

Branding of NTM - and tools that support NTM

NAV workshop – 19th January 2023

Anders Fogh, Kevin Byskov, Terhi Vahlsten and Carolina Markey

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NAV branding of NTM

- Part of NAV strategy
- Goal: Stronger position in the minds of Nordic farmers and their employees - a quality brand
- Information channels
 - Directly from NAV to farmers
 - Materials used by advisors (owner organizations, semen importers ect)
 - Teachers on agricultural schools
- Based on interviews in 2021/2022

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Interviews

- Farmer representatives – from FIN and DNK
- VikingDanmark, Växa and Faba and semen importers
- Breed associations – from FIN and DNK
- Teacher from agricultural schools

Views on NTM and suggestions how to make NTM a stronger brand

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Main message from interview

- NTM = VikingGenetics
- NTM = economy
- NTM is difficult to understand and not enough for all farmers

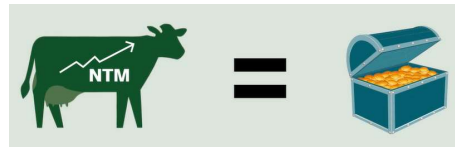
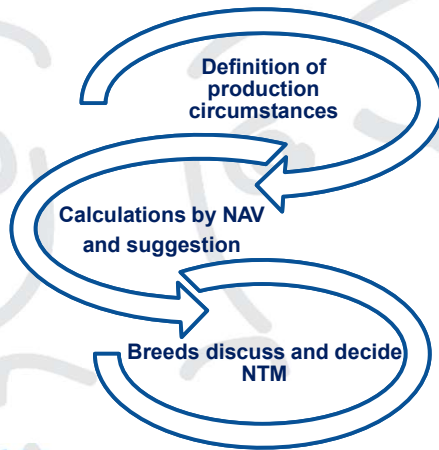
Go more into detail with statements

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NTM serves all farmers -no matter where they buy their semen



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Your role in making NTM a strong brand

- Your adjustments of weights are important
 - Focus on general farmer accept
 - Should be your favorite tool
- All farmers should believe in NTM
 - You are the most important ambassadors



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Challenge – one size fits all

- Goal: NTM is the preferred tool to select AI bulls, cows ect.
- However farmers are not alike

How to construct NTM to satisfy largest share of all dairy farmers



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Weighting in NTM

Comments from interview

- NTM is too complicated
- More and better information - when deciding NTM
- More farmer involvement needed
- In doubt about consequences of weighting (ex. Saved feed)



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NTM is not enough

Comments from interview

- Simplifies breeding – not everything can be condensed into one value
 - More emphasis on some traits (ex. udder)
 - Demand for bull profiles – minimum selection

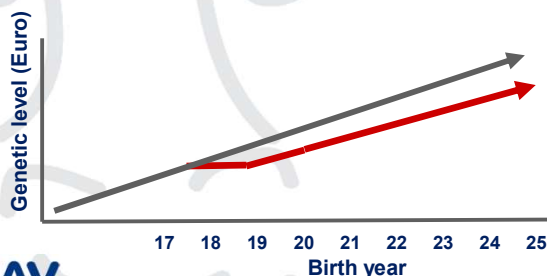
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NTM is goal in the long run

- No quick fix for acute problems (ex. fertility)
- Low EBV for single traits don't ruin next generation
- Long term management tool for breed and herd
- Deviation from NTM -> lower economic progress



**Claim: NTM is enough
in most herds
– is information and
documentation good
enough?**

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Challenges in communication

Comments from interview

- Difficult to understand
- Focus on "invisible" traits - challenging
- Often too much and detailed information
- BUT lots of good material – not used

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More targeted information

Comments from interview

- Simple and short texts about NTM
 - Link to more information
 - Use video
- Objective information – away from semen sale
- Use punch lines/slogans
- Publish also in not breeding related magazines
- Re-use existing material

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More targeted information

Comments from interview

- On farm documentation is important
- Document how foreign total merit indices differ from NTM

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Agricultural school

Comments from interview

- Prioritize updated material - ready to download
- Education of teachers

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Present tools that support NTM High/low NTM including economy

Parameter	Laveste halvdel NTM: -2 - 10		Bedste halvdel NTM: 10 - 26		Forskel
	Antal dyr	Gns. for gruppe	Antal dyr	Gns. for gruppe	
Gns. NTM	73	7	72	14	7
305-dages mælkeydelse (kg)	73	8641	72	9265	624
305-dages fedtydelse (kg)	73	344	72	369	25
305-dages proteinydelse (kg)	73	297	72	320	22
Værdistof (kg)	73	641	72	689	47
<i>Y-indeks</i>	73	103	72	108	
Behandlede mastitis 1. lakt	72	1%	71	6%	5%
<i>Yversundhed</i>	73	103	72	105	
1. laktation		1,94		1,88	-0,06
Antal insemineringer		37		34	-3
Dage fra første til sidste ins	68		67		
<i>Hunlia frugtbarhed</i>	73	101	72	104	
Fødselsforløb	72	1,06	68	1,07	0,01
<i>Kælvninasindeks</i>	73	103	72	104	
Tidlig reproduktionslidelse	72	0,06	71	0,04	-0,02
Stofskiftelidelse	72	0,00	71	0,01	0,01
<i>Øvriqæ sygdomme</i>	73	101	72	105	
Lemmelidelse	72	0,21	71	0,28	0,07
<i>Lemmer</i>	73	102	72	103	

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Present tools that support NTM Film on NTM

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Your NTM - With Subtitles

More from SEGES
Autoplay next video

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Present tools that support NTM

NTM folder

NTM - the most powerful tool for Nordic dairy farmers

Nordisk Avlsverdi vurdering gives the highest economic potential through breeding and it is recommended by representatives of the dairy farmers in the Nordic countries.

Below are the 3 most important reasons for using NTM in your guiding star when selecting bulls and cows as parents for next generation.

1 Optimised economy

NTM is an economic breeding goal, which means that by choosing bulls and cows with high NTM as parents of the next generation of Holstein calves you build up a higher genetic potential for production economy in your herd.

2 Includes all economically important traits

Breeding goals that include traits that improve production and health, without compromising, are essential to major dairy production systems. However, NTM is perhaps the most comprehensive and straightforward breeding goal you can use, which includes such as feed efficiency, cow health and youngster survival.

3 Made by farmers and used by farmers

Facts and figures on the basis of NTM. However, breeding is a long-term business, so farm representation is also considered. But this is not enough. Farmer representatives have the final word, and this makes sure that NTM is the perfect breeding goal for you.

4 Improves kg, days and %

NTM works and it can be demonstrated to average a Holstein cow with higher NTM has an extra euro profit of 12 euros for each extra unit. This is due to higher production and less costs. The volume of profits for every unit of extra kg milk.

We believe that it will also work in your herd. In doubt? Ask your breeding advisor for your best genetic results.

5 Tailored to Nordic conditions and feedstock by you

There are many great breeding goals in the world. They are developed for farmers with varying relations between production, cow care and production economics. NTM is designed particularly for you, producing under Nordic production circumstances.

However, even Nordic farmers are not alike. Therefore, use NTM to select the best bulls and select calves from the ones that fit your special needs.



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Take home message



NTM is for farmers and made by farmers



Better information when making NTM and to all farmers afterwards is needed



Targeted information - short and precise



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