

Why you should use VikingRed instead of NRF

VikingRed have the highest genetic level overall among red populations around the world. They have an effective, genomic breeding programme that delivers solid genetic progress. Much of the red population is in northern Europe, with the two major populations being NRF from Norway and VikingRed from Denmark, Sweden and Finland.

NTM

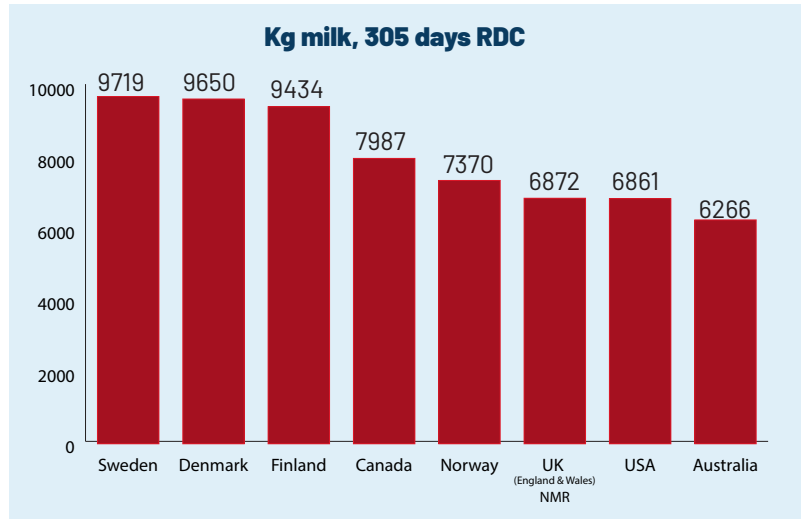
The economy index in the Viking area is NTM (Nordic total merit) and this is based on dairy production in Denmark, Sweden and Finland. VikingRed are 13.6 NTM units better than NRF, which means that a VikingRed cow delivers around 135 Euro more in profit on average per year.

Production

VikingRed have the highest production in the world. When it comes to both kg milk and kg fat + kg protein, VikingRed countries have a significantly higher production.

VikingRed are also remarkably better in production in terms of the genetic level of the animals. Under the same production conditions, over a 305-day lactation period, a VikingRed cow will produce 442 kg milk, 28 kg fat and 17 kg protein more than an NRF cow, on average.

What's more, VikingRed have a higher genetic level when it comes to many other traits.



Health & Functionality

Udder health: VikingRed enjoy great udder health and the best in the world for red breeds. Compared to NRF, a VikingRed cow will have 2.0% fewer incidents of mastitis.

Milking speed: VikingRed normally milk 168 gram fat+protein per minute. That is 14.0 gram more per minute on average than an NRF cow.

Calving traits: For direct calving, VikingRed are slightly better than NRF. However, when a cow herself is calving, a VikingRed is significantly better. VikingRed have 3.0% fewer still born calves on first lactation and 1.9% fewer still born calves in other lactations compared to NRF.

Longevity: VikingRed are long-lasting cows and have a significantly higher genetic level than any other red breed around the world. On average, a VikingRed cow will milk for 122 days more than an NRF cow.

For many years, VikingRed have worked with a **hoof health index** and the data registration in the index is the most comprehensive of all red populations. The NAV (Nordic Cattle Genetic Evaluation) includes seven different registered hoof diseases and sub-indices are calculated for all seven of these traits. This makes the hoof health index unique to VikingRed. VikingRed also have an index for **young stock survival**. Heifers are usually a cost until they become cows and if a heifer dies, this is a big cost. With VikingRed it is possible to breed for better young stock survival.

Conformation

Type traits for **feet & legs** and **udder**: At index level a VikingRed is 1.6 index units superior for feet & legs. For udder VikingRed outscore NRF by 13.9 index units. That is a difference of 1.39 standard deviation which makes for a significant difference between the breeds. The better udder for VikingRed is also allied to higher production which would normally reduce udder score.

Saved Feed

Feed is the highest variable cost in milk production. It is now possible to select VikingRed animals based on the new **index of saved feed**. A high index means that the cow will have a lower feed cost to maintain their body condition. The index will subsequently be developed to include feed intake data from unique camera technology developed by VikingGenetics.

This big data set in genomic selection has made it possible for VikingRed to test for many different genetic defects. Today, VikingRed test for 13 different defects - the biggest number of tests for any red populations worldwide.

If you want highly profitable red cows, choose VikingRed.