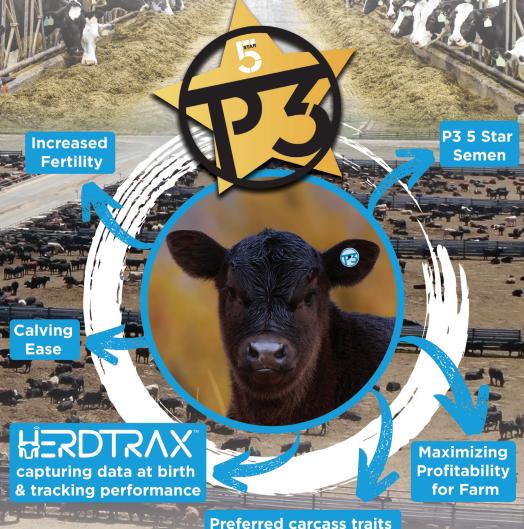
INTRODUCING

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



Preferred carcass traits by our feedlot partners



Contact your Genetic Advisor for more Information

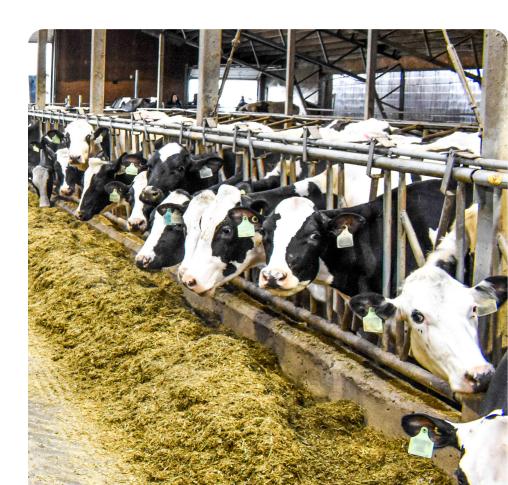


ABOUT THE PROGRAM

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 recieve 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



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.

CONTACT INFORMATION

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