[Insert Farm Name] GENEadvance® Proposal

**DATE**

What is GENEadvance?

For progressive dairy farmers who want to accelerate genetic improvement. GENEadvance is an enhanced genetic service that delivers better future herd performance. The GENEadvance expertise, genomic technology, and market-leading product to deliver a personalized genetic plan to capitalize on future genetic investment.

**How is “per cow per month” calculated?**

The price is calculated by adding the total number of units by product time for a year, the total number of genomic tests needed for a year, any onboarding tests, and added products and services. Then that number is divided by the number of cows on your farm both milking and dried and then divided by 12 months.

**Included in the GENEadvance Offer**

$X.XX per cow per month (cows milking and dry)

[Insert Name]

[Insert Email]

[Insert Phone Number]

Thank you for your business!