Improve Pregnancy Rate, Capture Hidden Profits

Turn faster reproductive decisions into real economic gains

HerdHQ brings reproduction, health, and production data into one view — helping you spot bottlenecks, compare to peer herds, and act sooner. Even a modest pregnancy rate improvement can unlock major value through fewer open days, lower breeding costs, and better herd turnover. This how-to guide provides an example of how HerdHQ may help identify those opportunities and highlight areas where ROI could be realized.

ROI Highlight

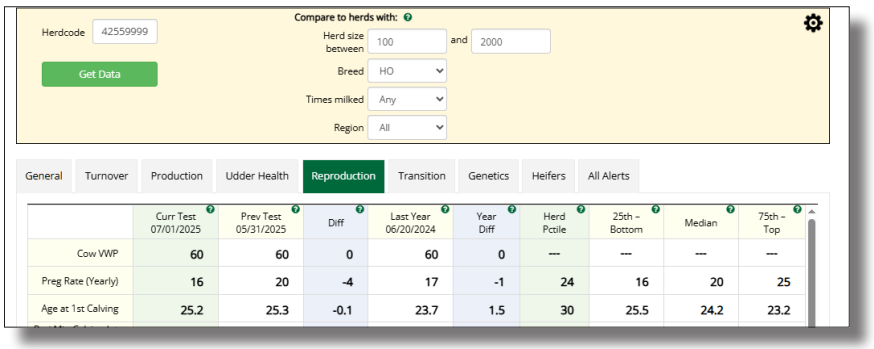
$45–$105 per Cow Annual Gain

A 3% pregnancy rate improvement can lead to major economic gains. HerdHQ helps you spot breeding and health trends faster—so you can act sooner and improve repro outcomes.[1]

How to View this in HerdHQ

Use **MilkMetrics®** and **DairyDepot®** to identify reproductive bottlenecks, evaluate service performance, and monitor pregnancy rate trends over time.

- **Benchmark Repro Performance**
  - ◇ Use **MilkMetrics** to compare reproductive metrics to peer herds
    - » Check Pregnancy Rate trend, peer quartile rank, and if in the bottom quartile
    - » Review Service Success by Attempt — 1st service should be highest
    - » Monitor changes over time to evaluate progress

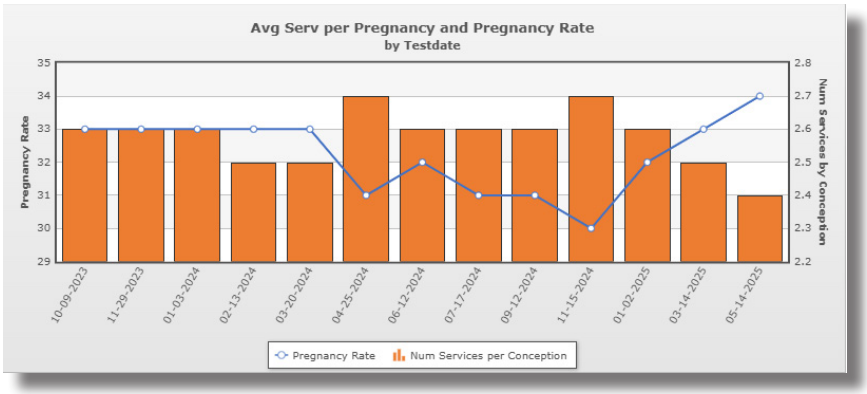


	Curr Test 07/01/2025	Prev Test 05/31/2025	Diff	Last Year 06/20/2024	Year Diff	Herd Pctile	25th – Bottom	Median	75th – Top
Cow VWP	60	60	0	60	0	---	---	---	---
Preg Rate (Yearly)	16	20	-4	17	-1	24	16	20	25
Age at 1st Calving	25.2	25.3	-0.1	23.7	1.5	30	25.5	24.2	23.2

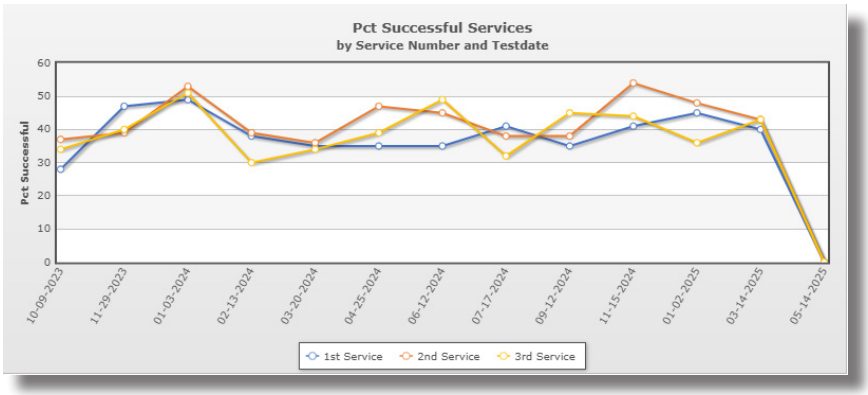
General | Turnover | Production | Udder Health | Reproduction | Transition | Genetics | Heifers | All Alerts

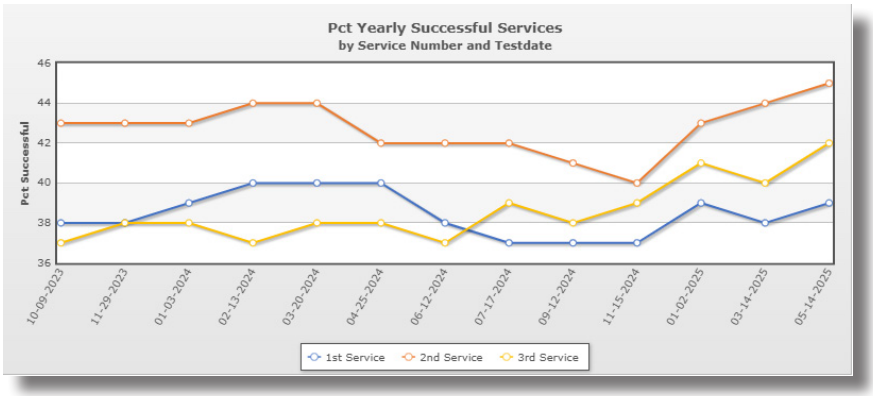
	Curr Test 07/01/2025	Prev Test 05/31/2025	Diff	Last Year 06/20/2024	Year Diff	Herd Pctile	25th – Bottom	Median	75th – Top
% 1st Serv < VWP	8	7	1	11	-3	---	---	---	---
% 1st Serv VWP-100 Days	80	81	-1	76	4	---	---	---	---
% 1st Serv >100 Days	12	12	0	14	-2	---	---	---	---
Days to 1st Serv All	80	80	0	80	0	---	---	---	---
% Cows with 1st Serv <100 Days	73	76	-3	73	0	---	---	---	---
% 1st Serv Succ (Yearly)	33	42	-9	30	3	19	34	40	47
% 2nd Serv Succ (Yearly)	44	47	-3	51	-7	---	---	---	---
% 3rd Serv Succ (Yearly)	45	41	4	39	6	---	---	---	---
Serv/Preg All	3.7	3.0	0.7	3.1	0.6	10	3.2	2.7	2.3
Serv/Preg 1st Lact	5.7	3.9	1.8	2.9	2.8	---	---	---	---
Serv/Preg 2nd Lact	3.3	2.5	0.8	2.9	0.4	---	---	---	---
Serv/Preg 3> Lact	3.1	2.9	0.2	3.4	-0.3	---	---	---	---

- **Monitor Pregnancy Rate and Breeding Efficiency**
  - Use **DairyDepot** and select Avg Serv per Pregnancy and Pregnancy Rate
  - Evaluate the pregnancy rate trends over the past 18 months
  - Look for relationships between services and success, often the two are related
  - Use the same graph to monitor progress

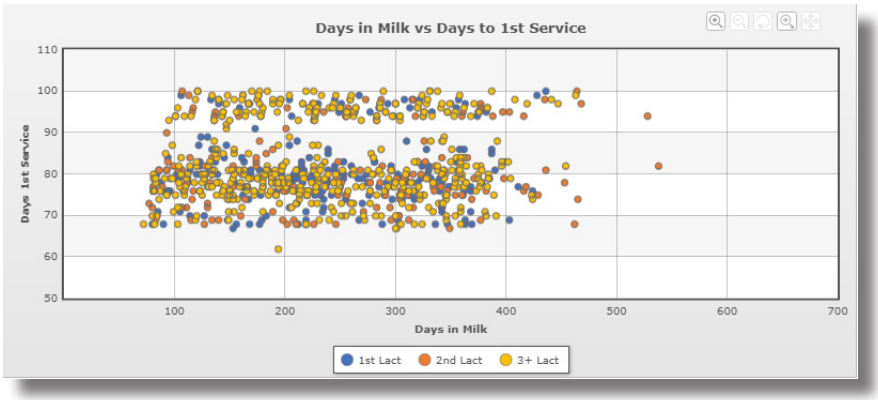


- **Evaluate Service Success Rate**
  - Use **DairyDepot** and select Pct Successful Services and Pct Yearly Success Services
  - The first graph will be more responsive to monthly changes and the second graph will show the trends and overall direction
  - Generally, first service should have the highest success rate
  - Use the same graphs to track progress

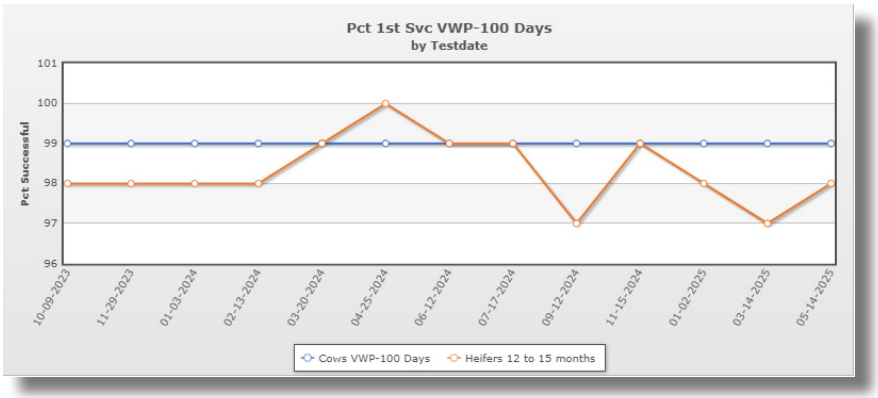




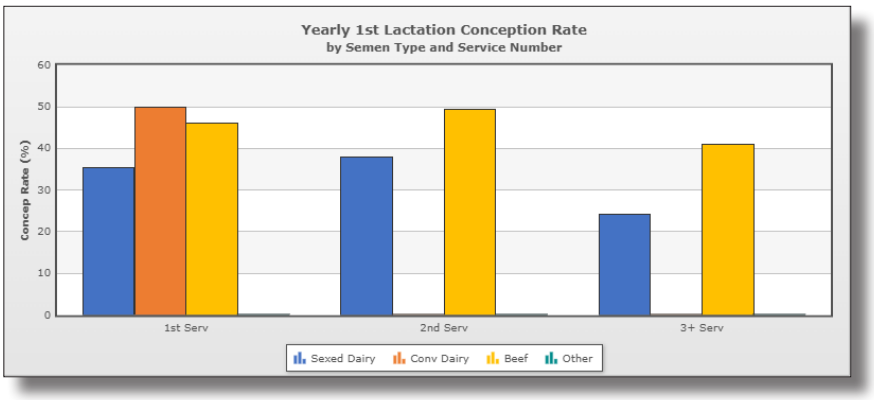
- **Align Breeding with Voluntary Waiting Period (VWP)**
  - Use **DairyDepot** and select Days in Milk vs Days to first Service
  - This graph will show when cows are being first serviced. Check if this aligns with the intended VWP
  - The VWP is used to establish when to begin evaluating the herd for Pregnancy Rate. If VWP is not set correctly, it will reflect with inaccurate Preg Rates. Determine if VWP needs to be changed or management adjustments need to take place to closer reflect desired VWP.
  - Use the same graph to monitor progress

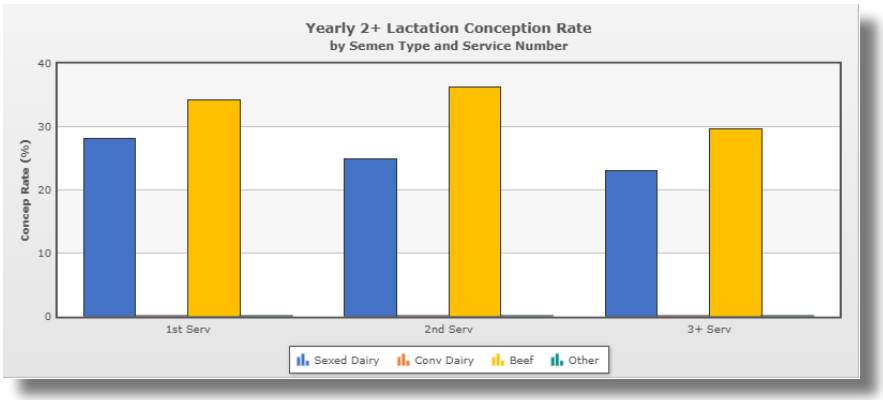


- **Track Timely First Breedings**
  - Use **DairyDepot** and select Pct 1st Svc VWP — 100 Days
  - This graph will show if cows are being bred between VWP and first 100 days in milk
  - At least 90% of the first breedings should be in this category
  - Use the same graph to monitor progress.



- **Compare Semen Strategy by Parity**
  - Use **DairyDepot** and Yearly 1st Lactation Conception Rate and Yearly 2+ Lactation Conception Rate both by Semen Type and Service Number
  - Evaluate semen usage and conception rate for Sexed Dairy, Conventional Dairy and Beef
  - Watch for low performing semen types —1st lactation should outperform 2+
  - Use the same graph to track progress





Assumptions

- Economic value of a 1% increase in pregnancy rate: **$15–$35 per cow annually**
- **3% PR gain** = $45–$105 per cow annually
- **The value comes from fewer days open, reduced breeding costs, and better herd turnover**
- **HerdHQ provides repro and health trend visibility, allowing the producer to make confident decisions**

Footnote

[1]Based on Economic value of a 1% increase in pregnancy rate: $15–$35 per cow annually. 3% PR gain = $45–$105 per cow annually

Source: Fetrow, J. The Dollar Value of a Pregnancy. Proceedings of the Western Dairy Management Conference, 2006.

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