

INTRODUCING

The next level of Beef on Dairy,
P3 5 Star, when Sustainability
and profitability have never
been more important.



Increased
Fertility

P3 5 Star
Semen

Calving
Ease

HERDTRAX™
capturing data at birth
& tracking performance

Maximizing
Profitability
for Farm

Preferred carcass traits
by our feedlot partners



ABOUT THE PROGRAM

P3 is a comprehensive program designed to supply the dairy industry with high quality beef sires for their dairy herds. With a continual focus on reproductive performance on dairy farms, and improved feedlot performance for the beef industry.

A unique aspect of P3 is that it provides a calf marketing outlet for those dairy producers making high quality P3 calves out of P3 Genetic sires. P3 is continually interested in procuring P3 Genetic calves from dairy farms across Western Canada.

The goal of P3 is to provide the dairy industry with the highest quality beef genetics. P3 was created with the dairy cow in mind and only the best in feedlot performance genetics to satisfy both the dairy producer and cattle feeder alike.



INTRODUCING THE P3 5 STAR PROGRAM



Qualifying for the 5-star program rewards you for high level of calf care.

As member of the P3 program, when you follow the guidelines in the P3 5-star program, you ear a guaranteed cash bonus per calf sold to P3 buyer using P3 semen.

P3 5 STAR SUGGESTED BEST PRACTICES



Calves receive quality colostrum after birth

Calf housing has enough bedding to maintain clean and dry calves



Eligible calves must receive an approved dairy or beef NLID & an official P3 tag

Accurate birth records must be kept and Birth and Sale must be reported to HerdTrax



Calves must be old enough to safely transport

Calves able to pass a passive transfer (STP) test



INTRODUCING THE P3 5 STAR PROGRAM

The P3 5 Star Program is an extension our P3 beef-on-dairy program. The intent of the program is to elevate the quality of cross-calves coming off your farm, delivering additional revenue and better results for you and your P3 feedlot partner. Under the 5 Star program, you will be rewarded for your attention to detail and care of calves while on your farm.

The P3 5 Star program is a truly sustainable and value driving program designed to connect supply & demand.

Qualifying for the 5-star program sets you and your farm at a high level of animal stewardship while producing high-quality, safe, and nutritious food for consumers and additional revenue for your farm.



HOW THE P3 PROGRAM WORKS

Sign up for the P3 program

Call today!



On farm visit.

A custom breeding plan is created between you and a P3 Representative to meet your P3 genetic goals.



You can sell your existing calf crop

Until your P3 calf is born, you can sell your existing calves to a P3 Representative.



The P3 calf is born. Ensure it is tagged with the P3 ear tag supplied by your P3 Representative.

The supplied ear tag indicates that this calf is a P3 program calf and will ensure you receive the agreed contract price.

The P3 calf is picked up by the P3 Representative.

You are paid and your revenue increases.



Using Proven Beef Sires for the Dairy Herd

With the increased use of sexed semen in western Canadian dairy herds, many producers are finding themselves with excess heifers that often cost more to rear than the market will pay for them as springers. Rather than reduce or eliminate sexed semen usage and reverting to only conventional products, many producers are choosing to introduce beef semen products where a pregnancy, but not a replacement calf, is the objective.



Maximizing the value of every pregnancy must be the goal, whether that pregnancy is to create a replacement dairy heifer or a product for the beef industry.

A comprehensive Beef on Dairy breeding strategy to maximize dairy genetic improvement within a herd alongside market

diversification to capture value for excess calves gets to the heart of P3. Many in the dairy industry are committed to a combination of conventional and sexed-semen usage that is tied to the creation of a specific number of dairy replacements annually. Identifying the females that will make these replacements leads to the question of what to use on the remainder whose need to become pregnant is simply about generating another lactation. Maximizing the value of every pregnancy must be the goal, whether that pregnancy is to create a



replacement dairy heifer or a product for the beef industry.

P3 transforms the ordinary dairy bull calf into a completely different animal. This beef/dairy crossbred calf is the result of hand-picked P3 Genetic Sires, rigorously tested to meet proven standards prior to reaching the dairy. We use data-focused decision making to select only the right sires for your dairy cows. P3 sires yield the right calf for feed yard performance.

P3 is an exciting program developed to connect the supply and demand for top quality beef cross calves.

Why Use the P3-Plan program for your dairy herd?

- Exclusive partnership in the program
 - Consistent relationship with the cattle feeding partner
 - Conception-tested sires in our dairies for the most accurate results
 - Calving-ease-tested sires in our dairies.
 - Consistent, marketable, value-added long-term sustainable calf solution.
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CONTACT INFORMATION

BC P3 Representatives

Clint Ellis

C. Ellis Cattle Co.
Fraser Valley
250.308.8610

Mike Nikolaisen

Miane Creek Livestock
Okanagan
250.558.9408
mike@mianecreek.ca

Cody Nikolaisen

250.309.4900
cody.nikolaisen@gmail.com

AB P3 Representatives

Ej Doorenwald

Northern Alberta
403.704.5203

Brad Doorenwald

Central South Alberta
403-704-9617
braddwd@gmail.com

Conrad Van Essen

South East Alberta
403.635.7998

Meindert Dykstra

Central East Alberta
403.350.6473

MB P3 Representative

Raymond Lesage

Ray and Joe
Lesage Livestock
204.326.7409

P3 Administrator

Chris Maher

c: 604.626.7396
tf: 1.800.563.5603

P3 GENETIC CONTACT INFORMATION

BC

Greg Hessels

West Fraser Valley/Island.
604.626.8748

Chris Maher

East Fraser Valley
604.626.7396

Phil Hemphill

East Fraser Valley
604.302.2063

Kurtis Severinski

BC Interior
250.463.2052

AB

Erin Rey

Central Alberta
403.704.0243

John Muller

South Alberta
403.394.8530

Carson Klugkist

Northern Alberta
403.597.1148

MB

Darrel Barkman

South/East Manitoba
204.346.2719

Stephane Robidoux

Central Manitoba
204.770.6639

SK

Ian Hodges

Saskatchewan
306.260.0330

Paul Meyer

Sales Manager
778.227.0360

Martin Staub

Key Account Manager
250.308.8610

Dennis Serhienko

Beef Program Manager
306.389.7770

Jennifer Carrelli

Field Services Rep.
604.751.4616