

# 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 Voice of Milk members\*, you can bring this proven product to your herd to help you achieve your sustainability goals.**

## Special Pricing Just For YOU!

### CLARIFIDE® Price List

20000155	CLARIFIDE PLUS for Holstein	\$43.00
20000157	CLARIFIDE PLUS for Jersey	\$43.00
20002948	HERDITY	\$42.00
20003418	HERDITY + CLARIFIDE	\$50.00



Scan here for more information on CLARIFIDE®

Voice of Milk members receive a **12% quarterly rebate** off these prices once enrolled.

\*Voice of Milk members include all active members of Edge Dairy Farmer Cooperative, Dairy Business Association, and Minnesota Milk Producers Association



## The Genomic Testing Study

### OBJECTIVE:

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

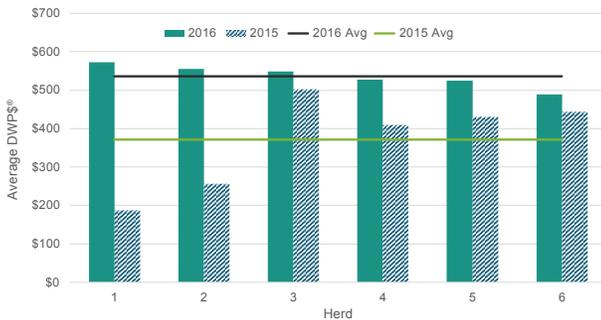
### GOAL:

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

# The Results

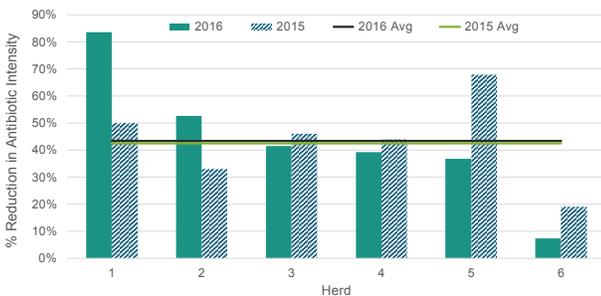


**Average Dairy Wellness Profit Index® (DWP\$®)<sup>1</sup>**  
All Tested 2015-2016 Cows



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\$®<sup>1</sup>



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

**Estimated Total Methane Reduction Per Year<sup>1</sup>**  
Cows Born in 2015-16  
Percentage Difference Between Top & Bottom 25% for DWP\$®



An average reduction of 17.2 metric tons of estimated methane.

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



**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\$®)<sup>1</sup>

## 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.

