



### Fertility You Can Trust

World Wide Sires is proud to lead the industry in providing elite genetics and semen fertility. WWS recognizes the importance of creating pregnancies in allowing our customers to realize the value of the genetics, so we make every effort to maximize the fertility of each dose of semen sold.

### **Sire Conception Rate (SCR)**

**SCR** is the only measure of male fertility that is published by a third party (not an individual AI organization) and that uses data from all the USA Dairy Records Processing Centers. The Council on Dairy Cattle Breeding (CDCB) is the organization that publishes the official dairy cattle evaluations for all traits, including **SCR**, in the USA. For this reason, WWS supports the use of **SCR** when selecting bulls for high semen fertility.

**SCR** is an indicator of the semen fertility of bulls used for Artificial Insemination (AI) based upon conception rate of service sires. **SCR** takes into consideration the inbreeding percentage of the bull being used (service sire) as well as the percent inbreeding of the offspring resulting from the mating. In addition to reported fertility from usage of the bull's semen, the age of the bull, the AI organization collecting the semen, and the year the semen was used are also accounted for. Variables relating to the females being bred are removed in order to find the most accurate measure of the bull's ability to create a pregnancy.

<http://aipl.arsusda.gov/reference/arr-scr1.htm>

In financial terms, **SCR** brings real value and increases herd profitability. Each point of **SCR** equates to a 1% increase in conception rate, so a bull with +2.0 **SCR** would have a 2% higher conception rate than the average of the population. For every point of **SCR**, Dr. Chad Dechow estimates a financial impact of \$6.50 when mated to cows and \$2.50 when mated to heifers. This is based on the average cost of each day open for cows and heifers and the economic benefits of improved fertility.

For a complete list of **SCR** results please follow the steps below:

1. <https://www.uscdcb.com/>
2. Click on "Evaluation Summaries"
3. Click on "Evaluation Results"
4. Click on "Sire Conception Rate (SCR) evaluations" (under Male Population)
5. Click on "Sire Conception Rate Menu"
6. Select "Holstein-xls" to export the results to excel so that you can search and sort for the bulls of interest.

For further information, please visit the links below:

Dechow, Chad. Hoard's Dairyman. How much can we pay for high-end bulls? February, 2016.

[http://www.selectsires.com/value/images/articles/Dechow\\_Article.pdf?version=20170404](http://www.selectsires.com/value/images/articles/Dechow_Article.pdf?version=20170404)

Sire Conception Rate (SCR): A Measure of Sire Fertility. January 2016.

[http://wwsires.com/assets/updates/2016/Sire\\_Conception\\_Rate.pdf](http://wwsires.com/assets/updates/2016/Sire_Conception_Rate.pdf)