



SCAN QR CODE

to learn more



**CHANGING THE  
CONVERSATION**  
AROUND  
ADVANCED  
REPRODUCTION



**ARC** 

The Advanced Reproduction Centre

DELIVERING YOUR FUTURE, TODAY



Our advanced reproductive services are now an affordable and effective solution for every dairy and beef producer.

The ARC is farmer-owned, this is your organization working for you.

### EXCLUSIVE TECHNOLOGIES AND EXPERTISE

All is not equal when it comes to advanced reproduction. Only through one organization, The ARC, can you access the world's leading technology from Boviteq and decades of reproduction expertise contained within Bow Valley Genetics and our partners.

### OUR TOOLBOX INCLUDES:

- Reproduction planning
- Donor identification & management
- In-vitro Fertilization (IVF)
- In-vivo Fertilization (Conventional Embryo Transfer)
- Recipient management
- Embryo acquisition and sales
- Embryo implantation

The ARC, Canada's first Advanced Reproduction Centre provides all Western Canadian Producers access to the world's most advanced technologies, exclusively through our network. The ARC is changing the conversation surrounding reproduction.

With multiple locations across Western Canada, our team of experts will translate your genetic goals into a cost-effective tailored reproductive plan that bridges the gap between your genetic strategies and reproductive results.

We believe the profitability of dairy and beef herds will significantly increase through the use of advanced reproductive solutions.

### HOW ARE WE ARE CHANGING THE CONVERSATION?

Quite simply, we want to focus on the goal rather than the process. Using a team approach, we will focus on the most efficient and effective way to deliver on your expectations. We will take your genetic plan and bring it into reality. Whether that be as a herd strategy or an individual strategy, you can have confidence that we will utilize every tool in our toolbox to achieve your goal.

Not every donor will produce cost-effective results in an advanced reproductive program. By using our approach to screening donors and applying the most effective individual strategy to each donor, we will maximize the chances of success. This will result in a detailed reproduction plan for the identified donors. The partnership between our veterinary professionals, your genetics team and you (the farmer), combines all the expertise needed to substantially increase the performance of your herd and therefore, the profitability of your business.

### THE ARC LOCATIONS

The ARC brings world class reproductive services to farmers across Western Canada



**Abbotsford,  
British Columbia**

**Brooks,  
Alberta**

**Regina,  
Saskatchewan**



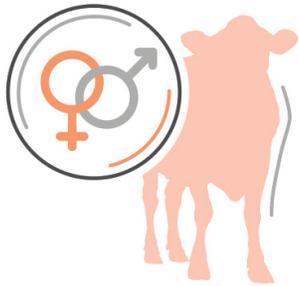
## OUR SERVICES

The world's most Advanced Reproductive Technologies



### DONOR CARE

At The ARC, we pride ourselves on having all the animals in our care maintained at an exceptionally high health status. We routinely test the blood and health of both our donors and recipients. We also test every load of forage that enters the barn and provide your animals with optimal nutrition.



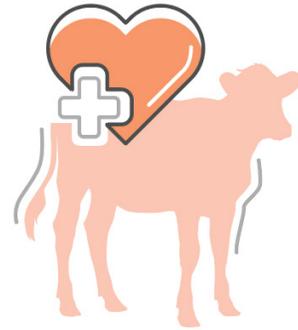
### EMBRYO TRANSFER

Embryo transfer refers to a series of procedures that involve stimulating the donor's ovaries to produce multiple ovulations, inseminating the donor, and seven days later collecting or "flushing" the embryos out of the uterus. The embryos are assessed under a microscope and either transferred into recipient females or frozen for later use. Thus a single donor can have multiple offspring on the ground at once.



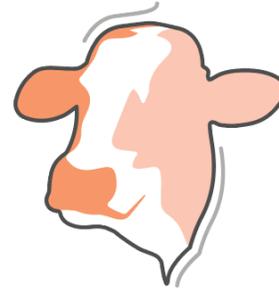
### IVF

In vitro fertilization (IVF) means fertilizing an oocyte (immature egg cell) outside the organism, such as in a test tube or culture dish. IVF offers more opportunities to collect elite donors, as young as seven months of age, during the first trimester of pregnancy and as frequently as every two weeks.



## RECIPIENT PROGRAM

The program is not exclusive for our IVF customers. It can be tailored to meet the needs of any client needing access to extra recipients. Only having to purchase recipients at 60 days pregnant, it presents a great opportunity. The recipient herd has proven very successful for producers who have limitations in running a recipient program.



## BEEF REPRODUCTIVE SOLUTIONS

Choose the genetic solution(s) based on the options that fit your needs. Beef cows often make the best IVF donors and are known for producing many oocytes per collection. The number of beef herds benefiting from the Advanced Reproduction Centre's services has been steadily growing as this information becomes more widely known.



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to learn more about The ARC Services.

## SUCCESS STORIES

### ENTERPRISES LAVOIE (1999) INC.

Our strategy is to breed high producing, long lasting healthy cows. We utilize tools such as genomics, embryo transfers, IVF and sexed semen. The results have been taking a solid type herd (but not a show herd) and moving it to a leading herd of well-balanced production cows. In 2012, our herd average LPI was close to that of Canada. Based on the animals born in 2020, we are ranked in the 98th percentile. More important for us has been the impact in the milk tank, on longevity and on our bottom line.

We get genomics data on the top third of heifer calves born, we utilize that as a tool to identify our elite heifers that we will either flush or send to Boviteq for IVF. We utilize some sexed semen on our higher-ranking cows and heifers on genomics and still use some conventional semen. We plan to increase our sexed semen usage as the more elite sires become available with sexed semen.

The results have surpassed my expectations to date. We have seen a significant acceleration on our LPI and PRO\$. We have seen significant improvement in our 2-year-old cows in terms of classification, quality of udders, good feet, legs and production.

We monitored a group of seven heifers that we had purchased in the 2014-16-time frame. Over their first three lactations, they have averaged 20% higher butterfat production, they are all VG with one Excellent. More importantly they now have more than 30 daughters in the herd, that in turn average about 10% higher on fat, have classified well and dominated our list of higher genomics heifers that we worked with.

Based on those pleasing results, we doubled down and bought three Elite heifers and sent them to Boviteq West for IVF work. These three cows have done well producing very well, classifying well and producing many high genomics daughters. Progenesis Eugenio Mercedes GP-84 2yr old is the #35 ranked cow on LPI in Canada, Progenesis Fortune Plum VG (#49 for LPI) and Wedgwood LM Whitney VG-87 (#56 for fat). Their daughters have had strong genomics results with most being on the Lactanet Elite 500 lists. They are just starting to calve and the trend seems to be continuing. We classified the first one in July and she scored VG-86 as a 2-year-old just 1 month fresh. More importantly, she has the highest projection for fat in herd at a BCA of 416 (that is +158 in the herd).

We continue to work closely with Boviteq and have since run two more IVF runs with promising results.

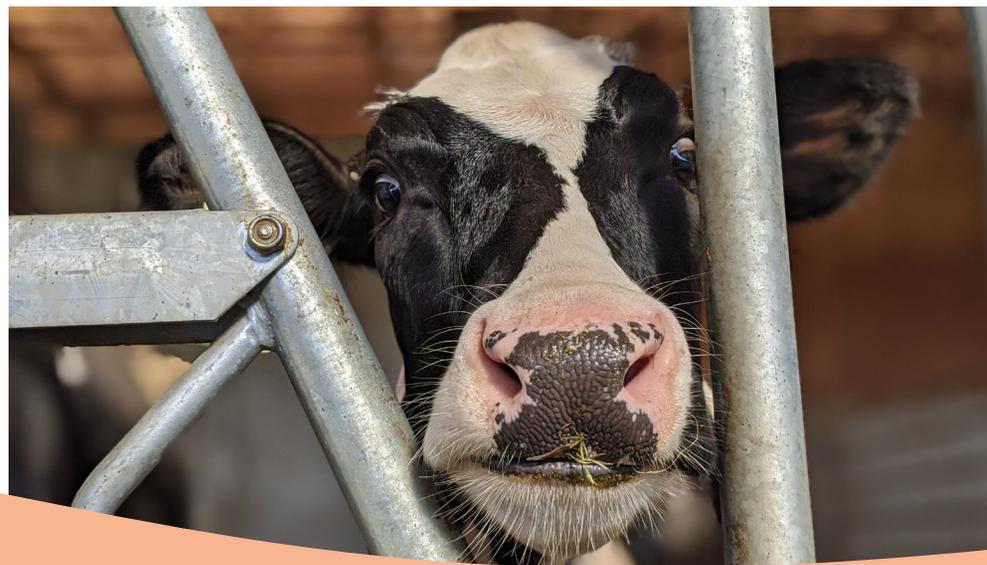
## M & L FARMS

Increased profitability is a primary goal for our dairy operation. The higher we can drive up production, in my opinion, is the key to achieving that goal. To ramp up the speed of our genetic improvement, an advanced reproduction strategy has been implemented. All the IVF and conventional flush reproduction work is carried out at the WestGen barns in Abbotsford. In addition, we use sexed semen on the top 5% of our cows, beef on our bottom 80% and sexed semen on those heifers that don't carry embryos.

The use of advanced reproduction strategies has moved our herd's genetics forward. We now have progeny on the ground from animals that haven't yet joined the milking herd themselves. Our genetic improvement is happening quickly. By using these reproductive tools our genetic trends have become much steeper relative to the industry average.

I would recommend that producers use advanced reproduction, but consideration of the big picture is important. A good reproduction and genetics team is key. We have that with expertise from Greenbelt Veterinary Services, Boviteq-West and our WestGen genetic advisors. Defining genetic goals for your operation before you start is critical.

It's been fun investing time, energy and resources into our improvement strategy. We started from a pretty basic level and it has been a huge learning curve for us. The early results suggest this effort is beneficial for our dairy farm. Our advanced reproduction program brings on an additional point of interest for us and our employees. We enjoy watching the genomic data come in from the young calves we have produced. The genomic data also serves as a driver for additional benchmarking of our reproduction program.



## WEDGWOOD HOLSTEINS

I've always believed that the most profit is in long-living cows. The use of advanced reproductive solutions gives me the opportunity to make more of those long-living, profitable cows. Based on export markets and demand for higher-end genetics, the genomic era has changed the industry. My goals have changed too, simply because genomics has changed the revenue flow dramatically. Advanced reproductive tools are a key part of my business. Conventional flushing and IVF have both played a pivotal role in my business model. Today, I continue to use them because I appreciate good cows and deep pedigrees and believe they are also the most profitable cows in my herd. Marketing both domestically and internationally has been a key part of my business for many years. This would not be possible without the use of advanced reproduction technologies.

I continue to work with some animals that have international appeal, perhaps selling a few embryos to increase my profitability. With this strategy, I have been able to add an additional revenue stream while improving my herd at the same time.

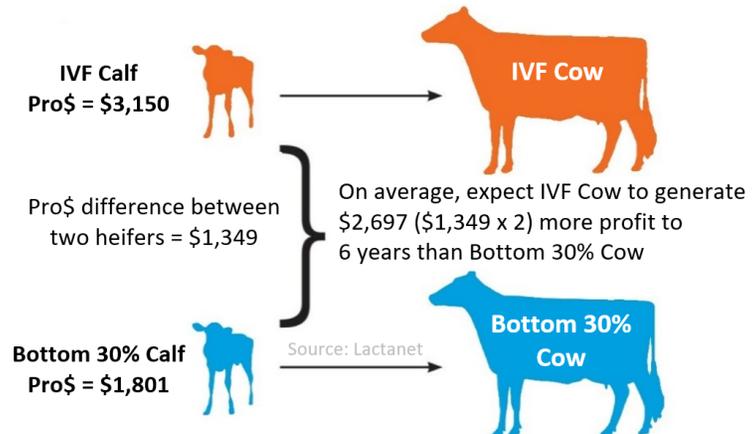
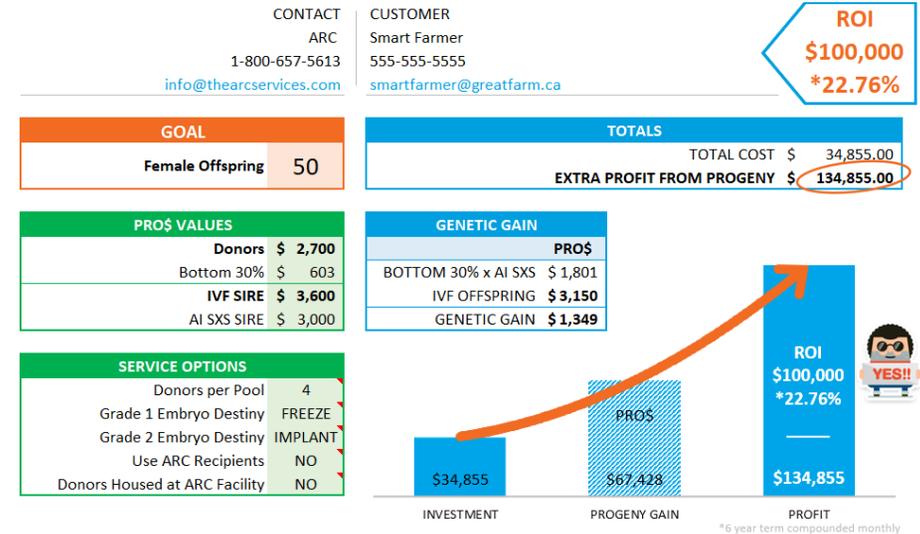
With the last classifier visit, I had nine new Excellent cows and a couple of 94- and 92-point cows. These high scoring cows are the kind that I think are going to live for a long time and they and their daughters will be considered in my genetic strategy. So, I'd say those are successes and when I look over my heifer pen, I see an outstanding group of young cattle with a great future.

We're probably milking the best bunch of cows we've ever milked; in part a result of incorporating advanced reproduction tools. A high percentage of my herd is a direct result of using these tools.

In my opinion, the future of our industry is focusing on profitability. You've got to take care of all the little details - including working with the best cows you possibly can. Its important to set goals and I think you've got to be careful to work with good people who will help get you there.



## WHAT IS YOUR FARMS' RETURN ON INVESTMENT WORKING WITH THE ARC?



\*Results may vary

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to start working with The ARC today



## HOW THE ARC IS CHANGING



Let's start with your goals and genetic plan. We take that and build your advanced reproductive strategy. If you don't have one, our team will help you build one!



Now that we have your goals, let's look at your herd and identify the animals that are most suitable to achieve your goals. After all, we know that not all animals make good donors.

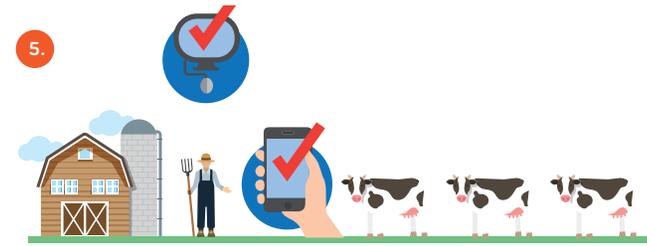


To help maximize your chances of success, we pre-screen these donors and identify animals that give you the best chance of achieving your goals.



Then we package this in a concise reproductive plan.

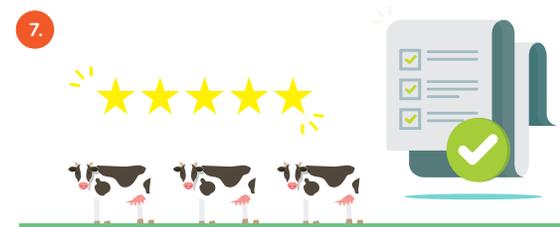
## THE REPRODUCTIVE CONVERSATION



Together, we will review the plan before we move forward.



Now, the exciting part begins, the process is set in motion.



Our team monitors and shares results, making adjustments if needed.



The Advanced Reproduction Centre

**"We really do take great pride in helping you achieve your goals."**  
- Your ARC Team



The Advanced Reproduction Centre

**Delivering your future, today**

**For more information:**



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