

SHE'S A

BRAUNVIEH

MOMMA COW

- She's adaptable.
- She has fertility and longevity.
- She has a sound udder and bountiful milk.
- She is efficient, raising more pounds on less resources.

She's a Braunvieh Momma Cow. Her mission is to convert the grass under her feet to more pounds on that calf by her side.



She is Adaptable

The key to Braunvieh's vigor and adaptability is thousands of years of development in the Swiss Alps where the breed originated. From natural selection in mountain extremes, Braunvieh have proven they will adapt and perform in any environment. According to data from the U.S. Meat Animal Research Center (MARC) in Clay Center, Neb., Braunvieh calves had the highest rate of survival from birth to weaning of all Continental and Bos Indicus breeds tested.



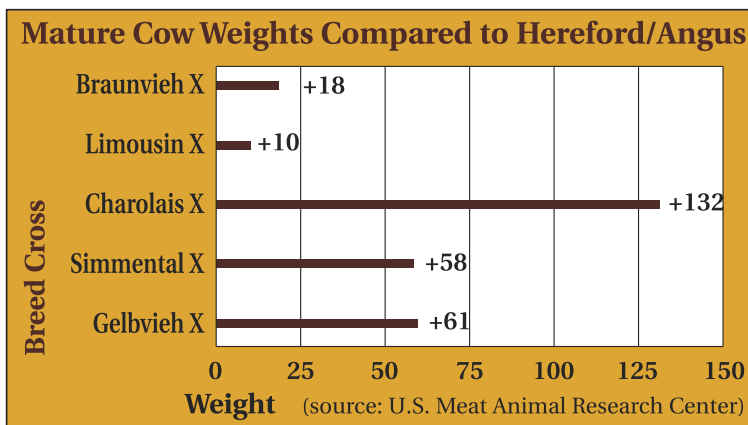
Braunvieh do well in the United States, as well as in Canada and the southern tropics of Mexico. With their ruggedness and typical docile disposition, Braunvieh adapt well to tropical areas, grasslands and high altitude ranges. The natural dark pigmentation around eyes makes pinkeye unlikely.



Braunvieh genetics have been especially valuable in their use with Bos Indicus herds. Most beef alliance programs accept no more than 25% Bos Indicus breeding in their feeding programs. Braunvieh–Bos Indicus brood cows bred to a Braunvieh bull or a bull of another breed meet this requirement while still meeting your heat tolerance needs. Braunvieh–Bos Indicus halfblood females are also excellent mother cows who mature at a young age and are very fertile.

Moderate Size with Muscle

Braunvieh cows will typically weigh 1,100 to 1,400 pounds and mature bulls 1,800 to 2,500 pounds and are moderate in size and frame. High butterfat, feed efficient Braunvieh defy the maternal and carcass antagonism, as well as the marbling and muscling antagonism found in so many breeds. Braunvieh and Braunvieh cross cattle can be harvested at an efficient endpoint and reach an acceptable quality grade before carcasses get too big. This eliminates those later, costly days on feed.



Fertility and Libido

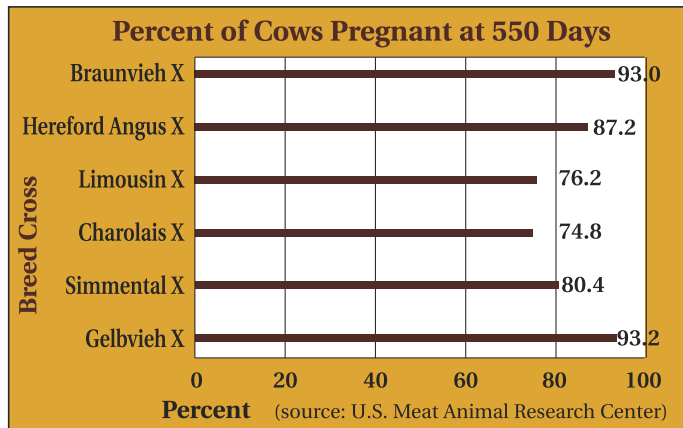
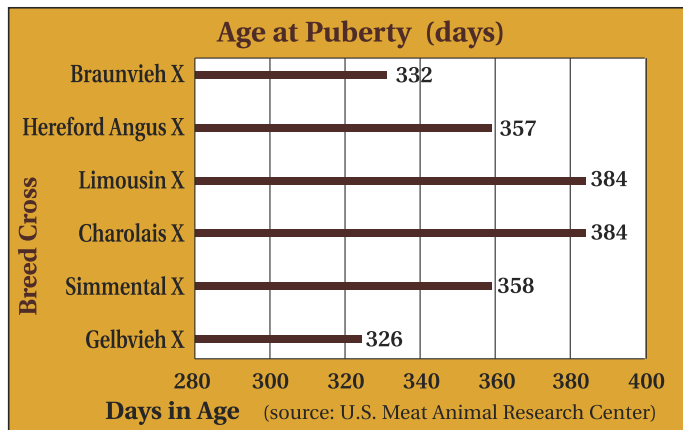
Herd fertility is the most important profit trait – at least five times more economically important than the growth traits for herd profitability.

Braunvieh females are proven to be fertile and early maturing. At U.S. MARC, it was shown that the average age at puberty for Braunvieh cross heifers was 332 days and the percent of Braunvieh cross females pregnant at 550 days was 93%.

Braunvieh bulls are noted for their scrotal and testicular development and are capable, fertile breeders at 12 to 14 months of age.

“Four thousand Red Angus cows exposed to Braunvieh bulls from 1999 through 2003 averaged a 7 percent higher conception rate than the average of the other herds exposed to bulls of other breeds,” said Tom Woodward, manager of the 6,000 cow Broseco Ranches, Omaha, Texas.

Fewer open cows...More profit potential.



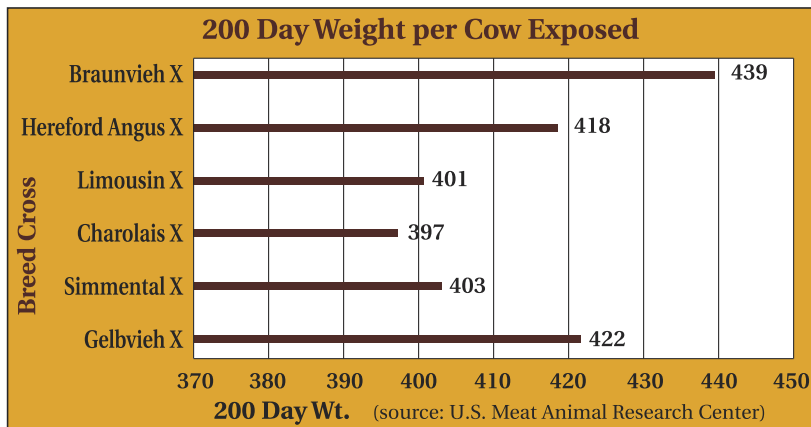
Braunvieh for Maternal Function & Longevity

Braunvieh excel in maternal function delivering fertility and longevity (udder quality, fleshing ability, disposition, feet and legs), plus hybrid vigor in systematic crossbreeding programs.

The Braunvieh udder is a model for the beef-producing cow. And the milk flow keeps calves growing.

The superiority of Braunvieh genetics for producing more pounds of marketable weight was first verified at the U.S. Meat Animal Research Center where Braunvieh sired females produced 5% more weaning weight than the traditional Hereford-Angus cross females and from 4% to 11% more weaning weight than any other Continental cross females.

Braunvieh are well known for their stayability. JHL Ranch, Ashby, Neb., is known



for their extensive record keeping on 1,500-1,700 commercial females. In a comparison of their Angus and Braunvieh sired replacement females from over a seven year period, 224 Braunvieh

sired females or 47% were still in the herd, while only 28% or 373 head of the Angus sired females from the original herd were still in production.

Merry Brownlee of JHL states, "In addition to our Braunvieh cows having greater longevity, we have found that our Braunvieh bulls will last three to four years longer than our Angus bulls and service 10 more cows per year. That adds up!"



The Efficient Producer – Pasture, Feedlot, Rail

Braunvieh are proven to have above average feed efficiency – they simply do more with less. Over a 15-year period at the Great Western Beef Expo in Sterling, Colo., Braunvieh cattle averaged a feed conversion of 6.71 pounds per pound of gain. This was the lowest of all individually tested breeds that participated for more than 2 years during this period.

Braunvieh bulls in the Association's National Bull Tests are tested individually for average daily gain, carcass ultrasound, and residual feed intake (RFI). So in addition to having feed efficiency

naturally bred in, breeders are proactively working to identify and capitalize on the most feed efficient cattle within the Braunvieh breed.

Data compiled by the University of Missouri and West Virginia University show that bulls defined as efficient versus inefficient have significant difference in value when progeny feed cost is calculated. This difference calculates to make as much as an \$8,400 difference in value for one bull.



The Braunvieh Advantage

In addition to being exceptional for feed efficiency, Braunvieh offer several feeding advantages over other breeds.

Braunvieh's ability to grade choice or higher with desirable yield grades of 1 or 2 is clearly proven in results of the Great Western Beef Expo, Sterling, Colo. This offers a wider harvest marketing window as Braunvieh can increase marbling without turning into YG 4s.

Braunvieh fit natural programs very well, putting on muscle and not external fat, even without implants.

Braunvieh fit calf fed or yearling programs due to their moderate size and ideal finish weight.

Braunvieh fit most carcass grid premium programs requiring both superior marbling and superior yield grades.

One cross with Braunvieh can move a herd of commodity beef producers to an alliance sought-after product.



To locate Braunvieh genetics,
contact a Braunvieh breeder near you or the
Braunvieh Association of America at braunvieh.org

To find out more about Braunvieh cattle, contact:

Braunvieh Association of America

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