



Feriskvann reklamebyrå as • oktober 2009



Geno

Geno Breeding and AI Association, is a cooperative owned by 13 000 Norwegian dairy farmers. Geno is the breeding organization for NRF – Norwegian Red, the main dairy breed in Norway.

Geno's main product is high quality semen of the best NRF sires. Our breeding program is based on science and continuous research and development in the areas dairy cattle breeding and genetics, fertility and artificial insemination.

Geno's vision

Breeding for better lives.

Locations

Geno's Head Office is located at Hamar, 130 km north of Oslo.

Geno A.I Centre Store Ree is located at Stange, 15 km south of Hamar.

Geno Performance Test Station is located at Øyer, 80 km north of Hamar.



geno

Breeding for better lives

**Geno AI Centre
Store Ree**

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Semen production

Every year about 130 NRF test bulls arrive at Geno AI Centre Store Ree from Geno's Performance Test Station. Before leaving the test station, at 14-16 months age, the bull calves undergo rigorous health testing procedures. Before entering the semen collection facilities at Store Ree, the test bulls are quarantined and undergo additional health tests.

At the AI Centre semen is collected from approximately 15 bulls per day, from each bull once or twice per week. Each ejaculate contains 8-10 billion sperm cells, corresponding to 400-800 processed doses of semen. After producing 3500 doses of semen, the test sires are moved to a separate facility where they stay until their genetic evaluation is available.

Progeny testing

Progeny testing takes place about 4.5 years after the test sire semen was distributed, when their daughter groups are sufficiently large (250-300). Of the 130 young sires tested annually, 10-12 are selected as elite sires based on their total merit index and their relationship with the population. These elite sires become fathers of the next generation of NRF – Norwegian Red.

Semen processing

A bull and ejaculate identification system tracks the semen sample throughout the process to ensure accurate product identification. At the lab the volume and sperm concentration of the ejaculate is measured. A semen extender is added to dilute and protect the sperm cells during the freezing process. After cooling, the semen is filled in plastic straws, each containing

about 15 million sperm cells. The straws are stored in liquid nitrogen at minus 196°C. The quality of each ejaculate is evaluated by specific quality criteria throughout the process. The semen is stored at the AI Centre for at least 30 days before distributed in Norway or internationally.

Semen distribution

To ensure simultaneous access to semen from the new elite sires nationwide, 15,000 straws are produced by each elite sire before semen is distributed in the domestic market. Production of NRF semen for the international market also takes place at Store Ree. The export is organized by Geno's export company, Geno Global.

