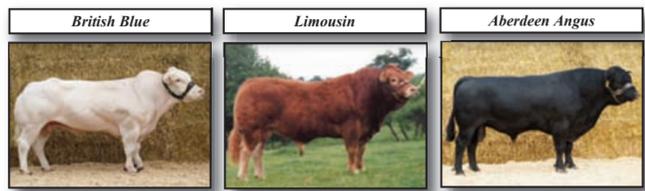


Take a look at the other products in our **Fertility plus®** range...

**Fertility plus® Easy Calver**

A combination of top quality beef sires that are the easiest calving of their breed, an ideal choice for using over dairy cows.



**Fertility plus® British Blue**

Three proven easy calving bulls, all with great calf quality, calf colour and gestation length. But with the Fertility plus advantage of improving conception rates too!



For more information on our **Fertility plus®** products contact our Specialist Team on **0870 900 1270**

Getting cows in calf sooner with...

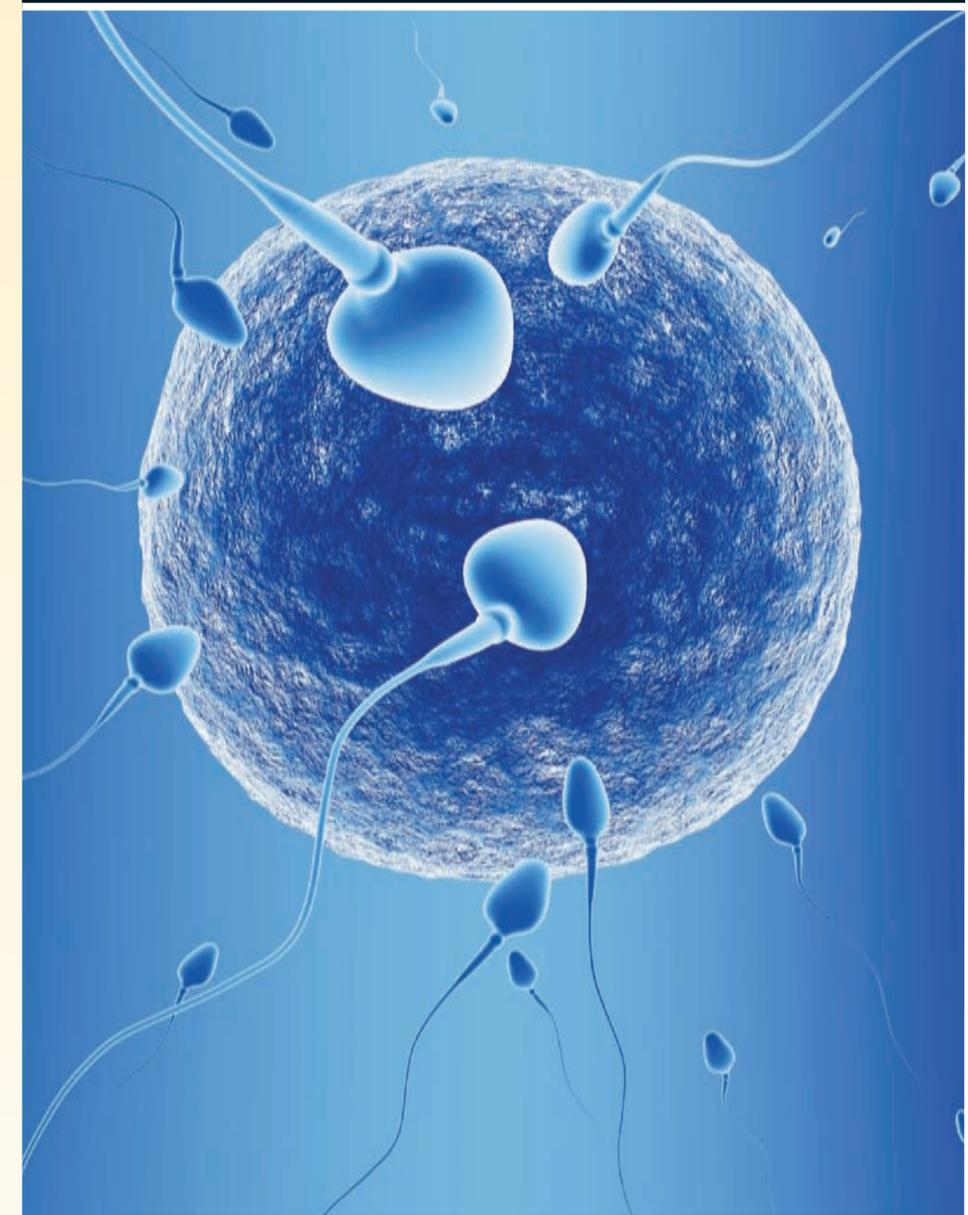


**Fertility plus®**



Genus Breeding Ltd, Alpha Building, London Road, Nantwich, CW5 7JW  
Telephone: 0870 162 2000 Fax: 01270 616702  
www.genusbreeding.co.uk  
Calls may be monitored for training purposes

**Fertility plus®**



**Fertility plus®**

*Getting cows in calf sooner*

## The Fertility *plus*<sup>®</sup> range, whatever your needs there's something for everyone...

### Pregnancies drive profits...

It's a fact that 27% of cows leave the herd prematurely because they don't get back in calf.\* It's also calculated the problem of extended calving intervals will cost you £5 per cow per day.\*\*

Source: \*NAHMS 2002 Dairy Report \*\* Promar International 2008

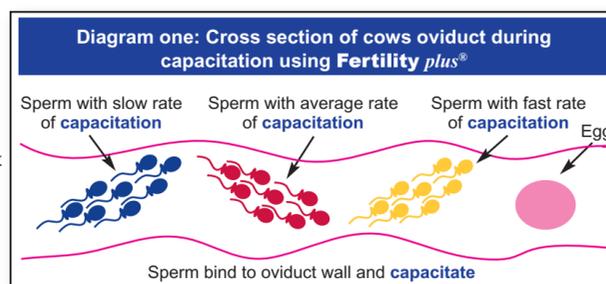
### The Fertility *plus*<sup>®</sup> Range is the answer...

Brought to you by the UK's leading genetics company, Genus ABS has a wide range of Fertility plus products to suit your individual needs.



### Fertility *plus*<sup>®</sup>, harnessing science...

Our leading semen fertility product range is a result of years of innovative research. This research allowed us to demonstrate that our fertility product increased conception rates by up to 9%!\* We do this by exploiting the natural variation which exists between sperm from different bulls, by a biological process known as capacitation. By combining semen from three bulls with different capacitation rates in one straw there is a longer window of opportunity to fertilise eggs that may be released at different times.



\*Based on Genus National Survey 2004

### Fertility *plus*<sup>®</sup> provides great benefits...

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 cows.

#### ■ Proven easy calving sires...

Each and every beef sire in our stud undergoes a rigorous calving survey, unique to Genus. So you can be confident in the knowledge that all the bulls in the Fertility plus range are all easy calving.

#### ■ Reliable...

Only when we have data on at least 100 calvings in dairy herds will our beef sires have the stamp of approval. So you can rest assured the sires used in Fertility plus offer great reliability.



### Fertility *plus*<sup>®</sup> products, one to suit every need...

Whether you want superb calf quality, shorter gestation length or easy calving, our Fertility plus range has something for everyone. Read on to find out more...

### Fertility *plus*<sup>®</sup> Top Calf for superb calf quality...

Fertility plus Top Calf offers more than just increased conception rates, but also a super calf quality. It contains only those beef bulls from our extensive stud which have the highest BSI's (Beef Sire Index) for calf quality according to our calving survey.

Genus ABS have the worlds most comprehensive beef calving survey over dairy cows, which allows us to scientifically identify sires with the highest BSI scores for particular traits. The sires included in our 'Top Calf' mix, have an average BSI score of 120 points for calf quality (average = 100).



### Fertility *plus*<sup>®</sup> Top Calf will make you more money...

At a time when dairy cow fertility is low and milk price is unstable, increasing the revenue from your calves produced can be paramount to your business profits.

Take a look at the graph on the next page to see how much Fertility plus Top Calf could generate in extra calf value...



### Fertility *plus*<sup>®</sup> 280 for super-short gestation...

Fertility plus 280 offers more than just increased conception rates, but also a super-short gestation length. It contains only those beef bulls from our extensive stud which have an average gestation length of 280 days! (285 days is average for all breeds in the Genus beef stud).

Our comprehensive beef calving survey over dairy cows, which allows us to scientifically identify sires with exceptionally short gestation lengths..

### Fertility *plus*<sup>®</sup> 280 will make you more money...

Every day saved in calving interval is worth £5/day. Fertility plus 280 means calves are born earlier and therefore easier and because of this your cow is back into full production sooner.

Take a look at the graph on the next page to see how much Fertility plus 280 could generate for you...



### Fertility *plus*<sup>®</sup> gets 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.

### Better quality calves...

With Fertility plus Top Calf you could earn an extra £31 financial advantage, because Fertility plus Top Calf can give you better quality calves.

We calculate, the benefit of producing a better quality calf using Fertility plus Top Calf is equal to £1.55\* for every BSI point (Beef Sire Index) on our calving survey.

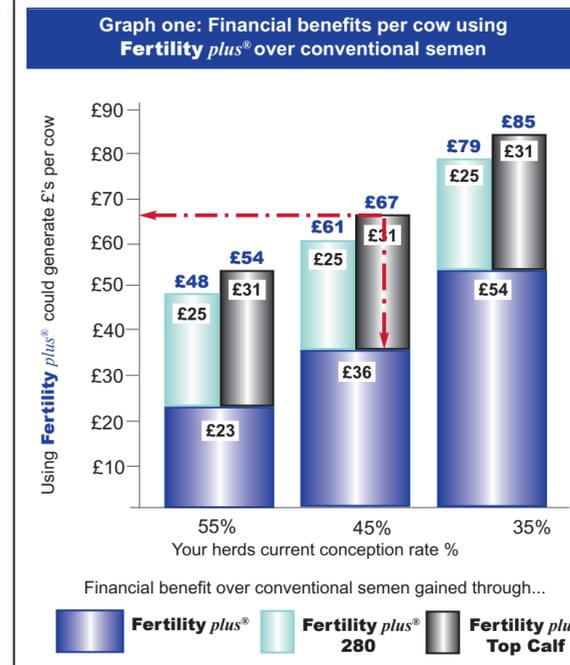
The bulls in Fertility Plus Top Calf, average 120 BSI points for calf quality (20 BSI points above their breed average), this means that for every calf born you could earn an extra £31. Calves sold at market that are sired by the selected bulls in Fertility plus Top Calf, have averaged £31 more than (comparable) calves in the market. (Source: \*Genus ABS Market Data 2009)

Don't forget, this is on top of the standard savings you could make from increased conception rates.

### In a 100 cow herd with a conception rate of 45%, that's a total saving of...

**£6,100 (£61 per cow) using Fertility *plus*<sup>®</sup> 280**

**£6,700 (£67 per cow) using Fertility *plus*<sup>®</sup> Top Calf**



Turn over to read more about other  
**Fertility *plus*<sup>®</sup> products...**