

HIGHLIGHTS



HOW TO BREED A 100-TONNE COW?

Use a bull who transmits strong udders, good legs and high longevity.

3



CRV COW-EXPO

More than 7,000 visitors saw eight impressive daughter groups at CRV's Cow-Expo. Admire the pictures and read all about it.

6



DELTA ATLANTIC

Daughters of Atlantic, the number-one NVI bull, are productive, healthy and eye catching! Go for Delta Atlantic.

7

AUGUST INDEX RUN DELIVERS NEW GENOMIC GIANTS, IMPRESSIVE FIRST-CROP BULLS AND EXCELLENT SECOND-CROP SIRES

CRV BULLS: SUPER FOUNDATION FOR MODERN MILKING

The August index run brings an excellent line up of CRV bulls. Young genomic giants, impressive first-crop bulls and successful second-crop sires. They have efficient production, longevity and strong type in common, but most of all producers have a wide selection to chose from to breed profitable cows for every farming system. Set your foundation for the future with these CRV bulls.

The number one bull in the NVI rankings with milking daughters is **Delta Atlantic**. The Ramos son rose in the rankings after his stunning debut in April. No wonder he is one of the most popular CRV bulls right now and a real 'flagship' for CRV. Atlantic has the unique combination of longevity, health and fertility with strong production and great type. This run he increased his NVI to an impressive +308 and +720 days for longevity. His type score increased to 114 points and he is also a maiden-heifer bull. Atlantic is the most reliable and best choice for producers who

want to make profit with trouble-free, easy-working, strong cows. For more information about Atlantic and his family read the sire special on page seven of this issue of Highlights.

Skalsumer Blitz is the highest daughter proven newcomer with +271 NVI and world champion for efficient production. This son of Paramount transmits +2,182kg of milk, resulting in extreme amounts of fat and protein (+132kg). He originates from the famous Dutch Pietje family, well known from Sunny Boy. The mother of Blitz, Pietje 736 (s. OMan) produced 17,399kg of milk, at

3.95% fat and 3.48% protein, in her second 305-day lactation. Daughters of Blitz are like this strong Pietje: hardworking cows that produce high amounts of milk very easily.

Another impressive debut with milking daughters came from **Newhouse Gofast** (s. Goldwyn). His figures are all round on a high level (+244 NVI). He transmits positive milk solids and a stunning type with 115! Gofast is also out of a very productive, long lasting Dutch cow family – the Sneekers. Bulls like Newhouse Banker and Newhouse Ricky (the sire of Benedict) also originate from this hardworking, no-nonsense family.

There is a lot of choice after the August proof, also in 'alternative' pedigrees. Like **Delta Benedict**, a daughter-proven son of Newhouse Ricky. Producers who want

TOP CRV SIRES ON NVI

Following the release of the August 2013 proofs, CRV's top available sires ranked on NVI are:

HOLSTEINS – DAUGHTER PROVEN	
1. Atlantic	308
2. Blitz NEW	271
3. Persuader	250
4. Gofast	244
5. Banker	242
6. Pilot	241
7. Ammo	234
8. Cricket	224
9. Astro	220
10. Goli	220

HOLSTEINS – INSIRE	
1. Cupido NEW	334
2. Rocky NEW	315
3. Danno NEW	306
4. Crown NEW	304
5. Snowrush	300

RED HOLSTEINS – DAUGHTER PROVEN (RED-AND-WHITE BASE)	
1. Camion NEW	270
2. Windstar	227
3. Fidelity	221
4. Cherokee	210
5. Kodak	208
6. Redman	204
7. Arnold	198
8. Akron NEW	186
9. Klimmer	181
10. Lambiek	166

RED HOLSTEINS – INSIRE (RED-AND-WHITE BASE)	
1. Deputy	271
2. Aram	250
3. Direct	247
4. Ricardo	240
5. Maicon	234

CONTINUED ON PAGE 2 >

The full sisters Javina 50 and 51 show the qualities of their sire Newhouse Gofast



Skalsumer Blitz



CONTINUED FROM PAGE 1



Camion daughter Strijdje 189 (VG 89 udder)

higher components are advised to look at Benedict. His daughters make the milk 'thick' with a high percentage of fat and protein. This half brother to Atlantic also has strong figures on type with +364 days longevity, healthy udders (103) and healthy claws (106).

Young talent with long and healthy production

While Atlantic – thanks to his daughters – crosses the +300 NVI line, a number of genomic tested bulls are even further on. **Delta Cupido** (s. Wonder), with +334 NVI, is the current supreme InSire genomic bull at CRV. His high score for longevity (+794) comes from super udder health, superb udders, high fertility and strong feet and legs. Also **Vero Crown** (s. Sudan) is highly ranked with +304 NVI. This 'milk bull' (+1,366kg) sires efficient, long living cows with very healthy udders.

Marijke 303 and Corrie 141: two black-and-white daughters of Topspeed Kodak



Asterix Henny: daughter of CRV's first daughter-proven polled bull Fasma Asterix

Red-and-white giants

For producers looking for new red-and-white bulls, this August index run offers some good news. **Camion van de Peul** (Fender x Goldwyn) was already popular as an InSire bull and interest will grow now he has daughters in his proof. He is the highest daughter-tested red-and-white bull ever in the Netherlands and Flanders. His longevity score of +708 days is sky-high, he is a real expert on feet and legs, gives healthy udders and is also a maiden-heifer bull. Reason enough to give this red-and-white sire a lot of chances in the herd. And if protein percentage is very important in your breeding goal then Camion's full brother **Cherokee van de Peul**, with +0.14% protein, is a good option.

The number-two position in the list is taken by **HJR Windstar**, a Spencer son. He is a bull without any faults. Windstar has milk, protein, longevity, udder health, fertility, very good legs and strong type in his complete package.

The second-crop daughters confirm the quality of **Topspeed Kodak** (s. Kevin). These medium- sized cows have healthy udders (104) and claws (104) and are very easy to manage. They live long, as Kodak shows, with +622 for longevity. Kodak is still very popular among producers with milking daughters of Kodak and that is probably the best advertisement he can get.

Producers who look for extra type should consider **Stouwdamshof Akron**. He is from the Jacobas, a show winning cow family in the Netherlands. The son of Southland Manitas (s. Shottle) produces nice frames, beautiful udders and strong feet and legs. The type of cows that can easily grow into old and productive cows.

Daughter proof for Asterix P

An interesting scoop in the red-and-white list is **Fasma Asterix P** (s. Lawn Boy). His daughters took him to a high NVI score with a remarkable score for udders (113). Half of all calves from this calving-ease bull are born polled.

FOR DETAILED PROOF INFORMATION PLEASE VISIT OUR WEBSITE AT WWW.GLOBAL.CRV4ALL.COM

COLUMN



Connecting sustainability to our way of breeding

A herd in which cows live a year longer, are healthier and produce milk in a more environmentally sound way is the long-term vision for CRV to provide to our members and customers. How do we achieve this?

A sustainable herd is a lifetime efficient herd. In our breeding programme we focus on traits that support productivity, feed efficiency, health and longevity. CRV strives to help our customers to tackle the challenges of the future. We want these elements to strengthen each other, leading to extra value. The latest proof run shows a couple of very nice examples of what CRV stands for.

For producers who want to breed an easy-care herd, we have health specialists like Atlantic, Cricket and our newest kid on the block: Apina Health. For those who want, above all, an efficient herd, we have bulls like Skalsummer Blitz, Delta Paramount and Chevrolet. Within CRV we are happy with our strong portfolio, but our innovation goes beyond breeding better bulls. In the next few years we will continuously work on the development of products and services that will able you to better manage and improve your herd, Better cows, better life is what we stand for!

Joost Klein Herenbrink,
Global Product Manager Holstein and Jersey

US INSIRE: NEW GENERATION YOUNG POTENTIALS

Vekis Chevrolet is a global star as the Freddie son leads the CRV line-up in the US for fat and protein production. He crosses the 2411 gTPI and transmits +2.0 PTAT. That makes Chevrolet a bull that can fit in any breeding programme!

A real lifetime production specialist is **Bouw Rocky** (s. Shamrock) with +5.9 PL and a very positive DPR. He descends from the Ralma Juror Faith family and combines and excellent production with high herd health, resulting in a 2431 gTPI. With the successful Bookem as father, **Delta Bookem Danno** catches the attention. This leading Bookem son combines excellent production with health and strong type and that makes him an easy choice for dairy farmers.

A very interesting newcomer in the genomic list is **Delta Paltrow** (Epic x ManOMan). He combines a high score of almost 2400 gTPI with 4,8 PL and a very high 2,94 PTAT. That makes Paltrow a modern bull with an all round package. His daughters will be efficient producing, healthy cows with a strong type to make easy high lifetime productions.

Bouw Rocky



CHOOSE A BULL WHO TRANSMITS HIGH LONGEVITY, STRONG UDDERS AND GOOD LEGS TO BREED A 100 TONNER

100-TONNE COWS: LEGS MORE IMPORTANT THAN UDDERS?

A magnificent group of 100-tonne cows was on show at NRM 2012. They paraded slowly round the ring, basking in the attention, each with a proud farmer by her side. It was a sight to give you goose bumps. These 100 tonners had strength, spirit and great conformation. Cows that any farmer would be delighted to have in their herd. But how do those farmers do it? And what characterises the average 100 tonner?

A cow that produces 100,000 litres of milk owes that achievement to a variety of factors such as nutrition, health, housing, genetic traits and the owner's management skills. CRV has carried out a study into this, by the use of all known milk production and conformation data for the 100 tonners. In this article we focus on the importance of legs and udders.

100-tonne sires

Sunny Boy, Cash, Celsius, F16, Tops, Lord Lily, Marty and Stadel are bulls with many 100-tonne daughters. The influence of these bulls is still noticeable in breeding. Looking at their inheritance data, there is, broadly speaking, one main similarity between these bulls. They score highly on longevity. A second trait where there are many similarities is character. 100 tonners hold their ground at the feed barrier and in the milking parlour. This character trait is also expressed in the bulls' inheritance figures. But how do these sires score on udders and legs? Sunny Boy, who has the highest number of 100 tonners (nearly 1,800), was on the bull chart in the early 1990s. It is appropriate to look at the figures from the time when the bulls were in peak use, and Sunny Boy was a real top performer. At that time Sunny Boy scored 105 for udders and 103 for legs, which was clearly above average.

According to current standards, a bull has to score at least once or twice the standard deviation above the mean for udders and legs. One standard deviation is four points in the breeding value. The best guarantee is given by bulls who score well on udders and legs. During their breeding period, Tops, Celsius, F16, Lord Lily and Stadel all scored once or twice the standard the deviation above the mean in their inheritance for legs. Looking at the current bull chart, there are plenty of bulls who more than meet this requirement for udders and legs.

Legs more important than udders?

The research data for more than 9,000 black-and-white and nearly 700 red-and-white registered animals show an average heifer rating of 82.5 points for udder and 81.7 points for legs.

The points for udders and legs are virtually the same for black-and-white and red-and-white animals. The average points total for all registered animals in the Netherlands always comes out at 80 points, and this applies to each aspect. So we can conclude that 100 tonners generally have excellent legs and udders. These traits certainly contribute to a cow's ability to lead a long useful life on a farm, or to reach the 100-tonne mark. A clear trend can also be seen in the figures, which show that leg scores are rising. So we can assume that good legs are being considered increasingly important.

Proven quality

With 53 100 tonners, Jos Knoef from Geesteren has the largest number of home-bred 100 tonners on his farm. What does he do for udders and legs? Jos: "It's a combination of factors, with patience and tolerance for the cows playing a major role. Attention to the cows is the most important thing." On Knoef's farm, everything starts with attention to breeding,



Fifth lactation Kian daughter Coba 2996, owned by Jan Steegink from Okkenbroek. This top-class cow has all the makings of a 100 tonner

a subject that is close to his heart. "We have always paid close attention to production, udders, udder health and legs. By maintaining consistency, we establish those aspects strongly in our herd." One of his favourite cows who displays these characteristics well is the Cash daughter Boukje 192. Her lifetime total production stands at 158,610 litres of milk with 4.58% fat and 3.83% protein. Boukje 192 is registered with 88 points for total conformation and her lineage on the dam side includes Labelle, F16 and Tops.

Current top scorers on legs and udders

Besides the proven 100-tonne sires, CRV also has breeding bulls who score highly on legs and udders in addition to longevity. Delta Malaga is one of these bulls whose longevity fires the imagination; he has excellent udder and hoof health, produces vigorous calves and has a strong and solid conformation. Malaga scores high points for udders and is also rated highly for strong feet and legs. Delta Paramount is an udder specialist but also breeds cows with top-class feet and legs. In a nutshell, he excels on the traits that matter for a long and productive life as a dairy cow. Among the red-and-white bulls, Kodak is an excellent choice if you are looking for high lifetime production. This bull owes his high longevity figures to his excellent health traits and healthy udders. Kodak also scores well on legs.

Choosing the right bulls for your herd is the first step towards a potential 100 tonner.

Lifetime production category during NRM 2012 dairy show



CURTAIN FALLS FOR KIAN

At the age of 16, after a long career, it is curtains for the legendary CRV bull Kian. With 1.4 million straws sold, Kian is the absolute red-and-white world record holder. He leaves a clear legacy in the bloodlines of both his daughters and his sons.

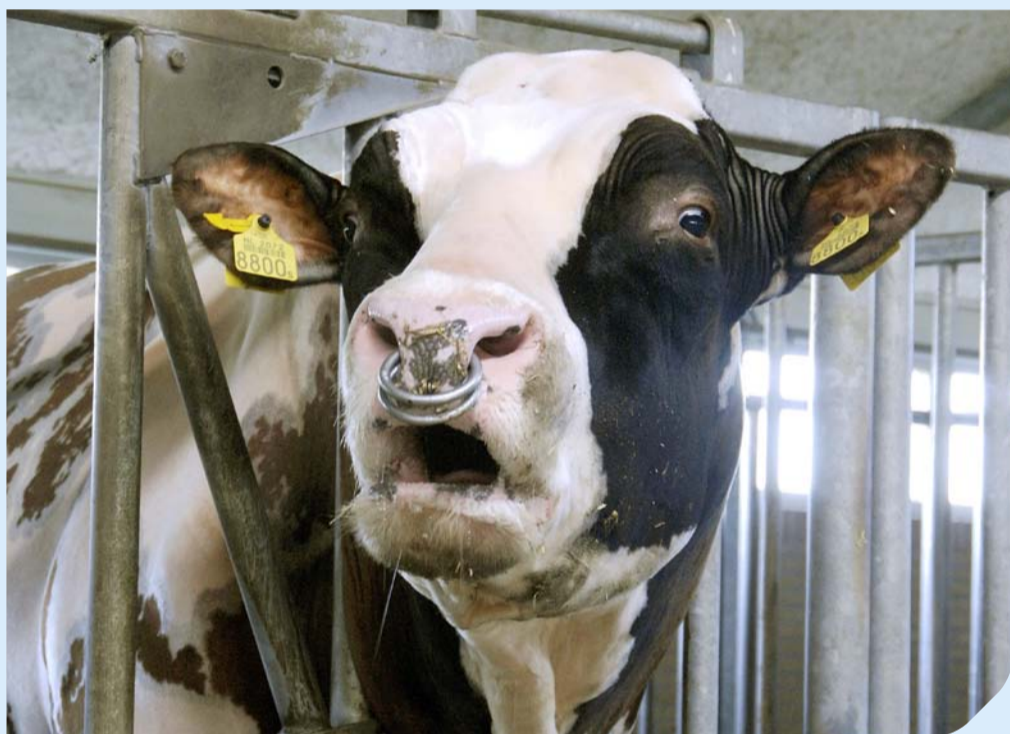
Kian (Andries x Sunny Boy) evolved internationally into the most popular red-and-white bull of all time. Due to his unique qualities, he was used on a massive scale on both red-and-white and black-and-white cows. In 2008, Kian became the first red-and-white bull in the world to produce more than one million doses of semen. The counter now stands at well above 1.4 million doses.

Highly sought-after qualities

After his breakthrough as a breeding bull in 2002, Kian ranked among the top five most frequently used bulls for years, even topping this league for four years in succession. He owed his popularity partly to the fact that Kian daughters are strong cows with amazing feet and legs with high protein and life time production. In addition to the Netherlands and Flanders, many Kian daughters are to be found in countries including Germany, South Africa, Brazil, the US, the Czech Republic and New Zealand.

Sire of bulls

During his long career, Kian was also successful in the male line. His sons Delta Fidelity, Apina Curtis and Van de Peul Kylian are widely praised for their strong leg and claw inheritance. And also grandsons, such as Delta Sherlock, Delta Maicon and Delta Direct, are currently continuing the successes of the Kian era at a high level. Thanks to his immense popularity at home and abroad and the successful bull progeny he leaves, Kian can rightly be called a legendary bull.



100 TONNES FOR DAM OF PLEASURE AND BALATON

Aalshorst Geertje 54 recently passed the milk production milestone of 100,000kg. Geertje 54 is the dam of breeding bulls Aalshorst Pleasure (s. Talent) and Aalshorst Balaton (s. Lightning).

The 88-point listed cow, owned by Roland Scholten from Dalfsen, is a daughter of red factor Lucky Leo son Holland Merton. In 3,252 days Geertje produced 100,132kg of milk with 5.00% fat and 3.58% protein. This has resulted in a lifetime total to date of 8,580kg of fat and protein.

Aalshorst Geertje 54 smashes the 100,000kg of milk barrier



THE FIRST PARAMOUNT DAUGHTER TO PRODUCE MORE THAN 100,000KG OF MILK

Mirjam 51 is the first daughter of Paramount to break the lifetime production barrier of 100 tonnes of milk. She accomplished this in 2,548 days and with an average fat content of 3.83% and a protein content of 3.22%. Her total conformation is scored at 87 points. Mirjam 51 is the first daughter of Paramount to break the barrier, but many more are expected from the CRV millionaire with more than 35,000 daughters in his breeding value. Twelve-year-old Paramount is still producing and keeps his position among the most sold CRV bulls worldwide.

Mirjam 51 and her proud owner Mark Scholman



CRV FOCUSES ON SUSTAINABILITY

A healthy cow that lives a year longer is the central focus of the vision on sustainability presented by CRV this spring. CRV's other objectives include lowering the cases of mastitis by 10% and also reducing of CO₂ emissions by 10% per kilogramme of milk produced. Another goal is to increase lifetime production by 30%.

A healthy cow must be the principal condition in the selection policy within CRV's breeding programme. "We will no longer actively promote bulls that do not match the ambitions of our vision on sustainability," states CRV director Ate Lindeboom. "The initial focus of the selection strategy is on a healthy cow, and within that group further selection is based on the most productive animals."

According to Lindeboom, genetics can sustainably contribute towards increasing longevity and the lifetime production of dairy cattle. "Many farmers are not fully aware of the potential of genetics. The genetic make-up of cows means they can live longer, but animals with just a minor problem are being replaced far too quickly. When the milk quota system disappears in the future and manure and feed become the limiting factors, every maiden heifer that has to be raised as a necessary replacement for cows is one too many.

"CRV wants to lead the way in sustainability," he adds. "As well as developing a sustainable herd, CRV is also working on creating a sustainable dialogue and strong social commitment."

The next edition of Highlights will go into the vision on sustainability in greater detail.

CRV BULLS HIGH ON RANKING LISTS IN SOUTH-AMERICA

Recent publications of genetic evaluations in Argentina and Uruguay shows that CRV bulls are reliable and produce milk all around the world. In Argentina, four CRV sons are in the milk yield top 10. In the top list for protein yield there are also four CRV sons and three of them are scoring well for fat yield. All of them are sired by Addison or Lord Lily.

In Uruguay are six bulls out of the top 10 CRV sires. Number one of the list is bull Fidelity. The other high-ranking bulls are: De Crob Adept, Timmer Tyson, Morgenster Chuck, Kian and Horst Harry. Director Rafael of CRV distributor Procreo is pleased with these results. "With the use of CRV bulls with high components of fat and protein things are improving and we can help the farmers of this country to get a higher net milk price per kilogramme of milk," he said.

EXCELLENT PRODUCTION CANVAS DAUGHTERS IN POLAND

No less than 46 daughters of Canvas are in the top 100 list of best producing dairy cows in Poland. Numbers one, three and four are daughters of the son of Sparta, bred at CRV's Delta nucleus farm. The Dutch influence in the list, published by the Polish Breeders Federation, is huge with 57 daughters of CRV sires. It also contains daughters of Bertill, Win 395, Paramount, Loe Martin, Chassee, Lionel, Switch, Wonderboy and Addison.

IMMENSE CRV INFLUENCE ON 100-TONNER FARM IN UK

The Sanders family, owners of the Sandisfarne herd, have coaxed 84 cows through the 100,000kg milk barrier during the past 15 years. The herd, owned by Andrew and Sue Sanders, is located on the Isle of Man, in the Irish Sea between Great Britain and Ireland. For many years it has featured on the list of herds with high annual production of more than 13,000kg of milk.

The influence of CRV on the farm is immense. The long 100-tonne cow 'roll of honour' includes nine descendants of F16, eight of Lord Lily and six Sunny Boy daughters.

"Our breeding goal has always been production, and we don't favour bulls that breed over-sharp daughters. We let the milking herd of 450 cows graze to their hearts' content, so they have to be in super condition," is how Sue Sanders explains this exceptional achievement. Breeding healthy cows is also mentioned as a key factor to their success. "We have had a closed herd for 37 years and the island is free of infectious diseases."

100-tonne milkers of Sandisfarne herd; daughters of F16, Sunny Boy and Lord Lily



CRV GENETICS HIGHLY POPULAR IN TUNISIA

CRV, in cooperation with its distributor in Tunisia, ISOLAB, recently organised two seminars that were attended by 40 cattle farmers and managers of medium-sized and large dairy farms.

The first seminar was held in the south of Tunisia, at Gabes, which is home to 5,000 dairy cattle. The importance of raising young stock well was the central theme. This can achieve increased production of 2,000kg of milk in the first lactation, another 3,000kg in the second and enable a third lactation – adding up to an increase in lifetime milk production of 5,000kg.

The second seminar was held in the north of the country, in Mateur, where cows are fed a ration of ryegrass and hay, supplemented by concentrate. This ration means that black-and-white Holstein cows here produce around 7,500kg of milk per lactation. During the seminar the advantages of using SiryX semen were the central topic. Farms that plan to expand can quickly and safely increase the size of a herd in this way. Animals pregnant from sexed semen also calve more easily so the cows experience fewer problems, recover more rapidly from a negative energy balance and quickly become pregnant again. Malaga, Sunrise, Nitro and Ormsby are bulls that are currently in high demand.

Housing pregnant maiden heifers in northern Tunisia



CHEVROLET FAMILY ENJOYS GREAT POPULARITY IN USA

Progeny from the Cosmopolitan family of Vekis Chevrolet are enjoying unparalleled popularity in the US. The Freddie grandson, from Crimson, is not the only member of the family with sky high genome breeding values. Exceptionally high sums have been paid for descendants of the cow Larcrest Cosmopolitan (s. Shottle) in the US.

During the Party at the Park Sale in Chicago, the top three sale prices were all originated from the Cosmopolitan family and together represented a value of \$ 890,000.

Larcrest Crimson, grand dam of Chevrolet



CRV GRANTED ICAR QUALITY CERTIFICATE

Following a meticulous audit performed by the International Committee of Animal Recording (ICAR), CRV was granted the ICAR certificate of quality for the type evaluation and classification programme on May 29, 2013.

ICAR concluded that CRV provides 'an extremely well administered and robust linear type evaluation programme'. CRV is the first cattle improvement organisation that has requested and received certification for type evaluation and classification.

Louwrens van Keulen (left), manager Logistics & Info CRV, receives the ICAR quality certificate from Uffe Lauritsen (right), president of ICAR



MORE THAN 7,000 VISITORS AT CRV'S COW EXPO WERE IMPRESSED BY DAUGHTER GROUP PRESENTATIONS

ALL EYES ON CRV'S EIGHT DAUGHTER GROUPS



With packed stands and dense rows of spectators lining the ring, there was a lively interest in the eight daughter groups during the CRV Cow Expo. Cricket and Fidelity's breeding bull groups stirred the imagination. The young bulls, offering a wide range of specific qualities, ensure that every dairy farmer can make the right choice to suit every breeding goal.

Lowlands Redman kicked off the Expo, showing a group of heifers with great quality udders. This Fiction son is free from Kian, Stadel and Lightning blood, impressed with efficiently producing and high protein cows. Maiden heifer sire Redman is also great for use on black and whites and, on conversion, he scores more than 700kg of milk and +0.17% of protein.

Newhouse Banker's heifers are very self-sufficient cows: characteristics maiden heifer sire Banker inherited from the strongly scoring Sneeker cow family and his sire Goldwyn. His daughters have a strong frame, great dairy strength, excellent udders and good quality legs.

The red-and-white bull **HJR Windstar** is a true health specialist. Windstar daughters are strongly-built, rangy heifers with good frame width and fine rumps. In addition, this Spencer son from the exceptionally well breeding Jaantjes improves the protein content.

Delta Astro (s. Goldwyn) was the first son of Etazon Renate to appear in the ring. He produces progeny with top-class conformation with big, strong and wide daughters scoring amply on condition. Above all, the Astros are healthy and have a fine production.

The group of **Delta Atlantic** (s. Ramos), Renate's second son, fully lived up to the expectations. The highest daughter tested NVI bull produces no-nonsense, reliable cows that combine good qualities, showing very strong and healthy production: true cash cows in every sense.

All-rounder **Cherokee van de Peul** stands out with a very high protein inheritance. With a dam producing milk with more than 4% protein, the apple does not fall far from the tree. But this Fender son from the Massia family also transmits health and longevity. Cherokee produces strong cows with great udders and legs, guaranteeing high lifetime production.

The final two groups were those of **Ralma O-Man Cricket** and **Delta Fidelity** – breeding bull daughters. With such a large selection to choose from, the groups were consequently uniform. As many as nine Fidelity animals could be admired as they were tough and strong and have really excellent legs. The trouble-free Cricket daughters give some more height and style and showed fine udders. Farmers wanting firm guarantees and reliability will definitely put Cricket and Fidelity on their insemination list after their convincing performance at the CRV Cow Expo.



CHEROKEE



CRICKET



ASTRO



FIDELITY



ATLANTIC



REDMAN



BANKER



WINDSTAR

THE NUMBER-ONE NVI BULL, ATLANTIC, IS A TRUE MODEL FOR CRV BREEDING

DELTA ATLANTIC HAS IT ALL!

Delta Atlantic tops the CRV bull ranking list with eye catching health traits, a sky-high score for longevity, a conformation that helps cows to live for a long time and, as an extra bonus, he's a maiden-heifer bull. His very convincing and reliable figures, confirmed with a tremendous daughter group at the CRV Cow Expo, make him very popular with producers.

"A lot of strength and a high protein percentage." Dutch producer Hanry de Groot is very excited about the Delta Atlantic daughters in his herd, particularly his favourite: Lucie 147 VG85. "Her powerful type and her udder are her strongest points. In my abreast milking parlour I can enjoy her high rear udder twice a day. Lucie has it in her to become an old cow with high lifetime production." It's a typical description of Atlantic's offspring. The Ramos son makes very complete cows with a high 'producer satisfaction rate.' No wonder Atlantic is the most sold bull at CRV during the past few months. He scores the highest NVI from all daughter-proven sires and ever realised at CRV. His figures are high, very balanced and

he transmits no faults. Atlantic is a true model for CRV breeding. Eye catching are Atlantic's health traits. His daughters have a low cell count, healthy feet, high fertility and it results in a sky-high longevity. An extra bonus is that Atlantic calves are born easily: he is a maiden-heifer bull. The Atlantic daughters also have the conformation that helps them to live for a long time. Atlantics have the rare combination of finesse and strength in their perfect dairy strength, great udders and strong feet and legs, resulting in a high total score.

Impressive daughter group

At the CRV Cow Expo, June 2013, Atlantic made his early debut with a daughter group. Visitors and press were very enthusiastic about the 'strong cows who can handle milk production easily'. Next to this dairy strength the uniform group of six first-calved cows showed very good rumps, shallow and wide udders and strong locomotion. Atlantic breeds the type of trouble-free cows that every dairy producer wants to have in their herd, according to Hans Boschloo, CRV test producer with family members of Atlantic in his herd. "Their udders and legs are perfectly fine, they have attractive dairy traits and extra muscle." The foundation of Atlantic's convincing figures is, for sure, Etazon Renate.

She produced 10,712kg of milk with 4.35% fat and 3.52% protein, in her first lactation at the CRV test station.

For conformation she scored VG86, with an convincing 88 for frame. She was definitely one of the highest scoring heifers in that year and her impressive results were supported by high genomics, which was in an early phase that time. As genomics became more reliable it became clear that Renate was – for several years – the highest ranking OMan daughter for NVI.

Breeding power

Renate was heavily used as a donor: she delivered more than 400 embryos and will be influential with 17 sons. Bulls like Atlantic and his Goldwyn half-brothers Delta Astro and Delta Brilliant are the first with daughter-proven information. Delta Emerald (s. Goldwyn), Delta Titanium (s. Ramos) and grandson Delta Solero (Eminem x Laudan daughter Delta Remina) also have a place on CRV's InSire bull list. And that won't be all. Thanks to Renate's high genomics and sky-high NVI, she is also used in the red-and-white and the polled breeding programmes. With Atlantic the influence of Renate has just begun. He is the first son that will spread the genes of the family widely. Also really impressive are the results of Renate's daughters. About 41 have completed a first lactation and averaged 9,442kg milk with 4.28% fat and 3.58% protein. And 31 of them were scored an average of 84.1 for overall conformation. The best is working its way up through the CRV breeding programme.

Best of both

As a result of the combination between Renate and health specialist Ramos (s. Rudolph) Atlantic combines the best of both bloodlines. The production power, good health and strong type from

the Renates and the (udder) health, fertility and longevity from Ramos were put together in Atlantic. It makes Atlantic a special bull with a complete and high package of traits. He's suitable for every dairy producer.



DELTA ATLANTIC

(Ramos x OMan x Jocko Besne x Gibbon)

308 NVI

PRODUCTION		REL. 91%	DAUGHTERS 223		HERDS 163	
KG MILK	% FAT	% PROTEIN	KG FAT	KG PROTEIN	INET	LONG.
527	-0.03	0.14	20	30	178	720

FUNCTIONAL TRAITS

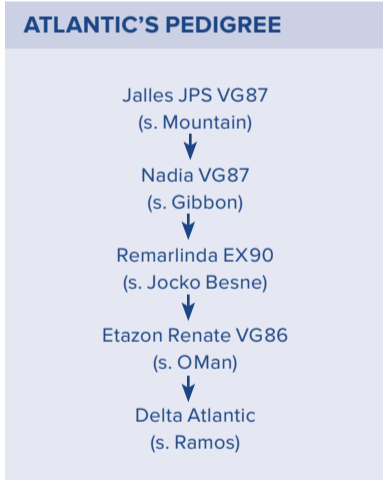
CALVING EASE	SCS	MILKING SPEED	TEMPERAMENT	PERSISTENCY	CLAW HEALTH	FERTILITY
105	107	97	104	98	108	105

CONFORMATION

	REL. 91%	DAUGHTERS 139	HERDS 106
FRAME			111
DAIRY STRENGTH			116
UDDER			108
FEET & LEGS			111
TOTAL SCORE			114
STATURE			111
CHEST WIDTH			110
BODY DEPTH			108
ANGULARITY			109
CONDITION SCORE			105
RUMP ANGLE			101
RUMP WIDTH			103
REAR LEGS REAR			111
REAR LEGS SIDE			98
FOOT ANGLE			102
LOCOMOTION			110
FORE UDDER ATTACHMENT			103
REAR UDDER HEIGHT			109
CENTRAL LIGAMENT			101
UDDER DEPTH			105
FRONT TEAT PLACEMENT			102
REAR TEAT PLACEMENT			101
TEAT LENGTH			101

Etazon Renate: from a French cow family


Atlantic's mother, Etazon Renate, came to CRV as an embryo from France. CRV breeding technician Erik Lievens bought OMan embryos from Remarlinda, one of the best daughters of Jocko Besne in Europe and highly ranked in the cow index list of France. Lievens visited Remarlinda at the unit belonging to the Challan-Belval brothers in Moutiers-Saint-Jean and was impressed by the cow's performance: she scored VG89 after her first calving, upgraded in her second lactation to excellent, and she produced 12,899kg of milk in 305 days at 4.03% fat and 3.59% protein. The background of Remarlinda is also exceptional: her mother is a 86-point Gibbon, followed by a 87-point Mountain, 88-point Mascot, 91-point Blackstar, 93-point Ben and a 93-point Penstar, which originates from America. Atlantic is not the only bull from this family, Enehoud (s. Travis) and Jaguar JPS (s. Mountain) also became proven bulls. And the cow family made its name in the show ring too. The NRM champion JT Millenium EX94 descends from this cow family. With Renate, the family is expanding heavily in the Netherlands.



Lucie 147 (s. Atlantic) with Hanry de Groot

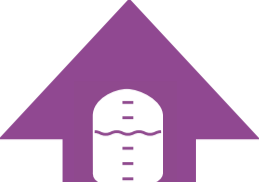


FOR COMPLETE PROOF INFORMATION PLEASE VISIT WWW.GLOBAL.CRV4ALL.COM




PRODUCTION (KG)

SCARLET RF	2,646
SNOWRUSH •	2,492
LASS	2,200
BLITZ	2,182
PREDESTINE •	2,126
STANDARD	2,109
RICARDO •	1,334
MADDOCK P •	1,233




FAT (%)

BENEDICT	+0.40
CROWN •	+0.37
TRINITY	+0.25
LINE-UP •	+0.25
ASTRO	+0.24
KLIMMER	+0.33
ARAM •	+0.31
ARNOLD	+0.14



PROTEIN (%)

ALONSO •	+0.22
MONOPOLY •	+0.21
STELLANDO RF •	+0.21
ATLANTIC	+0.14
G-FORCE •	+0.14
DIRECT •	+0.27
DEPUTY •	+0.24
FIDELITY	+0.21




LONGEVITY

HERO •	865
CUPIDO •	794
CHEVROLET •	784
ROCKY •	778
MALAGA	747
CAMION	708
DEPUTY •	708
MADDOCK P •	695



CALVING EASE

BANKER	112
OMEN	112
SILVER	111
LASS	111
CRICKET	110
STEFAN	111
KODAK	111
CAMION	109



UDDER

CUPIDO •	116
PALTROW •	115
GOFAST	114
AMBROSE	114
UPGRADE	114
DEPUTY •	115
LAMBIEK	111
RICARDO •	111




FEET & LEGS

NAVARRO	113
ATLANTIC	111
PERSUADER	111
STELLANDO RF •	110
BANKER	108
FIDELITY	116
MANIAC	113
CAMION	112




CONFORMATION

CUPIDO •	115
GOFAST	115
JARROT •	115
ATLANTIC	114
ASTRO	114
RICARDO •	112
CARTA P •	112
AKRON	111



UDDER HEALTH

SALVADOR •	111
MONOPOLY •	111
CUPIDO •	111
PERSUADER	109
CRICKET	109
DEPUTY •	108
MAICON •	107
WINDSTAR	106



FERTILITY

HEALTH •	108
HERO •	107
MONOPOLY •	106
CRICKET	106
GRAVITY •	106
ARNOLD	105
FENDER	103
WINDSTAR	102



HOOF HEALTH

NAVARRO	110
HERO •	108
ATLANTIC	107
GOFAST	107
DANNO •	107
KLIMMER	112
MANIAC	108
ARAM •	106



InSire
marked for profit
CRV4all.com

Sires marked with a dot • are InSire sires.

InSire sires are genomically selected.

InSire



Larcrest Chenoa
(by Planet), dam of
Vekis Chevrolet
(by Freddie)

BULLS AT THE TOP THAT OPEN UP NEW HORIZONS

In addition to top-notch production, the improvement of health, welfare and fertility traits is good for the cow and also makes an efficient lifetime production of the herd possible. CRV supplies bulls to the top of every list, that enable dairy farmers to benefit from this double advantage.

ROCKY	2431 GTPI
CHEVROLET	2411 GTPI
CUPIDO	334 GNVI



Bouw Rocky
(Shamrock x Goli)



Delta Cupido
(Wonder x Paramount)

BETTER COWS | BETTER LIFE

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HIGHLIGHTS

FUTURE EVENTS

27-28 June 2014
NRM, IJsselhallen, Zwolle

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