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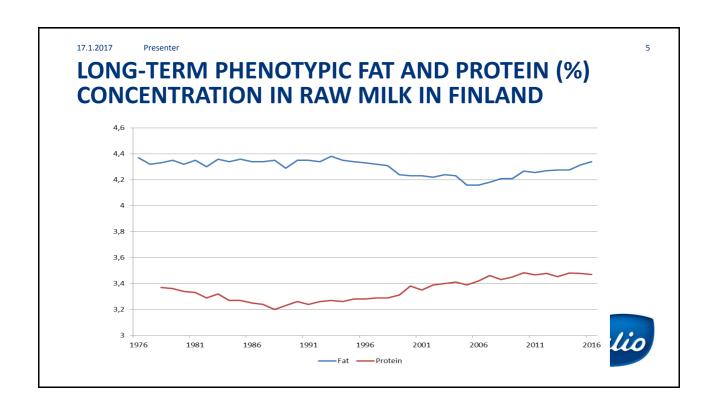
# DAIRY INDUSTRY INTRESTS TO MILK? DEFINITELY NOT JUST COMPOSITION!

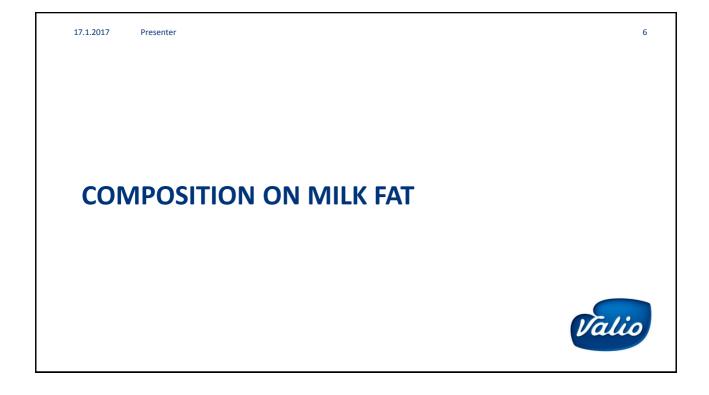
- Consumer acceptability
  - hygiene, quality (TPC, SCC, chemical residues)
  - but how milk is produced? (e.g. impact on animal health and welfare, environment and resource efficiency)
  - A hot topic!
- The possible effects of milk on human well-being
- The possible effects of milk on human health problems
- The animal breeding industry has an impact directly or indirectly on all
  of the above traits

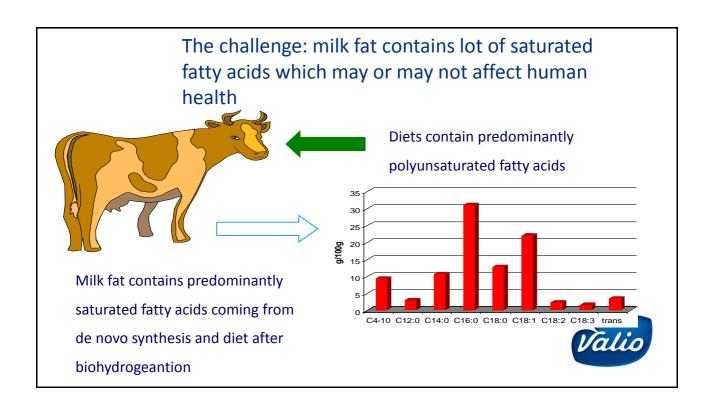
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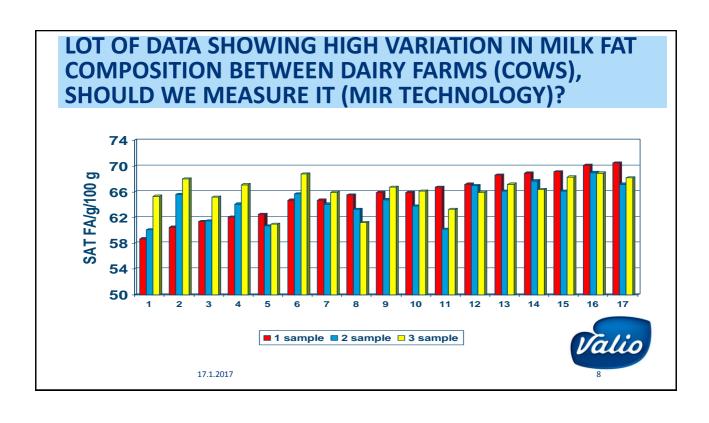
## **MAIN COMPOSITION OF MILK**

- Dry matter economic value in the whole chain
  - within the industry we think that the economic value of liquid (≈ water) is close to zero or even negative
    - · more milk is eaten than drunk
    - · less water in logistics and processing
    - · better udder health?
  - however, the prising systems of raw milk do not allways support the industry opinion
- Fat and protein maintain to be the key traits in breeding
  - represent the main economic value of the milk and should be in the breeding targets also in the future
- Minerals
  - some of the minerals may have a specific role for the milk products acceptance and human nutrition (e.g. Se, Zn and I)
  - perhaps not a breeding issue?











### **MILK FAT**

Rehabilitation of milk fat reputation during the last 20 years: fatty adics that are either positive, neutral or negative in respect of human health

The consumer (= business) potential somewhat unclear in enhancing milk fat

composition

 What are the possibilites (and costs) in increasing the positive FAs and decreasing the negative FAs in the milk fat?



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## **COMPOSITION ON MILK PROTEIN**



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#### MILK PROTEIN

- A high business value
- NPN and urea-N
  - management, probably not a breeding issue
  - less is more
- · Whey protein
  - one of the best protein sources in the nutrition
  - the genetic wp/casein realionship cannot be easily manipulated?
- Casein
  - a high economic value in cheese production
    - functional properties, e.g. rennettability
  - Casein types (especially β-casein); lots of discussion and even speculation
    - · EFSA opinion quite clear



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# MEASUREMENTS FROM DHI-SAMPLES – WHAT IS THE RIGHT STRATEGY?

- IR and MIR technology widely used since 1970's
- Traditionally commercial calibrations utilized → predictions of milk traits (e.g. protein, fat, SCC, FFA, NPN, urea) stored in the database for breeding purposes
- The MIR –spectrum of contains lot of information from milk and cow that can be utilized both in the management and breeding; how can we know what is interesting/valuable and what we can dig up from the spectra after let say 5-10-20 years?
- New strategy: don't waste the data → all the information (whole spectra) should be stored for the possible future needs

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### THE FUTURE COW AND MILK PRODUCTION?

- Critisism against animal production → dairy and meat industry
  - environment, especially climate change
  - resource efficiency
  - a cow that can efficiently utilize grass and forages
- The whole milk sector should put emphasis on
  - efficient production and efficient cow
  - feed efficiency (FE) must be one of the most important traits to be improved → breeding industry
  - improving FE much more efficient in decreasing GHG that trying to mitigate e.g. methane
- Do we have consensus how to breed our cows for better FE?
  - I think that we don't have the consensus yet, but measuring DMI is central
  - efficiency can be easily described as milk/DM or milk E/E intake
  - this relationship cannot be used as a trait?
  - negative weight on LW and DMI



