

PRESS RELEASE | May -2017

VikingGenetics launches VikingOnTour in Norway with a Hoof Health evening activity

As a leading cattle breeding AI-company, we continuously investigate cutting-edge products and services to support progressive dairy farmers around the world. Today, we are glad to launch our concept, VikingOnTour, which will begin with a Hoof Health activity in Norway.

VikingGenetics is the pioneer when it comes to breeding for healthy cows, and is the absolute number one company in having a Hoof Health Index. We have sires that are reliably evaluated for hoof performance, reducing lameness and improving hoof health and longevity in their offspring. At VikingGenetics, we n breed cows with healthy feet that can walk easily and produce at their optimum.

To make the most of this knowledge, we are now taking our expertise to a higher level for our export markets. We are launching VikingOnTour and, as its name reads, we are going to approach our customers with high-quality advice regarding breeding and management. We truly believe that best practices, together with an excellent breeding goal, can increase the profitability and quality of life of dairymen around the world.

Our first VikingOnTour activity will take place in Norway the 23rd of May. VikingGenetics, together with Geno, Norsk Jersey, and Norsk Holstein, is inviting farmers to an informative evening regarding VikingHoofHealth. “In this activity, you can hear about how you can improve hoof health in your herd through breeding and management”. Peter Weinkouff, VikingGenetics Export Manager in Norway, states.

The activity in Norway will include the expertise of Henrik Hein Jorgensen, who will showcase well-proven routines about hoof health in practice. Jorgensen has many years of experience in preventing hoof problems and doing hoof cutting.

Digital Dermatitis, also known as Hairy Foot Wart, is one of the health problems causing the most hassle in herds around the world. “It is a painful disease that not only makes cows suffer, but causes a loss in the production and has a negative impact on fertility and profit”, Peter Weinkouff emphasizes.

Hoof Health is a trait that is not related to Feet & Legs as most dairymen might expect. In August 2011, Hoof Health was included in the Nordic Total Merit



(NTM) Index. This is the first time in history hoof health was included in an overall breeding goal.

One more advantage when selecting for better Hoof Health is that the Nordic bulls don't show a genetic decline in hoof health, despite high production. This means that the dairy producers can increase yield while simultaneously achieving better hoof health in their herds.

Hoof trimmers classify each individual hoof for eight different disorders, including Digital Dermatitis and evaluate annually 350,000 cows - approximately 250,000 Holstein. This information comes from hoof trimmers in Sweden, Denmark, and Finland to our unique registration system. We have reliable data to calculate and offer a breeding value that prevents not only lameness, but also has a high correlation with longevity.

About VikingGenetics:

VikingGenetics is an AI-company built by farmers and for farmers. Today it's owned by around 20,000 dairymen from Denmark, Sweden and Finland. Every year, the company genomically tests 6,000 bull calves and selects 240 to use for the VikingHolstein, VikingRed and VikingJersey breeding program. VikingGenetics exports to 50 countries and has subsidiaries in the United Kingdom and Australia.

For further information, please contact:

Verónica Löfgren: velof@vikinggenetics.com or Tel. +46 511 267 00

www.vikinggenetics.com

Facebook: VikingGenetics

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