



IT'S SIMPLY

MORE





NORWEGIAN RED

PURE vs **NR X**
HOL **HOL**

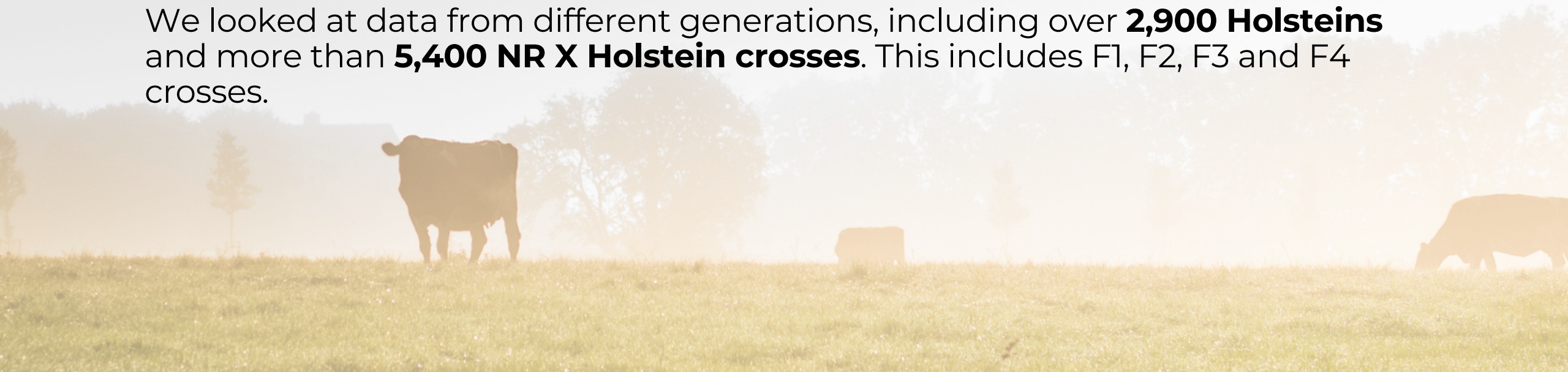
MAXIMIZE GAINS!

PROVEN DATA FOR PROVEN BENEFITS OF NORWEGIAN RED

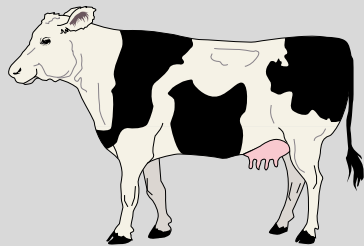
We compared the performance of **Pure Holstein** cows with crossbred **Norwegian Red X Holstein** cows in a large **US dairy farm** that has been milking crosses for over 15 years.

Raw data is collected via Dairy Comp and analyzed using **SAS** (Statistical Analysis System) statistical software.

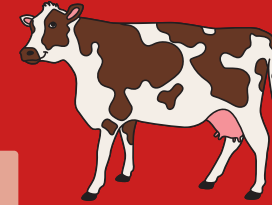
We looked at data from different generations, including over **2,900 Holsteins** and more than **5,400 NR X Holstein crosses**. This includes F1, F2, F3 and F4 crosses.



PURE
HOL



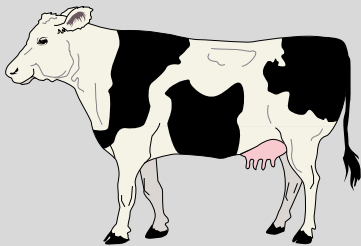
NR
X
HOL



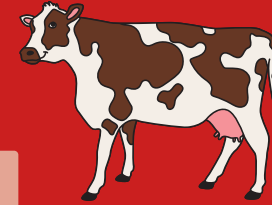
MORE INCOME
EXTRA US\$489
NET INCOME PER COW PER YEAR*

*The monetary calculations provided assumed economic inputs that represent a generic conventional dairy herd selling milk in a component pricing market

PURE
HOL



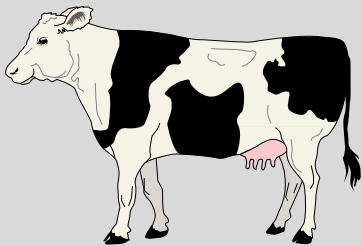
NR
X
HOL



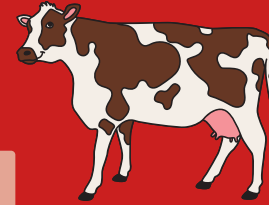
MORE PROFITABLE
EARN EXTRA US\$302 IN MILK VALUE
PER COW PER YEAR

FROM SIMILAR MILK YIELD BUT HIGHER MILK
COMPONENTS AND SHORTER CALVING INTERVAL

PURE
HOL



NR
X
HOL

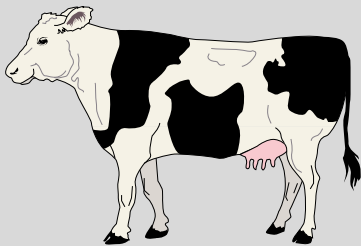


**MORE SAVINGS FROM
BETTER FERTILITY**

**EXTRA US\$17 SAVINGS
PER COW PER YEAR**

FROM DIRECT REPRODUCTIVE COSTS

PURE
HOL



MORE

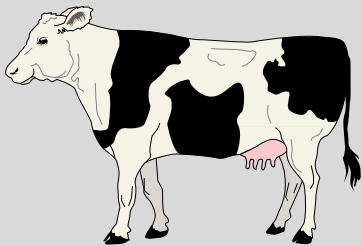
NR
X
HOL 

**MORE COMPLETED
LACTATIONS**

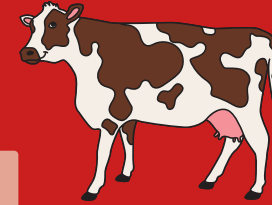
**SAVE EXTRA US\$31 FOR LOWER
REPLACEMENT COST PER COW PER YEAR**

**FROM LOWER COW MORTALITY AND EARLY LACTATION
CULLING COSTS**

PURE
HOL



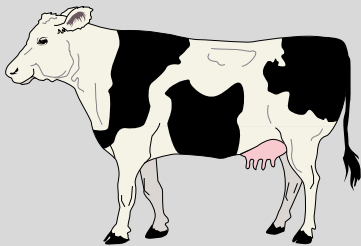
NR
X
HOL



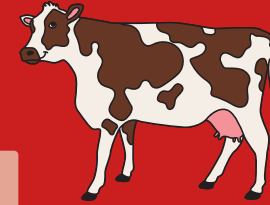
MORE FEED EFFICIENT
SAVE US\$31 FEED COST
PER COW PER YEAR

**FROM SMALLER COWS THAT ATE LESS THAN
HOLSTEIN. PRODUCED MORE MILK VALUE**

PURE
HOL

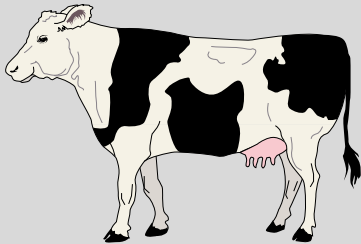


NR
X
HOL



MORE BULL CALF VALUE
EXTRA VALUE OF APPROXIMATELY
US\$200 FOR NR X MALE CALVES

PURE
HOL



MORE

NR
X
HOL 

MORE BEEF VALUE

**EARN EXTRA US\$17 FOR CULL COWS
PER COW PER YEAR**

**YIELDING MORE PROFIT EVEN WHEN SOLD FOR
MEAT, OUTSHINING HOLSTEINS DESPITE HOLSTEINS
HEAVIER LIVEWEIGHT**

NR X HOL

IT'S SIMPLY

MORE

HIGHER NET INCOME

NR crossbred cows give extra US\$ 489 net income per cow per year*

HIGHER MILK SOLIDS YIELDS AND PERCENTAGES

Averages NR crosses 4.25 fat % vs. Holsteins 3.73 fat %.

EQUAL MILK YIELD WITH LOWER FEED COST

During a 305-day lactation period, Holsteins averaged 25,155 lbs. of milk compared to the average of 25,052 lbs. from all generations of NR crosses.

EARN MORE FROM SHORTER DAYS OPEN

NR crosses showed a shorter period of days open, with 17 fewer days open compared to Holsteins which also contributed to more milk sold.

HEALTHIER COWS & IMPROVE TRANSITION SURVIVAL

NR crossbred cows had a health advantage with only 1.7% being sold or dying in the first 30 days of lactation compared to 3.4% for Holsteins during the transition period.

*The monetary calculations provided assumed economic inputs that represent a generic conventional dairy herd selling milk in a component pricing market.



 NORWEGIAN RED

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