



Superior Select Replacement Heifer Auction Thursday Oct. 24, 2013

As a preferred customer of Zoetis Genetics and Certified Angus Beef LLC (CAB), you are invited to participate in the first “Zoetis Genetics Verified Female” section of the upcoming Superior Select Replacement Heifer Auction on October 24th.

Superior Livestock Auction has provided for a special section at the beginning of this national premier replacement female event to showcase those females that have been genetically evaluated or are bred to DNA evaluated sires. The additional predictability that these genetic-verified females carry is in demand nationwide, and Superior Livestock is leading the way by providing a national audience for your superior genetics.

Consignments are open for this section to females in three evaluations:

- 1) Females tested with CAB’s GeneMax™ DNA evaluation for post-weaning growth and marbling.
- 2) Females sired by registered Angus bulls that have been evaluated by Angus Genetics Inc. (AGI) and Zoetis HD 50K DNA tests.
- 3) Females bred to registered Angus service sires evaluated by HD 50K DNA tests.

Consignments may include bred heifers, open heifers, replacement heifer calves, cow-calf pairs and bred cows. Breed of service sire must be known as Angus, but there are no requirements for individual EPD minimums.

The consignment deadline is **October 9, 2013**. Video footage is due on or before **October 18**. Please note that testing of females may take up to three weeks. Semen service sires you have used or sires you have purchased may already have Zoetis HD 50K evaluations and are automatically qualified. Ask your semen supplier or seedstock supplier for verification.

For more information about consigning females, contact a Superior representative near you or John Andras with Superior Livestock at (406) 670-5074. Details also available at superiorlivestock.com

Whether you have invested in the best registered Angus bulls with Zoetis HD 50K DNA evaluations, or have used GeneMax™ to focus on the value of your commercial females, now is the time to reap the rewards.

To learn more about how you can maximize today’s genomic technology, visit

CABpartners.com/GeneMax

zoetisUS.com/genetics

GenomeXchange.com

FOCUS ON SELECTION...FOCUS ON PROFIT!