

HOW HANDLING IMPACTS REPRODUCTION IN COWS

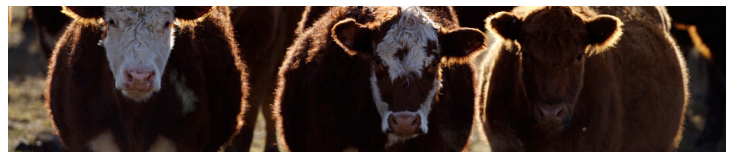
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Believe that **GOOD STOCKMANSHIP** is the most important factor in **ensuring dairy cattle remain calm and manageable**¹



Intensive negative human-animal interaction resulted in **lower embryo viability rate** in a superovulation program



Stress and the resulting hormonal responses can disrupt ovulation and pre-ovulatory luteinizing hormone flow which **Reduces conception rates in dairy cows**²



MILK PRODUCTION



13% reduction in milk yield

was observed in cows that were **fearful of humans** as reflected in avoidance behavior versus those given gently handling³

TIMED ARTIFICIAL INSEMINATION



Fertility rate with one straw can go up to **65%** when beef cows are managed using techniques from **CreatingConnections**^{TM4}

References:

¹Sorge et al, 2014

²Macedo, et al, 2011

³Stoebel and Moberg, 1982

⁴Farms in Brazil (data from 2001-2010). Unpublished data. Dr. Paulo Loureiro

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