

# Why **WWS?**

## RICH HISTORY WITH A POWERFUL FUTURE

- Founded in 1971 by Bill Clark, California dairyman and breeder of Cal-Clark Board Chairman (sire of Blackstar)
- Owned since 2001 by Accelerated Genetics and Select Sires
- Marketing to over 80 countries worldwide; Selling 19 million doses of semen in 2014
- Over 51,000 farmer owners through Select Sires and Accelerated Genetics cooperatives
- 216 Active Daughter Proven Sires and 283 Genomic Young Sires



**PARTNERS** IN  
*Global Success*

ELEVATION  
BLACKSTAR  
CHIEF MARK  
DURHAM  
BELL  
POTTER  
BW MARSHALL  
OMAN  
BLITZ  
GW ATWOOD  
MOGUL  
PLANET  
SUPERSIRE  
MCCUTCHEN  
MAN-O-MAN  
LADD-P-RED  
EPIC  
BREWMASTER  
FAVRE  
KINGBOY  
MAIN EVENT  
HALOGEN  
BEEMER  
CENTURION  
JACE  
BERRETTA  
PARAMOUNT  
SOONER  
BARBER  
DUNCAN  
PARADE  
SAMBO  
ACTION  
DIMENSION  
LEMONHEAD



**WORLD WIDE SIRES**

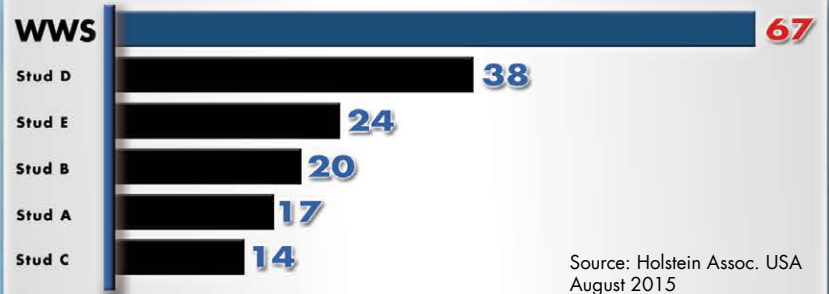
PO Box 7538 • Shepparton • 3632 Victoria  
Phone (03) 5831 5559 • Fax (03) 5822 0005  
info@wwsaustralia.com • [www.wwsires.com](http://www.wwsires.com)



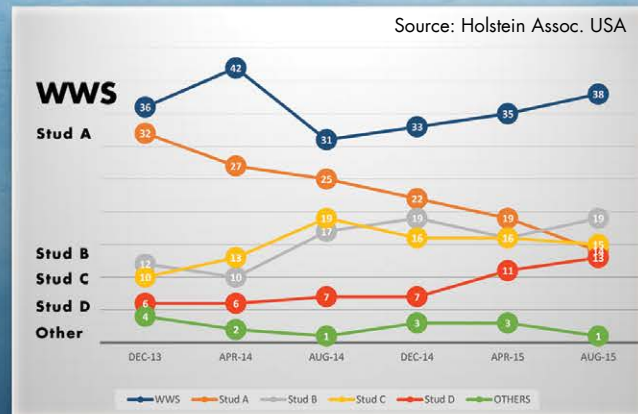
# Why **WWS**? **INDUSTRY LEADING GENETIC EXCELLENCE**

World Wide Sires continues to be a global leader in the A.I. industry, which we are reminded of with each genetic evaluation. WWS offers customers an unparalleled line-up with bulls exceling in TPI, Production, Net Merit Dollars and Type. Customers will find that WWS places emphasis on quality and quantity, as we offer a large selection of bulls that are consistently rising to the top.

## TOP 200 GTPI GENOMIC YOUNG SIRES



## TOP 100 TPI SIRES OVER THE LAST 18 MONTHS



## TOP 50 SIRES FOR PRODUCTIVE LIFE





# WWS *delivers*

## SUPERIOR FERTILITY = PREGNANCIES

World Wide Sires delivers pregnancies! Fertility Index (FI) combines several reproductive components into one overall index: ability to conceive as a maiden heifer, ability to conceive as a lactating cow, and a cow's overall ability to start cycling again, show heat, conceive, and maintain a pregnancy.

**Fertility Index (FI)** = 18% HCR + 18% CCR + 64% DPR

HCR = PTA **HCR (Heifer Conception Rate)** – measures the ability of virgin heifers to conceive

CCR = PTA **CCR (Cow Conception Rate)** – measures the ability of lactating cows to conceive

DPR = PTA **DPR (Daughter Pregnancy Rate)** – measures the cow's ability to begin cycling, show estrus, conceive and maintain pregnancy

**Sire Conception Rate (SCR)** - SCR is an indicator of the semen fertility of bulls used for Artificial Insemination (AI) based upon conception rate of service sires. There are many different indexes that rank the semen fertility of bulls. However, SCR is the only measure of male fertility that is published by a third party (not an individual AI organization) and that uses data from all of the USA Dairy Records Processing Centers. For this reason, WWS supports the use of SCR when selecting bulls for high semen fertility.

## HOLSTEIN ACTIVE A.I. SIRES $\geq +2.5$ SCR



## AVERAGE SCR SCORES



**WORLD WIDE SIRES**

In all graphs, WWS totals represent Select Sires, Accelerated Genetics and Generations bulls.



# Why WWS?

## THE WORLD'S LARGEST AND MOST SUCCESSFUL MATING PROGRAM

Genetics are a long-term investment that will impact the future productivity and profitability of your dairy operation. The World Wide Mating Service (WWS) provides resources to build a better herd, maximize your herd's genetic progress and yield the greatest return on this investment.

**PROFIT-FOCUSED** – Emphasis on maximizing herd profitability through improving economically important traits that are scientifically linked to longevity. WWS is a genetic business plan for your dairy.

**MANAGE RISK** – Manage one of the largest "hidden" costs on the dairy, inbreeding. Also, with the discovery of new genetic haplotypes and recessives, the ability of the WWS system to avoid carrier matings is critical to animal health and farm profitability.

**FUNCTIONAL TYPE IMPROVEMENT** – Only program in the industry offering corrective mating on seventeen linear type traits.

**FLEXIBLE** – Tailored to meet individual farmer's goals, with the ability for each herd to have their own breeding goals, 100% individualised for their future.

**HERDMAXX** – Pedigree mating feature that maintains the ability to tailor your breeding goals. Efficient and effective opportunity for large dairies.

### TIME TESTED MANAGEMENT TOOL –

A great management tool to maintain the best breeding choices with a range of staff or technicians. Ensures uniformity across the whole herd.

**EMBRACE TECHNOLOGY** – The ability to use female genomic data in the mating process and rank the herd on these evaluations allows producers to embrace new commercial technologies and incorporate them into the breeding program.

**MAKE THE BEST USE OF YOUR TIME** – The ability to use female genomic data in the mating process and rank the herd on these evaluations allows producers to embrace new commercial technologies and incorporate them into the breeding program.

**PROFESSIONAL** – One of the most critical aspects of any successful business plan is the training of the staff assigned to implement the plan. WWS Australia's genetic consultants have an combined average of almost 20 years of evaluating experience and are committed to their customers' success.

**OVER 7 MILLION COWS ACROSS 58 COUNTRIES WERE MATED WITH WWS IN THE LAST YEAR!**

# WWS



**WORLD WIDE SIRES**

**BUILDING A BETTER HERD**

**HERDMAXX**  
WORLD WIDE SIRES



**WORLD WIDE SIRES**