

Let's use our context clues...

To better position the premium supply chain in the beef business.

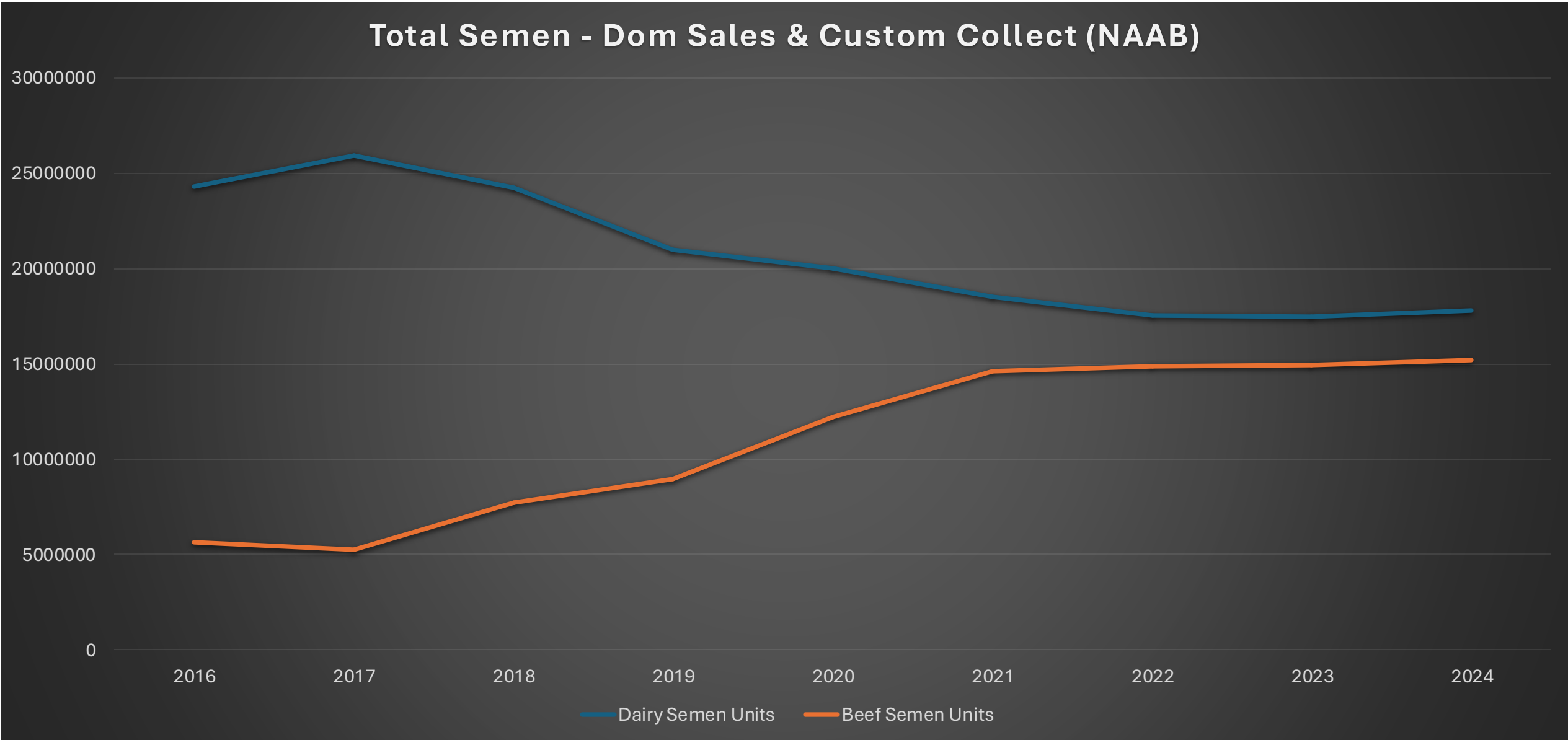


The Wild, Wild West – full of dairy cows!

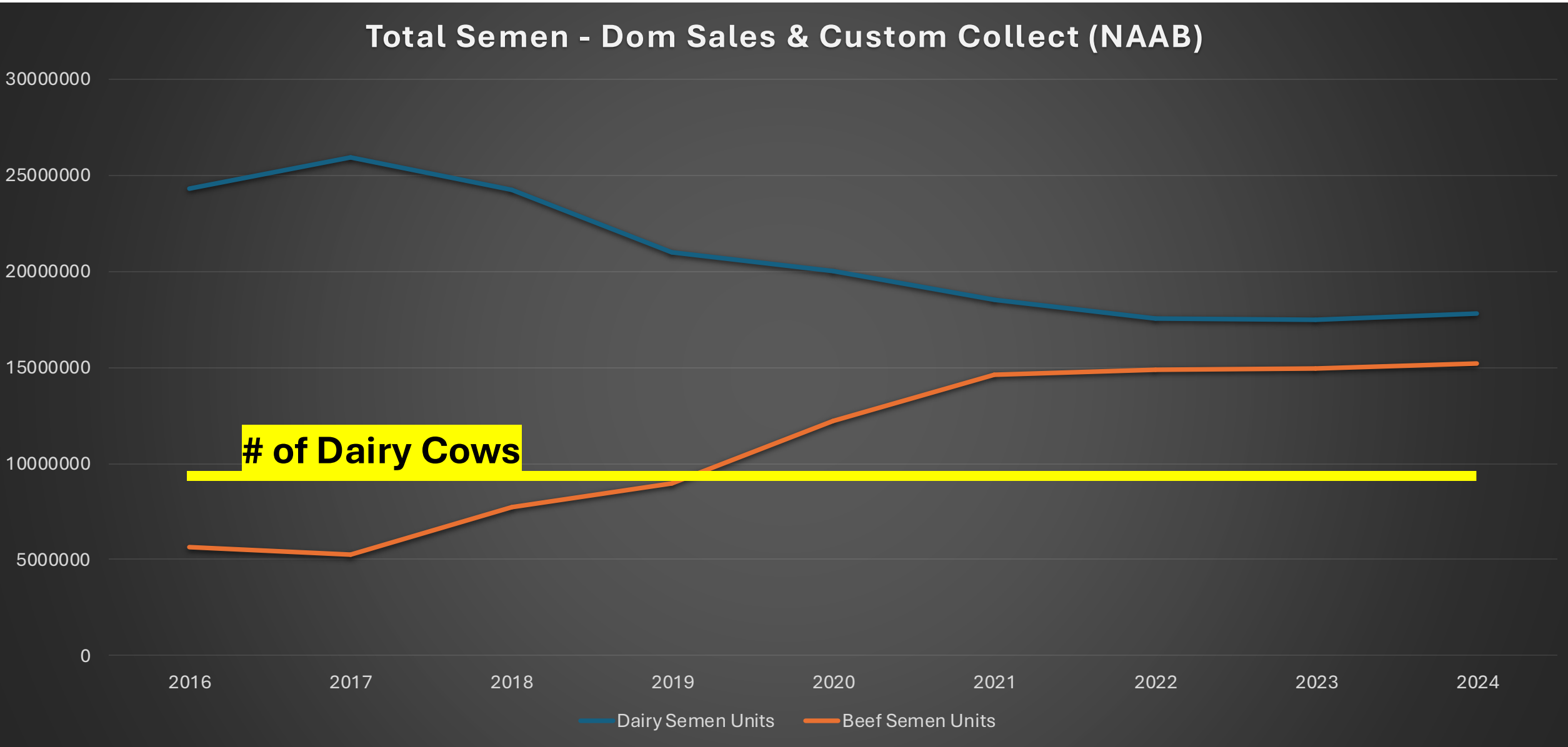
2015 to early 2020s

- **“If a thing is worth doing, it is worth doing badly.” ~ G.K. Chesterton**
- Market conditions allowed the industry to learn, experiment, and to identify valuable beef genetics far faster and at a scale than academia, associations, traditional beef models were designed to do.

The New Normal...



The New Normal...



Carcass length *was* a hold up

- 10 years ago, nearly all rails were too low.
- Ever-increasing carcass weights have brought changes.
- Previous tension is almost completely gone.

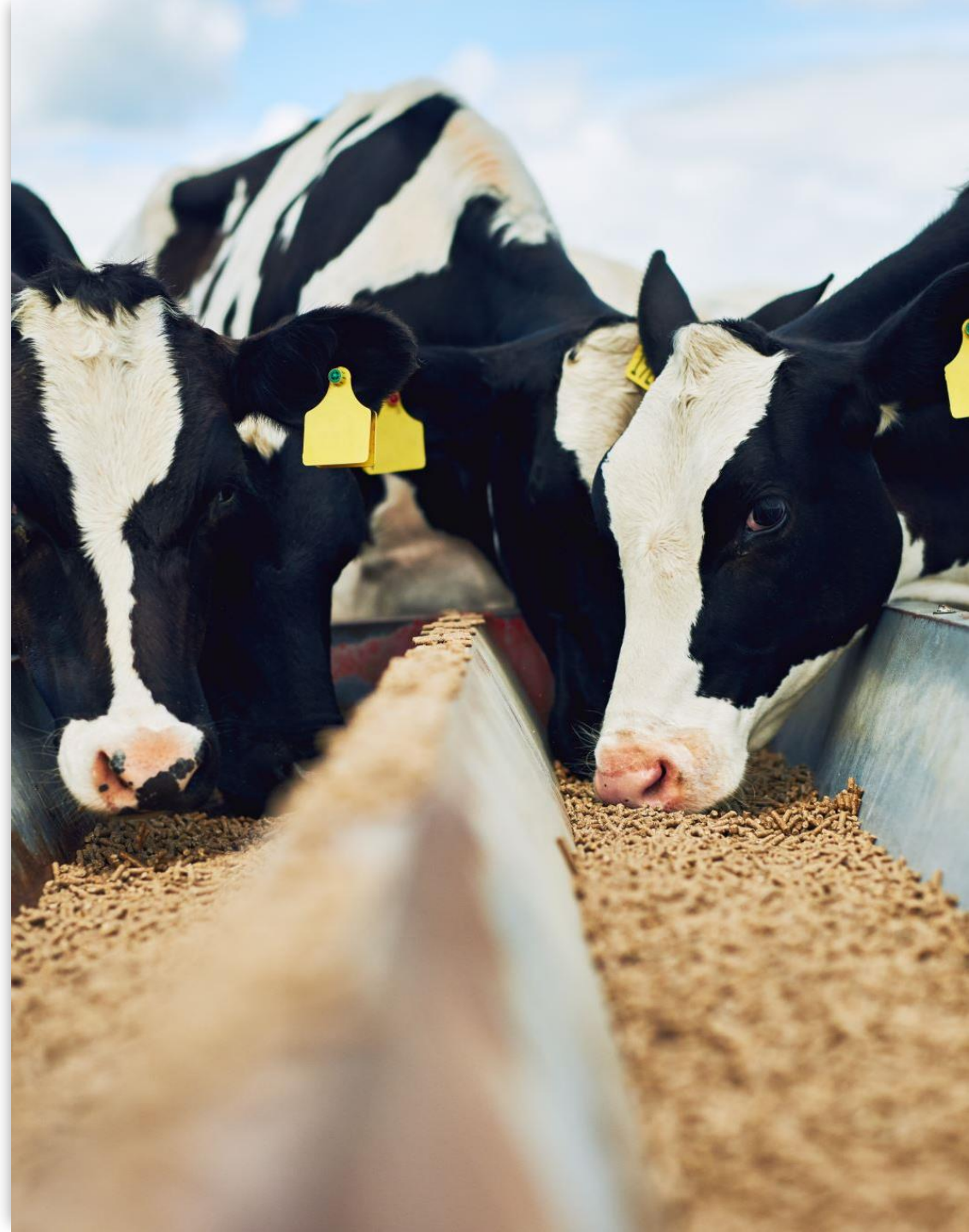


Sire Genetic Selection Becomes Clear...

Terminal Indexes
Beef x Dairy Specific

Thus, the industry has a pretty
good handle on which genetics
work & where they fit.

And which don't.





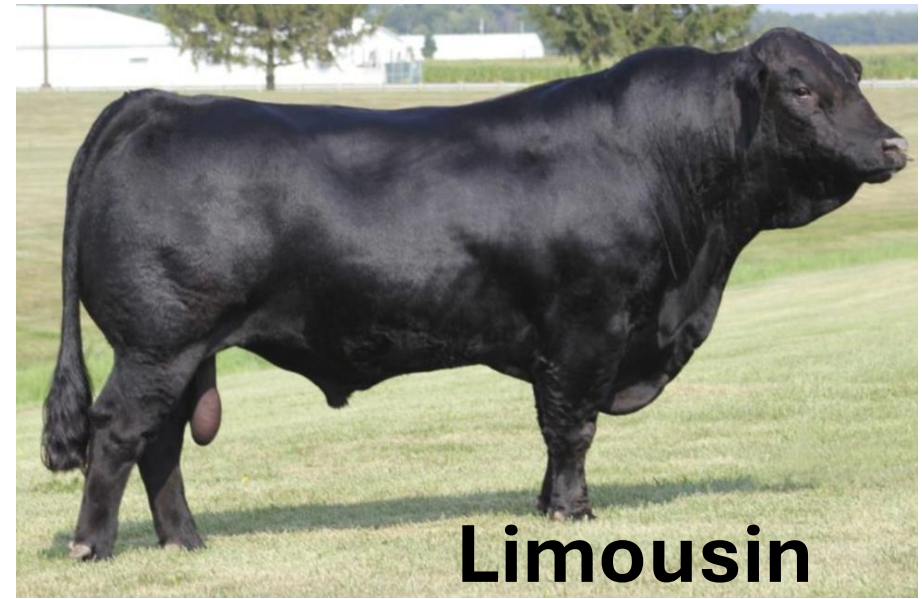
2025 BIF Symposium, General Session I, Beef on Dairy Panel Discussion



Wagyu



Charolais



Limousin



Angus

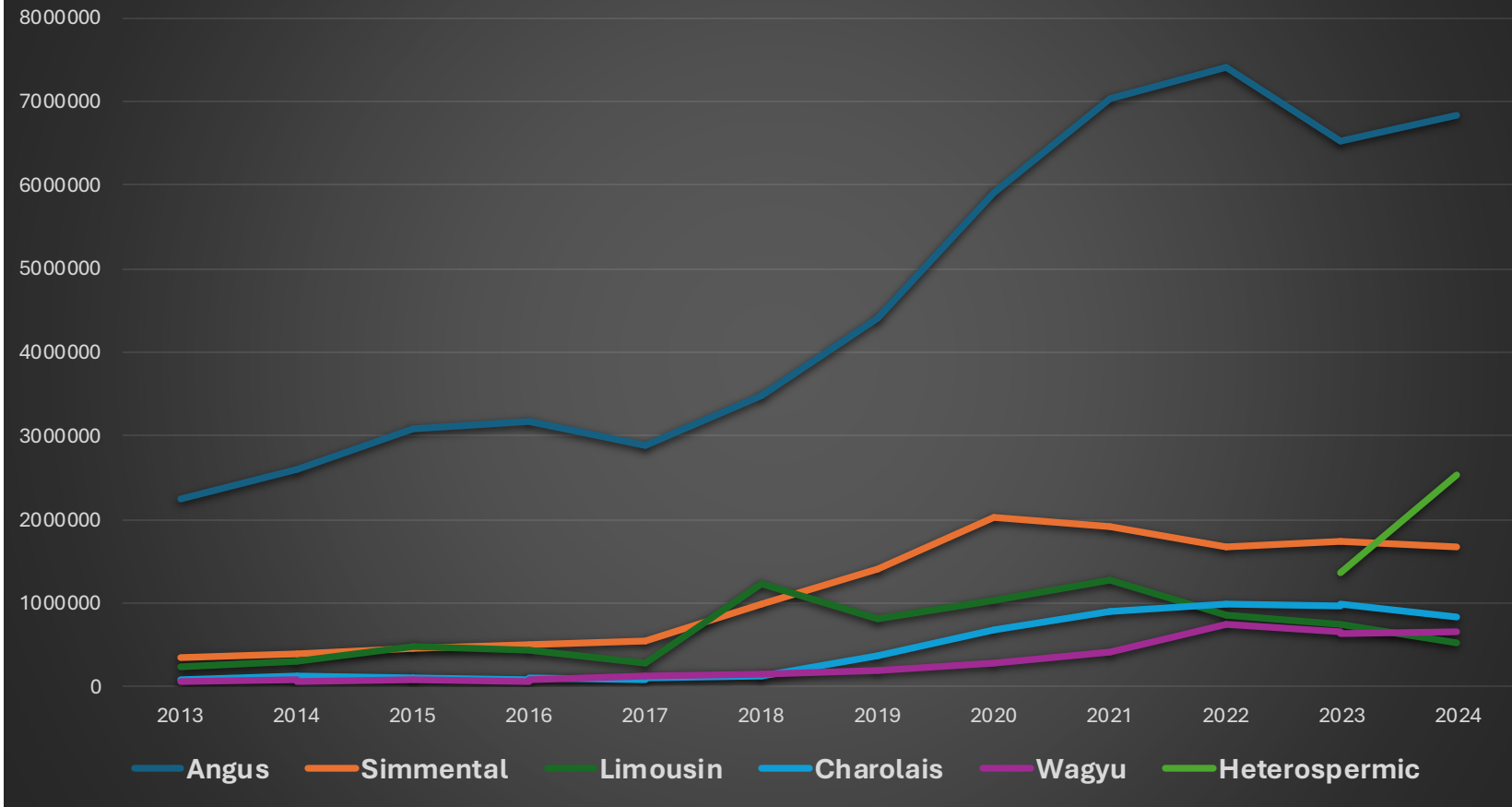


Simmental

Beef Breeds Aren't Monoliths!

Finally, semen companies have begun to realize the vast variation **within a beef breed**.
Just like they always accepted relative to Holstein and Jersey.

Beef Semen Sales & Custom Collection



Angus is roughly 2x
the other 4 breeds
combined.

Does this change?
Maybe...

How do the major beef breeds align today? Pros

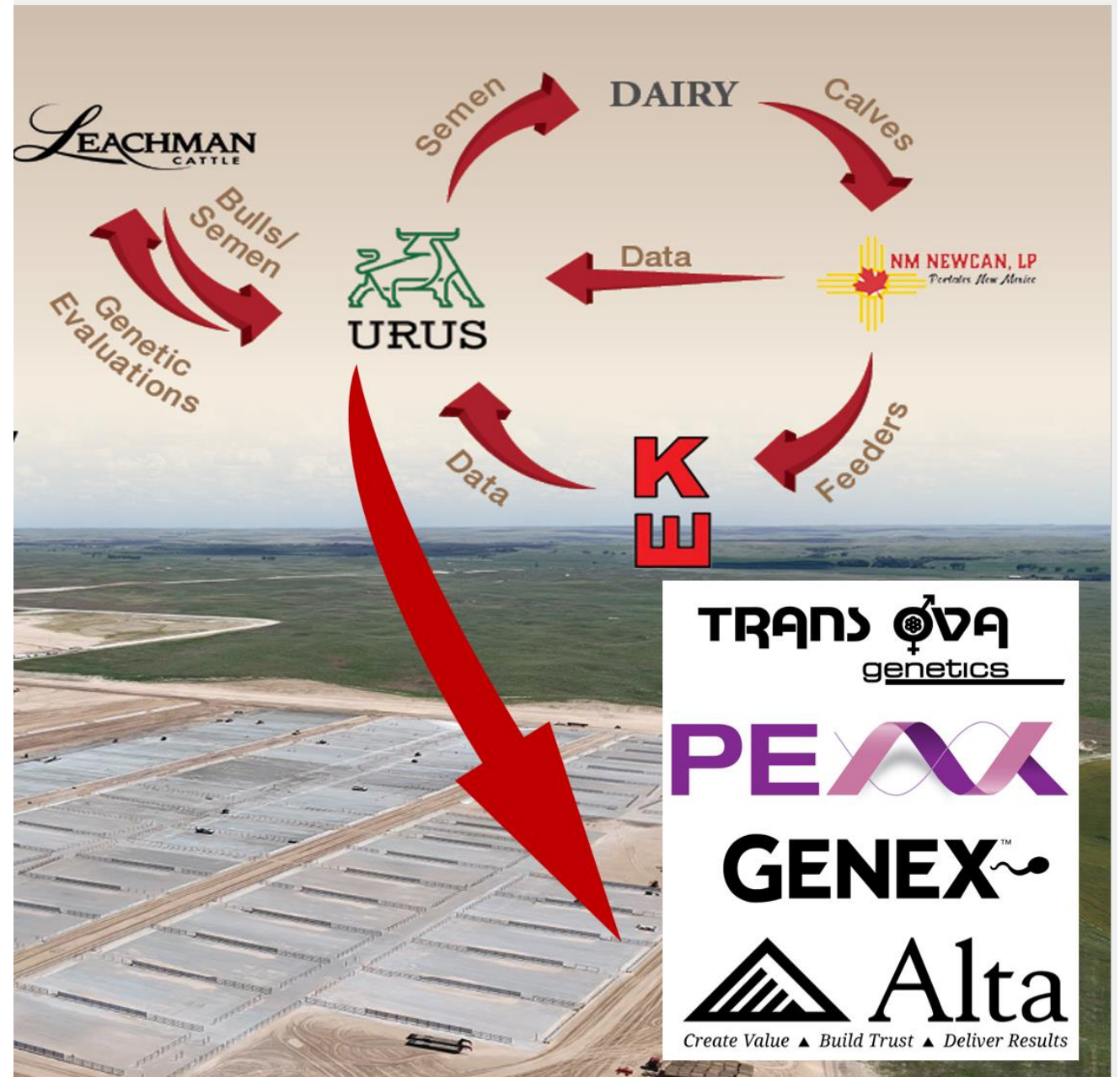
- **Angus – low-cost semen**, value of “**Angus**” in the market, **ADG**, **marbling**.
- **Limousin/LimFlex** – The **initial continental influence** in the modern version of Beef on Dairy. Improves the **Red Meat Yield** proposition.
- **Simmental/SimAngus** – The **primary continental player** at present. **RMY**, **added feedlot performance**, **marbling** advantage to other continentals
- **Wagyu** – **marbling**, **premium brand**, sophisticated **corporate** structure
- **Charolais** – **feedlot performance**, **pounds**

How do the major beef breeds align today? Cons

- **Angus – Red Meat Yield concern, Heart health**
- **Limousin/LimFlex – Marbling, Ability to reach “ultra weights”**
- **Simmental/SimAngus – *Very good* in most all categories. Max/Optimum**
- **Wagyu – feedlot performance, RMY concern**
- **Charolais – marbling, no access to CAB premiums**

In less than a decade...

- WWW to sophisticated system
- Vertical alignment akin to Pork & Poultry (faculty numbers?)
- As industry changes (including genetic demands) the system will quickly incorporate the data and make the change
- When working in critical mass one is often doing genetic eval even if they don't realize it.
- And yes, they realize it.



The “Leverage” question:

- If you must ask if you have leverage...
 - **You don't.**
- **Leverage requires critical mass – NUMBERS.**
 - You either get that based on your outfit or a collaborative system.
- **This doesn't discount the possibility for profit.**
 - But it likely doesn't come by winning the primary, commodity market.

Industry Desires and Pain Points

- Consumer, Grocer, Restaurant, Purveyor
 - Uniformity, Consistency, Palatability, **The Story**
- Packer/Processor
 - Pounds, Marbling, **Red Meat Yield**
- Feeder
 - Performance/Efficiency, **Death Loss** (heart/liver), **Discounts** (liver), **Implants**
- Calf Ranch
 - Predictability, Performance, **Health, Ability for individual monitoring, The Story**
- Dairy/Seedstock
 - **Fertility, Calving Ease, Live Calf**, Market Access

Live, healthy calf
Housing Method (health/perf)
Time on Feed – Implant Strategy
Red Meat Yield
Liver Abscess
Limited Individualized Metrics



**Primary
Pain Points
&
Areas for
progress &/or
Selection
Pressure**

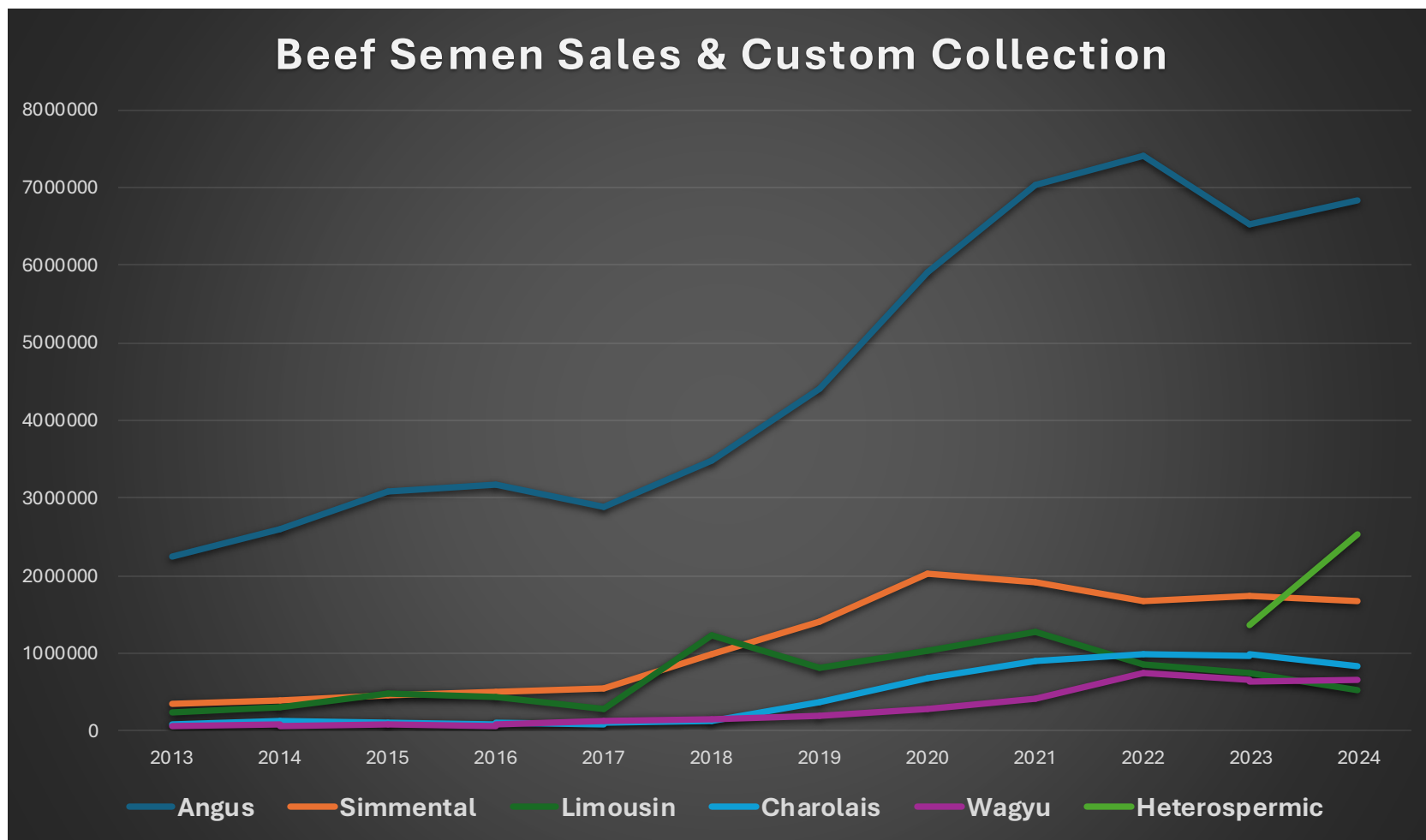
Red Meat
Yield
Working
Group

BEEF



Genetics & Breedings as Risk Mgmt Tool

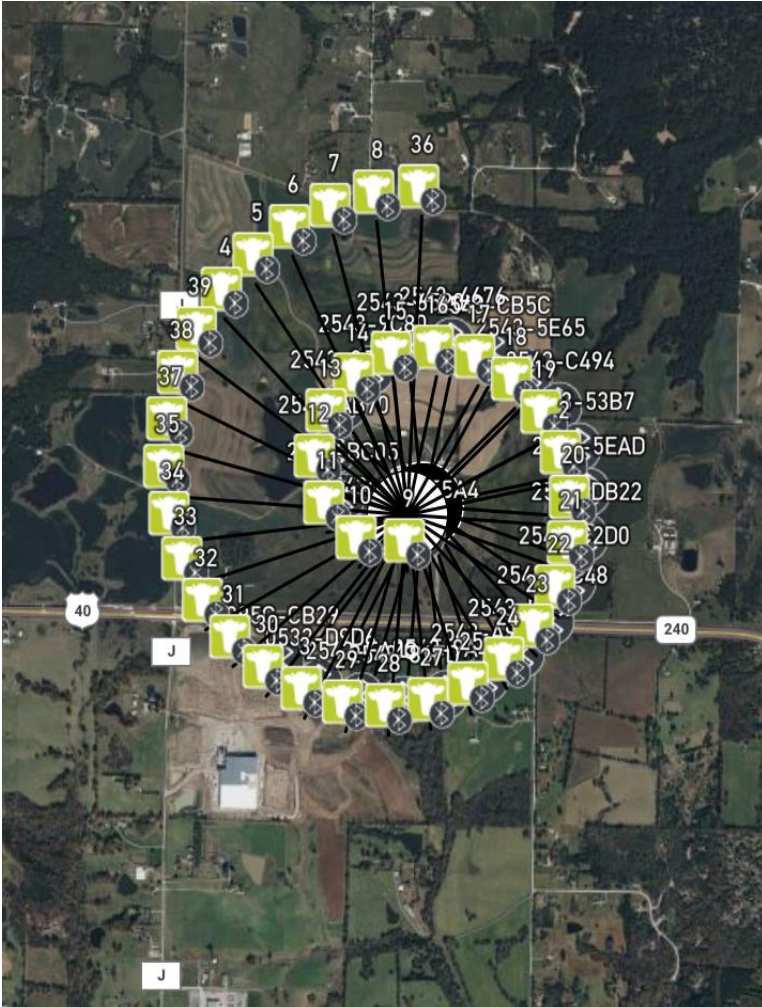
- What is the Red Meat Yield Concern?
 - Texas Tech – Drs. Dale Woerner and Blake Foraker
 - West Texas A&M – Dr. Ty Lawrence
- What does this have to do with the USDA Yield Grade equation?
- How does one plan for potential changes in a primary valuation tool when an individual mating decision is years in advance?



Angus is roughly 2x
the other 4 breeds
combined.

Does this change?
Maybe...

Look Harder...



We now have novel tools and approaches that:

- Aid with “The Story”
- Provide in-hutch metrics of activity, health
- Integrates into group housing &/or feedlot for same
- HR aids
- Passive and easy data capture integration lends itself to novel trait development for genetic evaluation and management.





Herd Activity Report

Date Range: 01-07-2026 - 01-21-2026

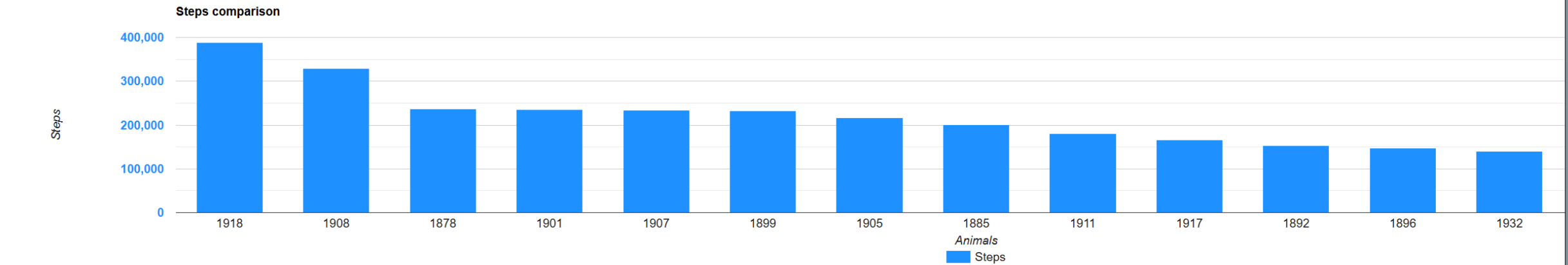
Animals Found: 15

Total Distance (miles): 1.59

Avg Distance (miles): 0.11

Total Steps: 3,130,365

Avg Steps: 208,691



Open Comparison Step Chart

COLUMNS

DENSITY

EXPORT

RESET VIEW

✓	Cattle #	Steps ↓	Avg Steps/Day	Distance (mi)	Avg Distance/...	Animal Type	Age	Current Weight (lbs)	BCS	Fence	Ranch	Product Type	701x Device #
✓	1918	↑ 387,833	↑ 29,833.31	↑ 0.14	↑ 0.01	Steer	11 months	642				xTlite	4D01-42B5
✓	1908	↑ 328,774	↑ 25,290.31	↓ 0.1	↓ 0.01	Steer	10 months	610				xTlite	4D01-4499
✓	1878	↑ 236,897	↑ 18,222.85	↓ 0.1	↓ 0.01	Steer	9 months	802				xTlite	4D01-42F7
✓	1901	↑ 234,684	↑ 18,052.62	0.11	0.01	Steer	10 months	477				xTlite	4D01-42E2
✓	1907	↑ 233,329	↑ 17,948.38	0.11	0.01	Steer	9 months	611				xTlite	4D01-459E
✓	1899	↑ 232,313	↑ 17,870.23	↓ 0.1	↓ 0.01	Steer	11 months	644				xTlite	0532-A0E1
✓	1905	↑ 216,399	↑ 16,646.08	↑ 0.12	↑ 0.01	Steer	10 months	594				xTlite	4D01-42BF
✓	1885	↓ 200,633	↓ 15,433.31	0.11	0.01	Steer	9 months	674				xTlite	4D01-42AB
✓	1911	↓ 180,979	↓ 13,921.46	↑ 0.13	↑ 0.01	Steer	10 months	782				xTlite	4D01-42B8
✓	1917	↓ 165,384	↓ 12,721.85	↓ 0.09	↓ 0.01	Steer	9 months	701				xTlite	4D01-42EC
✓	1892	↓ 152,518	↓ 11,732.15	↑ 0.13	↑ 0.01	Steer	9 months	802				xTlite	4D01-42D1
✓	1896	↓ 147,633	↓ 11,356.38	↓ 0.1	↓ 0.01	Steer	11 months	679				xTlite	4D01-42C1
✓	1932	↓ 139,668	↓ 10,743.69	↓ 0.08	↓ 0.01	Steer	8 months	628				xTlite	4D01-42DC
✓	1889	↓ 137,552	↓ 10,580.92	↓ 0.09	↓ 0.01	Steer	11 months	873				xTlite	0532-CCBE
✓	1942	↓ 135,769	↓ 10,443.77	↓ 0.08	↓ 0.01	Steer	9 months	643				xTlite	4D01-42EA

Age: Older Than (years)

Age: Younger Than (years)

Age: Select By

LINE CHART

X

Back

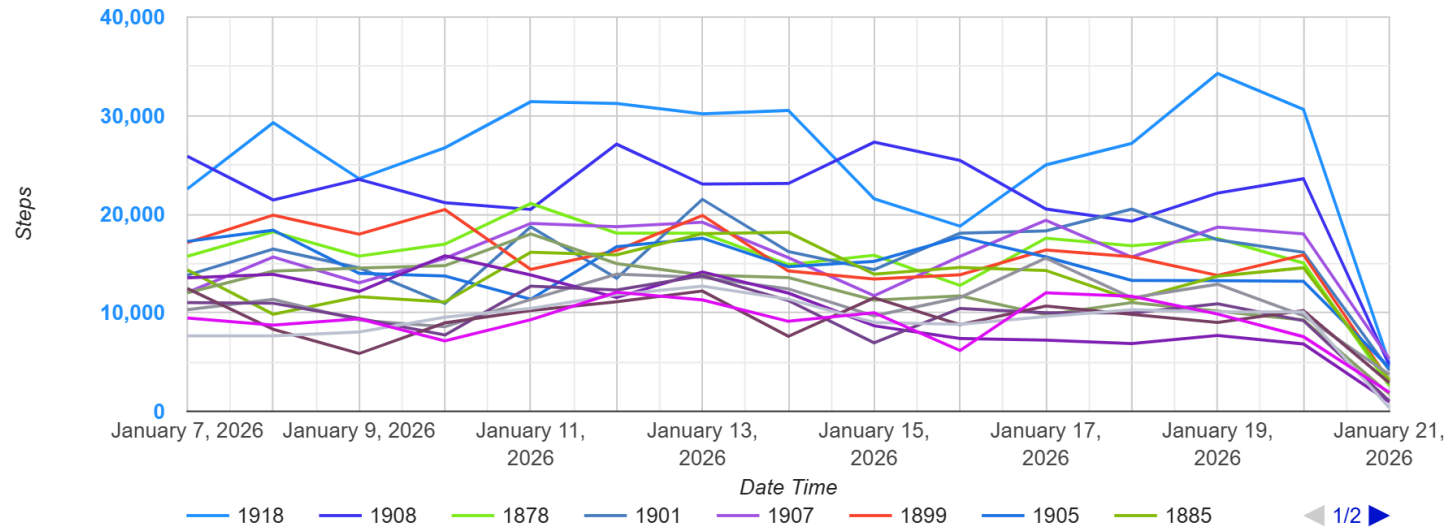
Date Range

Total Distance

Total Steps

Steps

Steps Report



100,000

0

1918

1908

1878

1901

1907

1899

1905

1885

1911

1917

1892

1896

1932

1889

1942

Animals

Steps

Open Comparison Step Chart

COLUMNS DENSITY EXPORT RESET VIEW

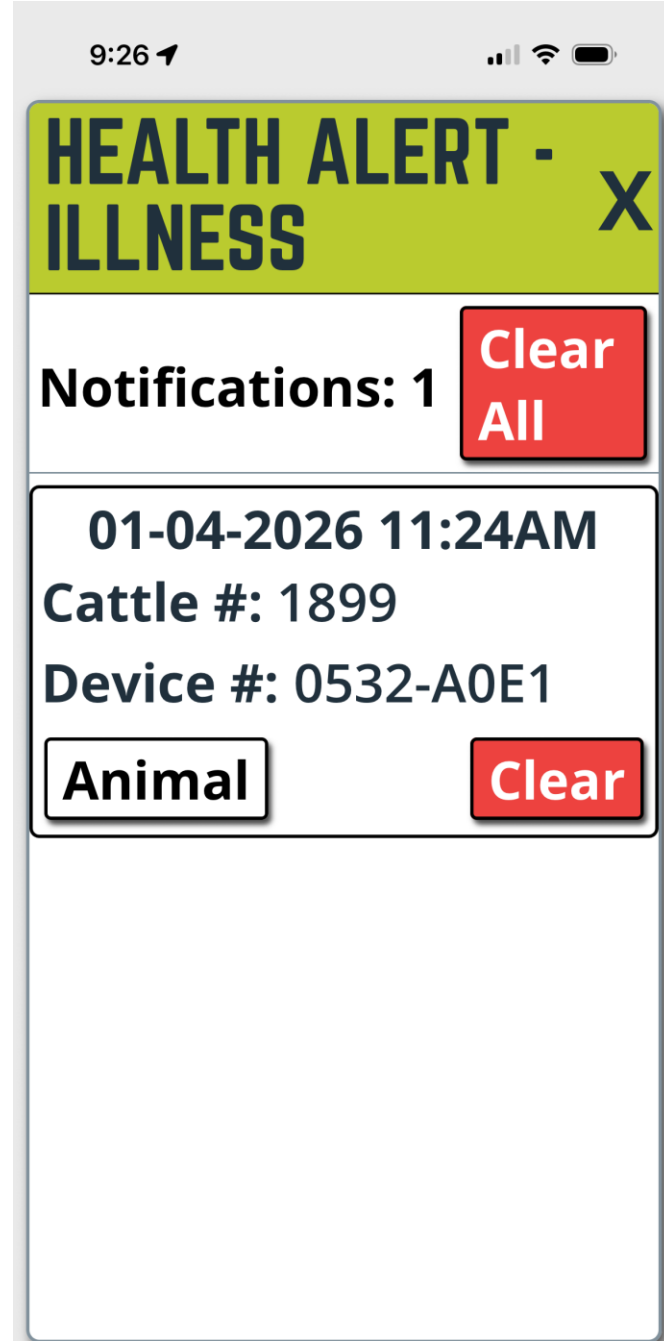
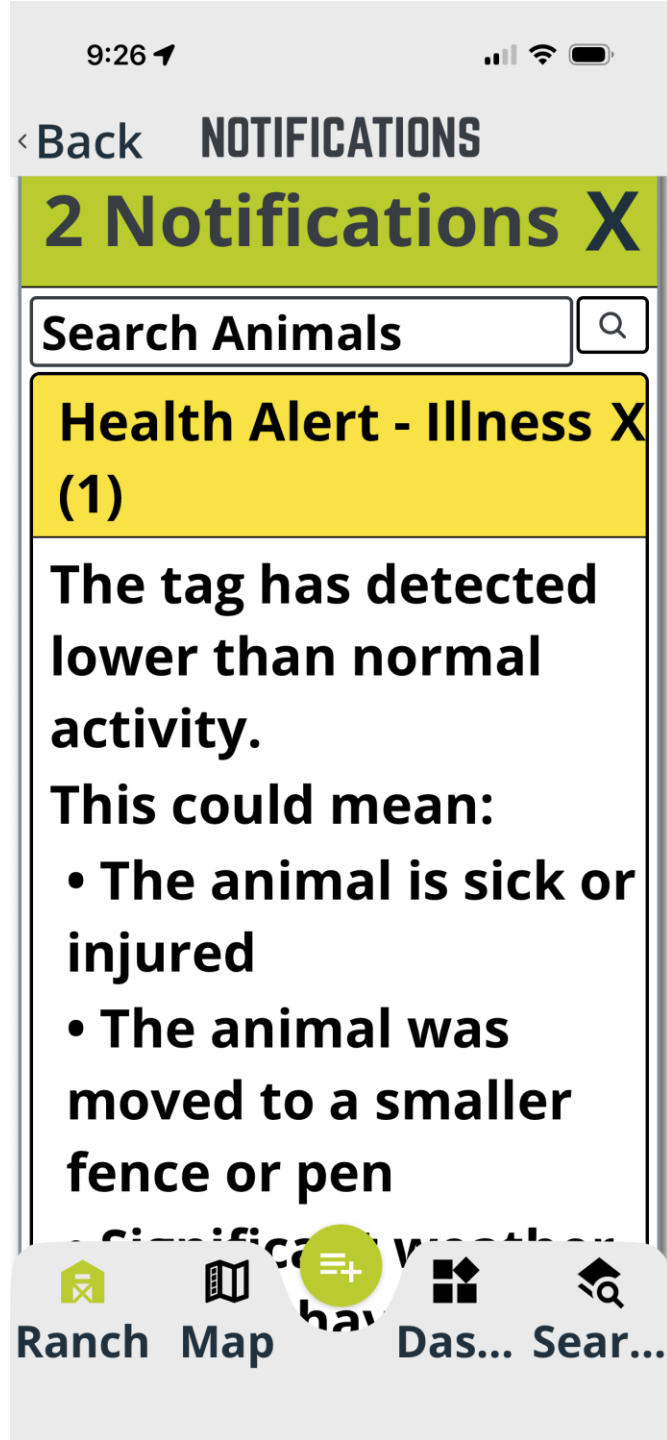
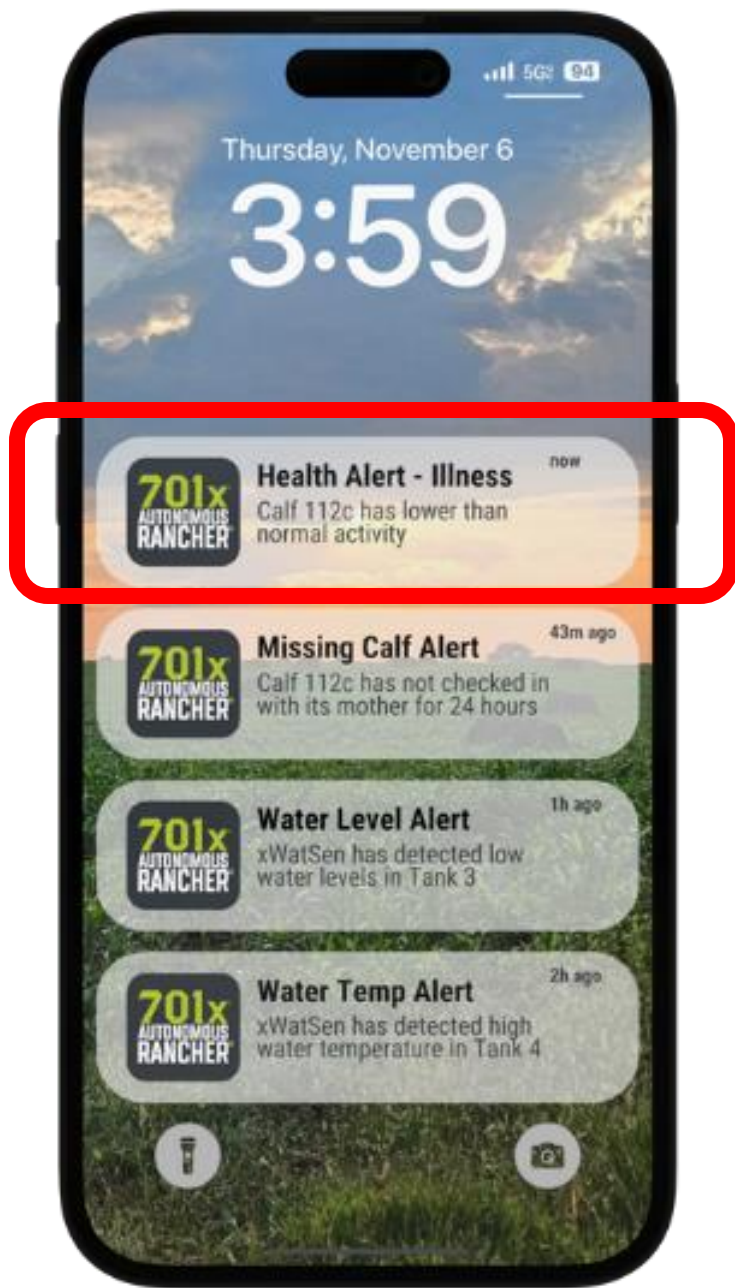
34°F
Sunny



Search



9:06 AM
1/21/2026





REPORTS

Filter By Ranch*

Animals as of:
01/21/2026

From Date/Time:
01/14/2026 09:24 AM

Type:
(Choose Type)

Age: Older Than (years) Age: Younger Than (years)

Fence:

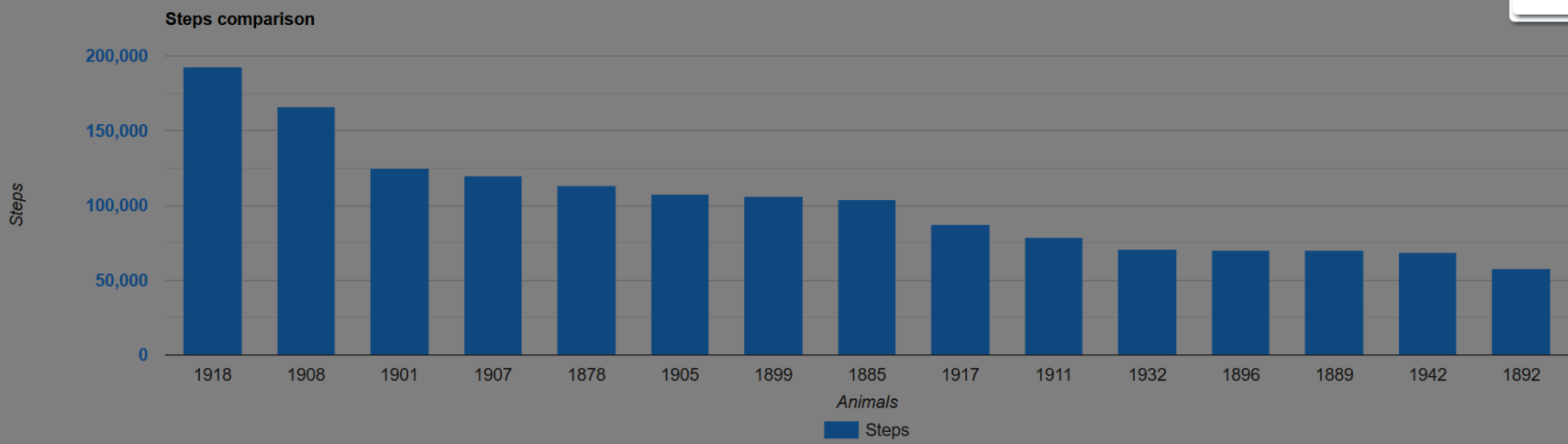
Age: Select By
Years

Back Load Report

Date Range: 01-14-2026 - 01-21-2026
Total Distance (miles): 1.55
Total Steps: 1,536,204

Animals Found: 15
Avg Distance (miles): 0.1
Avg Steps: 102,413.6

Herd Activity Report



HEALTH ALERT - ILLNESS X

Notifications: 1 Clear All

Map	Cattle #	Device #	Occurred	Clear
Go to	1899	0532-A0E1	01-04-2026 11:24AM	Clear (1)

2 NOTIFICATION(S) X

Health Alert - Illness (1) X

The tag has detected lower than normal activity.

This could mean:

- The animal is sick or injured
- The animal was moved to a smaller fence or pen
- Significant weather changes have decreased animal activity

[View Herd Activity Report](#)

Details Clear

xWatSen Unreachable (1) X

xWatSen has not been able to upload data for greater than 3 hours.

This could mean:

- There is no cell reception where xWatSen is located
- xWatSen is significantly damaged
- xWatSen is out of battery

Details Clear

ANIMAL INFORMATION

bfed4027-cb30-4a94-8e1c-e9a0bd41eb9c

Edit

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Main

Timeline

Medications

Fences

Weights

Activity Report

Ownership

Pedigree

>



Red Steer



Identification

Status: Active
Cattle Tag #: 1899
Other Tag #: 556
701x Device #: 0532-A0E1
701x Device Type: xTlite
Name: XXXXXXXXXX
EID Mgmt. #: 901013000006825



Descriptive

Date of Birth: 02-18-2025
Age: 11 months
Color: Red
Breed: 100% Red Angus
Type: Steer
Sex: M
Horn Type: (P) - Polled



Timestamps

Created by: Chip Kemp
Created Date: 12-29-2025 10:14AM
Updated by: Chip Kemp
Updated Date: 01-21-2026 07:50AM
Last Check-In: 01-21-2026 07:49AM

From Date (Start of Day)

01/01/2026



To Date (End of Day)

01/21/2026



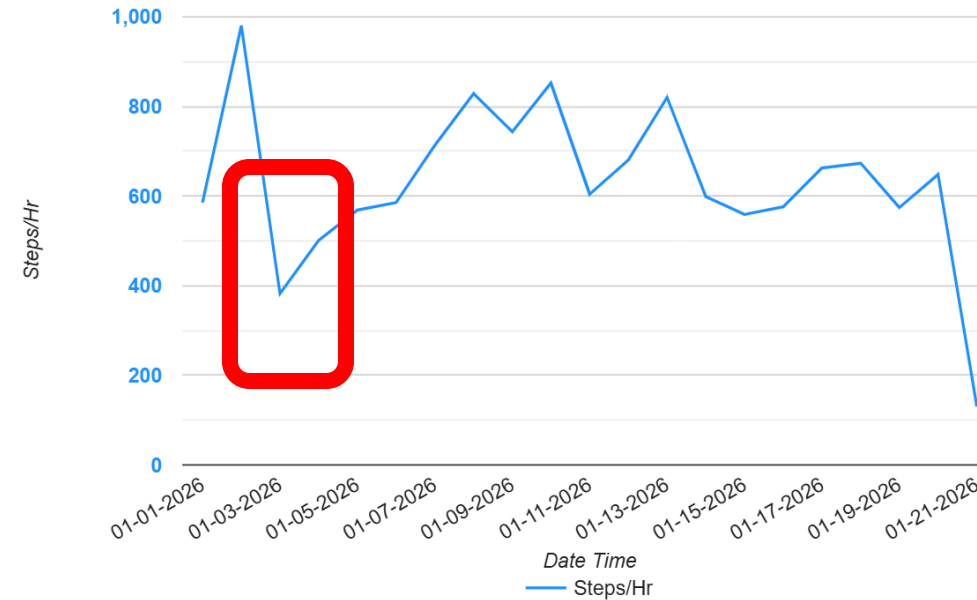
Run



Show more details

701x Device Data

20 Days - Step Rate Report



20 Days - Mounting Report

1.0



ANIMAL INFORMATION

bfed4027-cb30-4a94-8e1c-e9a0bd41eb9c

Edit + :

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< Main Timeline Medications Fences Weights Activity Report Ownership Pedigree >



Red Steer

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From Date (Start of Day)

01/01/2026

To Date (End of Day)

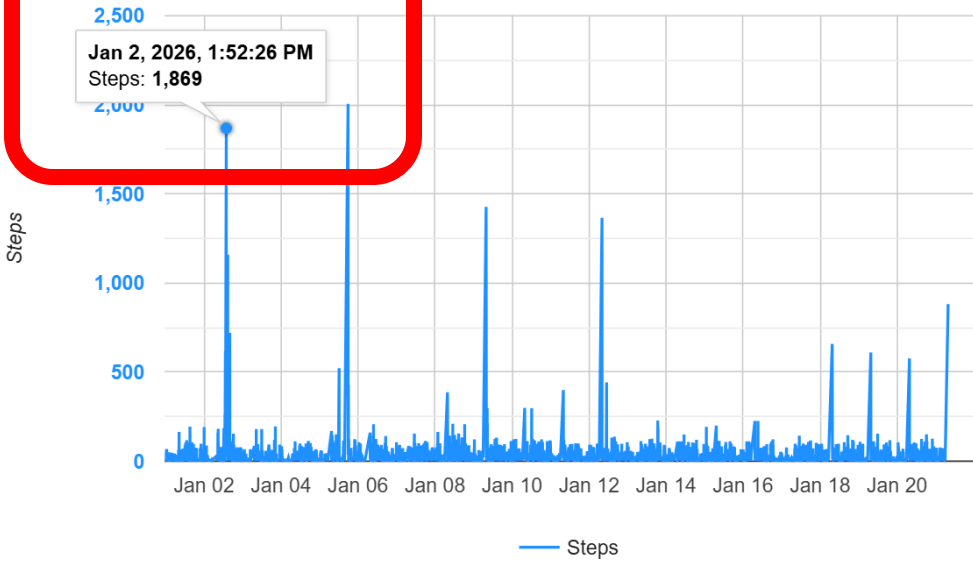
01/21/2026

Run

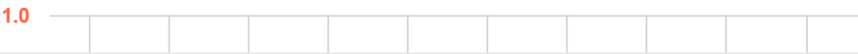
Show more details

701x Device Data

20 Days - Step Report



20 Days - Mounting Report



ANIMAL INFORMATION

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Main

Timeline

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Fences

Weights

Activity Report

Ownership

Pedigree

>



Red Steer

Identification

From Date (Start of Day)

01/01/2026



To Date (End of Day)

01/05/2026



Run

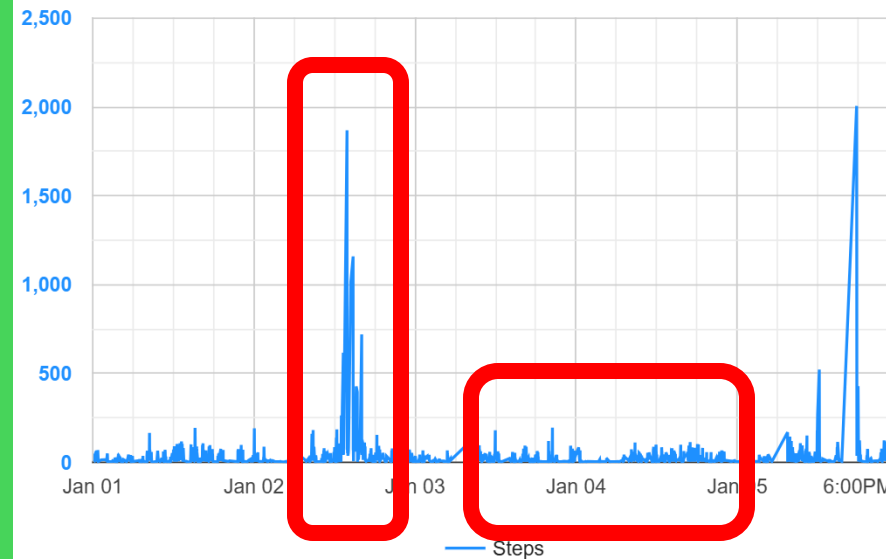


Show more details

Fortunately, in this case it is likely a rare alarm that didn't denote a health event. But rather illustrated a management opportunity to refine SOPs and focus on employee/HR efforts.

701x Device Data

4 Days - Step Report



4 Days - Mounting Report

1.0





701x[®]

Chip Kemp

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