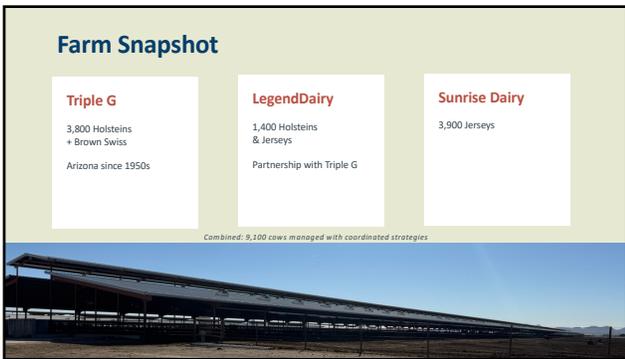
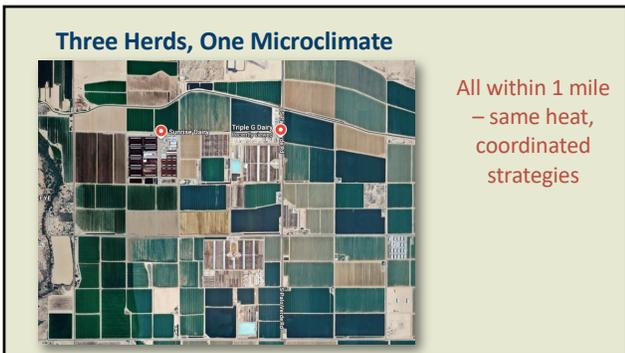


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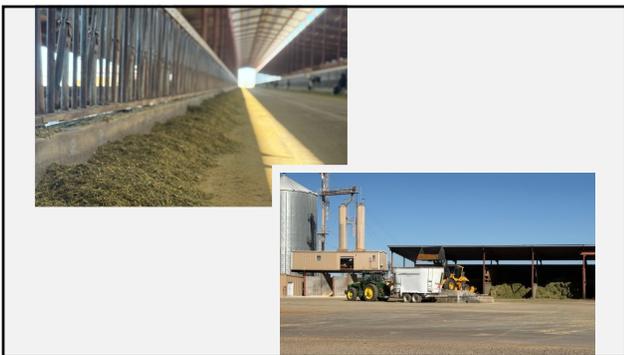
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What's Working

- 1**
Creating Cow comfort
Smart, automated cooling, optimal housing
- 2**
Leaning Into Technology
Early problem detection
- 3**
Reproduction Strategy
Embryo and Genetic implementation



7

Smart Cooling, Same Equipment

- ✓ Same fans and soakers.
- ✓ Better algorithm.
- ✓ More pregnancies in the heat.

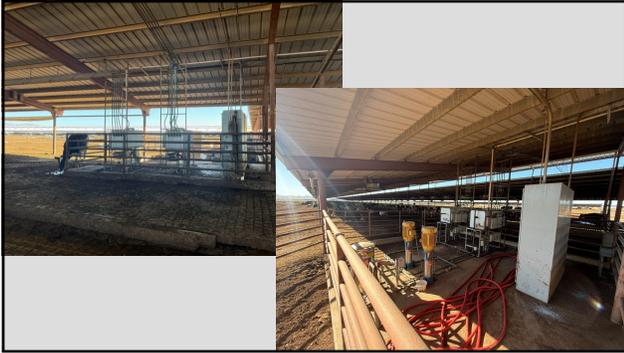
"When do you stop spending money on cow comfort? It always pays back."



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Leaning Into Technology

3D Lameness Camera



Automated Footbaths

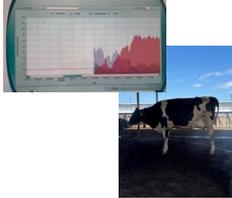


Technology to find and quickly access cows that need treatment

12

Leaning Into Technology

Activity Monitoring



Automated Sort Gates



Technology to find and quickly access cows that need treatment

13

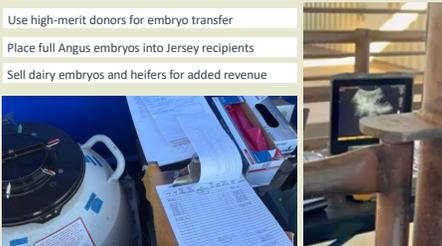
OTHER FORMS OF TECH:



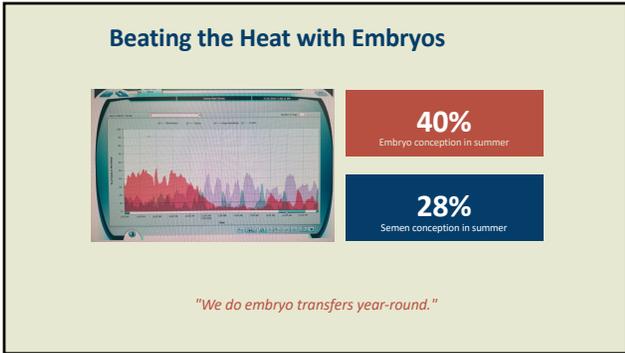
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Genetics + Embryos = Long-Term Payoff

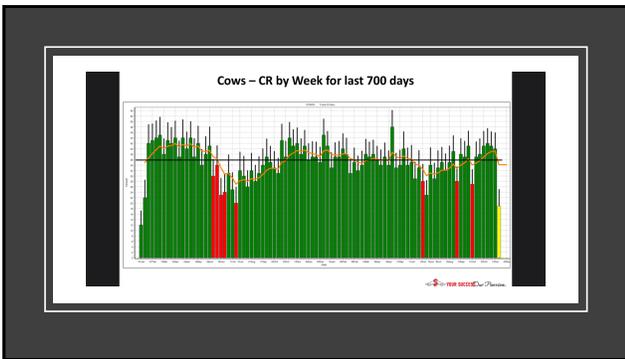
- Use high-merit donors for embryo transfer
- Place full Angus embryos into Jersey recipients
- Sell dairy embryos and heifers for added revenue



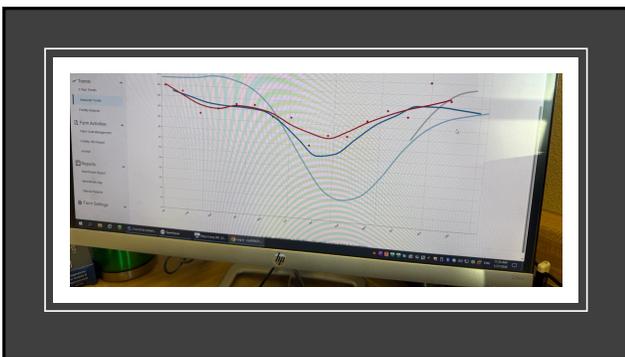
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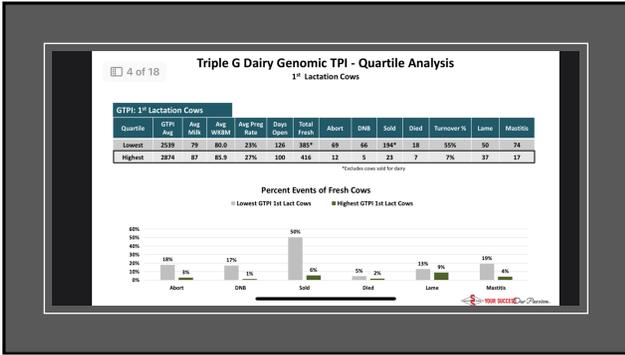
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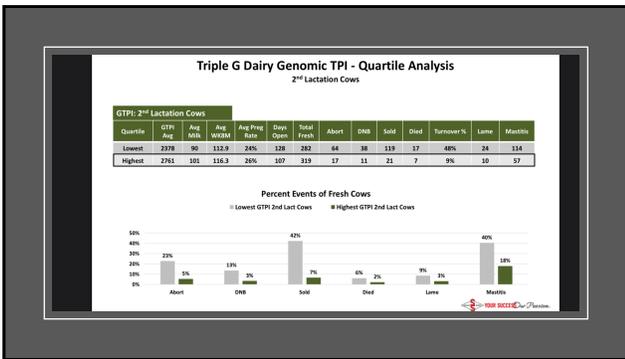
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Breeding for Heat-Tolerant Profit

- TPI index shapes long-term herd genetics
- Align traits with heat-stress challenges
- Reproduction + genetics = compounding gains

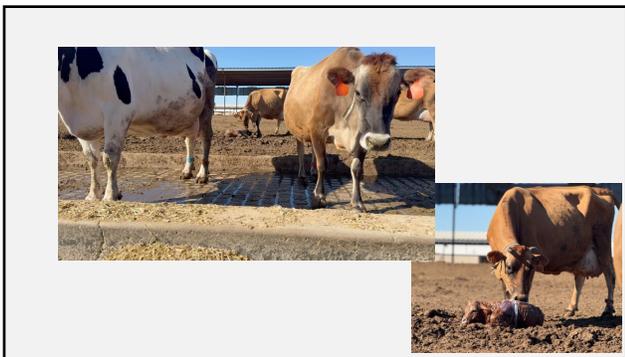
21

Our Biggest Learning: Calf Raising

- 1 On-site calf raising wasn't working
- 2 Find someone with a similar philosophy
- 3 Let them run with it



22



23



24

"Pay a little bit more to let a raiser do it professionally."

"I'm going the extra mile; he should too."

Healthy replacements handle heat and breed back better



25

Take-Home Ideas for Your Dairy

-  Build a plan that works in YOUR summer, not someone else's
-  Use technology to optimize opportunities
-  Control cooling with data, not just a thermostat
-  Invest in calf raising that produces high-quality heifers

26

What Could This Look Like on Your Farm?

Questions?



27
