

THE INVESTMENT THAT DELIVERS ON TIME

Take back greater control
of your herd's fertility



FOR ANIMALS. FOR HEALTH. FOR YOU.

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



Take back control of fertility management for your herd, making all the critical decisions that ensure cows and heifers get in calf promptly. The decline in fertility in UK dairy herds has been evident for some years with fewer cows seen in heat, becoming pregnant and maintaining a healthy pregnancy.

Investing in your herd's fertility has multiple benefits:

- Increased pregnancy rate
- Increased productivity
- More free time to concentrate on other tasks

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
Improved margins	<ul style="list-style-type: none"> • Shorter calving intervals due to improved pregnancy rate • Reduced culling rate from poor fertility
Optimised fertility of your high-production cows	<ul style="list-style-type: none"> • Maintained productivity of your herd • Successful lactations • Breeding of superior high-production replacements
Improved heifer management	<ul style="list-style-type: none"> • Timely entry of heifers into the main breeding herd • Access to greater genetics through increased use of AI • Reduced reliance on heat detection for reproductive success

▶ 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 interval 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 after calving to look for problems such as metritis or significant loss of body condition scores which could affect their return to cyclicity if not treated promptly
- Prior to breeding carry out 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. Dairy cows and heifers can be bred successfully by AI achieving conception rates to match bulls
- 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 interval 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
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