



strength and added value

Normande Genetics is an independently owned company launched in 1997 with the mission of introducing the Normande breed to North American dairies. We feel that ultra specialized U.S. dairy breeds are showing signs of functional fatigue with very low fertility and longevity in both intensive and grass-based systems. By contrast, the Normande is a wholesome cow that has retained more balanced traits such as muscularity, body condition, fertility and low grain adaptability.

For these reasons, Normande genetics have its place in any cross breeding program, whether it be in intensive or grass-based operations. While boosting strength and body condition, fertility and longevity, the Normande stands out among all breeds used in cross-breeding programs for the remarkable added value it brings. Normande cows show some of the highest components of all breeds, in addition to unique cheese and beef qualities, as well as exceptional docility.

Studies in both France and the U.S. have shown that the Normande x Holstein crosses perform better than the parent breeds, providing a higher lifetime profit than Holstein purebreds.

strength

- body condition & sturdiness:** their dual-purpose qualities help Normande cows maintain excellent condition and health on very little grain or no grain.
- fertility:** many studies show the superior fertility of the breed vs. other specialized dairy breeds.
- forage conversion:** all bulls are tested for food conversion indexes before entering the lineup. Wide-muzzled Normande cows are also avid grazers.
- vigorous & strong calves:** easy to raise calves with a good premium in both U.S. and European markets.
- docility:** Normande cows and bulls are known for their excellent disposition.
- reliable genetics:** close to 300,000 cows on test and many new bulls every year using the most advanced genomics and testing techniques.

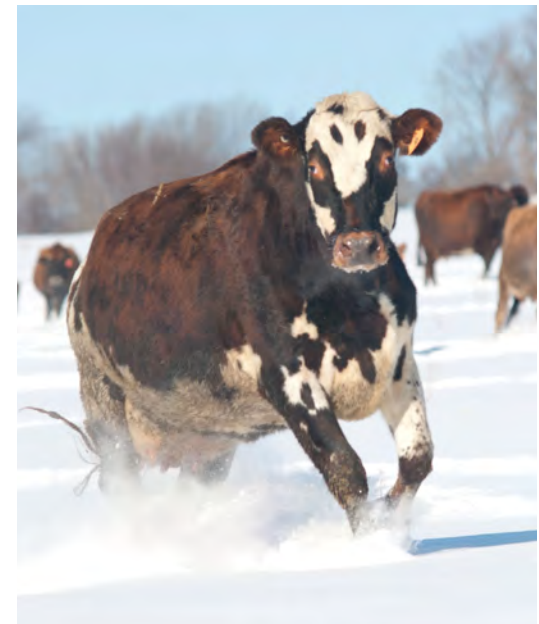
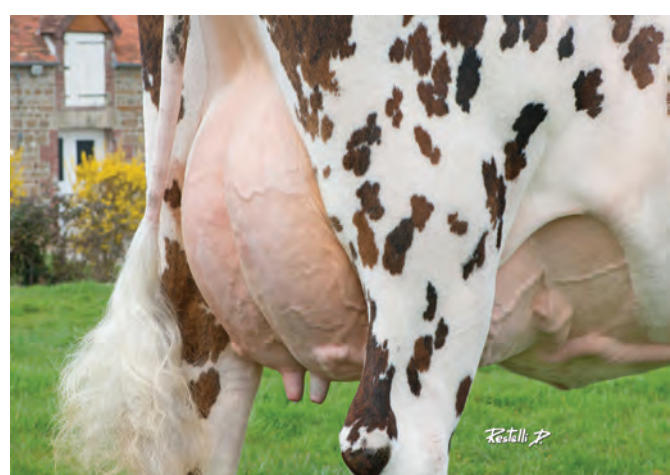
added value

- exceptional components:** 4.4 fat and 3.65 protein reflect the fact that the Normande has been selected for centuries for good quality butter and cheeses.
- cheese making:** experts say it's an ideal milk for cheese thanks to high protein, well sized fat miscelle and high BB kappa casein incidence. BB kappa casein milk yields up to 10% more cheese than AA kappa casein.
- beef quality:** unique marbling and early maturing qualities for steers and cull cows finished on grass make Normande one of France's most successful beef labels.
- branding power:** selling added value products means selling a story. Normande cows are the source of one of the world's most fabled cheeses, Camembert, along with other highly regarded cheeses, cream and butter (Isigny), as well as marbled steaks.
- distinctive appearance:** the Normande breed's tri-colored, brindled coat and ringed eyes are attention getting—in the pasture and marketing material, adding to its branding power.

Normande proof and price list – production and type breeding values – december 2016																																												
	production								type														functional traits						pedigree				price											
	reliability	daughters	ISU (french TPI)	P	F	P+F	P%	F%	milk	reliability	stature	chest width	chest depth	width at pins	frame	muscularity	rump angle	rear leg set	feet & legs	fore udder attach.	udder balance	udder depth	rear udder height	teat direction	front teat placement	ligament	udder composite	milk speed	somatic cell count	clinical mastitis	udder health comp.	longevity	fertility cows	fertility heifers	calving-1st AI interval	fertility composite	calving ease	calving ability	kappa casein	beta casein	sire	maternal grand sire	NAAB code	price
Redondo	95	13007	122	40	79	119	-0.14	0.03	1736	95	-0.8	0.1	0.9	-0.5	0.1	-1.4	-2.5	0.8	0.7	1.7	1.5	0.2	3.0	1.1	1.2	-1.0	0.9	1.0	-0.4	-2.6	-1.6	0.4	0.9	1.1	-0.6	0.8	91	87	AB	A2A2	Holgura	Diametre	020N000012	\$23
Royal Holl	95	6812	125	31	55	86	0.26	0.42	-143	95	-0.1	-0.6	0.3	0.0	-0.2	-1.1	-0.4	0.9	0.5	2.1	0.1	0.2	1.5	1.1	1.2	0.1	0.8	0.1	0.6	-0.6	0.0	-0.4	0.8	1.2	-1.1	0.6	92	91	BB	A2A2	Hollydays	Diametre	180N000012	\$20
Uvray	95	15711	136	29	86	114	-0.02	0.29	904	95	0.3	1.0	1.5	-0.4	0.8	0.3	0.9	-0.1	1.6	0.9	1.3	-1.2	2.7	-0.7	0.0	-0.3	0.1	0.3	1.3	-0.4	0.5	0.6	-0.4	0.4	0.6	0.1	89	90	BB	A2A1	Lovia	Idris	180N000016	\$22
Ulozon	95	7013	149	48	0	48	-0.11	-0.55	1883	95	-0.6	-0.6	-0.6	-0.1	-0.5	0.0	-1.0	2.2	2.6	1.5	0.9	-0.1	0.7	-0.2	0.6	0.4	0.7	-1.1	0.7	1.1	1.0	1.4	-0.7	0.4	0.8	-0.1	93	89	AB	A2A1	Ninas	Highlander	214N000026	\$22
Casto	95	140	125	37	81	119	0.17	0.50	350	92	-0.4	0.1	1.0	-0.7	0.1	0.1	-1.5	0.8	0.4	1.5	0.0	-0.1	1.5	0.4	0.3	-0.8	0.1	1.0	0.3	-1.0	-0.4	-0.5	0.8	0.2	-0.5	0.5	93	88	BB	A2A2	Redondo	Nephelion	183N000037	\$22
Caramba	95	605	109	53	64	117	0.05	0.04	1300	95	-1.1	-0.2	-0.2	-0.3	-0.4	-0.3	-1.4	1.3	0.8	1.5	0.1	-0.6	2.4	-0.2	-0.8	-0.4	-0.1	1.2	-2.3	-2.4	-2.6	-0.5	0.6	1.5	-1.6	0.4	92	86	BB	A2A2	Redondo	Nivea	180N000018	\$22
Creole	95	152	135	62	79	141	0.12	0.16	1324	90	-0.6	-1.3	0.3	-1.2	-0.8	-1.0	-0.2	0.0	0.1	1.3	0.2	-0.8	1.3	-0.1	-0.5	0.3	0.0	0.0	-0.2	0.7	0.3	-0.4	0.3	-0.2	0.8	0.4	88	87	BB	A2A2	Royal Holl	Livarot	020N000019	\$22
Camembert	89	47	126	24	11	35	0.07	-0.09	416	81	0.0	-0.4	-0.1	-0.1	-0.3	-0.2	0.8	0.6	1.2	2.5	-0.6	-0.3	0.7	1.0	1.6	-0.8	0.3	-0.2	0.0	0.1	0.1	-0.2	1.4	1.8	-1.1	1.3	92	91	BB	A2A2	Royal Holl	Idris	020N000020	\$20
Jesse	70	0	168	90	99	189	0.00	-0.06	2677	67	0.2	0.0	0.0	-0.1	0.0	0.1	0.4	0.0	0.4	1.4	1.4	-0.1	0.9	0.2	-0.4	0.6	0.7	-0.3	0.6	1.0	0.9	0.6	0.9	-0.3	-0.4	0.4	92	91	AB	A2A2	Fornells	Uvray	183N000039	\$24
Icarius	69	0	149	73	90	163	0.07	0.09	1846	68	0.0	-0.2	0.1	-0.5	-0.1	-1.1	-0.7	0.7	0.9	0.8	0.8	0.2	1.3	0.5	0.5	1.0	0.9	-0.6	0.1	0.2	0.2	0.0	0.3	-0.1	-0.2	0.1	91	90	AB	A2A2	Ayala	Uperise	183N000041	\$22
Infinity	70	0	177	97	68	165	0.24	-0.09	2081	68	0.6	0.2	0.5	0.9	0.6	0.1	-0.1	0.8	1.3	-0.2	0.3	1.2	1.7	0.6	0.2	0.5	0.8	-0.6	0.6	0.7	0.7	0.3	1.2	-0.4	0.8	1.0	90	92	BB	A2A2	Game Over	Saintyorre	183N000040	\$22
Jefroid	69	0	153	75	75	150	0.13	0.00	1762	66	0.6	0.7	0.6	0.1	0.6	1.0	-0.7	1.5	1.3	0.9	0.3	0.3	0.8	0.4	0.4	0.7	0.6	-0.3	-0.1	0.1	0.0	0.5	-0.3	0.1	0.3	-0.3	90	88	BB	A2A2	Guarana	Arnica	183N000038	\$22
Jorino	66	0	141	48	44	92	-0.10	-0.38	1760	64	-0.2	-0.2	-0.1	-0.4	-0.3	-0.3	-0.7	0.7	1.4	2.0	0.6	0.6	1.9	0.6	0.6	0.6	1.1	0.1	0.1	-0.2	-0.1	1.0	0.3	0.8	-0.7	0.3	94	90	AB	A2A2	Gamma	Ulozon	183N000042	\$20
Lancaster*	66	0	159	55	79	134	0.09	0.12	1608	64	0.4	0.2	0.7	0.8	0.7	-0.0	-1.3	0.5	1.1	1.4	0.7	1.4	1.3	1.5	1.0	1.6	1.6	0.7	0.9	-0.2	0.4	0.9	0.6	0.0	0.2	0.5	91	88	BB	A2A1	Hershel	Unnoel	183N000044	\$24
Lithium	66	0	144	55	70	125	0.14	0.23	986	65	-0.1	-0.6	0.0	0.0	-0.2	-1.0	-0.1	0.1	0.4	1.0	0.3	1.6	0.6	0.9	0.7	-0.3	0.9	1.1	0.7	0.3	0.5	0.3	0.7	0.1	-1.1	0.1	90	89	BB	A2A2	Halias Isy	Esteban	183N000043	\$22

contact us at 612-823-7212 info@normandegenetics.com www.normandegenetics.com

*Sexed semen: Lancaster also available as sexed semen at \$48.

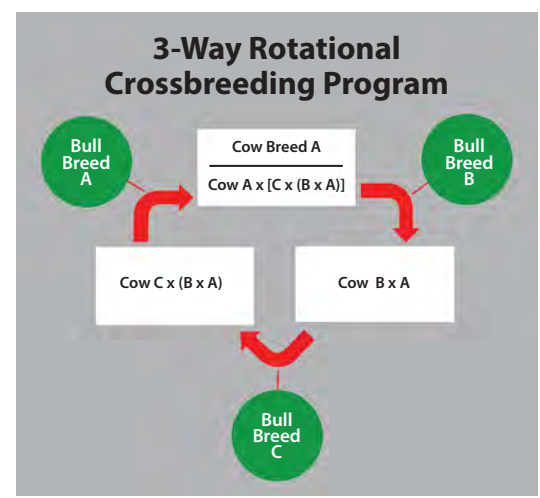


To place an order, call 612-823-7212



Why crossbreeding?

Crossbreeding with Normande brings the double advantage of hybrid vigor and the use of a "strength" breed. Hybrid vigor eliminates inbreeding and seems to provide synergy for health and production traits; strength and body condition are equally important to health and fertility. Please keep in mind that a rotational 3 way cross is the best way to maintain hybrid vigor effects.



How to read French proofs:

ISU (French TPI) = 40% production + 18.5% udder health + 18% type + 15.5% fertility + 5% longevity + 3% milking speed
 production (inel) = protein kg + (0.1 x fat kg)
 type = 45% udder + 25% feet & legs + 15% frame + 15% muscularity
Calving Ease and Calving Ability averages equal 89. 90 is a better calving ease; 88 is less calving ease. calving ability is the daughters' ability to calve easily.
 • rump angle: + is sloped.
 • rear leg set: + is posty.
 • udder balance: + is high rear quarters.
 • teat direction: + is internal.
 (For all four criteria above, "0" is optimum.)
 • functional indexes: positive values are desirable for all; fertility refers to daughters' fertility after calving, as cows and heifers.

aAa codes
 Caramba: 513462 Redondo: 513462
 Infinity: 423516 Royal Holl: 351246
 Jefroid: 543162 Saintyorre: 516342
 Jesse: 342516 Uvray: 432516
 Lancaster: 543261
super fertile bulls
 Royal Holl, Uvray

How to get semen: Please call us at 612-823-7212 or send us an email at info@normandegenetics.com. Orders are shipped from Wisc. in dry shippers via UPS or Fedex ground. The cost of shipping and insurance is not included. Straws are 1/4 cc and we can sell you an AI gun for \$25.00.