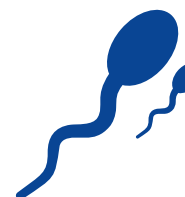




FERTILITY FOCUS SIREs



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

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).

November 2021

ANGUS			PRODUCTION							CARCASS				\$ VALUES					
CP BxD	Name	Code	CED	BW	VW	YW	RADG	DMI	YH	CW	MARB	RE	FAT	\$W	\$F	\$G	\$B	\$AxH	\$AxJ
◆	Dal Porto Foundation*	011AN01444	+12	+6	+78	+147	+30	+1.76	+7	+64	+94	+79	+0.022	+94	+108	+65	+173	+173	+169
◆	K C F Bennett Spitfire	011AN01496	+13	-.9	+89	+151	+27	+1.97	+6	+73	+65	+99	+0.018	+96	+115	+55	+170	+184	+188
◆	K C F Bennett Stealth	011AN01497	+11	+1.4	+81	+146	+27	+2.06	+5	+64	+99	+72	+0.007	+90	+106	+67	+173	+169	+143

*check for availability

American Angus Association October 2021

SIMMENTAL			PERFORMANCE					CARCASS					INDEX	
CP BxD	Name	Code	CE	BRTH	WEAN	YEAR	ADG	CW	YG	MRB	BF	REA	SHR	TI
◆	RF Cobra 814F	011SM02049	+11.6	+5	+69.9	+101.2	+20	+25.5	-.38	+0.01	-0.102	+58	-.18	+71.4

American Simmental Association October 2021

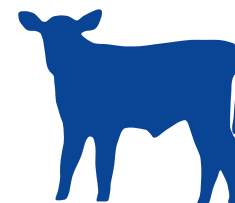
LIMOUSIN			GROWTH					CARCASS					INDEX
CP BxD	Name	Code	GEST	CED	BW	VW	YW	YG	CW	REA	MB	FT	\$MTI
◆	Cell Fearless	011LM01015	-2	+10	+2.5	+82	+134	.00	+51	+82	+28	+04	+65.28

North American Limousin Foundation November 2021



CP BxD = CONCEPT PLUS BxD | ◆ = CONCEPT PLUS BxD status

Bull designated CONCEPT PLUS BxD have proven results as high fertility sires when conventional semen is used on dairy cows.



BLACK CALF SIRES

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

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.

November 2021

ANGUS			PRODUCTION							CARCASS				\$ VALUES					
CP BxD	Name	Code	CED	BW	VW	YW	RADG	DMI	YH	CW	MARB	RE	FAT	\$W	\$F	\$G	\$B	\$AxH	\$AxJ
	K C F Bennett Strong	011ANO1349	+16	-3.2	+60	+119	+31	+1.02	+2	+58	+76	+69	-.007	+85	+113	+58	+171	+176	+148
	Connealy Gold Rush	011ANO1365	+10	+1.0	+73	+144	+35	+1.50	+9	+65	+78	+96	+0.012	+80	+120	+61	+180	+173	+190
◆	Dal Porto Foundation*	011ANO1444	+12	+6	+78	+147	+30	+1.76	+7	+64	+94	+79	+0.022	+94	+108	+65	+173	+173	+169
	Sterling Elite*	011ANO1467	+12	-.5	+81	+143	+31	+1.64	+6	+72	+94	+75	+0.017	+99	+119	+65	+183	+174	+147
◆	K C F Bennett Spitfire	011ANO1496	+13	-.9	+89	+151	+27	+1.97	+6	+73	+65	+99	+0.018	+96	+115	+55	+170	+184	+188
◆	K C F Bennett Stealth	011ANO1497	+11	+1.4	+81	+146	+27	+2.06	+5	+64	+99	+72	+0.007	+90	+106	+67	+173	+169	+143
	Baldco Mainstay*	011ANO1499	+11	+7	+74	+130	+29	+1.09	+7	+55	+41	+81	-.036	+73	+102	+46	+148	+122	+106
	Baldrige Instinct*	011ANO1511	+7	+2.1	+80	+134	+23	+1.79	+3	+72	+94	+1.39	-.011	+73	+114	+75	+189	+206	+197
	Poss Sergeant	011ANO1536	+7	+3	+81	+154	+33	+1.97	+8	+65	+1.01	+86	+0.015	+91	+110	+69	+179	+179	+184
	Sterling Precise*	011ANO2238	+16	-3.4	+60	+116	+27	+1.29	+1	+42	+1.26	+55	+0.035	+69	+91	+75	+165	+119	+65
	Casino Crossfire*	011ANO2240	+17	-2.0	+68	+121	+21	+1.97	+8	+61	+1.02	+75	+0.004	+80	+100	+69	+169	+153	+153
	Sitz Continuity	011ANO2259	+12	-.1	+79	+130	+24	+1.30	+4	+47	+94	+82	+0.027	+91	+81	+65	+146	+153	+131
	Bear Mtn Justice*	011ANO2277	+11	+5	+86	+163	+35	+1.91	+6	+78	+83	+95	+0.085	+105	+127	+57	+184	+200	+202

*check for availability

American Angus Association October 2021

SIMMENTAL			PERFORMANCE					CARCASS					INDEX	
CP BxD	Name	Code	CE	BRTH	WEAN	YEAR	ADG	CW	YG	MRB	BF	REA	SHR	TI
	EGL Executive Order E019	011SM02046	+13.2	-.6	+74.0	+118.1	+28	+36.4	-.06	+89	0.018	+69	-.36	+92.1
◆	RF Cobra 814F	011SM02049	+11.6	+5	+69.9	+101.2	+20	+25.5	-.38	+0.01	-0.102	+58	-.18	+71.4
	Mader Governor 129G	011SM02062	+8.8	+2.0	+84.3	+125.3	+26	+25.6	-.47	-.01	-0.097	+94	-.29	+78.5

American Simmental Association October 2021

LIMOUSIN			GROWTH					CARCASS					INDEX
CP BxD	Name	Code	GEST	CED	BW	VW	YW	YG	CW	REA	MB	FT	\$MTI
	Cell Fortune	011LM01014	-2	+10	+2.5	+84	+135	+0.01	+53	+81	+26	+04	+64.82
◆	Cell Fearless	011LM01015	-2	+10	+2.5	+82	+134	.00	+51	+82	+28	+04	+65.28
N/A	Riverstone Gadget	011LM01018	-	+11	+1.1	+66	+95	-.29	+23	+85	-.07	-.03	+49.71

North American Limousin Foundation November 2021

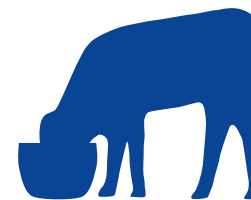


CP BxD = CONCEPT PLUS BxD | ◆ = CONCEPT PLUS BxD status

Bull designated CONCEPT PLUS BxD have proven results as high fertility sires when conventional semen is used on dairy cows.

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





FEEDER CALF SIRES

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

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).

November 2021

ANGUS			PRODUCTION							CARCASS				\$ VALUES					
CP BxD	Name	Code	CED	BW	WW	YW	RADG	DMI	YH	CW	MARB	RE	FAT	\$W	\$F	\$G	\$B	\$AxH	\$AxJ
	S A V Technique 5120	011AN01266	+5	+1.3	+74	+137	+31	+1.52	+8	+65	+21	+1.28	-.081	+67	+117	+47	+164	+151	+174
	Connealy Gold Rush	011AN01365	+10	+1.0	+73	+144	+35	+1.50	+9	+65	+78	+96	+0.012	+80	+120	+61	+180	+173	+190
	S A V Waterfall 8081	011AN01399	+4	+2.7	+66	+116	+24	+1.26	.0	+39	-.12	+82	+0.007	+52	+83	+20	+103	+82	+66
x	Dal Porto Foundation*	011AN01444	+12	+6	+78	+147	+30	+1.76	+7	+64	+94	+79	+0.022	+94	+108	+65	+173	+173	+169
	Sterling Elite*	011AN01467	+12	-.5	+81	+143	+31	+1.64	+6	+72	+94	+75	+0.017	+99	+119	+65	+183	+174	+147
x	K C F Bennett Spitfire	011AN01496	+13	-.9	+89	+151	+27	+1.97	+6	+73	+65	+99	+0.018	+96	+115	+55	+170	+184	+188
x	K C F Bennett Stealth	011AN01497	+11	+1.4	+81	+146	+27	+2.06	+5	+64	+99	+72	+0.007	+90	+106	+67	+173	+169	+143
	Baldco Mainstay*	011AN01499	+11	+7	+74	+130	+29	+1.09	+7	+55	+41	+81	-.036	+73	+102	+46	+148	+122	+106
	Baldrige Instinct*	011AN01511	+7	+2.1	+80	+134	+23	+1.79	+3	+72	+94	+1.39	-.011	+73	+114	+75	+189	+206	+197
	Baldrige Pulse*	011AN01513	+5	+1.4	+79	+145	+25	+2.61	+4	+71	+53	+66	.000	+84	+109	+47	+156	+137	+118
	Poss Sergeant	011AN01536	+7	+3	+81	+154	+33	+1.97	+8	+65	+1.01	+86	+0.015	+91	+110	+69	+179	+179	+184
	Casino Crossfire*	011AN02240	+17	-2.0	+68	+121	+21	+1.97	+8	+61	+1.02	+75	+0.004	+80	+100	+69	+169	+153	+153
	Sitz Continuity	011AN02259	+12	-.1	+79	+130	+24	+1.30	+4	+47	+94	+82	+0.027	+91	+81	+65	+146	+153	+131
	Bear Mtn Justice*	011AN02277	+11	+5	+86	+163	+35	+1.91	+6	+78	+83	+95	+0.085	+105	+127	+57	+184	+200	+202

*check for availability

American Angus Association October 2021

SIMMENTAL			PERFORMANCE					CARCASS					INDEX	
CP BxD	Name	Code	CE	BRTH	WEAN	YEAR	ADG	CW	YG	MRB	BF	REA	SHR	TI
	EGL Executive Order E019	011SM02046	+13.2	-.6	+74.0	+118.1	+28	+36.4	-.06	+89	0.018	+69	-.36	+92.1
	Mader Governor 129G	011SM02062	+8.8	+2.0	+84.3	+125.3	+26	+25.6	-.47	-.01	-0.097	+94	-.29	+78.5

American Simmental Association October 2021

LIMOUSIN			GROWTH					CARCASS					INDEX
CP BxD	Name	Code	GEST	CED	BW	WW	YW	YG	CW	REA	MB	FT	\$MTI
	Cell Fortune	011LM01014	-2	+10	+2.5	+84	+135	+0.01	+53	+81	+26	+0.04	+64.82
◆	Cell Fearless	011LM01015	-2	+10	+2.5	+82	+134	.00	+51	+82	+28	+0.04	+65.28
N/A	Riverstone Gadget	011LM01018	-	+11	+1.1	+66	+95	-.29	+23	+85	-.07	-.03	+49.71

North American Limousin Foundation November 2021

CHAROLAIS			GROWTH				CARCASS				
CP BxD	Name	Code	CE	BW	WW	YW	CW	REA	FAT	MARB	LY
	Cedarlea Low Rider 105F	011CH01027	+11.4	-2.6	+34	+72	+12	+63	+863	+30	+1.22
	IT Venture 3198 PLD	011CH01028	+8.8	-2.6	+51	+88	+14	+06	+2286	+09	+35

Canadian Charolais Association November 2021



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Bull designated CONCEPT PLUS BxD have proven results as high fertility sires when conventional semen is used on dairy cows.

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

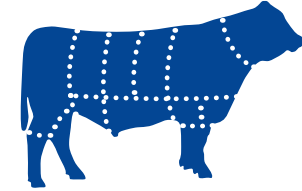




TERMINAL INDEX SIRES

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

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



November 2021

ANGUS			PRODUCTION							CARCASS				\$ VALUES					
CP BxD	Name	Code	CED	BW	WW	YW	RADG	DMI	YH	CW	MARB	RE	FAT	\$W	\$F	\$G	\$B	\$AxH	\$AxJ
	S A V Technique 5120	011AN01266	+5	+1.3	+74	+137	+31	+1.52	+8	+65	+21	+1.28	-.081	+67	+117	+47	+164	+151	+174
	K C F Bennett Strong	011AN01349	+16	-3.2	+60	+119	+31	+1.02	+2	+58	+76	+69	-.007	+85	+113	+58	+171	+176	+148
	Connealy Gold Rush	011AN01365	+10	+1.0	+73	+144	+35	+1.50	+9	+65	+78	+96	+0.012	+80	+120	+61	+180	+173	+190
x	Dal Porto Foundation*	011AN01444	+12	+6	+78	+147	+30	+1.76	+7	+64	+94	+79	+0.022	+94	+108	+65	+173	+173	+169
	Sterling Elite*	011AN01467	+12	-.5	+81	+143	+31	+1.64	+6	+72	+94	+75	+0.017	+99	+119	+65	+183	+174	+147
x	K C F Bennett Spitfire	011AN01496	+13	-.9	+89	+151	+27	+1.97	+6	+73	+65	+99	+0.018	+96	+115	+55	+170	+184	+188
x	K C F Bennett Stealth	011AN01497	+11	+1.4	+81	+146	+27	+2.06	+5	+64	+99	+72	+0.007	+90	+106	+67	+173	+169	+143
	Baldco Mainstay*	011AN01499	+11	+7	+74	+130	+29	+1.09	+7	+55	+41	+81	-.036	+73	+102	+46	+148	+122	+106
	Baldrige Instinct*	011AN01511	+7	+2.1	+80	+134	+23	+1.79	+3	+72	+94	+1.39	-.011	+73	+114	+75	+189	+206	+197
	Baldrige Pulse*	011AN01513	+5	+1.4	+79	+145	+25	+2.61	+4	+71	+53	+66	.000	+84	+109	+47	+156	+137	+118
	Poss Sergeant	011AN01536	+7	+3	+81	+154	+33	+1.97	+8	+65	+1.01	+86	+0.015	+91	+110	+69	+179	+179	+184
	Sterling Precise*	011AN02238	+16	-3.4	+60	+116	+27	+1.29	+1	+42	+1.26	+55	+0.035	+69	+91	+75	+165	+119	+65
	Casino Crossfire*	011AN02240	+17	-2.0	+68	+121	+21	+1.97	+8	+61	+1.02	+75	+0.004	+80	+100	+69	+169	+153	+153
	Bear Mtn Justice*	011AN02277	+11	+5	+86	+163	+35	+1.91	+6	+78	+83	+95	+0.085	+105	+127	+57	+184	+200	+202

*check for availability

American Angus Association October 2021



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Bull designated CONCEPT PLUS BxD have proven results as high fertility sires when conventional semen is used on dairy cows.

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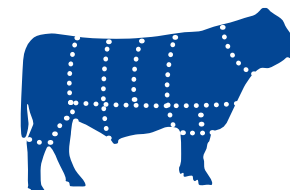




TERMINAL INDEX SIRES

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

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



November 2021

SIMMENTAL			PERFORMANCE					CARCASS					INDEX	
CP BxD	Name	Code	CE	BRTH	WEAN	YEAR	ADG	CW	YG	MRB	BF	REA	SHR	TI
	EGL Executive Order E019	011SM02046	+13.2	-.6	+74.0	+118.1	+.28	+36.4	-.06	+.89	0.018	+.69	-.36	+92.1
◆	RF Cobra 814F	011SM02049	+11.6	+.5	+69.9	+101.2	+.20	+25.5	-.38	+.01	-0.102	+.58	-.18	+71.4
	Mader Governor 129G	011SM02062	+8.8	+2.0	+84.3	+125.3	+.26	+25.6	-.47	-.01	-0.097	+.94	-.29	+78.5

American Simmental Association October 2021

LIMOUSIN			GROWTH					CARCASS					INDEX
CP BxD	Name	Code	GEST	CED	BW	WW	YW	YG	CW	REA	MB	FT	\$MTI
	Cell Fortune	011LM01014	-2	+10	+2.5	+84	+135	+.01	+53	+.81	+.26	+.04	+64.82
◆	Cell Fearless	011LM01015	-2	+10	+2.5	+82	+134	.00	+51	+.82	+.28	+.04	+65.28
NA	Riverstone Gadget	011LM01018	-	+11	+1.1	+66	+95	-.29	+23	+.85	-.07	-.03	+49.71

North American Limousin Foundation November 2021

CHAROLAIS			GROWTH					CARCASS				
CP BxD	Name	Code	CE	BW	WW	YW	CW	REA	FAT	MARB	LY	
	Cedarlea Low Rider 105F	011CH01027	+11.4	-2.6	+34	+72	+12	+.63	+.863	+.30	+1.22	
	LT Venture 3198 PLD	011CH01028	+8.8	-2.6	+51	+88	+14	+.06	+2.286	+.09	+1.35	

Canadian Charolais Association November 2021



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Bull designated CONCEPT PLUS BxD have proven results as high fertility sires when conventional semen is used on dairy cows.

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





SPECIALTY SIRES

For dairy producers who include specific other beef breeds to hit their targeted strategy for beef x dairy

November 2021

ANGUS	
Name	Code
HF Thrive 128D	011AN01310
Alta Angus Blend 3	011AN90003

BELGIAN BLUE	
Name	Code
Van de Plashoeve AltaDORIAN	011BB00002
Van de Plashoeve AltaKJELD	011BB00003
Van de Plashoeve AltaELD	011BB00004
Van de Plashoeve AltaRICO	011BB00005

SPECKLE PARK	
Name	Code
River Hill Traffic Jam 26T	028SK00009
River Hill 68L Striker 50U	028SK00019

WAGYU	
Name	Code
Webbco Hira John	011KB01000