

VikingRed

Healthy, trouble-free cows

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Euroopa Maaelu Arengu
Põllumajandusfond:
Euroopa investeeringud
maapiirkondadesse



- VikingRed is a breeding program
- The breeds are:
 - Finnish Ayrshire
 - Swedish Red
 - Danish Red
- The strongest red program in the world
- Selection across countries
- ~175,000 registered cows
- Low level of inbreeding compared to other breeds





Healthy, trouble-free cows

- VikingReds are **naturally healthy cows** with **the highest production of milk and solids** for red cows in the world
- VikingReds are known for their excellent fertility and **easy calvings** and are consistently amongst the **top rankers on local indexes internationally**
- VikingRed is a leading breed for **crossing** and will naturally boost the health, fertility, and efficiency of your herd.



Gives you **fewer management costs** and more time to focus on **optimising your business**

Makes your dairy business **climate-friendly, sustainable** and **profitable**



Naturally healthy

Excellent health, fertility and calving ease



High producing

Highest production of milk and solids



Trouble-free

Resilient,
long-lasting cows



Ideal for crossing

Boosts health, fertility and efficiency in crossbreds



Naturally healthy



Naturally healthy

Excellent health, fertility and calving ease

- Excellent udder health* – mastitis **8%**
- Great general health*:
 - Early reproductive disorders **3%**
 - Late reproductive disorders **9%**
 - Ketosis **1%**
 - Other metabolic disorders **3%**
- Excellent reproduction performance
 - Conception rate, heifers **63%**
 - Conception rate, cows **53%**
 - Calves born alive **95.2%** (1st lact.), **96.6%** (2nd and later lact.)

* Health data based on the three first lactations

High producing



High producing

Highest production of
milk and solids

Production, 305 days

- High level of production
 - Milk **9,837 kg**
 - Milk **10,436 kg** ECM
- High production of solids
 - Fat **431 kg**
 - Fat **4.38%**
 - Protein **353 kg**
 - Protein **3.59%**
 - Fat + Protein kg **784 kg**

Trouble-free



Trouble-free

Resilient,
long-lasting cows

- The high genetic level for the functional traits make VikingRed a **robust** and **long-lasting** cow
- Days in production from first calving to the end of the third lactation - **894 days**
- Highest genetic level for longevity based on Interbull **12 index units** higher than other red populations
- Longevity **+29 index units**, Udder health **+12 units**, Hoof health **+12 units** – genetic progress during 2001-2020

Ideal for crossing

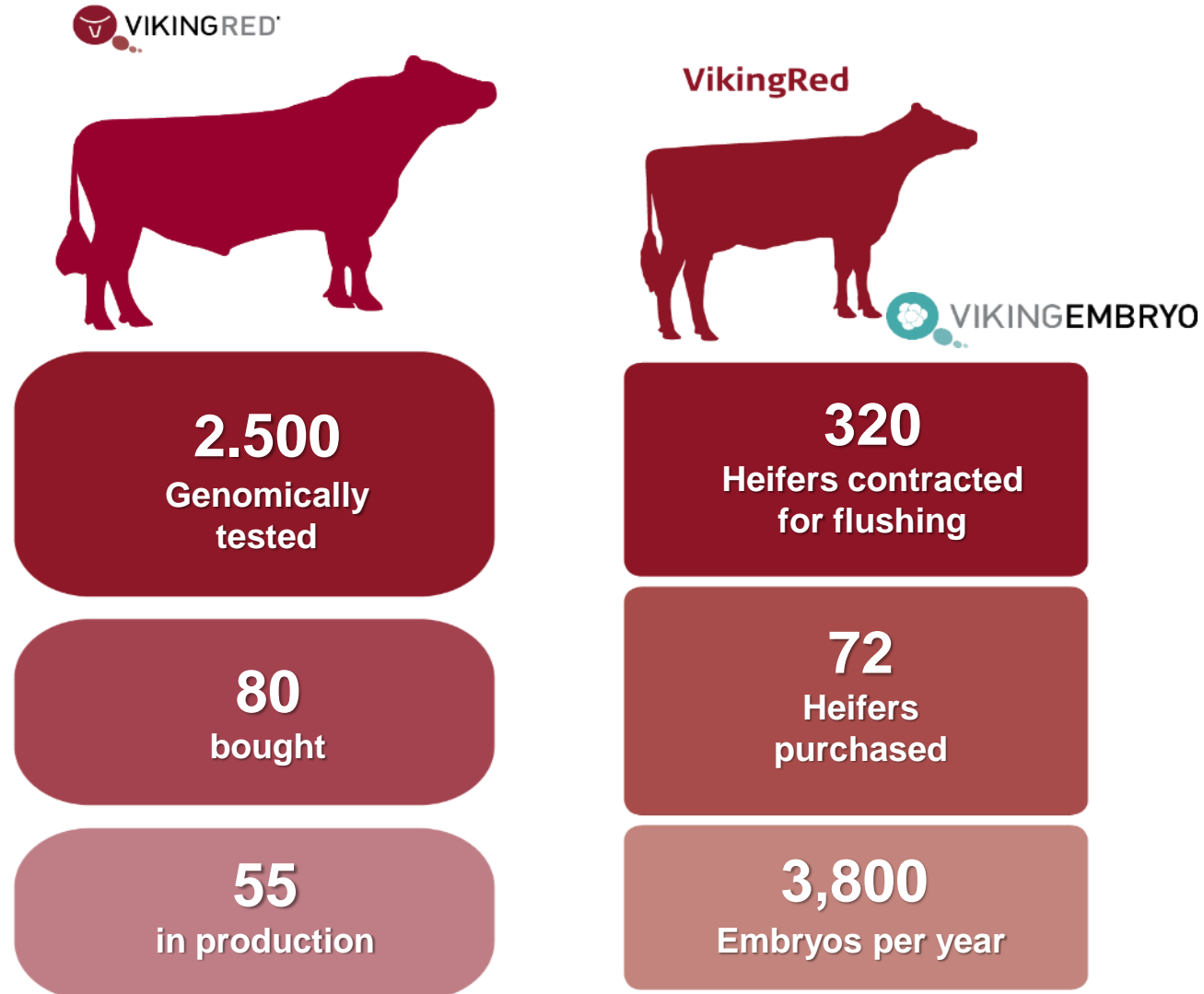


Ideal for crossing

Boosts health, fertility and efficiency in crossbreds

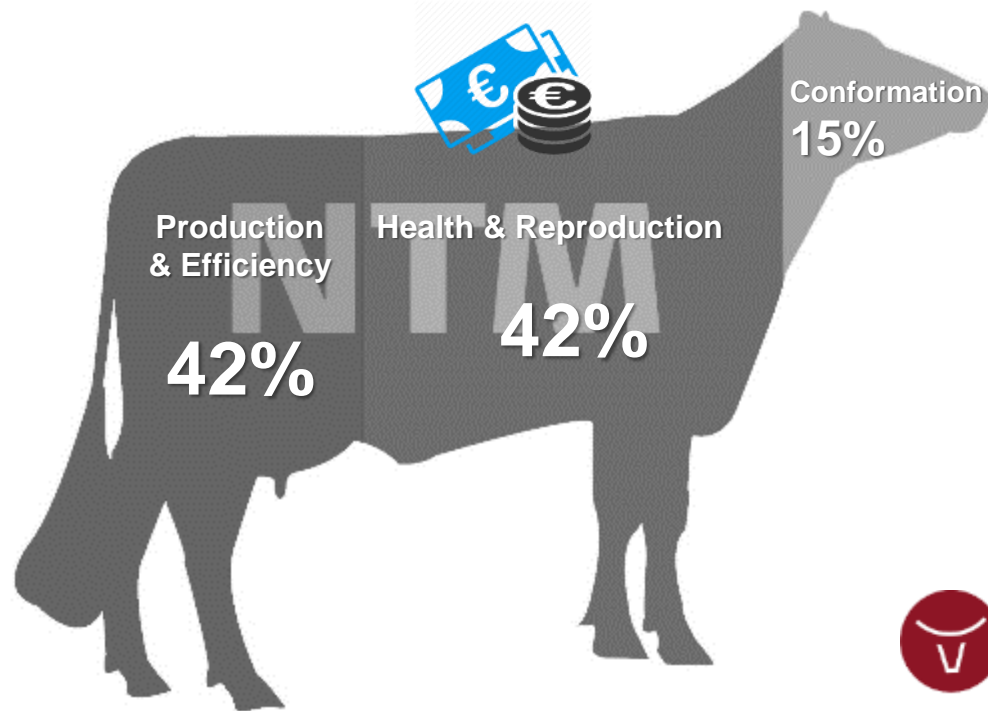
- Proven in crossbreeding studies in many parts of the world
- On the same economic level as VikingHolstein and VikingJersey
- Used in ProCROSS, the best proven crossbreeding programme in the world used by high-yielding herds
- Used on Hol x Jer cross in New Zealand for the ideal size, fertility and health traits

VikingRed breeding & female program



The Nordic Total Merit (NTM)

- ALL traits in NTM are of **economic importance**
- **>90 sub traits** combined into **15 main traits**














Correlations to NTM

Trait	Correlation
Production	0.70
Growth	-0.05
Saved feed	0.17
Daughter fertility	0.20
Calving direct	0.26
Calving maternal	0.18
Udder health	0.30
General health	0.21
Hoof health	0.23
Longevity	0.47
Youngstock survival	0.28
Frame	-0.13
Feet & legs	0.27
Udder	0.18
Milkability	0.12
Temperament	0.07




Interbull ranking - RDC

	Production index 	Udder health 	Daughter Fertility 	Calving direct 	Calving maternal 	Longevity 
	104	100	100	101	100	101
	97	100	114	100	91	91
	90	97	97	95	95	92
	80	100	85	N/A	N/A	91
	90	95	98	N/A	N/A	82



Breeding for higher feed efficiency

Direct measurements of individual cow's feed intake



Individual feed intake
data available for

3,000

VikingRed cows

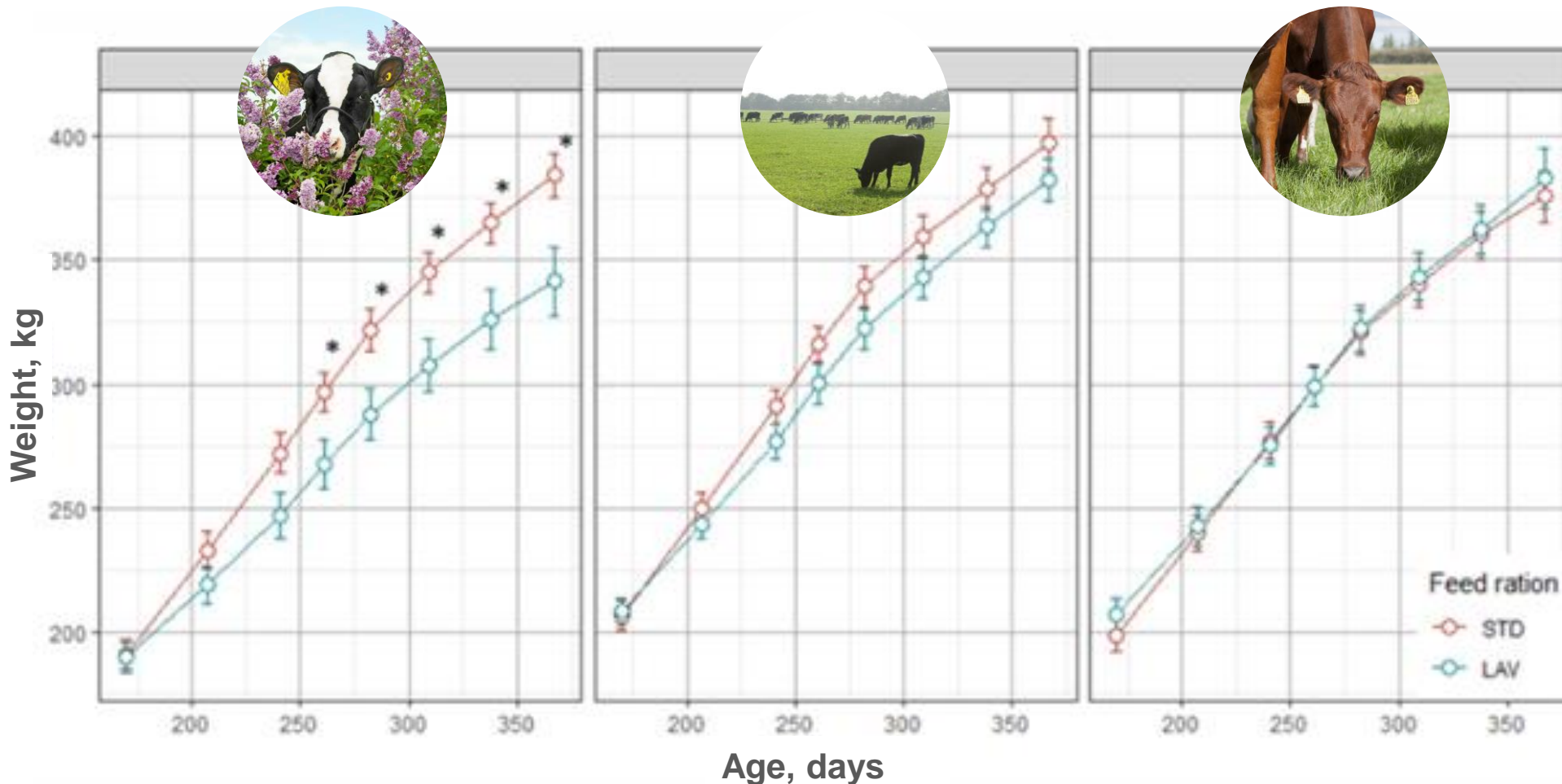
Cattle Feed Intake System - CFIT

Installations and agreements

October 2022

Danish feed efficiency study on heifers

The Danish Cattle Research Center led research to compare possible differences in **weight**, **growth**, **feed intake** and **feed efficiency** between Holstein (HOL) and VikingRed heifers, as well as heifers from crosses.



Feed rations:

STD Standard optimized for Holstein

LAV Low energy ration which has more filling

62 heifer calves were part of the research.

The trial took place from **02.2020 to 09.2020**

Natural health



Improve udder health

Bull with EBV 100 equals
population average for the
breed



Daughters of the bull
EBV 100

23%
less
mastitis*



Daughters of the bull
EBV 110

46%
less
mastitis*



Daughters of the bull
EBV 120

Note: Calculated based on phenotypic values (NAV 2021)
*Compared to population average

Improve hoof health

- Sole ulcer
- Verrucose dermatitis
- Interdigital Hyperplasia
- Heel horn erosion
- Cork screw claw



Daughters of the bull

EBV 100

25-33%
less



Daughters of the bull

EBV 110

50-67%
less



Daughters of the bull

EBV 120

Note: Bull with EBV 100 equals population average for the breed
Calculated based on phenotypic values for VikingRed (NAV 2021)

Improve hoof health

- Digital & Interdigital dermatitis
- Sole hemorrhage
- Double sole + white line

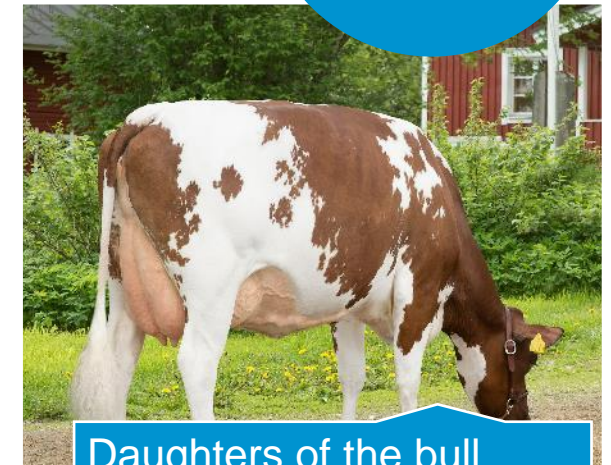


Daughters of the bull
EBV 100



Daughters of the bull
EBV 110

14-23%
less



Daughters of the bull
EBV 120

28-45%
less

Note: Bull with EBV 100 equals population average for the breed
Calculated based on phenotypic values for VikingRed (NAV 2021)

VikingRed conception rate

- VikingReds have high conception rate.



heifers

63%

VikingRed



cows

53%

VikingRed



Improve daughter fertility - VikingRed

% improvement relative to population average



Population average

Interval from calving to 1st insemination
81 days

Interval from 1st to last insemin., heifers **26 days**

Interval from 1st to last insemin., cows **45 days**

Number of insemin., heifers **1.6**

Number of insemin., cows **1.9**

EBV 110

- 2 days / -3%

- 2 days / -7%

- 4 days / -9%

- 0.08 / -4%

- 0.07 / -4%

EBV 120

- 4 days / -5%

- 3 days / -13%

- 8 days / -17%

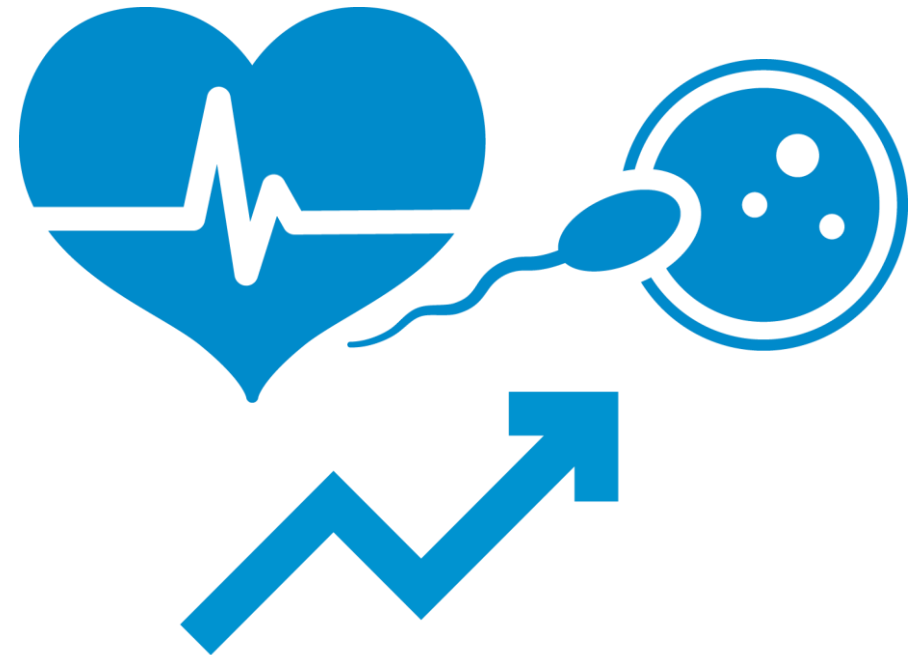
- 0.11 / -7%

- 0.15 / -8%

A close-up photograph of a brown and white cow, likely a Jersey or similar breed, looking slightly to the left. The cow has a distinctive white blaze on its face and a white patch on its forehead. It is wearing a yellow collar with a blue tag that has the number '5' on it. The cow is standing in a metal enclosure, with a horizontal metal bar visible above its head. The background is slightly blurred, showing other cows and the structure of the enclosure.

Ideal for crossing

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Thank you!