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Dear, Producer

Well the cattle business this past year has been very interesting to say the least. It is these times that have made me feel especially fortunate that I am in agriculture, where something is actually produced to feed people. GeneNet is doing very well and we would like to thank all of our customers that have marketed over 1,448,771 head through our program the past 17 years. These have averaged \$28.76 per head over the average price while the top 25% have averaged \$65.72. Thanks to JBS-USA and our exclusive carcass merit Grid, a total of over \$41,000,000 in premiums has been returned to our customers. The GeneNet program has helped many producers and feeders get the most money for their cattle so they can continue to do what they do best; produce the best food product there is-- high quality beef! This is why GeneNet is still the number one alliance to market your high quality finished cattle.

We are very pleased to be working with JBS that wants high quality cattle. Their customer base is generally regional retailers that focus on providing the consumer with an exceptional eating experience. This is why our grid is driven by the highest premiums in the country for traits like CAB, Prime, and Choice in addition to Yield Grade 1 & 2's. At Grand Island we have a premium for non-black hided cattle that makes upper 2/3rds Choice carcass specks, so your colored cattle will work also.

Many producers say that it is important to have value based marketing alternatives such as GeneNet so that they can get more money for their high quality cattle. One of the ways we have grown over the past 17 years is by word of mouth. Specifically, our satisfied customers telling their neighbors, friends and other producers of high quality cattle about our program and they'll appreciate you doing so.

Nobody knows what the future will bring, but we do know people have to eat and it doesn't get any better than eating a high quality steak. Give me a call with any questions and let Gene-Net get you the best price for your high quality cattle-- and the information you need to make them even better the next year. A copy of our Grid and our services and fees are on our web site.

Best Regards,

Ken Conway, PhD  
Owner & President

**P.S.** Visit our web site at: [www.genenetbeef.com](http://www.genenetbeef.com)