

The logo for BEEF BOOSTER features the words "BEEF" and "BOOSTER" stacked vertically in a bold, sans-serif font. To the right of the text is a stylized orange graphic consisting of two overlapping, curved lines that form a shape resembling a bull's head or a dynamic swirl.

# BEEF BOOSTER Value Indicator

At Beefbooster all our seedstock animals are ranked on an economic breeding index termed our value index (VI). This is the result of applying an economic weight to each individual EBV and summing to a total index value. We do this to address the fact that an animal may be really good for some traits and not for others while some animals may be just average for all traits. The weight placed on each trait is derived from its economic value. When comparing bulls based on their index, the difference between one bull and another reflects the potential profit difference per cow mated. For example, a bull with a VI of \$130 will yield calves that are on average \$5 more profitable/cow mated than a bull with a VI of \$120 (difference between VIs divided by 2 because a bull will only pass on half his genes)