



WELLNESS IS A PROFITABLE CHOICE FOR JERSEYS

DAIRY PRODUCERS CAN GENETICALLY SELECT HEIFERS TO BUILD A HEALTHIER HERD

With CLARIFIDE® Plus, there is a way to improve health genetically with direct predictions of disease risks and selection indexes that balance selection emphasis based on the cost of disease. This single genetic test provides U.S. Jersey producers with highly relevant information as they seek to improve health, productivity and profitability.

GREATER LIFETIME PROFITABILITY

- DWP\$® identifies greater genetic variation around profitability than other industry indexes due to greater description of actual disease risk for cows and calves.
- The expected population difference in lifetime profitability between the top 10th percentile and bottom 10th percentile of animals ranked by DWP\$ is approximately **\$804**.¹

WITH CLARIFIDE PLUS, DAIRY PRODUCERS CAN:

- Use cow and calf wellness trait genomic information for more comprehensive heifer selection and breeding strategy decisions.
- Aspire to create a healthier, more trouble-free herd over time.
- Positively impact profitability, by including traits that can help improve all six key drivers of net farm income; net herd replacement cost, 21-day pregnancy risk, heifer survival rate, energy corrected milk (ECM) shipped, somatic cell count and death loss (in cows).²

POWERED BY COMMERCIAL COW AND CALF DATA FROM HERDS LIKE YOURS.

CLARIFIDE® Plus derives genetic predictions based on data collected from millions of health records within U.S. commercial herds.



THREE POWERFUL SELECTION INDEXES

MAXIMIZE PROFIT POTENTIAL

DWP\$ is a simple, easy-to-use, comprehensive way to rank animals for profitability. And if you prefer a custom index, WT\$ and CW\$ are excellent choices to incorporate into your new index via *SearchPoint*[®].

- **DAIRY WELLNESS PROFIT INDEX[®] (DWP\$[®])**

This all-encompassing, multi-trait selection index includes production, reproduction, functional type, longevity, calving, plus Zoetis cow and calf wellness traits and Polled test results. [Use this index to rank animals and apply to your selection strategies.](#)

- **WELLNESS TRAIT INDEX[®] (WT\$[®])**

This selection index focuses exclusively on cow wellness traits (mastitis, lameness, metritis, retained placenta, displaced abomasum, ketosis, milk fever and Polled) and directly estimates potential profit contribution of the wellness traits only.

- **CALF WELLNESS INDEX[®] (CW\$[®])**

This selection index exclusively focuses on calf wellness traits of calf livability, calf respiratory disease and calf scours. It estimates the differences in expected lifetime profit associated with the risk of calthood diseases and early death losses.

AVERAGE RELIABILITY AND AVERAGE, MINIMUM AND MAXIMUM GENETIC VALUES FOR COW AND CALF WELLNESS TRAITS*

| | Average Reliabilities | Average Score (STA) | Minimum Score (STA) | Average Score - Max (STA) |
|---|-----------------------|---------------------|---------------------|---------------------------|
| Wellness Traits¹ | | | | |
| Mastitis | 47 | 100 | 75 | 114 |
| Lameness | 42 | 100 | 73 | 115 |
| Metritis | 40 | 100 | 68 | 114 |
| Retained Placenta | 35 | 100 | 70 | 117 |
| Displaced Abomasum | 27 | 100 | 70 | 115 |
| Ketosis | 35 | 100 | 62 | 114 |
| Milk Fever | 36 | 100 | 62 | 115 |
| Calf Wellness Traits¹ | | | | |
| Calf Livability | 38 | 100 | 72 | 116 |
| Calf Respiratory | 44 | 100 | 77 | 114 |
| Calf Scours | 41 | 100 | 81 | 115 |

*Numbers reflect data from Reference population of animals under two years of age.

** A STA value of 100 represents average expected disease risk with higher values being desired.

To learn how CLARIFIDE Plus and CLARIFIDE Ultra Plus can help you achieve a healthier, more trouble-free herd, contact your Zoetis representative today or visit clarifideplus.com.

1. Data on file, January 2018 Data Package, Zoetis Inc.
2. Data on file, Dairy Scorecard Project no. 14CARG0TH01, Zoetis Inc.



Our goal is to help you achieve all of yours. On your operation, every outcome—from improved reproduction to quality milk—affects your success. And we'll be there to help you develop programs and solutions to improve those outcomes. Because that's how, together, we'll achieve Dairy Wellness.

DAIRY WELLNESS MAKES A DIFFERENCE™