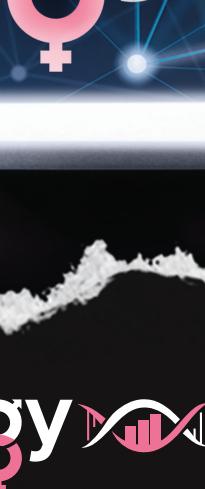


STRONG ALONE. ABSOLUTELY PROFITABLE TOGETHER.

STrategy[®] is an interactive platform with STgenetics[®] Integrated Approach for profitable and sustainable breeding strategies



STRategy[™]

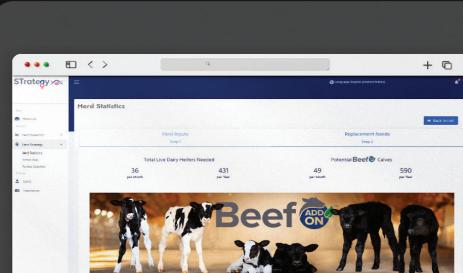


STgenetics[®] has developed many new technologies, products and services which are impactful on their own but extremely powerful when used in combination with one another. STrategy[™] allows customers to build a plan based on accurate and comprehensive data from their herd and complimentary tools and products from STgenetics[®].



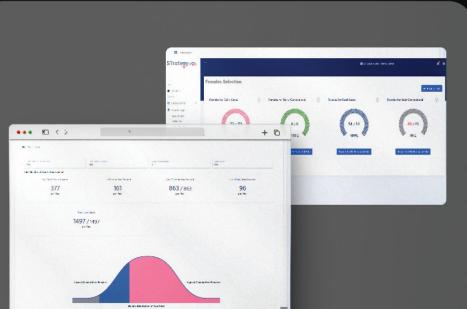
Herd Dynamics

- Visualize your current **population** of females with both **pedigree** and **Vision+™ genomic** data
- Generate **genetic progress charts** with insight into a herd's performance in over **40 different traits** over time
- **Compare your herd** to the entire population of females tested at Genetic Visions-ST™



Herd Strategy

- Predict the number of **heifer calves** to reach your target herd size and **Beef on Dairy calves** for each year
- Create a **Semen Plan** based on your own herd data to **allocate breedings** by semen type
- Generate a **Financial Impact report** and visualize the **net profit potential** of your Semen Plan



Semen Plan

- Determine the **best females in your herd** based on over 125 different traits
- The **Female Selection tool** will suggest the number of females that should be bred to each semen type
- Optimize traits that are important to **profitability** while reducing the negative impacts of **inbreeding**