



ELEVATE™ YOUR HERD

The only automated genomic
herd strategy tool in the industry





Since 2008 genomics has dominated discussions on dairies worldwide. AI companies have taken the lead, testing young bulls to ensure the very best sires are available for dairymen to make genetic progress. Dairymen adjusted their breeding strategies, putting powerful genomic young sires to work sooner than ever with unprecedented confidence.

Missing from this genetic on-farm strategy has been the female component. Until now ensuring the very best females in a herd were identified and effectively put to

use was just a dream. Riddled with myths, producers have felt it's an expensive, complicated, cumbersome process.

Semex's Elevate program changes all of that. It gives producers fast, easy access to the vital female genomic information that increases genetic gain, corrects parentage errors, manages inbreeding and helps make confident mating decisions that are proven to net more dollars.

Access to this information is key to the future of dairying worldwide. Elevate truly does debunk genomic myths, putting genomic power in the palm of your hand.

TOP 5 GENOMIC TESTING MYTHS DEBUNKED



1

**PARENT
AVERAGES
ARE GOOD
ENOUGH**



2

**IT'S
EXPENSIVE**



3

**IT'S A
HASSLE**



4

**IT'S A BUNCH
OF NUMBERS
I'LL NEVER
PUT TO USE**



5

**IMMUNITY
FEMALE
GENOMIC
TEST NOT
AVAILABLE**

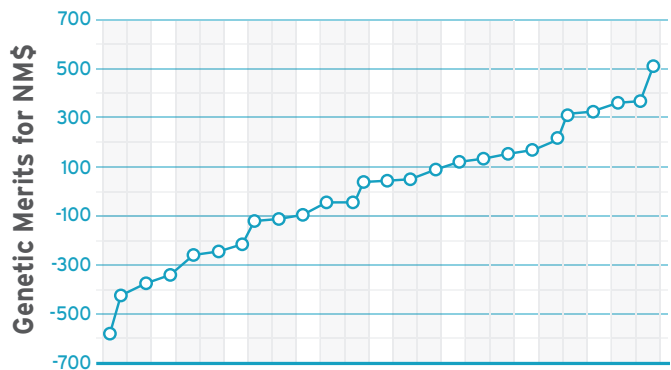
MYTH #1 Parent Averages Are Good Enough

A widely held belief is that a Parent Average (PA) is good enough to make decisions for your matings, heifer crop and your herd's genetic future. But, that may not be the case. Data from Holstein USA and presented by Dr Tom Lawlor, Director, Research and Development, Holstein Association USA, 2011 (Source: Making Genomic Testing Work for You) says a PA provides a good initial sort... But leaves the question of 'What are you missing?'

According to this data, you could be missing a lot, including both your extremely high and extremely low ranking animals. Genomic profiles provide the accuracy of progeny tests based on 20 milking daughters, while traditional parent averages equate to just seven daughters. **Expected gains in genetic merit, parentage verification and inbreeding can add tremendous economic value to your herd.**

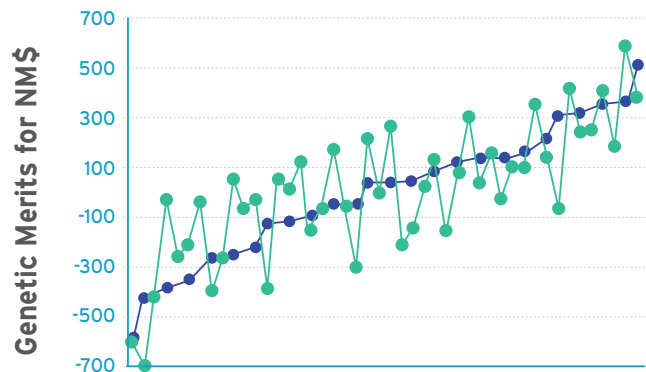


PARENT AVERAGE IS A GOOD INITIAL SORT



Source: Making Genomic Testing Work for You, presented by Dr. Tom Lawlor, Director, Research and Development, Holstein Association USA, 2011.

GENOMIC INFORMATION ADDS REFINEMENT



Source: Making Genomic Testing Work for You, presented by Dr. Tom Lawlor, Director, Research and Development, Holstein Association USA, 2011.

● GENOMIC INFORMATION ● PARENT AVERAGE

MYTH #2 It's Expensive

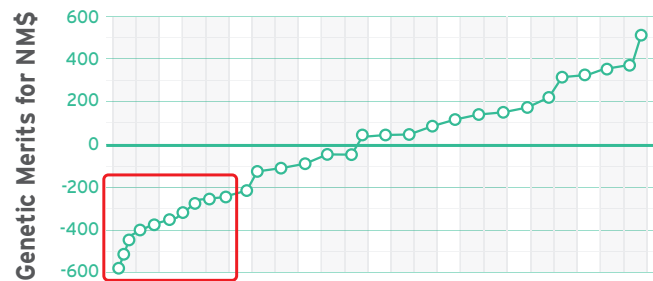
As a proportion of business expenses, a genomic test with Elevate is more than just a sound investment, it could very well save you from decisions that have a negative long-term economic impact. The Elevate pricing structure is extremely competitive with incentives only available from Semex, but the profit/loss equation is more than just the cost of a test, it's what Elevate can do with the results!

CONSIDER TWO SCENARIOS:

1. Dairies are widely utilizing products such as Semex Beef Yield™ on their genetically inferior heifers. This adds value to bull calves and keeps inferior genetics from entering your herd's gene pool. **Semex's Elevate identifies these heifers for you, ensuring these genetics are not unknowingly entering your herd, negatively impacting your profitability.**
2. By identifying your high genomic heifers you can effectively put Semex™ gender sorted semen to its best use! **With Elevate you easily identify high heifers and confidently put your investment in Semex to the best possible use netting the highest, fastest genetic gain!**

WHAT ABOUT CULLING THE LOWEST 10?

**AVERAGE OF THE REMAINING
ONES IS +\$99.2 HIGHER**



Source: Making Genomic Testing Work for You, presented by Dr. Tom Lawlor, Director, Research and Development, Holstein Association USA, 2011.



MYTH #3 It's A Hassle

Past methods have been cumbersome, with samples, spreadsheets and data creating confusion that has led to many producers to abandon testing.

Elevate is the only program that makes genomic testing completely seamless! The Semex App easily collects and identifies genomic samples, minimizing labor and time investment.

It really couldn't be easier to use.



MYTH #4 It's A Bunch Of Numbers I'll Never Be Able To Use

This is a common frustration of dairies that are already drowning in data. With Elevate, there's no more fumbling with spreadsheets! First, you determine your own breeding goals and strategy by identifying key production, health and type traits. Once tested, your heifers' genomic information downloads and Semex's OptiMate™ takes over, matching female genomic profiles with bulls that will improve your herd.

It really couldn't be simpler!

MYTH #5 Immunity Female Genomic Test Not Available

Available exclusively to Elevate clients, Immunity female genomic testing will be the most valuable investment you can make on your operation. Globally sought after as the health mark of choice, Immunity female testing is the only way to improve your herd's health genetically!

Immunity♀

**COMBINING THE POWER OF
IMMUNITY FEMALE GENOMIC TESTING
AND ELEVATE WILL MAKE YOUR
HERD THE HEALTHIEST, MOST
PROFITABLE POSSIBLE.**



ELEVATE YOUR HERD



IT WILL ADD
VALUE



IT'S
ECONOMICAL



IT'S
EASY



IT'S
SIMPLE



EXCLUSIVE
IMMUNITY
FEMALE GENOMIC
RESULTS

Contact your Semex representative today for access to the industry's only automated genetic selection tool with exclusive pricing, in-app results and mating recommendations!

And exclusive Immunity female genomic results, making the decision to **Elevate Your Herd** an easy one!



Genetics for Life®