



BULLSEYE

Your target for beef x dairy

FERTILITY FOCUS INDEX



For dairy producers who use beef semen simply to create a pregnancy on lower-end genetic animals that results in an easy calving

		FERTILITY	CED	Price
011AN01212	Hoover Hercules	✓	12	\$18
011AN01226	Connealy Sandman	✓	10	\$25
011AN01296	Westwind intimidator DJH 542	✓	7	\$20
011AN01298	Raven Sweepstake 5135 DJ	✓	17	\$14
011AN01299	Baldrige Hickory	✓	19	\$20
011AN01301	Ellingson Real World 6407	✓	14	\$18

011SM02037	IPU Liner 56U 213Y	✓	8.5	\$20
011SM02044	Hook's Xavier 14X	✓	9.5	\$14
099SM09914	TFS Oklahoma 4728B	✓	12.8	\$30
099SM10299	TFS 6EM3 7323E	✓	17.1	\$30
099SM10300	TFS Aviator 7346E	✓	15.4	\$30
099SM10301	TFS Aviator 7492E	✓	14.7	\$30

Fertility Focus sires have proven results for optimal sire fertility when used on dairy animals, and promote easy calvings by accounting for Calving Ease Direct (CED).

BLACK CALF INDEX



For the optimal premium on beef x dairy cross calves sold within one or two days after birth

		CED	REA	Price
011AN01345	Connealy Accord	16	0.76	\$16
011AN01269	Ellingson Icon 5062	15	0.74	\$25
011AN01349	K C F Bennett Strong	15	0.64	\$20
011AN01301	Ellingson Real World 6407	14	0.39	\$18
011AN01159	Hoover Inspiration	11	0.68	\$22

099SM10299	TFS 6EM3 7323E	17.1	0.31	\$30
011SM02046	EGL Executive Order E019	16.8	0.69	\$16
099SM10300	TFS Aviator 7346E	15.4	0.45	\$30
099SM10301	TFS Aviator 7492E	14.7	0.33	\$30
011SM02044	Hook's Xavier 14X	9.5	1.31	\$14
011SM02037	IPU Liner 56U 213Y	8.5	0.71	\$20

The Black Calf Index accounts for Calving Ease Direct (CED) for simplicity in the maternity pen, and Ribeye Area (REA) to create calves with more of a beef look.

Consider when you sell and how you market your beef x dairy cross calves. Select the beef x dairy index that best fits your situation and future goals.

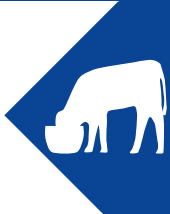


BULLSEYE

Your target for beef x dairy



FEEDER CALF INDEX



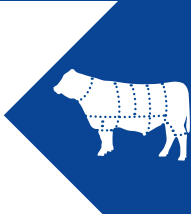
For dairy producers who also raise their beef x dairy cross calves to 300–500 pounds

	WW	\$F	Price
011AN01339 Poss Marvel	92	151.85	\$25
011AN01277 KR Quest	94	148.86	\$18
011AN01302 CCA C4 Explosive	89	137.27	\$18
011AN01304 EXAR Withdrawal 6540	81	131.31	\$25
011AN01281 Bear Mtn Genuine 5022	76	129.35	\$18
011AN01260 Hoover Leadman	89	122.35	\$25
011AN01238 Bushs Wind Chill 982	78	119.88	\$12

	WW	TI	Price
011SM02044 Hook's Xavier 14X	91.9	87.9	\$14
099SM10301 TFS Aviator 7492E	61.0	69.2	\$30
099SM10300 TFS Aviator 7346E	60.4	70.5	\$30
099SM10299 TFS 6EM3 7323E	58.9	71.3	\$30
011SM02046 EGL Executive Order E019	58.5	83.0	\$16
011SM02037 IPU Liner 56U 213Y	58.5	56.6	\$20
099SM09914 TFS Oklahoma 4728B	47.6	68.7	\$30

The Feeder Calf Index aims to optimize growth rates of beef x dairy cross calves by accounting for Weaning Weight (WW) and Feedlot Value (\$F) or Terminal Index (TI).

TERMINAL INDEX



For dairy producers that also raise and finish their beef x dairy cross animals

	\$B	\$F	Price
011AN01302 CCA C4 Explosive	198.54	137.27	\$18
011AN01238 Bushs Wind Chill 982	195.24	119.88	\$12
011AN01339 Poss Marvel	191.86	151.85	\$25
011AN01281 Bear Mtn Genuine 5022	183.36	129.35	\$18
011AN01251 K C F Bennett Authentic B536	178.42	122.38	\$18
011AN01277 KR Quest	178.27	148.86	\$18
011AN01260 Hoover Leadman	174.47	122.35	\$25
011AN01304 EXAR Withdrawal 6540	168.51	131.31	\$25

	TI	Price
011SM02044 Hook's Xavier 14X	87.9	\$14
011SM02046 EGL Executive Order E019	83.0	\$16
099SM10299 TFS 6EM3 7323E	71.3	\$30
099SM10300 TFS Aviator 7346E	70.5	\$30
099SM10301 TFS Aviator 7492E	69.2	\$30
099SM09914 TFS Oklahoma 4728B	68.7	\$30
011SM02037 IPU Liner 56U 213Y	56.6	\$20

The Terminal Index optimizes growth traits and carcass merit by focusing on Beef Value (\$B) and Feedlot Value (\$F) or Terminal Index (TI).

Consider when you sell and how you market your beef x dairy cross calves. Select the beef x dairy index that best fits your situation and future goals.