



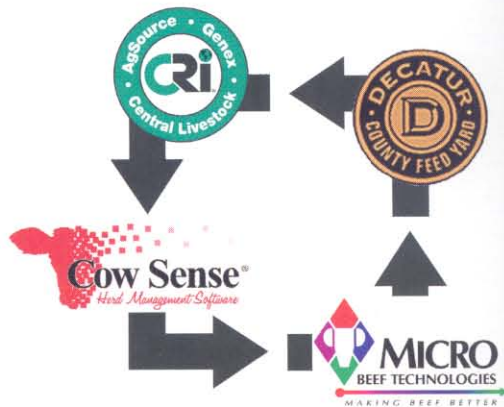
cooperative BEEF \$OLUTIONS™

combining superior genetics and advanced management technologies to capture the most net dollars for your cattle

What is Cooperative Beef Solutions?

Four of the industry's leading technology companies have combined efforts to offer producers the most progressive genetic improvement and individual animal management and marketing program available in the industry today.

The underlying mission of Cooperative Beef Solutions is to assist participating producers capture the most NET dollars from their cattle. The strategies of combining superior genetics, the most advanced management systems and marketing a higher quality, more consistent product is how that is accomplished. The integrated, seamless flow of individual animal data from ranch to feeder and back from processor provides the information to drive genetic as well as management changes for capturing more net dollars.



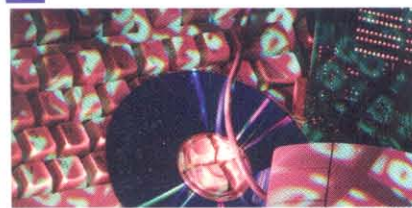
benchmark



measure



sort



market analyze

How do I join Cooperative Beef Solutions?

A producer can enroll in Cooperative Beef Solutions simply through being or becoming a customer of any of the participating companies. However, the ultimate profitability is realized through participating in each segment of the program.

If you currently are a customer of one or more of the Cooperative Beef Solutions partner companies, simply ask them to enroll you in the program and put you in contact with the other partners.

If you are not currently a customer, contact any of the partner companies to determine your objectives and to assist you in determining where you should start in the program. The maximum benefit from Cooperative Beef Solutions can only be realized when you employ all the tools of the Cooperative Beef Solutions program. The benefits each segment contributes to the program compounds the effectiveness and efficiencies back to the participating producer. The whole truly is greater than the sum of the parts!

For more information, contact your local Genex representative or visit the web site at www.cooperativebeefsolutions.com



implement



improve profit