



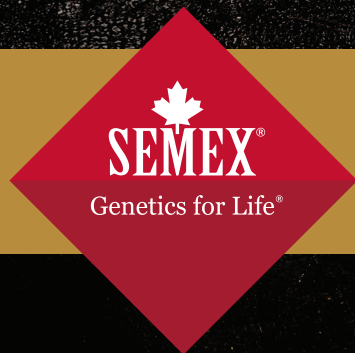
**BEEF
UP**

WE'RE BEEFING UP YOUR PROFIT & EFFICIENCY!

Semex Beef Up is a program designed with the beef buyer in mind and your beef premiums by supplying the market with quality beef on dairy calves. Beef buyers, feedlots and packers will be highly satisfied with the overall product consistency, carcass traits, daily gains, feed efficiency, ribeye area and marbling quality.

Beef Up genetics combined with best practices for raising beef calves will increase uniformity and drive your profits.

BEEF UP YOUR DAIRY BUSINESS WITH SEMEX BEEF



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