

# HERDOPTIMIZER GO

Genomic testing for the next generation herd

## How does HerdOptimizer Go work?



## Contact

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



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

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

## Proven results

- **Realise 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 €980 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 Go?

HerdOptimizer Go uses a genomic test to reveal the genetic potential of your female animals. The outcome consists of breeding values based on the Dutch system 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 Go and SireMatch enables you to rank your animals based on your breeding goal, which helps you to make breeding decisions for your herd. You will receive all the genetic information per animal in a clear leaflet.

**CRV, leading**  
in health and efficiency



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 customised 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**



BETTER COWS > BETTER LIFE