

The Viking story and association

*Anders Levring,
Chairman of
VikingDanmark &
VikingGenetics*

JUNE
2024



Our story

1882

1895

1936

1944

1951

1991

2002

2003

2008

2010

2019

2020



NAV



Viking Organization

VikingDanmark

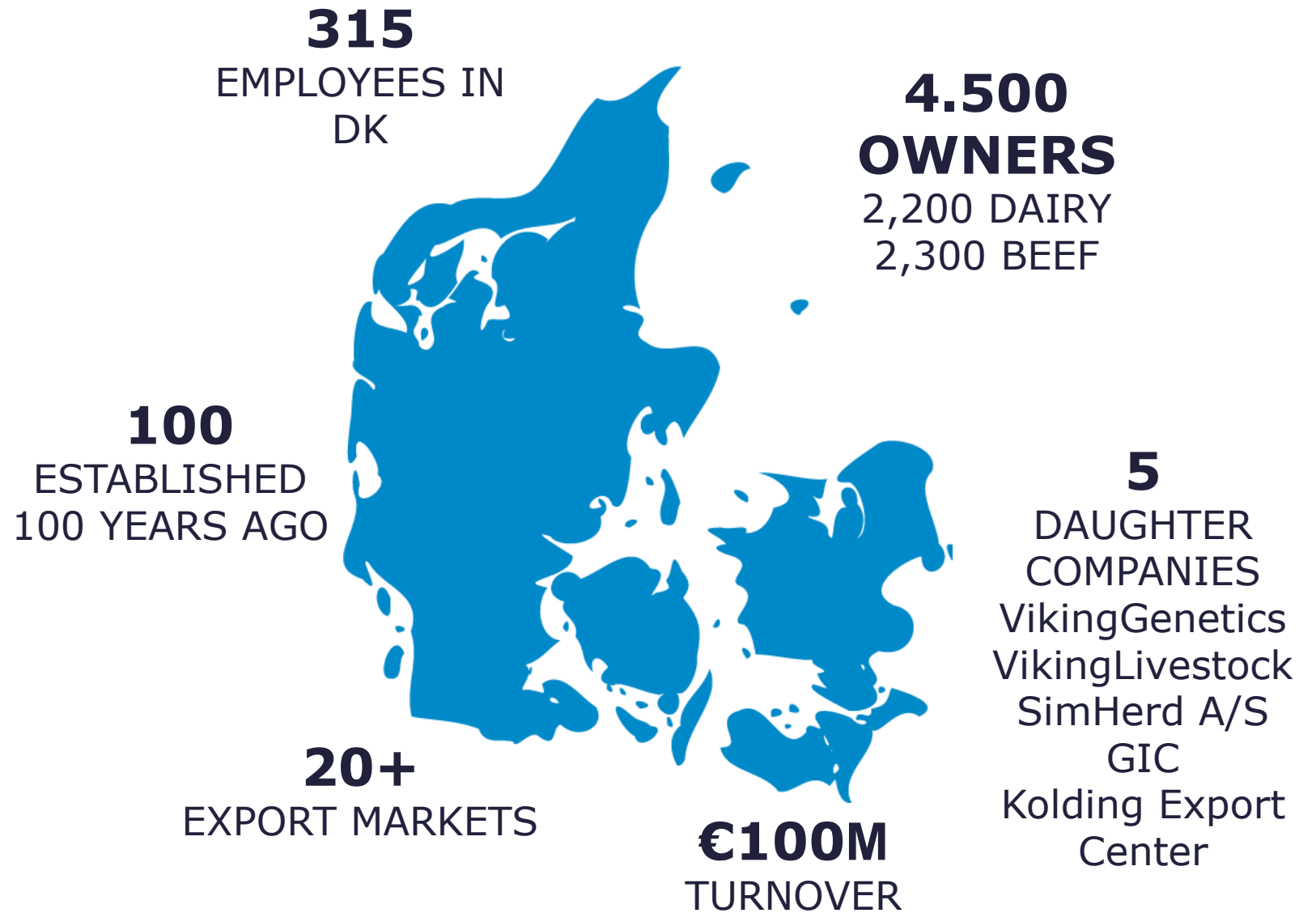
- ➔ Cooperative owned by all danish farmers
- ➔ Service of danish farmers and international costumers
- ➔ VikingLivestock

VikingGenetics

- ➔ Cooperative owned by VikingDanmark, Växa(S), Faba(FIN)   
- ➔ Breeding programme
 - VikingHolstein
 - Viking RED
 - Viking Jersey
- ➔ R & D breeding
- ➔ Production of semen
- ➔ Semen export

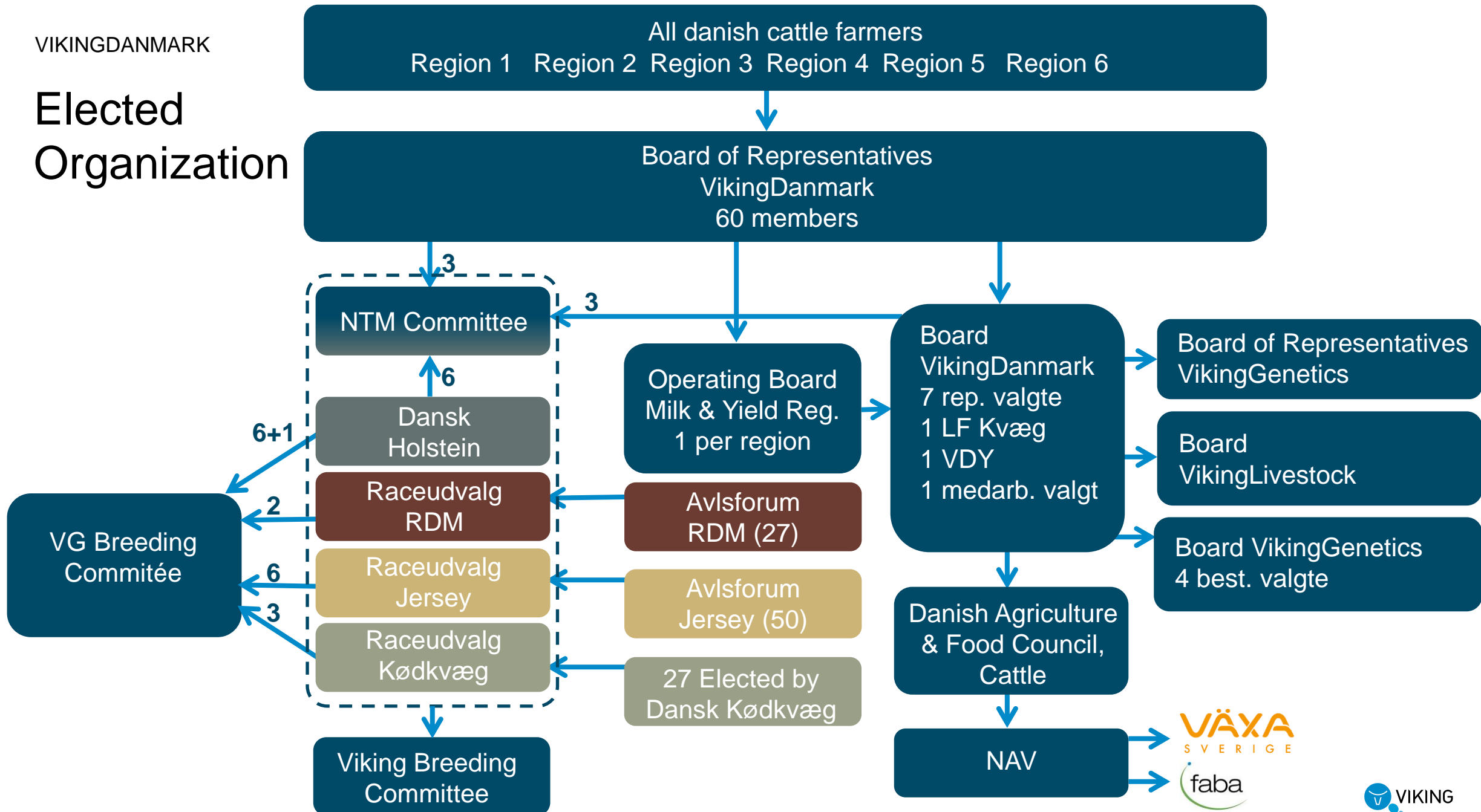
VIKING

In numbers

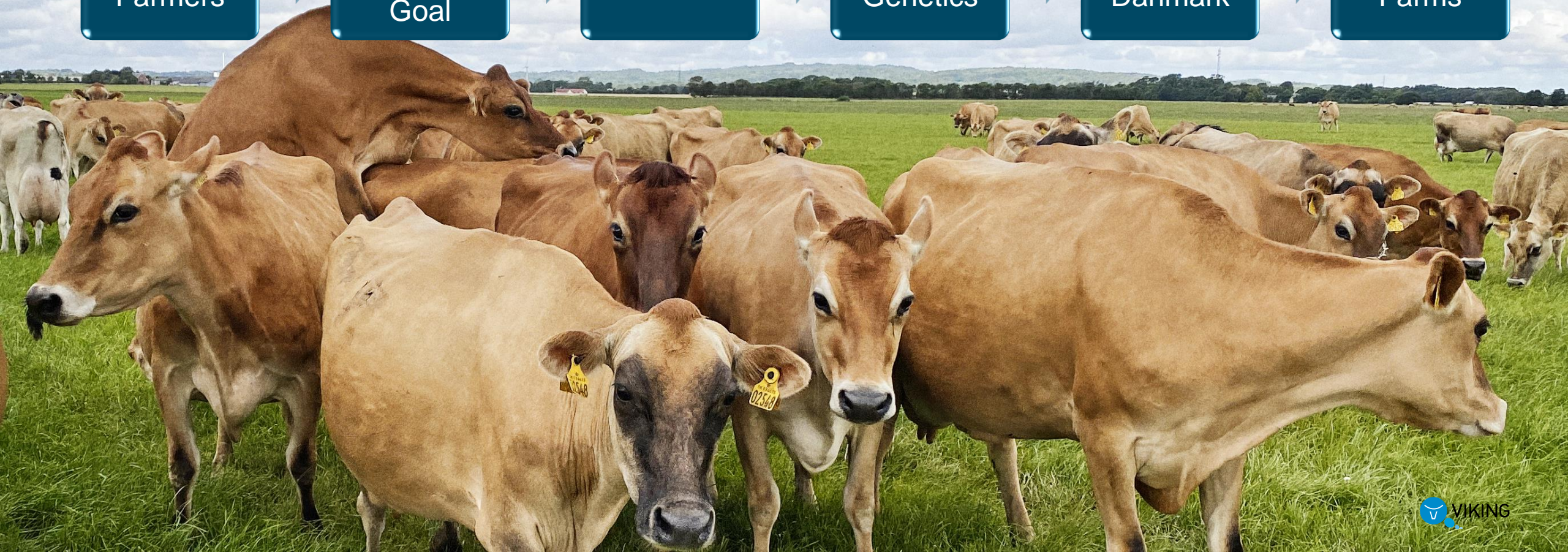




Elected Organization



The value chain



Danish Jersey Organization & Responsibility

*Bent Olesen,
Chairman of
Danish Jersey*

JUNE
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From Danish Jersey Cattle Society to Danish Jersey

- From 1902 to 2002 the Danish Jersey Cattle Society was an independent Jersey breed Society
- In 2003, DANSIRE was founded by a merger of all Danish AI Coops and the Nat. breed societies for RED and JERSEY
 - The Danish Jersey Cattle Society became the Jersey department in Dansire, named Danish Jersey
 - Danish Jersey kept the responsible for the Jersey Breeding goal and for adjusting weights on traits related to the goal
- In 2008, VikingGenetics was founded by a merger of Dansire & the Nat. AI Coops in Sweden (Svensk Avel) & Finland (Faba)
 - Danish Jersey Board members join the VG Jersey Breed Committee, together with 1 representative from SE, FR & NO
 - The VG Jersey Breed Committee is working with strategies in relation to the VJ Breeding program



Danish Jersey Organization

Board:



Bent Olesen



Ole Sørensen



Niels Ulrik Andersen



Rene Rødkær



Jesper Bang

Rik Kool

Coordinators:

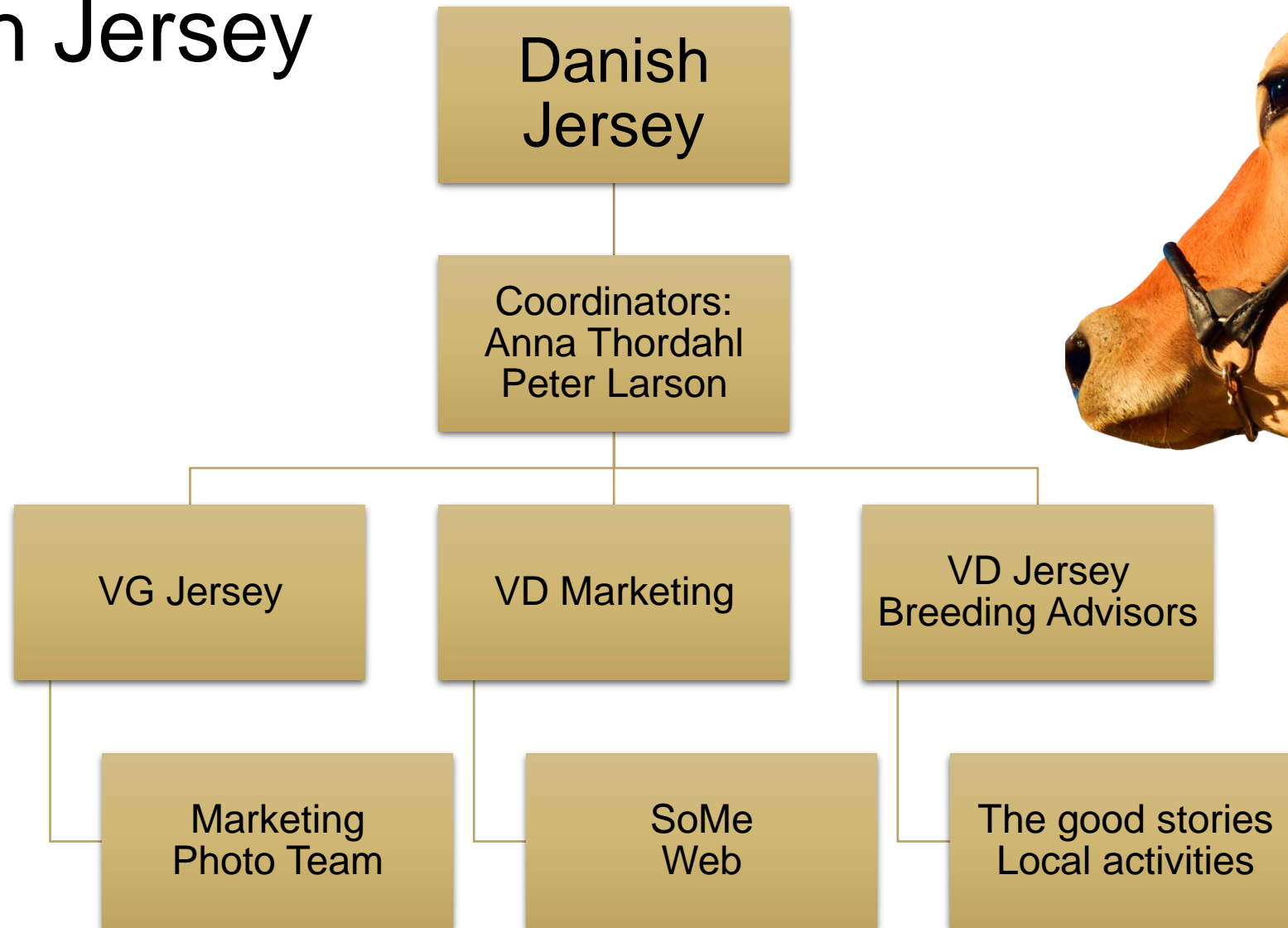


Peter Larson



Anna Thordahl

Danish Jersey Setup





ORGANIZATION

Danish Jersey

Unlike other breed associations in the world, Danish Jersey is a part of Viking.

The advantage is greater influence for the elected representatives and more ownership from the Jersey Farmers



RESPONSIBILITY

Danish Jersey

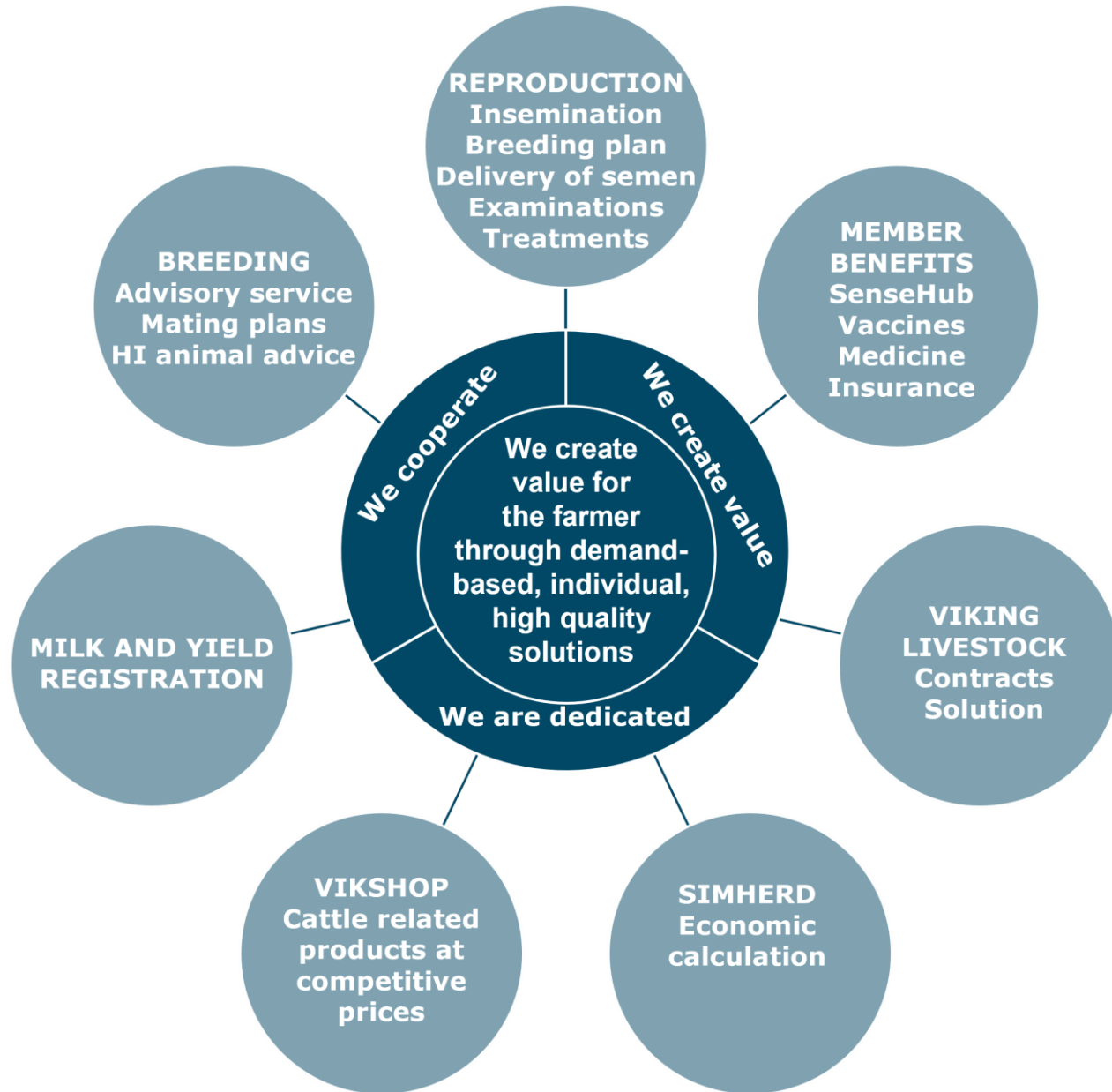
- Set the breeding goal for Nordic Jersey NTM
- Follow up on the results from breeding goal
- VikingDanmark/VikingGenetics as COOP provides maximum value to the farmer with first class genetics
- No clauses for the members
- Contributes to the breeding program

VikingDanmark Service Program

*Mads Fjordside,
Manager
VikingDanmark*

JUNE
2024





VIKING

Creating value for farmers



Advisory service

Every Viking employee!

- 20 Breeding Advisors
 - 180 AI technicians
 - 40 Yield Service Assistants
 - 2 Breeding Assistants
-
- The most important task; to ensure that every farmer has the breeding strategy, he wants.



VIKING

Main area of operation

BREEDING ADVISORY SERVICE

- 3,000 breeding plans in DMS – updated every other week
- 500 SimHerd calculations for management decisions
- Genomic test of females
- Solutions for herd management in DMS
- Development activities

VikingLivestock

All involved partners around the Jersey cow

(VikingGenetics, VikingDanmark, VikingLivestock, Danish Jersey)

- 2023 Danish Jersey Export merges with VikingLivestock
- All breeds in Denmark
- Specialists on each breed
- Sales of breeding livestock
- Full-solutions for costumers
- Partnership with different partners
- Strong on animalwelfare
- 15.000 heifers/cows eported last 12 months





Questions?