

THE POWER OF ALTA CONCEPT PLUS

The industry's leading sire fertility evaluation



Driven by **20 YEARS**
of **SIRE FERTILITY DATA**



ACCOUNTS FOR THE FACTORS THAT AFFECT FERTILITY

- ▲ age
- ▲ month
- ▲ herd
- ▲ lactation
- ▲ service number
- ▲ breeding code effect
- ▲ technician code effect



INCLUDES ACCURATE, RELIABLE DATA

- ▲ from large, progressive dairies in North America
- ▲ continually collected from DairyComp and other herd management software systems

Based on nearly
50 MILLION
pregnancy check results



OFFERS A PRECISION APPROACH TO FERTILITY MANAGEMENT

including separate ratings
per semen type

- ▲ conventional semen
- ▲ sexed semen
- ▲ beef semen used on dairy cows



Alta
CONCEPT PLUS

