

PRESS RELEASE | 5<sup>th</sup> October 2016

## The Danish Jersey now available in the United States

*The US dairymen now have the opportunity to select genetics from one of the world's most efficient, genomic Jersey breeding programs. VikingJerseys have outcross pedigrees, exceptional fertility, high components, super health & longevity; resulting in economic and easy managed cows.*

VikingGenetics is running the Jersey breeding program mainly based on Danish animals with 70,000 cows in population. We continuously screen the population looking for high indexed animals, for potential bull dams, for interesting pregnancies and newborn bull calves.

We select between 50 and 70 bulls per year after a genomic test, and release semen from 35 to 50 of them, to keep the selection quality as high as possible. When selecting, genetic level and genetic diversity are our main criteria.

“Genomic selection has enabled us to focus more on genetic trends of individual traits where progress was needed. Looking at traits like daughters' fertility and components, we have had great progress”, Peter Larson, coordinator for VikingJersey, states.

Our owners, the Jersey breeders in Denmark, Sweden and Finland, put a high emphasis on getting animals in calf as soon as possible after the first insemination.

The dairymen in the Nordic countries want high solids, as it pays out. Right now, we are at the highest level for protein percentage ever (4.16%) and butterfat percentage is the highest in the last 10 years (5.95%). “Dairy companies love our Jersey milk!”, Larson summarizes.

### A significant advantage to US dairymen

In the US Jersey population, the average inbreeding percentage in heifers born in 2015 is 7.4% according to The Council on Dairy Cattle Breeding (CDCB); while bulls with lower relationship to the US Jersey animals, like VikingJersey, will reduce those levels of inbreeding considerably to the half.

Outcross bulls of high quality come along with an extra bonus: easier for any dairyman to select and use them because of their different pedigrees; this is an advantage that Peter Larson emphasizes when talking about the Nordic offer to the US dairy industry.

### About VikingGenetics:

*VikingGenetics is an AI- company built by farmers and for farmers. Today it's owned by around 25,000 dairymen from Denmark, Sweden and Finland. The company genomically tests 8,000 bull calves annually to select 240 for progeny tests (VikingHolstein, VikingRed and VikingJersey).*

*VikingGenetics exports to 50 countries.*

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