

# Breeders Journal



Dedicated to Improving Beef Production and Reproduction

**IN THIS ISSUE...**

**New ABS Sires**

**A.I. and Synchronization Deliver**

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



**Spring 2009**

# Technical Perfection

## MVE

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- Precision Quality Control Robotics
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## 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  | +018    | 4       | 19       | 167       | \$ Values | -10.76 | +28.25 | +19.13 | +49.26 |
|                          | ACC         | .67 | .93  | .89 | .84  | .85      | .83   | .49  | .62    | .94 | .40     | .42  | .48 | .60 | .33  | .43            | .48  | .36     | 6       | 39       | 611       |           |        |        |        |        |
| 29AN1556 LEAD ON         | EPD         | +4  | +2.3 | +52 | +101 | +0.3     | +7.3  | +4   | +30    | 981 | +12     | +0.3 | +8  | +21 | +6   | +42            | +39  | -056    | 13      | 15       | 3277      | \$ Values | +3.43  | +40.89 | +35.69 | +54.30 |
|                          | ACC         | .92 | .98  | .97 | .95  | .95      | .88   | .92  | 3266   | .85 | .85     | .78  | .88 | .56 | .62  | .62            | .56  | 30      | 40      | 8314     |           |           |        |        |        |        |
| 29AN1623 ALLIANCE 187    | EPD         | +2  | +2.2 | +64 | +111 | +0.2     | +6.8  | +7   | +23    | 98  | +17     | +0.2 | +2  | +16 | +17  | +21            | +064 | 0       | 14      | 256      | \$ Values | -2.16     | +36.14 | +9.29  | +37.00 |        |
|                          | ACC         | .72 | .94  | .91 | .85  | .81      | .83   | .55  | .72    | 271 | .46     | .43  | .53 | .25 | .37  | .44            | .30  | 0       | 27      | 571      |           |           |        |        |        |        |
| 29AN1642 IMAGE MAKER     | EPD         | +10 | +0.6 | +66 | +110 | +0.0     | +0.22 | +4   | +36    | 74  | +41     | +0.1 | +11 | +1  | +26  | +03            | +22  | -023    | 1       | 19       | 527       | \$ Values | -10.68 | +45.12 | +12.62 | +45.60 |
|                          | ACC         | .88 | .96  | .94 | .90  | .80      | .90   | .68  | .78    | 362 | .65     | .64  | .58 | .73 | .26  | .39            | .46  | .31     | 1       | 46       | 1679      |           |        |        |        |        |
| 29AN1679 NEW DESIGN 458N | EPD         | +7  | +1.9 | +55 | +110 | +0.2     | +7.8  | +8   | +35    | 10  | +41     | +0.7 | +9  | +14 | +54  | +20            | +037 | 0       | 0       | 78       | \$ Values | -18.03    | +27.54 | +26.90 | +54.05 |        |
|                          | ACC         | .72 | .92  | .87 | .82  | .28      | .74   | .38  | .52    | 57  | .11     | .13  | .64 | .24 | .33  | .42            | .27  | 0       | 0       | 513      |           |           |        |        |        |        |
| 29AN1640 IN FOCUS        | EPD         | +14 | -1.3 | +55 | +100 | -0.2     | +1.75 | +13  | +24    | 195 | +51     | +0.5 | +5  | +19 | +4   | +56            | +05  | +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      |           |        |        |        |        |

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

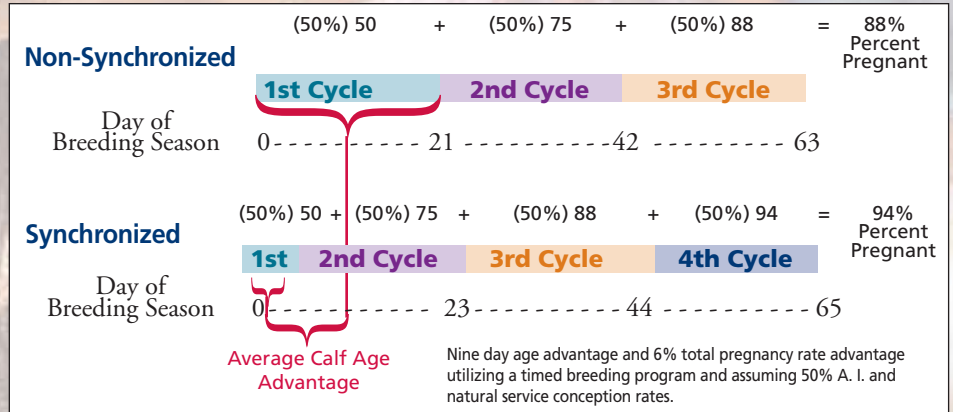
⌚ **Increased Uniformity** due to less genetic and age variation

⌚ **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><br>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.



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(dinoprost tromethamine)  
Sterile Solution



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Dairy Wellness Makes a Difference™



**Pfizer Animal Health**



# 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%



**Always start with a plan**

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.

- Contains 250 mcg/mL of cloprostenol, the world's most popular prostaglandin
- Proven in multiple clinical trials with more than 13,000 cows in different breeding systems over the past seven years
- Convenient 2-mL dose

Ask your veterinarian about starting your breeding program with estroPLAN.



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12395-AB1



# ABS New Sires

## estroPLAN® (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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**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 Hairly 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 | +1.97 |               |         |               |
|-------|-------------|------|-----|-----|------|------|----------|------|--------|----|----|----|---------|-----|------|-------------|----------------|---------|------------------|------|-------|---------------|---------|---------------|
|       | CED         | BW   | WW  | YW  | YH   | SC   | CEM      | MILK | Hd/Dts | MW | MH | HP | DOC     | CW  | MARB | REA         | FAT            | Carcass | Ultrasound Steer |      |       | Bull+Heifer   | \$W     | \$G           |
| EPD   | +2          | +3.4 | +46 | +82 | +0.0 | -.64 | +2       | +22  | 0      |    |    |    |         | +13 | +27  | <b>+.72</b> | +0.10          | 0       | 0                | 110  | \$W   | +24.10        | \$G     | <b>+27.46</b> |
| ACC   | .55         | .86  | .79 | .56 | .42  | .73  | .15      | .18  | 0      |    |    |    |         | .15 | .26  | .35         | .19            | 0       | 0                | 245  | \$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 | -3.68 |               |         |        |
|-------|-------------|-------------|------------|-------------|----|----|----------|------|--------|----|----|----|---------|-----|-------|-------|----------------|---------|------------------|------|-------|---------------|---------|--------|
|       | CED         | BW          | WW         | YW          | YH | SC | CEM      | MILK | Hd/Dts | MW | MH | HP | DOC     | CW  | MARB  | REA   | FAT            | Carcass | Ultrasound Steer |      |       | Bull+Heifer   | \$W     | \$G    |
| 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    | \$W   | <b>+32.53</b> | \$G     | +19.11 |
| ACC   | .26         | .35         | .25        | .15         |    |    | .12      | .15  | 0      |    |    |    |         | .05 | .05   | .05   | .05            | 0       | 0                | 0    | \$B   | <b>+32.44</b> | TOP 25% |        |



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

**HEAT DETECTION**

Select Synch

Select Synch + CIDR®

**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 1st 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.

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

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