

NORMANDE











NORMANDE PROOF RELEASE

The EVOLUTION International Normande: the dairy cow that provides farmers with the highest added value of milk and meat, autonomy and a guaranteed income.

NORMANDE NEW SELECTION GOALS : MORE ADDED VALUES FOR MORE GLOBAL ECONOMICAL EFFICIENCY

The 2018 new orientation pushes Normande as a leader in selection for global herd efficiency

- Strengthen the global efficiency of farm business
- Integrate new beef added value for males and females
- Increase dairy and growth precocity
- Elevate fat added-value advantage to the same high protein level

PERIOD	NEW CRITERIA
1980 	INEL
1990 	TYPE
2000   	HEALTH
2018     	PROFITABILITY GLOBAL SYSTEM

Global Economical efficiency : the significant weight of beef added value additionally to Normande milk richness

Latest economic studies show that Normande herds are the highest performers for giving high advantage in both milk and beef value and to bring more income to farmers through prices.

	Milk Turn Over /1000 l	Meat Turn Over /1000 l	% Meat/Total Turn Over
FARMS IN NORMAND BREED	328 to 330 € / 1000 l	75 to 110 € /1000 l	19 to 25 %
DIFFERENCE COMPARED TO HOLSTEIN BREED	+18 to 32 € / 1000 l	+ 31 to 49 € / 1000 l	12 to 17 %
DIFFERENCE COMPARED TO MONTBELIARDE BREED	+ 9 to 20 € / 1000 l	+10 to 43 € / 1000 l	17 to 18 %

The new ISU 2018 integrates the best global farm efficiency through new balance between traits : milk, protein, fat, beef, health and functional type.

TRAITS	SELECTION BASED ONLY ON MILK	SELECTION BASED ONLY ON BEEF ABILITIES	SELECTION BASED ON MILK + BEEF ABILITIES
MILK	+++	=	++
STATURE	+++	+	++
WIDTH CONFORMATION	--	+++	++
PRECOCITY / GROWTH	++	++	+++
ECONOMIC PERFORMANCE	+++	++	++++

In-farm projected impacts shows that this new optimal genetic breed orientation will :

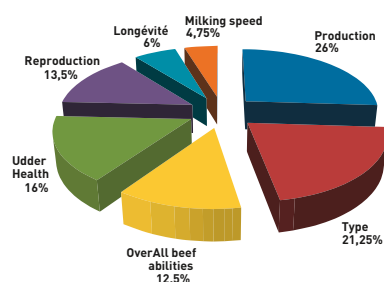
- Maintain a **high production** improvement with perfect balance between milk (+60kg/year), protein and fat (+0.1% protein/10 years for both)
- Increase **animal precocity** for both dairy production and beef abilities (+3 months/10 years)
- Increase **width** of animals more than height
- Increase **conformation** of males and cull cows in fattening management
- Maintain the high genetic progress on **udders** and **feet and legs**
- Keep high genetic progress and abilities on all **health traits**.

“The optimum combined selection on both milk and beef abilities optimize in-farm income thanks to a higher milk production per day of life, added to the benefits of better conformation on both females and males”



GAMEOVER

Composition of ISU 2018



New indexes for the highest precision

New indexes are newly calculated to increase the excellency of Normande selection

- SYBO : Overall Beef Abilities combining Steers, Veal performance to Frame and Muscularity of cows
- FEET AND LEGS
Quality of joints, Foot Angle, Rear Legs rear View, Locomotion integrate the F&L global index
- TEMPERAMENT
- BODY
Back straightness and Body Condition

NEW PROOFS :

NORMANDE, N°1 FOR GENETICS PROGRESS IN PRODUCTION FROM ALL BREEDS

This april 2018 indexation shows that the Normande population makes the highest genetic progress in production from all breeds indexed in France : +60 kg for milk, +0.07% for both Protein and Fat %.

EVOLUTION, 80% of Top Normande bulls

EVOLUTION is absolutely involved in this impressive genetic progress, participating for 80% of leading bulls on the breed ranking : 20 of the top 25 ISU; 70 of the TOP 100

EVOLUTION INTERNATIONAL NEW LEADERS

TOP ISU : MONFORT and GAME OVER strong leaders

MONFORT (BB, A2A2) is the new N°1 Normande bull (ISU 168) and already available. He fits perfectly a modern kind of efficient cows, combining high milk production (+962 kg milk) with optimum type (+1.6) assuming perfection on F&L and UDDERS, well balanced body with good beef abilities on fattening condition (+1.1). Health is just really nice for both Udder Health and Ketosis.

GAMEOVER (AB, A2A2) assumes its outstanding 2000 daughters, with exceptional Protein and Milk Production with totally nice and sound cows either for F&L (+2.0) than Ketosis (+2.0), Reproduction (+0.8), CE (91). Perfect Overall beef abilities (+1.5) as well for Veal (+2.2) than steers (+1.4)

With High Ferti+ conventional and Ferti S+ sexed semen, he is THE bull to use with no limitation.

SEXED SEMEN : NEYMAR, NEW PHENOMENOM

NEYMAR (AB, A2A2) represents perfectly the high precocity as the newest bull with less than 14 months old, already producing its 1st sexed semen straws. Of course, NEYMAR is impressive for locomotion (+1.7) and feet abilities (+0.9). Additionnaly he shows an efficient production (+701 kg) and richness (P +1.8). Its type is perfect to adapt on all fields with its optimum frame, width chest, and strong back (+0.9). NEYMAR brings also high ketosis resistancy (+0.9) and high attractivity for reproduction for lots of females (+1.3) with its top calving ease (91) and vigorous progeny (94)...

TOP QUALI^{LB} : "Concentrates all Normande added-values"

THE BEST COMES FROM MEDELLIN

MEDELLIN (BB, A1A2) is newly available also as sexed semen. He breakes away thanks to his milk richness : Fat +2.9 and Protein +0.8. Associated to a good milk yield (+694 kg) and an excellent health (+0.7). Very unique dam's bloodline (Geyser Isy x Upanishad).

Discover other Quali bulls : JIPIDJI, MANGO, JIVAROS F+, LOCO SSF, LUTECE SSF...



INDORRANE, dam of
MONTFORT and MELOMANE



HATZGERALD daughter
of FALBERT, grand dam of
NEYMAR



MEDELLIN



A black and white photograph of a cow standing in a grassy field. The cow has a white coat with large black patches, characteristic of a Friesian or similar breed. It is facing right, and its head is slightly turned towards the camera. The background shows a line of trees and a fence, suggesting a rural setting. The image is framed by a thin black border.

REACH THE TOP WITH MONTBLANC

Access to more Opti bulls : LIMA SSF, MANIZEL, LACANAU, MYKONOS, LUPUS...

MISSILE , THE ULTIMATE SOLUTION

More Confort bulls : MYSTERE, LOSANGELES SSF, MEXICO, MENDEL, MATISSE, MARADONA,

<div> <div>  <div> HOME HP DASH BREEDS HP BEEF BREEDS GOATS ABOUT US CONTACT US </div> </div> <div> <div>NORMANDE</div> <div>ISU</div> <div>  Menu ALL CATEGORIES </div> </div> </div>																		
Name	Sex	Ref.	Wt(kg)	Prix	Est.	MB	Total type index	Udder index	Frame	Overall Beef value	Feed & Reg.	MSA Pk	MS	MSHA	PI	ES	MSA	MSA
View																		
MEYTHORE	160	89	32	64	2.0	362	7.6	7.1	8.1	7.7	7.8	3.7	3.6	42.0	1.8	89	88	892
BRACKEHEER	164	89	26	1.7	3.3	307	7.3	7.1	8.7	3.6	7.1	3.6	3.7	33.0	0.8	89		
BRILLIANT	140	88	27	3.6	1.8	447	7.7	7.6	8.8	7.7	8.1	5.2	7.6	7.6	1.8	89	89	888
LOCO	180	88	33	7.1	3.8	430	7.7	8.1	7.7	7.6	8.6	5.6	7.2	40.0	0.8	89		
MASTHEAD	155	88	32	3.1	1.8	338	7.3	7.4	9.6	4.2	8.6	5.8	7.4	5.8	0.8	89	89	890
MOORE	158	88	40	3.8	2.0	356	8.7	8.8	9.6	7.6	8.8	6.7	9.6	33.0	0.8	89	89	892
GLASS DASH	150	88	43	1.8	1.8	377	9.6	8.8	9.7	7.7	7.8	3.6	5.6	5.6	0.8	89	89	892
MOORE	158	88	31	3.8	1.8	390	8.9	8.8	9.6	7.6	8.8	6.7	9.6	33.0	0.8	89	89	892
ARMED	160	88	35	1.8	1.8	380	8.9	7.8	9.6	8.7	8.7	3.6	5.6	3.7	0.8	89	89	892
LESTER	180	88	32	3.6	1.6	429	7.3	7.2	8.8	8.2	8.8	7.1	7.1	7.0	0.8	89		
MANHATTAN	158	88	35	1.2	2.0	336	7.7	7.8	8.8	7.6	8.7	3.6	5.6	5.6	0.8	89		
NOVEMBER	168	88	46	1.8	1.6	505	7.6	7.8	9.6	7.6	7.6	3.7	3.7	7.3	0.8	89		
LAURENCE	160	88	32	3.6	2.0	332	7.6	7.2	8.8	7.9	7.7	3.6	7.6	3.6	0.8	89		
NOVA	180	88	30	1.8	1.8	373	7.6	7.8	9.6	7.6	8.8	3.6	3.7	3.7	0.8	89		
MANITOQUE	160	88	37	1.8	2.7	360	7.3	7.8	9.6	7.6	8.8	3.6	3.7	7.3	0.8	89		
MYRONIA	180	87	36	6.9	1.8	566	7.8	7.7	8.8	8.1	7.8	3.6	7.8	3.6	0.8	89		
EMEREA	164	88	32	3.6	2.3	398	8.6	8.7	9.6	7.6	8.8	3.6	7.8	3.6	0.8	89		
JAYCO	180	88	36	3.1	4.4	500	8.6	8.6	9.6	7.6	7.8	3.6	3.6	3.6	0.8	89	89	892
LEPUS	160	88	44	3.2	3.7	770	7.8	7.6	3.7	8.6	8.8	3.1	3.6	7.8	0.8	89		
MEDUSA	180	88	32	3.6	1.8	707	8.2	8.7	9.6	7.6	8.8	3.6	3.6	3.6	1.8	89	89	892