


Angus Fertility Plus

ABS Australia is proud to offer Angus Fertility Plus for the upcoming season. Angus Fertility Plus is a premium beef product targeted specifically to commercial dairy and beef clients to maximise the profitability of any beef x dairy or commercial beef operation.

This specifically designed product incorporates three industry leading USA Angus sires from the ABS program, exhibiting an impressive combined calving ease direct EPD of +13, as well as shorter gestation and improved dairy x beef calf vigour. As the product name implies, we have boosted the fertility through incorporating three sires into one straw, with field experience suggesting a 5-9% increase on pregnancy rates!

Commercial Beef Producers can benefit using Angus Fertility Plus. Increased conception rates, Angus Fertility Plus is ideal for use in FTAI of beef heifers. Calving should be a dream as the 3 Angus bulls are in the top 7% for C.E. and lower birth weight. The Angus bulls, Crossbow, Conviction and Certainty are bulls used in the USA Angus program. Commercial producers can keep heifers to add to the herd and these can be FTAI to the next generation release of Angus Fertility Plus 2. Expert progeny from Angus Fertility Plus to grow well as the 3 sires, Crossbow, Conviction and Certainty offer growth rates in the top 20% of the breed for yearling growth, along with positive fat in the top 3%.

ABS dairy customers worldwide have benefited from our Dairy InFocus program, which has formed the basis of the Australian Angus Fertility Plus product. As dairy herds across Australia aim to accelerate the rate of genetic gain in using higher ranking animals, Angus Fertility Plus allows lower ranking animals the opportunity to fall in calf earlier, and produce a superior quality crossbred calf, thus in turn driving profitability for farmers through their dairy x beef programme.



**DAIRY
INFOCUS™**

ABS Real World Data Provides Dairy InFocus Program Validation

Add Value & Profit to Your Low Genetic Animals

The ABS Dairy InFocus program can help improve efficiency and increase profits by using a new and modern approach to genetic management. This enables you to increase short term cash flow and improve your future herd genetics. *The industry is changing, and there is a new way to accelerate genetic progress.*

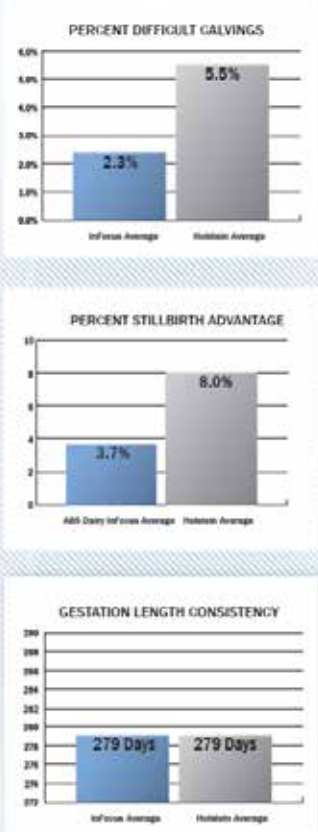
ABS REAL WORLD DATA PERFORMANCE

You don't have to sacrifice fertility, calving, and transition cow performance with InFocus graduates. InFocus can provide reliable and proven fertility, dependable calving ease, and reduced still births.

Benefits to Your Dairy:

- 1 Improve calf quality, vigor, and value
- 2 Consistent fertility and calving results from RWD graduates
- 3 Replace lost income from a devalued traditional bull calf market
- 4 Accelerate genetic improvement from higher-ranking herd mates
- 5 Consistent Gestation Length

Call 1-800-ABS-STUD today to learn more about this genetically sound program!



Metric	InFocus Average	Herdmate Average
Percent Difficult Calvings	2.3%	5.5%
Percent Stillbirth Advantage	3.7%	8.0%
Gestation Length Consistency	279 Days	279 Days

InFocus Angus and SimAngus Information based on >26,000 observations Holstein heifer and InFocus cows.

ANGUS Fertility Plus

Combo of three bulls
in one straw for **Higher
Fertility** and low birth
weight for easy calving

	CE Calving Ease	BW Birth Weight	WW Weaning Weight	YW Yearling Weight	Fat
Average EPD (Estimated Predicted Data) of 3 bulls	+13.3	-1.5	+56.3	+105	+0.24
% ranking in whole of USA Angus breed	7%	7%	30%	20%	30%

- Easy calving with growth
- Bulls have been selected from the best bulls in the grass fed type market that ABS has to offer
- When mating to Holsteins, the ability to grow, mature and lay down fat is paramount with Rib Eye Area (EMA) that places these bulls in the top 7% of the Angus breed
- Fertility Plus is designed to produce higher than normal pregnancy rates
- Calves should grow strongly to yearlings and into medium mature size cows

[top] 29AN1949 Spring Cove CROSSBOW
[middle] 29AN1929 Quaker Hill CONVICTION 3N30
[right] 29AN1912 Leachman La CERTAINTY G066A

Working together to get cows pregnant



1800 ABS BULL
www.absglobal.com/aus



Profit From Genetic Progress