NAV Strategy 2026-2028

Anders Levring, NAV Board Chairman

NAV

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NAV Purpose

NAV´s purpose is to strengthen the competitiveness, and to create higher value and better breeding, for the Nordic farmers, together through independent farmer-owned Nordic collaboration.

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NAV Guiding Stars

⭐ **Keep trustworthiness and value creation for Nordic farmers**

⭐ **Breed Sustainable (combining profitability, animal welfare & health and climate impact)**

⭐ **Ensure the Nordic breeding goal and continuously improve NTM and NBDI**

NAV Priority Areas and strategic goals

1. **Research & Development (NAV & Academia)**

❖ **Continue strengthening and extending NAV portfolio to provide the farmers with tools to meet new challenges.**

❖ **Act as a facilitator of Nordic research collaboration by bringing key actors together around farmers' needs, support coordination and dialogue and avoid duplication of work.**

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NAV Dairy workshop, 20 November 2026, Copenhagen

NAV Priority Areas and strategic goals

2.   Communication and Cooperation

❖ **Collaborate closely with all our stakeholders to deliver high-quality genetic evaluations.**

❖ **Strengthen transparency and trustworthiness.**

NAV Priority Areas and strategic goals

3.   Impact within EBE

Strong impact within EBE through skilled staff, effective representation on the

decision board, and constructive, open dialogue with EBE and the EBE team

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NAV Priority Areas and strategic goals

4. NTM 3.0

    A new version of NTM that all stakeholders take ownership

    of and actively support

NAV Priority Areas and strategic goals

5.   Data- and Service Quality

❖ **Help identifying issues in current data registrations, facilitate dialogue between countries, and contribute to harmonized solutions.**

❖ **Continue ensuring data collection and strengthening the Nordic countries' leading position in EBE in Class B trait registrations.**

❖ **Continuously improve NAV infrastructure and software to ensure reliable and high-quality services.**

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NAV Priority Areas and strategic goals

6.   The Core Team

❖ **Our strength lies in our people; expertise is our most valuable asset.**

❖ **It is crucial to retain, attract and motivate skilled staff who thrive in a strong professional working environment.**

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