

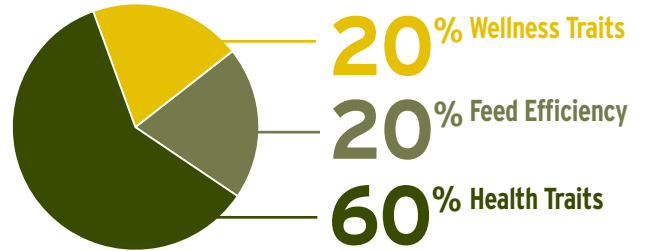
HIGHER FERTILITY DAUGHTERS

+2.8%
Higher cow conception rate

+1.3%
Higher heifer conception rate

Sire Conception Rates from CDCB, April 2016.

INCLUDES FEED EFFICIENCY AND WELLNESS TRAITS

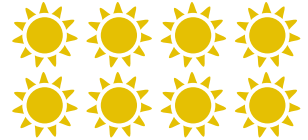


FEWER DAYS TO CONCEIVE

from 1st service to conception



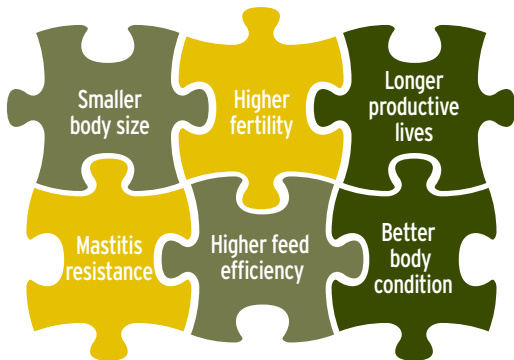
HEIFERS: 1 day less



COWS: 8 days less

CDN Fertility Measures by Sire - April 2016.

DAUGHTERS HAVE



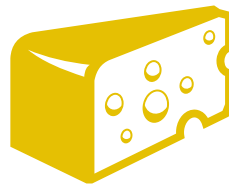
Fewer difficult births



Fewer stillbirths

CDCB proof data, April 2016.

**LOWER COST
HIGHER PROFIT =**



\$261
Higher Cheese Merit \$
compared to other bulls

CDCB proof data, April 2016.

Healthy and Feed Efficient

THE SEMEX DIFFERENCE