | .15      | .18  | 0      |    |    |    |         | .15 | .26  | .35         | .19            | 0       | 0     | 245  | \$W  | +24.10                |     |
|       |             |      |     |     |      |      |          |      |        |    |    |    |         |     |      |             |                |         |       |      | \$G  | <b>+27.46</b>         |     |
|       |             |      |     |     |      |      |          |      |        |    |    |    |         |     |      |             |                |         |       |      | \$B  | <b>+47.99</b> TOP 25% |     |



LIMESTONE **JUPITER** U449 29AN1753  
 O C C JUPITER 671J x EXAR NEW LOOK 2971

**Unique Calving Ease Sire with a Killer Look**

- ✓ One of the most talked about bulls at the 2009 Limestone Bull Sale
- ✓ Top 10% for CED, BW, WW & YW EPD, proving his potential 'cureve bender' status
- ✓ Sire stack of breed greats like Emblazon, 1407, 9929, Right Time and Traveler 124 back to the famed Everelda Entense 1905
- ✓ Out of the double bred Dixie Erica 1019 grandson Jupiter

| Trait | Performance |             |            |             |    |    | Maternal |      |        |    |    |    | Carcass |     |       |       | Groups/Progeny |         |       | \$EN | \$W  | \$G                   | \$B |
|-------|-------------|-------------|------------|-------------|----|----|----------|------|--------|----|----|----|---------|-----|-------|-------|----------------|---------|-------|------|------|-----------------------|-----|
|       | CED         | BW          | WW         | YW          | YH | SC | CEM      | MILK | Hd/Dts | MW | MH | HP | DOC     | CW  | MARB  | REA   | FAT            | Carcass | Steer |      |      |                       |     |
| EPD   | <b>+11</b>  | <b>+0.0</b> | <b>+60</b> | <b>+102</b> |    |    | +7       | +21  | 0      |    |    |    |         | I+1 | I+.12 | I+.17 | <b>I-.010</b>  | 0       | 0     | 0    | \$EN | -3.68                 |     |
| ACC   | .26         | .35         | .25        | .15         |    |    | .12      | .15  | 0      |    |    |    |         | .05 | .05   | .05   | .05            | 0       | 0     | 0    | \$W  | <b>+32.53</b>         |     |
|       |             |             |            |             |    |    |          |      |        |    |    |    |         |     |       |       |                |         |       |      | \$G  | +19.11                |     |
|       |             |             |            |             |    |    |          |      |        |    |    |    |         |     |       |       |                |         |       |      | \$B  | <b>+32.44</b> TOP 25% |     |



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**BEEF COW PROTOCOLS 2009 - Beef Reproduction Task Force**

**HEAT DETECTION**

Select Synch  
Heat detect & AI

Select Synch + CIDR®  
Heat detect & AI

**HEAT DETECT & TIME AI (TAI)**

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

**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 1<sup>st</sup> PG with GnRH at TAI. Two injections of PG 8 ± 2 hr apart are required for this protocol.

**COMPARISON OF PROTOCOLS**

HEAT DETECTION  
Select Synch  
Select Synch + CIDR®

HEAT DETECT & TAI  
Select Synch  
Select Synch + CIDR®  
TAI non-responders 72-84 hr after PG with GnRH at TAI

FIXED-TIME AI (TAI)\*  
7-day CO-Synch  
TAI 60 to 66 hr after PG with GnRH at TAI  
5-day CO-Synch  
TAI 72 ± 2 hr after PG with GnRH at TAI

\*The times listed here are approximate average times based on the number of cows in treatment.

Cystorelin®, Factrel®, Fertagyl®, Ovasync®, Estrumate®, In-Synch®, Lutalyse®, ProstaMate®, estroPLAN®

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The World Leader in Bovine Genetics

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Dairy Bulls  
Beef Bulls

**Beef Resources**

A.I and Estrous Synchronization Delivers:

Beef Cow Synchronization  
Beef Heifer Synchronization

Estrous synchronization programs allow beef producers to improve the rate of pregnancy production during the breeding season through increased submission rates. Protocols involve MGA, CIDR®, prostaglandins and/or gonadotropin releasing hormone.

**Solutions**

Dairy Resources  
Beef Resources  
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Beef Heifer Synch  
Techniques  
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