

Welcome!



Anand, India, October 2014



EU/ GERMANY key figures 2013

87.4 Million	EU Cattle
23.5 Million	EU Dairy Cows
12.6 Million	GER Cattle
4.2 Million	GER Dairy Cows
Ø 8.471 kg	GER Milk yield per herdbook cow
4.11%	GER av. Fat percentage
3.42%	GER av. Protein percentage
31	GER Herdbook organisations
44.400	GER Herdbook farms
21	GER AI organisations
4.3 Million	GER First service inseminations



AI and herdbook company



Company Structure



Equal shares with a total capital of 10.000.000 €

Executive Management

5 members



Board of Directors

12 members
2 from each shareholder
4 employees



Shareholders' Meeting



MASTERRIND Headquarter in Verden



Offices, logistic, agricultural products, export

- Headquarter in Verden
- Regional headquarters in Meißen and Bad Zwischenahn

Semen production

- 2 AI stations (650 bulls)
- 1 EU-quarantine and rearing station

Embryo transfer, OPU/IVP

- 1 biotechnology center, nucleus herd (200 animals)
- 3 recipient herds (1000 heifers)

Inseminations, auction locations

- 150 AI technicians and 100 AI vets doing on-farm service
- 5 places for monthly auctions

Livestock marketing

- 5 assembly barns and quarantine places

MAR - Key figures 2013

179.000.000	Total sales €
540	Employees
8.350	Members
700.000	Holstein Cows (Milk recording)
10.700	Beef cows (Herdbook)
1.600.000	Inseminations
3.300.000	Doses sold
7.000	Transferred Embryos
132.000	Head Livestock
22.000	Head of cattle exported

MASTERRIND

Breeding Programme

**in cooperation
with NOG**

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NOG: Largest breeding programme in Europe



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Evolution of breeding programmes

AIM:

disease free semen

from bulls that provide improvement of certain features for the next generation of cows

How to find „good“ bulls that inherit what farmers need?

- **EVALUATION OF OFFSPRING** (data collection e.g. daughters classification, milk recording)
- in programmes for **PROGENY TESTING**
- collection of **PEDIGREE DATA**
- **PLANNED INSEMINATIONS** of good dams with well-fitting bulls
- **IMPORT** of foreign genetics for faster improvements

Evolution of breeding programmes

- EVALUATION OF OFFSPRING (data collection e.g. daughters classification, milk recording, calvings)
 - in programmes for PROGENY TESTING
 - collection of PEDIGREE DATA
 - PLANNED INSEMINATIONS of good dams with well-fitting bulls
 - IMPORT of foreign genetics for faster improvements
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- today: **GENOMIC VALUE**, calculated on the base of progeny testing data and pedigrees (data collection has to be continued!!)

For our partners:



- **trades with** semen, embryos, breeding bulls and heifers to improve your population
- can choose bulls via **genomic selection** with the highest reliability in the world (EUROGENOMICS with > 25.000 proven bulls)
- **provides advice** for AI stations to improve their semen production
- offers possibilities to **exchange specific knowledge** in the field of AI and dairy association
- **supports development** of long-term programmes for milk production progression