

Dear ARDB members,

Just thought we should make an announcement to assure you that Viking Australia will be providing a strong red program for red breeders in Australia now and into the future.

Viking News and future plans for Red Breeders

- ✓ Our new catalogue features two new Orraryd sons, R Haslev and A Linne (only limited supply last year). Recognising the need for out cross bloodlines we also have the new sires Asmo Ullimulli, R Facet and V Foske.
- ✓ The new catalogue has complete linear assessments on each sire for the first time, allowing you to do corrective mating.
- ✓ Viking offers all ARDB members 10% discount on all sires except sexed semen.
- ✓ Viking will be offering all ARDB members a free subscription to VikingNews magazine which is produced 4 times per year! This magazine is in English and has news items of interest from around the world (Beaulands features in the latest copy) and Scandinavia on the Viking dairy breeds, new sires and other items of interest eg Hoof health- the latest health tool.
- ✓ Viking will be offering young genomic sires of high genetic merit, something no other red population can do.
- ✓ Bull nights will be held in conjunction with resellers or the association. We just had our first very successful bullnight two weeks ago. The response was fantastic to the Viking system; many saying Vikings complete profile on health is just what the industry needs.
- ✓ We will also produce a mating guide to complement the sire catalogue with comments on each sire and recommended matings. This will be included in future catalogues.
- ✓ Field days etc. Viking will attend, marketing all the Viking breeds at trade shows.

We are happy to discuss any suggestions to further improve the marketing and advancements of red cows in Australia.

Kind Regards,

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