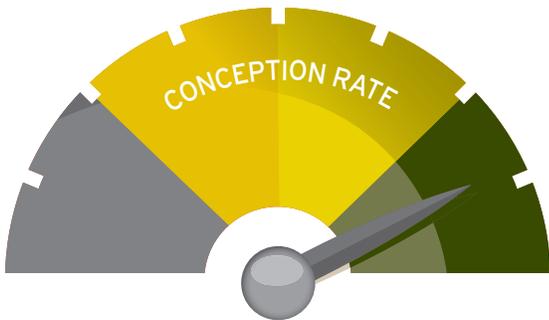


HealthSmart™
Healthy and Feed Efficient

HealthSmart™ sires provide us with fertile, healthy and more feed efficient cows



NOW INCLUDES FEED EFFICIENCY COMPONENT



HIGHER FERTILITY DAUGHTERS

+3.0%

Higher cow conception rate

+1.2%

Higher heifer conception rate

Sire Conception Rates from USDA/CDCB, April 2014.

DAUGHTERS BREED SOONER



HEIFERS:
3 days younger



COWS:
3 days younger

CDN Fertility Measures by Sire - April 2014.

LESS DAYS TO CONCEIVE

from 1st service to conception



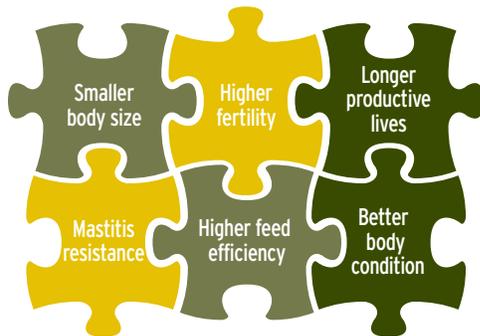
HEIFERS: 1 day less



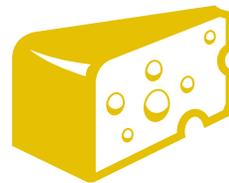
COWS: 8 days less

CDN Fertility Measures by Sire - April 2014.

DAUGHTERS HAVE



LOWER COST = HIGHER PROFIT



\$279

Higher Cheese Merit \$ compared to other bulls

USDA/CDCB proof data, April 2014.

20%

Fewer difficult births

13%

Fewer stillbirths

USDA/CDCB proof data, April 2014.



Genetics for Life®