

AI in Dairy herds is all
about price and
performance



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Expectations:

Large customers demand customized and comprehensive service.

All suppliers and service personnel quickly respond if there is a problem. Team approach to solutions.



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US Dairy Industry:

- Dairy farm numbers are shrinking.
- Average herd numbers getting larger.
- Milk production continues to increase per cow.



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- Shortage of labor for good animal caretakers.
- Jersey breed increasing in popularity
- A team of professionals help guide the dairy producers: Considered cost of business.
- Acquiring very good genetics through AI is relatively inexpensive.



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AI in Beef herds is all about logistics



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Prepared by Lorna Marshall & Stan Lock

The Definition of Chute Side Service

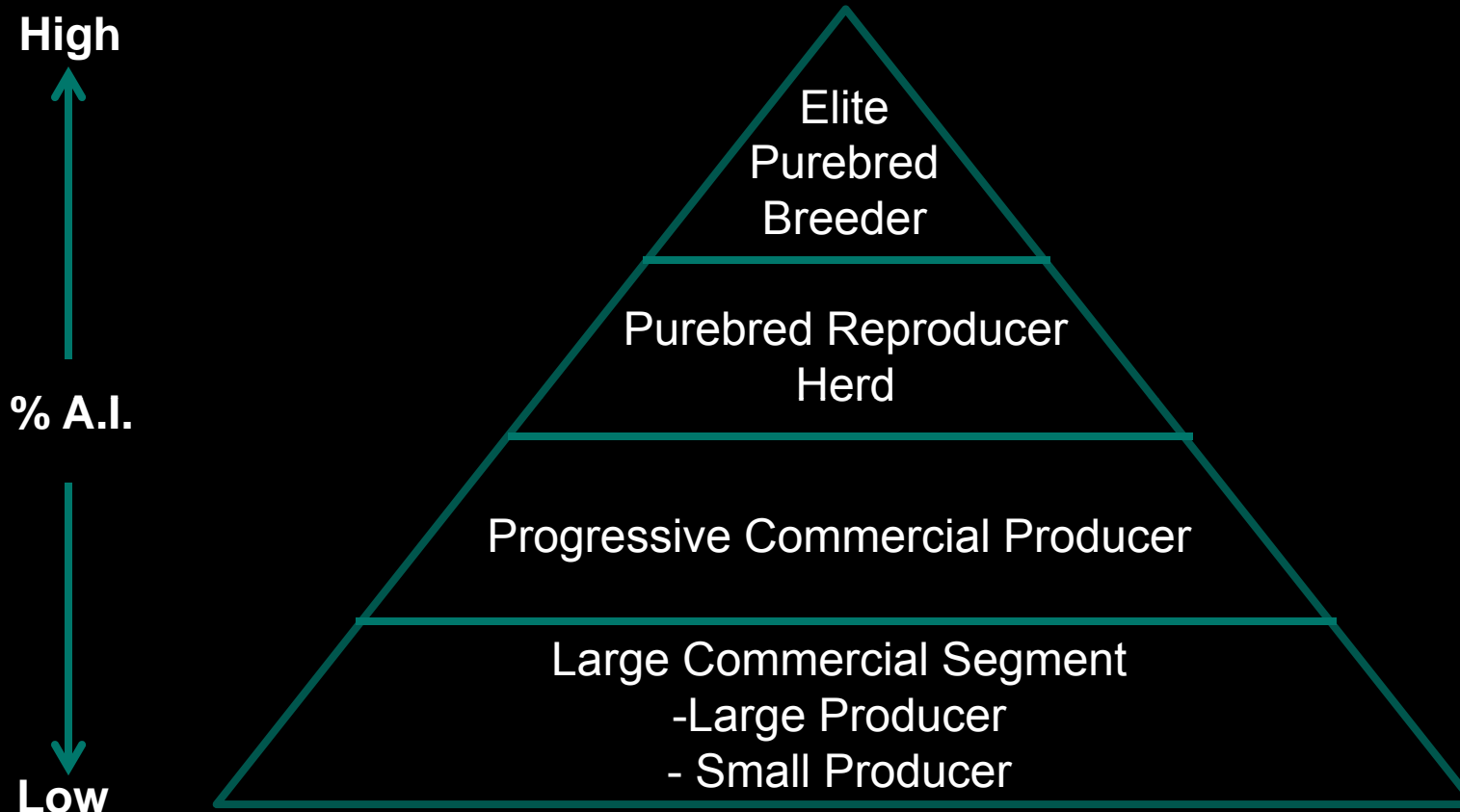
- ▶ " Beef Semen has very little value until you have a cow or heifer ready for insemination."

-Stan Lock



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Diversity of our Beef Customers



North American Beef Cattle Numbers



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AI usage in the U.S.

- ▶ 30.9 Million Beef Cows
 - < 5% A.I.
- ▶ 5.5 Million Beef Heifers
 - Approaching 15% A.I.
- ▶ 9 Million Dairy Cows
 - 70% A.I.
- ▶ 3 Million Dairy Heifers
 - 50% A.I.



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Dairy: Convenient



Beef: Are they even accessible???



Beef Breeding Season



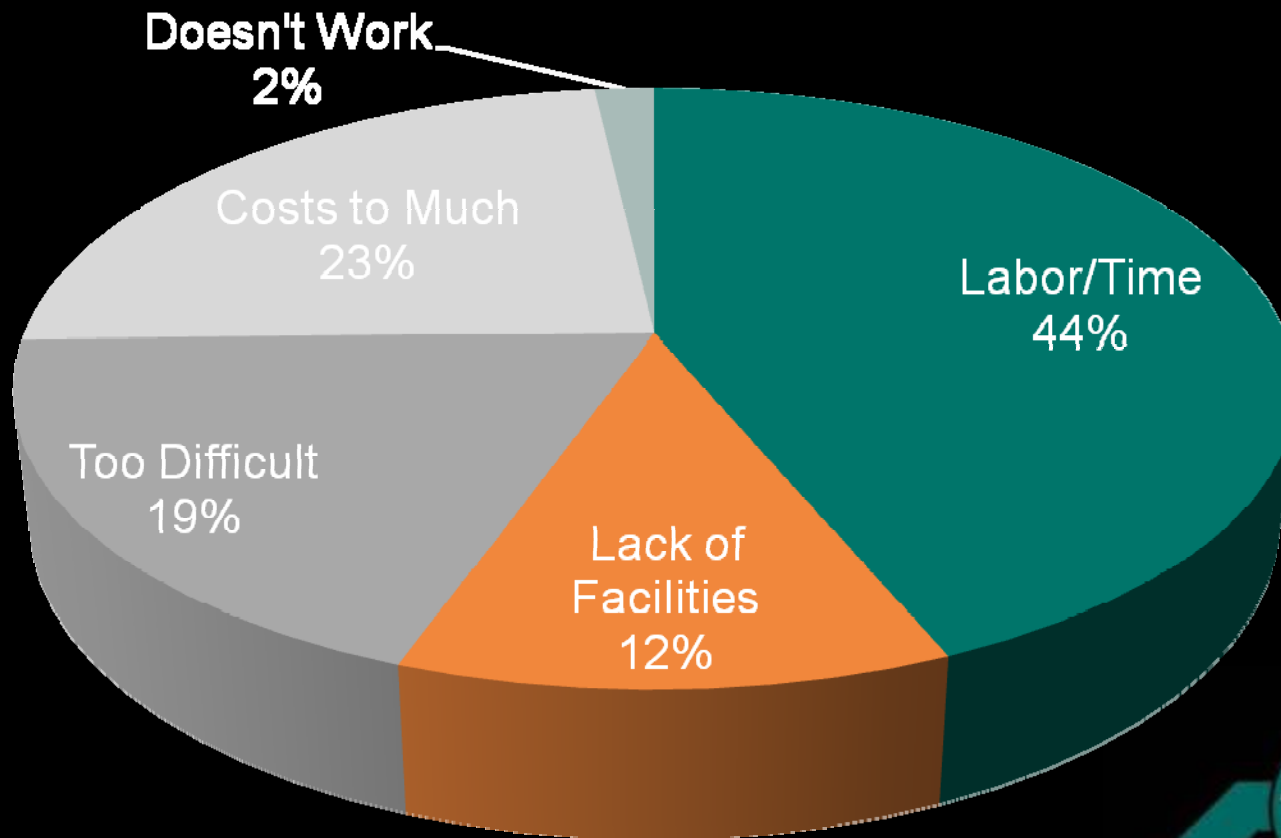
4 HOUR

Window of Opportunity



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Why Beef Producers Don't A.I.



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Growing our business

▶ Current Herds

- Move from heifer AI to cow AI

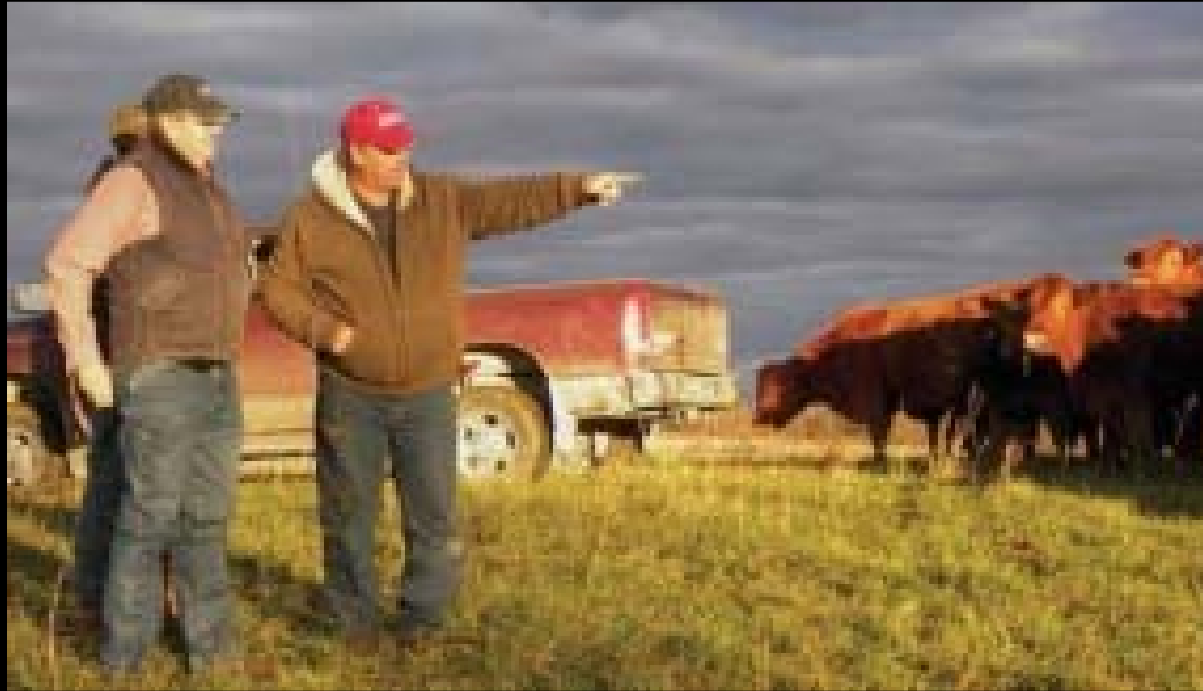
▶ New Herds

- Converting non AI users to AI users
- Capture a larger percentage of the heifer development
- Herds that want to improve their marketing equity



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Starting them in AI
requires...



Boots on the Ground!!!

Facilities



Chute Side Service



Cattle Handling



Labor Force



14-d CIDR-PG with Split-Time AI in Heifers



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14-d CIDR-PG (Heifers)



Modification for non-estrous heifers in treatment 2



Questions?

