

CRV, leading
in health and efficiency



HERDOPTIMIZER

**Genomic testing
for the next
generation herd**



BETTER COWS > BETTER LIFE

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Genomic testing for the next generation herd

Do you know the genetic potential of your herd? Increase your farm's profitability by taking a customized breeding approach, using the unique CRV breeding indicators CRV Health and Efficiency.

HerdOptimizer is a tool to gain easy insight in the genetic potential of your herd. This customized breeding concept and management tool contains female genotyping and the possibility to personalize your mating advice using SireMatch.

Proven results

- **Realize your breeding goal faster**, for a healthier and efficient herd with better conformation and improved milk production
- **Increase your farm's profitability** by up to \$1180 per cow over three lactations
- **Make breeding decisions** more easily by using sexed semen on the genetically superior heifers and excluding the genetically inferior heifers

What is HerdOptimizer?

HerdOptimizer uses a genomic test to reveal the genetic potential of your female animals. The outcome consists of breeding values based on the Dutch and US systems for over 50 traits related to milk production, health, practice proven feed efficiency scores and conformation. This will give you a reliable prediction of the performance of the animals in the future. CRV also provides unique CRV breeding indicators for Health and Efficiency.

The reliability of a genomic test is comparable with the performance of a third parity cow (65-70%). Besides the breeding values, the genomic test also gives insight in the presence of specific genetic traits such as red factor, polled, A2-milk and kappa casein*. The results of the genomic tests are a reliable basis to determine which calves to rear and to improve your matings.

The combination of HerdOptimizer and SireMatch enables you to rank your animals based on your breeding goal, which helps you to make breeding decisions for your herd.

* The Kappa and Beta Casein results are derived from CRV Holding AEU proprietary genomic methods; the result is not expressly the result of a gene marker test and should not be considered with 100% confidence. If you market on these figures, we recommend using the official gene test, which comes at an additional cost.



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Unique CRV breeding values proven in practice:

- **CRV Health and Efficiency indicators**
- **Feed efficiency breeding values**

- ▶ **Use the unique CRV breeding indicators Health and Efficiency**
- ▶ **Rank your cows based on your customized breeding goal as set in SireMatch**
- ▶ **Increase your farm's profitability by rearing only your best calves and improve matings**
- ▶ **Make breeding decisions easily for the best next generation herd**

How does HerdOptimizer work?



1. Become a customer
2. Collect your samples
3. Send the samples to your breeding advisor
4. DNA profile is determined
5. Receive the results
6. Talk about ranking and matings with your breeding advisor

Contact

Curious about what HerdOptimizer can bring on your farm? Please contact your sales advisor.