

Whisper® Predicts Mortality

Mortality Point

Example: A Feedlot with a capacity of 10,000 has a pull rate of 9.5% and reports that its BRD mortality rate is 12.0%.
Therefore at risk are 114 deaths at \$1,200 per head. Mortality loss = \$136,800 this period.

Mortality Rate



This is what the feedlot knows WITHOUT Whisper®.



At risk: \$136,800
Mortality Rate = 12.0%

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Whisper® Mortality Prediction Curve

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This is what Whisper® knows about the feedlot.

