

CRV Forward

SPRING
2026

Magazine for a healthy and efficient herd

Striking
daughter-proven
bulls

Breeding
on fertility
pays off



BETTER COWS > BETTER LIFE



Dear reader,

Milk price volatility is nothing new to the UK dairy industry. When margins tighten, breeding decisions come under greater scrutiny – and rightly so. In a low milk price environment, efficiency is no longer a preference; it's essential.

Today's most profitable cows are typically medium in stature, structurally sound and highly efficient at converting feed into milk rich in fat and protein. They maintain body condition, get back in calf promptly and remain productive for many lactations.

Stature has steadily increased in many herds in recent years. While tall cows can look impressive, bigger cows require more maintenance energy, consume more feed and often place greater pressure on housing and infrastructure. These extra costs are easily hidden in good times but become visible in tougher markets – particularly when forage stocks are tight.

Longevity remains one of the strongest drivers of efficiency. Robust, healthy, fertile and structurally correct cows spread rearing costs over more lactations and reduce replacement pressure, directly improving cost per litre. In the UK and

Holland, cows average between 3.8 and 4 lactations, while in the US the figure is just 2.6. When heifer rearing costs are considered, many US cows barely cover their costs before leaving the herd. As a result, large-scale systems are required to maintain profitability – a scale that is often unviable in the UK. While environmental factors play a role, genetic selection remains the foundation. Getting genetics right is the first step to producing long-lived cows.

At CRV UK, we support farmers to make breeding decisions with confidence. Our bull portfolio produces cows suited to UK systems. Genomic tools such as HerdOptimizer identify true genetic potential within herds and target breeding investment where it delivers the greatest return. Our SireMatch programme selects the right sires for each cow, correcting weaknesses and improving efficiency, while Ovalert provides real-time fertility and health insights. In today's market, disciplined, data-backed breeding is a competitive advantage. Medium stature, high efficiency and longevity are smart, resilient business decisions.

Stuart Gibbons | UK Sales Manager, CRV

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CRV, leading 
in **health and efficiency**

Cover photo The pasture season has started. CRV bull dam is looking forward to the spring. (photo: Els Korsten)

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INSTAGRAM

Polled producing power

Delta High Tide PP combines exceptional milk production with 100 percent polled offspring. His daughters promise high efficiency and trouble-free milking.

High-performing dairy daughters. Nothing less can be expected from the daughters of the red-and-white sire Delta High Tide PP (Warren P rc x Launch PP Red x Jacuzzi Red). With breeding values of +2096 kg milk, +150 kg fat and protein combined, and +544 lnet on the Dutch base, he ranks among the very highest red-and-white production sires – and is the highest homozygous polled bull in CRV's offer. This new bull also transmits 109 for persistency and a feed efficiency of 108. Combined with a lifespan index of +535 days, this gives the Warren son a CRV Efficiency score of +15%.

High Tide daughters will produce this 'tidal wave' of milk with ease. He records a CRV Health score of +5%, thanks in part to his excellent breeding value for hoof health (113). His daughters are expected to develop into well-grown cows with plenty of

capacity and angularity, slightly sloped rumps, and very good feet and legs (106) including 108 for locomotion.

The Apina Nadja family

Delta High Tide PP traces back to the renowned cow Apina Nadja, an excellent Ramos daughter who produced nearly 110,000 kg of milk. This influential cow family has produced numerous proven sires, including the black-and-white Delta Appetizer rc.

Appetizer's granddam is also the great-granddam of High Tide PP. This VG 86 Steeg Delta Glenn has already produced nearly 79,000 kg of milk with 4.27% fat and 3.77% protein.

High Tide's dam, Delta Gucci P, is housed at CRV's test farm with the Van Berkum family in Elahuizen. As a heifer she produced 10,117 kg milk with 4.72% fat and 3.79% protein in 307

- **High production**
- **Strong feet and legs**
- **A2A2, BB and PP**

days, and she conceived immediately after insemination at 60 days. Gucci classified 84 points overall, with 88 points for frame thanks to her power and wide front end. Like Glenn and Gucci, granddam Delta Gepke (by Jacuzzi) also excels in protein components, with a lifetime production of nearly 33,000 kg of milk at 3.87% protein.

Highest PP bull for Holstein

All calves by High Tide PP are naturally polled, eliminating the need for dehorning. This makes him also an attractive choice for black-and-white breeders seeking polled genetics without compromise. On the black-and-white base, High Tide PP is also the highest homozygous polled bull available. His daughters have average rear teat placement, slightly longer teats, and a robot milking index of 108, making them very suitable for automatic milking systems. With A2A2 beta-casein and BB kappa-casein, High Tide PP offers a complete and future-proof package for progressive dairy farmers.

Delta Gucci P-Red (s. Launch PP), dam to Delta High Tide PP-Red



For more information
about CRV bulls
check our website

Breeding in New Zealand

By selecting for functionality, fertility, and efficiency, dairy producers in New Zealand focus on breeding cows that truly fit their systems.

Farming, family, and building a better herd



Company information

| | |
|-----------|---------------------|
| Name | Fraser Smith |
| Location | Wairarapa |
| Farm size | 300 ha |
| Herd size | 750 cows |
| Breed | Friesian |

Wairarapa farmer Fraser Smith runs a busy three-property operation with his brothers, Campbell and David, just outside Carterton.

The business includes a 300-hectare dairy platform milking 750 cows, a runoff for young stock, wintering and supplement feed, and a recently purchased block used for finishing lambs. With both autumn and spring calving, the farm runs at full pace year-round.

Herd improvement plays a key role in keeping the system running smoothly. Fraser works closely with a CRV consultant to ensure breeding

decisions fit the needs of all parts of the operation.

“We’ve got a unique setup,” Fraser explains. “We don’t just want heifer replacements of beef calves – we need genetics that work across the whole business. Vanessa understands what we’re trying to achieve and helps us choose the right bulls for our system.”

Their focus includes moderate-sized cows, strong udders, and traits that support both calving periods. Consistency and practicality guide their decisions.

Away from the farm, Fraser volunteers

with Fire and Emergency New Zealand.

“It’s good to be able to help out in the community,” he says. “You get a lot back from it.”

Balancing farming, family, and community commitments can be challenging, but having the right support makes a difference. “Working with CRV saves time,” Fraser says. “It means I can get on with the rest of the jobs and still spend time with the kids.” For Fraser, the aim is clear: run an efficient farm, look after the people involved, and keep improving the herd year after year.

Fraser Smith with CRV sales consultant Vanessa Hull-Brewerton



Growing grass, milking cows, and building better herds

For Canterbury dairy farmers Matt and Zara Hood, progress comes from “just chipping away”. Over the past 20+ years, the family farm near Ashburton has steadily evolved into a productive, well-balanced dairy operation, now milking 700 cows across 200 hectares, with pivot irrigation covering almost every paddock.

Originally a sheep and beef block, the property was purchased by Matt’s father in 1999 and converted to dairy in 2010. Since then, it has continued to develop, with Matt and Zara now leasing the property and owning the cows. “We’ve added another pivot every couple of years and grown the herd from 500 to 700 cows,” Matt says. “Irrigation has made all the difference – we’d be under restrictions by now if we hadn’t invested early.”

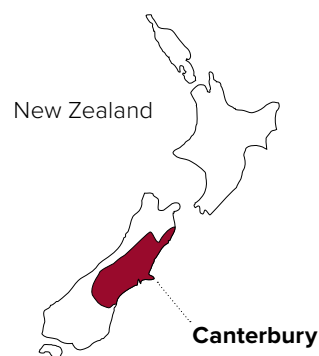
The Hoods, who have three young boys, run a predominantly crossbred herd. “Full Friesians are just too big for what we want here,” Matt explains. “Crossbreds suit the system – nice cows that handle the conditions and perform well.”

The couple, led by Zara, make breeding decisions together, working closely with their CRV consultant. They’re focused on improving fertility and tightening calving while maintaining strong production and animal health. “We’re always looking for that balance – good production, low costs, and cows that don’t need a lot of extra attention,” Matt says.

Last season the couple purchased a line of CRV-bred cows from a retiring farmer in the North Island – and they’ve been impressed by what was a progeny test herd.

“They milked really well, nice natured, well-formed, and easy to manage. They calved a bit earlier, but their

production was through the roof.” While the Hoods have been CRV clients for around six years, bringing those cows into the herd reinforced their confidence in the genetics. Working closely with their CRV sales consultant, they’ve continued to refine their breeding approach. “Our rep understands what we’re trying to achieve, including tighter calving and keeping things simple,” Matt says. “Now we’re looking at how we can breed more selectively by using tools such as sexed semen.” At the end of the day, Matt says the goal is simple: “Grow grass, milk cows, and make a bit of money. Keep the staff happy and have a good work-life balance. That’s success for us.”



Company information

| | |
|-----------|---------------------------|
| Name | Matt and Zara Hood |
| Location | Canterbury |
| Farm size | 200 ha |
| Herd size | 700 cows |
| Breed | crossbred |

Matt and Zara Hood with their three boys



Daughter-proven sires set the tone

If there is one thing that stands out in CRV's current sire catalogue, it is the exceptionally strong line-up of daughter-proven bulls. One by one, they deliver daughters that are moderate in size, have good components, and show strong feet and legs and sound locomotion.

The daughter-proven sires clearly leave their mark on the latest CRV UK catalogue. The first six pages are dedicated to six bulls with daughters.

Their profile is equally striking: almost without exception, they transmit moderate-sized cows with above-average

chest width, good components, and strong feet and legs with good locomotion.

We first take a closer look at feet and legs (see Table 1). When ranked for this trait, four of the six daughter-proven bulls in the catalogue are placed in the top 25 of the Holstein UK International Top Daughter-Proven Bulls list.

Delta Fast Lane (Remington x Lustrum) ranks second, with a feet and legs score of 3.40. Close behind, Delta Perfect (Woody x Jafin) takes fourth place with a score of 3.20.

Delta Endless rc (Jacuzzi x Finder) ranks 16th with a score

Three generations of daughter-proven sires in a row

At the end of 2024, photographer Eric Elbers had the opportunity to capture three generations of daughter-proven sires together – all three still alive at the time. Few AI organisations will be able to match this achievement by CRV.

The oldest of the trio was Double W Ranger. This Reflector son, now deceased, has been the most influential Holstein sire in the Netherlands over the past decade. Standing next to him is his son Willem's-Hoeve Woody, a top production sire whose daughters use feed very efficiently and are also above average for type. On the far right stands the youngest of the three, and a son of Woody: Delta Perfect. Like his grandsire before him, Perfect has been the most widely used sire in the Netherlands over the past two years.



| ranking | sire name | feet and legs |
|---------|------------------------|---------------|
| 1. | Delta Launch PP Red | 4.27 |
| 2. | Delta Fast Lane | 3.40 |
| 4. | Delta Perfect | 3.20 |
| 8. | Delta Powerlift | 2.70 |
| 11. | Delta Drone PP Red | 2.61 |
| 16. | Delta Endless rc | 2.41 |
| 17. | Delta Starliner | 2.41 |
| 19. | Fustsyn Parfect Parker | 2.37 |
| 20. | Delta Developer rc | 2.35 |
| 22. | Delta Everton | 2.33 |

Table 1: CRV sires in the top 30 international daughter-proven bulls with at least 10 UK daughters, or 10 international daughters in 10 different herds in their type evaluation and a minimum of 65% reliability (source: Holstein UK)

of 2.41, while Delta Everton (E-Profit x Jorben) occupies 22nd place. The quartet owes its high feet and legs scores primarily to excellent locomotion.

Fast Lane, for example, scores well above average at 3.81

At the Holland Holstein Show at the end of 2025, the daughter group of Delta Fast Lane made a strong impression



Delta Perfect suits a wide range of cows

His name sets high expectations – and Delta Perfect delivers on them with ease. This Woody son shows excellent health and body traits, and outstanding feet and legs. Perfect originates from the cow family of Pietje 52, which previously produced sires such as Broekhuizen Peter P.

His great-granddam is the Malcolm daughter Delta Paulina, who achieved a lifetime production of more than 105,000 kg of milk with 3.69% protein and was classified EX90. Delta Perfect himself is also an impressive bull. The Woody son is classified EX94, including an outstanding 96 points for feet and legs.

“Perfect is not the tallest bull, but he has plenty of length and capacity. From front to rear he is extremely correct, which makes him very smooth-moving,” says head classifier Addy Moree.

With fault-free linear traits, Delta Perfect fits a wide range of cows. He transmits around 600 kg of milk with +0.33% fat and +0.25% protein, and his daughters are expected to handle this level of production with ease. Perfect scores well for health traits, including 105 for udder health and 110 for hoof health. His daughters are expected to develop into strong, capacious cows with a good balance between stature and width, supported by exceptionally strong transmission of feet and legs.

for locomotion, as does Delta Perfect with 3.34. Endless and Everton also both exceed 2.25 for locomotion.

Moderate size with chest width

Feet and legs are not the only traits that stand out. These four bulls also achieve above-average scores for overall type. With a Type Merit score of 2.61, Delta Fast Lane again leads the group. However, Delta Perfect and Delta Everton also post solid figures, with scores of 1.93 and 2.37 respectively. It is also worth noting that these daughter-proven sires transmit daughters with modern stature. They are moderate in size and show good chest width.

Another notable feature is that all four bulls score positively for components. For fat percentage, their breeding values range from +0.10% to +0.24%, while for protein percentage they range from +0.07% to +0.17%.

Fertility shows clear gains

The increased emphasis on fertility in the breeding goal is delivering results. Since 2008, fertility has formed part of the overall breeding index (NVI). Genetic merit for fertility in dairy cows has improved markedly ever since.

Over the past 15 years, the genetic level for key fertility traits has shown a clear upward trend. This is evident from an analysis by the Animal Evaluation Unit of CRV, the department responsible for calculating breeding values. Figure 1 shows the development of breeding values for black-and-white Holstein cows by year of birth across three fertility traits. The average breeding value for the interval from calving to first insemination has increased by 4 points, equating to a reduction of around nine days in this interval.

For conception rate, a gain of 5 points has been achieved over 15 years, corresponding to a 7-percentage-point higher probability of pregnancy following insemination. Because cows can be served earlier and conception success has improved, the number of days open has declined. The breeding value for this trait also rose by 5 points, representing a reduction of approximately 13 days open.

Focus on fertility

The improvement in fertility is attributed to the inclusion of fertility in the NVI total merit index. When NVI was introduced in 2007, daughter fertility accounted for 8% of the overall index. In 2012, its weight increased to more than

13%, and in the current NVI formula fertility contributes 16%. By explicitly incorporating daughter fertility into the breeding objective, genetic progress has been achieved despite the well-known antagonistic relationship between fertility and milk production.

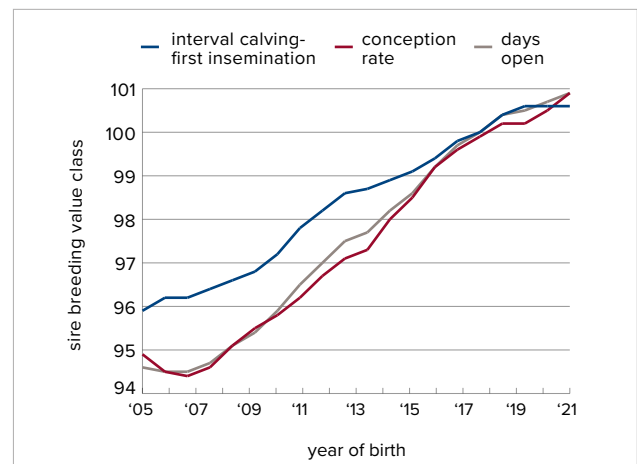
CRV offers several bulls that contribute positively to fertility. For example, Delta Boulevard has a fertility index of 107, while Delta Fast Lane and Delta Primetime PP both score 104, and Delta Smash also achieves 104.

The fertility breeding value is a composite index built from conception rate in heifers and in cows, the interval from calving to first insemination and the interval between first and last insemination.

What does it mean in practise?

What do these figures mean in practice? A bull with a breeding value of 104 for calving interval will sire daughters with an average calving interval about 6.7 days shorter than the population means. A breeding value of 104 for 56-day non-return rate corresponds to a 2.9-percentage-point higher non-return rate in daughters compared with average. For the interval from calving to first service, daughters of a bull scoring 104 will have an interval approximately 4.6 days shorter than daughters of a bull with a value of 100.

Figure 1: Genetic trend for the three fertility traits: interval calving to first insemination, conception rate and days open.



In memoriam: Richard Bosley



In early August, Richard Bosley passed away. Bosley was a highly valued breeding advisor in the East Midlands. Over the course of his career, he built a strong reputation for his expertise and dedication. Before becoming a breeding advisor, Richard worked as a herd manager on an award-winning dairy farm in the region, where he developed his deep knowledge and passion

for livestock management. His passing leaves a significant void – both within the CRV UK team and among clients and partners. Richard was more than just a colleague; he was a driven professional, a trusted advisor, and, for many, a friend. His passion for his work, his commitment to those he served, and his warm personality will be greatly missed.

Introduction – three new employees



Louise Coates

Hi, my name is Louise and I recently joined CRV as a Breeding Advisor for Devon & Cornwall. I grew up on a mixed farm in South East Cornwall, but started in the dairy industry during college when I started relief milking and artificial inseminating. The Kodiak sired cow I'm standing with is one of the first cows I milked – she's now 11! Since then, I've worked with cows from Cornwall to Christchurch, where I've learnt from every herd I've come across. While every farm is different, we are all striving for healthier cows that live longer and produce more. I want to help farmer's get the best from their current cows, while building stronger, more efficient future generations by providing breeding advice that fits your farm.



Lee Peplow

I am Lee Peplow and I'm from a small market town, Bromyard in Herefordshire. I am covering Herefordshire, Worcestershire, Shropshire and South Wales. I have been in the dairy world from a very young age, on the farm as much time as possible, all holidays, after school and sometimes whilst should be at school. I stayed in agriculture throughout my working life being herd manager at a couple of units, at the same time as spending 15 years as an on-call firefighter. I am working for CRV as I have always been keen on improving the next generation of cows and seeing the dairy industry being able to continue to be strong in the UK.



Stuart Gibbons

In my 15 years in the agricultural industry, after graduating from Harper Adams University in 2014, I have built a strong foundation in the sector across various roles, including sales, project management, and commercial management. I have worked in genetics for around 7 years and I feel it is a part of the industry which can truly shape the future for dairy farms. Since joining CRV in October 2025 as UK Sales Manager, I have focused on working closely with farmers to deliver practical, forward-thinking breeding solutions. Combining technical knowledge with a down-to-earth approach, I am committed to helping customers unlock the full potential of their herds and build for the future.

Meet the new stars

Several new bulls have recently been added to the CRV portfolio. CRV Forward provides a brief overview.

Double W Rustic Red • CRV Health +4% • CRV Efficiency +12%

For many years, Double W Ranger was the flagship bull that put the Dutch Double W Ricky family firmly on the map. However, the Ricky family has more to offer. With Double W Rustic Red (Borax x Endless x Frontline), a new generation is stepping forward. This red-and-white Borax son is out of the high-producing Endless daughter Double W Ricky 123. As a first-calver, Ricky produced 13,900 kg of milk in 305 days with 4.26% fat and 3.78% protein. She also showed exceptional persistency, consistently producing between 41 and 49 kg of milk across all milk recordings, combined with a low somatic cell count ranging from 14 to 39.

Ricky has clearly passed on her production capacity and persistency to her son Rustic. On the Dutch base he transmits more than 1,900 kg of milk, with almost 130 kg of combined fat and protein and scores 112 for persistency. “An additional advantage is that high milk production appears to stimulate more frequent visits to the milking robot,” says his Dutch breeder Willem Booij.

Rustic also excels in conformation. He scores 112 for total conformation and, like his relative Ranger, improves udders (109) and feet and legs (110). Notable in his linear profile are his scores for rib structure (110), rear legs rear view (109), locomotion (109),



- High production
- Great conformation
- Good udder health

udder depth (107) and rear udder height (107). Rustic’s daughters will combine attractive udders with good udder health (109).

Weinterper Wodan • CRV Health +6% • CRV Efficiency +9%

“The Zwaantjes are simply very good cows with excellent genetics.” According to Dutch dairy farmer Wietse Cor Faber, the explanation for the breeding success of the Zwaantje family is straightforward. The family first came into focus when Faber, out of curiosity, had O Man daughter Weinterper Zwaantje 81 genomically tested. She achieved outstanding results, went on to produce more than 100,000 kg of milk, and became the true foundation cow of Faber’s herd. “Occasionally, a bull calf really stands out,” Faber says. That is certainly the case with Wodan (Boreso x Wake Up x Beacher). Zwaantje 532, Wodan’s

dam, produced 9,992 kg of milk in 385 days as a heifer, with 4.97% fat and 3.84% protein. Wodan transmits +889 kg milk, +0.26% fat and +0.20% protein on the Dutch base. He also inherited his dam’s strong conformation: she was classified with 87 points, including 89 for feet and legs. Wodan himself scores 111 for total conformation, with 110 for udder and 108 for feet and legs. His daughters are expected to perform particularly well for locomotion (110) and to have healthy claws, as reflected by his claw health breeding value of 111.

In addition, Wodan posts positive scores for udder health (106) and



- High contents
- Good and healthy feet and legs
- Adds chest width

fertility (102), resulting in a solid CRV Health index of +6%.

Havep Sting • CRV Health 5% • CRV Efficiency +10%

With Havep Sting, CRV introduces a son of Delta Flagstone whose maternal line traces back to the Flemish champion cow Lola van het Zomerbloemhof. Owner Dries Lahousse describes the Reflector daughter as a cow that closely matches his breeding objectives: high indexes, strong production, longevity, and sound conformation. “Lola is a cow with plenty of dairy character, and an enormous drive to produce milk,” says Lahousse.

Now nine years old, Lola has produced more than 100,000 kg of milk, with 3.83% fat and 3.50% protein. In addition to her own production performance, she has proven to be an outstanding brood cow. Lola is the maternal great-grandmother of Sting. The young Flagstone son stands out for his impressive production profile and excellent hoof health. He combines high milk production with strong component yields. He is scoring an exceptional 113 for hoof health.



- Superb production
- Good feet and legs
- Healthy claws

Delta Ratings PP • CRV Health +7% • CRV Efficiency +11%

With high ratings, Delta Ratings PP (Primetime PP x Launch PP) once again demonstrates the breeding strength of his sire Delta Primetime PP. Ratings is expected to sire daughters with shallow, firmly attached udders and parallel rear legs with strong locomotion. Claw health (110) is also above average.

Delta Ratings PP transmits more than 1,000 days of longevity, partly due to a score of 108 for udder health. He achieves +7% for CRV Health and

+11% for CRV Efficiency. This young Primetime son transmits nearly 800 kg of milk with positive components. His daughters show high persistency (111) and low susceptibility to ketosis (107).

The red-and-white bull originates from the black-and-white American family of Shottle daughter Larcrest Cosmopolitan, a cow family that has already produced several proven AI sires.



- High conformation
- Healthy cows
- High longevity

Lowlands Solaris • CRV Health +5% • CRV Efficiency +13%

“The Bertha family? They’ve been on our farm since 1980 and have always performed well,” says André Frijters. A bull calf out of Listrotto daughter Bertha 193 moved to CRV’s rearing facility and was named Lowlands Solaris. The Firestone son combines a production proof of nearly 800 kg of milk with +0.24% fat and +0.16% protein, alongside a longevity of 776 days and a feed efficiency score of 107. They also show persistent production (106) and late maturity (108).

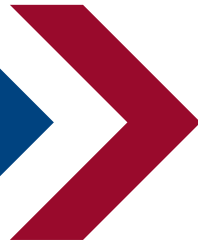
In addition, Solaris excels in functional type, with 107 for udder and 107 for feet and legs. He also performs well for health and management traits, including scores of 106 for calving ease and 105 for milking speed. In the meantime, his dam, Bertha 193, has already calved for the fourth time before her fifth birthday. She is classified VG 86 for overall type and is predicted to produce nearly 9,800 kg of milk in 305 days, with 4.75% fat and 4.08% protein.



- Complete profile
- Quality udders
- High milking speed



CRV UK



Polled Fleckvieh genetics



*Fanny (s. Hoeri)
dam of Ikaros PP*



Ikaros PP

(Ischgl Pp* x Hoeri)

TMI: **134**

- ▶ Allrounder
- ▶ Great udders
- ▶ Udder Health



*Sandry
dam of Milupa PP*



Milupa PP

(Megastar Pp* x Mercury Pp*)

TMI: **138**

- ▶ Components
- ▶ Fitness and Beef Index
- ▶ Correct teat placement



BETTER COWS > BETTER LIFE

CRV offers the perfect
solution for your herd.
Check out **CRV4all.co.uk**

