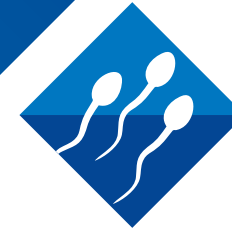


# The Alta CONCEPT PLUS brand

The industry's most accurate and robust sire fertility evaluation



## Alta CONCEPT PLUS

What CONCEPT PLUS products are available?



The high fertility dairy sires that create more pregnancies to conventional semen when used on dairy cows

A 2% - 5% conception rate advantage over the average conventional sire

Conventional semen used on cows

Conventional semen used on heifers

What are the details?



The high fertility sexed dairy sires that create more pregnancies to sexed semen when used on dairy heifers

A 4% - 9% conception rate advantage over the average sexed sire

Sexed semen used on cows

Sexed semen used on heifers

What are the benefits?



The high fertility beef bulls that create more pregnancies when used on dairy cows

A 2% - 5% conception rate advantage over the average beef sire used on dairy cows

Beef semen used on dairy cows

What additional CONCEPT PLUS traits are available to Alta People?