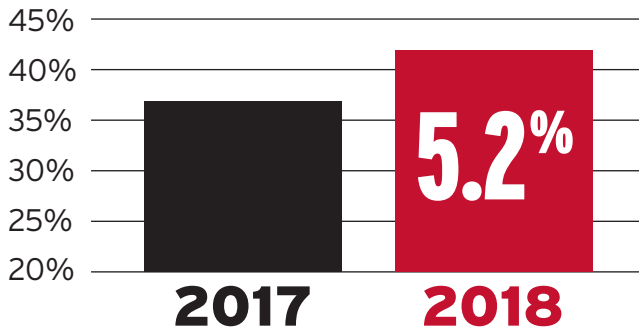




Fertility First™

ONE YEAR FERTILITY INCREASE

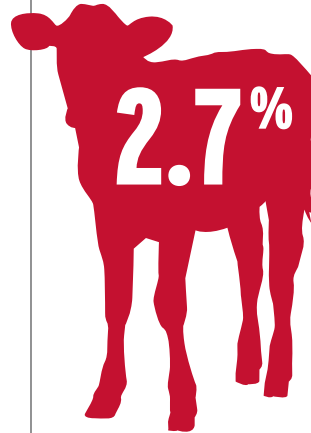


Internal data shows 5.2% increase in fertility across all Semex bulls



From the barn, to the lab, to the tank and to the farm gate, we are Science Driven and Results Focused

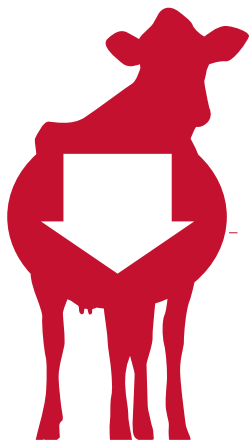
Fertility First™ sires have



2.7% HIGHER CONCEPTION RATE

than other Semex sires based on Semex's internal database of over **500,000** breedings

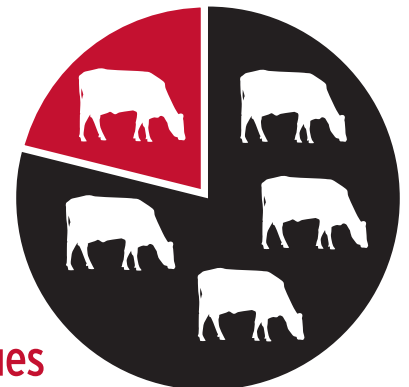
2% INCREASE
in overall herd pregnancy rate using Fertility First semen



\$11
REDUCED COST PER PREGNANCY

DeVries v.Calculator14

21%
of cows leave the herd due to fertility issues



NAHMS survey 2014

High Fertility Sires