



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 & fertility

- 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.
- 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 200,000 cows on test and many new bulls every year using the most advanced genomics and testing techniques.



Olympe

added value

- exceptional components: 4.3 fat and 3.67 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.
- A2A2: one of the highest A2A2 breeds.
- 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 famed cheeses, Camembert, along with other highly regarded cheeses, cream and butter, 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 x Holstein

A few tips to understand our proofs

ISU = French Normande TPI = 26% production (12% F + 14% P) + 21.25% type (4.5% muscularity + 3% frame + 6.5% feet & legs + 7.25% udder) + 12.5% veal & steer value + 16% udder health (9.5% cell + 6.5% mastitis) + 13.5% fertility + 6% longevity + 4.75% milk speed

Beef value composite: 15% frame + 22.5% muscularity + 11.25% veal growth + 10% veal conformation + 2.25% veal color + 11.25% steer growth + 27.5% steer conformation

Feet & legs composite: 30% rear legs rear view + 23% rear legs side view + 20% locomotion + 16% bone quality + 11% foot angle

Sire and daughter calving ease: average equals 89. 90 is a better calving ease; 88 is less calving ease.

For all criteria below, "0" is optimum.

- rump angle: + is sloped.
- back line: + is curved up.
- rear legs side view: + is posty.
- rear legs rear view: + is straight.
- foot angle: + is steep.
- udder balance: + is high rear quarters.
- teat direction: + is internal.

Functional traits: positive values are desirable for all.

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.

aAa® numbers

Infinity	423516
Lamier	531426
Landel	345216
Licorice	453216
Loky	531426
Maanonu	456312
Marvel	432516
Medellin	432561
Monza	432561
Nestar	354126
Nesthy	315246
Niville	531462
Ocasse	432561
Olympe	342561
Orelie	342516
Oroi	435261

super fertile bulls

+++	++
Infinity	Icarus
Jorino	Lamier
Licorice	Landel
Loky	Marvel
Monza	Nintendo
Nesthy	Ocasse
Niville	+ Maanonu
Oroi	Nestar

Normande proof and price list – production and type breeding values – august 2020

	production										frame					muscle				feet & legs						udder						functionals & health										pedigree				price									
	reliability	daughters	ISU (Normande TPI)	protein lbs	fat lbs	protein + Fat lbs	protein %	fat %	milk	reliability	stature	body width	body depth	width at pins	rump angle	back line	feed efficiency	body condition	muscularity	beef value composite	rear legs side view	bone quality	foot angle	rear legs rear view	locomotion	feet & legs composite	digital dermatitis	sole ulcer	fore udder attachment	udder balance	udder depth	rear attachment	teat direction	front teat placement	ligament	udder composite	milk speed	temperament	somatic cell count	clinical mastitis	udder health composite	longevity	fertility cows	fertility heifers	calving-1st AI interval		fertility composite	sire calving ease	daughter calving ease	kappa casein	beta casein	sire	maternal grand sire	NAAB code	
Icarus	89	75	128	55	70	125	0.03	0.04	1489	82	-0.6	-0.6	-0.5	-0.9	-0.3	-1.2	0.3	-0.3	-0.8	0.0	0.2	0.9	0.4	0.2	0.6	0.5	-0.6	0.0	0.4	0.9	-0.3	1.0	-0.4	-0.4	1.1	0.5	-0.6	0.8	-0.4	0.2	-0.2	0.0	0.3	0.9	0.2	0.6	92	90	AB	A2A2	Ayala	Uperise	183N018	\$20	
Infinity	95	752	126	53	13	66	0.25	-0.06	526	95	0.6	-1.0	0.0	0.4	0.6	0.5	0.0	-1.3	-0.9	-0.3	-0.4	0.8	0.6	1.3	1.1	0.9	0.3	0.0	-0.1	0.6	0.8	1.1	0.3	-0.2	0.6	0.6	-0.4	-0.6	-0.6	0.4	-0.1	0.4	1.2	-0.3	0.8	0.9	91	91	BB	A2A2	Game Over	Santyorre	183N040	\$21	
Jorino	79	19	94	-2	-15	-18	-0.13	-0.31	546	69	-0.2	-0.4	-0.3	-0.6	-0.8	0.1	-1.7	-0.2	-0.4	-1.6	1.2	0.7	-0.1	0.5	1.1	0.9	-0.2	0.0	0.9	0.6	0.2	2.2	0.5	0.6	0.5	0.8	-0.4	0.3	0.0	-0.4	-0.2	0.8	-0.1	0.6	-1.1	-0.1	94	91	AB	A2A2	Gamma	Ulozon	183N038	\$20	
Lamier	71	1	128	37	51	88	-0.01	0.12	697	69	-0.7	-0.7	-1.0	-1.0	1.3	0.5	-0.4	-0.3	-0.3	-0.8	0.4	1.7	-0.6	1.0	0.6	0.9	0.5	0.1	0.5	1.0	0.4	0.6	0.5	0.1	0.0	0.6	0.2	0.4	0.5	0.6	0.6	0.4	0.7	-0.5	-0.2	0.2	95	93	AB	A2A2	Holen Noz	Fambrien	183N046	\$23	
Landel	78	15	139	53	84	136	-0.10	-0.07	1954	75	-0.3	-0.8	-0.3	-0.4	-0.9	0.1	0.2	-0.5	-0.8	0.4	0.2	0.4	0.2	0.3	0.6	0.4	0.6	0.5	1.6	1.5	0.9	0.7	0.8	0.7	0.1	1.2	0.0	0.2	0.3	-0.5	0.0	0.2	0.7	0.3	-1.3	0.3	93	93	AB	A2A2	Handelles	Bouclier	183N045	\$23	
Licorice	86	51	131	55	55	110	0.17	0.12	915	83	0.3	-0.5	0.0	-0.9	1.3	0.1	0.5	-0.9	-0.5	-1.4	1.2	-0.4	0.0	-0.3	0.8	0.4	-0.1	0.0	0.9	1.2	0.4	1.1	0.3	0.1	1.1	1.0	-0.1	0.1	0.3	0.4	0.4	0.2	1.2	1.1	-0.3	1.3	92	90	BB	A2A2	Iroquois	Atome	183N043	\$20	
Loky	68	0	122	31	15	46	0.09	-0.05	464	67	0.2	0.5	0.0	0.5	0.1	0.1	0.0	0.8	0.9	-1.3	1.1	0.5	1.2	1.4	1.5	1.5	0.5	0.2	0.6	1.3	0.6	1.2	0.3	0.5	0.2	0.9	0.1	-0.4	0.0	0.5	0.2	0.4	0.6	0.3	1.3	0.9	92	92	BB	A2A2	Idarauca	Atome	183N049	\$20	
Maanonu	70	0	136	73	81	154	0.05	-0.10	2383	68	0.0	-0.5	0.5	-0.9	-0.1	0.0	1.1	-1.6	-1.0	-1.4	0.1	0.4	0.6	0.7	0.8	0.6	-0.4	-0.3	0.9	0.9	0.3	0.8	0.7	1.0	1.0	1.0	0.2	0.3	0.3	0.9	0.6	0.2	0.3	0.6	-0.8	0.3	92	92	AB	A2A2	Fortain	Folden	183N053	\$23	
Marvel	69	0	138	79	64	143	0.14	-0.07	1778	68	1.0	0.0	1.1	1.2	-1.3	0.2	1.3	-0.7	-0.5	-0.6	-0.4	0.7	0.8	0.9	1.5	0.9	0.2	-0.1	1.1	1.0	1.3	1.4	0.8	1.0	0.7	1.4	-0.3	-0.4	-0.1	0.8	0.3	0.3	-0.1	0.1	0.5	0.1	92	90	AB	A2A2	Infinity	Glass	183N054	\$25	
Medellin	70	0	146	62	112	174	0.08	0.26	1360	67	0.3	0.5	1.3	-0.2	-0.2	0.1	0.6	0.2	0.2	0.6	0.0	-0.6	1.0	-0.1	0.6	0.1	0.1	0.1	1.3	1.4	0.1	-0.2	0.3	-0.3	0.3	0.6	0.2	-0.5	0.4	0.4	0.5	0.4	0.2	0.8	-1.9	0.0	87	87	BB	A2A1	Inexces	Geyser	020N030	\$20	
Mercure	70	0	115	22	68	90	-0.08	0.18	834	68	0.2	0.2	0.1	0.8	-1.3	-0.8	0.0	-1.6	-1.3	-0.5	0.0	0.4	-0.3	0.0	-0.6	-0.1	0.1	0.8	0.9	-0.4	0.7	1.6	1.0	0.1	0.6	-0.1	1.2	0.8	0.2	0.6	0.6	-0.7	-1.1	-0.9	-1.1	88	89	BB	A2A1	Idark	Gist Mad	020N029	\$15		
Monza	70	0	145	46	35	81	0.15	0.00	552	68	-0.2	-0.1	0.0	0.4	0.1	0.6	0.0	0.2	-0.1	0.7	-0.2	1.4	-1.1	0.4	0.1	0.2	0.1	0.7	0.8	1.3	0.9	0.7	0.8	-0.1	0.1	0.8	0.6	0.5	1.6	0.8	1.4	0.0	0.4	-0.3	-0.1	0.1	90	92	BB	A2A2	Iffondor	Atome	183N050	\$21	
Nestar*	69	0	161	68	66	134	0.01	-0.14	1998	67	-0.2	-0.3	-0.4	-0.4	-0.3	-0.1	0.9	-0.3	0.3	1.4	0.2	0.7	0.0	0.5	0.7	0.5	-0.4	0.2	0.9	0.7	0.2	0.9	0.2	-0.4	0.6	0.5	-0.7	-0.2	2.0	0.9	1.8	0.7	0.3	0.0	-0.6	0.1	92	90	AB	A2A2	Jesse	Unnoel	183N058	\$25	
Nesthy*	69	0	138	26	84	110	-0.01	0.34	572	67	0.4	-0.5	0.0	-0.8	0.5	0.6	-0.4	-0.4	-1.1	0.5	-0.5	0.5	0.2	0.5	0.3	0.3	-0.1	0.6	1.3	0.9	0.2	0.7	0.6	1.0	1.2	1.1	-0.2	0.1	0.2	0.6	0.4	0.9	0.6	-0.6	-0.2	0.1	92	92	AB	A2A2	Jipidji	Hemrick	183N055	\$23	
Nintendo	69	0	131	59	46	106	0.12	0.03	1179	68	0.6	0.5	0.0	0.4	-0.5	-0.1	0.5	-0.6	-0.5	-0.2	0.4	0.5	-0.5	1.1	0.1	0.6	0.8	0.1	0.5	0.5	0.8	1.5	1.0	1.1	0.1	0.9	0.7	0.5	0.7	0.3	0.6	0.3	-0.3	-0.5	-1.7	-0.8	90	92	BB	A2A2	Jobyjoba	Holen Noz	183N056	\$24	
Niville*	68	0	141	24	57	81	-0.04	0.08	994	66	0.0	0.1	0.7	0.5	-1.4	0.4	0.0	0.6	-0.2	0.7	0.0	0.1	-0.7	0.2	0.3	0.1	0.4	0.3	0.7	0.9	0.5	0.5	0.8	0.8	0.8	0.9	-0.4	0.3	0.8	0.4	0.7	0.9	0.6	-0.1	0.3	0.5	91	92	BB	A2A2	Landel	Atome	183N057	\$24	
Ocasse	67	0	147	40	106	145	0.06	0.38	1195	66	0.3	0.7	1.1	-0.2	1.2	0.2	1.3	0.7	0.6	1.5	0.6	-0.4	1.4	0.6	1.1	0.8	-0.1	-0.3	0.7	0.6	0.2	0.2	0.2	0.4	0.4	0.5	-1.3	0.5	0.4	-0.2	0.2	0.3	0.1	0.4	0.1	0.3	90	89	AB	A2A2	Lepanto	General	183N061	\$25	
Olympe	66	0	137	62	90	152	0.28	0.35	838	64	0.3	-0.4	-0.5	0.3	-0.4	0.8	1.4	0.2	0.0	0.2	2.0	0.8	0.5	0.6	1.7	1.5	0.1	0.1	1.1	1.2	1.0	0.2	1.0	0.4	0.5	1.1	0.0	-0.3	0.1	-0.4	-0.1	0.1	0.0	-0.9	-0.6	-0.5	90	88	BB	A2A2	Maneville	Fornells	183N062	\$26	
Orelie	66	0	136	37	66	103	-0.03	0.04	1032	64	0.3	0.1	0.9	0.7	-0.3	0.7	0.1	0.5	0.1	0.3	-1.2	1.4	0.5	0.1	1.0	1.6	1.3	0.7	0.9	1.1	0.4	0.8	1.0	0.2	0.5	0.7	0.8	-0.5	-0.1	1.8	0.9	1.6	0.3	0.0	0.0	0.0	0.0	92	93	BB	A2A1	Mephisto	Impie	183N059	\$24
Orno	68	0	145	37	33	70	0.15	0.05	579	67	0.2	0.2	-0.6	0.6	-0.1	-0.2	0.0	0.4	-0.2	0.8	1.6	0.2	0.4	1.2	1.4	1.4	0.6	-0.2	1.5	1.3	1.2	0.7	1.4	2.0	0.9	1.7	-0.5	0.3	1.9	-0.1	1.2	0.5	-0.1	-0.7	-0.3	-0.4	92	92	BB	A2A2	Latacan	Eolonne	183N060	\$23	
Oroi*	69	0	155	55	101	156	0.00	0.15	1712	68	0.3	0.9	0.3	0.6	0.8	0.5	1.5	0.0	1.2	1.4	0.4	0.0	1.1	1.1	1.5	1.1	0.1	-0.9	0.4	0.7	0.8	0.6	1.1	-0.2	1.1	0.9	0																		