



Profit From Genetic Progress

ABS
InFocus[™]



Beef x Dairy

BUT NOT AS YOU KNOW IT

Add Value & Profit to Your Low Genetic Merit Animals

The industry is changing, and there is a new way to accelerate genetic progress.

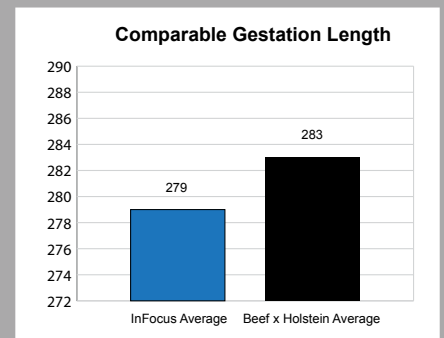
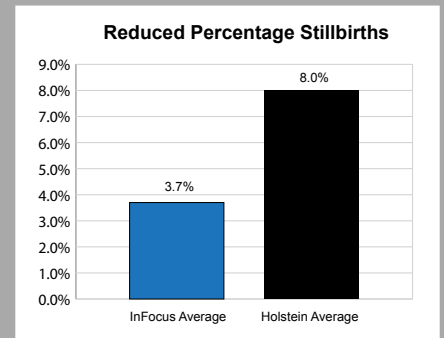
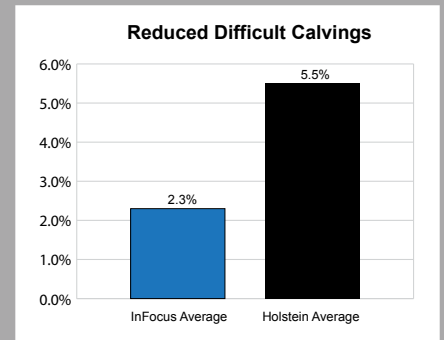
The ABS Dairy InFocus program can help improve efficiency and increase profits by using a new and modern approach to genetic management. This enables you to increase short term cash flow and improve your future herd genetics.

ABS Real World Data® (RWD™) Performance

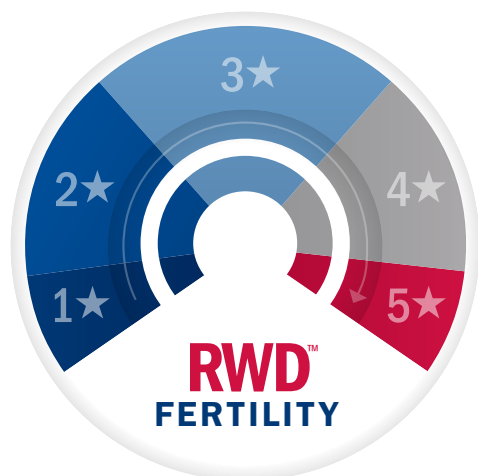
You don't have to sacrifice fertility, calving and transition cow performance with InFocus graduates. InFocus can provide reliable and proven fertility, dependable calving ease and reduced still births.

Benefits to Your Dairy:

- ❶ Improve calf quality, vigor and value
- ❷ Consistent fertility and calving ease results
- ❸ Replace lost income from a devalued traditional dairy bull calf market
- ❹ Accelerate genetic improvement from higher-ranking heifers and cows
- ❺ Consistent gestation length



Bull Fertility



InFocus is the only proven beef x dairy product available in Australia for elite semen fertility

USING FERTILITY STARS	5-Star ★★★★★	4-Star ★★★★	3-Star ★★★	2-Star ★★	1-Star ★
Genetic advantage is priority	X	X	X	X	X
Genetic advantage becomes priority	X	X	X	X	X
Breed average fertility	X	X	X		
Semen fertility becomes priority	X	X			
Semen fertility is priority	X	X			

- ★★★★★ 5 Star Tops 10% - 2-3% points above average fertility
- ★★★★ 4 Star 20%
- ★★★ 3 Star 40%
- ★★ 2 Star 20%
- ★ 1 Star Bottom 10% - 2-3% points below average fertility

ABS Real World Data Bull Fertility is reported using the star ranking system. This chart explains general guidelines of how producers can utilize RWD Bull Fertility to target the use of individual ABS bulls in meeting their herd breeding goals.

Profit from Genetic Progress

ABS is a world leader in dairy and beef genetics. We have combined these two great offerings to create the ABS Dairy InFocus product line. At ABS, we believe in generating Profit From Genetic Progress that is true in dairy production as well as dairy beef. The InFocus brand is growing respect in the Dairy, Calf Grower, Feedlot and Packer industries. We want to help you leverage our genetic progress into your profitability.

Benefits to the Calf Grower:

- ❶ Improved calf quality, vigor and market value
- ❷ Develop a new supply chain network for beef feeder cattle
- ❸ Growing interest from dairy producers to market calves to professional calf growers
- ❹ Increase value over Holstein bulls and generic “black calves”

Add Value & Profit to Your Low Genetic Merit Animals

ABS InFocus Beef is the evolution of traditional beef on dairy programs for Australia. ABS strategically works with dairies around the world to combine proven, high-quality InFocus Beef sire genetics with a comprehensive breeding program. This genetic progress generated by InFocus sires is producing healthy feeder cattle that grow faster, convert feed more efficiently and yield more saleable meat.

Benefits from Feedlot to Processor:

- ❶ Alternative to dairy steers
- ❷ Consistent year round supply
- ❸ Predictable performance
- ❹ New source of “coloured feeder cattle”

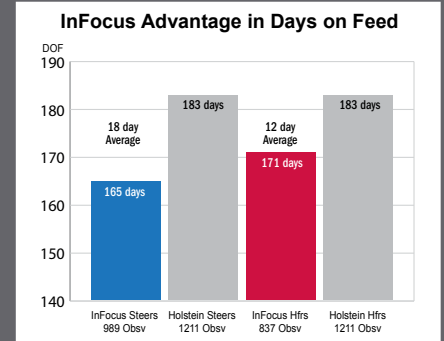
The results of our initial trials are healthy beef cattle with desirable traditional beef performance traits. These high-grade and efficient beef cattle are proven to earn a premium, are more marketable and serve a growing, high-demand market all along the beef supply chain.

“The ABS InFocus program allows you to not only identify the bottom ranking portion of your herd but also to deliver a new high-value revenue stream from these cows, while driving accelerated genetic improvement from their higher-ranking herdmates.”

Tim Timmons, ABS InFocus Manager



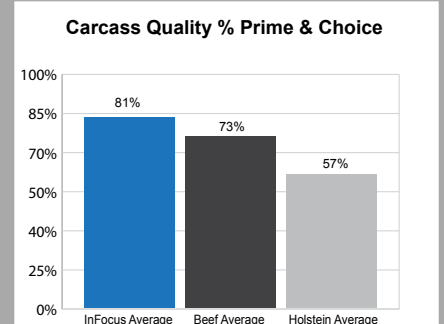
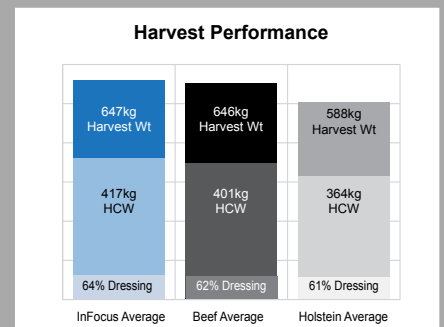
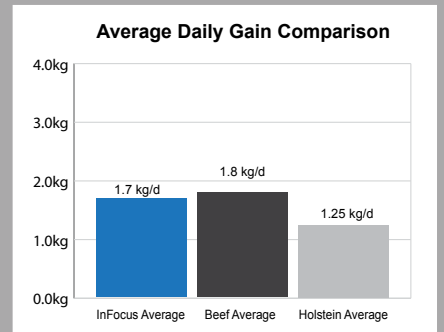
We compared InFocus steers and heifers with Holstein steers from similar Holstein dams. Each group has been adjusted to 205kg end weight.



Days from newborn calf to 205kgs shipping weight, InFocus sired calves outgrow Holstein steers

InFocus steers reached 205kgs in 18 fewer days than Holsteins
InFocus heifers reached 205kgs in 12 fewer days than Holsteins

InFocus sires are producing impressive results. This benchmarking data compares InFocus steers with beef steers and Holstein steers.



The ABS Global Beef Team has collected benchmarking data that compares ABS InFocus growth and harvest performance to industry data for Holstein steers, beef steers and heifers. Feeder Cattle performance is best measured by kilograms of growth and carcass yields. Actual carcass data best describes the value of InFocus sired cattle. ABS is committed to using our Genetic Progress to develop InFocus cattle that will compete with traditional fed beef.

Processor Benchmarking Data Comparison InFocus x Holstein

	InFocus	InFocus	HOLSTEIN	BEEF	BEEF
Live Performance	IF x HO Steer	IF x HO Heifer	HO Steer	Beef Steer	Beef Heifers
Head	606	537	2,313,794	4,133	467
In-Weight (kg)	363	349	226	386	306
Out-Weight (kg)	647	604	588	646	570
Days on Feed	174.3	172.5	289	143.4	150.9
ADG (kg)	1.7	1.5	1.2	1.8	1.8
Carcass-Based Performance	InFocus	InFocus	HOLSTEIN	BEEF	BEEF
HCW (kg)	417	386	364	401	368
Dressing Percent	0.6441	0.6385	0.6196	0.6204	0.6447
Prime & Choice (%)	80.73	86.65	57.5	73.10	
CAB (%)	22.57	30.05	0.20	18.00	
Yield Grade 1 & 2 (%)	38.78	37.09	69.60	40.84	
Yield Grade 3 (%)	51.49	47.30	29.00	47.05	
Yield Grade 4 & 5 (%)	9.74	10.62	1.30	12.21	



“InFocus adds value to the dairy operation 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 dairy producer 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



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All enquiries - FREECALL 1800 ABS BULL (1800 227 285)
ABS.AU.Info@genusplc.com | Website: www.absglobal.com/au

