

# 10 CHANGES YOU CAN MAKE TODAY TO INCREASE YOUR PROFIT

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## 1 KNOW YOUR REPLACEMENT NEEDS.

A well-designed replacement plan includes utilizing the best combination of dairy and beef genetics with conventional semen, sexed semen or embryos. This also generates the most profitable pregnancy outcome for each cow and heifer in the operation. **Your WWS trusted advisor can help design a program and determine the right number of replacements for your unique situation.**



## 2 REDUCE REPLACEMENT HEIFER LOSSES.

Heifer mortality is not only a loss of genetic potential, but poorly designed heifer programs also contribute to health challenges that hamper performance as lactating cows. Opportunities to improve calf health include: facilities, sanitation, colostrum management and pre- and post-weaning nutrition. **Genetic traits are also available to select for improved calf livability and wellness.**



## 3 KNOW YOUR HERD CULLING RATE AND WORK TO REDUCE IT IF NEEDED.

**If your herd culling rate is too high, consider indexes that focus on health and fitness like Herd Health Profit Dollars™ index (HHP\$™) or Dairy Wellness Profit Index (DWP\$®).** Selection for mastitis and lameness resistance can be used to reduce incidence levels in your operation. Utilize CowManager® for intuitive cow health alerts that allow early treatment – reducing recovery time and lost production.



## 4 DETERMINE A PRE-BREEDING CULLING PLAN FOR HEIFERS.

**Not every heifer deserves a future on the dairy.** If available, use genomic data to identify heifers that are unlikely to return the investment in their rearing costs. Cull heifers that are health challenged – especially those with respiratory issues (more than three respiratory events). Use of lung ultrasound scans can help identify health-compromised heifers.



## 5 HAVE A PLAN FOR THE FIRST SERVICE ON COWS AND HEIFERS.

**Reducing days open in heifers starts with a good first service plan.** Consider heifer development and age for heifers to calve in order to set a proper age at first service. Be very aggressive to get every heifer serviced as close to that age as possible. All heifers should be bred within 40-45 days of the target age. Conduct weekly heifer pregnancy checks and aim to achieve 85% of heifers pregnant within three services.



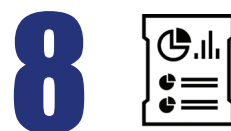
## 6 INCREASE HEAT DETECTION RATES FOR COWS AND HEIFERS.

**Achieving superior detection rates involves a highly compliant first service program followed by intensive detection of follow-up services.** Consider: utilizing synchronization, developing an intervention plan, training on heat detection techniques, using CowManager and increased genetic selection for DPR and HCR to improve overall reproductive efficiency.



## 7 REVIEW AND UPDATE 'DO NOT BREED' STRATEGIES FOR COWS AND HEIFERS.

**Review your reproductive culling strategies for cows and heifers on a regular basis.** Do not be reluctant to create reproductive cull lists of open cows after multiple services. After you have coded a heifer or a cow as a reproduction cull, quickly move her out of breeding pens and down the road.



## 8 FINE TUNE COW CULLING TO AVOID FEEDING UNPROFITABLE COWS.

**With rapid surges in costs, review culling strategies often, even on a weekly basis.** Use your herd management tools and advisors to help you make more informed culling decisions.



## 9 OVERSTOCKING PENS CAN OFTEN WASTE RESOURCES.

**Each pen has a tipping point for stocking density that can impair production, health and reproductive efficiency, especially with cows that are early in lactation and not yet pregnant.** Periods of heat stress greatly increase the challenges associated with overstocking.



## 10 PRIORITIZE INVESTMENTS.

**Determine areas of improvement in cow comfort and herd management that will have the biggest impact on future profits.** Consider: enhanced heat abatement for all lactating cows, new or improved facilities for dry cows, fresh cows, and heifers and an investment in an automated monitoring system.



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