



Program Specifics

- All matings must consist of Holstein dams x Power Genetics SimAngus™ sires.
- Participants must follow Select Sires' ProfitSOURCE calf care guidelines, sign a ProfitSOURCE agreement, and be Beef Quality Assurance certified.

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With a total team effort from Select Sires, Power Genetics, and Cargill Meat Solutions, we are making this thirty-year beef industry dream a reality!

*Jason Anderson,
Power Genetics*

WHAT ARE THE **BENEFITS OF POWER GENETICS?**



- Secure pricing and a guaranteed market for qualifying beef x dairy calves
- Rewards for a quality end product produced through Power Genetics-approved SimAngus sires
- Flexibility for dairies to retain partial ownership of their beef x dairy offspring or contract them to growers as pregnancies or day-old calves
- Connecting packer interest with age, sire, and source traceability through RFID