

The success of sorted semen on farm: real impact and real decisions

1275 dairy cows in Germany unlocked their herd performance and profitability through a 100% sorted semen strategy, with sorted semen from Masterrind (part of Synetics) and technology of OPENSORT. That strategy created a successful dairy business built on health, sustainability and genetic independence.

Peak performance



>75% of animals are pregnant by 130 DIM at the top

Optimizing reproductive efficiency through excellent fertility and transition management.



>50 kg average milk yield

Maximizing milk output per cow place through optimized herd health and genetics.

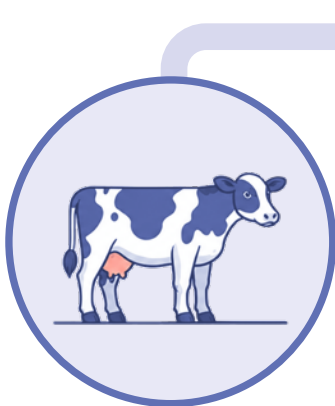


< 2.5 mastitis rate. Superior udder health

Maintaining superior udder health with SCC of ~120.000.

The strategy: every insemination is a decision

Female-sorted semen
for top genetics
(RZG > 125)



Male-sorted semen
for the remainder



Process step: 100% sorted semen transition

Full implementation of only sorted semen protocols starting in 2026.

Operational advantages: sorted semen leaves nothing to chance!



Doubling genetic progress

Rapidly improving the herd by producing replacement heifers only from elite-tier females, ensuring the continuation of valuable cow families and accelerating gains in production, health and sustainability.



Maximizing every pregnancy

Increasing calf and heifer revenues while eliminating low-value male dairy calves, ensuring every pregnancy contributes to farm profitability.

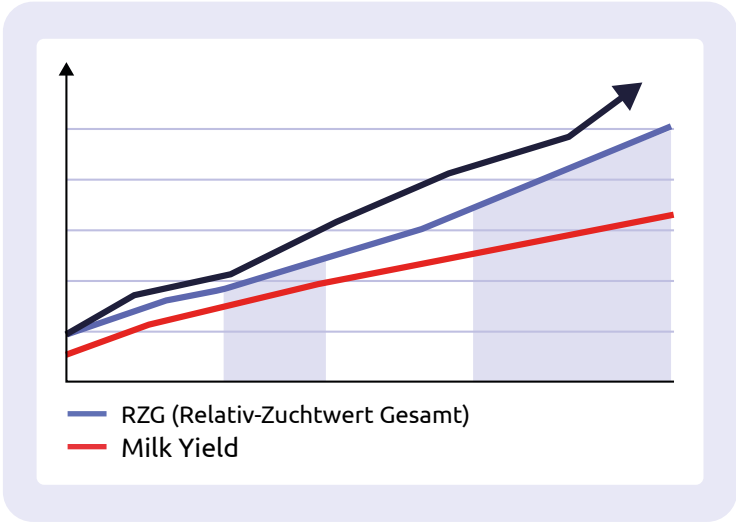
The proof: economic & genetic impact

Comparing revenue outcomes of beef-on-dairy strategies (2025 data).

Category	Conventional semen	Male-sorted semen
Total number	773	773
Female calves	402	70
Male calves	371	703
Total revenue	€ 359.141	€ 440.149
Additional cost sorted semen		€ 23.190
Net gain		+ € 57.818

Optimizing herd management

Creating a reliable supply of replacement heifers, enabling better herd planning, easier calvings and a continuous upward trend in genetic and production performance.



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