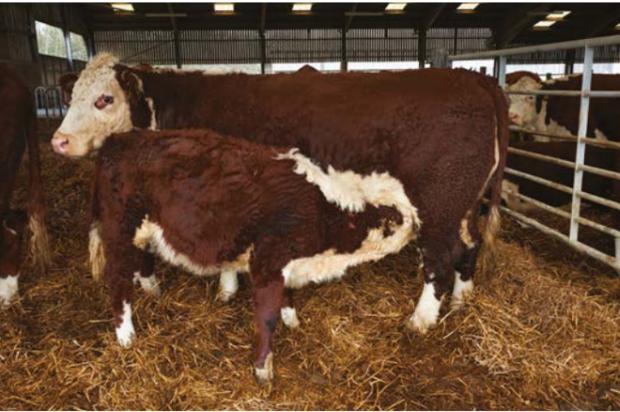


GET MORE COWS IN CALF WITHIN THE WINDOW

Take back greater control of your herd's fertility



IT'S TIME TO TAKE BACK GREATER CONTROL OF YOUR HERD'S FERTILITY



By improving your herd's fertility, you can:

- Have a more compact calving pattern, making management easier and having more even batches of calves to rear
- Have access to a wider range of genetics through using AI (artificial insemination), either alongside or instead of a stock bull
- Improve your farm's profitability by maximising the output from your cows and calves
- Have more free time to concentrate on seasonal tasks or even take a well-earned break

To secure the future of your farm, improving your margin is going to remain a top priority.



▶ The proactive approach to maximising herd fertility

Actively managing fertility on farm is one way to help ensure your farm is secure for the future.

Aims	Benefits
Compact calving window	Focus the peak workload periods by timing calving over shorter, defined periods
Improved herd quality, thanks to better genetics through access to AI	Access to more bull genetics, without the costs and management associated with keeping a stock bull or the financial burden of large one-off bull purchases
Improved margins	Improved pregnancy rates and even batches of calves to rear maximises output from both your cows and calves and improves return on investment

▶ How to be proactive with your fertility management

Traditionally, fertility management has been reserved for problem animals – non-cycling cows or those who repeatedly fail to conceive. This reactive approach can mean cows have limited chances to conceive and either the calving period becomes protracted or culling becomes a possibility. A proactive approach to fertility management means individual animals with problems are detected and treated as soon as possible and cycling cows are served efficiently even if heat detection is a challenge.

▶ Working with your vet there are many proactive things that can be done to maximise fertility:

- Monitor cows closely throughout the calving period to look for problems such as metritis or significant loss of body condition score which could affect their return to cyclicity if not treated promptly
- Prior to the breeding season discuss carrying out pre-breeding checks on your cows and heifers to detect and treat problems which could reduce subsequent fertility
- Consider using breeding protocols that minimise or eliminate the need for heat detection and allow the use of AI - beef cows and heifers can be bred successfully with AI, achieving conception rates to match bulls
- During the breeding season review frequently the number of cows served and those that have not been seen in heat, further intervention can be carried out more promptly and gives cows a further opportunity to become pregnant within the target time period
- Include maiden heifers in your pre-breeding checks to identify those with good ovarian status and identify non-breeders (e.g. freemartins)
- Consider using synchronised AI in maiden heifers, good results should be seen if all are cyclic before entering the programme

▶ Your herd's fertility options – how to take control

A herd approach to maximising fertility provides more opportunity to tackle problem areas, consider new options for breeding your animals and tighten your calving window to reduce your overall costs of production.

Talk to your vet about ways to proactively approach your fertility management and the breeding protocols that can be used to maximise the success in your herd and improve your margins.

www.zoetis.co.uk/fertilitysolutions

For further information contact your veterinary surgeon or Zoetis UK Ltd,
Walton Oaks, Dorking Road, Walton on the Hill, Tadworth, Surrey, KT20 7NS.
Technical Services and Customer Support 0845 3008034

Use medicines responsibly (www.noah.co.uk/responsible) AH735/16

zoetis