

April 2010



Embryo Transfer

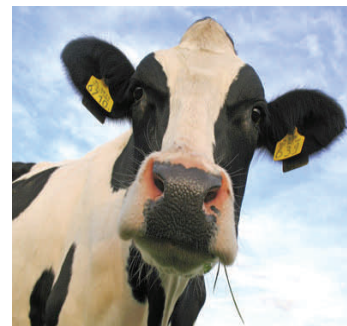


Country Roads Veterinary Services Inc

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David Brennan DVM

Ellen Hartz DVM



Benefits of Embryo Transfer

Special points of interest:

- * ET can be beneficial even if genetics are not your interest. Every dairy has a cow they wish they could have a few more calves out of.
- * ET is another option for settling trouble breeders.
- * ET can preserve genetics on farm for future use.

If you are interested in flushing a cow or would like more information about embryo transfer, please contact our office at 419-962-4344.

Remember, Embryo transfer is not the cure for all reproductive problems.

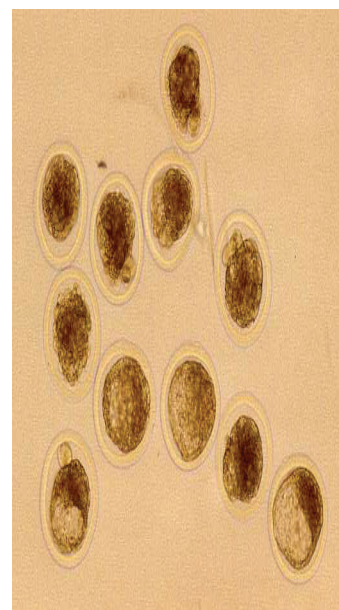
ET is a valuable addition to any breeding program, leading to greater efficiency and profitability.

Embryo transfer (the practice of taking an embryo from one cow and placing it into another cow) can be an excellent reproductive tool for many dairy farms. The beneficial uses of ET are:

1. Produce more progeny per year from a dairy's best cows. Embryos can be taken from a dairy's best cow and placed in other cows. Leading to several calves per year from an individual cow. This increases the rate of genetic improvement within a herd.
2. Embryo transfer brings the cows genetics into a herd. It is equivalent to AI bringing bull genetics into a herd.
3. ET can extend reproductive life of older cows with good genetics. Old cows with good genetics that can no longer carry a calf full term can still donate good embryos. Young heifers can carry their calves.
4. ET can often settle trouble breeders. If a cow is not settling due to conception problems, implanting an embryo eliminates the conception barrier.
5. Good genetics can be sold without selling the animal.
6. Embryos can be frozen and stored on the farm for future use. Genetics can be preserved long term.
7. When good genetics are wanted on a farm, importing an embryo is much cheaper than importing cows.
8. Below average cows can give birth to valuable calves.

Embryo Transfer Tips

1. Healthy heifers are your best embryo recipients.
2. A superovulation program sets cows up for ovulating off many eggs.
3. Cows should be at or through 3 heat cycles for best flush results.
4. Putting embryos in fresh (before freezing) has a slightly higher success percentage.
5. Embryos can be graded on the farm before freezing to determine quality.
6. Embryo flushing does not affect the



Embryos at different stages

- cows chance of breeding back. There is little negative impact.
7. Donor cows still need to be bred for embryos to be harvested.
8. Sexed semen can be used for embryo flushing.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the



Caption describing picture or graphic.

key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of

topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or

an editorial. You can also profile new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thou-

sands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



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Organization

Toshiba

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4
Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Your business tag line here.



Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small,

you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.