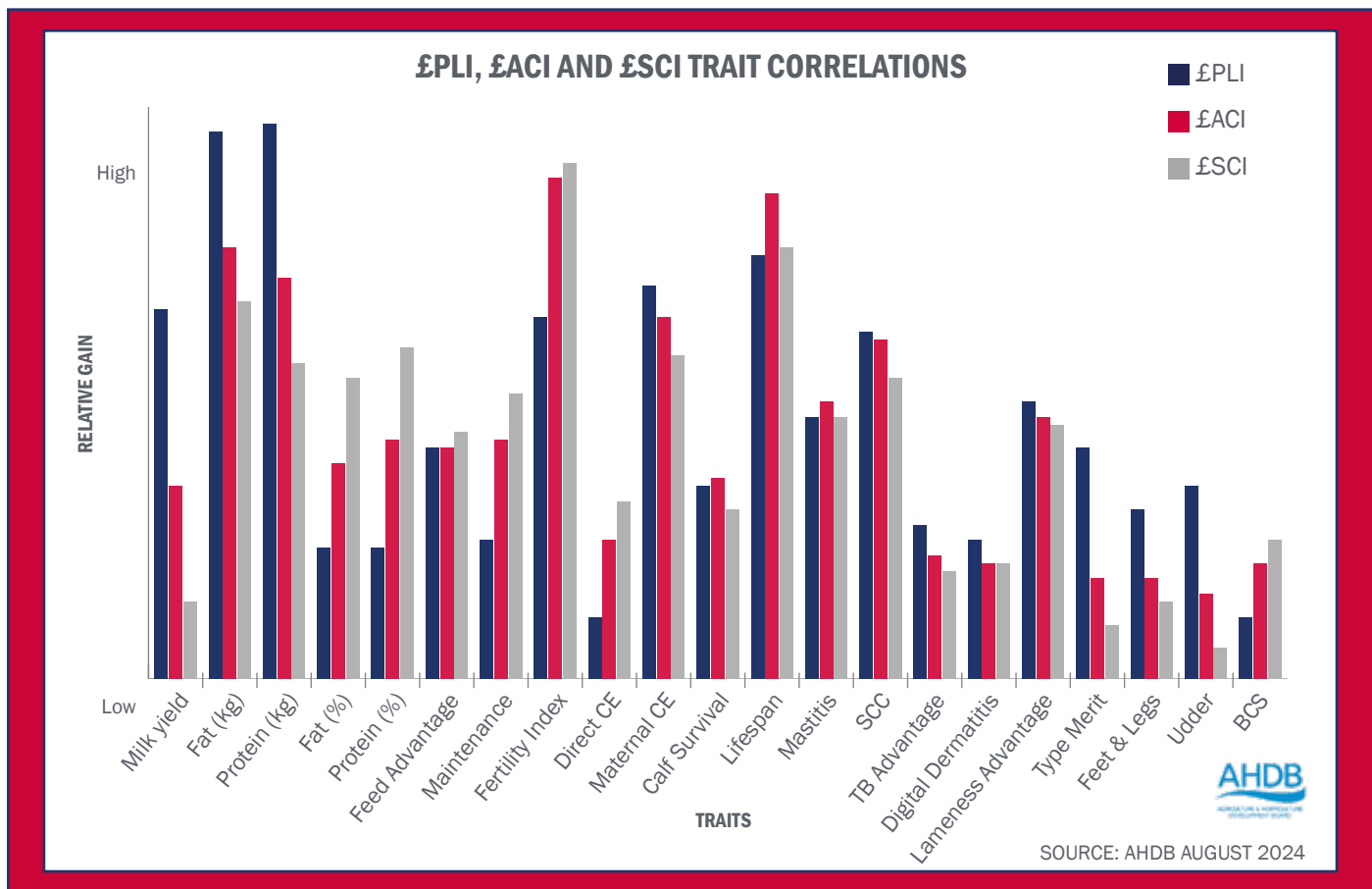


AUTUMN 2024 - SPRING 2025

SEASONAL SOLUTIONS

NORWEGIAN RED OPTIONS





Exclusive partnership with Norwegian Red

Offering a tailor-made breeding strategy based around the unique genetics of the Norwegian Red breed alongside the world leading genetics of Genus ABS Holsteins. Our experts can help you achieve your herd's breeding goals using a two or three way cross. Using new and patented technology from IntelliGen® Technologies, Genus invested significantly to develop what is considered to be a breakthrough in sexed genetics. The advanced technology helps improve performance; it has been tested and validated extensively through ABS Global Real-World Data® which includes results from 12,000 units of sexed genetics. Data shows IntelliGen technology achieves a higher relative conception rate when compared to conventional semen than other sexed genetic products currently available.

STRENGTHS OF THE NORWEGIAN RED BREED

- Norwegian Red cows have good production capabilities and will last longer on average than most other breeds. When used in a two or three way cross you will get the added advantage of heterosis (hybrid vigor)
- Norwegian Red is characterised as a breed with low calving difficulties. New born calves will be healthy and vigorous with low levels of mortality
- A significant number of Norwegian Red bulls are polled and some are homozygous polled. All offspring of homozygous polled bulls will be born polled
- Norwegian Red cows have superb fertility and superior health traits resulting in lower antibiotic use and increased ease of management
- The Norwegian Red is a medium sized cow. Smaller cows require less feed to maintain their bodyweight, ideal for grazing systems



“The Norwegian Red crosses have impressed us with their vitality and ease of management. The calves are spritely and healthy, helping to reduce our costs and improving overall herd health.”



Dafydd Evans (Farm Owner)

Farm: Kilford Dairy Farm

Herd Types: Holstein x Norwegian Red x Friesians

Location: Denbighshire, North Wales

Herd Size: 440 cows

Embracing Crossbreeding

In 2015, Dafydd, a qualified vet, transitioned from his veterinary career to manage the family farm full-time. During this period, the farm shifted from an all-year-round calving herd to an autumn block herd and began exploring crossbreeding opportunities. After extensive research and visits to other successful farms, the Evans family decided to integrate Norwegian Reds into their herd. Known for their hardiness, high health status, and suitability for grazing systems, Norwegian Reds proved to be an excellent fit for Kilford Farm.

“The results have been great,” says Dafydd Evans. “The Norwegian Red crosses have impressed us with their vitality and ease of management. The calves are spritely and healthy, helping to reduce our costs and improving overall herd health.” Their smaller stature also makes them ideal for the farm’s grazing system, handling the mile-long walk from the fields to the parlour with ease.

Utilising Reproduction Management Systems

To further refine their breeding program, the Evans family introduced a three-way crossbreeding strategy. Norwegian Reds are bred with Sexcel® Friesian sexed semen, Friesians with Sexcel® Holstein sexed semen, and Holsteins and bred to Norwegian Red. The coordination of bull selection is all managed by Genus ABS, allowing the Evans family

time to focus on other aspects of the farm. Genus ABS’s RMS has been pivotal to the Evans family’s success, handling the logistics of the breeding program and ensuring consistent and effective breeding practices. “Genus ABS provides us with expert breeding advice, helping us select the best bulls for our herd” Dafydd explains. “We generally pick two Norwegian Reds, two Holsteins, and two Friesians. Our strategic approach has streamlined our breeding process, maintaining a 360-day calving interval and a tight block calving system.”

This precision is crucial for their tight autumn block calving herd. Operating a strict autumn block calving any cow which remains empty after serving leaves the herd, helping to keep their operation efficient and ensuring their herd maintains a high fertility status.

Crossbreeding and Productivity

Thanks to the integration of crossbreeding strategies and RMS support, Kilford Farm has maintained a high-yielding herd while increasing milk solids, crucial for their Arla milk contract. The herd now averages 8,000 litres of milk with 4,500 thousand litres from forage as well as excellent solids – 4.34% fat and 3.56% protein.

Looking into the Future

Recently, the family expanded their parlour, allowing them to grow their herd from 320 to 450 cows. With this in mind, Dafydd aims to continue ensuring high productivity and efficiency across the farm.

Currently, there are a few polled cows within the herd. Dafydd states they “can see huge potential for polled genetics in the future. It saves us a job, it’s less stress on the calves, and from a sustainability point of view, it’s a huge win for everyone.”

Following a sexed and beef strategy has also yielded excellent results with the focus on maintaining an impressive 30 percent pregnancy rate.

Utilising the crossbreeding (Hyvig) approach, along with RMS, has seen the Evans achieve great success on their farm.

Norwegian Red £sci

BULL HBN	PAGE #	BULL NAME	SEXED	£SCI	£ACI	£PLI	FAT (KG)	PROT (KG)	FAT (%)	PROT (%)	MILK (KG)	PROD REL%	HAPLOTYPES
252NR12203	36	NR FALLMYR-PP	REC ²⁴	230	201	321	-3.1	0.0	-0.01	0.04	-65	44	PP
252NR12136		HAUEN-PP	REC ²⁴	209	184	332	-5.5	-0.8	-0.05	0.03	-72	60	PC
252NR12349	37	NR HALLANGER	REC ²⁴	203	183	326	-0.5	0.4	0.07	0.07	-97	36	
252NR12222	37	NR SKOIEN	REC ²⁴	202	199	366	2.2	4.2	-0.01	0.04	59	44	PP
252NR12297		NR MURI-P	REC ²⁴	185	188	341	0.6	4.2	-0.09	0.00	125	39	
252NR12367	36	NR EKRA-PP	REC ²⁴	182	170	325	-0.4	2.6	-0.05	0.01	55	38	
252NR12258		NR OKSVOLL	REC ²⁴	180	171	338	1.3	3.3	0.03	0.07	-5	39	
252NR12139		ALAND-PP	REC ²⁴	176	153	271	-3.0	-1.4	0.03	0.04	-105	39	
252NR12265		NR SMENES-P	REC ²⁴	166	168	339	0.4	2.9	-0.05	0.01	73	40	PC
252NR12163		FOSSHOLM-P	REC ²⁴	140	126	277	-1.0	2.4	-0.06	0.02	44	36	
252NR12241		NR LIE	REC ²⁴	138	119	270	-2.4	1.5	-0.02	0.05	-29	44	
252NR12268		NR STORLIEN-P	REC ²⁴	138	136	305	-0.6	2.6	-0.06	0.01	59	39	PC
252NR12164		GANES	REC ²⁴	104	106	265	0.4	5.3	-0.13	-0.01	166	39	PC

Data from AHDB (August 2024)

TRAIT LEADERS

GRAZING INDEX

1	OKSVOLL	120
2	HALLANGER	118
3	LIE	116
4	SKOIEN	115
5	ALAND-PP	113

MILK, FAT, PROTEIN INDEX

1	MURI-P	155
2	SKOIEN	140
3	HALLANGER	134
4	SMENES-P	133
5	LIE	132

TOTAL MERIT INDEX

1	SKOIEN	56
2	HALLANGER	50
3	MURI-P	49
4	LIE	48
5	SMENES-P	48

FERTILITY

1	FALLMYR-PP	118
2	HAUEN-PP	114
3	HALLANGER	113
4	ALAND-PP	113
5	LIE	112

Available from



T: 01270 616681

E: cs@genusbreeding.co.uk

BULL NAME	GRAZING INDEX	MFP INDEX	TMI	HIGH PRODUCTION	REL %	FERT I.	LONG	DCE	SCC	MAST	UDDER	LEGS	STATURE	GEN/PRO
FALLMYR-PP	109	110	34	112	75	118	111	116	106	95	116	113	102	G
HAUEN-PP	110	107	37	110	96	114	114	113	131	113	112	107	92	P
HALLANGER	118	134	50	123	51	113	125	131	114	111	124	108	96	G
SKOIEN	115	140	56	126	77	110	124	103	124	115	132	120	132	G
MURI-P	101	155	49	131	66	98	129	109	115	93	113	108	121	G
EKRA-PP	109	114	43	115	57	106	125	89	105	106	128	109	89	G
OKSVOLL	120	125	36	116	66	100	127	103	135	122	122	103	88	G
ALAND-PP	113	116	24	108	64	113	104	107	99	94	109	114	109	G
SMENES-P	101	133	48	125	69	100	135	82	118	100	135	126	129	G
FOSSHOLM-P	99	120	18	111	88	92	116	80	104	107	109	102	115	P
LIE	116	132	48	118	71	112	113	78	114	109	127	108	117	G
STORLIEN-P	106	132	36	121	66	101	128	118	111	88	118	128	100	G
GANES	104	121	15	113	71	108	118	111	83	114	103	101	98	G

Country of Origin (August 2024)

SCC		
1	OKSVOLL	135
2	HAUEN-PP	131
3	SKOIEN	124
4	SMENES-P	118
5	MURI-P	115

DCE		
1	HALLANGER	131
2	STORLIEN-P	118
3	FALLMYR-PP	116
4	HAUEN-PP	113
5	GANES	111

UDDERS		
1	SMENES-P	135
2	SKOIEN	132
3	EKRA-PP	128
4	LIE	127
5	HALLANGER	124

STATURE		
1	OKSVOLL	88
2	EKRA-PP	89
3	HAUEN-PP	92
4	HALLANGER	96
5	GANES	98

Country of Origin (August 2024)

REDX™ – SUPERIOR SEXED NORWEGIAN RED GENETICS

REDX uses new and patented technology from IntelliGen® Technologies. Genus invested significantly to develop what is considered to be a breakthrough in sexed genetics. The advanced technology helps improve performance; it has been tested and validated extensively through ABS Global Real World Data® which includes results from 12,000 units of sexed genetics. Data shows IntelliGen technology achieves a higher relative conception rate when compared to conventional semen than other sexed genetic products currently available.



NORWEGIAN RED

RED^x

12367 NR EKRA-PP



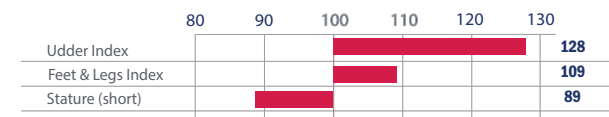
SIRE: NR EKRA-PP

PRODUCTION DATA AUGUST 2024



SCI	£182	39% Rel.
Milk kg	+55	38% Rel.
Fat kg	-0.4	-0.05%
Protein kg	+2.6	+0.01%
ACI	£170	
Daughters/Herds	0/0	Genomic
Beta Casein	A1/A2	
Kappa Casein	BA	

TYPE ASSESSMENT AUGUST 2024



NYBAKKEN-P X NETELAND

PP

HBN: 77 12367

NAAB: 252NR12367

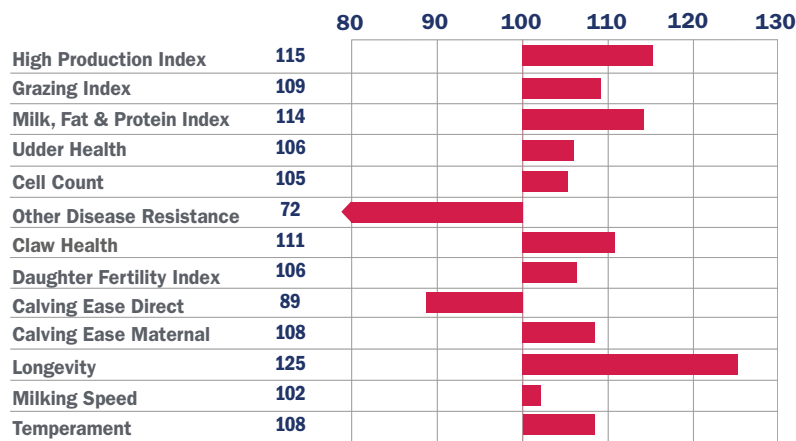
AI CODE: NR9825

£182 SCI

£170 ACI



HEALTH & MANAGEMENT TRAIT ASSESSMENT AUGUST 2024



TYPE, HEALTH & MANAGEMENT TRAITS FROM COUNTRY OF ORIGIN



NORWEGIAN RED
Since 1935

12203 NR FALLMYR-PP



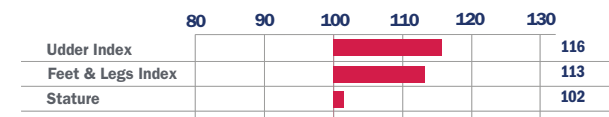
BULL: NR FALLMYR-PP

PRODUCTION DATA AUGUST 2024



SCI	£230	43% Rel.
Milk kg	-65	44% Rel.
Fat kg	-3.1	-0.01%
Protein kg	+0.0	+0.04%
ACI	£201	
Daughters/Herds	0/0	Genomic
Beta Casein	A2/A2	
Kappa Casein	AA	

TYPE ASSESSMENT AUGUST 2024



MAURSTAD-P X KOLBU-P

PP

HBN: 77 12203

NAAB: 252NR12203

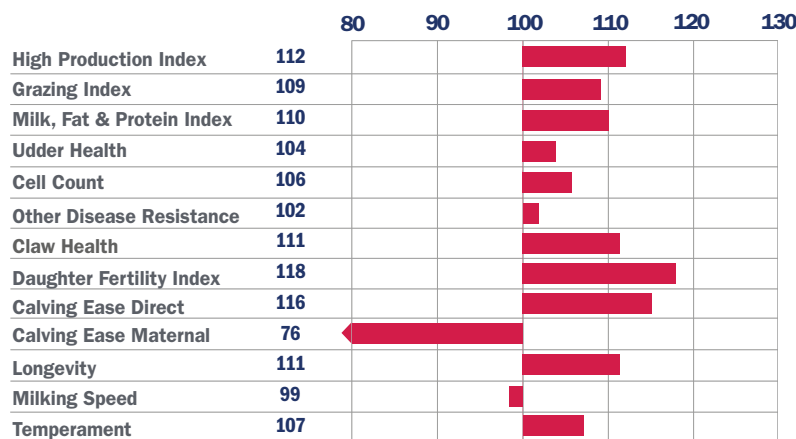
AI CODE: NR9834

£230 SCI

£201 ACI



HEALTH & MANAGEMENT TRAIT ASSESSMENT AUGUST 2024



TYPE, HEALTH & MANAGEMENT TRAITS FROM COUNTRY OF ORIGIN



NORWEGIAN RED
Since 1935

12349 NR HALLANGER



SIRE: 12349 NR HALLANGER

PRODUCTION DATA AUGUST 2024



SCI	£203	38% Rel.
Milk kg	-97	36% Rel.
Fat kg	-0.5	+0.07%
Protein kg	+0.4	+0.07%
ACI	£183	
Daughters/Herds	0/0	Genomic
Beta Casein	A2/A2	
Kappa Casein	BA	

TYPE ASSESSMENT AUGUST 2024

	80	90	100	110	120	130	
Udder Index							124
Feet & Legs Index							109
Stature (short)							96

VR VIPES X STORFLOR

HBN: 77 12349
NAAB: 252NR12349
AI CODE: NR9826

£203 SCI

£183 ACI



HEALTH & MANAGEMENT TRAIT ASSESSMENT AUGUST 2024

		80	90	100	110	120	130
High Production Index	123						
Grazing Index	118						
Milk, Fat & Protein Index	134						
Udder Health	114						
Cell Count	114						
Other Disease Resistance	102						
Claw Health	125						
Daughter Fertility Index	113						
Calving Ease Direct	131						
Calving Ease Maternal	104						
Longevity	125						
Milking Speed	100						
Temperament	99						

TYPE, HEALTH & MANAGEMENT TRAITS FROM COUNTRY OF ORIGIN



NORWEGIAN RED
Since 1905

12222 NR SKOIEN



BULL: NR SKOIEN

PRODUCTION DATA AUGUST 2024



SCI	£202	43% Rel.
Milk kg	+59	44% Rel.
Fat kg	+2.2	-0.01%
Protein kg	+4.2	+0.04%
ACI	£199	
Daughters/Herds	0/0	Genomic
Beta Casein	A2/A2	
Kappa Casein	AA	

TYPE ASSESSMENT AUGUST 2024

	80	90	100	110	120	130	
Udder Index							132
Feet & Legs Index							120
Stature (Tall)							132

STORFLOR X ALM

HBN: 77 12222
NAAB:252NR12222
AI CODE: NR9840

£202 SCI

£199 ACI



HEALTH & MANAGEMENT TRAIT ASSESSMENT AUGUST 2024

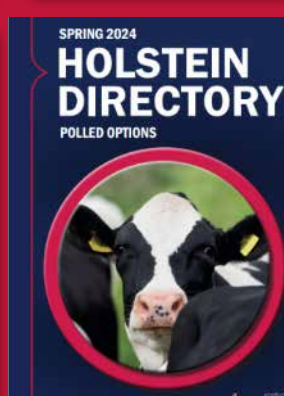
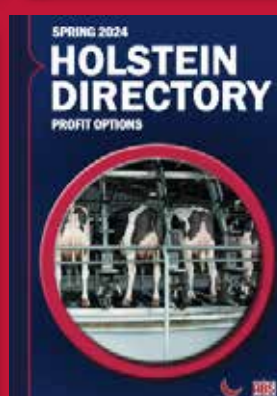
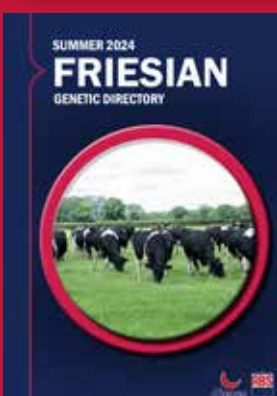
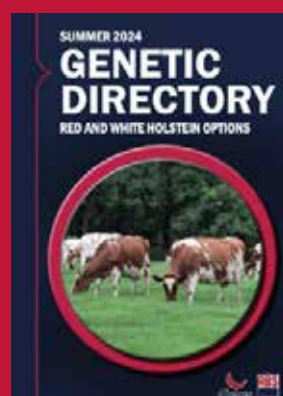
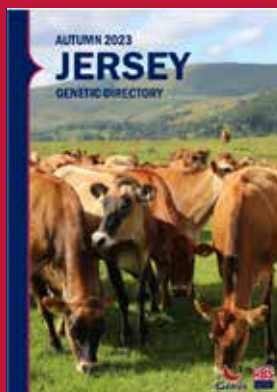
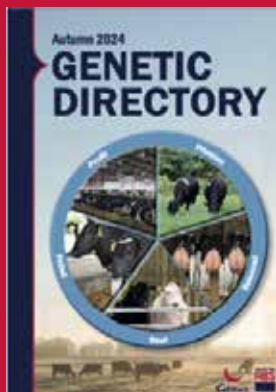
		80	90	100	110	120	130
High Production Index	126						
Grazing Index	115						
Milk, Fat & Protein Index	140						
Udder Health	125						
Cell Count	124						
Other Disease Resistance	102						
Claw Health	109						
Daughter Fertility Index	110						
Calving Ease Direct	103						
Calving Ease Maternal	102						
Longevity	124						
Milking Speed	104						
Temperament	112						

TYPE, HEALTH & MANAGEMENT TRAITS FROM COUNTRY OF ORIGIN



NORWEGIAN RED
Since 1905

The Genetic Directory Range



View our full range of directories here



Find out more by visiting our website:

<https://www.absglobal.com/uk/>

Find us on:    YouTube



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