

MIDWEST GENETICS

● **International Livestock Registries (ILR)**

the SERVICE

- Registry Services
- Pedigree Database(s)
- Registries

● **intelliBeef™**

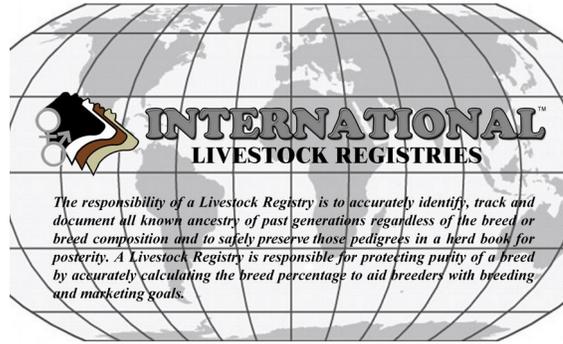
the PROGRAM

- Online HERD MANAGEMENT Program
- using intelliBeef™ RFID smart eartags

● **American Livestock Producers™ (ALP)**

the SYSTEM

- Online “CONCEPTION to CONSUMPTION”™ Direct Marketing System
- Certification and Labeling:
 - (ILR) breed claims
 - (intelliBeef) herd management claims
- decentralize, liaison & cooperate throughout food supply chain sectors
- improve specialized marketing opportunity between producers
- advance regional marketing between sectors of food supply chain
- advance local marketing between producers and consumers



InternationalLivestockRegistries.com

International Livestock Registries (ILR)

International Livestock Registries owns a general open stud & herd book and databases to identify, document and record pedigrees of many breeds of cattle (currently numbering more than 120,000 head of over 40 breeds of cattle). ILR sets up herd books for all breeds of livestock needing a registry or registry services. ILR registers animals of any species, breed or combination of breeds, including:

- heritage, rare or genetically diverse cattle that need preservation
- fullblood, purebred, percentage, composite or crossbred cattle
- cattle of a breed with a closed herd book
- cattle breeds or types that have no registry
- other livestock breeds; ranch horses, sheep, goats, hogs, etc. (*enquire*)

ILR registration certificates provide:

- DNA genomic and parentage tests
- DNA test results for performance, traits & heritable conditions
- Complete pedigrees on sire & dam, regardless of breed
- Complete breed composition percentage
- 100% breed animals are identified & labeled fullblood
- Purebreds reach 99+% but do not upgrade to fullblood status

FLECKVIEH DAIRY CATTLE REGISTRY		Certificate of Registration			STATUS PUREBRED
NAME OF ANIMAL MJJ ROMIO-ET	REGISTRATION NUMBER FLUSA00056629214	SEX BULL	DATE OF BIRTH Aug-24-2012	BREED COMPOSITION FL 96 HD 4	
BIRTH TYPE ET	HORN STATUS DE-HORNED	COLOR RED WHITE FACE		YEAR CODE Z - 2012	
TATTOO LE RE	HERD ID TAG NUMBER LE RE	TAG COLOR	OTHER ID 504FL04049	SIRE CODE	
RFID/ID TAG	STATE METAL TAG	OTHER MARKINGS		PARENTAGE VERIFIED G577453	
ET RECP #30	KAPPA CASEIN AA	BETA CASEIN AB	BETA LACTOGLOBULIN AB	A1A2 A1A2	GENETIC CONDITIONS BLF

ILR registration certificates are recognized nationally and internationally. ILR has a good relationship with and access to many databases & registries all over the world. ILR maintains across-breed databases with herdbooks for all cattle that need pedigrees recorded officially and securely.

ILR Owned Registries:

- The ILR General Open Stud & Herd Book (includes:)

The [International Dairy Cattle Registry](#)

- Fleckvieh Cattle Registry
- Montbeliard Cattle Registry
- North American Red Cattle Registry
- Dutch Belted Cattle Registry
- Viking Red Cattle Registry
- Viking Jersey Registry
- Viking Holstein Registry
- Norwegian Red Cattle Registry
- Pro Cross Dairy Cattle Registry
- [Belfair Cattle registry](#)
- Miniature Holstein Cattle Registry

- The [International Beef Cattle Registry](#)

- [Composite Beef Cattle Registry](#)
- Black Charolais registry
- White Angus herd book
- North American Black & Red Angus herd book
 - Heritage division (old lines with no modern influence)
 - PB Angus division
- Heritage Hereford herd book
 - Heritage division (OP traditional only)
 - PB Hereford division

ILR Periodical
Sire Selection ~ Registry Review ~ News

Public Access
(Annual) Sire Directory
Bulls representing each ILR Herd Book
Bulls representing each ILR Associate Registry

Newsletters (sections) for:
each associated registry
all ILR registries / services
intelliBeef™ program
American Livestock Producers™ system
Tennessee State University Department of Agriculture
research reports
announcements, articles

Advertising

ILR Associated Registries

miniature-cattle.com/documents/ILR-services.pdf

- [American Lineback Cattle Registry](#)
- [U.S. Normande Breeders Organization](#)
- [Heritage Shorthorn Society](#)
- Heritage Milking Shorthorn Society
- [North American Pinzgauer Breeders](#) (est 1973)
- [International Wagyu Registry](#)
 - Wangus Cattle
- [International Heritage Horse Association](#)
 - [Curly Stockhorse Registry](#) (preservation & registry)
 - Heritage Horse Journal
- Bos Indicus International (Gyr, Girlando, Nelore, etc., members in South America, India, Mexico & USA)



intelliBeef.com

intelliBeef™

Online HERD MANAGEMENT Program

using intelliBeef™ RFID smart ear tags



Members can order official ILR animal identification (RFID eartags or microchips) for their herds (large or small, registered or commercial). ILR RFID cattle ear tags allow access to our online herd management program, "intelliBeef™," an online program to record enrolled animals and document the herd and pasture management of the operation.



- dairy, beef or dual purpose
- registered or grade animals
- livestock RFID identification
- privacy: no government intrusion
(ILR maintains federal compliance)
- herd management record keeping;
animal I.D.; disease traceability,
all management practices documented;
vaccination, veterinary, calving, breeding, sires, breeding, calf crops, disposition, sales,
carcass info, transport, culling
- members upload pedigrees, photos, animal information, documentation
- members search and generate reports; breeds, bulls, genetic traits, pedigrees

AmericanLivestockProducers.com

American Livestock Producers™

a “Conception to Consumption” system

teamed w/ Tennessee State University Department of Agriculture



3YO composite [miniature WMW club calf](#) bull
owned by Eric Epperson, Nowata, Oklahoma

- Available to IntelliBeef™ enrolled (RFID tagged) animals
- Uses database records from herd management program to process claims
- management & records --> claims, breed branding, labeling, direct marketing, source and age, etc.
 - pasture raised, grass fed, grass finished
 - no pesticides
 - no antibiotics
 - no growth hormones
 - RegReg (example) grown with regional regenerative agriculture practices
 - simply organic
 - no GMOs
 - no grain
 - Halal & Kosher
 - BREED branding (available to ILR Registry & IntelliBeef members)
 - Wangus™
 - NormanDeem™ (example)
 - Pinzgauer Beef™ (etc etc)
 - other

- direct marketing
- brings certified, safe, locally grown food to consumers
- halts loss of profits to unnecessary middlemen
- replaces (eliminates need for) COOL
- records follow lifetime of animal; heifer development
- records follow lifetime of animal; backgrounding calves
- research, community outreach
 - solutions for small farmers
 - solutions [for consumers](#)
 - working with land grant university

American Livestock Producers (ALP)[™] is an agricultural direct marketing system. It is the brainchild of ILR CEO Dennis Russel who began its inception over a decade ago. After years of planning and development, and now partnering with the Tennessee State University Dept of Agriculture, this program is coming to life online.

The landscape in today's agriculture is evolving and changing rapidly. During 2020, consumers have become much more aware and interested in where and how their food is grown. The *maximum-quantity* business model predominant in agriculture production is giving ground to an alternate *optimum-quality* business model of production, due to consumer demand.

Producers of all size operations, are finding it increasingly difficult to manage profit margins, which is the biggest challenge to financial survival on a farm. Farmer suicides are at an all-time high.

The reality facing livestock producers today can be summed up by a few simple comparisons: Compare the price spent per pound of beef at the grocery store, to the price the cattleman receives per pound on the hoof. Compare the price of milk per gallon, to the price per gallon received by the dairy farmer. The 2020 covid crisis increased losses and further decimated profit margins.

The ALP direct marketing system is an intensely value-added program designed to turn this paradigm around. This system will add significant value far beyond its membership subscription price structure. The ALP price structure is set by number of head, so even the smallest herd owner can access all the benefits, and increase their profit margin as easily as a larger producer can.

ALP levels the playing field for producers owning any size homestead, farm or ranch, and sets accessibility in reach for cattle breeders of any age, gender, race or background. Together with IntelliBeef[™], ALP offers grassroots herd management, direct marketing and claims certification for all producers, livestock and operations, which then brings consumers access to local, safe, healthy, humane, responsibly grown food products ... "from Conception to Consumption."

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see this prospectus online: heritage-cattle.com/documents/prospectus.pdf