



# Agromek Exhibition & Viking Open Days 2012

VikingGenetics is proud to invite you to open days during Agromek 2012

We are pleased to show you the very best cows from our breeding programme as well as new interesting products and services that make your dairy business even more profitable. Daughters from our famous sires will be on display as well as dairy and beef shows with top animals from the various breeds.

Agromek is the largest agricultural exhibition in Northern Europe and is located in MCH Exhibition Centre Herning, Denmark. Here you can see and learn all about the latest equipment and technology for your farm within farming, livestock, crop management, energy, counselling and construction and roads & parks.

WE  
WELCOME  
YOU TO THIS  
EVENT AND WISH  
YOU A GREAT  
TIME!



## Daily activities in Hall Q

Large Viking stand – the place for dairy & beef farmers. International guests can meet Viking employees and members of our elected organisation. Learn about:

- Viking's services and advisory services
- Viking's genetics
- Viking's products/VikShop

Progeny groups from the best current Viking sires\* will be displayed and presented in the ring.

- VikingRed: VR Cigar, VR Alibi or R Facet
- VikingJersey: DJ Hulk, DJ Zuma & DJ Izzy
- Viking Holstein: D Mason, VH Zac, D Limbo, S Ross, D Onside, D Ole or VH Bismark

\* Final decision of groups to be taken shortly before the Agromek Exhibition

Crossbred cows are also presented. Our advisors are pleased to tell you about the latest results and advantages of crossbreeding.



## Programme show ring Hall Q

### Tuesday 27 November 2012

#### *RDM and Danish Jersey show*

- 10.30 VikingRed Elite show  
Ends with nomination of Champion cows and the "Healthy cow Award"
- 13.00 Danish Jersey Show – nomination of Champion cows and the SuperCow Competition and auction
- 15.30 The show closes

### Wednesday 28 November 2012

#### *Holstein & Red Holstein show*

- 14.00 Judging of heifers
- 15.00 Herd group competition
- 16.00 Judging of elite cows
- 18.00 Auction guests are invited to a buffet dinner – arranged by VGI
- 18.30 Grand Champion and Reserve Grand Champion nomination
- 19.30 Elite auction Holstein and Red Holstein – most animals with genomic tests

### Thursday 29 November 2012

#### *Beef Breed Show*

- 09.00 – 17.00 Judging of beef breeds in ring 1 & 2 – eleven breeds

### Friday 30 November 2012

#### *Beef Breed Show*

- 09.00 The Beef Breed Show opens  
Herd group competitions – per breed & Interbreed  
Nomination of best performance tested sire  
Interbreed competition for sires and female animals  
Show Ring competition – 3 categories  
Awarding of prizes
- 16.00 The show closes







## Overall programme for guests from abroad:

- Arrival and accommodation in Denmark at Hotel Propellen & Hotel Legoland in Billund and Dayz Søhøjlandet, Gjern. 26 November
- Visit Agromek. Visit to the VikingGenetics stand in Hall Q. 27 November
- Evening: Official welcome and opening party, Herning Congress Center at 18 o'clock. A night with networking, entertainment, delicious food and good music. Learn more at [www.agromek.dk](http://www.agromek.dk).
- Visit Agromek, Herning. Guided tours at the Agromek Exhibition. Late afternoon buffet. Holstein Elite sale. 28 November
- Farm visit in cattle herds. Christmas Party at Hotel Borgen in Legoland. 29 November
- Visit VikingGenetics Head Quarter – bull parade and conference breeding department. 30 November
- Departure – Friday or Saturday of your choice.

Guided herd visits to modern dairy farms organized by VikingGenetics. See and learn about the latest in dairy farm technology and management. Meet the farmer himself and get a chance to ask all your questions.

There will be a VikingRed, Jersey and Holstein tour. Please register by your distributor.

## Christmas party

On Thursday 29 November at Hotel Borgen in Legoland, we invite you to a traditional Viking Christmas Party with Danish specialities such as herring, sole fish, cabbage, ham, sausages and cheese with beer and aquavit.



## Foreign Visitors' Lounge and AgroMatch

As a service to our foreign visitors, Agromek has arranged for a special meeting place in Hall D, Foreign Visitors' Lounge. Here, you can read foreign newspapers while you enjoy free coffee, tea or water.

The lounge is also the place where you can check in for the AgroMatch. At this year's AgroMatch, you can find new business and cooperation partners in the manure management technology area.

## About VikingGenetics

VikingGenetics is a cooperative owned by 30,000 dairy- and beef farmers in Denmark, Sweden and Finland. We have an annual sale of almost 4,0 mill. doses of semen and export semen to 50 countries world wide.

VikingGenetics tests 500 bulls annually and is hence among the world's largest breeding societies for the major dairy breeds: Holstein, VikingRed and Jersey. We use cutting-edge technology including genomic selection and semen sexing.

The breeding goal is expressed in the NTM – Nordic Total Merit – and is the same in all three countries focusing on:

- Yield
- Health
- Reproduction
- Functional traits
- Functional conformation
- Longevity

**THE VGI  
EXPORT MANAGERS  
WILL BE AT YOUR SERVICE  
DURING THE WHOLE WEEK  
AT AGROMEK.  
DO NOT HESITATE TO  
CONTACT US - WE  
WARMLY WELCOME  
YOU!**



Export@vikinggenetics.com  
www.vikinggenetics.com  
www.agromek.dk