

# THE BEST COWS IN MY HERD ARE THE RESULT OF PROFIT-FOCUSED SELECTION.

Introducing **PROFIT\$**, a selection tool designed to create profitable, long-lasting cows by:

- Utilizing DWP\$ and SCR, which are backed by millions of performance records from Zoetis and CDCB
- Highlighting total-profit sires with an emphasis on semen fertility
- Excluding negative SCR bulls to focus on bulls most likely to create a pregnancy

## PROFIT\$

Learn more about what **PROFIT\$** can do for your bottom line at [www.wwsires.com](http://www.wwsires.com)



## Experience the Difference.

DWP\$ is a multi-trait selection index which includes production, fertility, type, longevity and the wellness traits, including Polled test results. Selection for DWP\$ can result in a difference of lifetime profit of more than \$1,200 between the top 10th percentile of ranked animals and the bottom 10th percentile in females. Developed by Zoetis, this index was reviewed by Select Sires geneticists and reflects the input and knowledge of a team of industry experts as well as data collected from millions of health records within U.S. commercial Holstein herds.

The top DWP\$ sires at World Wide Sires will be designated PROFIT\$ to identify the sires with the greatest chance to make a positive impact on your herd by producing durable, long-lived cows.



BY DESIGN...  
NOT CHANCE

### WORLD WIDE SIRES, LTD.®

[www.wwsires.com](http://www.wwsires.com) • Email: [info@wwsires.com](mailto:info@wwsires.com) • Fax: 559.741.2828  
5545 Avenida de los Robles • Visalia, CA 93291 U.S.A. • Tel: 559.622.2222

