

Fertility Index

Fertility Index (FI) is the most complete way to identify bulls that will sire daughters with a high ability to get in-calf early in the mating period.

Fertility Index is made up of Daughter Pregnancy Rate (DPR) – a cow's ability to become pregnant in an estrus cycle, and CCR and HCR (Cow and Heifer Conception Rate) – the likelihood of a cow to become pregnant to a given insemination.

Genetically, do all cows in your herd have the same ability to become pregnant?

The example below shows the actual performance of the best and the worst cows, based on genomic DPR, within an 800 cow herd. Each point of DPR is expected to correspond to four fewer days open.

Qrtl	DPR Ave.	Cows	1 st Service CR	All Service CR	Ave. Days Open
Highest	3.9	227	50%	48%	106
Lowest	0.0	202	30%	25%	125

The highest quarter of this herd has an average of 3.9 DPR and:

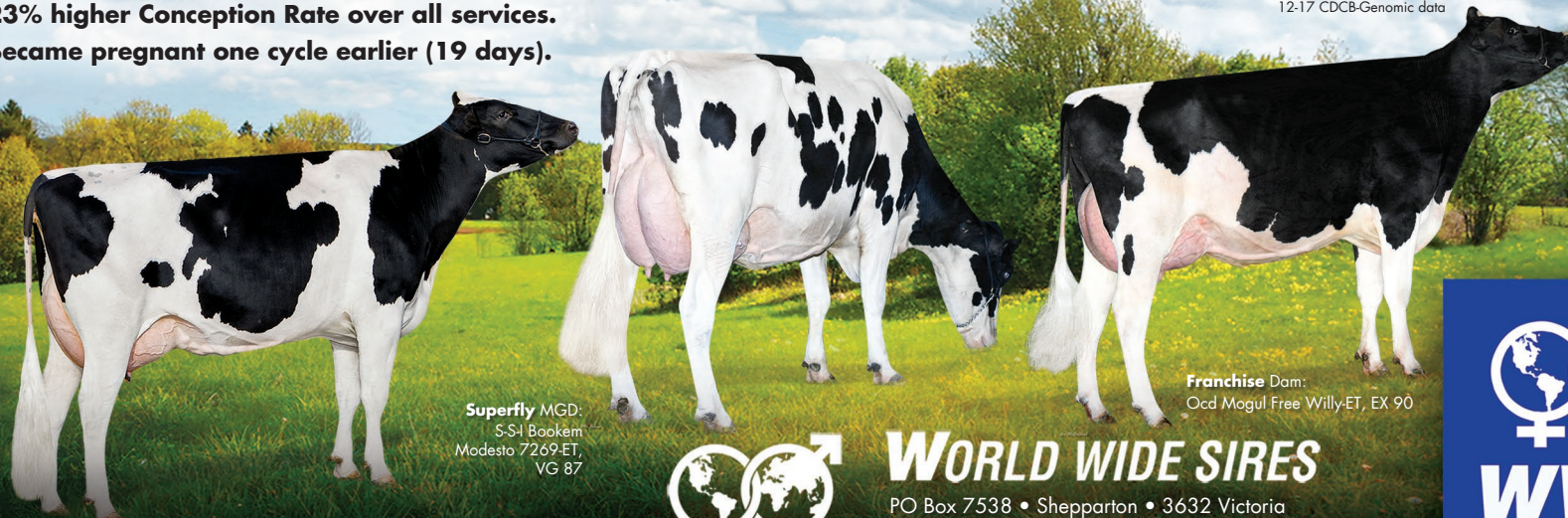
- 20% higher Conception Rate (CR) at 1st service.**
- 23% higher Conception Rate over all services.**
- Became pregnant one cycle earlier (19 days).**

High fertility cows make you money! No farmer today can afford free loaders.

Talk to your WWS Representative about ways to improve fertility and fast track your herd's ability to become pregnant.

CODE	NAME	FI	DPR
7HO11169	PETRONE	+6.3	+6.2
7HO11395	MYSTIC	+5.9	+6.0
7HO13398	SUPERFLY	+4.5	+5.1
250HO13743	CASPER	+4.8	+4.9
14HO13738	EUREKA	+4.1	+4.4
7HO13607	MAGICTOUCH	+4.3	+4.2
7HO12601	FRANCHISE	+4.0	+4.1

12-17 CDCB-Genomic data



Superfly MGD:
S-S1 Bookem
Modesto 7269.ET,
VG 87

Franchise Dam:
Ocd Mogul Free Willy-ET, EX 90



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Green-Meadow **Mystic** Karla, VG 86



WWS

BY DESIGN...NOT CHANCE