

VikingRed strategi 2021 → 2024

GREEN PROFILE

HEALTH AND WELFARE

- Treatment frequency reduced for:
 - Udder health by 10%
 - General health by 5%
 - Hoof health by 5%
- Survival rates improved by 1% units for:
 - Still-births, youngstock and cows
- Work for investigation of resilience
- Polled bought bulls
 - 25% in 2022
 - 35% in 2024
- Keep robustness for difference production systems by maintaining a high genetic diversity
- Increase solid in the milk
 - Fat: 0.10% units
 - Protein: 0.04% units

CLIMATE FRIENDLY

- Pursue Feed efficiency:
 - Include economic weight of Saved feed in NTM
 - Drive CFIT on VR animals when commercialized
 - Investigate future VR Feed efficiency possibilities
- Methane output:
 - Drive for Methane Index
- Meat production:
 - Substitute 33% of purebred VR bulls with Beef on Dairy
 - 2022 - 15% -> 2024 - 33%

COMMUNICATION

- Drive VR forward for organic production
- Increase lobbyism for VR relevant items
- Maintain focus on story telling and financial benefits for VikingRed

LEADING IN COOPERATION'S

CONNECTING TO THE NORDIC BREEDING SYSTEM

- Increase cooperation with three other red populations in the world
- Establish formal cooperation with one other red population in the world
- Increase knowledge of Nordic breeding system in three other countries in the world
- Investigate the possibility of local Total merit index – based on the Nordic breeding system

COOPERATION WITH BREED ORGANIZATIONS

- Stronger cooperation between VR and DK, FI, SE breed associations
- Encourage to a stronger and aligned cooperation between DK, FI, SE breed associations
- Offer international VR oriented events
 - E.g. webinars, training, judges
- Seek influence in main International Red organizations:
 - ERDB
 - IRDBF
 - WAF

COOPERATION WITH BREEDERS

- Increase genomic test outside VG area:
 - 225 VG paid test/ year
 - 25 bulls & 200 females
 - 300 farmer paid test/ year
- Work with high level NTM animals
- Find minimum 10 engaged / loyal / ambitious VR users (incl. CB users) as “VR ambassadors” in each HM

HIGH GENETIC PROGRESS

INCREASE NTM

- Increase NTM with 4 units per year
- Maintain inbreeding below average of the main dairy breeds
- Maintain a large purebred population

GENOMIC TEST

- Male:
 - Follow theoretical guidelines regarding number of test results (2021=2800 tests)
 - 85% results of ordered tests
 - Days from birth to decision
 - Weekly – 40 days
 - Monthly – 75 days
- Female:
 - 50% test of born VR calves
 - 2022 – 35%, 2024 – 50%
 - 500 tested calves in foreign countries per year
 - VG 200 test
 - Local farmers 300 test

BREEDING TECHNOLOGIES

- Embryos production per year
 - 2400 VG embryos
 - 1650 Field flush embryos
- Work for legalization of implantation of VR embryos in organic herds (natural heat)
- Increase X-Vik usage on HM to 40%:
 - 2021 – 15%, 2022 – 22%
 - 2023 – 30%, 2024 – 40%
- Monogen traits:
 - Action plan for all know VR monogen traits
 - Work to include all VR monogen traits on the genomic chip

BE ATTRACTIVE FOR CROSS BREEDING

INCREASE VR SEMEN SALES (TURNOVER)

- Export 15% increase year to year
- HM 15% year to year for cross breeding
- HF breed percentage max 12.5% for bought bulls
- Investigate pros/cons of “One VR Herdbook”
- Monogenic traits of bought bulls:
 - Kappa casein – “E” allele is outphased
 - Beta casein – A2A2 increased 2.5% units per year
 - Polled – 35% (25% in 2022)

GENOMIC SELECTION

- Global 25,000 genomic crossbreeding tests on NTM
- Commercialization of crossbred genomic tests (incl. VR) in 2022
- Profile selection – minimum number of bulls purchased per year:
 - Large Frame (chest width/ body depth) – 12.5%
 - M-Indeks +100 – 25%
 - Organic (health/fertility) – 25%
 - Crossbreeding – 37.5%

VR VALUE DOCUMENTATION IN CROSSBREEDING

- Conduct value documentation in crossbreeding where VR is included in relevant markets
- Push for more knowledge on feed efficiency in CB with VR