



2021

# BEEF x DAIRY

[uk.altagenetics.com](http://uk.altagenetics.com)

 Alta

## BLACK ANGUS



# ERIC



- ▲ Top 1% of the Breed for 400 & 600 Day Weight Gain
- ▲ Top 1% of the breed for Replacement Index
- ▲ Excellent Carcase Sire
- ▲ Recommended for suckler cows

**RAWBURN JUMBO ERIC S297**

**Herdbook No.** UK562106402297

**AI Code** AA1265 | **Birthdate** 03-24-2016

	CED	CE DTRS	GEST	BW	200d WT	400d WT	600d WT	COW WT
EPD	0.0	+2.4	+1.1	+4.1	+51	+103	+128	+114
Acc	62%	58%	70%	81%	75%	74%	72%	66%

	SC	CW	REA	FAT	BY	IMF	TERM	REPLACE
EPD	+1.4	+88	+6.2	-3.1	+2.5	-0.1	+52	+70
Acc	75%	66%	61%	65%	61%	58%		

*The Aberdeen-Angus Cattle Society May 2021*

Netherallan Peter Pershore E052

Rawburn Joy Erica L251

Ankonian Elixir 100

Nightingale Pride of Pershore S44Z

Rawburn Transformer

Rawburn Joy Erica J988

# BLACK ANGUS



## FIGURES



- ▲ Moderate frame with a big butt end and awesome phenotype
- ▲ Balanced traits for calving ease, performance and maternal
- ▲ Unique pedigree with maternal strength

HF HIDDEN FIGURES | 011AN01347

Herdbook No. US 18968636 | AI code AA105

Birthdate 01-17-2017 | Tattoo 53E

PRODUCTION											
	CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	Claw	Angle
EPD	+10	-.1	+63	+105	+.19	+1.02	+.5	+.48	+27	+.56	+.55
Acc	.31	.52	.45	.36	.29	.29	.41	.36	.30	.16	.16

CARCASS					\$ VALUES							
	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C	\$AXH	\$AXJ
EPD	+41	+.57	+.36	+.019	+63	+86	+69	+46	+114	+46	+114	+211
Acc	.38	.34	.35	.32								

American Angus Association May 2021

BSF Hot Lotto 1401

Barstow Cash

BSF Princess EL Cap W2

HF Mistress 220B

Ring Creek Burl Ives 88Y

HF Mistress 42U

## BLACK ANGUS



# PHOENIX

QUAKER HILL PHOENIX | 011AN01463

Herdbook No. US 19386543 | AI code AA1780

Birthdate 09-25-2018

- ▲ Curve bending genetics
- ▲ Moderate frame sire with time tested pedigree
- ▲ Breed leading carcass merit

### PRODUCTION

	CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	Claw	Angle
EPD	+9	+1.0	+79	+153	+.37	+1.31	+.4	+.76	+24	+.56	+.54
Acc	.36	.54	.47	.43	.34	.34	.51	.48	.36	.34	.34

### CARCASS

### \$ VALUES

	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C	\$AXH	\$AXJ
EPD	+54	+.77	+.70	+.011	+40	+69	+101	+59	+160	+248		
Acc	.42	.37	.37	.33								

American Angus Association May 2021

LD Emblazon 999

Quaker Hill Erica 5E7

O C C Emblazon 854E

SH Forever Lady 3124 5118

K C F Bennett Absolute

Quaker Hill Erica 3Y9

## BLACK ANGUS



# STEP UP

- ▲ High marbling genetics
- ▲ Calving ease sire
- ▲ Sires moderate framed females

QUAKER HILL STEP UP | 011AN01421

Herdbook No. US 19379557 | AI code AA1759

Birthdate 03-18-2018

PRODUCTION											
	CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	Claw	Angle
EPD	+11	+1.1	+61	+114	+.23	+1.50	+.3	+.72	+21	+.47	+.43
Acc	.34	.54	.42	.36	.30	.30	.43	.39	.35	.26	.26

CARCASS					\$ VALUES							
	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C	\$AXH	\$AXJ
EPD	+44	+1.07	+.31	+.065	+48	+56	+86	+63	+150	+243		
Acc	.40	.36	.36	.32								

American Angus Association May 2021

G A R Big Step K715

G A R Sure Fire

Chair Rock Prophet 3131

Quaker Hill Primrose 5UP3

EXAR Upshot 0562B

Thomas Primrose 2475

## BLACK ANGUS



# STRIDER

- ▲ Calving ease sire
- ▲ Fast growing calves
- ▲ High weaning and yearling weights

**QUAKER HILL STRIDER | 011AN01422**

**Herdbook No. US 19379554 | AI code AA1760**

**Birthdate 03-09-2018**



PRODUCTION											
	CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	Claw	Angle
EPD	+13	+3	+64	+118	+24	+1.26	+5	+1.01	+23	+74	+47
Acc	.34	.54	.42	.37	.31	.31	.44	.40	.35	.26	.26

CARCASS					\$ VALUES							
	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C	\$AXH	\$AXJ
EPD	+47	+98	+61	+039	+68	+76	+87	+65	+152	+265		
Acc	.40	.36	.36	.32								

*American Angus Association May 2021*

G A R Big Step K715

G A R Sure Fire  
Chair Rock Prophet 3131

Quaker Hill Forever Lady 5N1

Connealy Consensus 7229  
SF Forever Lady 4167

# BEEF x DAIRY

## STRATEGIZE YOUR APPROACH



**CUSTOMIZE  
YOUR  
GENETIC  
PLAN**

to match your farm's current situation and future goals

**RANK  
YOUR  
FEMALES**

according to your farm's genetic plan

**STRATEGIZE  
YOUR  
BREEDINGS**

with conventional, sexed, and beef semen

**MANAGE  
YOUR HERD  
INVENTORY**

using Alta's strategic projection calculators

**TRACK  
YOUR  
PROGRESS**

and monitor results with your trusted Alta advisor

**USE THE BEEF X DAIRY APPROACH TO MAXIMIZE YOUR RETURN ON GENETIC INVESTMENT.**

**BELGIAN BLUE**



# AltaDORIAN

- ▲ Strong, white bull
- ▲ Low birth weight, easy calving
- ▲ Short gestation length

**VAN DE PLASHOEVE ALTA DORIAN | 011BB0002**

**Herdbook No. NL 944457311 | AI code BB1625**

**Birthdate 20-04-2016**

**Sire: REIN VAN BOSZICHT | MGS: UNICUS VAN PHAENOCRYST**



## FUNCTIONAL CHARACTERISTICS

			%
Calving ease		125	79
Sire Still Birth		97	28
Gestation length		98	86
Birth weight	88	70	79
Beef index	92	95	-

CRV Coop 04/2021



**BELGIAN BLUE**



# AltaELK





- ▲ Great conformation
- ▲ Low birth weight, easy calving
- ▲ Short gestation length

**VAN DE PLASHOEVE ALTA ELK | 011BB00004**

**Herdbook No.** NL 944457450 | **AI code** BB1654 | **Birthdate** 04-03-2017

**Sire:** UBIDET DAUX HOUX | **MGS:** DANDY DU TILLEUL

## FUNCTIONAL CHARACTERISTICS

			%
Calving ease		117	60
Dtr. Calving Ease		98	-
Gestation length		94	77
Birth weight		81	60
Beef index		100	-

88      92      96      100      104      108      112

CRV Coop 04/2021

**BELGIAN BLUE**



# AltaKJELD

- ▲ Very handsome white bull
- ▲ Low birth weight, easy calving
- ▲ Short gestation length

**VAN DE PLASHOEVE ALTA KJELD | 011BB0003**

**Herdbook No. NL 944457429 | AI code BB1655**

**Birthdate 13-02-2017**

**Sire: REMCO VAN 'T ZANDEIND | MGS: ALTES**



## FUNCTIONAL CHARACTERISTICS

			%
Calving ease		127	76
Sire Still Birth		97	31
Dtr. Calving Ease		103	-
Gestation length		96	86
Birth weight		69	76
Beef index		102	-

88 92 96 100 104 108 112

CRV Coop 04/2021

## BELGIAN BLUE



# AltaRIAN

- ▲ Powerful, white bull
- ▲ Low birth weight, easy calving
- ▲ Short gestation length

VAN DE PLASHOEVE ALTA RIAN | 011BB00001

Herdbook No. NL 944457241 | AI code BB1626 | Birthdate 05-03-2016

Sire: ALTES | MGS: ADAMO

### FUNCTIONAL CHARACTERISTICS

			%
Calving ease		127	80
Sire Still Birth		97	-
Dtr. Calving Ease		106	-
Gestation length		100	88
Birth weight		68	80
Beef index		98	-

88 92 96 100 104 108 112

CRV Coop 04/2021

## BELGIAN BLUE



Alger Meekma

# AltaRICO

- ▲ Low birth weight, easy calving
- ▲ Short gestation length

VAN DE PLASHOEVE ALTARICO | 011BB00005

Herdbook No. NL 898157839 | AI code 772405 | Birthdate 22-06-2018

Sire: OBLIGEANT DE BELLE EAU | MGS: UNICUS VAN PHAENOCRYST

### FUNCTIONAL CHARACTERISTICS

			%
Calving ease		118	-
Dtr. Calving Ease		103	-
Gestation length		95	-
Birth weight		79	-
Beef index		96	-

88 92 96 100 104 108 112

CRV Coop 04/2021

## BELGIAN BLUE



# AltaSUPERBLUE

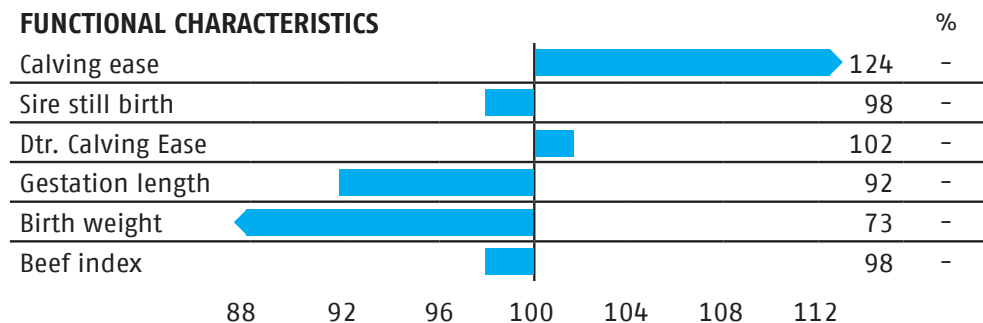
- ▲ Low birth weight, easy calving
- ▲ Short gestation length

VAN DE PLASHOEVE ALTA SUPERBLUE |

**Herdbook No.** NL 898157947 | **AI code** BB1836 | **Birthdate** 02-22-2019

**Sire:** JAAP VAN PHAENOCRYST | **MGS:** DANDY DU TILLEUL V

### FUNCTIONAL CHARACTERISTICS



CRV Coop 04/2021

**BELGIAN BLUE**

# AltaTRUEBLUE

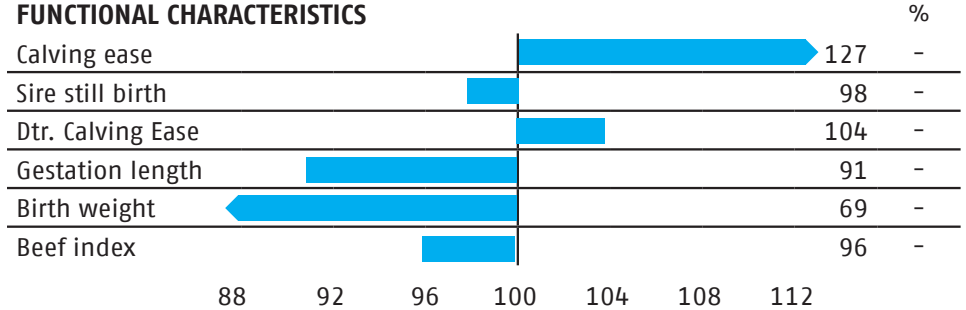
- ▲ Low birth weight, easy calving
- ▲ Short gestation length

**VAN DE PLASHOEVE ALTA TRUEBLUE |**

**Herdbook No.** NL 898158034 | **AI code** BB1835 | **Birthdate** 04-30-2019

**Sire:** UGO VAN BOSZICHT | **MGS:** DANDY DU TILLEUL

## FUNCTIONAL CHARACTERISTICS



CRV Coop 04/2021

**BELTED GALLOWAY**



# BELL BOY

- ▲ Excellent example of the breed
- ▲ Calves are easily born
- ▲ Calf quality is excellent


**BALLYLOUGH BELL BOY**

**Herdbook No.** 04739 | **AI code** Y9031 | **Birthdate** 04-25-2011

**Pedigree** Castlemartin Admiral X Ballylough Heather Bell



## CALF'S CHOICE TOTAL® 100

- ◆ **Whole Bovine Colostrum** - not skimmed or reconstructed from components.
- ◆ **High in Colostral Fat** - important energy source required by calves immediately after birth.
- ◆ **Safe and Effective** - free of disease-causing organisms, tested for safety and efficacy.
- ◆ **Convenient** - Easily mixes in under 15 seconds.
- ◆ **3-year shelf life**
- ◆ **GMP+ FSA Assured** 



TO ORDER: CALL 01995 601359

## BLONDE D AQTANE



# HARRY

## GLENVALE HARRY

**Herdbook No.** 42-0007 | **AI code** BL1093

**Birthdate** 01-24-2012

**Pedigree** Budore Utah X Glenvale Ellie

- ▲ Exceptional muscle development
- ▲ Excellent shape and style
- ▲ Superb example of the Blonde breed
- ▲ Tremendous farmer satisfaction

### Calving Survey Information - based on 134 cows & 73 heifers

Number of surveys	207
Mortality	1.9%
Average gestation	295
Size - average	66.5%
Size - above average	24.6%
Conformation - average	71.1%
Conformation - above average	25.8%
non surgical vet assistance	3.4%
Surgical vet assistance	2.4%



## CHAROLAIS



# NARCOS

- ▲ Narcos' sire is a renowned calving ease sire
- ▲ Top 1% EBVs for Calving Ease in the breed
- ▲ Above average growth with excellent carcass yield

### SOLITUDE NARCOS

**Herdbook No.** MBM00755092 | **AI Code** CH4013

**Birthdate** 09-18-2017

	CED	CE DTRS	GEST	BW	200d WT	400d WT	600d WT	COW WT
EPD	+1.8	-6.7	-0.4	+2.6	+35	+59	+75	+67
Acc	48%	45%	60%	65%	66%	65%	61%	49%

	SC	CW	REA	FAT	BY	IMF	TERM	REPLACE
EPD	+0.2	+56	+3.9	-0.6	+1.6	+0.2	+59	+51
Acc	64%	54%	46%	52%	50%	44%		

*The British Charolais Cattle Society May 2021*

Blelack Blackberet

Thrunton Socrates

Blelack Val

Goldstar Guadalupe ET

Utrillomic

Sheehills Ula

## HEREFORD



# LACKEY BOY

- ▲ Displays style and quality throughout
- ▲ Above average indexes for growth and muscle
- ▲ Excellent Direct Calving Ease score

LISRACE LACKEY BOY 11TH

Herdbook No. UK9481927 12133 | AI code H9305

Birthdate 04-14-2017

	CED	CE DTRS	GEST	BW	200d WT	400d WT	600d WT
EPD	-0.4	+0.5	+1.2	+2.6	+26	+49	+71
Acc	36%	29%	36%	72%	62%	67%	67%

	SC	CW	REA	FAT	BY	IMF	TERM	REPLACE
EPD	+1.1	-	+2.2	+0.5	+0.4	+0.2	+29	+35
Acc	67%	-	28%	44%	39%	40%		

Hereford Cattle Society April 2021

Knockmountagh Master

Lisrace Bridge Girl VIII

Grianan Firecracker  
Knockmountagh Carmel

Castledaly Crusader AI  
Lisrace Bridge Girl II

HEREFORD



# POUNDER

SOLPOLL 1 POUNDER

Herdbook No. UK933001329515 | AI code H9334

Birthdate 09-29-2016

- ▲ Polled Hereford sire
- ▲ Excellent Conformation and Muscling
- ▲ In the Top 1% and 5% of the Breed for all Growth and Muscling Indexes
- ▲ Limited Availability

	CED	CE DTRS	GEST	BW	200d WT	400d WT	600d WT
EPD	-2.0	-4.1	+1.0	+4.8	+47	+83	+105
Acc	70%	57%	85%	84%	79%	74%	73%

	SC	CW	REA	FAT	BY	IMF	TERM	REPLACE
EPD	+0.6	+78	+4.4	-0.8	2.0	-0.4	+46	+53
Acc	77%	62%	51%	56%	53%	54%		

Hereford Cattle Society April 2021

Panmure 1 Henry P

Solpoll 1 Dainty F16 P

Romany 1 Distiller A84 D53

Panmure 1 Plum E2 P

Christies 1 Radar P ET

Solpoll 1 Dainty D1 P

## HEREFORD



# TIMELINE

- ▲ Polled Hereford sire
- ▲ Calving ease sire
- ▲ Fast growth rates

**SQUARE-D PF TIMELINE 237W | 011HP01007**

**Herdbook No.** CHA PC02930348 | **AI code** H9314

**Birthdate** 02-28-2009

	CED	BW	WW	YW	DMI	SC
EPD	+0.3	+4.6	+55	+83	+0.4	+1.3
Acc	.36	.47	.40	.41	.14	.25

	CW	FAT	REA	MARB	BMI\$	BI1\$	CHB\$
EPD	+68	+.024	+.44	+.01	+224	+284	+96
Acc	.10	.10	.10	.10			

American Hereford Association May 2021

Triple-A 14M Stocky 34S

Square-D Ellie 37T

Rh Standard Star Lad 14M

MVF 656 Std Domio Lass 271G

Wilgor 55K Northeastern 01 2N

Square-D Jaeden 37P

# THREE REASONS TO CHOOSE CAL24

## IT'S SIMPLE.

### SAVE TIME AND LABOR

*give two boluses  
right after calving*



No need for a second  
bolus 12 hours later

## IT'S UNIQUE.

### TWO FORMS OF READILY AVAILABLE CALCIUM

*plus magnesium  
& vitamin D*



allow for optimal  
calcium absorption

## IT'S COMPLETE.

### PROVIDES IMMEDIATE AND SUSTAINED RELEASE CALCIUM

**CALCIUM CHLORIDE** acts rapidly for immediate  
absorption in the rumen

**CALMIN** regulates absorption over time as a  
combination of highly-absorbable  
calcium & magnesium

**VITAMIN D** helps facilitate active,  
sustained calcium transfer beyond  
the rumen



For more information visit:  
[uk.altagenetics.com/products](http://uk.altagenetics.com/products)

## LIMOUSIN



# EQUALISER

## LENAGH EQUALISER

**Herdbook No.** SKW09-004 | **AI code** LN2271

**Birthdate** 07-14-2009

- ▲ 98% of progeny are average and above
- ▲ Sired by the famous French sire Dauphin, noted for maternal traits
- ▲ Equaliser is an excellent balance bull, displaying superb muscling with impressive top line and square hindquarters

	BW	CE	MCE	GL	200d WT	400d WT	MUSCLE	FAT	BEEF \$	SC	DOC
EPD	+2.40	-2.40	+1.10	-0.70	+8	+46	+5.40	+0.40	+53	0.0	+2.20
Acc	88%	88%	65%	96%	88%	72%	67%	60%	80%	63%	57%

*The British Limousin Cattle Society February 2021*

0485 Dauphin

Romeo  
Ombrette

Kype Ulay

Wverbank Nassau  
Kype Olive

## LIMOUSIN



# IFOR

## AMPERTAINE IFOR

**Herdbook No.** MGD13-8897 | **AI code** LN2553

**Birthdate** 09-26-2013

- ▲ Superb Limousin sire by the 38,000 gns sire, Ampertaine Foreman
- ▲ Excellent well balanced bull with impressive muscle and shape
- ▲ Suitable for pedigree breeding
- ▲ Widespread Calving Survey completed



	BW	CE	MCE	GL	200d WT	400d WT	MUSCLE	FAT	BEEF \$	SC	DOC
EPD	-1.10	-.90	+.40	-2.90	+11	+34	+1.10	+.10	+40	-.40	-3.80
Acc	84%	83%	65%	95%	88%	78%	74%	69%	81%	70%	58%

*The British Limousin Cattle Society February 2021*

Ampertaine Foreman

Wilodge Cerberus

Ampertaine Bathsheba

Ampertaine Vera

Procters Rocco

Shannas Sarah

## LIMOUSIN



# UMAR

## RAHONEY UMAR

**Herdbook No.** MDS03-012 | **AI code** LN0132

**Birthdate** 05-26-2003

- ▲ Progeny from Umar are excellent in terms of conformation and muscle development
- ▲ Umar progeny are 97% Average to Above Average on conformation
- ▲ Suitable for crossing onto Holstein and suckler cows

	BW	CE	MCE	GL	200d WT	400d WT	MUSCLE	FAT	BEEF \$	SC	DOC
EPD	+2.80	+40	-.80	+.30	+7	+17	+3.10	-.50	+20	+.30	+2.30
Acc	94%	91%	77%	96%	94%	89%	86%	82%	90%	79%	69%

*The British Limousin Cattle Society February 2021*

Ronick Oklahoma

Broadmeadows Cannon

Ronick Hainsi

Rohoney Martha

Shire Handsome

Rahoney Faith



**SIMMENTAL**



# ISAAC

**OMORGA ISAAC 17**

**Herdbook No.** UK963633007257 | **AI Code** SG1278

**Birthdate** 02-12-2017

- ▲ Exciting sire displaying style, conformation and muscling
- ▲ Sired by Curaheen Earp, 5 star Carcass Sire (ICBF)
- ▲ Top 5% of the Breed for Terminal Index (Breedplan)

	CED	CE DTRS	GEST	BW	200d WT	400d WT	600d WT	COW WT
EPD	-3.3	-1.4	-.1	+4.2	+43	+79	+84	+82
Acc	74%	56%	75%	84%	75%	71%	69%	51%

	SC	CW	REA	FAT	BY	IMF	TERM	REPLACE
EPD	+1.5	+59	+6.0	+7	+1.1	+3	+98	+115
Acc	60%	54%	40%	48%	45%	38%		

*The British Simmental Cattle Society May 2021*

Curaheen Earp

Curaheen Vio ET  
Blackford Siskin

Omorga Destiny

Ashland Brandy 10  
Omorga Daffodil 14th ET

SIMMENTAL



# MISSILE

X-T BLACK MISSILE 138F | 011SM02055

Herdbook No. 3594131 | AI Code SG1366

Birthdate 04-16-2018

- ▲ Black simmental sire
- ▲ Breed leading calving ease scores
- ▲ Shapely calves
- ▲ High weaning weights



	CE	BW	WW	YW	CW	REA	FAT	MARB	API	TI
EPD	+7.7	+3.4	+76.4	+99.0	+22.2	+1.02	-.078	-.26	+105.24	+64.41
Acc	.40	.44	.43	.43	.45	.45	.39	.40	-	-

American Simmental Association May 2021

MRL Missile 138C

Come As U R Red Rocket  
MRL Miss 2423Z

TSN MS Predator 53B

Wheatland Predator 922W  
TSN MS Fortune 47X

## SHORTHORN



# SCOTSMAN

## ANNANWATER SCOTSMAN

**Herdbook No.** 563802157 | **AI code** BS0885

**Birthdate** 03-16-2009

- ▲ Scotsman is a fine example of the Shorthorn breed, displaying length, natural fleshing and good muscling
- ▲ Recommended for both crossing and pure breeding
- ▲ Progeny are impressing local producers

	CED	CE DTRS	GEST	BW	200d WT	400d WT	600d WT	COW WT
EPD	+1.6	+1.8	+2.9	+1.7	+5	+14	+25	+45
Acc	63%	55%	70%	75%	67%	62%	62%	49%

	SC	CW	REA	FAT	BY	IMF	TERM	REPLACE
EPD	-.1	+15	+.4	+.4	-.4	+.5	+15	+12
Acc	35%	48%	29%	40%	38%	35%		

*The Beef Shorthorn Cattle Society May 2021*

Trunley Barley 098 P

Cairnsmore Zo Lucky Heather P

Trunley Timber 056

Trunley Ury Maid Nancy P

Fearn Scotsman P

Cairnsmore White Heather P

WAGYU

# FUJI

- ▲ Wagyu is famous for its meat tenderness
- ▲ Fuji scores high for Retail Beef Yield

## IRISH KOBE FUJI

Herdbook No. UK92428759531 | AI code MS0069

Birthdate 11-26-2007

	GEST	BW	200d WT	400d WT	600d WT	COW WT	SC
EPD	+2.0	+.6	+7	+11	+10	+9	-.5
Acc	53%	64%	66%	65%	67%	57%	48%

	CW	REA	FAT	BY	MARB	MARB FINE
EPD	+10	+.1	-1.6	+.3	+.1	+.05
Acc	60%	51%	54%	46%	57%	53%

Australian Wagyu Association June 2021

PEDFW009 Newbry Ridge Okumiyako

PEDFX028 Newbry Ridge Hirasken

IMUJTF40 Terutani J2494 TF40

ILLFT0003 Illabo Tassuru

IMJFAJ2351 Hirashigetayasu J2351 Hongen

ILLFR0031 Illabo Kenson



# TRUE PASSION

When we say we're **TRUE BLUE** it's our way of showing you what it means to be Alta.

We love – and live – the dairy business. And we want you as part of our global family. We want to be the first one you go to for advice and the one you share a laugh with. Our **PASSION** for the business means we're in it with you for the long haul.

**Because TRUE BLUE is Alta.**



# TRIPPLE MIX

A selection of mixed beef semen of this nature has shown to significantly improve conception rates.

**ABERREEN ANGUS**

**BELGIAN BLUE**

**AA x BB x LIM**

**AA x BB x HER**



# Alta COW WATCH

Repro, health & welfare

## THE RELIABLE AND PROVEN WAY TO IMPROVE YOUR HERD'S REPRO, HEALTH, & WELFARE

Get 24/7 rumination, eating, and activity monitoring  
paired with expert support from the Alta team.



Ask about our option to  
**TRY BEFORE YOU BUY!**

"Alta COW WATCH has enabled us to become more efficient through massively improving our fertility. In turn, this has led to reduced semen usage, healthier cows and increased milk production."







*Dan Harries  
Velindre Farm*



# A SYSTEM THAT ADAPTS TO SUIT YOUR OPERATION

## REAL RESULTS

The following data show the results from a 3000 cow dairy after just one year using Alta COW WATCH.

	Before Alta COW WATCH	With Alta COW WATCH	
 Energy Corrected Milk	<b>95 lb</b>	<b>100 lb</b>	Direct benefits of increased COW COMFORT & HEALTH monitoring
 Dead cows per month	<b>11.5</b>	<b>9</b>	
 Preg Rate	<b>30%</b>	<b>35%</b>	Direct benefits of REPRO monitoring
 Service Rate	<b>65%</b>	<b>76%</b>	
 2nd+ services requiring estrus resynchronization	<b>36%</b>	<b>16%</b>	
 2nd+ services based on natural standing heat	<b>12%</b>	<b>41%</b>	

**ACT ON EARLY HEALTH ALERTS FROM Alta COW WATCH TO PREVENT PAYING THE HIGH COST OF DISEASE.**

**INTERESTED IN MORE DETAILS?**

Contact 01995 601359 | [info@altagenetics.com](mailto:info@altagenetics.com)  
or call your trusted Alta advisor today!



# BAXTER™

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Ensure clean, moisturized, healthy teats and udders from one milking to the next.



Pre milking foaming dip for  
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Post milking double barrier dip  
with disinfecting power



Versatile pre & post sprayable detergent  
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