



BETTER LIFE HEALTH



EASY
CALVINGS



GOOD
FERTILITY



HEALTHY
HOOVES



VITAL
CALVES



HEALTHY
UDDERS

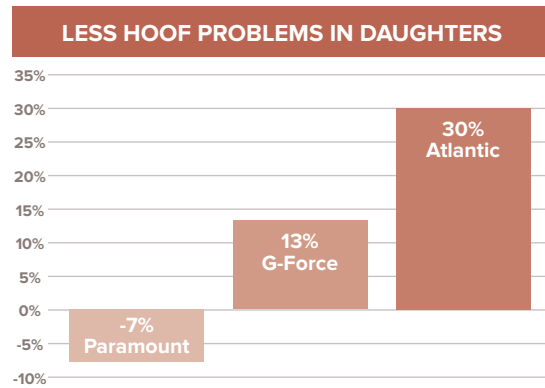


LESS
KETOSIS

Better Life Health indicates the extent to which an animal is able to produce milk without problems. In this index the breeding values for ketosis, udder health, hoof health, daughter fertility, calving ease and calf vitality are combined.

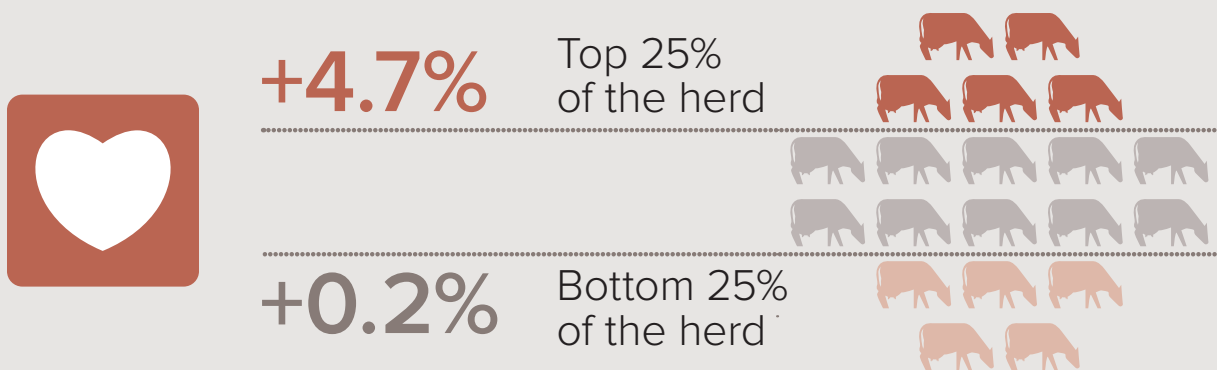
RULE OF THUMB:
Bulls with 5% or higher Better Life Health will improve every health trait.

BULL	BREEDING VALUE HOOF HEALTH
Paramount	96
G-Force	99
Atlantic	111



CRV USA proven sires have been analyzed on their hoof health performance. With a breeding value of 111 for Hoof Health Atlantic sired daughters with 30 % less hoof health problems than the average, proving the value of breeding for better hoof health.

A US study with almost 3,000 animals showed that the 25% best performing cows on Better Life Health had lower cell count, less cases of mastitis, healthier hooves and significantly lower cull rates.



Figures of performance:

- **+0.10%** Fat and Protein
- **88%** less first lactation animals culled
- **40%** less mastitis cases
- **63%** less animals culled
- **75%** less hoof health problems
- **50,000** lower SCC



BETTER COWS | BETTER LIFE