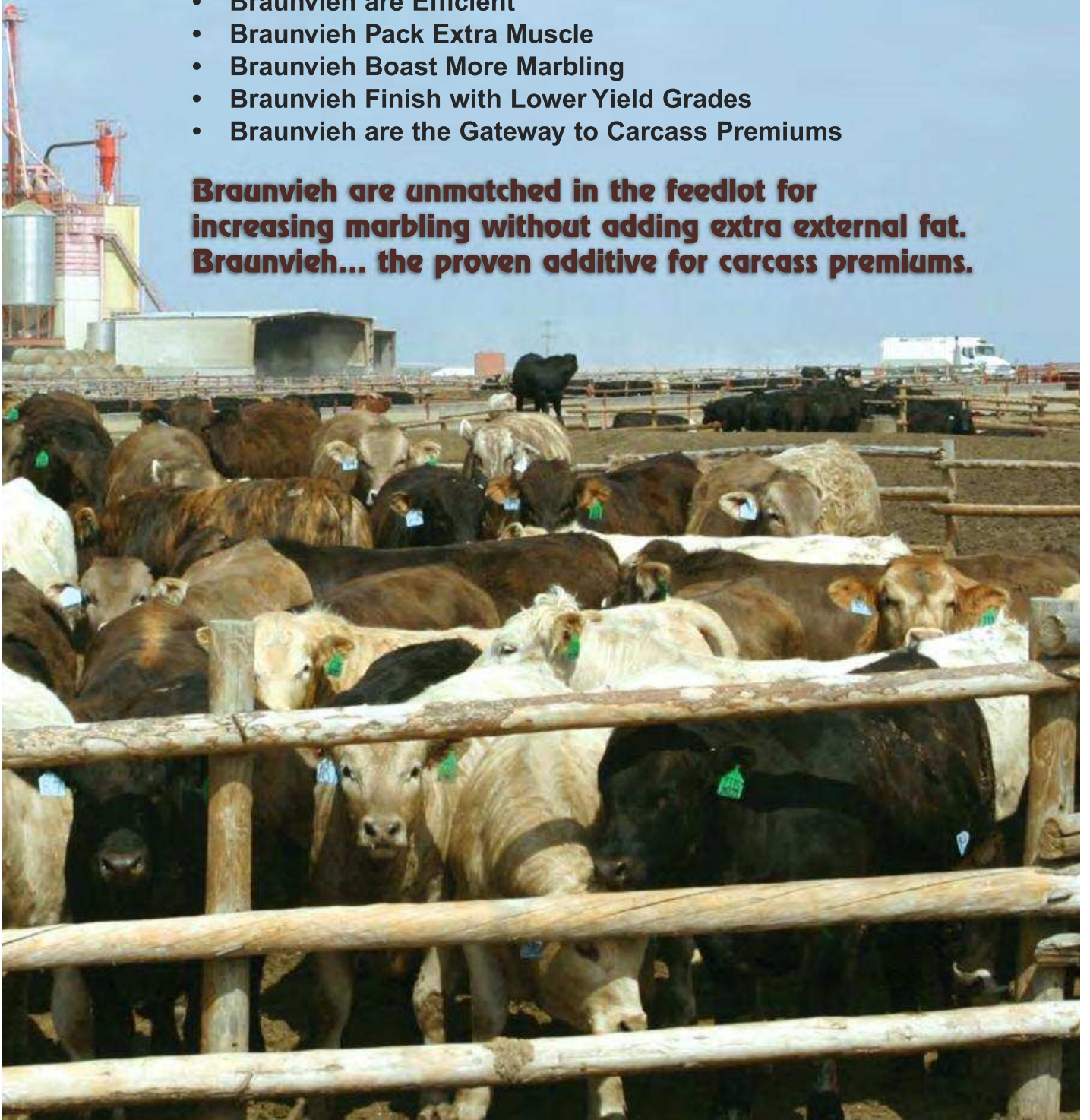


START WITH BRAUNVIEH... FINISH WITH PREMIUMS

- Braunvieh are Efficient
- Braunvieh Pack Extra Muscle
- Braunvieh Boast More Marbling
- Braunvieh Finish with Lower Yield Grades
- Braunvieh are the Gateway to Carcass Premiums

Braunvieh are unmatched in the feedlot for increasing marbling without adding extra external fat. Braunvieh... the proven additive for carcass premiums.



The Efficient Producer – Pasture, Feedlot, Rail

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

Braunvieh are proven to have above average feed efficiency – they can 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 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.



Marbling with Muscle

Of all the Continental breeds, Braunvieh is the standout with marbling ability to go along with its muscle. R.A. “Bob” Long states in the March 2003 *Angus Journal*, “The degree of muscling does not determine the amount of marbling. For example, the Braunvieh is at least one Continental breed that is heavily muscled yet marbles very well.”

Braunvieh's ability to add muscle and marbling while holding the line on exterior fat boosts quality while keeping yield grade in check. English cow herds who use English bulls can improve their calf crop about one full yield grade while maintaining their quality grade by simply switching to Braunvieh bulls.

The added bonus is Braunvieh daughters are model replacement heifers. Braunvieh females deliver fertility, udder quality, longevity, good disposition and plenty of milk, plus hybrid vigor in a systematic crossbreeding program.



93% Choice with 60% YG 1s & 2s

“I'm bragging here. But I wanted you to know what is possible with Braunvieh and good management. We harvested a group of 129 head at Greater Omaha, quite possibly the best plant in the world.

“The vision cameras had been recalibrated just ahead of this run. These calves were approximately 13 months old and were the first cut out of last year's calves (first cuts are notoriously all over the board). The vast majority of these calves' dams were from 3/8 to 7/8 Braunvieh and of the 129 animals, 20 were Braunvieh sired.

“The plant manager, Angel Fili, when looking at the printed report from the run



A JHL Braunvieh bull with Braunvieh and Angus cross cows

said, ‘impossible’, ‘can't be done’, ‘never seen before’. The group went 93% Choice with 60% YG1s and 2s.

“So as you can see, and if you know me, I'm not really bragging about myself or our operation, I'm bragging on the Braunvieh breed. This is not anecdotal evidence. The fun

part for me is I know from our historical records that the Braunvieh marbles later than Angus so the marbling will just get better from here on. We finished last year with 75% upper two-thirds Choice and above.”

Art Brownlee, JHL Ranch owner, Ashby, Nebraska

Brownlee also says, “Our herd is approximately 1400 cows, and using them for 20 years, it is, I would estimate, 50% populated with percentage Braunvieh. The percentage of Braunvieh is growing with no interest in anything but keeping the ideal cow – Angus or Braunvieh, black or brown.”



JHL steers 3 months after weaning, leaving the ranch for the feedlot.

Quality & Yield – You Can Have Both!

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'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. Since 1990, Braunvieh sired carcasses have been awarded 13 Max Fulscher Awards, given to those pens of five that are 100% choice quality grade or better plus 100% yield grade 2 or better. Braunvieh sired pens hold 36% of the Max Fulscher Awards given during a 14 year period. This is more than twice as many Max Fulscher Awards as the nearest breed competitor.



The Braunvieh-sired Champion at Garden City's Beef Empire Days. Prime and Yield Grade 1!

Origin of the Braunvieh

Thousands of years of development in the Swiss Alps where the breed originated is the key to Braunvieh's vigor and adaptability. 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 females are proven to be early maturing and extremely fertile, and Braunvieh bulls are capable, fertile breeders at 12 to 14 months of age. Herd fertility is



Angus-sired steer out of a halfblood Braunvieh cow. The following summer he harvested with an 867# Choice carcass and a 14.6 in. ribeye.

at least five times more economically important than the growth traits for herd profitability. The Braunvieh female and bull are specialists in fertility.

The Gateway to Carcass Premiums

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

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, and helps keep the steak on the plate the right size.

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 satisfy 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.



Start with Braunvieh... Finish With Premiums

From conception to the consumer's plate, Braunvieh is the choice.

- **Braunvieh** bulls and females are superior for fertility, soundness and longevity.
- **Braunvieh** are proven to surpass contemporaries for feed efficiency.
- **Braunvieh** put on more muscle and less external fat, even without implants.
- **Braunvieh** can grade Choice or higher with Yield Grades 1 & 2.
- **Braunvieh** fit calf fed or yearling programs due to their moderate size and ideal finish weight.

Braunvieh are unmatched in the feedlot for increased marbling without adding extra external fat. Braunvieh... the proven additive for carcass premiums.



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

Braunvieh Association of America

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