

FEATURES AND BENEFITS



FEATURE	BENEFIT
BEEFUP sires are selected for profitability traits including calving ease, growth and yield.	Clients can trust BEEFUP sires will be safe for use on heifers and cows, and resulting calves will be valuable to the entire supply chain, generating additional profit on the dairy.
BEEFUP sires are part of Semex's Solutions Suite.	Clients can build BEEFUP sires into their overall genetic strategy easily and quickly alongside Elevate [®] genomic testing and the myStrategy [™] platform.
BEEFUP sires positioned into three distinct segments	Bulls meeting on-farm and market demands are quickly and easily identified.
Flexibility	No matter where a client is in their BxD journey, BEEFUP has a segment to fit their needs.

BEEFUP PERFORMER

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Above average WW and YW	These calves will gain weight faster, convert feed easily and reach finishing weights sooner.
High carcass merit indexes	Higher carcass merit (marbling, ribeye area, yield grade) means the animal is more saleable, commanding a higher price at harvest.
Supply-chain genetics	Calves meet supply chain program targets, ensuring no loss in grid specifications or premiums.

Efficient, Fast-Growing Calves for High-Value Carcasses Demanded by Supply Chains

BEEFUP BUILDER

FEATURE	BENEFIT
CE and BW emphasized	Newborn calves get a healthy start and have higher growth rates. Easy calvings put the cow in the milking line faster and reduce assistance, labor and vet costs.
Meet dairy and feedlot expectations	Equally marketable as a day-old calf or raised to harvest on the dairy.

High Quality, Balanced Calves for Feeder Profitability

BEEFUP VALUE DRIVER

FEATURE	BENEFIT
Choose coat colour	Correct coat color makes day-old calves extremely saleable.
PowerMix [™] high fertility option	Compatible sires work together to extend capacitation profile, making PowerMix an excellent option for fertility-focused programs.
Reliable supply of genetics	Large dairies can service more cows without buying more semen and available to buy in bulk.
Established dependable sires	Maintains uniformity for important traits across herd with predictable calving outcomes, and growth.
Cost effective genetics	Value focused dairies can capture premium calf prices with less investment.

The Economic Choice for Proven Genetics



PREGNANT COWS. PREMIUM BEEF.