Losing time and money on transition cows?

Introducing: TransitionRight™

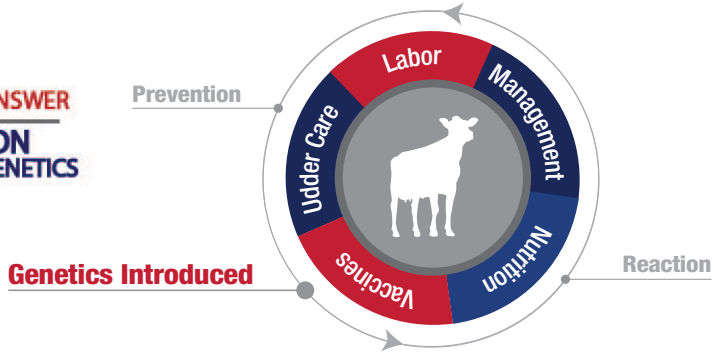
Finally, a genetic solution to help your herd TransitionRight.™

Transition health disorders cost you serious time, money, productivity and cows. ABS's TransitionRight offers you a genetic solution to proactively prevent transition health problems in your herd, by making your cows more genetically predisposed to reduce disorders such as Mastitis, Metritis and Ketosis.

Don't react. Prevent through genetics.

With TransitionRight, you can strategically choose ABS sires to enhance the transition health of your herd. With 75% of disease in dairy cows occurring in the first 30 days in milk and as many as 50% of high-producing cows affected[1], transition cow disorders take a major toll on your herd, workload and bottom line. In a year, it is not uncommon to loose up to 10% of a herd due to transition cow problems.[2] Prevention through genetics has not been available to help reduce multiple post-calving disorders-until now. ABS® is the first and only company to offer a genetic solution to help prevent multiple post-calving disorders that occur during transition - the most crucial period in your cows life.

THE NEW ANSWER
PREVENTION THROUGH GENETICS



TransitionRight is powered by the industry's most robust database—ABS Real World Data.®

- Real-time data provided by ABS customers
- Unbiased data, containing more than 20 million cow records, comprised of 40% ABS bulls and 60% non-ABS bulls

"We're not simply taking Industry PTA's and incorporating them into an index. ABS Real World Data is using REAL producer data and creating value through genetic solutions."

– Dr. Katie Olson, Ph.D.,
Lead Research Scientist

TransitionRight Economic Sire Ranking

The economic impact of sire genetics on cow transition health is significant for any size dairy operation. By choosing a 5-Star sire, your operation is projected to save approximately $100 in preventive or reactive costs per cow per lactation over a breed-average 3-Star sire.

Star Ranking	Sire Ranking	Expected Economic Impact Per Lactation
*****	Top 10%	$100 savings
****	20%	$50 savings
***	Average 40%	$0
**	20%	-$50 cost
*	Bottom 10%	-$100 cost

Reduce early metabolic disease traits with ABS TransitionRight 5-Star Sires.

Disease Trait	% Difference in Expected Incidence Rate vs. 1-Star Sire
Mastitis	7%
Metritis	6%
Ketosis	4%

The ABS TransitionRight Advantage

This program enables producers to breed for enhanced transition health, preventing costly health disorders through genetics. It also:

- Improves each cow's ability to get through the transition period with fewer health issues
- Improves operational efficiency over time
- Reduces costs related to the prevention of or reaction to transition cow health issues, increasing profitability over time

Cost Per Condition

At a typical incidence rate of 15%, a 500-cow herd can lose over $26,000 in reduced productivity, treatment costs and herd loss from just Metritis alone.

Every cow is important. Ask your ABS representative about TransitionRight Holstein sires that can help prevent transition cow disorders.

ABSTransitionRight.com 1.800.ABS.STUD

1 Major Advances in Disease Prevention in Dairy Cattle. 2006. LeBlanc, S.J. et al. Journal of Dairy Science , Volume 89 , Issue 4 , 1267 – 1279 and Monitoring metabolic health of dairy cattle in the transition period. 2010. LeBlanc. J Reprod Dev. 2010 Jan;56 Suppl:S29-35.

2 Reproductive performance of North American dairies by geographic region. 2015. C. F. Vergara*, F. Bitencourt, L. Johnson, D. Vallejo, and H. Lopez. J. Anim. Sci. Vol. 93, Suppl. s3/J. Dairy Sci. Vol. 98, Suppl. 2