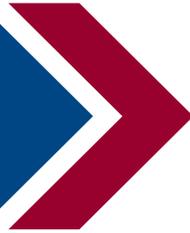


**CRV, leading**  
in health and efficiency



**CRV  
Health**



## Fewer health issues require less treatments

With the best bulls for CRV Health, you will breed cows that get pregnant easily, have lower somatic cell counts and suffer less from mastitis. That means less antibiotic use.



### Fertility

- ↑ 2% improved conception rate
- ↑ Shorter calving interval, higher 6 week in-calf rate

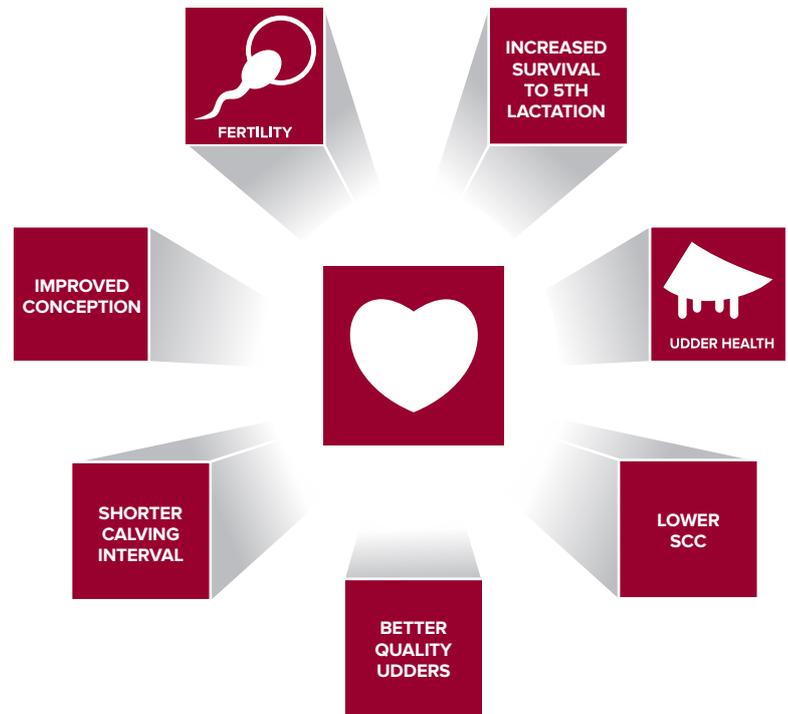


### Udder health

- ↑ Improved udder overall
- ↓ Lower SCC over every lactation (-120,000)

*Ref: The performance of the best 25% of cows was compared to the least 25%, from CRV records for animals born after 2010. Crossbred animals are represented in these figures.*

# CRV Health improves your herd:



**Fertile cows** show their heat on time and get pregnant quickly and easily. Good daughter fertility is essential for the continuity of the herd and the farm income.

Poor daughter fertility is one of the major culling reasons. Improving fertility will shorten the calving interval, increase the lifetime of a cow, lower insemination efforts and reduce veterinary treatments.

## CRV is leading in fertility, offering several solutions aimed at enhanced fertility.

- > Top ranking sires which improve daughter fertility and have an excellent reproductive capacity
- > Mating advice programme SireMatch Select assists to breed cows with better fertility

## Fertility proven in practice

DairyNZ Pillars of a new dairy system project, "Fertility BV Animal Model" has identified remarkable differences in reproductive measures between high and low Fertility BV animals during rearing, and in their first and second lactations.

Higher Fertility BV heifers:

- > reach puberty 21 days earlier
- > have overall superior reproductive performance
- > have over 30% higher 6-wk In-Calf rates
- > have greater survival - during rearing fewer high Fertility BV animals were removed due to ill health, poor confirmation and on farm deaths

<https://www.dairynz.co.nz/about-us/research/pillars-of-a-new-dairy-system/fertility-bv-animal-model/>



**Udder health** is one of the most important traits in cow health. Good udder health results in low incidence of clinical mastitis, subclinical mastitis and a low somatic cell count. Cows with healthy udders mean lower costs for veterinary care and

lower culling rates. They have a longer productive life, produce more milk and have a higher output using the same input. This considerably reduces their environmental footprint. They also require fewer antibiotics. Udder health thus has a major impact on the welfare, production and sustainability of the herd.

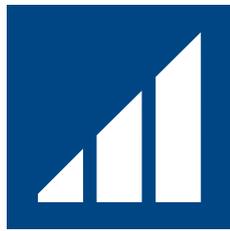
## CRV, leading in udder health

- > CRV offers several solutions for enhanced udder health
- > Selecting to decrease somatic cells will help with the reducing the incidence of mastitis

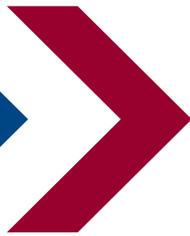
## Udder health proven in practice

Data analysed among 25,000\* New Zealand cows revealed that the best performing cows for CRV Health had substantially better udder health and lower somatic cell count. This would result in less mastitis and lower health incidents such as the use of antibiotics. The best cows also had a significantly higher genetic level for Udder Health and CRV Health. Breeding for Udder Health pays off in practice.

\* CRV Analysis 2017



# CRV Efficiency



## More milk with the same amount of feed

With the best bulls for CRV Efficiency you will breed a herd that is more productive, has a higher longevity and higher feed efficiency. The result is a more efficient herd, resulting in lower impact on the environment.



### Production

↑ +64kgs more milk solids per cow/lactation

↑ Increased lifetime production



### Longevity

↑ 92 days higher longevity

↑ More days in milk



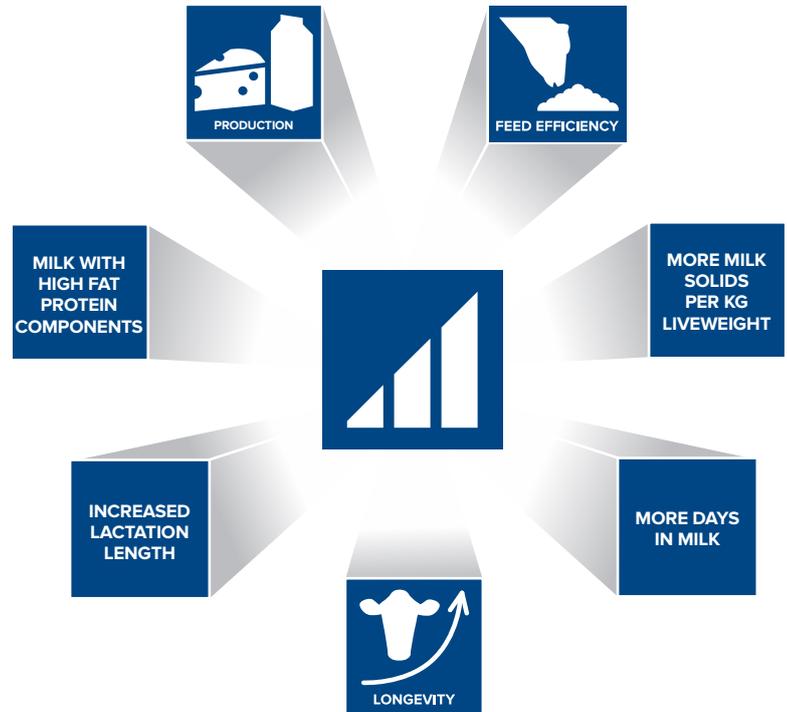
### Feed efficiency

↑ More solids per kg liveweight

↑ More milk from the same amount of feed

*Ref: The performance of the best 25% of cows was compared to the least 25%, from CRV records for animals born after 2010. Crossbred animals are represented in these figures.*

# CRV Efficiency improves your herd:



## The importance of good production with

**high components.** Dairy products are a highly nutritious and tasty source of protein. A farmer's income depends on the quality, the amount of milk produced and the percentage of milk

solids per kg. Good milk production with a high percentage of fat and protein and a low somatic cell count is therefore crucial. High lifetime production is essential for efficient production and a low environmental impact.

### CRV leading in milk with high components

- > CRV has a long tradition of focussing on good milk production with a very high fat and protein content.
- > CRV offers top ranking sires of various breeds who pass on high (lifetime) production and excellent components.
- > The mating advice programme SireMatch Select helps to breed cows with a higher production and components.



## Breeding for higher longevity

The breeding value for longevity indicates how much longer the daughters sired by a particular bull are, or will, remain productive. The breeding value for longevity is expressed in days, which

makes it easy to interpret the contribution paid by the bull.

### Longevity proven in practice

Data analysed among 25,000\* New Zealand cows revealed that the top 25% of the herd for longevity, were more productive producing 83 kg more milk solids per kg feed in their lifetime.

Longevity is an important driver of farm income.

\* CRV Analysis 2017



## The importance of good feed efficiency

Breeding efficient cows is vitally important. This means cows that utilise their feed better for milk production. Improving the feed efficiency of dairy cows can lead to savings per kg of milk

in feed costs. Another benefit of more efficient utilisation of the feed ration is the positive impact on the environment as it reduces emissions of greenhouse gases and uses up fewer scarce resources.

### Milksolids (KgMS) Production

Milk production per cow defines the level of efficiency being achieved from the milking herd. It is important to factor in the size of the cow, therefore measuring MS as a percentage of live weight is the most accurate and comparable efficiency measure. Milksolids per cow can be influenced by feed conversion efficiency and total feed consumed per cow.

<https://www.dboy.co.nz/page/understanding-the-kpis/>