

HERE'S TO BADASS MOMMAS



Female replacement numbers are low. But not any female will do.

You need badass momma cows – the ones that raise a heavy calf year after year, breed back every time, exhibit the udder, feet and leg structure necessary for the long-term success of your operation, and remain profitable.

Build the cows you need with sires backed by maternal excellence.

At GENEX, we believe that behind every good bull is an even better cow. That's why we offer elite genetics supported by a solid maternal pedigree. When you choose GENEX genetics, you can expect:

- > Proven generations of cow power
- > Herd matriarchs that exhibit real-world worthiness
- > Cows that breed on first service and breed back early
- > Hardworking momma cows that raise quality calves time and time again
- > More pregnancies with high PregCheck™ fertility ranking sires

Once you raise your next great momma cow, you need to make sure she gets pregnant. Rely on our PregCheck™ fertility rankings to create more pregnancies and add more dollars to your bottom line.

Based on an internal on-farm database across millions of breeding observations, PregCheck™ fertility rankings are set to a 100-base system with 100 being average. Every one-point difference is equivalent to a 1% difference in conception rate.



GENEX[™]
FOR GENERATIONS

We take your genetic progress to heart.

That's why we offer Cow Sense & Science – a blend of generational wisdom, phenotype, EPDs and genomics – to provide you with cattle that exhibit real-world worthiness. With Cow Sense & Science in mind, our team of beef experts have spent countless hours helping beef producers like you raise the good ones. They've seen progeny throughout the country and know what it takes to create the next generation of hardworking mommas. Here are the game-changers handpicked by our experts as badass momma cowmakers.

IAN01670 JUSTIFICATION

Reg#: 20038723



Recommended by Tammy Wallace,
U.S. Territory Sales Manager



"If you want to add maternal power to your program, Justification is the bull for you! He's sired by the great KG Justified 3023 and from the Boyd Abigale family that includes some of the great maternal GENEX sires such as Mainstay, Thunder and Pioneer. Justification is a phenotypic standout and has a great genomic package that will produce females for the future."

IAN01689 PROGRESSIVE

Reg#: 20373996



Recommended by Zane Barragree,
U.S. Territory Sales Manager



"The cows behind Progressive have the ideal Angus look and correctness. His pedigree is stacked with both cows and bulls known for making great females. His dam, EA Bells Girl 7617, needs no introduction. Her track record speaks for itself, raising multiple herd sire sires. Progressive checks the box on the main management traits, and seeing his awesome progeny makes me believe this bull will leave behind some amazing daughters!"

ISM00186 BOLD RULER

Reg#: 3789539



Recommended by Aaron Dean,
U.S. Territory Sales Manager



"Confidently use Bold Ruler with his ability to generate awesome cow power! His outstanding maternal pedigree goes back to two of the best females in the breed – WS Sugar C4 and BAR CK 106Z. That coupled with a seamless EPD profile with excellent maternal traits makes him an easy sire choice. Plus, he's a stellar foot improver and the purebred bull of choice to correct BW!"



Contact your GENEX representative to
create your badass mommas today.

519.766.4622 // www.genexcanada.ca/beef

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