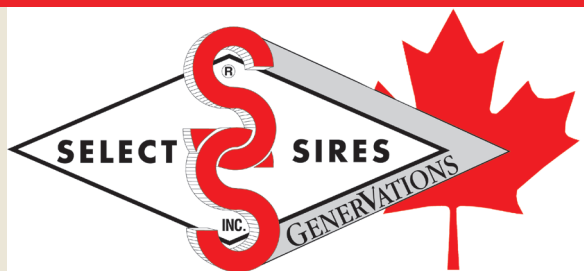


Chart topping sires • Quality service



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2017 Update

AN OPEN LETTER TO CANADIAN BEEF PRODUCERS

WE'RE EXCITED!!

During the past year the Select Sires Beef team have not only been busy traveling North America actively searching for, finding, and acquiring some of the best beef bulls to our battery. They have also been searching for and adding some of the best and well known people in the industry to our Beef Department. PEOPLE are the backbone to any successful program. We now have them and are actively expanding the Beef Program at Select Sires. With consultants like Charles Monroe, Southern Alberta, and Leroy Steinhubl, Southern Saskatchewan, we are confident in our beef program and it's depth to become your go to.

Did we mention "WE'RE EXCITED!!"

NEW in the 2017 Directory

7AN443 BRONC (short semen supply in 2017)

7AN440 OLD HICKORY

7AN449 ICE CAP

7AR74 PRESTIGIOUS

7HP116 EXCEDE

7SM 86 ENGINEER

7SM87 HOMETOWN - Big time explosive growth, 7/8th red Simmental bull

7CH95 CASCADE

7SP34 GOLDENROD

Our bull power continues to grow, look for these other exciting sires coming later in 2017.

7AN466 SAV RAINFALL - Charlo x SAV Blackcap May

7AN467 SAV SUPERCHARGER - Recharge x SAV Madame Pride

7AN468 SAV ANCESTRY - SAV Pedigree x SAV Elba

7SM92 RED MOON

7sM93 BIG TIMER

7SM94 PAYWEIGHT

And your reliable veterans like:

7AN361 SUNRISE- A smaller framed, Gardner bull ideal for heifers. He possesses unparalleled carcasses EPD's yet still makes cattle with good phenotype.

7AN394 TRACTION- A "growth and grunt" sire! Popular because of his EPD package, how he sires them, and his outcross pedigree. He makes them with growth and muscle and the females are winning favor for those who have them in production.

7AN419 REMEDY – "Bet the Ranch" calving ease TC Thunder son who makes them small at birth, explosive early growth, very moderate sized females, with beautiful udders! This is a perfect heifer project bull!

7AR74 PRESTIGIOUS- A NEW Acquisition! And one of the top calving ease sires for commercial and purebred breeders alike. He fits the EPD Herdbuilder and Gridbuilder indexes ranking in the top 1%!

7SM65 UNO MAS- He is "Bet the Ranch" calving ease! A great choice on heifers, heterozygous black, and will add some extra style and look to his progeny.

7SM79 OPTIMIZER- The percentage bull with extra growth and punch. He possesses the blaze face, often considered a plus when used on Angus based cows.

7SM82 BROADWAY- One of the most popular bulls in the U.S., and will be one top registration bulls of the breed. Use him on cows to add growth and muscle, plus a blaze face on a percentage of his progeny.

7SM78 EVERCLEAR- A red sire who qualifies as a purebred in Canada. A Moonshine x Gunner means early growth!

Beef Sales Representative (BSR) concept – With the excitement and growth of the Select Sires Beef program in Canada, we will be searching for Independent Contractor sales representatives. These are people within the industry who have a desire to sell semen and breed cows and heifers. The nature of the beef breeding business in Canada is most of the heifer are bred in a 3-4 month season in the very early spring and summer. Therefore, the BSR position is part-time, but intense and must fit into the other enterprises the person may already hold. Often times a BSR is a son or daughter of rancher who needs additional family income for a two family ranch operation. They can be from a purebred or commercial producer needing more income. They may also be involved with other agriculture sales such as feed, seed, Vet Assistant, animal health, etc.

Some characteristics of a successful Beef Sales Representative, (BSR), are—

- **Honest and of the highest integrity**
- **Outgoing but most importantly, be a good listener**
- **Energetic**
- **Financially sound. Just by the term, Independent Contractor, he or she must know how to manage money and a business, like a ranch or a farm.**
- **Have a supportive spouse and family (many times this becomes a partnership where a spouse helps in the business)**
- **Previous knowledge and success with an AI program**
- **Physically able to breed cows and heifers**
- **Be able to travel long miles and long days in the Beef selling and breeding season**
- **Knowledgeable of some phase the beef industry (Purebred, Commercial, Feedlot)**

Bottom-line, a successful BSR-IC must have a 1) passion for Beef AI, 2) sincere caring for the customer, and 3) desire to sell for the income it generates.

The Select Sires Beef Sales Representative (BSR) is an extremely rewarding position! It is rewarding to service customers and represent and outstanding beef program such as Select Sires.

For more information, or to be considered, contact and send resume to:

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