

# HERDOPTIMIZER

Genomic testing for the next generation herd



1. Become a member
2. Collect your samples
3. Send in your samples
4. DNA profile is determined
5. Receive the results
6. Talk about ranking and matings with your consultant

## Contact

Are you interested in how HerdOptimizer can benefit your farm?  
Your local distributor or our customer service will be happy to tell you more.  
Reach out to us: [sales@crv4all.com](mailto:sales@crv4all.com)



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CRV, leading  
in health and efficiency



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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 and other traits, based on NVI or TPI.

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.

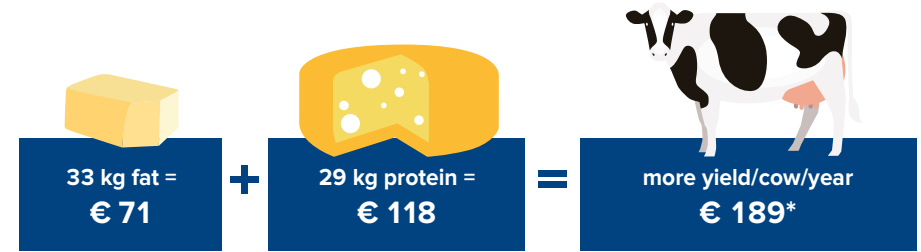
## Proven results

- **Realize your breeding goal faster**, for an efficient and healthier herd with better conformation and improved milk production.
- **Increase your farm's profitability** by up to € 944 per cow over three lactations (milk yield plus replacement costs).
- **Make breeding decisions** more easily by using sexed semen on the genetically superior animals and breeding lower genetic animals to beef.

## What is HerdOptimizer?

HerdOptimizer uses a genomic test to reveal the genetic potential of your female animals. The outcome consists of breeding values 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 (65-80%). 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 the most reliable basis to determine which calves to rear and how to improve your matings.



Participants in HerdOptimizer have **189 euros\*** per year more milk yield per cow

*\* Results may vary per country*

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

## Customized breeding goal

All this information is available in a world-class digital application: HerdOptimizer. In HerdOptimizer, your animals are ranked based on your personal, fully customizable breeding goal.

This enables you to easily make breeding decisions, such as which animals to keep for rearing and which pairings will produce better offspring. The results of HerdOptimizer are automatically entered into SireMatch. With a customized breeding goal, you easily make the best pairings and work towards higher returns.

- ▶ **With world-class HerdOptimizer application**
- ▶ **Fastest delivery of genomic test results in the market**
- ▶ **Increase your farm's profitability by raising only your best calves and improve matings**

**CRV, leading**  
in health and efficiency

Insight in the unique CRV Health and Efficiency breeding values, proven in practice, such as:

- **Feed Efficiency**
- **Claw Health**



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