

If your pigs keep dying, can you still call them "livestock?"



Some hog producers consider it "normal" to have one out of every five pigs die every time they bring in replacement gilts. Do 20% of dogs or cats suddenly fall over dead? Is it "normal" for one of every five canaries or deer or horses to just plop over?

We'll let you in on a secret, one out of five is not normal regardless what our competitors may tell you. *When will you finally stop listening to the guys who brought you PRRS and now are trying to convince you to depopulate to get rid of it?*

We can count on our pigs to live healthy lives, free of the ravages of disease, including PRRS, and we'll put that in writing with our *PRRS Conquest Guaranty*.

The big companies are starting to get on the Babcock bandwagon, saying the answer to the industry's mortality problem is a "closed herd". *Really?* Babcock has been saying that for ten years; about the time it takes to figure out how to truly close herds without losing genetic performance. So while they finally woke up with the right answer, it will take those other companies a while to catch up to our ten year lead.

Don't wait for the big boys to crawl out from under the piles of excuses, wasted money or worse – *dead pigs*. Spend the day with us at the **Babcock Ultimate Experience** and let us demonstrate how our innovative Closed Herd System will save you money by saving your pigs.



Which one makes Babcock's A.I. Specialist Jeff Hall smile more?



The tube on the right promotes healthy teeth. The tube on the left contains 30,000 healthy pigs!

As part of the **Babcock Swine A.I. team**, Jeff works accurately and efficiently to ensure that *every dose of semen leaving his lab is of the highest quality possible*. Thanks to his pride and attention to detail, Babcock's closed herd breeding program has become astoundingly successful. The closed herds enhance biosecurity, reducing the risk of disease transmission. The reduced genetic lag between

Babcock's nucleus herd and our customer's commercial herds (only 10 months) results in greater profitability. You get improved market hog uniformity with reduced stresses on the female during breeding.

Jeff often makes on-site visits, reviewing procedures and answering questions. We not only want to deliver a quality semen product to you, but we also want to evaluate your farm's

operations so you get great results. After all, your success is part of our success at Babcock. And that makes Jeff Hall *really* want to smile.

Reserve a day for the **Babcock Ultimate Experience** and we'll give *you* something to smile about too!

