

# American Dairy<sup>men</sup>

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*Products and Services for American Dairy<sup>men</sup>*



**June Dairy Month**  
Highlights Dairy Industry

**Pest/Fly Control**  
Product Review

**Normande**  
Breed

**Conductive Cooling:**  
A New Way to Cool Cows



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strengthen

include Normande in  
your breeding program



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## BREED - Normande



### Low input and high output

For several centuries, farmers from Normandy have developed this exceptional breed on the pastures of Northwestern France. Raised on rough forage, the Normande is very well known for quality in both the dairy and beef productions. Normande milk components are the best for making cheese. Carcass yield and marbling are superior. The Normande is the quintessential cow: unlike specialized breeds, it has preserved hardiness and breeding qualities, such as fertility, calving ease, feed and legs conformation, feed conversion and genetic diversity. From the high plateaus of the Andes, to the tropics, and North America, the Normande has proven its adaptability to a vast range of climates. The Normande demonstrates that milk production can be accomplished without losing essential breeding qualities. We are pleased to introduce you to this unique genetics, a perfect fit for the new needs of dairy genetics.

### The trouble-free cow: fertility, fitness and disposition

Long damp cold muddy winters and simple forage diets have prepared Normandes for the worst. Today Normandes spread from the Andes to the Tropical coastlines of South America to Ireland and Canada. Because the Normande has not been selected solely on one character, it has retained exceptional qualities usually lost by specialized breeds, such as fertility, calving ease, excellent feet and legs and overall hardiness. Its thick curly winter hair insures a good protection against the cold while eye rings are effective against the sun in the summer. The breed also shows remarkable docility which makes the handling of bulls very easy. In addition, Normande presents exceptional feed conversion rates continually improved with ongoing selection. Finally, raised on grass for centuries, the Normande shows outstanding grazing ability.

### A major dairy breed: 300,000 cows on test, 160 bulls tested per year

The Normande Herd-Book was founded in 1883. Today there are approximately 1 million cows in France of which 300 000 are milk recorded. Of these, the 1000 best ones for milk production, conformation and origins qualify as bull dams and are mated with the 8 or 10 bull sires selected each year. 400 bull calves enter testing station where they are individually tested for feed conversion, growth rates and conformation. The top 160 are then progeny tested after random dispatching amongst the 6 regional selection units that participate in the program. In turn, 8 or 10 bulls from this generation will be identified as bull sires for a season. This selection model is unique in the world for its balance between breeding qualities and milk production, and yet permits regular genetic progress for both milk quantity and solids percentage. Normande breeders from around the world can therefore be assured that exceptional bulls will keep coming year after year.

### The best suited milk for cheese: the cheese breed

Normande cows on high forage feeding systems average between 14,000 and 15,000 lbs of milk per lactation at 3.6 % protein and 4.4 % fat. Many cows produce more than 22,000 lbs and some reach 30,000 lbs. These results do not reflect the genetic originality of the breed: more than 90 % of the individuals carry the B Kappa Casein gene and 82 % of AI Bulls have the BB Genotype. The levels of casein beta and kappa in the milk are known to improve the curdling quality of the milk for cheese manufacturing (speed and firmness of gel). In addition, Normande milk presents favorable calcium/phosphate ratio and casein miscella of small diameter, all of which result in yields of cheese 15 to 20 % higher depending on the type

of fabrication/manufacture. In France, the Normande is associated with the production of such famous cheeses as Camembert, Pont-Lévéque and Livarot. As today's dairy industry and market trends strongly favor and focus on cheese manufacturing, one can see the immediate benefit of having Normande milk in the tank.

### Ideal for dairy crossbreeding

From Vermont to California and Wisconsin to Texas, dairy farmers are increasingly deciding to cross the top French Normande bulls with their dairy cows. Beyond hybrid vigor, they hope to make up for the lost breeding qualities, and especially fertility and strength, that such specialized breeds as Holstein and Jersey may lack sometimes. Conventional dairymen and graziers alike, all seek maximum heterosis effect. Many intend to breed up to purebred, thus opting for a more functional, low maintenance cow. Studies conducted in California have shown that Normande x Holstein crosses have a lifetime profit that is 16 to 26 % higher than purebred Holsteins. In addition, inbreeding is becoming a bigger issue for U.S. dairy breeds and constitutes another reason for crossbreeding in the dairy industry. Because of its combination of strength, fertility and components, the Normande is well positioned to play a major role.

Today's realities are different from yesterday's. Our new global economy asks for creative and innovative answers. The market is more and more concerned with quality, while the production side is more than ever concerned with overall efficiency. The Normande brings you the genes you need for a high output/low input mode of operation.

For more information: **866-823-7212** | [www.normandegenetics.com](http://www.normandegenetics.com)

## Torp Farm in Sweden: SMART FARMING IN ACTION

*Swedish milk producers Patrik and Elin Johansson prove that a holistic and automated approach to dairy farming is a reality. On Torp farm, Smart Farming is the key to long-term business profitability, expansion opportunities and sustainability.*

In 2008, when Patrik and Elin Johansson decided to install four DeLaval VMS and a fully automatic feeding system at their farm in southern Sweden they didn't just build a new barn. They built a comfort home for their 300 cows and harnessed automation and information technology. Walls can be raised and lowered to control temperature, lights work automatically and the Optimat™ system

cuts, mixes, loads and distributes feed automatically day and night. These and many other smart barn features are aimed at making cows at the farm as happy as possible.

"We are pleased that customers like Patrik and Elin Johansson are a real example of what we as a company have been aiming for with our Smart Farming vision: the essence to long term dairy business success is to create a holistic profit-driving operation that embraces more than robots," DeLaval Vice President Marketing and Communications Benoît Passard told reporters at Torp Farm.

Patrik Johansson is convinced that the four VMS and the Optimat™ system have changed his business. He scaled up from 70 to more than 300 cows without needing more labor, becoming even more efficient nonetheless. "I could afford to hire workers that were good with computers or taking care of the animals instead of

looking for employees physically suited to handle heavy equipment," he says.

Patrik Johansson explained that with Optimat™ they reduced feeding related tasks from 4 hours to 30 minutes a day. For him it is important that regardless of who loads the system the cows get the exact feed they need every day, according to the recipe he programs. "That extra time is important for us. Now the vet does not need to come so often and never has to treat the cows for feed related problems. We have happier and healthier cows on this farm now," he explains.

As Elin Johansson notes, the happier the cows are the more milk they produce. And the increased yield comes at a lower cost and a lower impact on the environment. "Cow comfort is a must for us. With good rubber floors for instance we've noticed how cows in heat play around and don't risk injuries," she says. "With clean cubicles we avoid mastitis

and providing good bedding guarantees that our cows get quality sleep so they can produce lots of milk."

Patrik and Elin chose DeLaval because the company could supply the complete assortment to make Smart Farming a reality. Their current herd management system is DelPro 3.0 and with the upgradability that VMS provides, their next step will be to add Herd Navigator™. "Service was a key aspect for us also, and the salesman that helped us plan and execute this farm is part of our family now," she says.

"This is exactly the type of partnership DeLaval strives for. We want to go the extra mile with our customers and offer them suitable technology to run each and every aspect of their operation in an efficient, sustainable and profitable way," Benoît Passard concludes.

Please contact your local DeLaval organization as solutions vary in different countries.