



# Impact of NorFor

Patrik Nordgren

NorFor Manager

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## NorFor organisation:



# NorFor Management Team

## Management



**Patrik Nordgren, CEO**  
+ 46 10 471 06 50  
[patrik.nordgren@vxa.se](mailto:patrik.nordgren@vxa.se)

## Departments



**Adviser**  
Erik Brodshaug  
+47 995 23 797  
[erik.brodshaug@tine.no](mailto:erik.brodshaug@tine.no)



**Johannes Frandsen**  
+45 87 40 53 36  
[jhf@seges.dk](mailto:jhf@seges.dk)



**Birgitte Wulff  
Mikaelson**  
Communication  
+45 87 40 51 24  
[bwm@seges.dk](mailto:bwm@seges.dk)



**Nicolai Ingemann  
Nielsen**  
R&D  
+45 87 40 53 83  
[ncn@seges.dk](mailto:ncn@seges.dk)

## Why NorFor:

Norfor was created to answer to the eternal question:

How are cows best fed to maximize output  
and minimize costs?

The objective was to create a common, communicative feed  
evaluation platform integrating farmers, advisors, countries and  
regions with benefits for:

- Dairy farmers
- Advisory services
- Research
- Education and vocational training
- IT-solutions
- Trade of compound feed and feed analysis in the Nordic region





## The NorFor model:

- A fully documented, well-proven scientific platform to evaluate feed that can be shared between farmers, nutritionists, scientists, countries and regions.
- User-friendly IT solutions, analysis and evaluation enable open trade of compounds.
- Huge benefits for dairy farmers, advisory services, researchers, educators and trainees.



## NorFor's Vision:

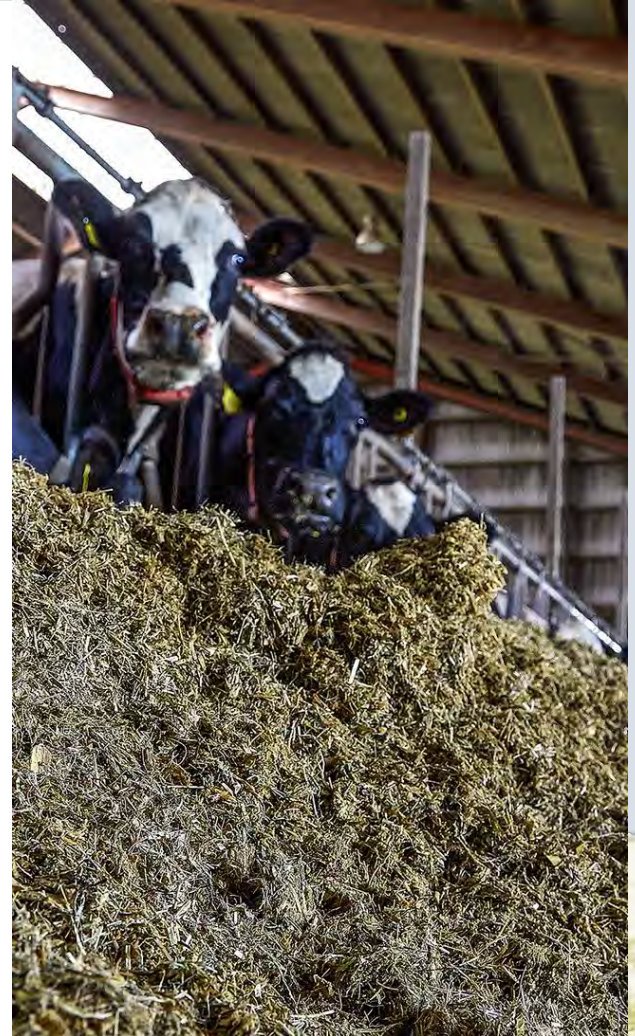
NorFor is considered the global Gold Standard of feed evaluation for dairy and beef cattle – by farmers and nutritionists alike.





## NorFor's Mission:

- The NorFor Model meets the **farmer's** constant need to know the optimum feed for his cattle – on a daily basis as well as over time.
- NorFor meets this need with knowledge and services, IT tools and partnerships.
- NorFor offers attractive networks that provide further knowledge and inspiration, creating a better understanding of the benefits of feed evaluation.





## NorFor facts:

9,000 dairy farms with  
1,000 000 head of cattle in  
Denmark, Sweden, Norway  
and Iceland use the NorFor  
model.





## NorFor facts:

Over 100 feed companies and mills  
deliver data about 2,000 compound  
feeds continuously.

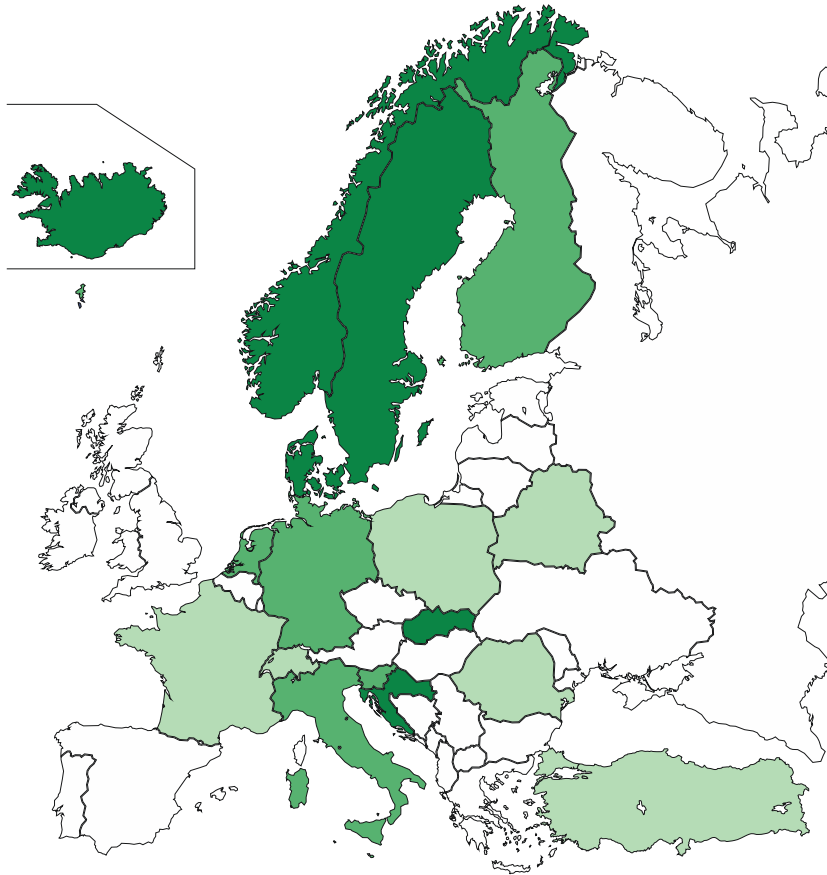


## NorFor facts:





Four feed labs deliver over 45,000 feed analyses to NorFor FAS annually. New labs can easily be added.



## NorFor worldwide:



Levels in use and activities of NorFor:

-  Intense
-  Local contacts and some use and activities
-  Contacts and interest + USA
-  No activities



## Benefits of NorFor for farmers:

- Higher feed efficiency
  - minimized feed costs with biological demands fulfilled.
- Improved profitability
- Healthier cows and a more stable production.
- Less environmental impact through less greenhouse gas emissions.





## Benefits of NorFor for advisors:

- A well-proven technology with satisfied farmers, advisors and managers.
- Training available for all levels of staff – at all levels of knowledge.
- Includes business model for the whole advising business.
- Leading the feed evaluation business by continuous development – today and tomorrow.



## Unique NorFor features:

- Feed evaluation model is scientifically published and fully documented.
- In use on over 9000 farms with 1,000 000 cows.
- Fully implemented in a cloud-based IT system which is updated frequently.
- Dairy farm feed data is transferred from the feed laboratories and feed mills to the NorFor software.



## Unique NorFor features:

- Joint ventures with leading scientists in Europe and North America in the Scientific Ac Group.
- Independent from feed producers.
- Independent **advisor's** tools.

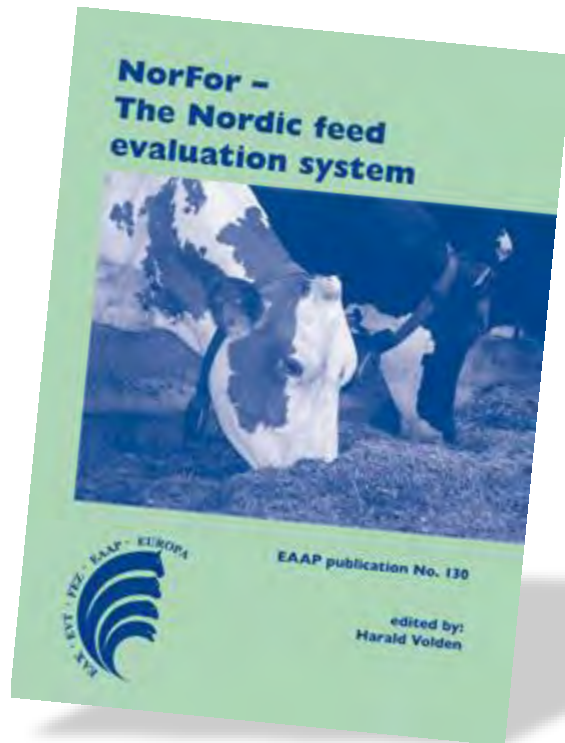




## NorFor's Development Strategy:

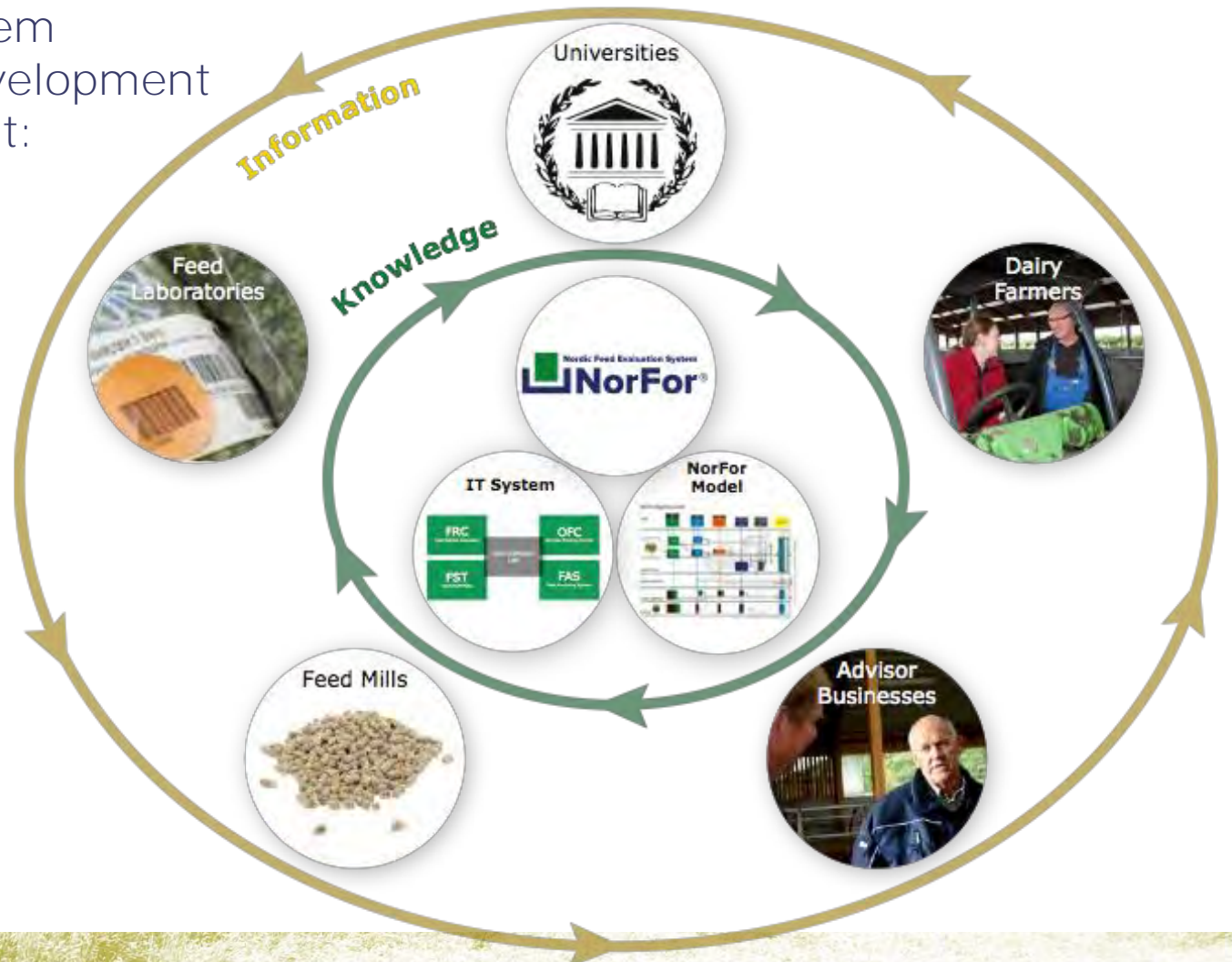
- Scientifically based.
- Fully transparent – fully published.
- **No** secrecy – no patented solutions.
- Free exchange of information benefits everyone.
- Open to questions.
- Open to collaborations.
- **Social** responsibility.

## The NorFor "bible":

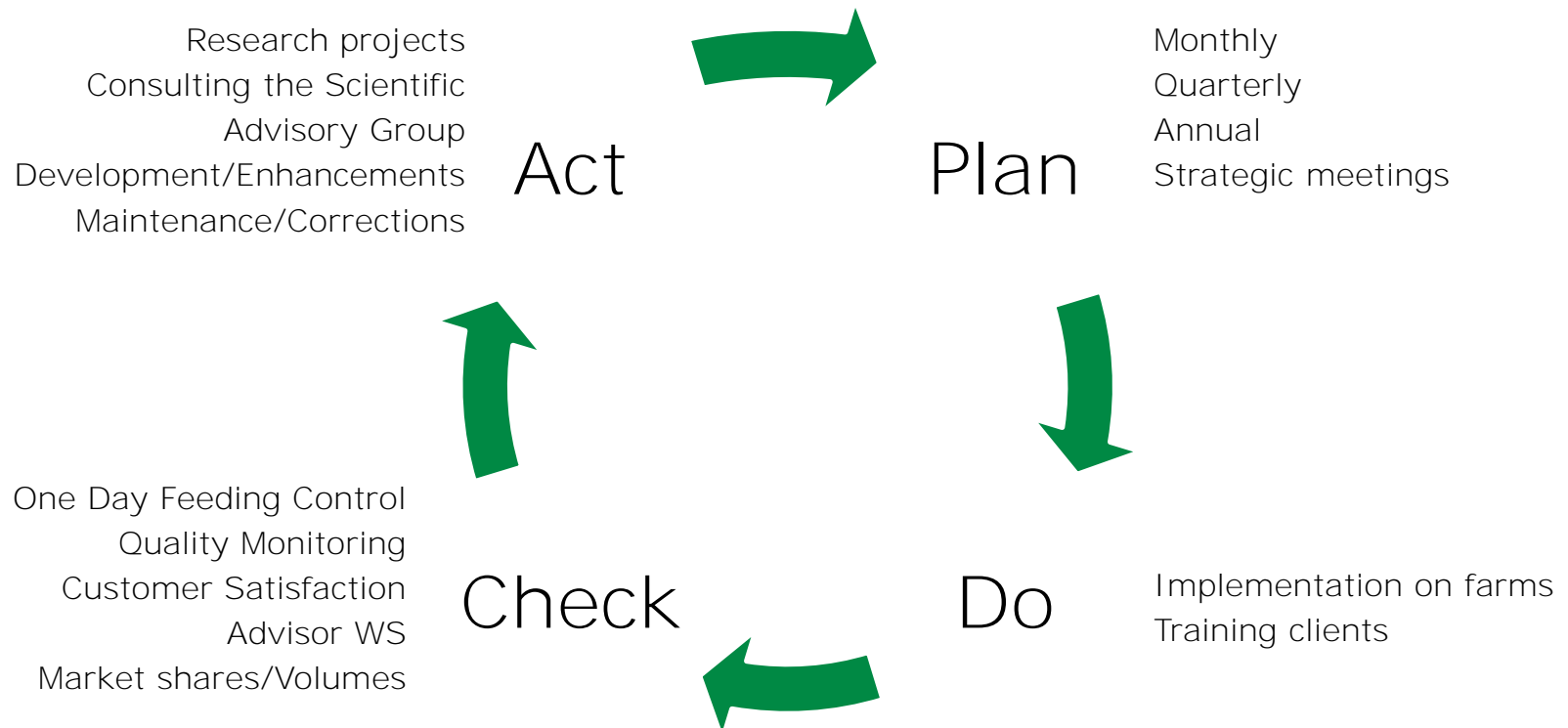


- **A** detailed, scientific overview of the NorFor model:
  - Feed characteristics.
  - Feed analysis.
  - The **cow's** digestive and metabolic system.
  - Predicting feed intake.
  - Physical diet structure.
  - Model evaluation.
  - IT solutions.
  - Ration formulation.
- **Everything** we know so far, openly shared with you!

NorFor's Ecosystem  
on continuous Development  
and enhancement:



## Continuous improvement and development:





# Cases



- "Feed ration efficient from day one.
- Analyse every feedstuff on the farm.
- Adjust the feed rations - cows **don't** respond as expected or increase the microbial activity.
- Increasing production of corn silage.
- **Long** term goal to increase production.
- Stays on track with NorFor."

Farmer: Anders Larsson, Location: Skåne, southern Sweden,  
Number of cows: 620, Breed: Holstein (95 %), Average milk yield,  
kg ecm/cow/year: 10,400



### Norfor Feeding Control

- "NorFor Ration Optimizer since 2015.
- Average milk yield is up 700 kg (2016).
- Higher awareness of the **farm's** resources.
- Improved employee involvement.
- Feed Control Module = more frequent fine adjustments.
- Frequent follow-ups = better control, better results."

Farmer: Niels Otto Lund, Location: Southern Jutland, Denmark,  
Number of cows: 350, Breed: SDM, organic production, Average  
milk yield, kg ecm/cow/year: 9,200



- GO-KO dairy farm in southern part of Slovenia with 800 Holstein dairy cows.
- Use NorFor Ration Optimizer since November 2015
- Profit per cow (milk income minus feed costs) increased by 0,83 €/cow/day
- Milk yield up 20% from 25,8 to 31.1 kg/cow/day

Farmer: Go-Ko, Location: Southern Slovenia, Number of cows: 800, Breed: Holstein, Average milk yield, kg ecm/cow/year: 9,200  
Dairy Consultant Jens Ole Christiansen (picture)



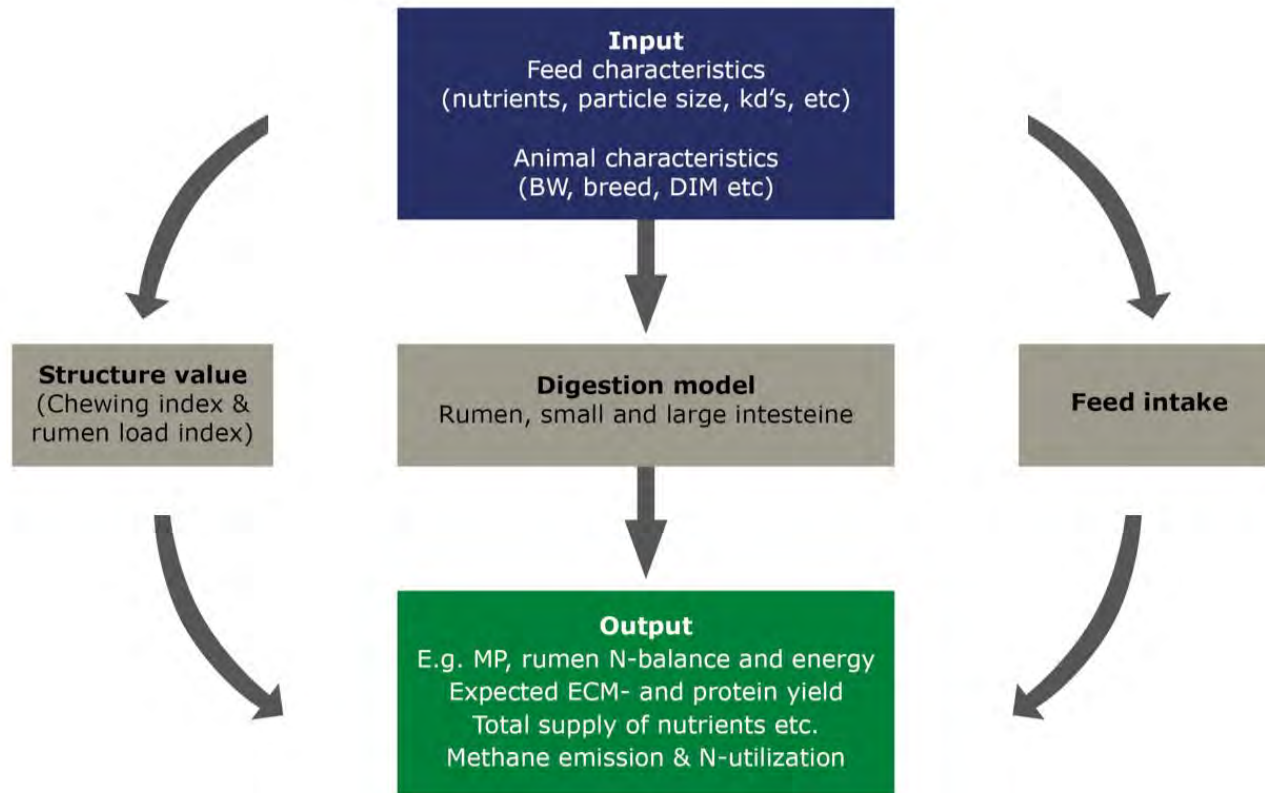
# The NorFor model



## The Norfor Model

- Well documented and scientifically published.
- Fully integrated IT system.
- A complete system for dairy cows, suckler cows and young stock.

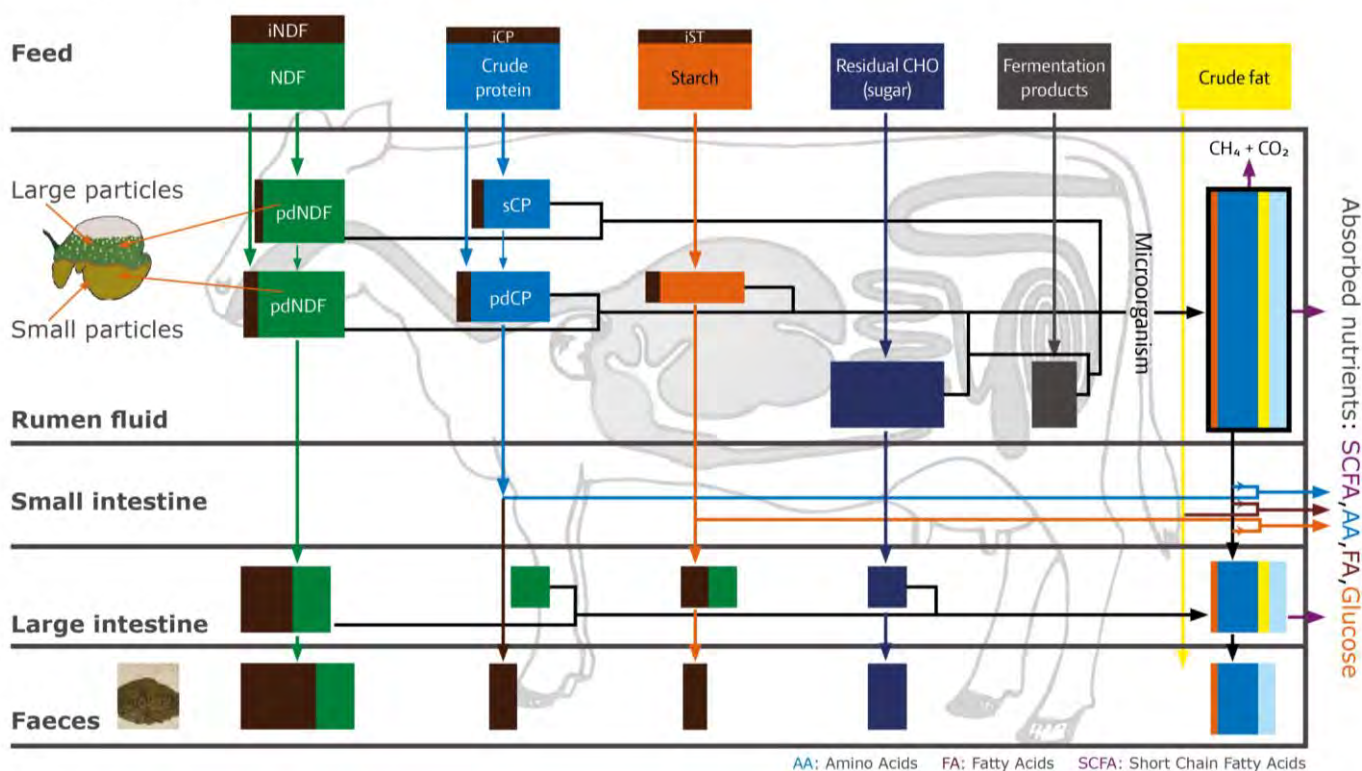
## Overview of the NorFor Nutritional Model





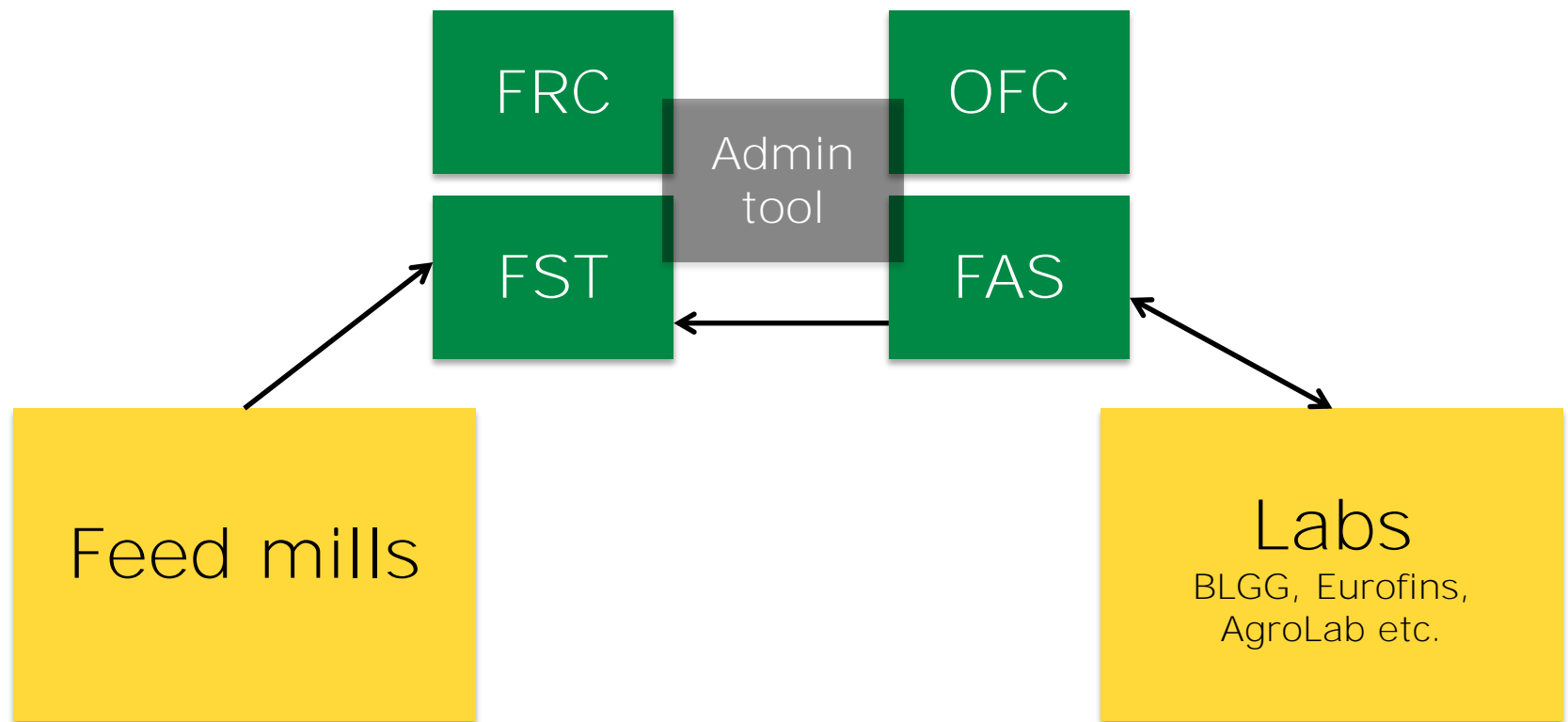
# The NorFor model

## NorFor-digestion model



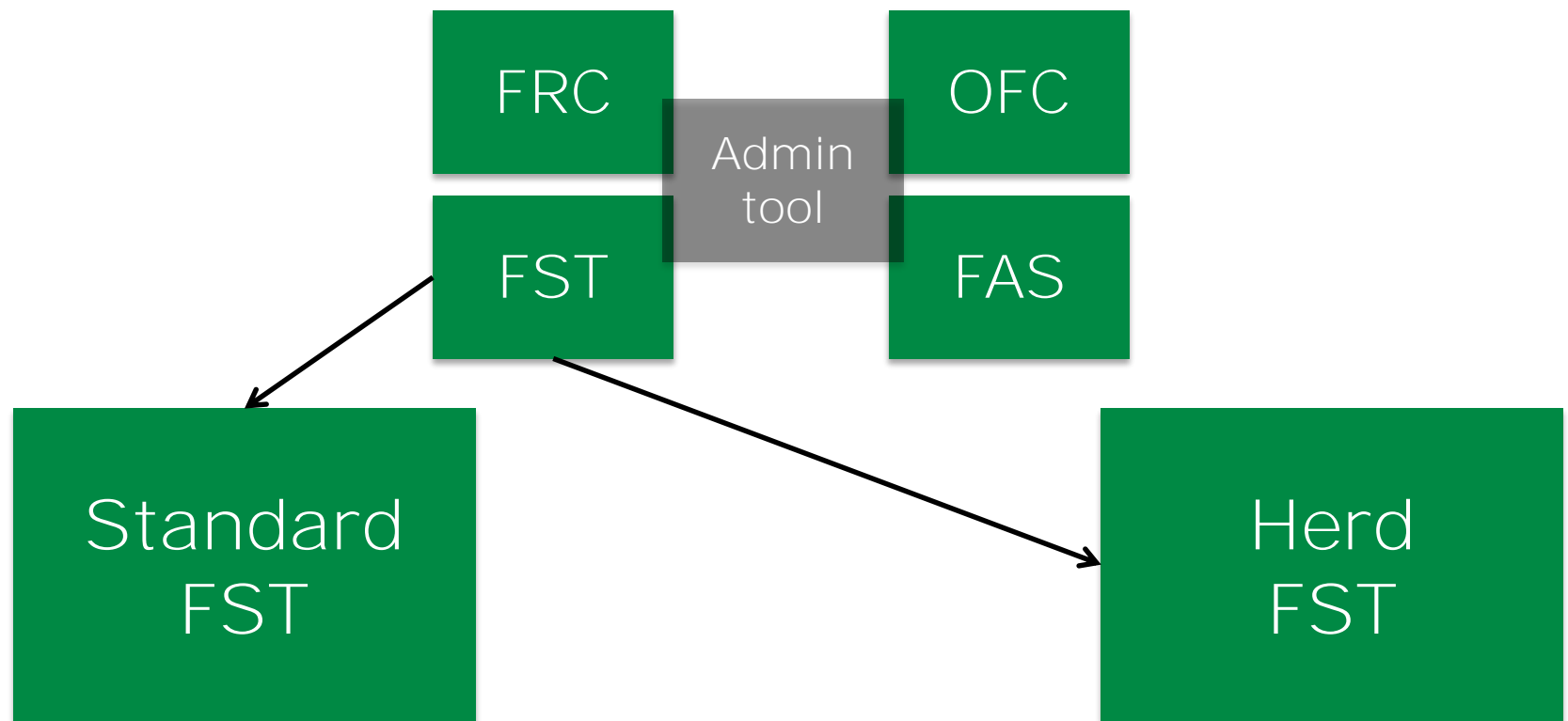
# The NorFor I T system

## The NorFor system:





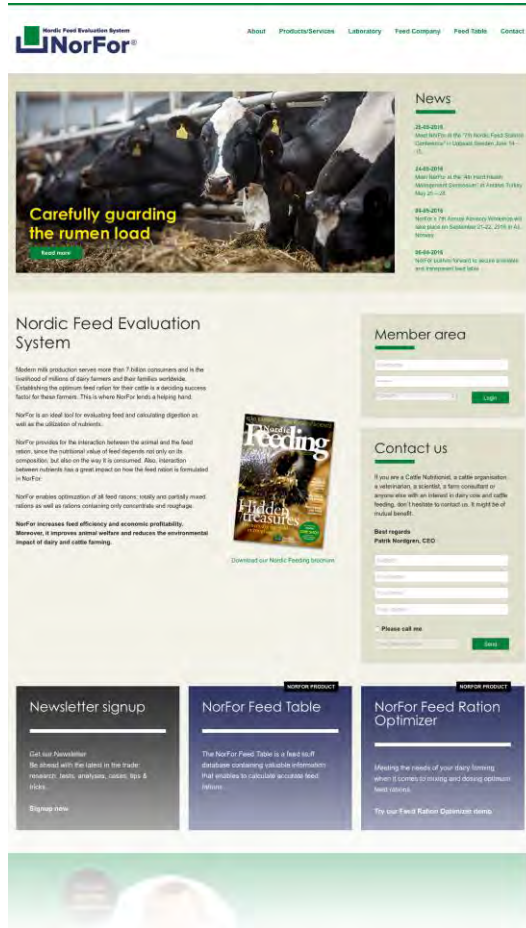
## The NorFor system:



## The NorFor Feed Ration Optimizer™

- Runs on MS Windows platforms.
- Easy to install and use.
- Automatic updates.
- User-friendly, easy to learn, quick results.
- Extensive feed tables.
- Feed rations for several breeds, dairy cows, calves, heifers, young stock and suckler cows.
- Optimization or balancing of feed rations.
- Feed recording and feed control modules.
- Proven and tested in +20 countries





## Contact

Manager NorFor



Patrik Nordgren  
 +46 70 340 88 41  
 patrik.nordgren@vxa.se



Thank you  
for your attention