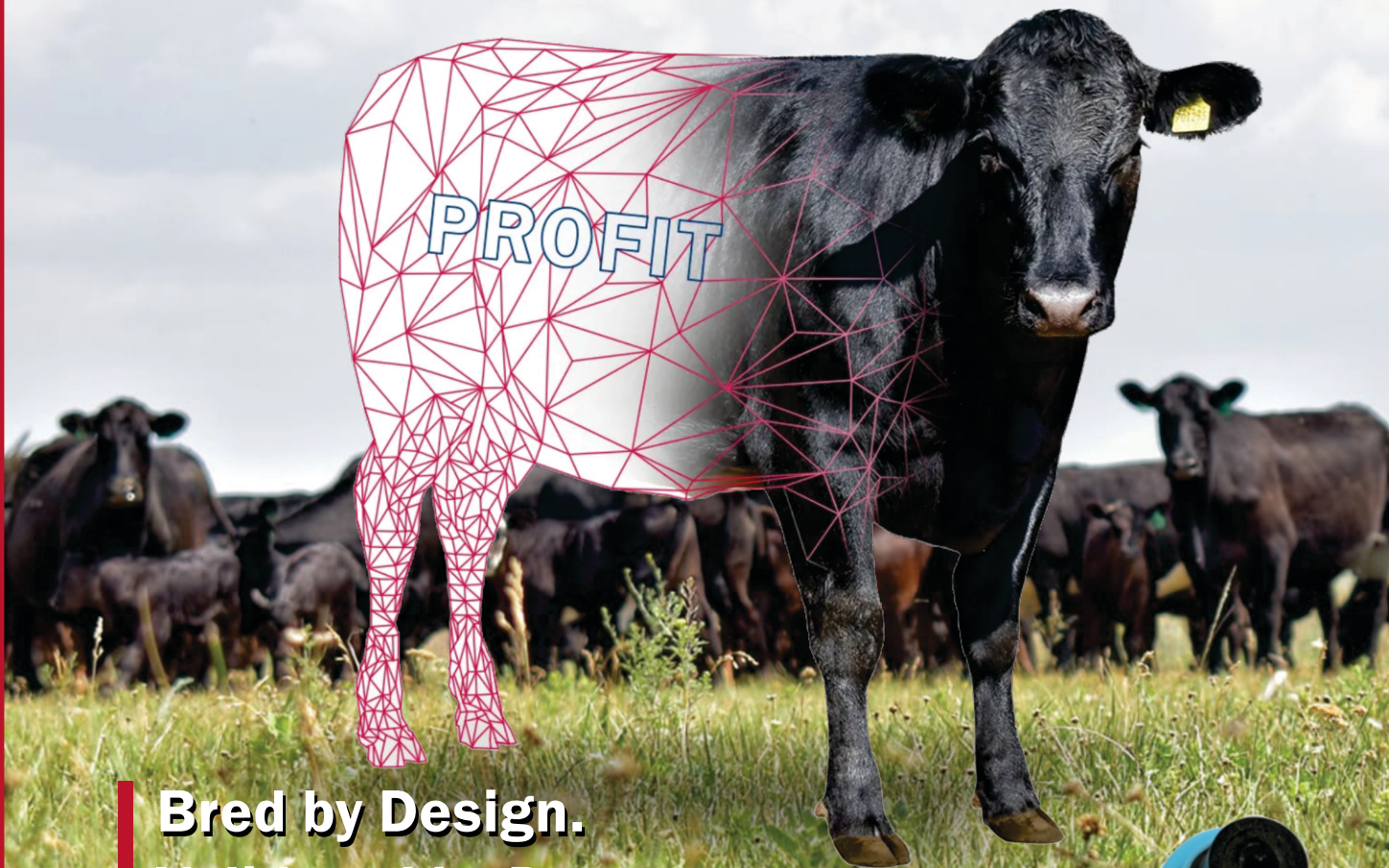


BEEF INFOCUS™



South Africa

PROVEN DAIRY PERFORMANCE WITH BEEF SUPPLY CHAIN MARKETABILITY



**Bred by Design.
Validated by Data.
Driven by Results.**

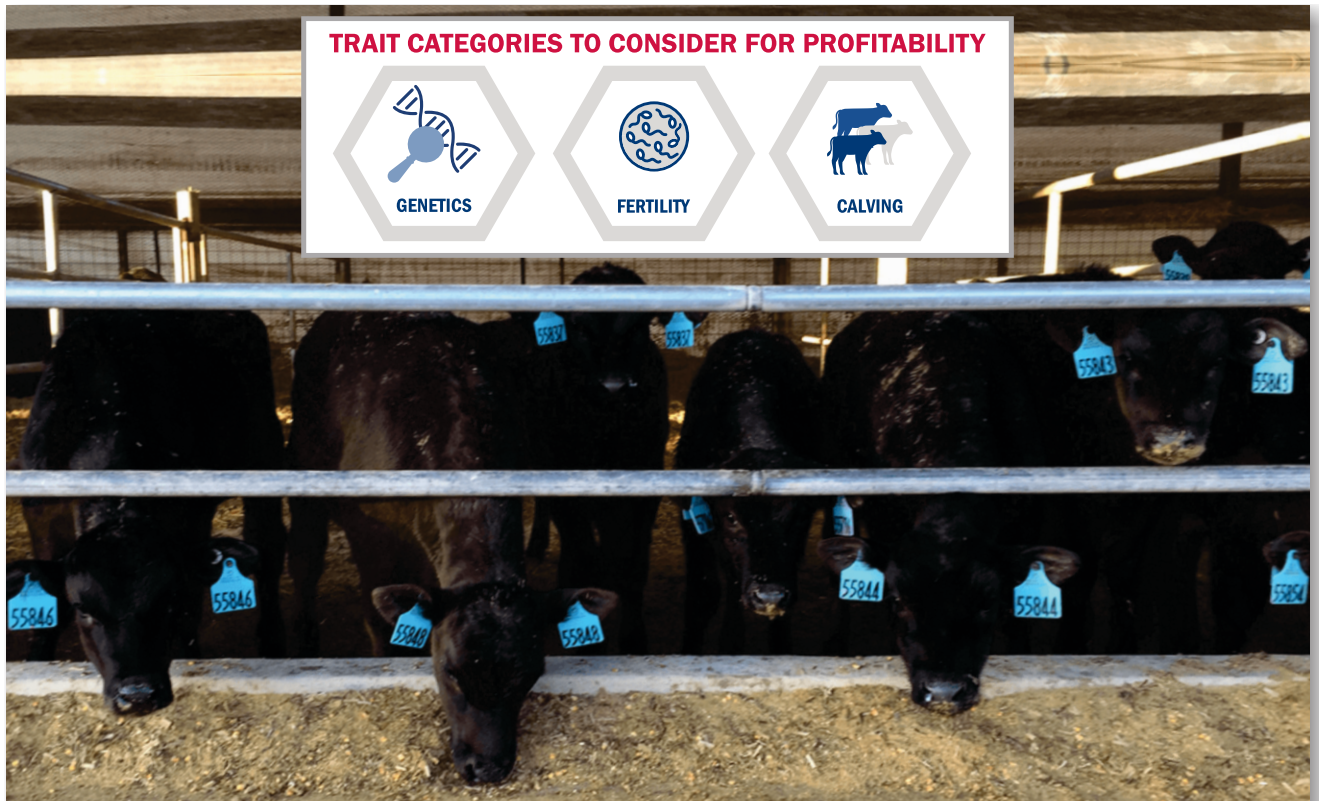
Beef InFocus is the premier beef on dairy program designed specifically for dairy producers looking to make the best beef cross calves.

Beef InFocus sires are specifically selected for **growth, feed intake, and carcass quality**, but evaluated upon **performance on dairy** before entering the lineup.



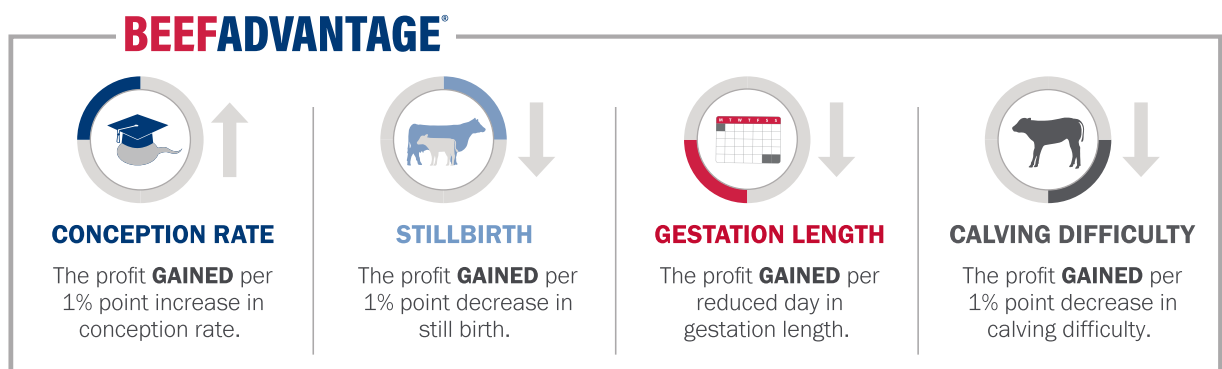
Validated for Dairy Performance

With dairy producers top of mind, ABS looks at three trait categories that drive profitability on a dairy: **genetics, fertility, and calving**. Thus, before any sire makes it to our Beef InFocus lineup, we measure their predicted performance compared to **more than 4 million fertility records on over 1,000 farms and 1.6 million calving events** to ensure they meet our program thresholds.



BeefAdvantage Index

Our **BeefAdvantage Index** calculates our beef sires' performance on dairy to assist you in choosing beef sires who won't compromise reproduction in your dairy. Our exclusive index encompasses the key factors for a successful operation: **conception rate, stillbirth, gestation length, and calving difficulty**. We know each of these traits impact reproductive success.



Beef InFocus is the only beef on dairy program **that tests and hand-picks bulls based on dairy performance.**

Our entire line up has been **proven to perform on dairies**, so you can assure consistent performance.

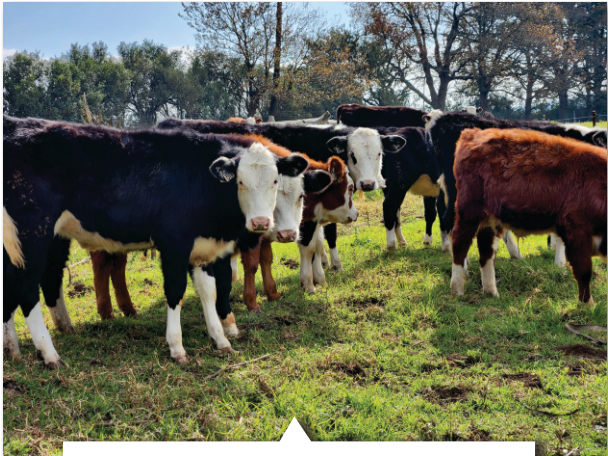
**BEEF
INFOCUS[™]**

WHAT OUR CLIENTS SAY

In 2022 we got even more animals pregnant with sexed semen that results in even more beef in the program. We aim to raise just the right amount of replacement to keep cost down and also to replace Holstein bull calves with higher value Angus cross calves to add more to our beef program. Thanks ABS South Africa for sires that produce this batch of animals. **Bassonco Holsteins, Darling, South Africa.**



Beef In Focus Simmental Progeny.
Macston Farm, Ixopo, KZN



Beef In Focus Hereford Progeny.
Torr Farming, Nottingham Road, KZN



Beef In Focus Hereford Progeny.
Firle Farm Dairy, Mooi River, KZN

Here are three reasons why utilizing beef semen is wise.

1. **Increase genetic progress** through using sexed semen on your very best females to make replacements and capitalize with beef genetics on your mature, high producing cows.
2. **Reduce heifer inventories** by only creating the right number of heifers needed for future replacements.
3. **Market higher value calves** by producing beef cross calves from superior beef genetics that are of increased value in the beef supply chain than dairy bull calves or generic beef on dairy calves.

HOW DO WE STACK UP?

NORTH AMERICA BEEF INFOCUS: TRIAL

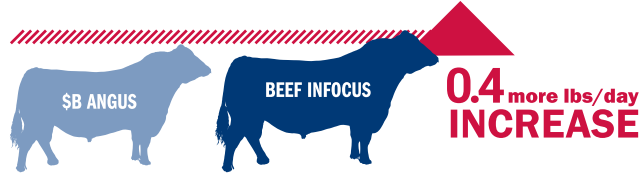
Beef InFocus winning on total value due to superior feed efficiency and growth—while holding our own for carcass value. When this trial was completed, the commodity costs and feeder and fed cattle pricing and grid at the time revealed a \$55/head difference in returns favoring Beef InFocus-sired cattle over the high \$B Angus.

FIVE WAYS BEEF INFOCUS CATTLE IMPROVED RETURNS

At the end of the trial, Beef InFocus cattle increased total returns by \$113/head over the Angus sires.

01

BETTER AVERAGE DAILY GAIN



\$B ANGUS

BEEF INFOCUS

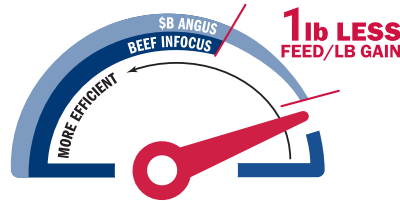


FEWER DAYS ON FEED

02

03

LOWER FEED CONVERSION RATIO



COST SAVINGS AT THE FEEDYARD

04

05

INCREASED RETURNS



Calculations based on March 2023 input costs

Beef InFocus animals fed more efficiently and took fewer days for them to finish, making the Beef InFocus cattle more valuable.

To dig deeper into the results of this trial, visit our blog at <https://www.absglobal.com/head-to-head-beef-infocus-wins/>.

Create more valuable beef cross calves with Beef InFocus by contacting ABS Global today!

BEEF INFOCUS™



W. www.absglobal.com/za
E. abs-south-africa-admin@genusplc.com
T. 021-975 4191
FB. [ABSSouthAfrica](https://www.facebook.com/ABSSouthAfrica)
Insta. [@abs.southafrica](https://www.instagram.com/abs.southafrica)
[@abs.southafricabeef](https://www.instagram.com/abs.southafricabeef)