

CRV's Better Life Traits

Imagine having an easier to manage, healthier herd. With the unique breeding values **Better Life Health** and **Better Life Efficiency**, CRV can help you have a problem-free herd, that efficiently transforms feed into milk and has long lasting production.

These novel traits are now available to producers in the United States via the Igenity Dairy Heifer Program. CRV's Better Life Traits can be ordered as an add-on to any Igenity profile and includes:

- Better Life Health
- Better Life Efficiency
- Hoof Health
- Udder Health



Better Life Health

With Better Life Health, you can breed a healthy and easy to manage herd that stays productive as they grow older, giving you a higher return on investment, and can improve profit margins. Also, because you are spending less time on individual cows, you have more time to manage your entire herd.

Better Life Health includes the following traits:

Udder Health, Hoof Health, Ketosis, Daughter Fertility, Maternal calving ease, Direct calving ease, Vitality (direct and maternal stillbirth)

Breeding on Better Life Health will lead to:

- ✓ Better fertility
- ✓ Less hoof problems
- ✓ Less mastitis
- ✓ Less ketosis
- ✓ Less calving issues



"Cows that are easy to manage and produce without problems"

Real world data from over 61,000 cows has shown the following health differences between the highest and lowest 25% for **Better Life Health**

	Lowest 25%	Highest 25%	Difference	
BETTER LIFE HEALTH	-3.1	3.6	6.7	
Number of cows	15,358	15,359	-	
PERFORMANCE IN LACTATIONS 1-3				
Somatic cell count (x 1000/mL)	138	79	58	less cells
Subclinical mastitis	49%	30%	38%	less cases of mastitis
Digital dermatitis	34%	20%	40%	less cases of digital dermatitis
Interdigital dermatitis (foot rot)	30%	16%	45%	less cases of interdigital dermatitis
Sole haemorrhage	36%	26%	27%	less cases of sole haemorrhage
Claw disorders (all)	73%	54%	26%	less cases of claw disorders
Ketosis (lactation 3 only)	22%	11%	48%	less ketosis
Number of inseminations	2.3	1.9	-0.4	inseminations
Non return at 56-days	55%	60%	10%	less return to AI
Interval calving - first insemination	92	79	-13	days
Interval first - last insemination	57	36	-20	days
Calving interval	421	391	-30	days
Difficult 1st calving	13%	5%	62%	less difficult calvings
Calf born alive (1st calving)	79%	92%	17%	more live born calves



Neogen GeneSeek Operations • 4131 N. 48th Street, Lincoln, NE 68504
877/IGENITY • genomics.neogen.com • dairygenomics@neogen.com



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Better Life Efficiency

Better Life Efficiency focuses on breeding of productive and persistent cows, which calve on a regular basis, with moderate feed intake. With Better Life Efficiency, you breed cows that produce more milk per pound of feed, with higher lifetime production. Daughters with improved efficiency help boost profit margins and have an increased return on investment.

Better Life Health includes the following traits:

Milk production, Longevity, Persistency, Maturity rate, Calving interval, Feed intake, Age at first calving

Breeding on Better Life Efficiency will lead to:

- ✓ A higher production
- ✓ A higher longevity
- ✓ More efficient feed intake



“Cows with high longevity that produce lots of milk per pounds of feed”

Real world data from over 61,000 cows has shown the following health differences between the highest and lowest 25% for Better Life Efficiency.

	Lowest 25%	Highest 25 %	Difference
 BETTER LIFE EFFICIENCY	-4.3	4.8	9.2
Number of cows	15,357	15,358	n/a
PERFORMANCE CULLED COWS			
Age at culling (year)	5.5	6.3	.08
Lifetime production lbs milk	63,985	92,859	28,876
Lifetime production lbs milk per day	60.4	69.7	9.3
Lifetime production % fat	4.33%	4.31%	-0.02%
Lifetime production % protein	3.54%	3.50%	-0.04%
Lifetime production lbs fat	2,758	3,990	1,232
Lifetime production lbs protein	2,258	3,241	983
PERFORMANCE THIRD LACTATION			
305-day lbs milk	20,243	24,773	4,531
305-day % fat	4.29%	4.21%	-0.07%
305-day % protein	3.51%	3.45%	-0.06%

Hoof Health

Hoof Health is an economic index created with economic weights calculated from indirect (reduced performance, correlated disorders) costs and direct (veterinary costs, culling) costs. The Hoof Health index includes the following traits: Sole haemorrhage (38%), Interdigital dermatitis (29%), Digital dermatitis (22%), White line defect (11%), Sole ulcer (7%) and Interdigital hyperplasia (5%).

Breeding for Hoof Health will lead to:

- ✓ Reduced susceptibility to hoof disease
- ✓ Decreased veterinary costs
- ✓ Increased performance
- ✓ Improved animal welfare

Udder Health

Udder Health is an economic index with economic weights for a (sub) clinical mastitis case in combination with routinely collected SCC expressions indicative for mastitis. The Udder Health index concentrates on preventing infections and contributes to the goal of breeding a cow that is less sensitive to mastitis infections.

Breeding for Udder Health will lead to:

- ✓ Reduced susceptibility to mastitis
- ✓ Decreased veterinary costs
- ✓ Decreased antibiotic use
- ✓ Less production loss



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