



NORWEGIAN RED
Since 1935

Geno, Norway's cattle genetics co-operative, has reported record global sales for the third year running.

Figures for its Norwegian Red dairy cattle semen show sales in 2016 of 471,000 straws, 3.5% higher than in 2015 and 41% higher than its closest rival.

"We have achieved an increase in market share in the past 12 months," says Geno CEO Sverre Bjørnstad. "Despite challenging conditions in many dairy producing countries, Geno sales have bucked the trend and grown their sales, when other competing genetics companies have reported a shortfall."

Available in 30 markets worldwide

Geno's Norwegian Red genetics are now available in 30 markets worldwide. Bestselling sires were Braut son Gopollen, a solid all-round sire with exceptional fertility and legs. Skjelvan, who offers a combination of high milk production and milk constituents along with good calving ease and a low incidence of stillbirths, and the polled bull Nymoen who is a popular calving ease and claw health sire with good fertility and health traits.

HD Genomics

"In the past 12 months Geno has moved to 100% genomic selection using our HD Genomics breeding program," adds Bjørnstad. "Out of a population of 100,000 bull calves each year we select 3,000 for genotyping, combining the genotype and phenotype information in one step to select the best bulls for our program."

"We can therefore speed up the generation interval and offer farmers even more advanced genetics, specialising particularly in the overall balance of production with superior health and fertility characteristics. These traits play a major part in contributing to the improved longevity of Norwegian Red genetics in dairy herds across the world. Good production combined with health, fertility and longevity are the key factors contributing to the breed's increasing popularity globally. We have ambitious targets to expand our markets much further."

252NR11078 **GOPOLLEN**

Brant x Peterslund **RRP \$28**



NORWEGIAN RED
Since 1935

Dtr: 240
(Sire: 11078 Gopollen x Maternal grandsire: 10755 Lundeng)



NASIS: 85UUF03
SIRE: BRAUT 10177
DAM: OLEANE 820
MGD; OLEA 752

- ◆ High ranking TMI sire
- ◆ High demand sire
- ◆ Udder specialist
- ◆ Outstanding temperament



ABV(i) PRODUCTION 04/17				0 Dtrs 0 Hrds	
BPI	128	60% Rel.	ASI	98	64% Rel.
HWI	96	55% Rel.	Overall Type	92	
TWI	92	58% Rel.	Mammary	102	
Milk Ltrs	413		Dtr Fertility	109	67% Rel.
Protein kg	+15	0.07%	Cell Count	117	79% Rel.
Fat kg	+20	0.04%	Feed Saved	+2	26% Rel.
Milking Speed	102		Temperament	103	Likeability 101 56% Rel.

NORWAY PROOF 04/17			
TM	34	SCC	100
Daughters	463	Mastitis	109
Index	108	Udder Health	105
Protein	104	Dtr Fertility	120
Fat	112	No Return Hfrs	110
Milk	103	No Return Cows	107
Calving Ease 107		Milking Speed 111	Temperament 128

Udder Index	Stature	Body Depth	Rump Angle	RLSV	R-View Leg Angle	Foot Angle	Legs	F-Udder Attach
129	116	91	99	89	108	123	122	122

R-Udder Height	R-Udder Width	Udder Cleft	Udder Balance	Udder Depth	Front Teat Place	Rear Teat Placement	Teat Length
122	116	103	99	126	97	91	101



Profit From Genetic Progress

For further information, please contact
your local ABS representative or your usual semen supplier.

1800 ABS BULL www.absglobal.com/aus



252NR11685 LETNES



NORWEGIAN RED
Since 1935

Ravn x Velsvik

RRP \$24

LETNES



NASIS:
SIRE: RAVN 10739
DAM: 850
MGD: 94

- ◆ Outstanding calving ease
- ◆ High daughter fertility
- ◆ Production with components



NORWAY PROOF 04/17

TM	25	SCC	106
Daughters	Genomic	Mastitis	113
Index	115	Udder Health	110
Protein	116 117%	Dtr Fertility	108
Fat	113 112%	No Return Hfrs	103
Milk	107	No Return Cows	105

Calving Ease **118** Milking Speed **96** Temperament **101**

Udder Index	Stature	Body Depth	Rump Angle	RLSV	R-View Leg Angle	Foot Angle	Legs	F-Udder Attach
109	102	89	96	96	98	105	102	104
R-Udder Height	R-Udder Width	Udder Cleft	Udder Balance	Udder Depth	Front Teat Place	Rear Teat Placement	Teat Length	
108	96	117	109	98	102	95	95	

252NR11819 ONSTAD P



NORWEGIAN RED
Since 1935

Reitan 2 x Velsvik

RRP \$24

ONSTAD P



NASIS:
SIRE: REITAN 2 11033
DAM: 2101
MGD: 735

- ◆ High Genomic TM Index
- ◆ High production
- ◆ Calving ease and quiet cows



NORWAY PROOF 04/17

TM	44	SCC	101
Daughters	Genomic	Mastitis	115
Index	141	Udder Health	110
Protein	134 103%	Dtr Fertility	103
Fat	136 118%	No Return Hfrs	94
Milk	130	No Return Cows	106

Calving Ease **104** Milking Speed **101** Temperament **106**

Udder Index	Stature	Body Depth	Rump Angle	RLSV	R-View Leg Angle	Foot Angle	Legs	F-Udder Attach
116	114	100	91	103	98	102	101	106
R-Udder Height	R-Udder Width	Udder Cleft	Udder Balance	Udder Depth	Front Teat Place	Rear Teat Placement	Teat Length	
118	116	104	102	109	101	99	103	

252NR11572 SAUR PP



NORWEGIAN RED
Since 1935

Amdal x Velsvik

RRP \$22

SAUR PP



NASIS: 85UUK03
SIRE: AMDAL 10682
DAM: 866
MGD: MIRIAM 761

- ◆ True polled
- ◆ High daughter fertility 106
- ◆ Excellent TMI ranking 27
- ◆ Improves mastitis resistance



NORWAY PROOF 04/17

TM	27	SCC	114
Daughters	Genomic	Mastitis	117
Index	97	Udder Health	116
Protein	90 112%	Dtr Fertility	143
Fat	98 118%	No Return Hfrs	118
Milk	90	No Return Cows	137

Calving Ease **95** Milking Speed **89** Temperament **94**

Udder Index	Stature	Body Depth	Rump Angle	RLSV	R-View Leg Angle	Foot Angle	Legs	F-Udder Attach
110	96	106	98	100	94	105	99	105
R-Udder Height	R-Udder Width	Udder Cleft	Udder Balance	Udder Depth	Front Teat Place	Rear Teat Placement	Teat Length	
88	92	112	106	101	88	112	113	



Net Profit Genetics
Sire increases profitable production while reducing expenses



Calving Ease
Sire has superior calving ease based on actual observations.



Daughter Fertility
Sire whose daughters show improved fertility



Pregnancy King
Sire has high semen fertility based on actual observations and Real World Data.



Diamond Sire
Sire has at least 1000 milking daughters, which recognizes outstanding second crop success and ensuring genetic accuracy.



Rock Solid Genetics
Sire has at least 100 daughters in 60 herds, which provides stable type and production proofs over time.



New Graduate
Sire is a new graduate



Feed Efficiency
Sire breeds more efficient, profitable cows for increased income over feed cost



A2A2
Sire possesses A2A2 gene for beta casein.



Good Bulls Guide Identifies bulls by independent, scientific assessment by DataGene using the world's best practice in genetic evaluation



Polled
PP = True polled
P = Polled

252NR11060 NYMOEN P

Langbo x Olstad

RRP \$22



NORWEGIAN RED
Since 1935

Dtr: 668
(Sire: 11060 Nymoen x
Maternal grandsire: 10032
Haugset)



NASIS: 85UUF07
SIRE: LANGBO 22009
DAM: IZADORA 235
MGD: LEAH 207

- ◆ Excellent calving ease
- ◆ High daughter fertility
- ◆ Very good udder health, mastitis resistance and cell count



ABV(i) PRODUCTION 04/17				0 Dtrs	0 Hrds
BPI	110	60% Rel.	ASI	6	63% Rel.
HWI	126	56% Rel.	Overall Type	97	
TWI	103	58% Rel.	Mammary	102	
Milk Ltrs	-161		Dtr Fertility	108	68% Rel.
Protein kg	0	0.08%	Cell Count	134	80% Rel.
Fat kg	-6	0.01%	Feed Saved	+118	26% Rel.
Milking Speed	102		Temperament	99	Likeability 99 57% Rel.

NORWAY PROOF 04/17				0 Dtrs	0 Hrds
TM	20		SCC	111	
Daughters	575		Mastitis	118	
Index	93		Udder Health	115	
Protein	91	105%	Dtr Fertility	121	
Fat	95	110%	No Return Hfrs	119	
Milk	90		No Return Cows	118	
Calving Ease	126		Milking Speed	106	Temperament 99

Udder Index	Stature	Body Depth	Rump Angle	RLSV	R-View Leg Angle	Foot Angle	Legs	F-Udder Attach
116	95	91	98	100	109	108	112	116
R-Udder Height	R-Udder Width	Udder Cleft	Udder Balance	Udder Depth	Front Teat Place	Rear Teat Placement	Teat Length	
113	98	115	83	106	96	101	105	

252NR11039 SKJELVAN

H Ponnistus x Orraryd

RRP \$18



NORWEGIAN RED
Since 1935

Dtr: 3036
(Sire: 11039 Skjelvan x Maternal grandsire: 5621 Elvevoll)



NASIS: 85UUF04
SIRE: HEISALAN PONNISTUS
23004
DAM: SONJA 814
MGD: STINA 691

- ◆ #1 ASI 191
- ◆ Excellent feet & legs
- ◆ High dtr fertility 103
- ◆ Very good udders



ABV(i) PRODUCTION 04/17				0 Dtrs	0 Hrds
BPI	192	60% Rel.	ASI	191	63% Rel.
HWI	122	56% Rel.	Overall Type	99	
TWI	181	58% Rel.	Mammary	99	
Milk Ltrs	1065		Dtr Fertility	103	68% Rel.
Protein kg	+35	0.12%	Cell Count	115	81% Rel.
Fat kg	+30	-0.23%	Feed Saved	-44	27% Rel.
Milking Speed	99		Temperament	102	Likeability 100 58% Rel.

NORWAY PROOF 04/17				0 Dtrs	0 Hrds
TM	25		SCC	100	
Daughters	763		Mastitis	92	
Index	133		Udder Health	95	
Protein	132	90%	Dtr Fertility	90	
Fat	130	97%	No Return Hfrs	99	
Milk	132		No Return Cows	82	
Calving Ease	96		Milking Speed	98	Temperament 113

Udder Index	Stature	Body Depth	Rump Angle	RLSV	R-View Leg Angle	Foot Angle	Legs	F-Udder Attach
112	119	94	89	88	109	124	123	120
R-Udder Height	R-Udder Width	Udder Cleft	Udder Balance	Udder Depth	Front Teat Place	Rear Teat Placement	Teat Length	
107	91	80	64	133	97	114	65	

252NR11033 REITAN 2

S Adam x Brenden

RRP \$18



NORWEGIAN RED
Since 1935

Dtr: 1124
(Sire: 11033 Reitan 2 x Maternal grandsire: 10139 Hallan)



NASIS: 85UUF06
SIRE: S ADAM 22011
DAM: DAGROS 351
MGD: 306

- ◆ High production with type
- ◆ Outstanding temperament
- ◆ Great components



ABV(i) PRODUCTION 04/17				0 Dtrs	0 Hrds
BPI	212	61% Rel.	ASI	164	64% Rel.
HWI	134	57% Rel.	Overall Type	102	
TWI	210	59% Rel.	Mammary	103	
Milk Ltrs	554		Dtr Fertility	106	69% Rel.
Protein kg	+25	0.19%	Cell Count	134	81% Rel.
Fat kg	+25	0.02%	Feed Saved	-159	28% Rel.
Milking Speed	101		Temperament	103	Likeability 99 60% Rel.

NORWAY PROOF 04/17				0 Dtrs	0 Hrds
TM	33		SCC	109	
Daughters	629		Mastitis	110	
Index	126		Udder Health	110	
Protein	126	109%	Dtr Fertility	83	
Fat	126	112%	No Return Hfrs	79	
Milk	118		No Return Cows	81	
Calving Ease	92		Milking Speed	99	Temperament 120

Udder Index	Stature	Body Depth	Rump Angle	RLSV	R-View Leg Angle	Foot Angle	Legs	F-Udder Attach
127	146	95	92	104	109	98	104	111
R-Udder Height	R-Udder Width	Udder Cleft	Udder Balance	Udder Depth	Front Teat Place	Rear Teat Placement	Teat Length	
128	120	96	119	120	104	97	98	

252NR10795 HOOEN



NORWEGIAN RED
Since 1920

K Lens x Lien

RRP \$18

Dtr: 155 (Sire: 10795 Hooen)



NASIS: 85UUD05
SIRE: K LENS 22008
DAM: RAUKOLL 1083
MGD; RODLILJA 1011

- ◆ Fast milking cows
- ◆ Outstanding high, wide rear udders
- ◆ Quiet cows



ABV(i) PRODUCTION 04/17				0 Dtrs 0 Hrds	
BPI	138	64% Rel.	ASI	69	65% Rel.
HWI	119	59% Rel.	Overall Type	102	
TWI	147	62% Rel.	Mammary	106	
Milk Ltrs	213		Dtr Fertility	102	68% Rel.
Protein kg	+10	0.08%	Cell Count	120	85% Rel.
Fat kg	+12	0.04%	Feed Saved	+2	29% Rel.
Milking Speed	104		Temperament	101	Likeability 99 66% Rel.

NORWAY PROOF 04/17					
TM	22		SCC	105	
Daughters	6256		Mastitis	107	
Index	111		Udder Health	106	
Protein	105	99%	Dtr Fertility	96	
Fat	117	117%	No Return Hfrs	104	
Milk	104		No Return Cows	88	
Calving Ease	105		Milking Speed	113	Temperament 108

Udder Index	Stature	Body Depth	Rump Angle	RLSV	R-View Leg Angle	Foot Angle	Legs	F-Udder Attach
125	109	95	105	89	116	116	122	113
R-Udder Height	R-Udder Width	Udder Cleft	Udder Balance	Udder Depth	Front Teat Place	Rear Teat Placement	Teat Length	
119	115	117	96	111	122	95	98	

252NR10617 SKEI



NORWEGIAN RED
Since 1920

Brenden x Brandstadmoen

RRP \$18

Dtr: 18 (Sire: 10617 Skei)



NASIS: 85UUC06
SIRE: BRENDEN 5694
DAM: 273
MGD; RO 204

- ◆ Outstanding temperament
- ◆ High fat %
- ◆ High mastitis resistance



ABV(i) PRODUCTION 04/17				0 Dtrs 0 Hrds	
BPI	209	63% Rel.	ASI	112	64% Rel.
HWI	176	59% Rel.	Overall Type	100	
TWI	198	62% Rel.	Mammary	101	
Milk Ltrs	376		Dtr Fertility	107	77% Rel.
Protein kg	+16	0.10%	Cell Count	104	85% Rel.
Fat kg	+24	0.11%	Feed Saved	+29	28% Rel.
Milking Speed	103		Temperament	104	Likeability 98 66% Rel.

NORWAY PROOF 04/17					
TM	17		SCC	100	
Daughters	11678		Mastitis	110	
Index	115		Udder Health	106	
Protein	108	99%	Dtr Fertility	100	
Fat	122	121%	No Return Hfrs	88	
Milk	107		No Return Cows	93	
Calving Ease	103		Milking Speed	112	Temperament 130

Udder Index	Stature	Body Depth	Rump Angle	RLSV	R-View Leg Angle	Foot Angle	Legs	F-Udder Attach
108	109	90	75	97	100	115	111	112
R-Udder Height	R-Udder Width	Udder Cleft	Udder Balance	Udder Depth	Front Teat Place	Rear Teat Placement	Teat Length	
109	108	91	96	115	109	92	71	

252NR11147 ENGER



NORWEGIAN RED
Since 1920

Braut x Olstad

RRP \$18

ENGER



NASIS: 85UUF08
SIRE: BRAUT 10177
DAM: GAUPA 4 233
MGD; GAUPA 2 190

- ◆ High daughter fertility 107
- ◆ Calving ease
- ◆ Adds teat length



ABV(i) PRODUCTION 04/17				0 Dtrs 0 Hrds	
BPI	173	59% Rel.	ASI	144	63% Rel.
HWI	121	54% Rel.	Overall Type	95	
TWI	130	57% Rel.	Mammary	99	
Milk Ltrs	373		Dtr Fertility	107	65% Rel.
Protein kg	+20	0.19%	Cell Count	118	79% Rel.
Fat kg	+23	0.10%	Feed Saved	-11	26% Rel.
Milking Speed	100		Temperament	100	Likeability 100 54% Rel.

NORWAY PROOF 04/17					
TM	8		SCC	100	
Daughters	395		Mastitis	99	
Index	111		Udder Health	100	
Protein	109	113%	Dtr Fertility	93	
Fat	115	118%	No Return Hfrs	107	
Milk	102		No Return Cows	96	
Calving Ease	103		Milking Speed	97	Temperament 98

Udder Index	Stature	Body Depth	Rump Angle	RLSV	R-View Leg Angle	Foot Angle	Legs	F-Udder Attach
105	107	104	109	116	91	104	97	103
R-Udder Height	R-Udder Width	Udder Cleft	Udder Balance	Udder Depth	Front Teat Place	Rear Teat Placement	Teat Length	
103	115	115	102	85	96	102	118	