

A New Name but the Same Commitment To Dairy Crossbreeding!!



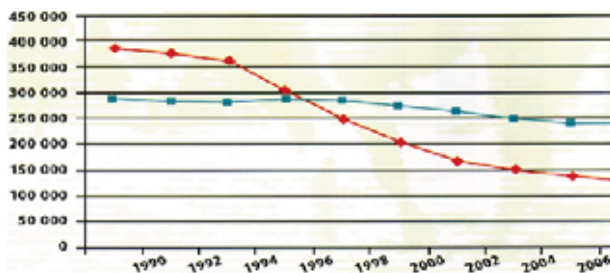
A group of functional, efficient Norwegian Red x Holsteins in the Netherlands.

As of April 1, Target Breeding has become Geno-UK. Over the past years we have promoted crossbreeding based on our belief that crossbreds will improve the health, reproductive performance and profitability of UK dairy farms.

Geno Norway believes in this as well and sees a bright future for crossbreeding in the UK. Based on this, together we formed Geno-UK. As Geno-UK we will continue to promote crossbreeding and selecting the right breeds and bulls to meet your needs.

The Norwegian Red breed offers a lot to crossbreeding dairymen:

- Measuring, recording and reporting of over 53 different health traits that are included in bull proofs
- Breeding to improve health and reproduction for over 30 years
- Reliable bull proofs you can count on with close to 200 daughters in bull proofs, no surprises!
- Bulls sampled for beef production as well as dairy production to maximise bull calf income
- Improving production while at the same time improving reproduction performance
- Large scale trials in USA, Canada, Ireland, and mainland Europe proving the effectiveness of crossbreeding with Norwegian Red genetics
- Crossbred genetics proven to work in intensive and grazing based systems



Red line shows number of vet treatments on dairy cows for mastitis and other diseases from 1989. Blue line shows number of dairy cows.

Breeding for health and reproduction works!

Norwegian Red semen is available from these fine suppliers:



Independent
suppliers

Polled for Profit!

We now offer an increased range of polled bulls for your selection.

These bulls are heterozygous polled, meaning that 50% of the calves will be born polled. Calves born polled mean one less job for the dairyman and one less stress for the calf.



Hojo: Outstanding Production, plus High Fertility, medium

Note: Askim and Hover show "scurs" these are similar to large rough calluses sometimes seen on polled cattle.

Askim: Built for Grazing: Hi Protein %, Shorter cattle, Low SCC, Calving Ease



Hover: Hi Production and Protein %, Good Fertility



Askim: Good yields, Very High Fertility, Easy keeping cattle.

Interesting fact: At this time there are over dairy 600 farms with milking robots in Norway.

Farmers with robots are looking for cows with consistent udders, milk out fast and clean and little mastitis.

Geno is breeding these cows, to fit the needs of modern dairymen.

New Fleckvieh Option

Fleckviehs continue their rise in popularity in the UK. The breed characteristics of strong, solid cattle, low cell counts and good yields make them an ideal option in a 3 way crossbreeding programme. We are pleased to add Rotax to our crossbreeding offering.



Rotax provides outstanding udders and Feet/legs, high longevity, very low cell Counts and very easy calving.

Rotax dtrs are medium sized, with strong, well shaped, functional feet. For best results use when high Fat % is not desired..



Rotax dtr.: 3rd. lact 305 days 10112 kgs milk, 3.04 % Fat, 3.46 % Prot.

Crossbreeding in Britain Continues to Grow

The number of crossbred dairy cattle in the Britain continues to grow. From a high of 93% of all British dairy calves registered as Holstein just a few years ago, this has now dropped down to approximately 78%. While these are not all crossbreds, the crossbred segment has shown the largest growth.

geno
uk
the Crossbreeding Specialists

Geno-UK
Dee View, Eccleston, Cheshire, CH4 9HT
01244 659 622
info@geno-uk.com
www.geno-uk.com

*Call us to discuss
Crossbreeding
Requirements &
Questions*