

We find the marbling outliers by using our exclusive True Grade IMF software.

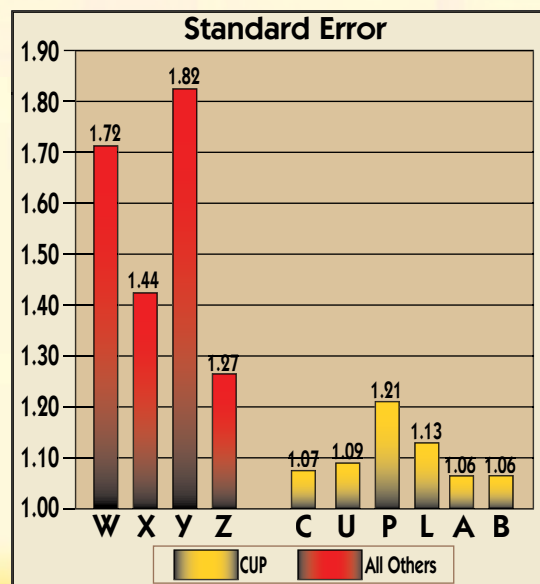
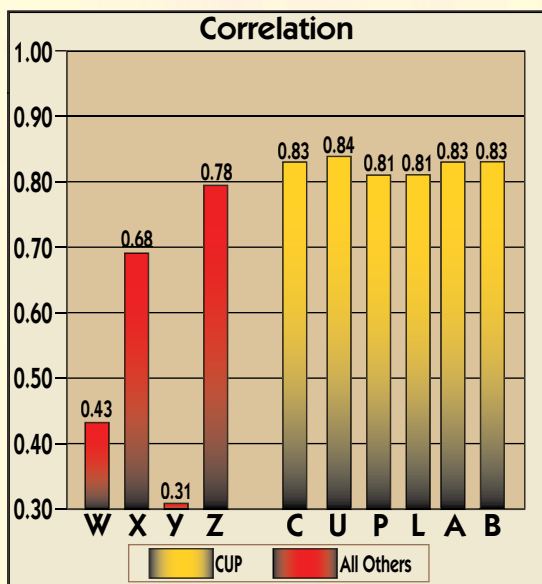
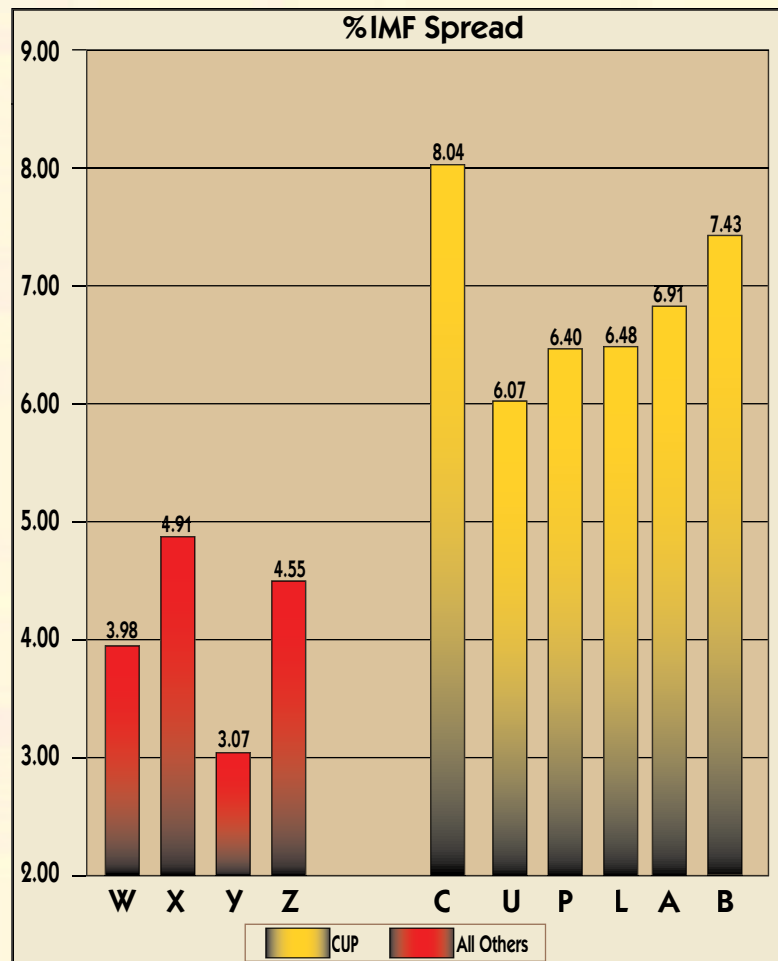
The best in the ultrasound industry!

In a recent software certification conducted by the Ultrasound Guidelines Council (UGC), *True Grade IMF* prediction models put forth by the National CUP Lab out-performed the competition in two key areas: SPREAD and ACCURACY. Both can add significant value to your genetics.

True Grade IMF more accurately finds the elite IMF genetics in your herd, resulting in higher ratios and EPDs which demand top dollar in the sale ring! The %IMF Spread chart (at right) shows that regardless of what machine your technician uses, *True Grade IMF* will identify the “outliers” or “curve benders,” the next generation of superior marbling genetics. In testing, *True Grade IMF* was able to accurately predict USDA High Prime cattle as high as 14% IMF!

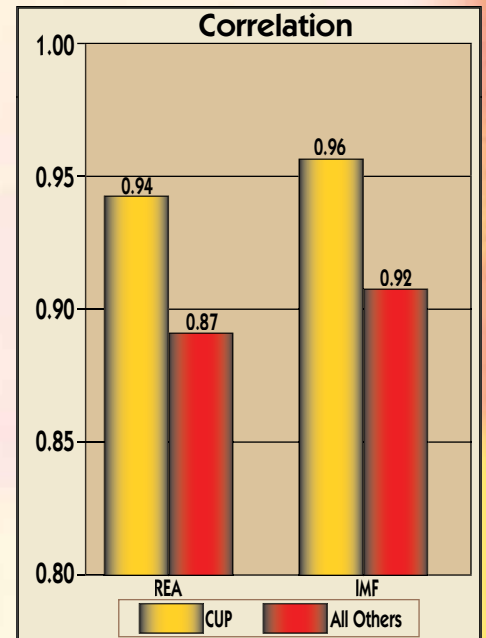
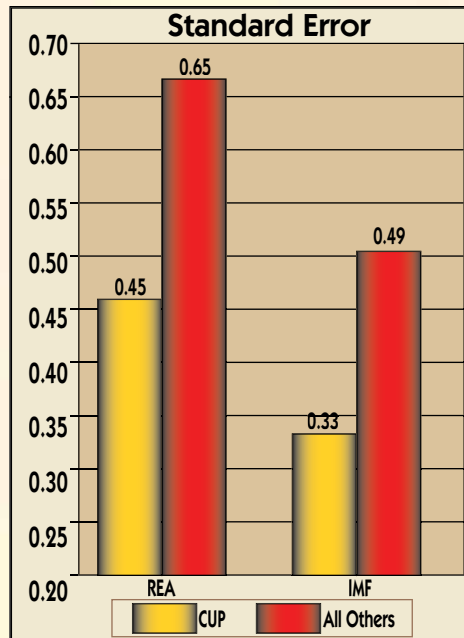
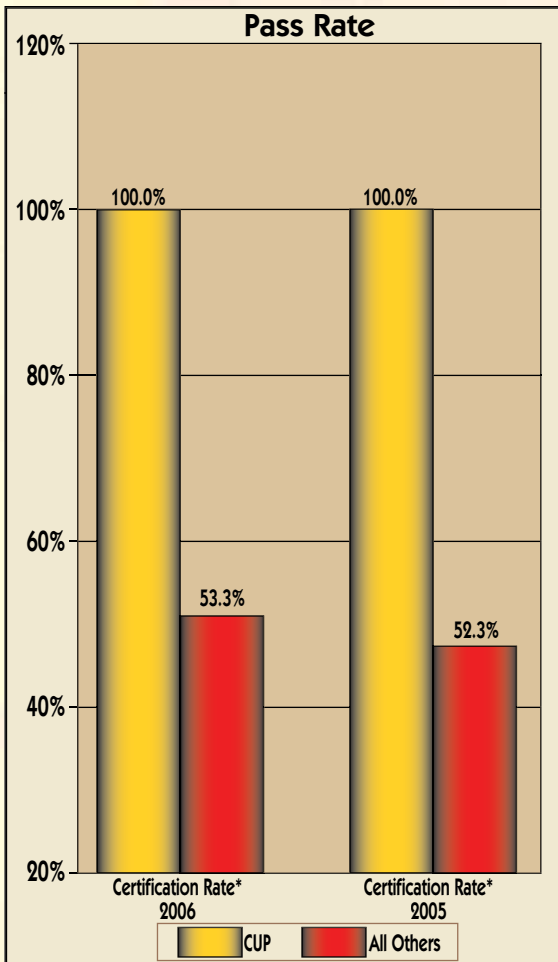
The charts for Correlation and Standard Error (below) are two measures of accuracy. Across all six types of ultrasound equipment, *True Grade IMF* is

consistently more accurate assessing %IMF on live cattle when compared to carcass data. Higher correlation and less error simply mean the National CUP Lab can help you locate the next stud-worthy sire or donor dam in your genetic program.

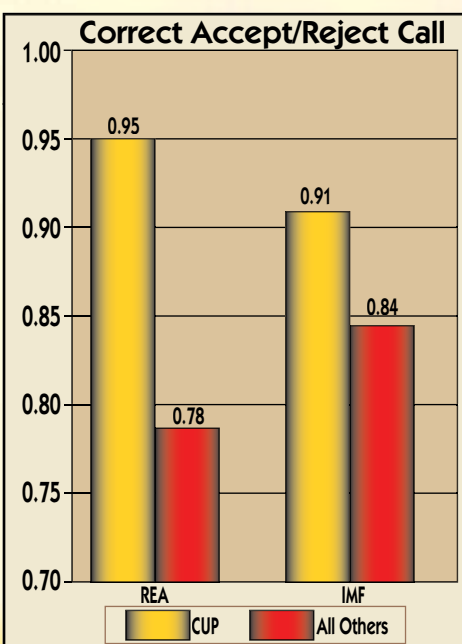


CUP Certified Lab Technicians don't just talk about accuracy, consistency, and experience...

we deliver it!



Over the last two years, The National CUP Lab has outshined the competition in the annual Ultrasound Guidelines Council (UGC) Lab Technician Certification in virtually every category. In 2005 and 2006, **CUP Certified** lab technicians not only passed the exam 100% of the time, but did so with more accuracy. When interpreting ultrasound images, CUP technicians more correctly identified poor quality images (Accept/Reject Call). Poor quality images usually underestimate actual carcass measures. With dramatically lower (less) error and higher correlation (see charts above) in Ribeye Area (REA) and %IMF, our technicians more accurately measured REA and %IMF when compared to carcass data. **CUP Certified** technicians must not only pass the minimum standards set forth by the UGC, but also endure a stringent internal training program at CUP to ensure the highest level of accuracy is achieved...every time.



The National CUP Lab is “The Gold Standard” in the ultrasound industry because we’ve earned it. With experience on over 1,000,000 cattle and counting, we have developed a solid reputation of integrity and professionalism in the beef business. Your seed-stock operation deserves the best...tell your technician to send your ultrasound images to The National CUP Lab. We appreciate your business!

