

FERTILITY MATTERS IN HHP\$™ INDEX

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FERTILITY IS AMONG THE MOST IMPORTANT COMPONENTS OF YOUR HERD'S SUCCESS.

ANALYZING INDUSTRY TRENDS

In the chart below, you can see **HOLSTEIN** genetic trends for Daughter Pregnancy Rate (DPR BV) have leveled off, while **JERSEY** genetic trends show a continued **decline**.

The phenotypic trend for DPR for both breeds show an **increase**, the result of the combined impact of genetic and management improvements.

Practices such as synchronization and activity-monitoring systems, are key factors in improving phenotypic measures of fertility.

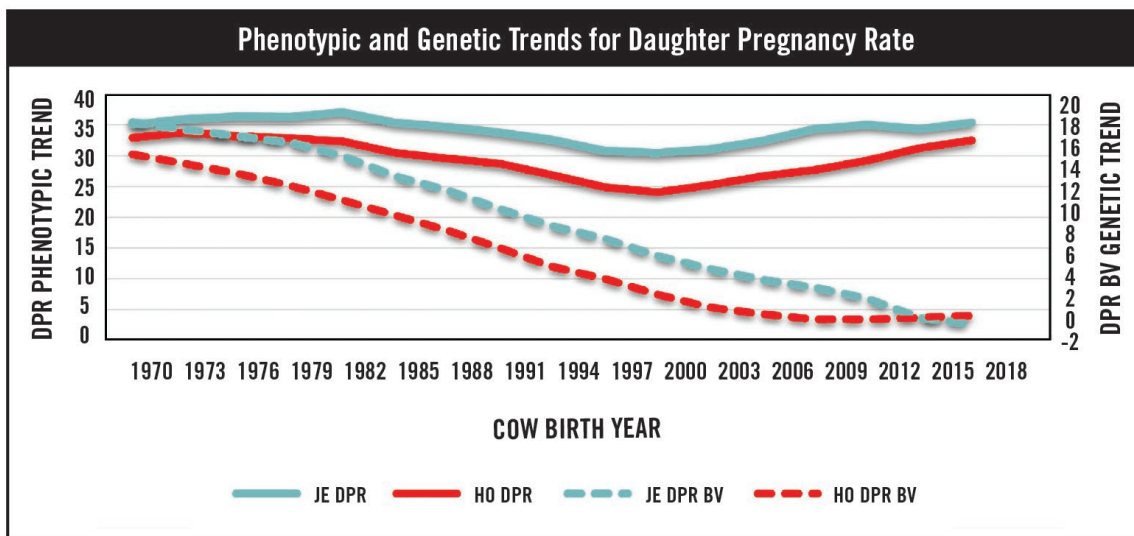
Reproduction is one of the primary reasons cows are culled, and consumer demands may decrease the use of synchronization programs as management tools.

As an industry, we should continue to focus on improving fertility traits.

Daughter Pregnancy Rate (DPR), Cow Conception Rate (CCR), and Heifer Conception Rate (HCR) are all fertility traits included in key genetic indexes.



HHP\$™ PLACES A STRONG EMPHASIS ON FERTILITY AND IS DESIGNED TO CREATE COWS THAT ARE PRODUCTIVE AND TROUBLE-FREE.



HHP\$™ PRIORITIZES FERTILITY

HHP\$™ places a strong emphasis on fertility. Developed by Select Sires, HHP\$™ is designed to create cows that are productive and trouble-free. This index focuses on areas that most frequently cause cows to leave the herd, such as failure to get pregnant, mastitis and low production. Fertility receives a 9% weighting in the Holstein HHP\$™ formula and a 16% weighting in the Jersey HHP\$™ formula.

The right index is a critical component of a successful breeding program. If you would like assistance in determining which index and genetic plan meets your herd's long-term goals, ask your local World Wide Sires team member for a consultation today.

HHP\$™ Based on December 2022 weightings.

TRAIT	HOLSTEIN WEIGHTING	JERSEY WEIGHTING
Milk	0%	0%
CFP	45%	43%
Mastitis, SCS	15%	18%
FERTILITY	9%	16%
Other Cow Health	15%	12%
Calving Ability	1%	0%
Calf Health	0%	0%
Conformation	11%	11%
Size/RFI	-4%	0%

*Herd Health Profit Dollars (HHP\$) is a trademark of Select Sires, Inc.

