

CONCEPT PLUS in the making of an Alta 4-event cow

Remember cow 5677? At Alta, she's what we call a 4-event cow. That means the management records on her individual cow card tell us she only experienced four events in her most recent lactation:

1. **FRESH** – with a healthy calf and no metabolic issues
2. **BRED** – serviced just one time, which means she got off to a health start after calving
3. **PREG** – confirmed pregnant from a single service, and with no subsequent abortions
4. **DRY** – dried off while healthy, and with no health problems throughout her lactation

How does Alta CONCEPT PLUS help make more 4-EVENT COWS?

Events 2 and 3, as listed above, both rely on several factors related to genetics and reproduction. One sure way to create more cows that will be confirmed pregnant after just one insemination is to use sires with the highly coveted, high fertility Alta CONCEPT PLUS rating.

Alta CONCEPT PLUS is the industry's most accurate sire fertility evaluation, and it's exclusive to Alta.

That means it's the most reliable way for you to know the individual sire fertility for every Alta bull. It's based on real pregnancy check results and accounts for all factors that can affect how well a bull creates pregnancies. And since the data only comes from the most progressive, large dairies like yours, you can have full confidence that Alta's CONCEPT PLUS rated sires will help you create more pregnancies on your dairy.



Fewer services for more pregnancies!



CONCEPT PLUS
High fertility sires

If you're using conventional semen in your breeding program, then the Alta bulls rated as CONCEPT PLUS high fertility sires will give you a 2%-5% conception rate advantage over an average conventional sire.

When sexed semen is part of your breeding strategy, then Alta's 511 CONCEPT PLUS high fertility sexed bulls are the ones you'll want to use, because they will help you achieve a 4%-9% conception rate advantage over any average sexed bull.



511 CONCEPT PLUS
High fertility SexedULTRA™ sires

Sire fertility = profit

Cow 5677 is not only an Alta 4-event cow. She's a profitable cow. Whenever it takes just one service to create a pregnancy, you know your reproductive program is saving time and money and giving you peace of mind.

Using Alta's high fertility CONCEPT PLUS sires improves your odds at creating a pregnancy on every service, on every cow. Regardless if you choose conventional and/or sexed semen as part of your breeding strategy, you can make the most of your genetic investment and create pregnancies with confidence.

When you use a group of Alta's highest fertility CONCEPT PLUS conventional high fertility sires, or the highest fertility sexed Alta bulls, designated as 511 CONCEPT PLUS, you will create more Alta 4-event cows in your herd – just like 5677.