

AUSTRIAN FLECKVIEH

**A breed is becoming
a worldwide trend!**



**FLECKVIEH
AUSTRIA**



Do specialists produce more?

For many decades, cattle breeders all over the world have focused on either dairy or beef breeds. Their hope was to maximize the yield of milk and beef. Yet, the ethical, ecological, and financial consequences have already become an important topic of debate.

Even economic arguments cannot justify this one-sidedness nowadays. Unfortunately, there is still a widespread idea that combining milk and beef production in cattle cannot be executed at a high level. However, this has been proven to be nothing more than a misconception: a dual-purpose breed performs just as well (if not better!) than specialist breeds!



The trend in worldwide cattle breeding has changed!

As a counter-flow to the philosophy of one-sided breeding, Austria began the consistent breeding of Fleckvieh cattle, 40 years ago. The result? An excellent milk breed that has retained its exceptional beef traits!

For the first time, it became possible to produce beef with the calves from milk production. In contrast to the single purpose milk breeds, Fleckvieh calves are perfectly suited to quality beef production.

Small country – great breeding competence!

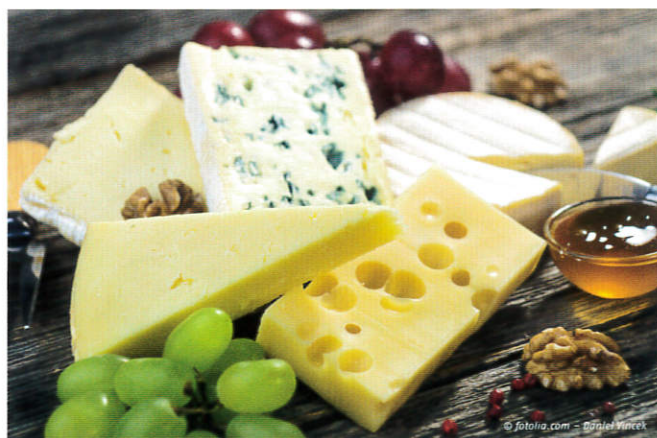
Despite its relatively small size, Austria is a well-known source of modern cattle with a Fleckvieh share of almost 80%! Both the genetics of the Austrian animals as well as the know-how of their breeders are sold successfully all over the globe.

Also economically superior:
By combining all proceeds from milk and beef, the Fleckvieh supplies by far the **highest total profit per cow!**

AUSTRIAN FLECKVIEH – A Breeding Philosophy with 10 Advantages!

1. Highest food quality

The Fleckvieh milk is characterized by above average fat and protein content. This is also the reason why Austria is at the forefront of raw milk quality in Europe. Equally so, the succulent Fleckvieh steaks are tasty and comparable to meat from other breeds.



The foundation for pleasurable dining: best raw milk from Austria

2. Maximum resource efficiency

The economic advantages of the dual purpose are also reflected in the management of scarce resources: High-quality feed is used for both purposes at once and methane emissions are drastically reduced. Therefore, it is not surprising that Austria is also ahead of the European market in terms of reducing the negative climate effects associated with cattle farming!




An Austrian export success story: Fleckvieh heifers before loading

3. Excellent Fertility

Fertility among milk breeds has been decreasing for years due to intensive breeding. That is not the case with the Fleckvieh! This multi-faceted breed has excellent resilience as well as the ability to adapt to new situations – even under extreme conditions.





**Studies confirm:
„Beef production with cows
from dairy herds is 3 to 4 times
more climate-efficient!“***

* Jack Britt, North Carolina study

Ethi
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ha

4. Outstanding health

As a robust breed, the Fleckvieh scores with an extremely high resistance to mastitis. This is not only great for the animals themselves: the milk also has a significantly low somatic cell count. Hence, breeders incur far less costs for antibiotics and treatment. This has been proven through a strict Austrian health monitoring.



Healthy udders – bred for natural balance, not volume

5. Greatest animal welfare

More and more consumers pay attention to ethical aspects when purchasing beef and dairy products. In this respect, Fleckvieh is absolutely unrivaled! Many traits described as fitness, such as calving ease, support animal welfare. The breeding focus is on naturalness, which leads to robust and healthy cows.



Argument number 1: calves from milk production don't have to be slaughtered!

6. Huge genetic potential

In the mid-19th century, the very special cattle genetics from the Simm Valleys began to take shape. Through its outstanding feed conversion, the Fleckvieh provides a substantive yield of milk and beef, while also showing very high fitness and fertility levels. At no time was the breed subjected to intense one-sided selection with only one direction of use. Hence, it was possible to use the best genes of *Bos taurus* to achieve today's double purpose profile. Due to the enormous variance, this breed can still achieve tremendous improvements in certain criteria such as fertility. For instance, bulls with breeding values of >120 have been causing a sensation!

TRAITS	WEIGHTING IN TOTAL MERIT INDEX IN %
Milk	38
Milk kg	0
Fat kg	18,6
Protein kg	19,4
Beef	18
Daily gain	4
Carcass percentage	7
EUROP Carcase Grade	7
Fitness	44
Productive life	10
Persistence	3
Fertility	14
Maternal calving ease	1
Vitality	5
Udder health value	10
Milking speed	1

7. Efficient breeding program

The great success of the Fleckvieh genetics is based on a highly professional breeding program with more than 1,000,000 herd book cows! It includes comprehensive performance and quality controls, thorough health monitoring and breeding evaluation.

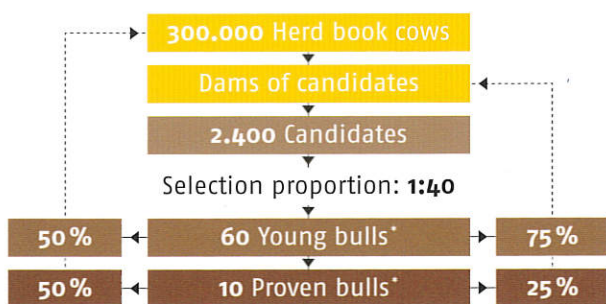
Austria is one of the first countries to have the overall economic value as the main index for selection. All characteristics of an animal are recorded so that they can be taken into account during selection. In addition, the breeding strategies are constantly adjusted and adapted.



8. Exact genomic selection

Fleckvieh breeding uses state-of-the-art technology to determine the breeding values of calves, which is much more accurate than only parent information. As practically all highly selected Fleckvieh breeding in Austria and Southern Germany are combined, this method is particularly efficient.

Due to the high genetic variance and extremely low inbreeding, genomic selection has resulted in an incredible potential for functional traits! Not only in terms of fertility, but also in udder health, for instance: entire herds that are free of mastitis are the resulting breeding goal.



* additional use of international genetics

10. Absolute transparency

Despite its professionalism, Fleckvieh breeding has managed to preserve its regional farming structures. It is not directed by international corporations, but rather, by regional organizations. Here, a transparent communication with regard to their breeding progress is maintained as it is seen as the key to their success.

Therefore, a bull database was set up which contains all relevant information on all insemination animals from Austria, Germany, and the Czech Republic. Furthermore, this database is open to breeders and buyers alike. Also, a worldwide system for objectification of the exterior evaluation was created with FleckScore.

links:

http://cgi.zar.at/cgi-bin/zv_default.pl
www.fleckscore.com

9. Universal applicability

Despite its advantages as a dual-purpose breed, Fleckvieh genetics can also be used in the pure suckler herd. A second calf can also be fed by the suckling cow, which drastically increases efficiency.

Likewise, the use of Fleckvieh for cross breeding is becoming increasingly popular as a means of benefiting from its superior fitness traits. Crossbreeding with *bos indicus* breeds (SIMBRAH) as well as with other pure milk breeds, such as Holstein, has achieved excellent results.



From Austria to the whole world!

Austria is not only the country of origin of the Fleckvieh breed but it is also the most important export country in relation to its cattle population. Fleckvieh semen and embryos from Austria are sold in almost every corner of the world. The proportion of Fleckvieh cattle is continually growing throughout the world.



Get more details now!

FLECKVIEH AUSTRIA: www.fleckvieh.at | info@fleckvieh.at

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