



*FOR IMMEDIATE RELEASE*  
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**Zoetis and Holstein Association USA Partner to Publish  
Dairy Wellness Profit Index® High-ranking Female Lists**

*Producers can participate with Clarifide® Plus and Enlight® to identify top females*

PARSIPPANY, N.J., June 12, 2018 — Zoetis and Holstein Association USA are partnering to publish new lists that will recognize high-ranking females for the Dairy Wellness Profit Index® (DWP\$®). These high-ranking females provide examples of overall profitability achieved with DWP\$ that other producers can strive for. Similar to the top-ranking DWP\$ bull lists available, the high-ranking female lists identify animals with strong genetic potential for valuable combinations of high production, reproduction and longevity traits, plus reduced risk for cow and calf diseases.

DWP\$ is a genetic selection index only offered with Clarifide® Plus. Selecting animals with DWP\$ allows for faster progress toward more profitability because more genetic variation is described than other commercially available indexes. Producers must opt in for their animals to be included in these new lists. They can opt in by visiting [EnlightDairy.com](http://EnlightDairy.com).

“These lists can make it easier for Holstein producers striving to improve their herd’s health, performance and profitability to identify and benchmark their females against other elite cattle in the breed,” said Cheryl Marti, associate director, U.S. Marketing, Dairy Genetics and Reproduction, Zoetis.

**With data originating from Clarifide Plus, the following high-ranking female lists will be made available through the [Holstein Association USA website](#):**

- Monthly, beginning July 2018: Top 200 Basic ID and Registered females newly evaluated for DWP\$ for that month
- Three times/year, beginning August 2018: Top 100 DWP\$ for Registered females younger than 6 months old
- Three times/year, beginning August 2018: Top 100 DWP\$ for Registered females 6 to 24 months old
- Three times/year, beginning August 2018: Top 100 DWP\$ for Registered females older than 24 months

“Since launching Clarifide Plus, producers have expressed great interest in having these female rankings, as more producers continue to seek additional opportunities for profitability through performance and wellness,” Marti said.

### **How Dairy Producers Can Participate**

Starting in June, Zoetis and Holstein Association USA welcome dairy producers who are testing with Clarifide Plus to visit [EnlightDairy.com](#) and opt in for their herd data to be eligible for these high-ranking female lists. Opting in authorizes Holstein USA and Zoetis to publish a producer’s genomic information if an animal qualifies for the list. Lists will be made available to producers at [HolsteinUSA.com](#).

“Holstein Association USA is pleased to partner with Zoetis to produce these new lists,” said Lindsey Worden, executive director, Holstein Genetic Services, Holstein Association USA. “Zoetis has been a force for advancing genomic testing that drives genetic improvement. This work helps producers breed better and more profitable Holsteins, which is a core value of the Holstein Association. This new initiative is a natural extension of our partnership with Zoetis, and it satisfies a request that we frequently hear from breeders.”

DWP\$ is the most comprehensive commercially available genetic selection index. It ranks animals for production traits, risk of disease, fertility, longevity and other performance traits in Holstein cattle. The high-ranking female lists will include official industry rankings using DWP\$ genomic data. DWP\$ includes the new calf wellness traits — calf livability, respiratory disease

and scours. DWP\$ also includes the six cow wellness traits from Clarifide Plus: mastitis, lameness, metritis, retained placenta, displaced abomasum and ketosis. Armed with reliable genomic information from Clarifide Plus, producers can confidently make management, selection and breeding decisions to achieve faster genetic progress.

For more information, please contact your Zoetis representative or Holstein USA representative. Additional resources about genomic testing with Clarifide Plus can be found at [ClarifidePlus.com](http://ClarifidePlus.com).

### **About Holstein Association USA**

Holstein Association USA, Inc., provides products and services to dairy producers to enhance genetics and improve profitability of Holstein cattle, ranging from registry processing and identification programs to consulting services. Headquartered in Brattleboro, Vermont, Holstein Association USA maintains the records for Registered Holstein® and represents approximately 30,000 members throughout the United States. For more information, visit [www.holsteinusa.com](http://www.holsteinusa.com).

### **About Zoetis**

[Zoetis](http://Zoetis) (NYSE: ZTS) is the leading animal health company, dedicated to supporting its customers and their businesses. Building on more than 60 years of experience in animal health, Zoetis discovers, develops, manufactures and markets veterinary vaccines and medicines, complemented by diagnostic products, genetic tests, biodevices and a range of services. Zoetis serves veterinarians, livestock producers and people who raise and care for farm and companion animals with sales of its products in more than 100 countries. In 2017, the company generated annual revenue of \$5.3 billion with approximately 9,000 employees. For more information, visit [www.zoetisUS.com](http://www.zoetisUS.com).

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