

Embryo transfer service

South West-based vets, Synergy Farm Health, will be launching an embryo transfer service with a stronger focus on a herd's economic performance than on breeding elite pedigree stock.

ET team leader Dr André Northey says: "We always advise farmers not to make embryo transfer a one-cow gamble. By increasing the number of calves from superior cows, farmers can rapidly change the productivity, health and

welfare of their herd. By selecting cows which are ideal for your farm and your system, not just those with pedigree credentials, you can accelerate the economic performance of your herd.

"Other countries are doing it. For example, Brazil is the number one country for flushing and in vitro fertilisation, and they are purely interested in the most successful, hardiest, healthiest animals in their herds," he says.

Priced at about £230 per



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superovulation and flush (depending on distance and quantity), Synergy believes its service is the most com-

petitive in the industry.

►► Synergy Farm Health staff can be found in the Quantock Pavilion.