

A decorative graphic consisting of three overlapping shapes: a dark brown arrow pointing right, a light blue arrow pointing down, and a solid reddish-brown rectangle in the top right corner.

# **Sustainable farming**

## **We stand at the beginning**

Ate Lindeboom  
CRV Arnhem, the Netherlands

Animal Task Force, 6 November 2013

# CRV BV

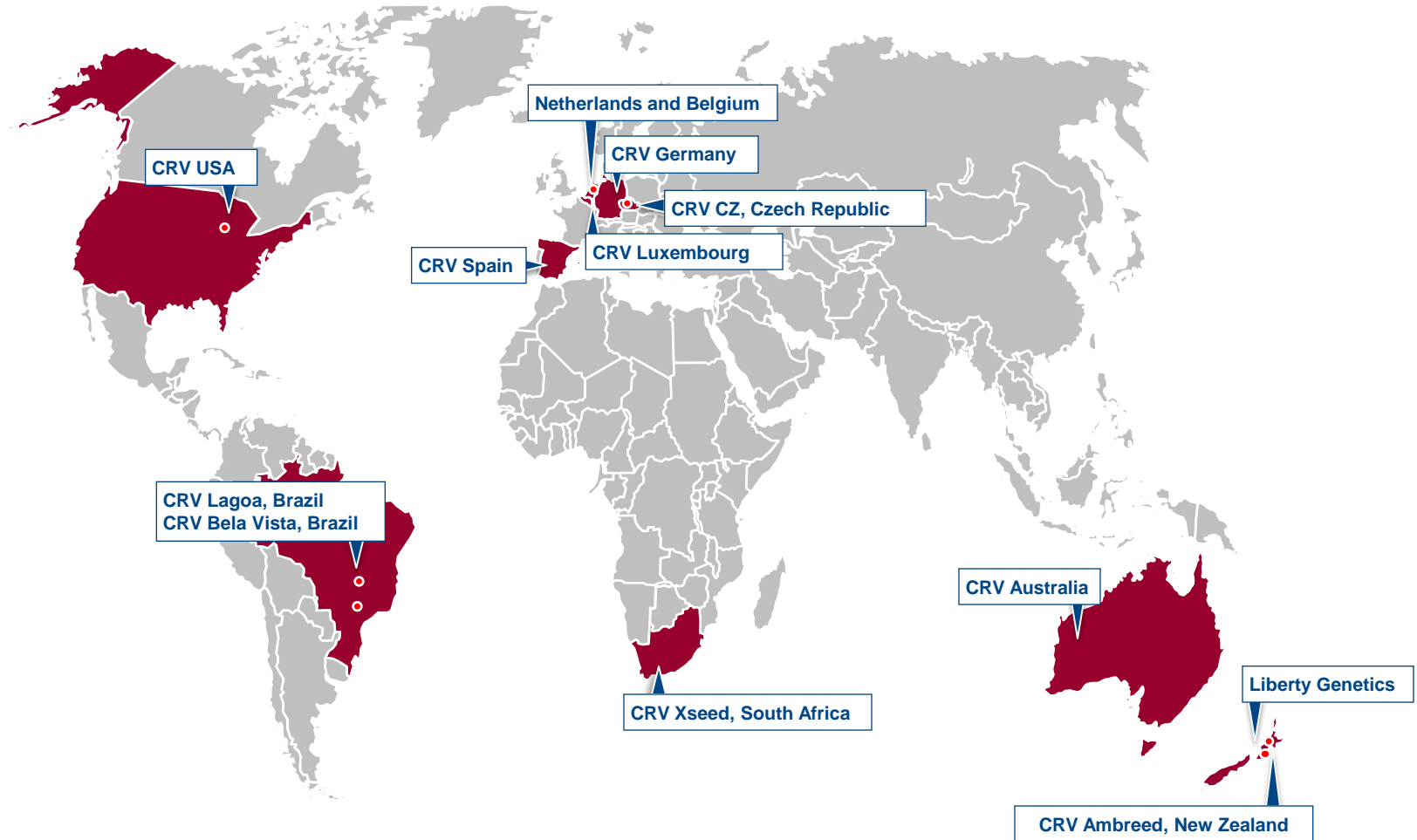
Owned by 2 farmer cooperatives:

- CR Delta      The Netherlands      25,000 members
- VRV            Flanders                                      8,000 members

Services & Products:

- Services (AI, ET, MPR, DHI)    40% turnover
- Management Products            15%
- Genetic Products                    45%
  
- ~1500 full time employees
- € 170 mln turnover per year

# CRV worldwide: our locations



# Vision on the changing environment

SOCIETY / WORLD POPULATION / RESOURCES

## 9 BILLION PEOPLE



Protein

Water

Energy



# Vision on the changing environment

## TECHNOLOGY



# Vision on the changing environment

## DAIRY AND BEEF CHAIN

- Increasing influence of integrators
- Chain integration
- Growth of farms



# CRV's Challenges and Ambitions

## CRV wants to be:

- a durable company with a sustainable strategy
- a transparent company that anticipates to issues in society and therefore receives the license to operate
- a perceptible partner in responsible and sustainable dairy and beef farming

# Identified key sustainability topics related to our business

General sustainability trends

- 
- 1.Red meat debate
  - 2.Animal welfare
  - 3.(North-South) knowledge sharing
  - 4.Supply chain collaboration
  - 5.“Gen-ethics” debate
  - 6.“Green cow” & organic cattle management



# BETTER COWS| BETTER LIFE by focus at

## Sustainable herd

### Lifetime efficient

Lifetime production  
Feed  
*Fertility*

### Welfare

Lifetime  
Udder/claw health  
Resistance/Antibiotics  
Polled

### Environment friendly

Greenhouse gases  
Nitrogen/Phosphate

### Keeping Diversity

Breed portfolio  
Outcross

*Products & Solutions*

## Stakeholder dialogue

### Dilemmas

Cloning, caesarians

### Targets

Carbon footprint  
Animal Health

### Ethics

Breeding  
Biotechnology

*Communication & Branding*

## Social environment

### Governance

Corporate management  
Code of conduct, Values

### Green operations

Car fleet, Office,  
Services, Barns

### Employees

Health & safety  
Diversity & Inclusiveness  
Lifelong Learning &  
Development

### Community engagement

Knowledge sharing

*Responsible Management*

# 2020

## Goals Sustainable herd

The health, welfare and productivity of the herd are in the forefront of efforts to increase the sustainability of food production. CRV's aim for 2020 is to provide farmers with bulls they can use to **breed a herd that is naturally healthier with cows that live for one extra year**. The result will include:

### Goals sustainable herd:

Healthier udders, reduction in cases of mastitis	10%
Healthier legs and claws, reduction in incidence of leg problems	10%
Cleaner milk production, reduction in CO <sub>2</sub> emissions per kilo of milk	10%
Cleaner beef production, reduction in CO <sub>2</sub> emissions per kilo of beef	5%
Animals milking for longer, increase of lifetime production	30%
Better feed utilisation:	
- reduction in feed use per kilo of milk	10%
- reduction in feed use per kilo of beef	5%

# Better Life Genetics

## ***Better Life Health:***

% healthy animals vs population average

Makes use of the following traits

- Udder health
- Claw health
- Calving & Birth ease
- Livability
- Fertility

## ***Better Life Efficiency:***

Makes use of the following traits

- Milkproduction, persistency, maturity
- Longevity
- Calving interval
- Body weight



# Better Life Management

## *Health*

**Veemanager** monitoring en information

**Milk Recording** monitoring health parameters

**Digiklauw** monitoring claw heath

## *Fertility*

**Ovalert** improving fertility

**FertiPlan** improving fertility

## *Longevity*

**Sustainability monitor** insight in lifetime efficiency

## *Antibiotics*

**Medirund** facilitating registration



# Sustainable development

CRV's definition



**meeting the needs of the present without compromising the ability of future generations to meet their own needs**