

# SimChoice<sup>SV</sup>

Source Verified



## Short Term Objectives

- Promote a System that Adds Value to Genetics Customer's Feeder Cattle (Age and Source Premiums)
- Elevate Membership Customer Service
- Give, Maintain and Promote the Identity of Simmental Influenced Feeder Cattle
- Identify Consistent Sources

## Longer Term Objectives

- Add Value to Customer's Feeder Cattle
- Promote Brand Value Recognition
- Provide Advanced Information Including Biological Type for Management and Marketing
- Collection of Benchmark and Genetic Data
- Provide Enhanced Market Value Opportunity for an End Product Target of Choice, Yield Grade 2 with zero or minimal "outs" (70:70:0)

## Unique Features?

- The Genetic Target is Simmental x British
- Encourages Planned Crossbreeding Systems (Composite Seedstock)
- Focused Primarily on Non-Member Products
- Incorporates existing PVP industry services

## Our Service Partner

- CattleLog a division of Micro Beef Technologies
- New focus for an established beef industry technology company
- USDA Process Verified Program (PVP)

## What Does CattleLog Provide?

- Storage and Access to Source, Age and Process Verification
- An On-Site Audit of Source and Age (process\* at additional cost)
- Transfer of Age and Source data to Purchaser
- Return of Data Collected Down Chain
- Web-Based Feeder Calf Listing

## Things That Are Not True

- Once the cattle are age and source verified the premiums are on their way
- If your service provider declares bankruptcy and sells you will loose everything and start over from scratch
- New customers and their member sponsors will do all of the work right the first time with no help
- All packers offer age and source premiums at all plants
- If cattle are EID tagged carcass data collection and retrieval is automatic

## Things That Are True

- Age and source verified feeder cattle almost never bring less than the market
- Most packers offer worthwhile premiums
- Premiums (lack of discounts) for cattle with greater information are here to stay
- Seedstock suppliers only offer **genetics** and **service**
- The genetics you offer are available to almost anyone
- Valuable Genetics + Great Partners = Opportunity

## Contacts

- **Marty Ropp** ASA Director of Field Operations 406 – 581- 7835 or [mropp@simmgene.com](mailto:mropp@simmgene.com)
- **Alison Todd** ASA Service Provider and Coodinator of Data Collection and Service for SimChoice 406-556-9618 or [atodd@simmgene.com](mailto:atodd@simmgene.com)
- ASA Field Staff **Kelly Schmidt, Jeremie Ruble or Wes Tiemann**

