



CONCEPT PLUS

High fertility sires

Make the most of your genetic investment



www.altagenetics.com

 **Alta**
Create Value ▲ Build Trust ▲ Deliver Results

CREATE MORE PREGNANCIES WITH



CONCEPT PLUS

High fertility sires

ALTA'S HIGH FERTILITY CONCEPT PLUS SIRES
GIVE YOU A 2%–5% CONCEPTION RATE ADVANTAGE.

We choose CONCEPT PLUS as our single means to most accurately evaluate sire fertility. You can use CONCEPT PLUS high fertility sires with confidence, knowing you're making the most of your genetic investment.

Comparing sire fertility evaluations

	SCR	ConceptPlus
<ul style="list-style-type: none">- Based on real pregnancy checks- Accounts for various factors affecting fertility, including age, month, herd, service number and lactation	✓	✓
COMPLETE <ul style="list-style-type: none">- Accounts for additional factors affecting fertility, such as technician and breeding code effects- Data is collected from herds in the US and Canada, and is not restricted to US herds on official test		✓
CURRENT <ul style="list-style-type: none">- Ongoing data is collected from herd management software through our partnership with VAS		✓
CONSISTENT <ul style="list-style-type: none">- Data is only from progressive, large herd environments		✓