

# PRESS RELEASE



## Now cooperation between NOG and VikingGenetics

From 1 September 2014 a new cooperation in European Holstein breeding has been created.

The partners are the Scandinavian based AI Company VikingGenetics and German based breeding cooperation NOG consistent of the four German AI companies Rinderzucht Schleswig-Holstein eG (RSH), Rinderproduktion Berlin Brandenburg GmbH (RBB), RinderAllianz GmbH (RA) and Masterrind GmbH (MAR).

The aim for the new cooperation is improving efficiency in the top bull selection to serve their member farms in a sustained manner. In the future NOG and VikingGenetics will exchange genotypes on all genomically tested Holstein bull calves. That means that all 7,400 bull calves from NOG and VIKING selection will be evaluated in both German system on RZG scale and in Nordic system on NTM scale. In general it means that bull calves not selected on RZG scale will have a second chance for being selected on the NTM scale and opposite. NOG continues to select on RZG scale and VikingGenetics on NTM scale.

NOG and VikingGenetics will continue to have own breeding programs and separate ownership of the selected bulls. Both VikingGenetics and NOG today sample each 180, in total 360 new Holstein bulls per year. It is the largest breeding cooperation in the Holstein breed worldwide.

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