



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.



caption?



Normande proof and price list – production and type breeding values – may 2017

	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
Royal Holl	95	6857	121	26	46	73	0.26	0.42	-339	95	-0.1	-0.7	0.3	0.0	-0.2	-1.0	-0.4	0.9	0.4	1.9	0.0	0.1	1.4	1.1	1.2	0.0	0.7	0.1	0.5	-0.5	0.0	-0.4	0.8	1.3	-1.1	0.7	92	91	BB	A2A2	Hollydays	Diametre	180N000012	\$20
Uvray	95	15966	132	24	79	103	-0.02	0.29	790	95	0.3	0.8	1.5	-0.4	0.7	0.4	0.9	-0.1	1.5	0.7	1.2	-1.2	2.7	-0.7	0.0	-0.3	0.0	0.3	1.2	-0.5	0.4	0.5	-0.4	0.4	0.4	0.1	89	90	BB	A2A1	Lovia	Idris	180N000016	\$22
Ulozon	95	7122	143	42	-7	35	-0.11	-0.56	1756	95	-0.7	-0.6	-0.7	0.0	-0.6	0.1	-1.0	2.2	2.5	1.4	0.8	-0.2	0.6	-0.2	0.6	0.4	0.6	-1.0	0.6	0.7	0.7	1.3	-0.6	0.5	0.8	0.0	93	89	AB	A2A1	Ninas	Highlander	214N000026	\$22
Caramba	95	724	105	44	57	101	0.04	0.05	1115	95	-1.1	-0.2	-0.2	-0.2	-0.4	-0.1	-1.4	1.3	0.6	1.3	0.0	-0.5	2.3	-0.2	-0.9	-0.4	-0.1	1.2	-2.4	-2.0	-2.4	-0.7	0.6	1.5	-1.5	0.4	92	86	BB	A2A2	Redondo	Nivea	180N000018	\$22
Infinity	70	0	168	90	64	154	0.27	-0.05	1808	69	0.5	0.1	0.2	0.7	0.4	-0.1	0.0	0.7	1.2	-0.3	0.3	1.1	1.8	0.5	0.1	0.7	0.7	-1.0	0.3	0.6	0.5	0.2	1.1	-0.3	0.5	0.9	89	91	BB	A2A2	Game Over	Saintyorre	183N000040	\$22
Icarius	70	0	143	74	77	141	0.08	0.06	1597	68	-0.2	0.0	0.2	-0.5	-0.1	-0.8	-0.6	0.5	0.9	0.7	0.7	0.0	1.3	0.4	0.3	0.8	0.7	-0.5	-0.1	0.2	0.0	-0.1	0.4	0.0	0.1	0.3	91	90	AB	A2A2	Ayala	Uperise	183N000041	\$22
Jesse	69	0	160	79	90	169	0.00	-0.03	2418	67	0.1	0.0	0.0	-0.1	0.0	0.3	0.5	-0.2	0.4	1.0	1.2	-0.3	0.8	0.1	-0.4	0.6	0.5	-0.2	0.6	0.6	0.6	0.5	0.9	-0.2	0.1	0.6	92	91	AB	A2A2	Fornells	Uvray	183N000039	\$22
Jefroid	69	0	143	59	57	117	0.13	-0.03	1404	67	0.5	0.6	0.3	0.1	0.4	1.1	-0.8	1.4	1.1	0.7	0.2	0.1	0.8	0.3	0.4	0.5	1.0	-0.5	0.1	-0.1	0.0	0.4	-0.2	0.0	-0.2	0.2	90	90	BB	A2A2	Guarana	Arnica	183N000038	\$22
Jorino	66	0	133	37	33	70	-0.09	-0.35	1533	64	-0.3	-0.4	-0.3	-0.4	-0.4	-0.3	-0.5	0.6	1.3	1.7	0.6	0.6	1.6	0.5	0.7	0.7	1.0	-0.1	-0.1	-0.1	-0.1	0.8	0.2	0.7	-0.5	0.2	94	90	AB	A2A2	Gamma	Ulozon	183N000042	\$20
Lancaster*	66	0	147	44	62	106	0.09	0.10	1234	64	0.4	0.0	0.5	0.8	0.5	-0.1	-1.3	0.4	0.9	1.4	0.6	1.2	1.2	1.3	0.9	1.4	1.4	0.7	0.9	-0.6	0.2	0.8	0.5	0.1	0.2	0.5	91	89	BB	A2A1	Hershel	Unnoel	183N000044	\$22
Lithium	66	0	136	48	57	106	0.14	0.21	770	65	-0.3	-0.6	-0.1	-0.1	-0.3	-1.0	-0.1	0.1	0.4	0.7	0.0	1.3	0.6	0.9	0.7	-0.3	0.7	1.0	0.4	0.0	0.3	0.2	0.6	0.2	-1.1	0.1	90	89	AB	A2A2	Halias Isy	Esteban	183N000043	\$22
Joha	67	0	145	37	92	130	-0.03	0.30	961	65	0.2	-0.1	1.1	-0.1	0.3	-0.1	0.8	0.7	0.8	1.7	2.4	0.1	0.2	1.4	1.3	1.0	1.5	0.3	0.3	-0.3	0.0	0.7	0.7	0.4	0.4	0.8	92	93	AB	A2A2	Handelles	Orkney	183N000045	\$20
Licorice*	66	0	158	73	75	147	0.22	0.14	1146	65	0.7	0.1	0.8	-0.2	0.3	-0.2	0.5	0.9	1.2	1.1	0.9	0.6	0.9	0.3	0.4	0.8	0.9	-0.8	0.2	0.2	0.2	0.7	0.8	0.4	-0.4	0.6	93	92	BB	A2A2	Iroquois	Atome	183N000046	\$24
Landel	67	0	156	77	114	191	-0.07	0.00	2385	65	0.1	-0.3	0.2	0.1	0.0	-0.8	-0.8	0.5	0.6	1.6	1.4	0.8	1.1	0.6	0.9	0.2	1.2	-0.3	0.0	-0.5	-0.3	0.3	1.2	0.5	-0.6	0.8	91	91	AB	A2A2	Handelles	Bouclier	183N000047	\$24
Lamier	66	0	159	73	101	174	0.06	0.20	1846	65	-0.7	-0.3	-0.5	-0.5	-0.5	0.2	0.8	1.2	0.7	1.0	0.9	0.7	1.0	0.9	0.6	0.8	1.1	0.5	0.7	0.3	0.6	0.6	0.6	-0.6	-0.4	0.0	93		AB	A2A2	Holen Noz	Fambrien	183N000048	\$24
Loky	65	0	165	64	46	110	0.11	-0.07	1371	64	0.1	0.6	0.4	0.5	0.6	0.9	0.3	0.8	1.2	0.5	1.6	0.7	1.4	0.0	0.7	0.3	1.0	0.1	0.5	1.1	0.9	0.3	0.4	0.3	1.5	1.0	93		BB	A2A2	Idarauca	Atome	183N000049	\$24
Mardel	66	0	146	42	62	103	0.13	0.13	1333	65	-0.3	0.4	0.5	0.6	0.5	0.4	0.5	0.8	0.2	1.9	2.1	1.0	1.3	1.4	0.2	0.8	1.6	0.5	1.2	0.1	0.7	0.5	0.3	-1.0	-0.5	-0.3	92	93		A2A2	Holen Noz	Uperise	183N000050	\$24

contact us at 612-823-7212

info@normandegenetics.com

www.normandegenetics.com

*Sexed semen: Lancaster is available as sexed semen for \$48 and Licorice for \$60. all prices are subject to change without notice



Gelée, dam of Jefroid

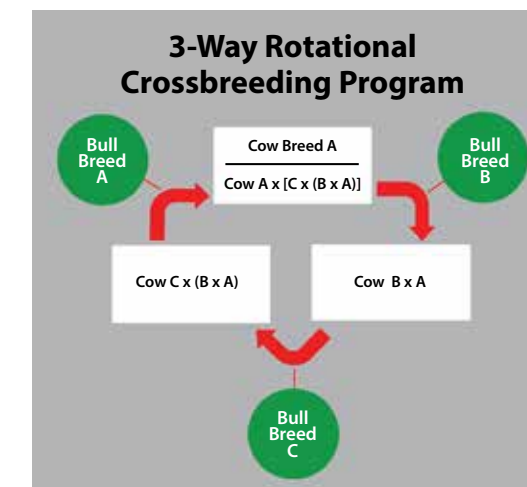
How to get semen: Please call us at 612-823-7212 or send us an email at info@normandegenetics.com. Orders are shipped from Wisc. in dry shippers via UPS or Fedex ground. The cost of shipping and insurance is not included. Straws are 1/4 cc and we can sell you an AI gun for \$25.00.

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 (inell) = 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® numbers
 Caramba: 513462 Lancaster: 543261
 Infinity: 423516 Royal Holl: 351246
 Jefroid: 543162 Uvray: 432516
 Jesse: 342516

super fertile bulls
 Royal Holl, Uvray