Factors Affecting Conception Rates Following Artificial Insemination or Embryo Transfer in Lactating Holstein Cows. By Demetrio et al., page 5073. Cows with high milk production have low conception rates. Embryo transfer could increase fertility for cows with high milk production and for cows under heat stress, because embryo transfer bypasses the negative effects of low progesterone concentrations on oocyte competence, fertilization, and early embryonic development. In this study, conception rates were greater for embryo transfer compared with artificial insemination.