

COW 2024 MY DREAM

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BUSINESS OR LIFESTYLE

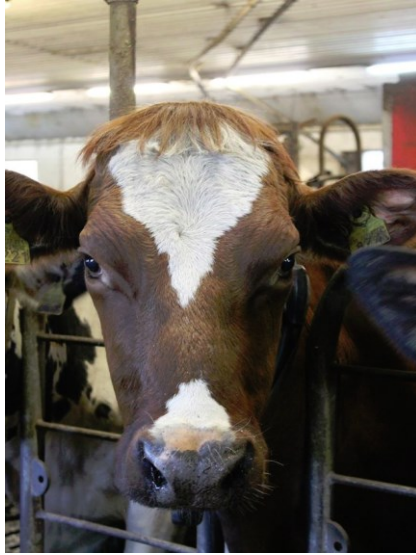


- What will be the demands from consumers in 2024?
- Are we breeding for the right product that is needed in 10 yers from now?

WHAT I THINK WILL BE IMPORTANT IN 2024

- Dry matter per cow and year
- Milkspeed
- Animal health
- Feed efficiency

10 years is a very short time in cattle breeding



The strategy we have must meet the demands from the market, consumers must be willing to pay for the product.

