

# Crossbreeding

The Braunvieh is particularly suited for crossbreed purpose:

- The Braunvieh has an immediate positive impact on any type commercial cattle breeds in crossbreeding. No wonder that in most of the 60 countries where they thrive, they successfully crossbreed with the Braunvieh.
- The first crossbreeds have more milk, good udders and teats and an improved building structure and constitution with weaners having a higher bodyweight than the norm.
- Braunvieh calves have good meat characteristics, grow fast and have a good feed to weight ratio – winners in the feedlot.
- The Braunvieh makes any cattle breed more tranquil, increases the growth tempo and puts more money back in the farmers' pocket at weaning age.
- The Braunvieh- and Braunvieh cross calves reaches weaned weight for the weaner market already at the age of between 4 to 6 months. Cows subsequently wean quicker and money reaching the farmers' pocket faster.

## Why BRAUNVIEH

- The most underestimated breed of cattle in South Africa
- The cow most capable of utilizing extensive grazing
- The best adapted breed, having a dark pigmented palate
- Economically producing the best crossbred calf
- Producing the best feedlot calf
- The best utilizer of roughage
- The most manageable laborsaving breed
- Having cuts with the most sought-after distribution of fat
- Having the lowers respiratory count after 3km
- Having the highest red blood corpuscles to survive in climatic circumstances
- Having a pigmented sun resisting coat
- The Braunvieh is not subject to cancer of the eye
- Having black hooves for wet feedback circumstances and hilly pastures
- Being the tamest breed of cattle
- Spread over 60 countries. Therefore, the ideal dual-purpose breed.

*This is the breed to lead the beef industry.*

*Braunvieh put it all together:  
Maternal, Muscling, Marbling and  
Performance.*



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# Vision

To produce cattle that will calf easily, grow quickly and is generally well adjusted with a quiet temperament and above average meat and milk production.

# Mission

- To use selection and production recording to make only the best performers available in the bull market.
- To select animals that meet the breed standards and perform above average in terms of feed conversion and milk production.
- To expand the breed as the most versatile, most effective breed for meat, milk and crossbreeding production in South Africa.

# History of the BRAUNVIEH

The Braunvieh is probably one of the oldest and purest cattle breeds, with records dating back as far as 800 BC. The brown cattle breed originates from the Alps of Switzerland from where it was exported since 1897 and the beginning of 1900's to Western Europe, the East bloc countries, Russia and to South Africa in 1907 with the aim to improve the local cattle breeds.

The Braunvieh has since had a dramatic impact on local cattle breeds worldwide, especially with regards to quick growth, good muscle ratios and build which has led to the Braunvieh descendants/progeny in more than 60 countries with more than seven million registered Braunvieh in 42 countries on studbooks.

In 1150 AC, monks at the Muri convent started select breeding Braunvieh, cattle for their building structure, balance, masculinity, beef and milk production with the purpose of breeding cattle which would provide enough income for a small family, even on small farms. Cattle which scored less than 80 out of 100 were rejected and slaughtered.



# Characteristics

## The Braunvieh are:

- A medium to large frame dual purpose breed, which was developed for meat and dairy production in a 60:40 ratio.
- As a result of its origin being in the Alps, it is a breed with a higher red blood count than other breeds making it easily adaptable to a variety of circumstances from extremely cold to extremely hot conditions worldwide.
- A breed with a good walking ability, strong legs and deep dark hooves.
- A breed with a good pigment, a well-adjusted hide which loses hair in summer and thickens in winter to ensure that the body temperature stays as constant as possible.
- A breed with a calm temperament which is well adjusted and performs exceedingly well in a feedlot.
- A fertile breed with a long producing lifespan. Cows of 12 years and older still produce annually.
- A breed with an above average milk production, good udders and teats that ensure that calves grow up fast with above average weaned weight.

