

DISCOVER
YOUR
HERD'S
GENETIC
POTENTIAL

PREDICT THE FUTURE WITH CONFIDENCE

Genomic testing is changing the way dairy producers make management, selection and breeding decisions on the farm. Using genomics, a heifer's genetic potential is revealed early in life, genetic progress can be accelerated with confidence and profitability is enhanced by capitalising on higher production potential.

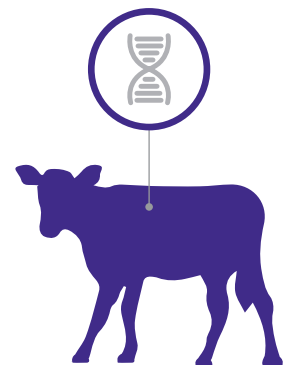
THE POWER OF CLARIFIDE

CLARIFIDE® delivers reliable predictions on a comprehensive suite of core production, type and health traits; key production indexes; and parentage confirmation to help dairy producers make better decisions regarding breeding and reproductive strategies.



Designed for Australia by DataGene and Zoetis in conjunction with:

- Dairy Australia
- DairyBio
- Department of Economic Development, Jobs, Transport and Resources.



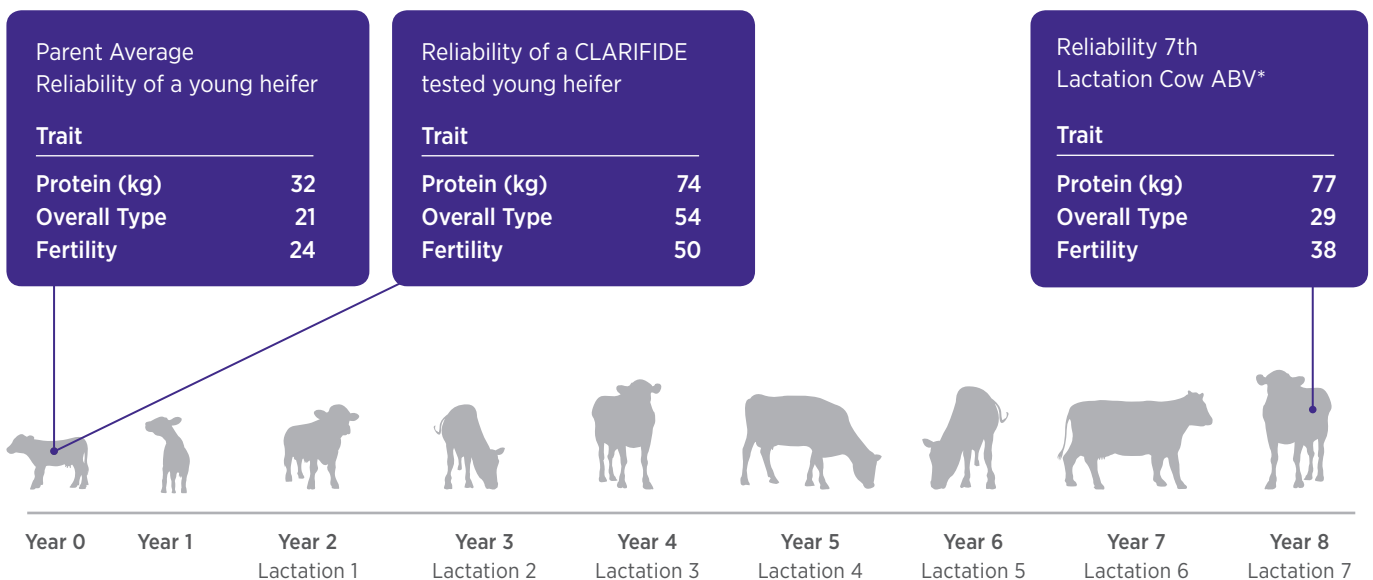
CLARIFIDE gives you access to genomic Australian Breeding Values (ABVg) on your young heifers

Breeding Index	Production ABV (g)	Management ABV (g)	Type ABV (g)
<ul style="list-style-type: none"> • BPI – Balanced Performance Index • HWI – Health Weighted Index • TWI – Type Weighted Index 	<ul style="list-style-type: none"> • Protein kg • Protein % • Milk L • Fat kg • Fat % • Feed Saved kg 	<ul style="list-style-type: none"> • Milking Speed • Mastitis Resistance • Fertility • Survival • Survival (Residual) • Likability 	<ul style="list-style-type: none"> • Overall Type • Mammary System • Stature • Udder Texture • Angularity • Feet and Legs • Udder/Teat Placement • and more

RELIABLE INFORMATION WITHOUT PROGENY



Using CLARIFIDE on young heifers will provide genetic merit results with greater reliability to that of a 7th lactation recorded cow for key traits such as fertility



*SOURCE: DATAGENE, JANUARY 2017.

Zoetis data shows that parent misidentification can be greater than 15 percent on commercial dairies. CLARIFIDE helps you better manage parentage verification and reduce inbreeding.

MISIDENTIFICATION OF PARENTAGE INFORMATION CAN BE

>15%

CLARIFYING YOUR DECISIONS



CLARIFIDE allows informed selection and breeding decisions

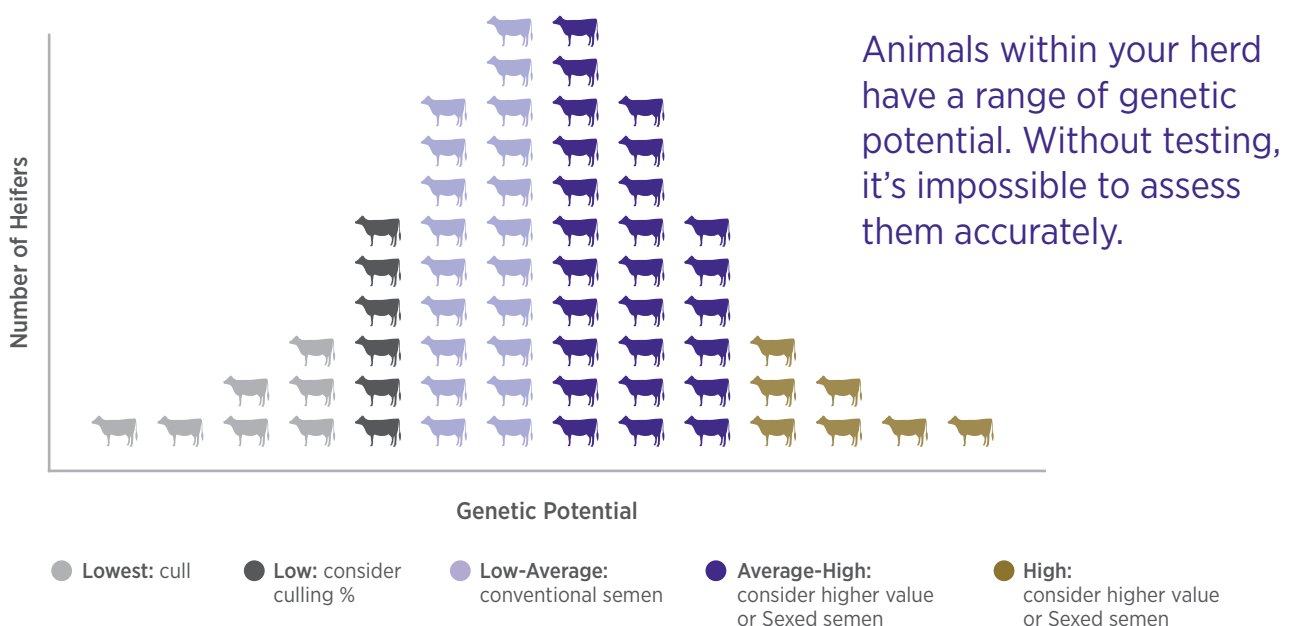


Option 1: Keep all available heifers and increase the replacement rate in the cow herd to make room for the additional heifers.
Option 2: Maintain replacement rate but eliminate some percentage of the heifer population to maintain herd size.



CLARIFIDE allows you to manage heifers according to their potential

EXAMPLE: MANAGEMENT STRATEGY



*SOURCE: HIGHEST: SOME PRODUCERS MAY CONSIDER AN ET OR IVF PROGRAM % CULLING DECISIONS SHOULD BE MADE IN CONSIDERATION OF THE NUMBER OF REPLACEMENT HEIFERS NEEDED.

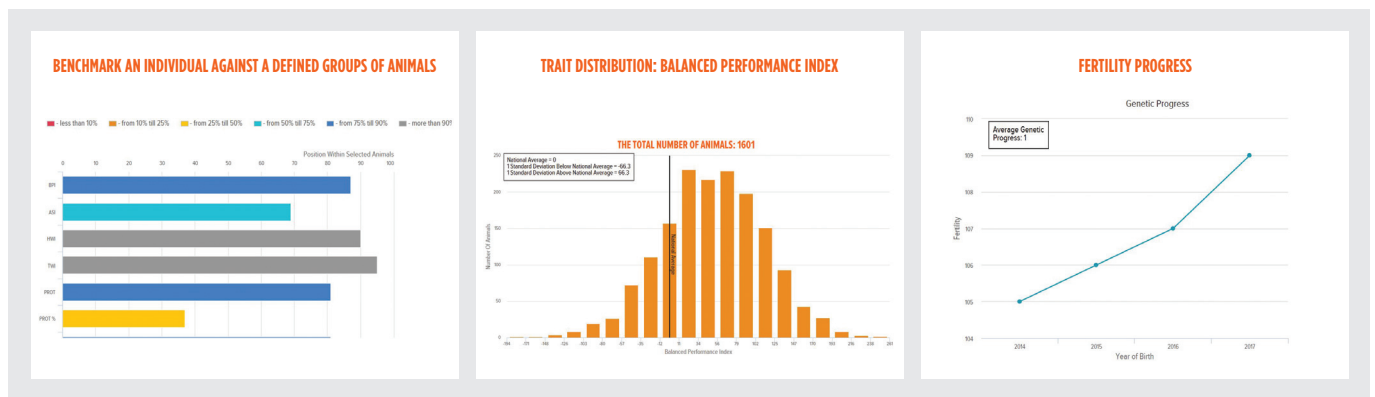
TURNING DATA INTO INFORMATION

CLARIFIDE results will be returned to you via our online genetic information management system SearchPoint.

SearchPoint has been designed to enable you to access your data and turn it into information that drives better decisions.

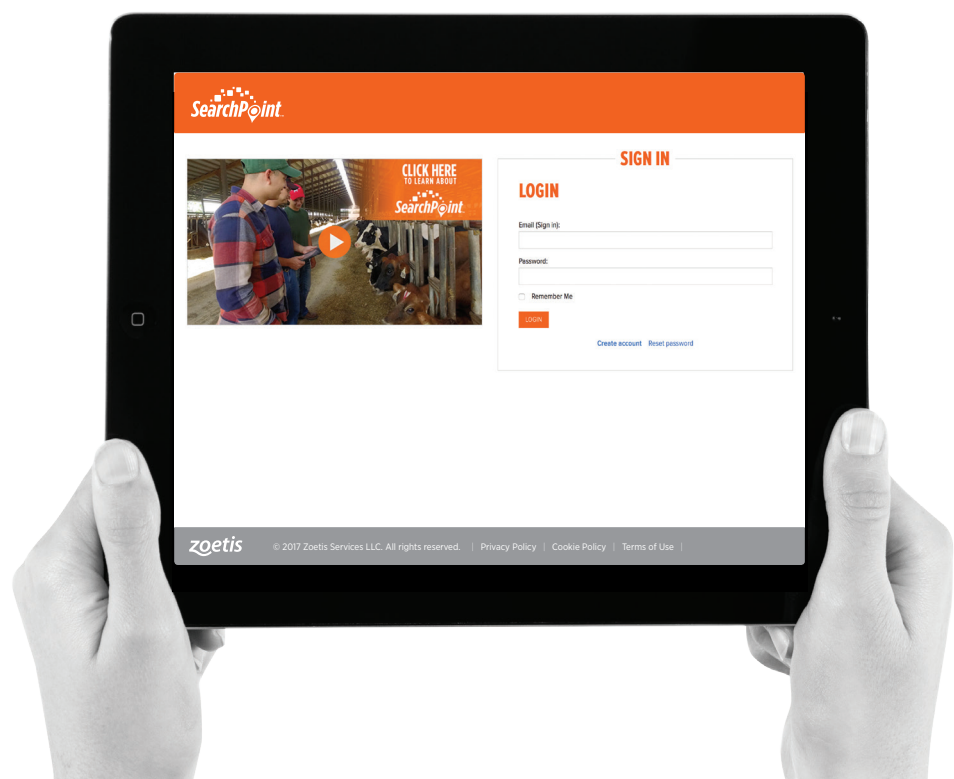
SEARCHPOINT PROVIDES THE TOOLS TO:

- View and sort genetic results
- Quickly access genetic testing orders online, 24/7
- Build custom reports with the most relevant herd specific information plus many more features.



Access the latest available herd data through:

www.mysearchpoint.com.au



MAKING IT HAPPEN



CLARIFIDE — your return on investment

Investing in CLARIFIDE today identifies the heifers that are making more money tomorrow.

CLARITY Genotyping provides the most reliable information about your heifers' lifetime potential.

ACTION Act on the results from CLARIFIDE to:

- Cull on excess heifer inventory
- Allocate higher value or sexed semen.

REWARD

- Improved management of traits important to your production system
- Increase the value of your herd
- Avoid the cost of raising inferior heifers
- Ensure future investments are only in your best animals.

For more information on CLARIFIDE testing

Please contact your local Genetics Professional Sales Representative:

Northern Region – NSW & QLD
Lachlan Ayoub 0437 226 122

Customer Service 1300 768 400
PO Box 75, Banyo QLD 4014
Email: genetics.au@zoetis.com
Web: <https://genetics.zoetis.com/Australia/>



CLARIFIDE samples can be submitted with the Allflex® Tissue Sampling Unit (TSU)

Use the TSU as a stand alone tool or as a matched tag and tissue sampling kit for improved traceability.

Please contact your local Allflex Sales Representative to discuss.

www.allflex.com.au



PREDICT THE FUTURE NOW — CALL FOR CLARIFIDE TODAY!