

ILLUMINATE YOUR DAIRY'S FUTURE WITH ENLIGHT

Enlight™ is a new online, comprehensive management tool designed to help Holstein dairy producers more efficiently manage herd genetics.

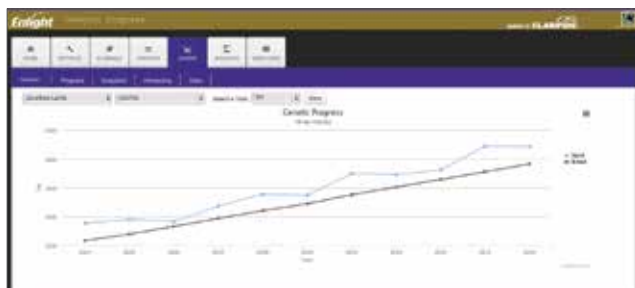
POWER AT YOUR FINGERTIPS. Through the Enlight resource, dairy producers will have unprecedented access to powerful reporting and analytics, including:

- Youngstock, whole-herd and individual animal reports
- Benchmarking tools to evaluate genetic progress, design selection and breeding strategies
- Interactive graphs to quickly interpret results and drill down for more detailed views
- Access to a comprehensive list of production, health and type traits and associated indexes—including TPI® and NM\$—available through the USDA-CDCB dairy genetic evaluation

ANIMAL SNAPSHOT

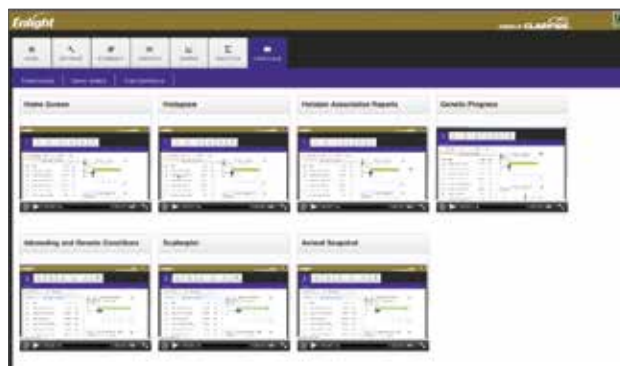


GENETIC PROGRESS



EASY TO USE. Site navigation is simple and straightforward, and convenient how-to videos help producers quickly put their data to work. All information will be accessible as results are made available—no need to install software or CD upgrades.

HOW-TO VIDEOS



LEADERSHIP COLLABORATION. This exciting and valuable resource is a collaboration between Holstein Association USA, Inc. and Zoetis, bringing together the strengths of both organizations to create a powerful resource to benefit all Holstein dairy producers.



Q: I have registered Holsteins and I use genomic testing. How can I use Enlight™?

A: Call Holstein Association USA, Inc. customer service at (800) 952-5200 to enroll your herd. Once enrolled, your herd's genetic data—including genomic information—will be available through the Enlight dashboard. Several how-to videos help you navigate the resource to get the most from the available data.

Q: What new tools will I have access to?

A: Through Enlight dairy producers will have access to a diverse suite of reporting and analysis tools designed to help them make more informed selection and breeding decisions.

Q: I have Holsteins, but they aren't registered and I'm not a Holstein Association member. Can I still benefit from using Enlight?

A: All owners of Holstein dairy cattle who use genomic testing can benefit from using Enlight. In fact, Enlight provides access to convenient options for obtaining official animal identification, breed benchmarks and reporting formats previously only available to Holstein Association members.

Q: Will CLARIFIDE® be the only genomic test available?

A: Yes, dairy producers utilizing Enlight will have their samples analyzed by the CLARIFIDE suite of dairy offerings. All genomics results and genetic information on their herd will be visible through Enlight.

Q: Can my veterinarian or other consultants have access to data on Enlight?

A: Dairy producers, in time, will have the option to allow others, with their expressed permission, to view their herd's data and associated reports within Enlight. However, test results of animals that are genomically tested in the U.S. using predictions generated by USDA-CDCB are visible on the CDCB website.

Q: Will A.I. companies still be able to receive genomic information?

A: Yes. CLARIFIDE reports will continue to be provided in an Excel format. The report functionality includes an export tab for the incorporation of genomic results into mating programs available through A.I. organizations.

Q: Will animals historically tested through the Holstein Association or Zoetis be available through Enlight?

A: Yes, no matter if tested via the Holstein Association or Zoetis, genomic results will be available within Enlight.

“WITH ENLIGHT, THERE ARE SO MANY FEATURES AT OUR DISPOSAL THAT IT REALLY BECOMES A ONE STOP SHOP FOR DOING A LOT OF THINGS THAT WE CURRENTLY GO A LOT OF DIFFERENT PLACES TO DO.”

– GORDIE COOK, OWNER OF COOK FARM, HADLEY, MASS.

Consult your Holstein Association USA, Inc. or Zoetis representative or call customer service to learn how you can benefit from Enlight. Visit www.EnlightDairy.com today!

Holstein Association USA Customer Service
800-952-5200
holsteinusa.com

Zoetis Customer Service
877-233-3362
zoetisus.com/genetics

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