How to communicate efficiently about NTM-on export markets
Selling NTM is hard.

“NTM is tailor made for Nordic countries, and doesn’t work under other climate conditions”

Outside “Vikingland”, North American index more are known (TPI, LPI, NM$)

Showing pictures on great udders is easy, showing invisible and profitable cows is difficult

NTM is complicated and hard to understand.
1 unit of NTM is worth 10 euro per cow per year (NAV)

2 herds, A and B, 100 cows each, same treatment

Farmer B will earn 10,000 euro more per year than farmer A

Without any extra effort, it is in the genes!

Herd A 100 cows
average NTM 0

Herd B 100 cows
average NTM +10

+10,000 euro extra per year
The study conducted in 2012 - Cows from 60 different herds with Danish Holstein were divided within herd in two groups – low NTM and high NTM.

Production results from the two groups were analyzed.
How can we better communicate NTM?

- Viking type of cow is the most efficient cow
- Be careful with graphs
- Translate numbers into real facts
- Testimonials
- Turn WHAT into WHY
- User friendly info. We need to rely on sales reps

Translate numbers into real facts
Scoring in three classes:
0 = no disease
1 = mild disease
2 = severe disease

Average is the score of an average cow in the population on the scale from 0-2
Help to translate the values to real life

VH Clark
+128 hoof health index means

- 20% less heel horn erosion
- 50% less digital and interdigital dermatitis
- 44% less sole ulcer
- 11% less sole hemorrhage
- 16% less double sole & white line separation
- 65% less verrucose dermatitis
### VIKRANK – tailor made for specific herd goals

- **profitable pasture-based milk production**
  - daughter fertility, calving ease, hoof health, high fat and protein components

- **trouble-free and healthy cows**
  - mastitis resistance, resistance to other diseases, hoof health

- **cows suited to be milked by robots**
  - milk flow, mastitis resistance, hoof health, high fat and protein components, udder conformation

- **healthy cows with a high milk production**
  - milk yield, mastitis resistance, udder conformation

- **a profitable cheese production**
  - yield, udder conformation, mastitis resistance, high components, B-variant of Kappa Casein

- **improved genetic level of female fertility**
  - female fertility, hoof health

- **improved feed efficiency**
  - improved production, restriction of the cow size measures, high fat and protein components
Thank you!