



## CLARIFIDE® Plus Key Messages and FAQ

### Overview

- Mastitis, lameness, metritis, retained placenta, ketosis, displaced abomasum and other health events referred to as wellness traits have a significant impact on herd health, saleable milk and overall herd profitability.
- Profitability is enhanced when the dairy has the advantage of mature cows that are productive for multiple lactations. To reach this longevity, cows must stay healthy and be reproductively sound, in addition to producing milk. Until now, management practices were the primary way to help cows either avoid or survive these health events.
- CLARIFIDE Plus represents the first commercially available dairy genetic evaluation specifically designed for wellness traits in U.S. dairy cattle. Dairy producers can now genomically select heifers for wellness traits at an early age to help build a healthier herd.
- CLARIFIDE Plus is the only genomic test that allows producers to rank animals with the new Dairy Wellness Profit Index™ (DWP\$™) based on traits that affect health, performance and profit.
- The use of Dairy Wellness Profit Index (DWP\$) would be expected to offer similar selection emphasis to that achieved by Net Merit (NM\$), making it a practical consideration for producers that have historically used NM\$, but would apply additional selection emphasis on wellness traits.
- CLARIFIDE Plus derives accurate genetic predictions for six new wellness traits derived using cutting-edge genetic evaluation methodology applied to data collected from millions of health records within U.S. commercial herds. This results in an average Reliability of 50% for the six traits.<sup>1</sup>
- Higher values are more desirable for all traits, thus selecting for a high Standardized Transmitting Abilities (STA) will apply selection pressure for reduced risk of disease.
- In addition to wellness traits, CLARIFIDE Plus includes genetic information for the Zoetis proprietary Polled trait.
- DWP\$ includes production, fertility, type, longevity and the dairy wellness traits, including polled test results.
- Wellness Trait Index™ (WT\$™) focuses on the wellness traits (Mastitis, Lameness, Metritis, Retained Placenta, Displaced Abomasum and Ketosis) in addition to Polled and estimates difference in expected lifetime profit associated with risk of disease.
- DWP\$ differs from other economic indexes because it includes direct predictions for economically important diseases. By including more characteristics affecting profitability, DWP\$ describes more variation in profitability than other indexes.
- With the use of DWP\$, producers can potentially make more than \$55 more profit per selected female over 10 years using a 15% culling selection strategy, even when test cost is higher than a NM\$-based ranking.<sup>2</sup>



## Frequently Asked Questions

### **Q: What health events will be covered by wellness trait predictions?**

A: Common diseases in dairy cattle including mastitis, lameness, metritis, retained placenta, displaced abomasum and ketosis will be part of the wellness trait offering.

### **Q: Why do I need DWP\$?**

A: There are several reasons to utilize DWP\$ in an effective genetic management strategy:

- DWP\$ provides comprehensive, accurate and specific information on wellness traits to provide clarity and opportunity to make more profitable animal rankings and decisions.
- By including more characteristics affecting profitability, DWP\$ describes more variation in profitability than other indexes.
- The use of DWP\$ would be expected to offer very similar selection emphasis for production, reproduction and type traits as NM\$ but with additional selection emphasis on wellness traits.

### **Q: As a dairy producer, if I select cattle based on their wellness trait profile, does that mean that they won't get mastitis, metritis, etc.?**

A: Risk of disease is influenced by genetic and environmental factors. CLARIFIDE Plus describes differences in the genetic risk factors, but genetic selection will not compensate for suboptimal management practices that may cause animals with apparent lower risk of disease to get sick. Producers should continue to use best management practices to prevent disease and apply CLARIFIDE Plus as another tool to improve dairy wellness.

### **Q: How long before I see a benefit to using these wellness traits?**

A: The rate of Genetic progress depends on 4 factors—selection intensity, genetic variation, heritability and generation interval. Herds can make faster genetic progress by using DWP\$ through greater selection pressure and higher genetic variation compared to NM\$.

### **Q: How can I justify the investment in CLARIFIDE Plus?**

A: The combination of wellness trait information and economic implications delivered through DWP\$ provide dairy producers with powerful information that can be used to help build a healthier, more productive herd. With DWP\$, producers get a more comprehensive ranking because of the additional differences in profitability described by including direct predictions for economically important health events such as mastitis, lameness, metritis, etc. By including more characteristics affecting profitability, DWP\$ (offered only in CLARIFIDE Plus) describes more genetic variation in profitability than other indexes.

### **Q: How can I order the wellness trait predictions or find additional information?**

A: Currently, CLARIFIDE Plus is only available for use in Holstein cattle. Holstein producers can order the CLARIFIDE Plus test through the order form at [www.clarifide.com](http://www.clarifide.com) or via Enlight® [www.enlightdairy.com](http://www.enlightdairy.com). For more information, contact Zoetis Customer Service at 877-233-3362 or your Zoetis representative.

All trademarks are the property of Zoetis Inc., its affiliates and/or licensors. Enlight® is a U. S. registered trademark of Holstein Association USA and Zoetis Services LLC. ©2016 Zoetis Inc. All rights reserved. Lit Code: CLR-00170

<sup>1</sup> Data on file, Zoetis internal data, August 2015, Zoetis Inc.

<sup>2</sup> Data on file, Dec. 2015 Data Package, Zoetis Inc.