

NTM –VikingDanmark

Lisbet Holm



Current communication NTM



⇒ Communication suited for different target groups:

- Agricultural school students
- Different farmers
- Over all branding

⇒ Many channels:

- Dialogue advisors and farmers
- Meetings
- VikingNyt magazine
- Web / facebook
- Advertisements

Joint message: NTM = money



Dialogue advisor farmers



→ Breeding advising

- Individual breeding strategy / breeding plan
- NTM division – herd level
 - Divide the herd into two or three groups according to NTM level
 - Note the difference in milkyield, mastitis, fertility etc.
- SimHerd Breeding



Add value

- Quantify the level of NTM in your herd

The value of bulls with high NTM in your herd

29th November 2016

CHR: 12345

The value of using bulls with 20-point higher NTM compared to the bulls that are used today:

Increase in Net Return: € 48.670 per year on herd level
 € 96 per cow-year

Technical results of the simulation

	Today	NTM+20
Herd size	501	0
ECM per cow-year	10205	228
Replacement %	33	-1.7
Productive life, years	3.0	0.2
Lifetime yield per cow, kg ECM	30482	2358
Mastitis*	42	-1.6
Metabolic diseases*	12	-1.3
Reproductive diseases*	19	-0.5
Lameness causing diseases*	95	-5.3
Cow mortality*	5	-0.2
21-day pregnancy rate	20	1.4
Sold heifers, number	20.5	15.9

* Cases per 100 cow-years.

Add value

- Quantify the level of NTM in your herd

The value of bulls with high NTM in your herd

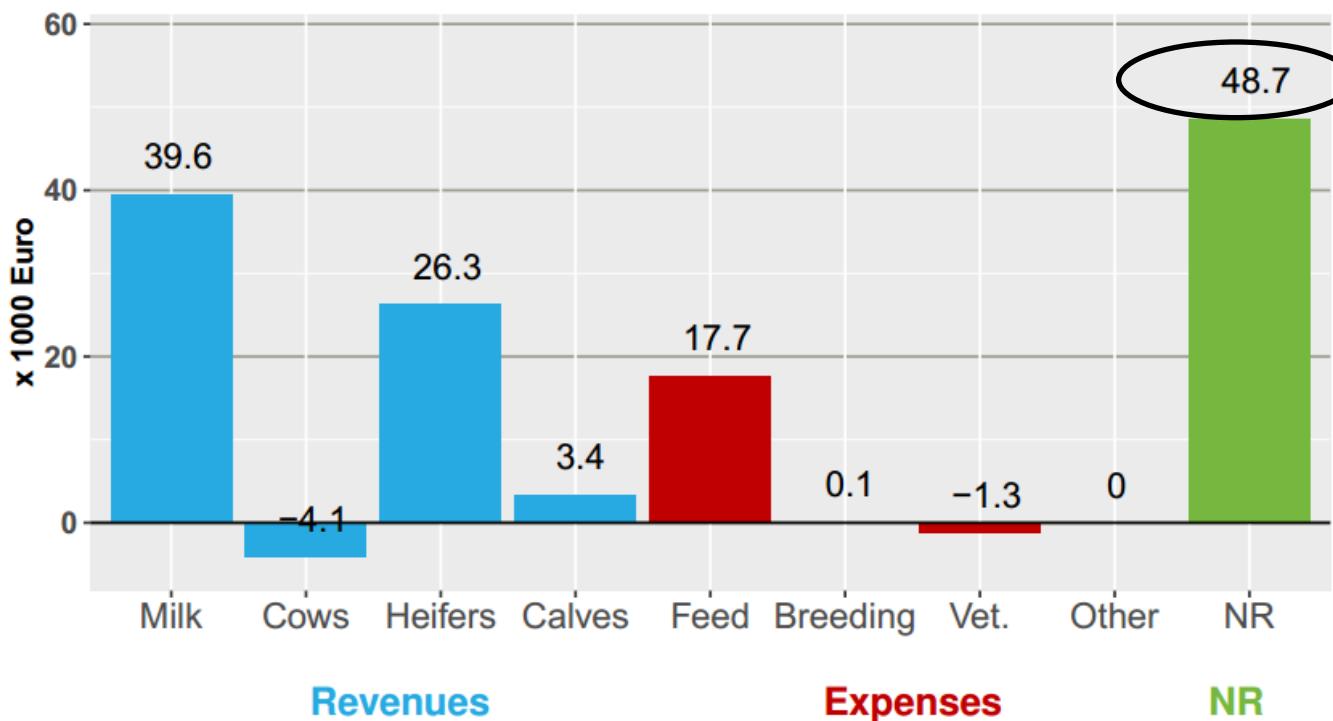
29th November 2016

CHR: 12345

The value of using bulls with 20-point higher NTM compared to the bulls that are used today:

Increase in Net Return: **€ 48.670 per year on herd level**

The bars show the changes in Revenues and Expenses behind the change in Net Return (NR).



Source behind this analysis: Nordic Breeding Evaluation

Table 1: Correlation between NTM and sub-indices.

	Holstein	Jersey	VikingRed
Yield	0.48	0.55	0.63
Fertility	0.43	0.32	0.22
Birth index	0.35	0.14	0.25
Calving index	0.30	0.38	0.22
Udder health	0.42	0.56	0.27
Other diseases	0.45	0.18	0.15
Claw health	0.36	0.10	0.05
Longevity	0.61	0.62	0.49
Youngstock survival	0.27	0.36	0.26

Bull with +20 in NTM

- $20 \times 0,48 = +9.6$ Y-index
- $9,6 \times 192 = 184$ kg

Table 2: Effect of a 10-point higher index of the bull on the daughter's performance (U.S. Nielsen, SEGES)

Index	Holstein	Jersey	VikingRed	Unit
Yield	192	185	231	kg ECM in first lactation*
Fertility	-2.2	-1.6	-1.7	Interval calving- first insemination
Fertility	-0.03	-0.06	-0.08	Inseminations per pregnancy
Birth index	-0.6	-0.6	-0.6	Stillbirth rate**
Calving index	-1.1	-1.5	-0.4	Stillbirth rate**
Udder health	-2.2	-2.8	-2	Treatments**
Other diseases	-1.1	-1.1	-0.9	Treatments**
Claw health	-0.7	-1.1	-0.1	Treatments**
Longevity	36	35	34	Age in days
Youngstock survival	-2.1	-4.3	-3	Calf mortality rate after birth**

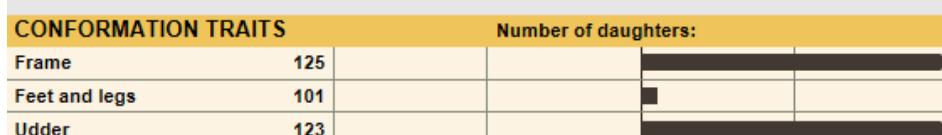
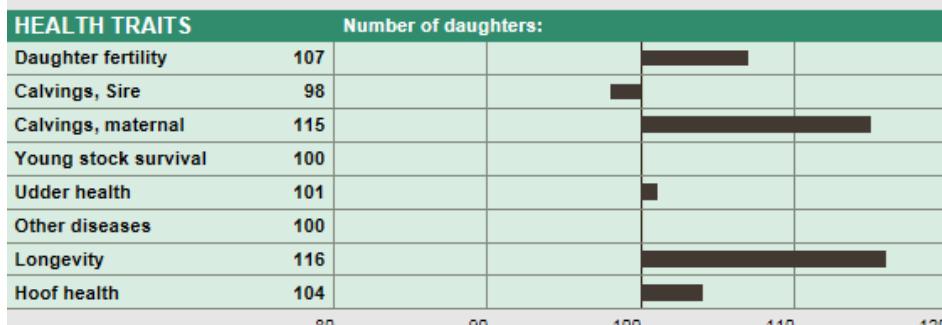
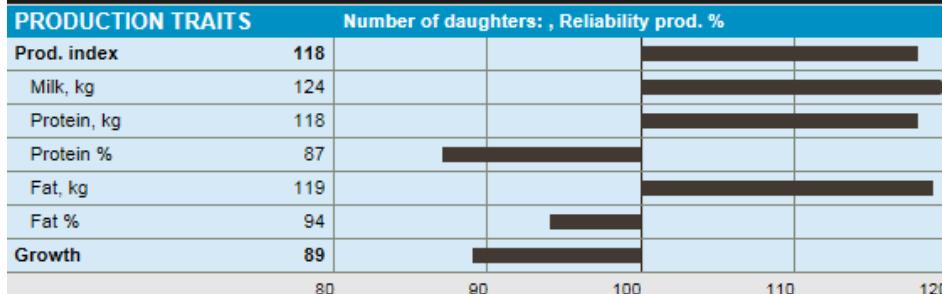
Add value

- Value of specific bulls (in a well managed herd – a case study)

VH Soulrun

Vh Anderstrup Super. Soulrun
HOL 258170

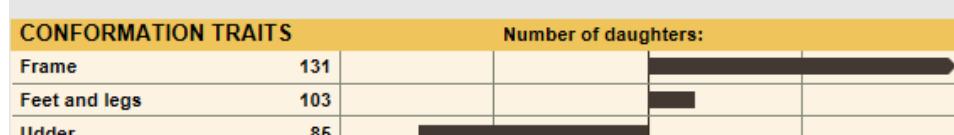
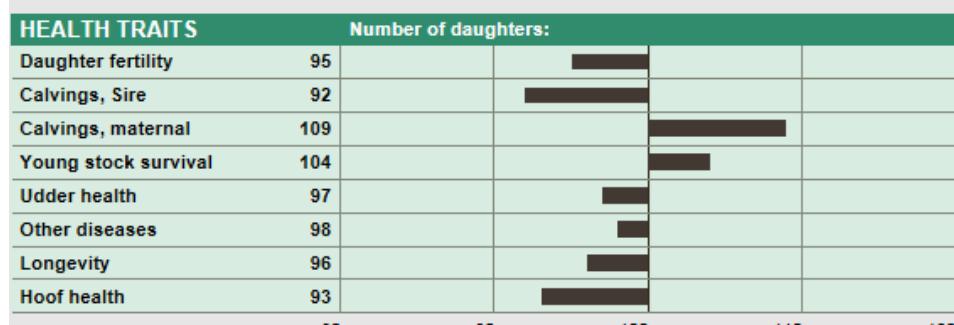
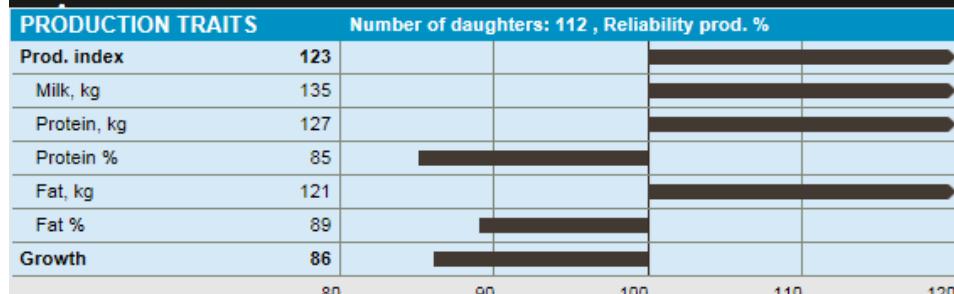
NTM +27



Shandar

Shandar
HOL 253761

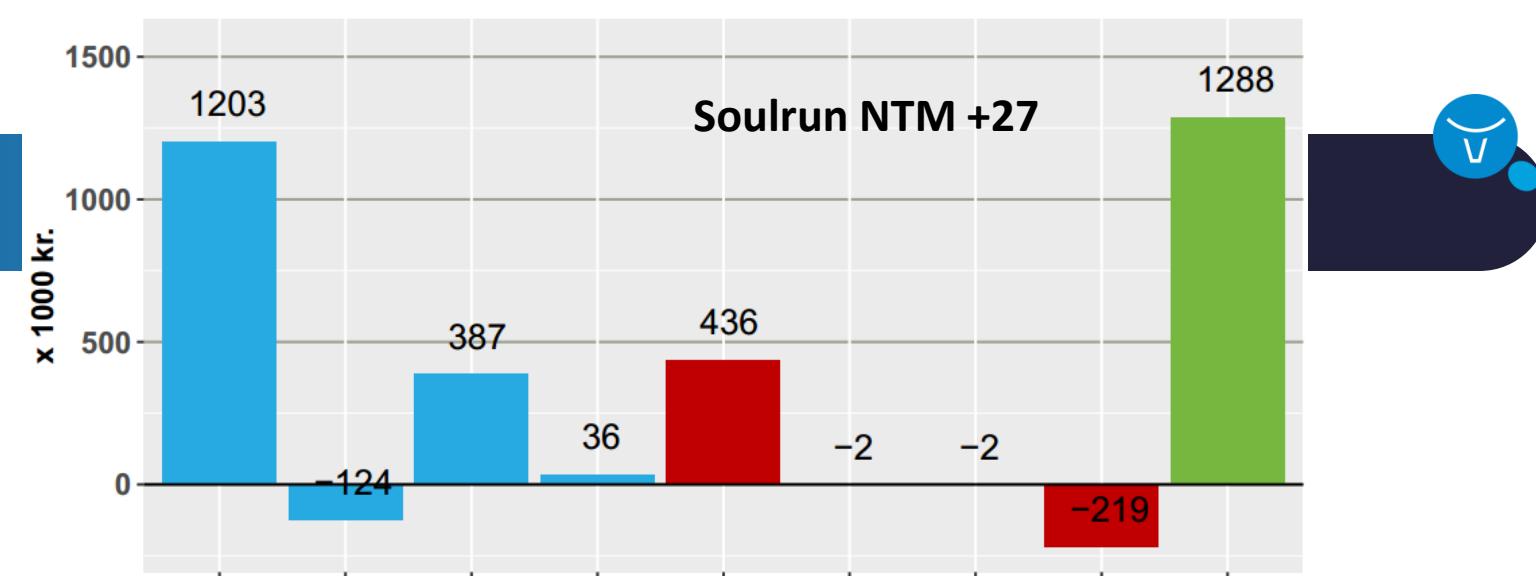
NTM +10



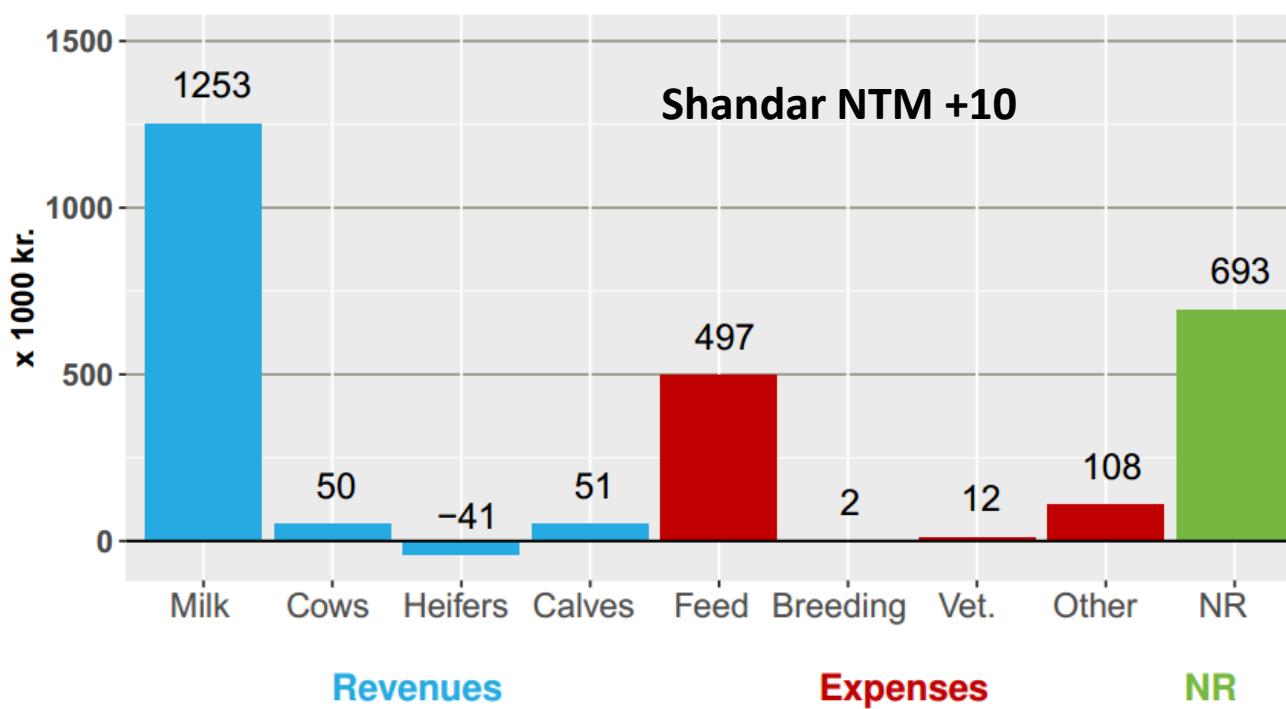
Technical results of the simulation

	Today	Soulrun	Shandar
Herd size	1050	1	-0
ECM per cow-year	12478	463	485
Replacement %	30	-3.1	1.2
Productive life, years	3.3	0.4	-0.1
Lifetime yield per cow, kg ECM	41440	6453	-26
Mastitis*	21	0.1	0.4
Metabolic diseases*	9	-0.0	0.2
Reproductive diseases*	17	-0.4	0.2
Lameness causing diseases*	29	-0.4	2.0
Cow mortality*	2	-0.5	0.1
21-day pregnancy rate	22	0.4	-0.5
Sold heifers, number	103.9	33.7	-8.7

* Cases per 100 cow-years



Revenues Expenses NR



Revenues Expenses NR

VikingNyt, web, Facebook



- Storytelling
- Articles
- Branding

VikingDanmark har tilføjet 3 nye billeder.
Offentliggjort af Lea Foustad Harbo [?] - 26. december 2016 kl. 15:59 - Ⓜ

"JEG AVLER KØER, DER KAN VÆRE ALENE HJEMME"
Flemming og Trine Pedersen bruger NTM som et pejlemærke i avlen. De vil have sunde og produktive dyr på gården i Fjerritslev.
Læs historien her: <http://bit.ly/2hna4mP>

A Facebook post from the page "VikingDanmark". The post features a main photo of a man and a woman standing in a barn, smiling at the camera. In the background, several brown cows are visible in their stalls. Below the main photo are two smaller images: one showing a long row of cows in a barn, and another showing two men standing near a feeding trough where cows are eating hay. The post has received 16,207 likes and 32 shares. It includes standard Facebook interaction buttons for "Synes godt om", "Kommenter", "Del", and "Boost opslag".

Storytelling

Danmarks største mælkeproducent:

"Jeg bruger kun genomiske tyre"

Avismål er
højt mulig NTM

Avisstrategi fastlægges i
samarbejde med Vikings avisrådgiver

Insemineringsplan sikrer
størst mulig fremgang

Konstruktivt samarbejde
med Vikings inseminorer

Jam Kuet Madsen
Blæsming 3.000 køer

VIKING®
Drift & DNA - i forening

NTM

- afprøvet i praksis

NTM er det mest komplette totaløkonomiske indeks i verden, baseret på unikke registreringer. Én NTM enhed har en værdi på 75 kr. pr. ko årligt.

Alle økonomisk vigtige egenskaber er med i NTM - bl.a. betyder +10 delenheder følgende

- Yversundhed: 260 kr
- Frugtbarted: 230 kr
- Mælkeorganer: 190 kr
- Y-indeks: 570 kr

VH Highway
NTM +45
(Halogen x D Etoto)

VH Brixton
NTM +44
(Balisto x VH Mandel)

VH Gofeet
NTM +40
(Mardi Gras x VH Grafit)

VII. Miracles-datter fra
Selbækken Agro, likeledes

VIKING®
Drift & DNA - i forening

Future focus...



- Individual approach to farmers
- Focus on revenue
- SimHerd

It's all about people...

