

Fertility plus 280 will reduce days open and make you more money...

Getting cows back in calf is a national problem...

It's a fact that 27% of cows leave the herd prematurely because they don't get back in calf.

Source: NAHMS 2002 Dairy Report

Infertility will cost you money...

It's calculated the problem of extended calving intervals will cost you £5 per cow per day.

Source: Promar International 2008

Fertility plus[®] 280 could be your answer...

Based upon the UK's leading fertility product Fertility plus 280 offers more than increased conception rates.

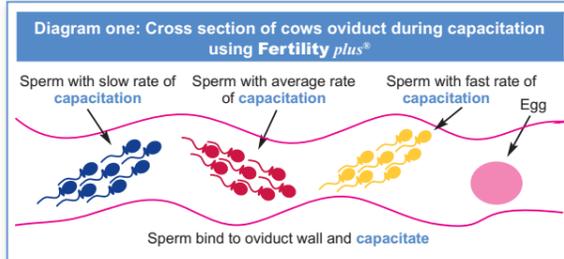


Fertility plus[®], harnessing science...

Fertility plus, one of Genus ABS' leading semen fertility products is a result of years of innovative research. This research allowed us to prove that our fertility product increased conception rates by up to 9%!*

We did this by exploiting the natural variation which exists between sperm from different bulls, a biological process known as capacitation. By combining semen from three bulls with different capacitation rates in one straw there is always actively fertile sperm available to fertilise your cows egg.

* Based on Genus National Survey 2004



Fertility plus[®] 280 for super-short gestation...

New for 2008, Fertility plus 280 offers more than just increased conception rates, but also a super-short gestation period.

Fertility plus 280 contains only those beef bulls from our vast stud which have an average gestation length of 280 days!

Only Genus ABS can do this. Because we have the worlds most comprehensive beef calving survey over dairy cows, which allows us to scientifically identify sires with exceptionally short gestation lengths.



Fertility plus[®] 280 will reduce days open and make you more money...

At a time when dairy cow fertility is at its lowest and milk and feed price is increasing, reducing gestation length in your herd has never been a more important or profitable goal to achieve.

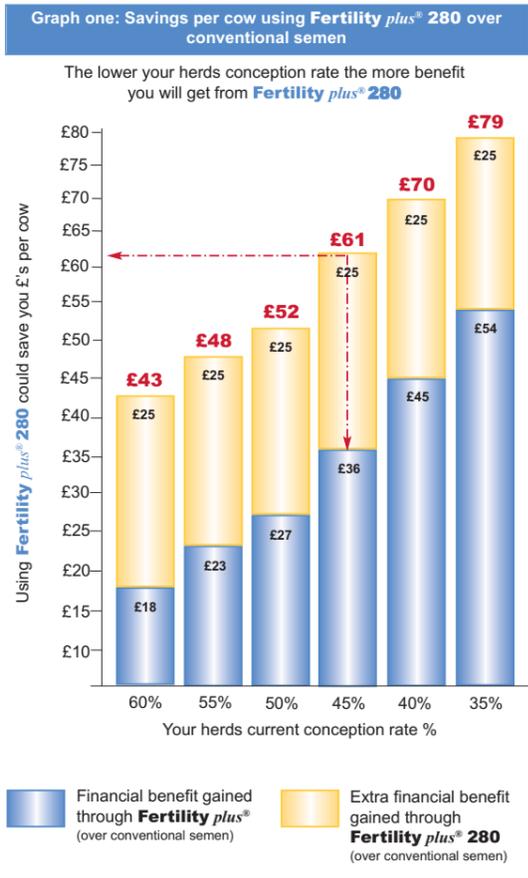
More cows in calf...

In a herd of 100 cows with a current conception rate of 45%, Fertility plus could save you as much as £36 per cow, which equates to £3,600 for a 100 cow herd in increased conception rates alone.

More milk from your cows...

With Fertility plus 280 you also get an extra £25 advantage.

Because Fertility plus 280 can reduce gestation length by five days compared to conventional semen. The cost of one day open is £5 per cow per day, (Source Promar International) which equates to £25 per cow benefit, see graph.



That's a saving of £61 per cow in a 100 cow herd with a conception rate of 45%.

A total saving of £6,100!

Take a look at the graph one to calculate how much Fertility plus 280 could save you!

Fertility plus[®] provides other great benefits too...

As well as savings made through increased conception rates, Fertility plus will also save you money in lower replacement rates and you will benefit from extra calves bred from your best cows.

Proven easy calving sires...

Each and every beef sire in our stud undergoes a rigorous selection process. So you can enjoy ease of mind in the knowledge that the bulls in Fertility plus 280 are easy calving.

Super calf quality...

The bulls in Fertility plus 280 will be Aberdeen Angus and Belgian Blue, the 'creme de la creme' of our beef stud.

Reliable...

Only when we have data on at least 200 calvings in 120 dairy herds will our beef sires have the stamp of approval. So you can rest assured the sires used in Fertility plus offer rock solid reliability.

Gestation Length...

Our NEW super early calver mix combines top quality beef sires with the shortest gestation length from our 70 strong stud. It has an estimated average gestation length of just 280 days.

Fertility plus[®] 280 can save you money on the number of days your cows are open.



For more information on **Fertility plus[®] 280** contact our Specialist Team on **0870 900 1270**

