

Profitability and sustainability can go hand-in-hand.

A multi-year collaborative genomic project between Farmers for Sustainable Food and Zoetis found that profitability and sustainability can go hand-in-hand. **And now, through a special promotion for DBA members, you can bring this proven product to your herd to help you achieve your sustainability goals.**



Scan here for more
information on CLARIFIDE®

Special Pricing Just For YOU!

CLARIFIDE® Price List

20000155	CLARIFIDE PLUS for Holstein	\$43.00
20000157	CLARIFIDE PLUS for Jersey	\$43.00
20002948	HERDITY	\$40.00
20003418	HERDITY + CLARIFIDE	\$50.00

DBA Members receive a
12% quarterly rebate
off these prices once enrolled.



The Genomic Testing Study

OBJECTIVE:

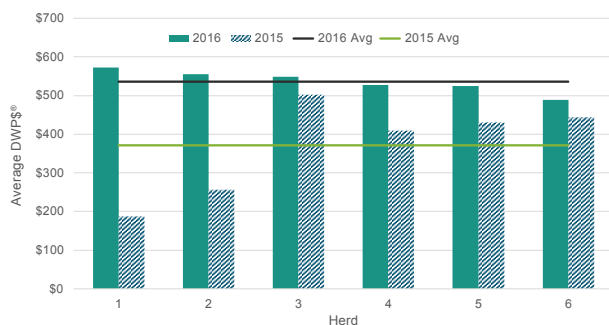
Evaluate ~8,000 animals born in 2015 and 2016 using Zoetis heifer genomic predictions from CLARIFIDE® Plus.

GOAL:

Evaluate estimated lifetime profit, lifetime health benchmarking and sustainability metrics.

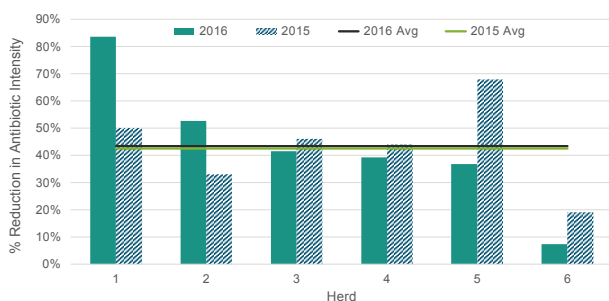
The Results

Average Dairy Wellness Profit Index® (DWP\$®)¹
All Tested 2015-2016 Cows



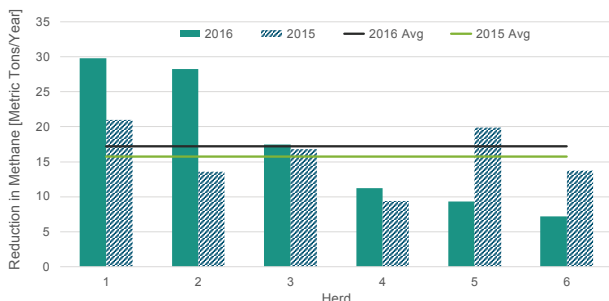
Estimated lifetime profits increased while the number of heifers required to be profitable decreased.

Estimated Antibiotic Intensity Cows Born in 2015-16
Percentage Difference Between Top & Bottom 25% for DWP\$®¹



As estimated antibiotic usage dropped, labor costs dropped as well.

Estimated Total Methane Reduction Per Year¹
Cows Born in 2015-16
Percentage Difference Between Top & Bottom 25% for DWP\$®



An average reduction of 17.2 metric tons of estimated methane.



Farmers for Sustainable Food



10%

improvement in Energy Corrected Milk production*



40%

decrease in methane production year over year*



9%

reduction in antibiotic usage*

*As measured by Dairy Wellness Profit Index® (DWP\$®)¹

How It Happened

CLARIFIDE® Plus is the first genomic test in the U.S. to deliver information on all eight cow wellness traits, including mastitis, lameness, etc. in one comprehensive offering. These genetic predictions are based on data from millions of health records within U.S. commercial herds.

CLARIFIDE
plus

1. Zoetis Data on file; 22CORGEN-02-01, 23CORGEN-02-01.