

Cria Certo – Breeding System Simulator App: a Case Study in Brazil

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Introduction

Cria Certo App was launched in February 2019 by Embrapa, Brazil, with free access available at www.criacerto.com. It simulates the costs and benefits of the main breeding systems for cattle production: Natural Service (NS), One Fixed Time Artificial Insemination plus NS (1FTAI), Two Fixed Time Artificial Insemination plus NS (2FTAI), and Three Fixed Time Inseminations (3FTAI).

Objectives

This work aimed to evaluate the use of the App as well as the results of the simulations carried out during the 12 months following its launch.

Data Analysis and Results

- Period: February 14th, 2019 to February 20th, 2020;
- Average time spent in the App: 3min30;
- Total accesses to the app: 4,780;
- Complete simulations: 975

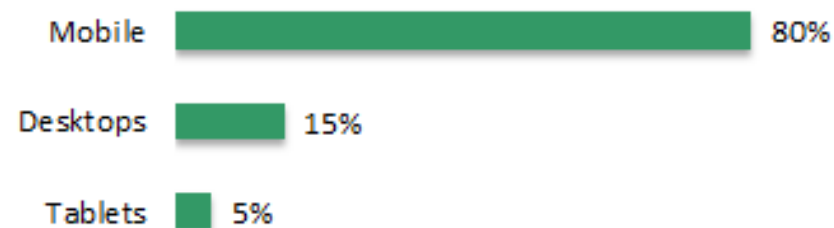


Figure 1. Device used to access the App.

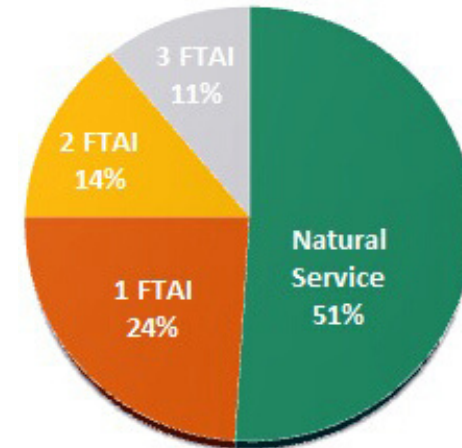


Figure 2. Choice of simulated breeding system by App User.

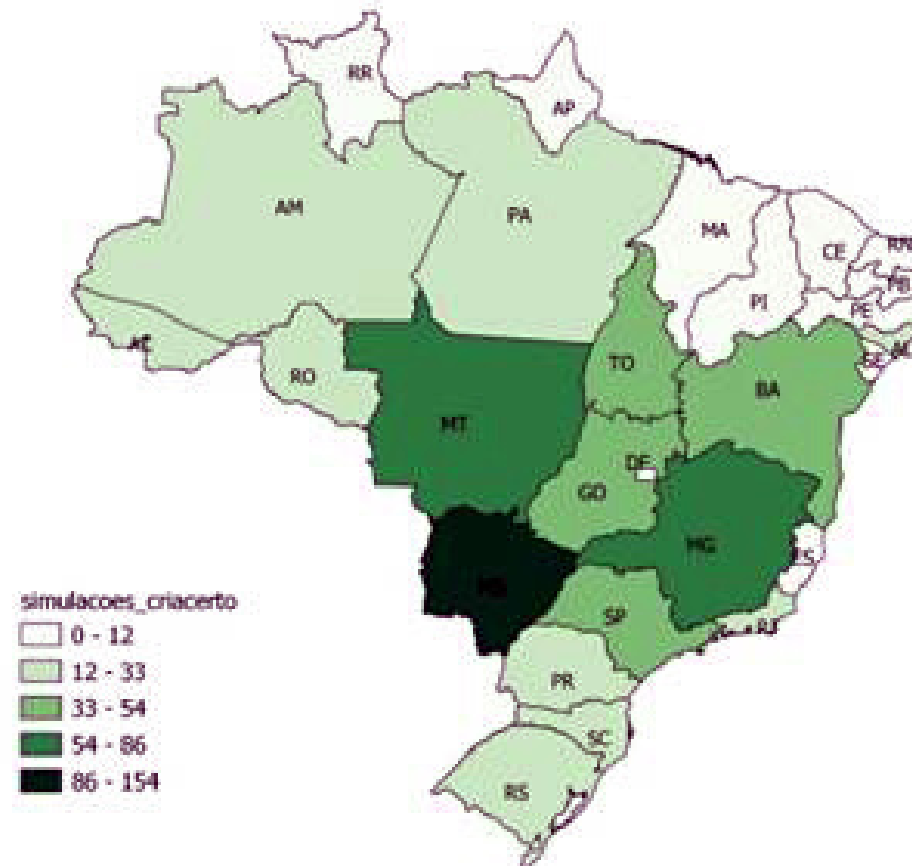


Figure 3. Number of simulations by State in Brazil.

Breeding System	Average bull price (R\$)*	Average semen price (R\$)
Natural Service	R\$5,078.88	
1 FTAI	R\$5,327.07	R\$38.16
2 FTAI	R\$6,342.17	R\$21.48
3 FTAI		R\$22.73

*Real - Brazilian currency (1 R\$ = 0,19 USD).

Conclusion

Farmers are opened to invest in FTAI, even though they do not want to pay high prices in semen doses.

More Information about Cria Certo Program Is Available at:



<https://www.criacerto.com/>

