

The Right Kind of Partner

International Genetic Solutions teams up with IMI Global.

By Chip Kemp, Director of Commercial and Industry Operations



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One of the fundamental keys to success, in all walks of life, is the choice of capable, honest, loyal partners. This is a lesson that each parent tries to instill at an early age. We encourage our kids to choose to be part of positive relationships, and equally crucial, to be the kind of partner that others will seek out. Teams, dating, school, jobs — the success of each ultimately boils down to the health and strength of the relationship.

Our business is no different. When given the choice between two bulls from different programs that are of similar cost and bring similar merit to your operation, you'll choose the more enjoyable relationship every time. How many sell feeder calves at the nearest market? Or, how many drive farther because of the fruits of a more beneficial relationship? It is a part of the business. And we wouldn't change it.

Stories of Simmental relationships could fill a book. Hmmmm . . . that might sound like a shameless plug for Dr. Bob Hough's new book "*Simmental's American Journey*." Of course, I'd never do that. But, the relationships, the partnerships are truly foundational and intertwined. From the European connections forged by Travers Smith in 1966 to the pivotal relationship between ASA and Drs. Quaas and Pollak to responsible crossbreeding, and now to the worldwide partnerships built through ASA's genetics arm, International Genetic Solutions (IGS), the recognition that we need to leverage the skills of others to strengthen our ability to service the industry is paramount to the Simmental business.

A new like-minded, commercially-focused partnership was recently formed

between IMI Global and IGS to offer the IGS Feeder Profit Calculator™ to a larger swath of the industry. IMI Global's leadership position as the industry's clear leader in third-party verification services is well established. The strength of their team and the capabilities they offer has allowed them to develop long-standing connections with producers, marketers, feedlots, packers, and a wide array of retailers and restaurateurs. These relationships add value to the cattle and return additional profits to producers. At the same time, IMI Global has been searching for a partner to provide the same level of genetic verification that could complement their existing services. That is where IGS steps in.

"The IGS Feeder Profit Calculator™ is the perfect addition to our suite of value-added services for our beef producers," said Leann Saunders, president of IMI Global. "We have been searching for this kind of solution for years and feel that the IGS tool is far and away the most inclusive and sophisticated calculator available in the industry today. By enabling beef producers to see the value their management and genetic decisions are providing to their operation, it enables them to have a benchmark from which they can make confident, knowledgeable choices about how to continuously improve their operations . . . knowledge matters, and the IGS calculator provides producers with one more tool in their toolbox to make transparent, informed management decisions."

Even in today's data-driven world, genetic awareness in the commercial cattle sector is woefully inadequate. Price discovery as we presently know it rarely accounts for the actual performance potential of a producer's cattle. The IGS Feeder Profit Calculator™ is unique in that it offers a level of genetic awareness of feeder calves that has not been previously possible in the beef business. This, combined with the progressive, market-driven programs IMI Global provides, will enable producers to market calves with the ultimate value-added package.

The IGS Feeder Profit Calculator™ continues to be offered at no cost through both IGS and IMI Global. Those interested in the calculator can visit either internationalgeneticsolutions.com or feederprofit.com. Those interested in the other third-party verification tools offered by IMI Global can visit imiglobal.com.

