



Commercial IVF: The results speak for themselves.

COMMON MISCONCEPTIONS

- + Commercial IVF is expensive and only for herds focused on elite genetics
- + Jersey embryos have low pregnancy rates
- + Genetic gain is not possible with embryos from dams with unknown genetic information

1. Fricke, P. et al. 2005. Pregnant vs. Open: Getting Cows Pregnant and the Money it Makes. Western Dairy Management Conference.

2. J., O. J. 2011. Reasons for Culling Due to Lameness, and Economic Losses in Dairy Cows. Poznań University of Life Sciences, Department of Veterinary Medicine.

THE REALITY

- + Commercial IVF has broad applications beyond genetic gain. SimVibro® HerdBuilder™ embryos make it possible for you to:
 - Achieve rapid genetic gains
 - Switch from one breed to another in one generation
 - Increase pregnancies during times of reduced fertility
- + SimVibro® HerdBuilder™ embryos can make commercial IVF more economical by helping improve pregnancy rates. An increase of just 1 percent in 21-day pregnancy rates could yield¹:

\$12,500
ANNUAL RETURNS
for a 500-cow herd

\$25,000
ANNUAL RETURNS
for a 1,000-cow herd

\$50,000
ANNUAL RETURNS
for a 2,000-cow herd

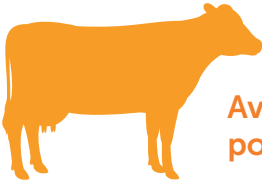


- + Achieving excellent pregnancy rates with Jersey embryos is possible with SimVibro® HerdBuilder™ embryos
- + Industry statistics confirm cows are often culled from herds due to management challenges rather than low genetic performance²

REAL-WORLD RESULTS

A 2018 U.S. field trial from 253 Jersey calves that were the result of SimVtro® HerdBuilder™ embryos concluded:

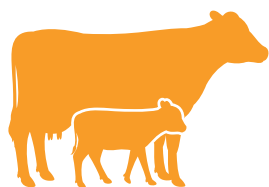
- + Using embryos from unknown dam oocytes can yield offspring that genetically outpace the U.S. herd population
- + Pregnancy rates exceeded 47 percent

GENETIC PERFORMANCE

	NM\$	PTAM	PTAF	PTAP	PTA SCS	PTA PL	PTA DPR
 Average U.S. population*	130.00	134.00	14.70	9.20	3.00	1.50	-0.53
 SimVtro® HerdBuilder™ S calves	295.90	710.86	34.24	27.06	2.92	2.15	0.23
 The SimVtro® HerdBuilder™ Difference	+165.90	+576.86	+19.54	+17.86	-0.08	+0.65	+0.76

*Based on Council of Dairy Cattle Breeding data, including 151,077 cows

PREGNANCY RATES



TRANSFERS

598

PREGNANCIES

283

PREGNANCY RATE

47.32 percent

Individual results including but not limited to financial performance, animal condition, health or performance cannot be predicted or guaranteed by the J.R. Simplot Company.

Contact us today to see how SimVtro® HerdBuilder™ embryos can help you control genetic change and improve pregnancy rates in your herd.

SimVtro
HERDBUILDER™
 by **Simplot**



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