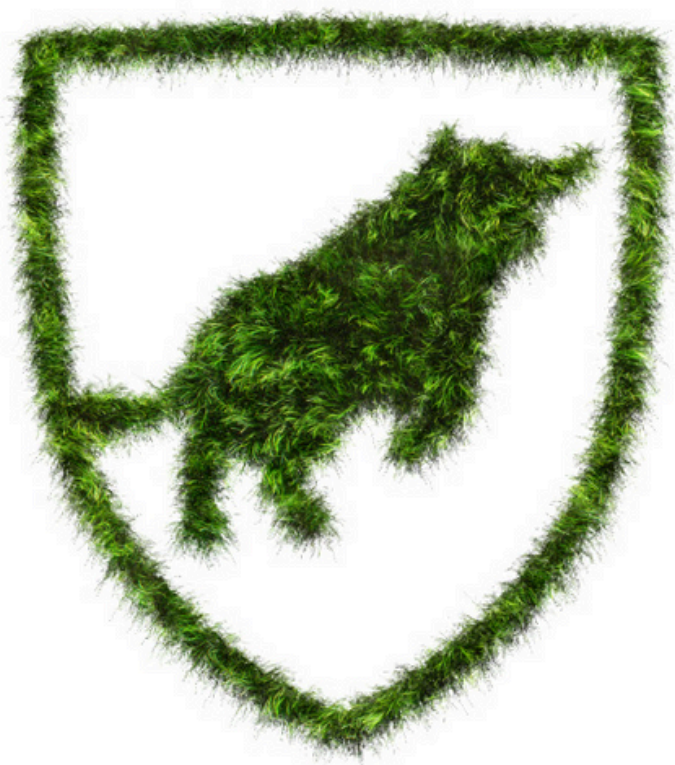




Proven by Geno,  
Norway



**NORWEGIAN RED**

Since 1935

Feed\$aved™  
by Norwegian Red

OUR GOAL IS TO FURTHER  
DEVELOP THE NORWEGIAN RED  
AS THE **MOST PROFITABLE AND  
SUSTAINABLE** DAIRY BREED IN  
THE WORLD. IMPROVING FEED  
EFFICIENCY IS ONE STEP  
TOWARDS BOTH.



**NORWEGIAN RED**  
Since 1935

Breeding for better **lives**





# Introduction

Feed costs have a huge impact on profitability for dairy producers. Improving feed efficiency will reduce the cost of overall production and increase profit, while at the same time contributing to a sustainable global dairy production. One step towards improving feed efficiency is to reduce the feed required for maintenance of body weight. Selecting lower body weight will subsequently reduce the feed

needed for regular maintenance of routine body function. Breeding for feed efficiency requires a substantial amount of reliable data. Norwegian Red's comprehensive data collection and recording system represents 93% of all cows in Norway. Tracking cow weight from 1.2 million cows ensures high accuracy when selecting for Feed\$aved™.

**Feed\$aved™ is based on recorded weight from 1.2 million cows!**







# Introducing Feed\$aved™

Norwegian Red is introducing Feed\$aved™, a new trait that has been carefully developed to help global customers select for reduced feed intake. The publication of Feed\$aved™ will be based on maintenance dry matter intake. Norwegian Red's Feed\$aved™ trait can be used to select

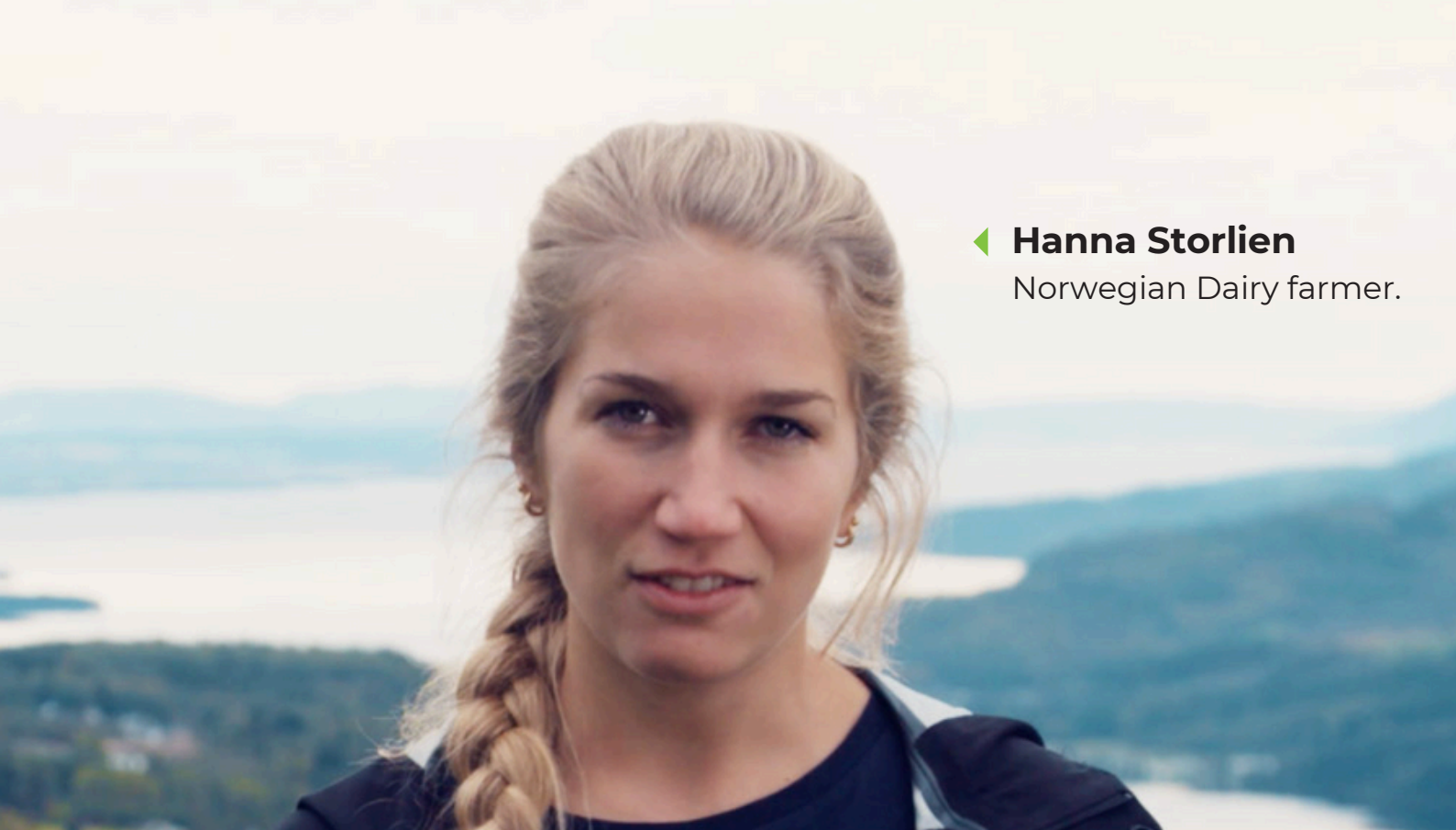
Norwegian Red (NR) sires with lower dry matter intake (DMI) requirements, without reducing milk value. This makes for more efficient use of feed. Feed\$aved™ will reflect the feed requirement for body weight maintenance and will be based on mature body weight in daughters of NR sires.

Expect to save up to\*

**\$101 / €83 / £74**

per cow per year when using  
top **Norwegian Red** bulls

\* Top NR sires for the new Feed\$aved™ trait will produce smaller crossbred daughters compared to the average 1540 pound mature Holstein cow, resulting in saved feed costs related to maintenance of \$.28 per day or about 2.3 pounds of feed saved per day. Based on \$.12 per pound of dry matter in feed costs. Source: National Research Council 2001. Nutrient Requirements of Dairy Cattle: Seventh Revised Edition, 2001. Washington, DC: The National Academies Press



◀ **Hanna Storlien**  
Norwegian Dairy farmer.

## **KEEP MILK VALUE\* – REDUCE COSTS**

Crossbreeding with Norwegian Red could save you up to **\$101\*** / **€83** / **£74** per cow per year, due to lower feed costs. This is without compromising on milk value.

Now you can increase savings even further with Feed\$aved™.

\* US CDCB PTAs & unpublished data from commercial herds in the U.S.

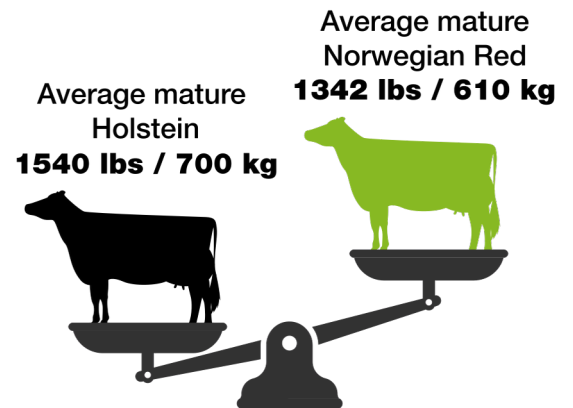


# The benefits of Feed\$aved™ in 1-2-3

1

## Weight matters!

Small cows require less feed to maintain their body weight, so they eat less. Norwegian Red x Holstein daughters of the best Norwegian Red bulls for Feed\$aved™ will consume about 2.3 pounds/1 kg less dry matter per day. The average will eat about 1.4 pounds/ 0,6 kg less.



## Expect to keep milk value

Data shows that NR crosses from Holsteins produce within +/- 1-2% of their purebred herd mates for fat and protein and +/- 5-6% for milk volume. This maintained milk value coupled with reduced feed costs of \$63, £47, or €53 per cow per year on average, and up to \$101, £74, or €83 for top bulls, will contribute to a significant increase in profits.

2

3

## Smaller high producing cows = increased profits!

Small cows that eat less and produce similar value of milk are sustainable profit generators.





EXPECT TO SAVE UP TO  
**\$101,000\*** PER YEAR ON A  
FARM WITH 1000 DAIRY COWS.

OR, UP TO **£18,500\*** / **€20,750\***  
PER YEAR ON A FARM WITH  
250 DAIRY COWS, WHEN USING  
TOP BULLS.

For more information about  
Feed\$aved™ and Norwegian Red go  
to: **[norwegianred.com/FeedSaved](https://norwegianred.com/FeedSaved)**

\* Based on saved feed costs related to  
maintenance of \$.28 per day per cow.







Proven by Geno,  
Norway



## The future of feed efficiency for Norwegian Red

“We are constantly improving our genetic material to suit your current and future needs. By investing heavily in actual feed intake recordings on Norwegian Red, selecting the most feed efficient cow with the highest possible precision will become possible.

Geno has also started measuring and monitoring methane emissions on Norwegian Red cows, not only on dairy units but also in our young bull testing station. Our goal is to develop a full Feed Efficiency Index that lets you breed for a more feed and energy-effective cow.

This leaves you with a lower-emission herd that increases profitability even more.”

**Håvard Tajet, Chief Technology and Innovation Officer**

Developed by:

**geno**

