

## How to communicate efficiently about NTM?

NTM is a great tool, but not an intrinsic value!

Individual traits are far more important than NTM (Faba's customer survey 2016)

Farmers select sires which meet their breeding goals  
 • and breeding adviser on their behalf

NAV workshop 19.1.2017  
 Mikko Säynäjärvi



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## How to communicate...?

They select active sires from web shop and from daily plan. Those are good ones! So NTM is working

Hardly anyone says that NTM is rubbish. Sometimes one can wonder why a good cow has a poor NTM

What is in the NTM, is an another question☺

Farmers are busy. Many of them outsource breeding, so they don't stuck in details



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## How to communicate...?

The value of one NTM point or values of each trait in cash are important?

On the cow level ☹

- small drops from here and there
- do not necessarily wake up interest

On the farm level ☺

- we can see the power of NTM
- the bigger the herd is the better we see it

On the population level ☺☺

→ Comparisons from real life



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## NTM comparison service done by breeding advisors

On the herd level comparison usually works well, but  
small herds and organic herds are challenging

NTM-vertailu

| Rotu                       |                           | Alhaisempi NTM<br>NTM: -6 - 0 |                  | Korkeampi NTM<br>NTM: 3 - 17 |                  | NTM-keskiarvo<br>3,1 |
|----------------------------|---------------------------|-------------------------------|------------------|------------------------------|------------------|----------------------|
| Holstein                   |                           | Eläinten lkm                  | Ryhmän keskiarvo | Eläinten lkm                 | Ryhmän keskiarvo | Ero ryhmien välillä  |
| Ensimmäinen<br>tuotoskausi | Ominaisuus                |                               |                  |                              |                  |                      |
|                            | NTM                       | 7                             | -1,7             | 8                            | 7,3              | 9,0                  |
|                            | 305pv maitotuotos (kg)    | 7                             | 9466             | 8                            | 10577            | 1111                 |
|                            | 305pv rasvatuotos (kg)    | 7                             | 334              | 8                            | 424              | 90                   |
|                            | 305pv valkuaistuotos (kg) | 7                             | 294              | 8                            | 389              | 95                   |
|                            | 305pv EKM (kg)            | 7                             | 8699             | 8                            | 10807            | 2108                 |
|                            | Solut                     | 7                             | 57               | 8                            | 31               | -26                  |
| Toinen<br>tuotoskausi      | NTM                       | 8                             | -1,6             | 8                            | 4,4              | 6,0                  |
|                            | 305pv maitotuotos (kg)    | 8                             | 11233            | 8                            | 12278            | 1045                 |
|                            | 305pv rasvatuotos (kg)    | 8                             | 432              | 8                            | 484              | 52                   |
|                            | 305pv valkuaistuotos (kg) | 8                             | 398              | 8                            | 424              | 26                   |
|                            | 305pv EKM (kg)            | 8                             | 11139            | 8                            | 12236            | 1097                 |
|                            |                           | Solut                         | 8                | 325                          | 8                | 240                  |



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## On the population level Ayrshire (born 2010) → 10/2016

| Trait     | NTM <= -10 | -10<NTM<+10 | NTM >=10 |
|-----------|------------|-------------|----------|
| Cows      | 7 393      | 47 046      | 4 489    |
| Culling % | 85         | 74          | 63       |
| Calvings  | 2.5        | 2.9         | 3.3      |
| ECM, kg   | 17 467     | 25 345      | 32 795   |

15 328 kg x 35 cent/kg ≈ 5 365 €/cow



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## On the population level Holstein (born 2010) → 10/2016

| Trait     | NTM <= -10 | -10<NTM<+10 | NTM >=10 |
|-----------|------------|-------------|----------|
| Cows      | 3 802      | 33 578      | 2 709    |
| Culling % | 83         | 72          | 60       |
| Calvings  | 2.6        | 3.0         | 3.4      |
| ECM, kg   | 20 459     | 27 602      | 34 764   |

14 304 kg x 35 cent/kg ≈ 5 006 €/cow



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For breeding advisor (and for ai-technicians) we need detailed information. What is the importance of each trait and point!

For farmers more comparisons! We must prove that NTM is making money for them.



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