



Greetings from Trans Ova Genetics

Your breeding decisions today will influence your production sales in two to three years.

• *Dr. David Faber*

Wow ... these are interesting times. We have a financial crisis in our economy. The livestock industry is faced with increases in input costs and some very challenging commodity pricing for our beef and dairy products. And then in the beef industry, we seem to invent a new genetic defect on a monthly basis just to keep things interesting. There is no doubt that the last 12 months have held significant challenges for everyone in the

livestock business. During times like these, it is easy to put one's head down and plod on with the herd. Surely there is safety in numbers! Or is there?

Cross country coaches often teach their runners to separate from the pack during the difficult uphill stretches of the race. Basketball coaches like to train their athletes to be exceptionally conditioned, and win games when the other team tires from the stress of the game.

Maybe this should be our philosophy in the cattle business as well. The cows bred and the embryos transferred today will be born in 2010, and reproductively mature in 2011. Your breeding decisions today will influence your production sales in two to three years. We do not know what the economic situation will be, or whether we will have another set of defects in our various breeds. A lot has changed in the last two years, and will likely continue to change in the next.

We have reason to believe that there will be a strong demand for great cattle in the future. World demand for meat and dairy products is forecasted to increase dramatically in the next few decades, and 60 percent of the world's total agricultural land is in permanent pasture. Much of that increased food supply will need to come from more efficient ruminants. Other sectors that add value to the cattle industry could stand to benefit as well. As an entire country realizes that Wall Street isn't as fun as it looked, the desire to return to agricultural roots could grow. Whether it is show cattle or rodeo stock, families might realize that being a little "rural" isn't going to hurt them or their kids one bit.

Trans Ova Genetics has always had the goal of giving breeders as many reproductive tools as we can, and our "toolbox" is stronger now than ever. Our sexed-semen applications give us the ability to produce embryos of the desired

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sex in both embryo transfer (ET) and in vitro fertilization (IVF). As we move forward into one of our most active seasons, our goal is to make sure that we have a home for the embryos that we make for you, so we offer a full array of recipient options: 60-day pregnant recipients, the Live Calf Program for our dairy clients, and also our Multiplier Herd Program that allows an approved commercial beef herd to raise the embryo calves until weaning. Also, keep in mind that we offer the option of performing services in-center or on-farm.

The latest addition to our website is MyTransOva.com. This informational tool allows you to access data 24 hours a day on current procedure results, embryo and semen inventory, financial information, and pregnancy check results. This information is all available to you in a secure, password protected environment on your computer and BlackBerry.

Let us know how we can assist you in reaching the goals of your breeding program. We look forward to the opportunity to help multiply your success with your elite genetics. A Client Service Representative is eagerly awaiting your call. Contact us now at 1-800-999-3586.

Best Regards,
Dr. David Faber, President
Jared Knock, Sales and Marketing Director

Meet the Donor— GAR Precision 4539

By: Dorene Vander Zwaag GAR Precision 4539 came to Trans Ova

Genetics in October 2007, under the new ownership of Deer Valley Farms of Fayetteville, Tenn. A \$70,000 proven donor, 4539 is a full sister to GAR Precision 4519 and GAR Precision 2536.

"The GAR Precision 4539 female has been a tremendous producer and has amassed a phenomenal production record, producing many valuable offspring along the way," says Jonathan Perry, general manager of Deer Valley Farms. She was introduced to the in vitro fertilization (IVF) program at Trans Ova Genetics as a last effort to secure her genetics. "She had reached the point where she would no longer breed, and it became very difficult to flush her successfully on farm. Through IVF and reverse-sorted semen, Trans Ova Genetics was able to produce a generous amount of heifer calves from a cow that has tremendous demand in the market place. When

you consider the value of her offspring, the cost of IVF is a minor expense."

After multiple aspirations, 4539 was enrolled in the embryo transfer (ET) program at Trans Ova Genetics, which resulted in several successes. "The IVF program at Trans Ova has been a tremendous success for us; it has enabled us to propagate established, proven donors that had for all practical purposes become too old or too difficult to flush on the farm. We were able to gather offspring from the elite animals in our program that would have otherwise taken years, and in some cases not been possible at all. Their staff is amazing and extremely professional in what they do. They have bent over backwards to make our working relationship a true pleasure, and our results an overwhelming success!" states Perry.

To learn more about Deer Valley Farm go to www.deervalleyfarm.net.



In Vitro Fertilization Equips Livestock Breeders with Unique Opportunities

**By: Dr. Matt
Bartlett, DVM**

Historically, in vitro fertilization (IVF) has been reserved as the last opportunity for old, poor producing donors before they are written off and shipped to the cull market. IVF donor yards were often littered with overweight celebrity donors of the past enjoying retirement while their final contributions to the genetic pool were made. Today, a walk through Trans Ova Genetics' IVF herd reveals some of the hottest genetics, and rising stars of both the beef and dairy industries. Why the shift? In two words: efficiency and opportunity.

Over the past five years, Trans Ova Genetics' IVF program has grown exponentially in scope and seen the number of pregnancies created per collection soar. By identifying critical control points in the production process and state of the art upgrades to our system, we have made huge strides in efficiency, and our clients are reaping the benefits. A 14 day collection cycle in IVF allows 2-3 collections in the time that one collection could be made in conventional embryo transfer. With these advances, your donor becomes a powerful genetic machine that can create pregnancies at a rate that is unparalleled to anything else on the reproductive market today.

Did you know your pregnant donor female can be collected in IVF from 40 to 100 days of gestation with no adverse

effects on the fetus? This is a regular occurrence at Trans Ova Genetics and allows us to maximize the efficiency of our clients' donor females. Embryo production while your female is growing the next calf crop; now that is putting your female to work for you.

Trans Ova Genetics has remained a mainstay in the cattle industry since 1980 by keeping our clients on the cutting edge of reproductive technology, and today is no different. We are proud to offer both freshly sorted semen and reverse-sorted semen that can be utilized on your IVF donors. This allows you to create gender selected offspring from today's up and coming sires and the legends of the past. With Trans Ova Genetics' IVF program, your genetics are delivered in the manner that fits your operation. Whether that is a top quality Trans Ova Genetics pregnant recipient or a calf from our Live Calf Program, you can count on us to deliver the genetics that are vital to the success of your operation.

We are looking to the future with our IVF program. Soon we hope to offer even more opportunities for your IVF generated genetics to be integrated into your operation. So when decision time comes for the best way to generate profits from your genetic investments, consider enrolling your top females in Trans Ova Genetics' IVF program. It just might become your favorite tool in our tool box.



Upcoming Events



Look for Trans Ova Genetics at these events:

- **World Dairy Expo**
September 30-October 3, 2009
Madison, WI
- **American Royal**
October 18-November 2, 2009
Kansas City, MO
- **North American International Livestock Exposition (NAILE)**
November 7-20, 2009
Louisville, KY

Preserve your herd's very best genetics by obtaining a genetic preservation on your valuable donor or bull. Until the end of July, Bovance is offering a \$100 discount on cell lines that are developed from animals housed at Trans Ova Genetics facilities across the U.S. For more information on how genetic preservation and cloning can help you create additional value in your herd, call 1-800-999-3586 or 1-877-4-BOVANCE.



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Trans Ova Genetics is dedicated to excellent client service. The same attention is extended to breeders and industry leaders interested in learning more about advanced reproductive technologies and services offered by Trans Ova Genetics.