



sustainability and added value

Normande Genetics is a family-owned company, launched in 1997, with the mission of introducing the breed's top dairy genetics to the American grasslands. At the time, we sensed existing U.S. cattle genetics were no longer ideal for grass-based operations, because the dairy industry had long since cut its grass roots in favor of intensive, high-energy, grain-based systems. In addition, ultra-specialized US dairy genetics was showing signs of functional fatigue in intensive situations. So the Normande's traditional traits—developed for centuries on the permanent pastures of Normandy—immediately began meeting the needs of graziers, while strengthening breeding programs in both grass- and grain-based systems.

Today, the Normande continues proving its worth in both purebred and crossbreeding programs. It shows successful crosses with all U.S. dairy breeds and is often included in three-way crossbreeding. The new experimental, organic herd at the University of Minnesota will include such a cross. And not only does the Normande deliver sustainability while lowering costs, it adds value, having been bred for high-quality dairy products to serve the food-savvy French market. These are key ingredients for success in today's dairy industry.

Sustainability

- **Conversion** of grass and rough forage: thanks to an exceptionally wide muzzle, Normande cows are avid grazers. Prior to being tested for milk production, all bulls are tested for feed-conversion and growth rates.
- **Body condition & sturdiness:** their dual-purpose qualities help Normande cows maintain excellent condition on very little grain or no grain.
- **Fertility:** good body condition and overall excellent health result in exceptional fertility.
- **Docility:** Normande cows used to be hand milked in open pastures with no ties.
- **Vigorous and strong calves:** always a premium in both U.S. and Europe markets.
- **Reliable genetics:** with 300 000 cows on test and 120 bulls tested per year, Normande users are assured continual genetic progress to meet their needs.

Added value

- **High components:** 4.4 fat and 3.6 protein reflect the fact that the Normande has been selected for centuries for good quality butter and cheeses.
- **Ideal milk for making cheese:** chosen by experts for its perfectly sized fat miscelle, along with high protein content. Plus most Normandes are BB Kappa Casein, a key protein that can yield 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.

aAa codes:	Viveco: 312456	Uvray: 432516
Tremoussin: 135246	SaintYorre: 516342	Royal Holl: 351246
Rotin: 432516	Redondo: 513462	Primate: 531462
Pompon: 513642	Nivea: 315246	
A2A1 genotype:	A2A2: Tricorne, Nivea	
A2A1: Telerama, Studio, SaintYorre, Rotin, Perthuis, Niratum, Ninas, Messenger, Joachim, Idris, Justin		
A1A1: Uvray, Ucany, Tetrapack, Singleton, Royal Holl, Redondo, Primate, Pompon		

Normande proof and price list – production and type breeding values – october 2011

	production										type										functional traits						pedigree			price														
	reliability	daughters	herds	ISU	inel	P	F	P%	F%	milk	reliability	daughters	herds	stature	chest width	chest depth	rump length	width at pins	rump angle	frame	muscularity	rear leg set	feet & legs	fore udder attach.	udder balance	udder depth	rear udder height	teat direction	front teat placement		udder support	udder composite	milking speed	somatic cell count	longevity	fertility cows	fertility heifers	calving ease	calving ability	kappa casein	sire	maternal grand sire	NAAB code	
Arnica	85	63	59	156	56	103	114	0.09	-0.07	2761	82	50	47	2.1	0.5	0.8	1.5	0.0	-0.2	0.9	0.6	0.8	1.2	0.9	0.5	0.2	0.4	0.3	1.0	1.4	1.0	0.5	0.2	-0.8	-0.7	0.3	90	89	BB	Nepheleon	Joachim	213NM23	\$28	
Arantilly	85	63	63	134	29	51	51	0.11	0.08	1012	82	44	44	0.3	0.8	-0.1	0.7	0.2	-0.1	0.4	0.3	1.2	1.1	0.8	1.1	0.6	0.3	0.5	0.9	1.5	1.2	0.6	0.1	-0.1	-0.1	-0.1	90	92	BB	Nepheleon	Girophare	213NM24	\$26	
Alma	87	88	81	148	38	70	55	0.22	0.02	1206	85	69	65	1.0	0.8	1.2	1.3	0.6	0.0	1.2	-0.4	1.2	0.2	0.9	1.1	1.7	1.1	1.5	1.5	0.7	1.6	0.4	0.7	0.6	-0.1	0.8	86	89	BB	Occident	Hollydays	20NM18	\$26	
Voupigny	88	83	73	145	40	55	125	0.16	0.60	1093	84	71	61	0.7	0.1	0.8	0.4	0.4	-0.7	0.6	-1.7	0.3	0.9	2.1	1.1	0.2	0.0	0.5	1.5	0.0	1.0	-1.1	1.4	0.0	-0.7	0.2	91	93	AB	Noyal	Hollydays	20NM17	\$22	
Vomicol	87	74	70	137	30	51	81	-0.01	0.10	1461	85	61	59	0.1	-0.5	-0.1	0.0	-0.3	-0.9	-0.3	-1.0	0.9	0.6	1.1	1.0	0.6	2.1	1.7	1.3	2.3	1.7	0.2	0.5	0.3	0.1	-0.2	89	87	BB	Manizales	Livarot	183NM36	\$28	
Viveco	87	67	62	125	18	31	35	0.13	0.12	449	82	51	49	-0.1	0.3	0.8	0.4	-0.5	-0.8	0.2	-1.2	-0.6	0.1	2.6	0.7	0.7	0.6	2.3	1.9	0.2	1.4	-0.4	0.7	-0.3	0.2	-0.1	89	92	AB	Noyal	Hollydays	20NN16	\$20	
*Uvray	90	102	92	156	48	79	136	0.02	0.21	2350	86	83	75	1.0	-0.6	2.0	0.1	-0.2	0.8	0.6	-0.3	0.7	1.4	0.5	1.6	-0.3	2.9	-0.5	0.2	-0.2	0.5	0.8	1.0	0.6	0.2	1.2	88	88	BB	Lovia	Idris	180NM16	\$26	
UTC	86	52	500	121	21	37	40	0.10	-0.03	759	83	52	50	-0.5	0.3	-1.2	0.4	0.2	-1.0	-0.2	-0.2	1.5	1.7	2.2	0.5	0.3	0.4	0.9	1.5	0.8	1.1	1.0	-1.0	0.7	0.0	-0.2	91	90	BB	Myosotis	Jaujac	183NM33	\$22	
Uperise	87	61	58	155	58	103	128	0.02	-0.04	2996	83	54	52	0.1	-0.7	-0.1	0.1	-0.4	0.5	-0.3	-1.5	0.7	1.1	0.7	0.9	-0.5	1.2	1.1	0.5	0.2	0.5	-0.2	0.4	1.0	-0.5	-0.3	89	90	AA	Miglou	Gabon	183NM35	\$28	
Unog	86	49	47	135	30	55	46	0.15	-0.08	1241	82	43	41	0.6	-0.9	0.1	-0.8	-0.3	-0.9	-0.4	-1.2	0.6	1.1	1.9	0.5	0.5	-0.2	0.0	-0.1	-0.2	0.5	0.3	1.0	0.5	0.0	0.1	91	92	BB	Look	Hollydays	183NM34	\$26	
*Ulozon	89	74	66	139	30	70	24	-0.10	-0.60	2576	84	65	58	0.1	-0.3	0.1	-0.8	0.4	-0.8	0.0	-0.4	1.3	1.7	2.0	0.4	-0.1	0.6	0.4	1.1	1.0	0.9	-1.0	0.9	1.0	0.0	0.3	93	91	AB	Ninas	Highlander	214NM26	\$26	
Ucany	87	61	59	150	49	84	110	0.10	0.11	2185	83	49	48	-1.0	-0.6	-0.6	0.0	-0.6	-1.1	-0.7	0.4	1.2	0.7	1.4	1.1	-0.2	-0.6	0.0	-0.3	-0.2	0.3	-0.4	0.6	0.2	0.3	-0.7	88	90	AB	Monkey	Hollydays	213NM19	\$22	
Tricorne	88	69	62	127	32	66	46	-0.02	-0.22	1912	84	58	52	-1.8	-0.6	-0.6	0.0	-1.6	-0.1	-1.2	-1.5	-0.1	-0.2	1.3	0.1	-0.8	1.0	-0.1	-0.1	-0.2	0.6	0.1	0.1	0.0	0.9	0.0	-0.1	92	91	BB	Leogran	Hollydays	213NM16	\$20
Tetrapack	90	99	933	133	25	46	46	0.05	0.01	1093	86	83	77	-0.2	-1.5	0.4	0.8	-1.4	0.1	-0.7	-0.6	1.7	1.2	0.7	0.2	0.1	0.1	0.1	-0.4	-1.0	-0.2	0.2	1.7	-0.1	0.8	0.9	90	91	BB	Lobby	Ibanes	180NM15	\$22	
Telerama	89	94	85	138	27	33	81	0.21	0.49	253	85	66	60	1.0	0.1	0.4	0.3	0.1	0.3	0.4	0.1	-0.1	-0.5	0.7	1.2	0.7	1.8	1.6	1.7	-0.4	1.1	0.6	0.7	1.0	0.6	0.1	88	89	BB	Ibanes	Diametre	20NM15	\$22	
Singleton	93	1845	1283	133	40	66	95	0.14	0.24	1355	91	477	360	1.1	0.5	0.7	0.4	-0.5	1.0	0.4	-0.7	0.1	-0.5	0.9	1.3	-0.2	1.7	2.7	1.8	2.2	1.6	1.6	-0.3	-0.4	-1.8	-0.8	88	91	BB	Joachim	Driver	20NM14	\$24	
SaintYorre	92	592	445	145	44	81	101	-0.11	-0.14	2869	88	150	125	0.7	-0.8	-0.3	0.0	-1.2	-0.6	-0.6	-2.1	0.4	0.9	1.4	1.1	1.4	1.6	1.5	0.5	0.8	1.4	0.4	0.3	1.1	-0.5	-0.5	90	91	BB	Justin	Driver	180NM14	\$28	
Royal Holl	95	4665	2780	153	43	66	92	0.29	0.40	761	93	1754	1074	0.3	-0.5	1.4	1.5	0.1	-0.4	0.7	-1.8	1.0	0.5	2.5	0.5	0.4	2.0	1.5	1.6	0.4	1.3	0.1	0.6	0.7	1.1	1.0	92	92	BB	Hollydays	Diametre	180NM12	\$20	
Redondo	95	7949	3678	142	39	68	112	-0.13	-0.02	2559	93	3426	1700	-0.4	0.4	1.9	-1.3	-0.6	-2.3	0.2	-2.6	0.9	1.0	2.1	1.9	0.5	3.8	1.4	1.5	-1.1	1.3	1.1	-0.3	0.8	0.8	0.9	91	88	AB	Holgura	Diametre	20NM12	\$24	
Roucous	95	1546	1174	130	28	48	53	0.12	0.09	895	92	463	384	-0.1	1.5	0.8	0.9	-0.8	-1.5	0.5	-0.3	0.4	0.2	2.5	0.7	0.6	-0.2	0.7	0.0	-0.8	0.5	0.0	-0.3	1.0	0.3	0.4	90	90	BB	Hollydays	Diametre	213NM22	\$20	
Nivea	95	9763	4263	143	35	62	59	0.19	0.12	966	93	4911	2215	1.1	0.8	0.1	0.8	0.6	0.4	0.8	0.5	-0.6	-0.8	-0.3	-0.7	1.9	-0.5	-0.6	-1.2	-0.1	0.1	0.1	1.5	1.4	-0.2	-0.8	87	90	BB	Entoi	Bunuelo	20NM08	\$22	
Idris	95	22292	6731	129	18	40	4	0.10	-0.20	741	94	8781	3560	-0.2	-0.4	0.1	-0.3	-0.2	0.9	-0.2	0.6	0.4	1.1	-0.1	-0.1	0.9	1.1	-0.8	-0.4	-1.3	-0.2	-0.3	0.8	1.4	1.2	0.4	90	88	BB	Valabri	Duparc	213NM09	\$20	
Hollydays	95	17496	6411	124	20	42	4	0.17	-0.12	513	94	7767	3383	-1.3	-0.4	0.5	-0.4	-1.3	-0.7	-0.7	-0.8	0.5	0.8	2.6	0.7	0.0	0.6	1.6	0.7	0.1	0.8	-0.7	0.7	0.9	-0.1	-0.3	92	92	BB	Armenia	Parametre	183NM12	\$20	
**Iceton	95	19601	6454	111	1	-2	20	-0.01	0.14	-24	95	8866	3250	0.3	-0.4	1.0	1.2	-0.5	1.5	0.3	-0.4	0.7	1.3	0.9	0.3	1.5	0.5	0.4	0.7	-0.4	0.8	0.6	1.0	0.6	-0.3	-0.2	86	85	BB	Armenia	Rivage	214NM09	\$12	
**Girophare	95	26148	7091	98	0	0	2	-0.03	-0.02	106	95	1578	3723	1.4	1.3	0.3	1.2	1.7	0.2	1.5	1.1	0.9	-0.1	-0.9	-0.9	0.7	0.1	0.4	1.1	0.3	0.2	0.2	-1.1	-0.4	-0.5	-0.1	87	90	BB	Vodena	Parametre	20NM01	\$12	
***Caramba	63	0	0	145	42	79	75	0.02	0.01	2088	62			0.5	0.7	1.6	-0.3	-0.2	-0.5	0.6	-0.6	0.9	0.8	1.2	1.1	0.6	1.9	0.5	0.3	-0.5	0.7	0.8	-0.4	1.3	0.4	0.5	91	90	BB	Redondo	Nivea	180NM18	\$26	
***Chouchen	63	0	0	146	44	86	66	0.07	-0.05	1698	63			0.8	0.4	0.0	0.9	0.3	0.9	0.5	-0.2	0.5	-0.3	0.2	0.6	0.4	0.3	-0.8	-0.7	-0.2	0.1	0.6	0.4	0.7	0.2	0.0	90	90	BB	Rubafix	Messenger	180NM17	\$26	

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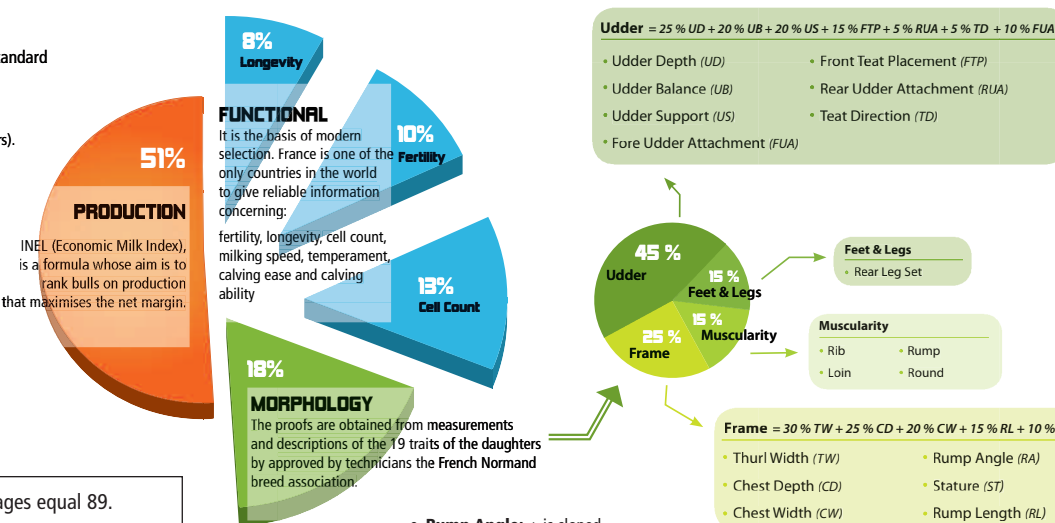
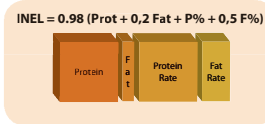
*Uvray and Ulozon are available as sexed semen for \$70. **Older sires on clearance. ***Genomic bulls. All prices are subject to change without notice.



Understanding French Proofs

All the proofs calculated in France are expressed in genetic standard deviation, in relation to a rolling value base of 0. The CD is the degree of precision of the proof. The higher the CD, the more reliable the proof (REL=95, maximum accuracy, the bull has several thousand daughters).

The ISU is the reflection of French selection objectives, it is based on 3 major criteria: **Production, Functionality, Morphology.**



- **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.
- Prices do not include shipping and insurance from Wisconsin. Straws are 1/4 cc