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 – fall 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	price
Infinity	70	0	168	**86**	57	143	**0.28**	-0.07	**1756**	69	**0.6**	0.1	0.1	0.6	0.4	-0.2	-0.1	0.7	**1.1**	-0.2	0.5	1.3	1.7	0.6	0.1	0.7	**0.9**	-0.9	0.4	0.6	0.6	**0.2**	1.5	-0.3	0.5	**1.1**	**89**	91	BB	**A2A2**	Game Over	Saintyorre	183NO000040	**$22**
Icarius	70	0	143	**62**	75	136	**0.07**	0.09	**1582**	68	**-0.1**	0.0	0.2	-0.4	-0.1	-0.6	-0.6	0.4	**0.8**	0.6	0.7	0.0	1.3	0.3	0.2	0.9	**0.7**	-0.4	-0.1	0.2	0.1	**0.0**	0.5	0.1	0.2	**0.5**	**91**	91	AB	**A2A2**	Ayala	Uperise	180NO000018	**$22**
Jesse	69	0	160	**79**	86	165	**0.00**	-0.05	**2314**	67	**0.1**	0.0	-0.1	0.0	0.0	0.3	0.5	-0.4	**0.3**	1.1	1.2	-0.2	0.7	0.1	-0.3	0.6	**0.5**	-0.1	0.6	0.6	0.6	**0.5**	0.9	-0.1	0.3	**0.7**	**92**	91	AB	**A2A2**	Fornells	Uvray	183NO000041	**$22**
Jefroid	70	0	141	**57**	55	112	**0.12**	-0.04	**1456**	68	**0.5**	0.7	0.4	0.2	0.5	1.4	-0.7	1.5	**1.1**	0.5	0.0	0.0	0.6	0.1	0.2	0.3	**0.3**	-0.7	0.1	-0.1	0.0	**0.4**	-0.2	0.2	-0.2	**-0.2**	**90**	90	BB	**A2A2**	Guarana	Arnica	183NO000039	**$22**
Jorino	67	0	133	**33**	29	62	**-0.12**	-0.35	**1507**	65	**-0.3**	-0.5	-0.5	-0.5	-0.5	-0.4	-0.4	0.8	**1.4**	1.6	0.8	0.3	1.7	0.5	0.8	0.8	**1.0**	-0.2	0.0	0.0	0.0	**0.8**	0.4	-0.7	-0.4	**0.3**	**94**	90	AB	**A2A2**	Gamma	Ulozon	183NO000038	**$22**
Lithium	66	0	132	**46**	57	103	**0.12**	0.16	**774**	65	**-0.5**	-0.7	-0.3	-0.1	-0.5	-1.0	0.0	0.1	**0.3**	0.5	0.0	1.3	0.4	1.0	0.8	-0.3	**0.7**	1.1	0.3	0.0	0.1	**0.0**	0.5	0.3	-1.2	**0.0**	**90**	89	AB	**A2A2**	Halias Isy	Esteban	183NO000042	**$22**
Licorice*	66	0	153	**64**	64	128	**0.21**	0.15	**959**	65	**0.6**	0.1	0.8	-0.2	0.3	-0.2	0.6	0.0	**1.2**	1.0	1.0	0.6	0.9	0.2	0.3	0.8	**0.9**	-0.7	0.2	0.2	0.2	**0.5**	0.8	0.3	-0.3	**0.6**	**92**	92	BB	**A2A2**	Iroquois	Atome	183NO000043	**$24**
Landel	68	0	154	**75**	114	189	**-0.07**	0.02	**2339**	67	**-0.2**	-0.3	0.0	0.0	-0.1	-0.7	-1.0	0.4	**0.5**	1.7	1.6	1.0	1.0	0.7	0.9	0.1	**1.3**	-0.3	-0.2	-0.5	-0.3	**0.3**	1.2	0.5	-0.6	**0.9**	**91**	92	AB	**A2A2**	Handelles	Bouclier	183NO000045	**$24**
Lamier	67	0	155	**66**	90	156	**0.06**	0.20	**1591**	65	**-0.7**	-0.2	-0.5	-0.4	-0.5	0.2	1.0	1.3	**0.7**	1.2	1.0	0.8	1.0	0.8	0.5	0.7	**1.1**	0.5	0.7	0.3	0.6	**0.5**	0.6	-0.5	-0.3	**0.1**	**93**	92	AB	**A2A2**	Holen Noz	Fambrien	183NO000046	**$24**
Loky*	65	0	164	**62**	46	108	**0.10**	-0.10	**1289**	64	**0.2**	0.6	0.3	0.5	0.5	0.9	0.4	0.8	**1.2**	0.7	1.6	0.7	1.5	0.0	0.6	0.3	**1.0**	0.1	0.5	1.1	0.9	**0.3**	0.5	0.3	1.6	**1.0**	**93**	92	BB	**A2A2**	Idarauca	Atome	183NO000049	**$24**
Maanonu	69	0	173	**92**	95	187	**0.05**	-0.10	**2658**	67	**0.1**	-0.3	0.3	-0.8	-0.3	-1.1	-0.2	0.8	**1.1**	1.2	1.1	0.7	1.2	1.0	1.0	0.9	**1.3**	0.5	0.6	0.9	0.8	**0.5**	0.4	0.4	-0.5	**0.2**	**92**	91	AB	**A2A2**	Fortain	Folden	180NO000053	**$25**
Lepanto SS*	66	0	151	**62**	90	152	**0.09**	0.20	**1382**	65	**0.8**	0.3	1.3	0.1	0.7	0.0	0.4	0.5	**0.7**	0.7	0.7	0.0	1.4	0.1	0.8	0.7	**0.7**	0.1	0.9	-0.2	0.4	**0.0**	0.1	1.0	-0.1	**0.4**	**92**	91	BB	**A2A2**	Hammer Isy	Uvray	180NO000051	**$58**
Loumis SS*	66	0	155	**57**	79	136	**0.04**	-0.01	**1617**	65	**0.8**	0.2	0.4	1.0	0.7	-0.7	-0.2	0.3	**1.2**	1.2	0.7	1.3	0.6	0.6	0.2	0.3	**1.0**	0.2	0.6	0.6	0.6	**1.1**	0.7	-0.1	-0.6	**0.2**	**90**	90	BB	**A2A1**	Halonzo	Blueberry	180NO000052	**$60**
Monza	66	0	161	**62**	53	114	**0.18**	-0.01	**1036**	65	**0.0**	0.0	0.3	0.6	0.3	-0.3	0.2	0.2	**0.9**	1.0	1.9	1.1	1.1	1.3	0.6	0.5	**1.4**	0.0	1.5	0.7	1.2	**0.6**	1.0	-0.1	0.2	**0.7**	**90**	92	BB	**A2A2**	Iffondor	Atome	180NO000050	**$26**

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

***Sexed semen:** Licorice and Loky are available as sexed semen for $60. Only sexed semen is available for Lepanto and Loumis.

all prices are subject to change without notice

Space 2017 Grand Champion

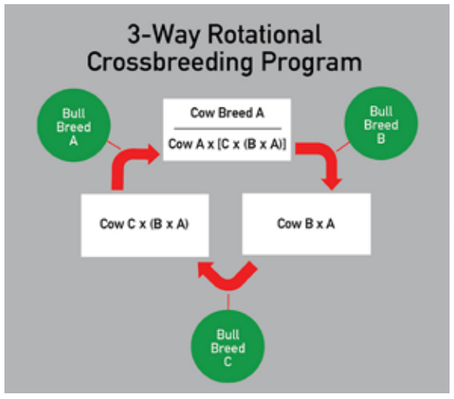
How to get semen:

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 Speedee 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.

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® numbers

Infinity:	423516	Jefroid:	543162
Jesse:	342516	Lamier	531426
Landel	345216	Licorice	453216
Loky	531426		

super fertile bulls
Infinity, Jefroid, Licorice, Icarius, Lithium