



CRV Holding BV Netherlands

Albert Brandsen | 2022



Who am I

Albert Brandsen

born in 1976

married to Diana

and together we have two daughters

Danique and Djen

all living in Voorthuizen

province of Gelderland

in the Netherlands

Han Hopman



BETTER COWS > BETTER LIFE



***working for CRV since:
2007***

***started as an inseminator
/ultrasound.***

2010

Giving DIY insemination courses.

2013

Nursing Embryo Transplant.

2016

***member of the enterprise
council.***





Our brand essence

The farmer

Our starting point are the needs of the individual farmer across the world.

Our solutions

We offer farmers the best customized genetic and data solutions for significant cattle improvement.

Health and efficiency

We improve cattle because we have genetic solutions based on our proven concept of health and efficiency.



- Healthier and efficient cows and better cow welfare
- Greater profitability and hassle-free life for the farmer
- A better, healthier environment with less emissions





*‘Today, a CRV calf is
born every 6 seconds’*



CRV at a glance today

A leading cattle improvement cooperative

Cooperative
CRV

members **NL 17,400** **B 4,600**

cooperative board **7**

general assembly **87**

Company
CRV

executive board **2**

supervisory
board internal **7**

supervisory
board external **3**

markets **10**

employees **2,300+**

turnover **€168.7m**



National artificial Insemination

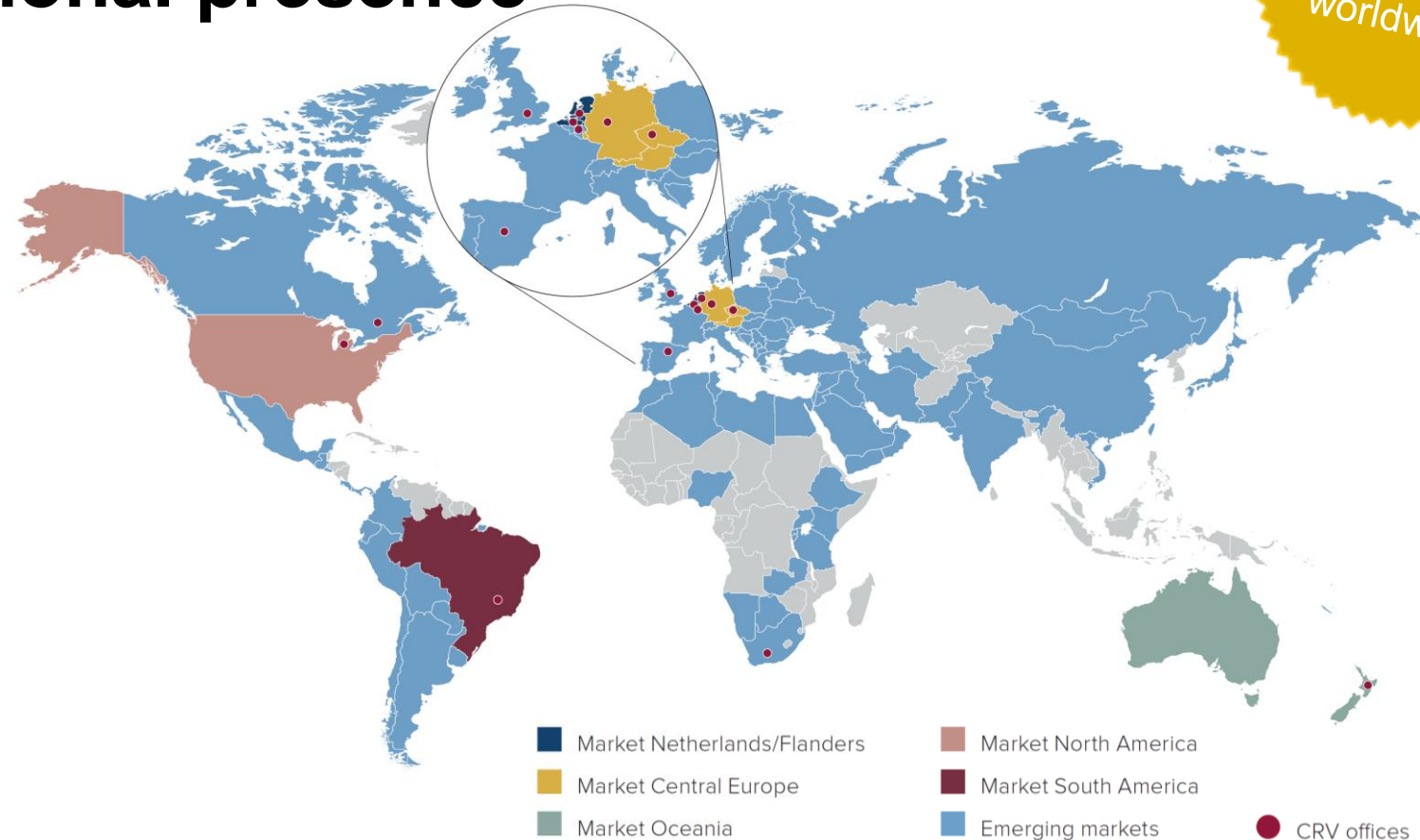
NEDERLAND		VLAANDEREN	
KUNSTMATIGE INSEMINATIE*		KUNSTMATIGE INSEMINATIE*	
inseminaties	1.125.330	inseminaties	204.134
inseminaties dhz	1.453.434	inseminaties dhz	287.815
totaal inseminaties	2.579.764	totaal inseminaties	491.949



Our international presence

Top 3
genetics company
worldwide!

- **± 11 million** straws annually
- **10** markets
- CRV offices in **12 countries**
- Exporting **> 50 countries**
- Partnership **> 60 distributors**
- **> 60,000** customers
- Total CRV staff **> 2,300 people**





CRV Health



A unique index that helps breed cows that are **easy to manage** and produce **without problems**.

The most important building blocks of CRV Health:





CRV Efficiency



A unique index that helps to breed **highly productive** cows that **convert feed efficiently into milk.**

The most important building blocks of CRV Efficiency:



PRODUCTION



LONGEVITY



FEED EFFICIENCY



CRV
genetics



An easy to manage
and efficient herd



HEALTH



CRV uses a unique measurement of hoof health based on the assessment of over 1 million cows



CRV has a fully traceable record of conception rates



CRV is leading in improving udder health, using the data from over 3 million cows



EFFICIENCY



CRV is the only AI company in the world using real individual cow feed intake data



Holland has the highest average lifetime production in the world



CRV is a proven leader for breeding cows with the highest components

Breeding goal

Healthy, Efficient cows with great lifetime production



BIG BOUKJE 192

Cash x Labelle x F16 x Tops EX 90
208.163 kgM 4.64%F 3.86%P

Dairy Breeding Center (DBC)

Heart of the CRV Breeding Programme



DELTA NUCLEUS DESIGN

- **Selection out of 2800 embryo heifer calves**
 - ▶ After genomic test: purchase the best 160 heifers from the embryo programme
- **Purchase of 30 breeder owned heifers**
- **170 Donor heifers in embryo programme**
 - ▶ ET and OPU/IVF
 - ▶ 60 embryo's per animal
- **Pregnant donor heifers go to Delta test herds**
- **Selection of 10-15 donor cows (ET + OPU/IVF)**



% Bulls from Delta nucleus programme

Year of birth	Part CRV bulls from Delta nucleus program
2011	30%
2012	38%
2013	40%
2014	49%
2015	58%
2016	64%
2017	82%
2018	76%
2019	84%



Delta Powerlift (Abundant P x Adorable)



+ 6 Health



+ 12 Efficiency

22-06-2022

STROE NEDERLAND

<https://www.youtube.com/watch?v=2xgB1ep7log>



Thank you for your attention!



Farci 39 (s. Weelder Empire)