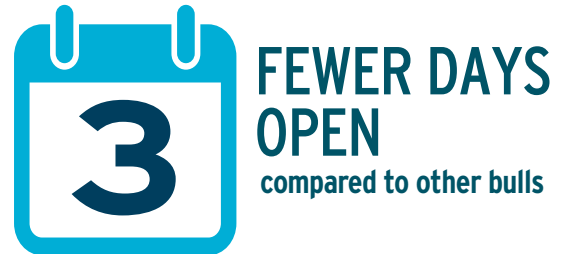


Sire Conception Rates from CDCB, April 2017.



Based on model developed by Dr. J. Fetrow, Univ. of Minnesota.

**HIGHER 56-DAY
NON-RETURN RATE**



NRR date from CDN, April 2017.



**MORE PROFIT
PER COW PER YEAR**

Assumed 50% estrus detection rate and
\$25 /1% improvement in 21 day preg rate.

Based on model developed by Dr. J. Fetrow, Univ. of Minnesota.



1 in 3
Semex bulls
qualify as a
Repromax sire



28% leave the herd due to
fertility problems

CDCB/DHI

High Fertility Sires

THE SEMEX DIFFERENCE