



NØK 2012 – Danmark

International cattle breeding cooperation

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• What is the trend ?

- Polarization – Globalization – Aquisitions – Specialization – Cross Breeding ?

Observations from US

- STRENGTHS
 - Very competitive on cost
 - Marketing
- WEAKNESSES
 - High veterinarian risk
 - Inn breeding



US versus EUROPE

	US	EUROPE
STRENGTHS	Cost Marketing	Knowledge Home markets
WEAKNESSES	Vet.risk Inn breeding	Marketing Structure

• **New competitors**

- **Example - Pfizer:**
- **Pfizer is doing > 10.000 Genomic test per month in US**
- **Access to US database**
- **Business idea?**

Cross Breeding - Observations from US

California 2012:

- High yields: 36 kg/day
- Low mortality: 1 %
- Stopped using BST
- Decreased use of antibiotics
- Better fertility

PRO CROSS

MONTBELIARDE/HOLSTEIN/VIKING RED
VIKING RED/HOLSTEIN/MONTBELIARDE



International cattle breeding cooperation - What is the trend ?

- Polarization – Listed companies like Pziezer ?
- Globalization – Economy of Scale
- Aquisitions – Economy of Scale
- Specialization – smaller breeds vs. Holstein, regional needs ?
- Cross Breeding – will cattle be the only species in animal production without ?

• Economy of Scale

- R&D
- Production
- Marketing
- Sales
- Genetic progress

• Future possibilities

VISION for EUROPE

- Combine knowledge – R&D
- Decrease cost
- ONE European breeding program – value for farmers and to be visible
- ONE Marketing
- ONE Sales
- Keep and develop home markets



- International cooperation - what is the trend ?
 - Polarization, Globalization, Aquisitions, Specialization and Cross Breeding – all is part of the future...
 - Lot of possibilities for the future !