

**CRV, leading**  
in health and efficiency



# The story of CRV

Proudly helping farmers  
achieve the best possible herd



BETTER COWS > BETTER LIFE



# Imagine...

...having a herd with hardly any udder and hoof issues. With fertile cows that last for many years and reach an impressively high lifetime production. A herd that saves you money on costly feed because it efficiently produces milk with supreme fat and protein components. Imagine your beef or dairy-beef cross animals having great weight traits and perfect meat quality. And that all of this is achieved with the lowest carbon footprint.

We offer you the best customised genetics, data solutions and services, based on our proven concept of Health and Efficiency. We are the leading customer-focused, cattle improvement cooperative, fully committed to adding value for you. We contribute to making life better for you, your cows and our environment. That is our responsibility, our license to produce.



# Together we succeed

Farmers across the globe operate a range of farming systems, with many different needs. There are also many similarities; all farmers like to know they are getting the right advice, and making the best decisions.

Together we succeed. Consumers around the world are demanding a quality product, produced by a healthy herd. Our focus on Health and Efficiency enhances your profitability, and ease of living, whilst supporting your licence to farm in a sustainable manner.

CRV genetics contributes to reducing the carbon footprint of global milk production. We help you to make the best use of available nutrition and resources. We focus on animal health to deliver longevity and less antibiotic use.

All our solutions contribute to a measurable commercial improvement of your yield through **proven progress in Health and Efficiency** of the herd.



*“We are a **world leader in dairy breeding**. Our cows efficiently produce more and better milk with higher components, which gives you a higher return”*





## Our promises to you

1

up to 10% more milk

with

same amount of feed

CRV is the only genetics company that measures feed intake of individual cows (yearly > 2,000 cows). Breeding on CRV Feed Efficiency saves on average 10% on feed costs.

2

higher milk price

because

higher fat & protein in milk

CRV cows are famous for their high fat and protein content in the milk (4.3% fat and 3.6% protein). No wonder as they have been bred for components for decades. For farmers: milk with more profit!

3

one extra lactation

because

improved fertility, udder and hoof health

CRV cows have the highest lifetime production in the world. They live 6 to 12 months longer because they are healthy and efficient. This results in almost one additional lactation.

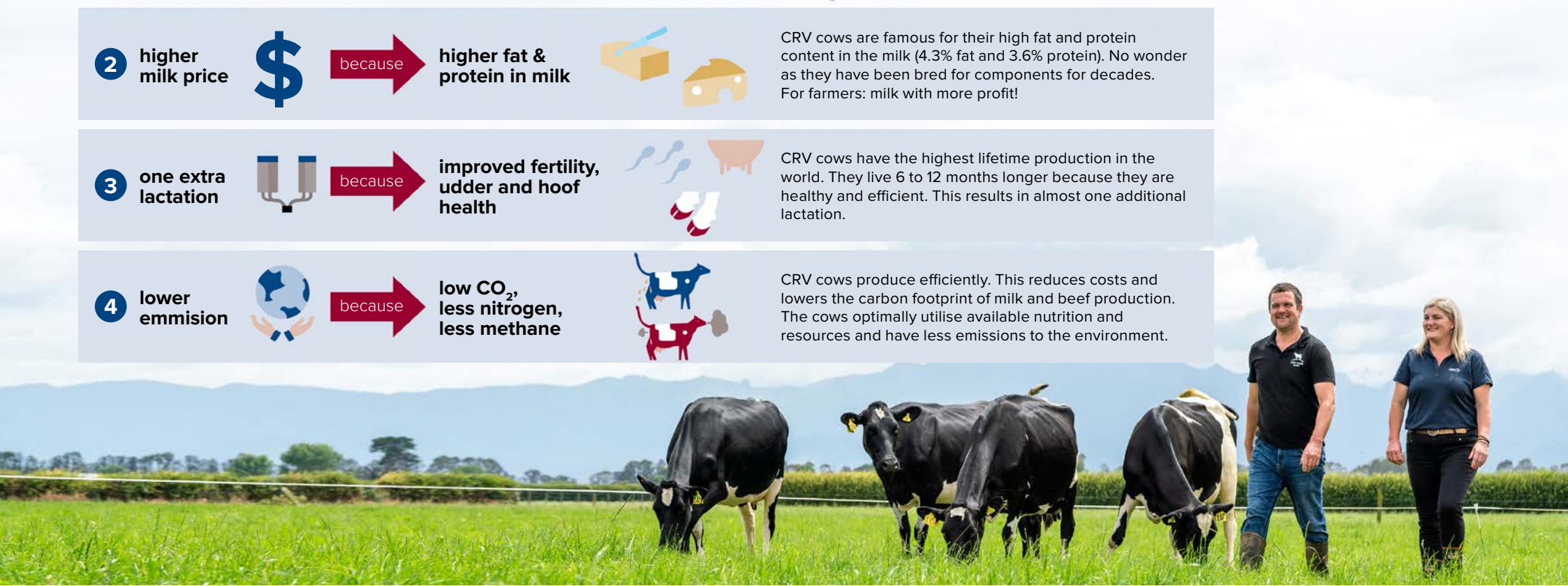
4

lower emmission

because

low CO<sub>2</sub>, less nitrogen, less methane

CRV cows produce efficiently. This reduces costs and lowers the carbon footprint of milk and beef production. The cows optimally utilise available nutrition and resources and have less emissions to the environment.



## Leading in Health and Efficiency

### Unique CRV indexes

CRV has developed two unique indexes to help you breed a healthy and efficient herd, which results in lower costs and additional profit.



The **CRV Health index** will help you to breed cows that get pregnant easily, have fewer lameness issues and suffer less from mastitis. Your cows will calve more easily and will be less susceptible to ketosis. The three main building blocks of this index are: Hoof Health, Fertility and Udder Health.



The **CRV Efficiency index** will help you to breed a herd that is more productive, has a higher longevity and feed efficiency, and better beef performance. Besides boosting your overall efficiency, this will also contribute to lower emissions. The three main building blocks of this index are: Production, Longevity and Feed Efficiency.

### Higher profit and lower costs by breeding for Health and Efficiency\*

#### CRV Health:



##### Hoof Health

↓ 3 – 9% fewer claw problems

↓ 500 – 1500 euro savings\*\*



##### Fertility

↑ 3 – 9% higher non-return on 56 days

↓ 750 – 2250 euro savings\*\*



##### Udder Health

↓ 2 – 6% less clinical mastitis

↓ 600 – 1800 euro savings\*\*

#### CRV Efficiency:



##### Production

↑ 65 – 195 higher net milk production income (more fat & protein, % and/or kg)

↑ 6500 – 19,500 euro higher profit\*\*



##### Longevity

↑ 35 – 405 days longer in production

↓ 3700 – 11,100 euro savings in replacement costs\*\*



##### Feed Efficiency

↑ 2– 6 kg milk more per kg dry matter feed intake

↑ 6000 – 18,000 euro higher profit\*\*

\* data based upon the Holstein breed

\*\* per 100 cows per year





“Worldwide a **CRV calf** is born every 6 seconds”

## Our commitment to a more sustainable world

As a global specialist in cattle genetics and herd management, we stand at the start of the food chain. The world’s increasing demand for food has to be achieved with care for our animals and the environment. In this respect, we have not lost sight of our responsibility to secure the health, welfare and productivity of the cows in your care. By carefully combining these elements, **we serve both our farmers and our planet, achieving sustainable growth.**

### A better, healthier environment with fewer emissions

- ▶ Decrease **carbon footprint** of milk production
- ▶ Make best use of **available nutritions & resources**
- ▶ Ensure **environmental compliance** of greenhouse gases (N, P<sub>2</sub>O<sub>5</sub>, CO<sub>2</sub>)
- ▶ Retain **genetic diversity** in a **healthy and productive** herd





# Genetic solutions for a healthier and more efficient herd

CRV has an unmatched portfolio of breeds and breeding programmes sold throughout the world. All Holstein, Grazing and Fleckvieh genetic solutions are distinguished by reliable and advanced Health and Efficiency benefits. So, there is always a perfect choice for you!

Our Fast Forward programme increases the value of the herd with our genomic testing concept HerdOptimizer GO that uses both conventional and sexed semen. You can maximise the value with beef on dairy calves (Angus or Belgian Blue).

Besides to genetics, we offer additional solutions and services to improve your herd. Check your local CRV website to see which solutions and services are available to you.

**Facts**

- ▶ Sires that excel in **Health and Efficiency**
- ▶ **Unmatched portfolio** of breeds and breeding programmes
- ▶ Large choice in **polled** sires, **sexed** semen, **A2A2** and **aAa** numbers
- ▶ Innovative Fast Forward programme for **beef-on-dairy**



# The large variety of CRV breeds under one roof

CRV has a large variety of breeds all over the world. The breeds and breeding programmes result in genetics that you can use to create superior healthy and efficient COWS.



**CRV Holstein US**  
Highly productive and efficient cows with good health traits and a high longevity.



**CRV Jersey US**  
Long-living and attractive Jerseys that convert feed efficiently into component-rich milk.



**CRV Tropical**  
Robust breeds that produce and perform well in tropical conditions.



**CRV Holstein EU**  
Problem-free, long-lasting cows that produce milk with high components. They excel in feed efficiency.



**CRV MRIJ**  
Strong, problem-free, red-and-white dual purpose breed with high protein milk.



**CRV Fleckvieh**  
Robust, healthy breed that excels in fitness and efficiency and is suitable for crossbreeding.



**CRV Friesian NZ**  
Superior, robust Friesian breed that converts grass efficiently into valuable milk.



**CRV Crossbred NZ**  
Trouble-free crossbreed between Holstein and Jersey with benefits of both breeds.



**CRV Jersey NZ**  
Efficient and fertile Jersey breed that produces valuable milk.



**CRV Beef**  
Various beef breeds for purebreeding or crossbreeding.







*“We offer every dairy farmer the **best solutions in genetics and data** to significantly improve their herd”*

## Integrated genetics and data solutions

Besides our genetics, we offer other great solutions that make life easier for you. These are based on data collected from millions of cows and the needs of tens of thousands of farmers worldwide. We explain three of our helpful solutions for you.



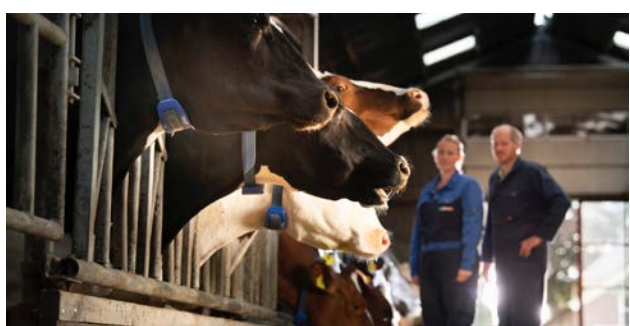
### **SireMatch** > The perfect match for a perfect herd

SireMatch is a breeding management programme that helps you gain the maximum genetic progress from your herd with minimum effort. The programme generates the best mating propositions and excludes the risk of inbreeding.



### **HerdOptimizer** > Genomic testing for the next generation herd

HerdOptimizer (GO) provides you with clear insights into the genetic potential of the female animals via genomic testing. This customised breeding concept and management tool gives a reliable prediction of the future performance of the animals and contains the possibility to personalise your mating advice using SireMatch.

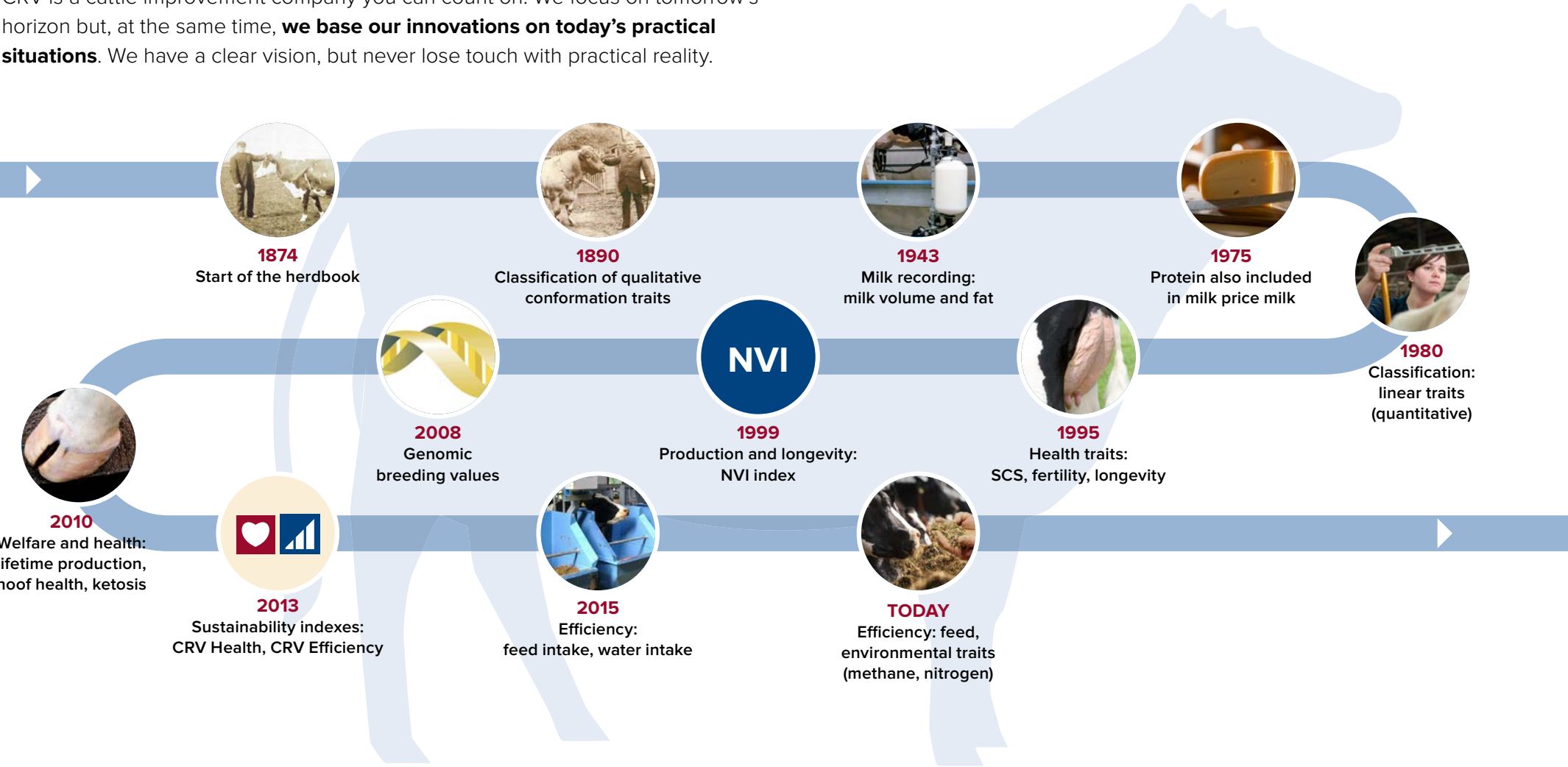


### **Ovalert** > Watching your herd around the clock

Ovalert is a 24/7 heat detection system that detects and identifies health, feed and fertility signals earlier and more effectively than the human eye. Farmers can easily monitor the performance of the whole herd and manage their herd more efficiently. Ovalert contains a connection to SireMatch.

# Our focus on innovation

CRV is a cattle improvement company you can count on. We focus on tomorrow's horizon but, at the same time, **we base our innovations on today's practical situations.** We have a clear vision, but never lose touch with practical reality.

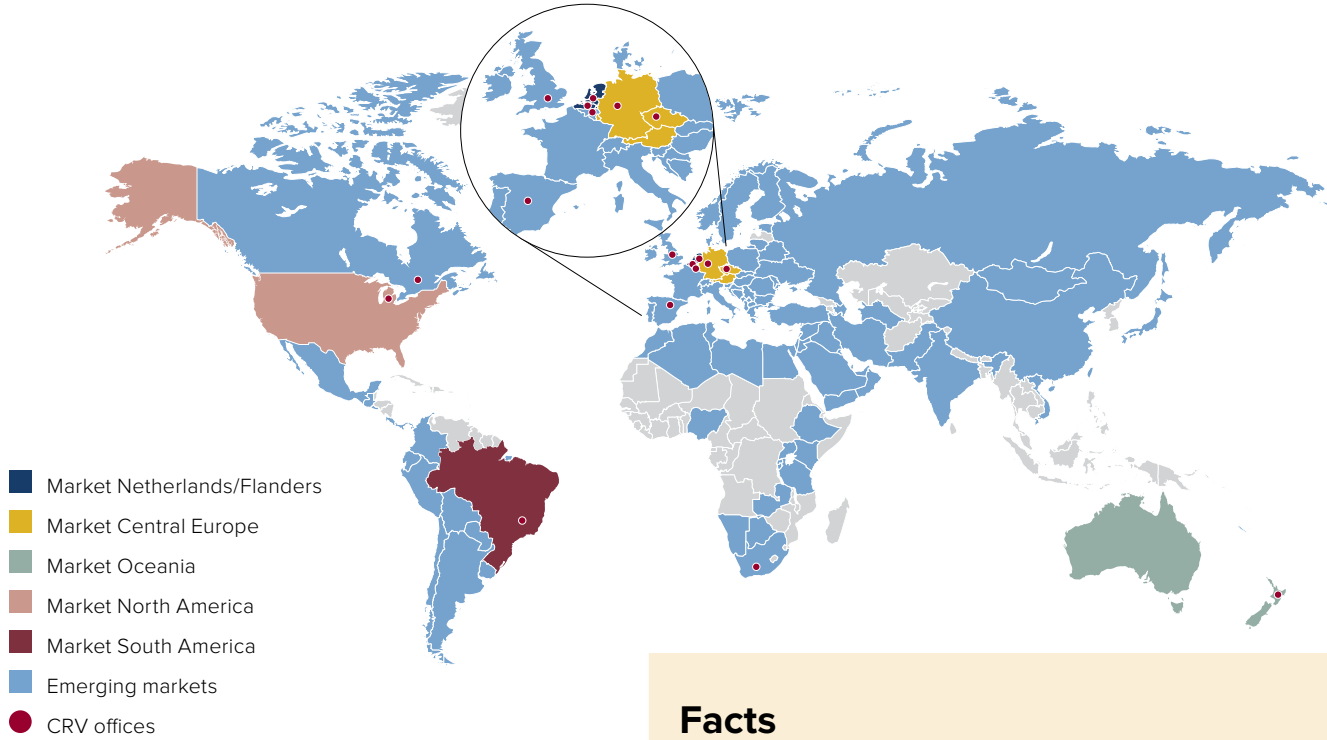


# We deliver the best genetics worldwide

Since 1874, CRV has improved the herds of tens of thousands of farmers with **leading genetic** and **customised innovative data solutions** and **services**. Our genetics are among the best and most reliable in the world. Today we are the largest cattle improvement cooperative, **leading in health and efficiency**, fully committed to **adding value to farmers** and helping you breed healthy and efficient cows.

With offices around the globe, we bring the best genetics to dairy and beef farmers worldwide. Thanks to our broad experience and strong customer support, we can provide the customised solutions you need. And with numerous locations and distributors around the world **we are always close to you.**

*“Using the **right genetics** significantly **improves your herd** and **increases your income**”*



## Facts

- ▶ We sell **11 million straws** a year\*
- ▶ We have **12 offices and barns** worldwide and are active in over **60 countries** (see map)\*

\* figures 2021



# What our clients say



*“Since our switch to CRV genetics, our cows have become noticeably **healthier, livelier and easier to manage**”*

**United States, Woods Hill Farm: breeding makes the difference**

Woods Hill Farm in Turin, New York, is home to 788 dairy (cows) with a 91-pound tank average, 4.2% butterfat, and 3.2% protein. They are milked three times a day. Wood Hill Farm has used 100% CRV genetics for the past 11 years and receives the Superior Milk Award each year from their creamery.



*“One of the reasons I work with CRV is the **top cost-benefit ratio**”*

**Germany, Vanselow Dairy GmbH: high standard of quality**

At three locations, Arjan and Karin Backx keep a total of almost 3,000 cows, and each animal is important to them. Despite rapid expansion, Arjan never has given up his high standard of quality. At Vanselow and Alt Tellin, 90% of the genetics come from CRV sires. He works closely together with CRV’s breeding adviser and praises CRV’s top cost-benefit ratio.



*“The **high components** of CRV sires give added value to my production”*

**Spain, SAT La Sarnilla: Inconspicuous cows are problem free**

During a visit to the Netherlands decades ago, José Javier Fernandez was inspired by a daughter of the famous CRV sire Tops and her incredible production of component-rich milk. Now he owns a 260 head (including young stock) dairy farm in Spain and delivers milk for cheesemaking. He has worked with CRV for over 30 years and aims for inconspicuous, problem-free cows with a superior production and high components.

# Global advantages with local service



## Global advantages

- ▶ **Wide global portfolio of breeds** for every farmer and farming system
- ▶ **Global innovations and expertise** on improving health and efficiency
- ▶ With offices and distributors in over 60 countries, we are **always close to you**

Thanks to our global network, we have specialists on every breed and environment. We can therefore help you with any questions you have. But we are also close to you. Our local offices have people who know your home market and understand your particular needs.

**Do you also want a healthy and efficient herd?**

**Get in touch:**

+31 26 389 8811

[sales@crv4all.com](mailto:sales@crv4all.com)

You can see our complete product overview at [CRV4all.com](http://CRV4all.com)



***Healthier and more efficient** cows  
Greater **profitability** and **convenience** for the farmer  
**Better environment** with fewer emissions*



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[CRV4ALL.COM](https://www.crv4all.com)