

The Right Time.

The Right Tool.



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Serious commercial producers, are you eager for rapid genetic progress previously only available to seedstock producers? Your time has come!

Through the American Simmental Association and International Genetic Solutions, profit-focused and data-driven commercial beef producers now have EPDs, Indexes, and DNA technology at their fingertips — for a fraction of the cost!

Your ultimate goal is to ensure that your ranch remains profitable for your kids and grandkids. The suite of ASA Commercial Services allows you to position future generations for the demands of tomorrow's beef industry.

You've patiently waited your turn. It is time!

For more information:

[Simmental.org/commercial](http://Simmental.org/commercial)

406-205-3033

[commercialprograms@simmgene.com](mailto:commercialprograms@simmgene.com)

Active Herd Software

ASA's new Active Herd is a cow herd management software that is available to all seedstock and commercial members. ● NO COST. Free to all members. ● Conveniently store and track basic animal data. ● Input breeding records, vaccinations, weights, and more. Active Herd requires no downloading. Everything is maintained on herdbook.org, thus allowing producers to access their records from any computer. Log in today to get started.



# Are you a Progressive Commercial Producer

seeking tools to make better genetic decisions?



If the answer is **Yes!** Step into the future and become part of the world's largest genetic evaluation system.

## ASA's new Commercial Option is for you!

- EPDs and economic indexes on every female and herdsire in your herd . . . regardless of breed or breed composition.
- EPDs and economic indexes on steer groups.
- Full access to ASA's online herd management software and DNA testing options.
- Best deal in the industry: call for pricing/quotes.

# KNOW.

Or guess.



# Choose KNOW.

- Unprecedented awareness of your calves. No Cost!
- Identifies the relative value of your feeder calves.
- Open to most mainstream breeds and breed compositions.



*Her Biological Clock is Ticking!*



Adding a DNA test to your decision is like knowing . . .

15	Calving ease scores
21	Birth weights
22	Weaning weights
25	Stayability records



- Available to all seedstock and commercial members — regardless of breed type or breed makeup.
- \$15/sample requires both cow weights and body condition score (otherwise \$20/sample).
- Parentage included.
- Limited time only — samples must be submitted by 12/15/18. There is a capped budget for project, so don't delay!
- Collaborative research project with GeneSeek®.

50K DNA Tests as low as  
**\$15/COW**  
Limited time only