

INVITATION TO A LIVE WEBCAST



Timing of AI relative to increased activity or synchronized ovulations to optimize fertility in lactating dairy cows

September 3, 2026 at 7 p.m. (EDT)



4:00 **5:00** **6:00** **7:00** **8:00** **8:30**
BC (PDT) AB (MDT) SK/MB (CDT) ON/QC (EDT) PEI/NB/NS (ADT) NL (NDT)

The timing of artificial insemination (AI) plays a critical role in achieving optimal fertility in dairy cows. In this presentation, Dr. Paul Fricke will share research on the best timing for AI following oestrus detection alerts or synchronization protocols. He will discuss how inseminating too early or too late can affect pregnancy per AI (P/AI) and present practical recommendations for maximizing conception rates when using either conventional or sex-sorted semen in lactating dairy cows.

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Paul M. Fricke, PhD

Professor of Dairy Science, Extension Specialist in Dairy Cattle Reproduction
Department of Animal and Dairy Sciences, University of Wisconsin–Madison

Dr. Paul M. Fricke is an internationally recognized scientist and professor specializing in dairy cattle reproduction. Trained in animal science and reproductive physiology, he has built a distinguished career at the University of Wisconsin–Madison, where his work combines cutting-edge research and veterinary extension to address reproductive challenges in modern dairy herds. Dr. Fricke has published extensively, secured more than \$4.5 million in research funding, mentored graduate students, and translated scientific advances into practical reproductive management strategies for veterinarians and dairy producers worldwide, earning multiple national and university awards for his contributions to veterinary reproductive science.

Following this presentation, we invite you to stay on for an extra 15 minutes to learn about Ceva Canada's reproductive health portfolio.



Anne Lemay, DVM, IPSAV

Veterinary Services Manager, Ceva Animal Health

Join Dr. Anne Lemay as she presents Ceva Canada's range of reproductive solutions for ruminants and reveals a new product that expands its reproductive health portfolio. She will share relevant data to illustrate how Ceva can help improve reproductive performance on farms.

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