

How to communicate efficiently about NTM -on export markets





"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.



Selling NTM is hard



Economic value of NTM

- ➔ 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

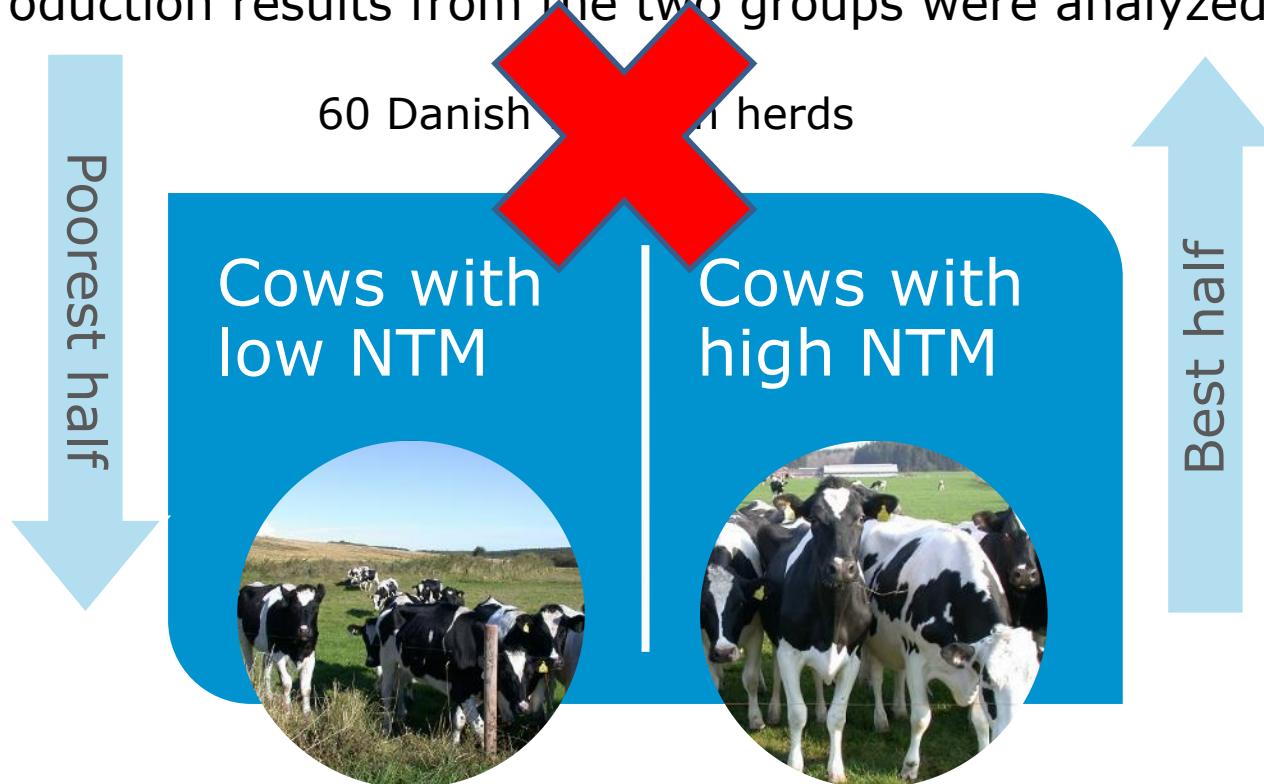


**+10,000
euro**
extra per year

NTM works in practice – a study

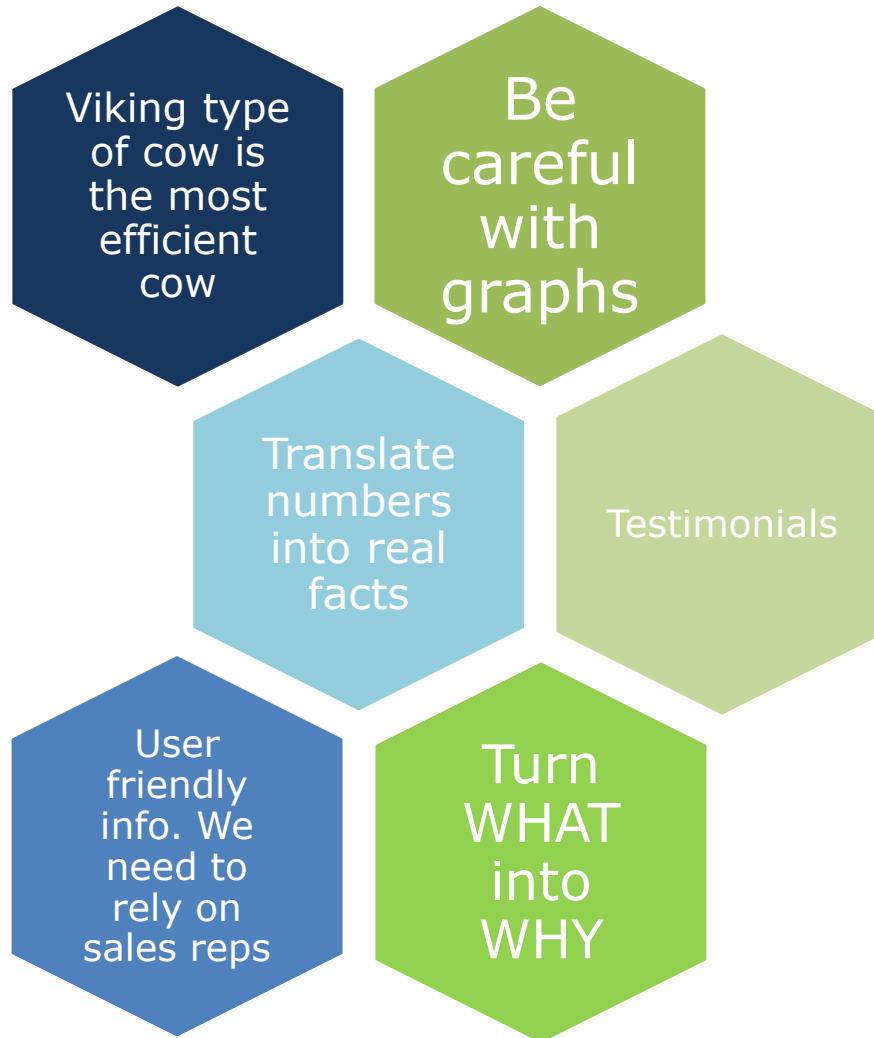


- ➔ The study conducted in 2012 - Cows from 60 different herds with Danish Holstein were divided **within herd** in two groups – low NTM and high NTM
- ➔ Production results from the two groups were analyzed





How can we better communicate NTM?



VH Clark, NAV Bull Search



NAV Bull search

[NAV Interbull search](#)



VH Clark NTM
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Search

Born	08/08/2009
Breeder	Hans Thysen
Evaluation	Holstein
International ID	DNK000000000253555
Herdbook number	
FIN	96559
SWE	91384
DNK	253555

Trait	# Daughters	# Herds
Yield	4470	1531
Udder health	3920	1630
Conformation	1671	653

Breed proportions		
Breed	HOL	BW
%	91	9

Sire	D Cole DNK000000000247374	PGS	V Curtis DNK000000000240020
Dam	DNK000005112203156	PGD	DNK000005872300800
		MGS	T Lambada DNK000000000237273
		MGD	DNK000005112202658
		MGDS	V Bojer

[Back to breeding values](#)

Trait	Breeding value	NAV Countries	
		Bull effect	Average
Claw health	128		
Sole ulcer (p)	115	-0.035	0.08
Sole hemorrhage (p)	113	-0.031	0.29
Heel horn erosion (p)	119	-0.047	0.22
Digital dermatitis + interdigital Dermatitis (p)	143	-0.124	0.24
Verrucose dermatitis + Interdigital Hyperplasia (p)	122	-0.039	0.06
Double sole + white line separation (p)	115	-0.014	0.09
Cork screw claw (p)	89	+0.003	0.01

“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
verruccose
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!



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