

Fertility plus®

Increasing conception rates

Over ten years ago, following years of innovative research, Genus ABS revolutionised beef AI in dairy herds with the introduction of Fertility Plus, the first beef fertility product.

Fertility Plus increases conception rates by utilising variations in bull semen maturation rates and remains one of Genus ABS' leading fertility products*.

Take a look at our findings below from a case study conducted on four farms to compare the (%) conception rates of Fertility Plus British Blue versus a single British Blue sire...



Due to demand the Fertility Plus product range has grown to offer six unique products:

Fertility plus® BRITISH BLUE

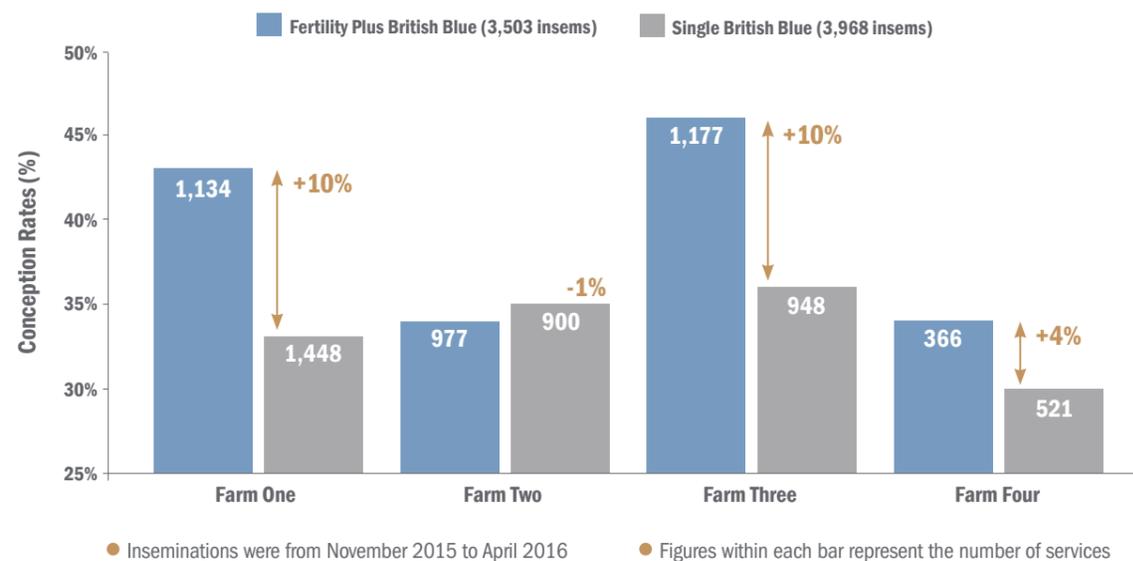
Contains semen from three British Blue sires that are above average for calving ease and certified as 'proven' in our beef stud.

“Originally we ran three stock bulls on the farm, an Angus, Limousin and Simmental, but in 2015 we started on RMS and started to use Genus beef semen. Some cows had been getting injured when being served by stock bulls and moving to AI was a great answer to this. In 2015 we used Simmental sire Keeldrum Clio and British Blue sire Forest Jacob, but currently cows are getting served to British Blue sire Greystone Governor and Fertility Plus British Blue. Moving to Fertility Plus we have achieved much greater calf values with our bull calves averaging £403 and heifer £349 over recent months. The quality has been great and calves all easily born. Fertility Plus and RMS together have done a great job taking our pregnancy rate from 9% to 16%.”

R J + C H Palfrey, Upper Kingswell Farm, Devon, milking 150 cows



Comparison of conception rates (%) - Fertility Plus® British Blue v's a single British Blue sire



	Fewer pregnancies encountered using single bull	Lost margin due to fewer pregnancies**
Farm One	113	£56,700
Farm Two	-9	-£4,500
Farm Three	95	£47,400
Farm Four	21	£10,420
Average margin lost across farms**		£27,505

For more information on **Fertility plus®** contact us today on **0870 162 2000**, or speak to your local Genus ABS representative

Fertility plus® EASY CALVER

Contains semen from three sires that score over 110 BSI for calving ease.

“Getting an easy born calf is of most importance to our business, if we can get an interference free calving we feel that we can get our cows get back in calf a lot quicker. For the first two services we currently use Newpole Easy as he is a great all-rounder, and from the third service on we use Fertility Plus Easy Calver. It is great for sweeping up with as we get the calving ease, gestation and calf quality benefits, but even more so, we get more pregnancies from its fertility benefit.”

Dan White, Weedacre Farm, Gisburn, RMS flying herd, milking 520 cows



Fertility plus® CONTINENTAL

Contains semen from continental beef sires, all certified as 'proven' in our beef stud.

“We are looking to produce superior quality stock to take through to finishing. The benefits for us using the Continental mix has been an increase in the number of cows getting in calf, which was the main reason for using Fertility Plus. If I get just one extra cow in calf each month by using Fertility Plus it pays for itself.”

G Mills Esq, North Coombe Farm, Devon



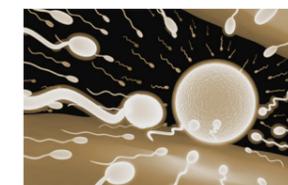
Fertility plus® NATIVE

Contains semen from Native breed sires all certified as 'proven' in our beef stud.



Fertility plus® 280

A combination of short gestation length sires, averaging 280 days.



Fertility plus® TOP CALF

Contains semen from sires who score an average of 115 BSI for calf quality.



*Based on Genus ABS Trials 2010

**Margin lost is based on a pregnancy being valued at £500 by Promar Consulting