

"MRY"

The most modern breed
for crossbreeding"

"MRY is a modern dual-purpose breed from The Netherlands that produces milk with a high protein content, excellent body condition, great longevity and excellent daughter fertility."

MRY breeding program



Roza 23 "She has been hoof trimmed only once in her life and she has never needed the vet". Roza 23 has produced more than 10,000kg of fat and protein and more than 122,000kg of milk.

The MRY is the third most popular breed in the Netherlands and is widely used for crossbreeding. CRV has developed a modern breeding program that has the goal to breed MRY cows that produce milk with high components, persistency and minimum of veterinary costs. CRV tests about 12 MRY sires a year. In Germany there is also a large population of the red dual-purpose breed. CRV co-operates with the German AI organisation RSH. CRV and RSH test over 20 sires a year. Since 2009 there has been a joint breeding value estimation. This is unique in the world.

All over the world

With an increasing focus on health traits world-wide, the MRY breed is gaining popularity. Besides widespread use in the Dutch home market, there is a growing interest from many countries around the world. Semen is currently being exported to the UK, Ireland, Germany, Belgium, Denmark, Canada, the US, Luxembourg, Poland, Australia, New Zealand, South Africa, Chile, Ecuador, Colombia, Costa Rica Mexico and many other countries.



Perfect for crossbreeding!

MRY

For centuries the MRy has been bred in the Netherlands as a dual-purpose cow, a source of both milk and beef. Nowadays the breed is also used successfully for crossbreeding across the world. The milk has a naturally high protein content, with high AB and BB casein. Their juicy, marbled meat provides a valuable carcass at slaughter. These attributes are a welcome additional selling point – and income – for dairy producers.

Crossbreeding

For every dairy producer in the world, fertility and health is becoming more and more important. Being persistent producers, MRy cows maintain their body condition during lactation and don't get into a negative energy balance at peak production. As there is a strong correlation between condition score and daughter fertility, the MRy breed can demonstrate the best fertility figures. The MRy breed scores better for non-return at 56 days 56 (+5%), close to 11 days better in interval between calving and first insemination, and 25 days better in calving interval, when compared to the average of the Dutch cow population. Good fertility is a guarantee that the cow will get back in calf year after year. Furthermore, the semen fertility of MRy bulls is significantly better. Other advantages of the MRy breed are high longevity (1,312 productive days), low veterinary costs and, as an added bonus, higher prices for calves and cull cows. MRy cows, with their above average strength, good capacity and strong feet and legs, have shown outstanding survivability in tougher conditions. All these traits make the MRy breed ideal for crossbreeding or less intensive dairying and grasing.



Ellen 11 (Rutger x Stadel) cross between MRy and Holstein

MRy figures 2008

No. of registered pure-bred MRy animals	18,654
No. of registered animals >50% MRy	32,957
No. of inseminations with MRy	49,072
Average production MRy (305 days)	6,360 kg milk 4.39% fat and 3.63% protein
Protein in comparison to Red Holstein*	3.52% (+0.11%) protein
Protein in comparison to Holstein*	3.44% (+0.19%) protein
Protein in comparison to Montbeliarde*	3.47% (+0.16%) protein
NR 56	70%
Calving interval	390 days
ICI***	81 days

* Herdbook cows in The Netherlands
*** Interval calving - first insemination

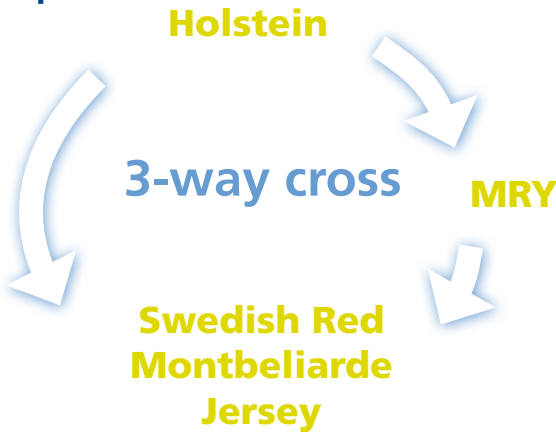
Currently more than 11% of all MRy inseminations in The Netherlands are used for crossbreeding black-and-white Holstein cows. Based on these figures, MRy is the third largest dairy breed in the Netherlands. Important for successful crossbreeding is the fact that MRy is free of Holstein genes, so more hybrid vigour

can be expected. Producers who operate on a more low cost, extensive system, as well as those who need more strength and robustness, should consider the MRy breed as an option for crossbreeding. Fertility, milk solids, medium size and durability are key words in many farming systems world-wide.

MRy for crossbreeding:

- Free of Holstein genes
- Excellent fertility
- Healthy cows
- Excellent body condition
- Long living cows
- High protein

Example:



The conformation of the MRy cow is characterised by medium sized, powerful frames with substance of bone and an excellent slope to the rump. The MRy breed is known for its very good calving ease. The late-maturing and persistent animals vary in colour from red and white to dark red. The milk production of the MRy has improved considerably during recent years, but not at the expense of their body condition. As a breed, MRy cows have very high fertility and sires have good semen fertility.

“MRy cows are modern and easy to manage, without a lot of hoocha”

“MRy scores 25 days better in calving interval”



MRy calves are very vital and healthy