

# Fleckvieh Austria – What we stand for



INTERNATIONAL  
FLECKVIEH  
FORUM

March 20, 2026

Reinhard Pfleger

# What is Fleckvieh for me?



*A premium dairy cow with the extra plus!*  
*Strength – Robustness – Resilience – Longevity*

# Get the extra plus with Fleckvieh!



- ✓ Fleckvieh can breed female animals that can produce milk at a high level.
- ✓ Those cows can breed male animals with the best fattening potential and thus allow an economical beef production.
- ✓ In terms of the external appearance of the animals, the goal in breeding is to achieve optimum sexual dimorphism between male and female animals.
- ✓ In addition to their dual-purpose use, Fleckvieh offer a unique combination of fertility, udder health, metabolic stability, strength and resilience.

# What we stand for

## Breeding according to clear economic principles!



### Breeding objective

**44 % fitness**

14 % fertility value

10 % length of productive life

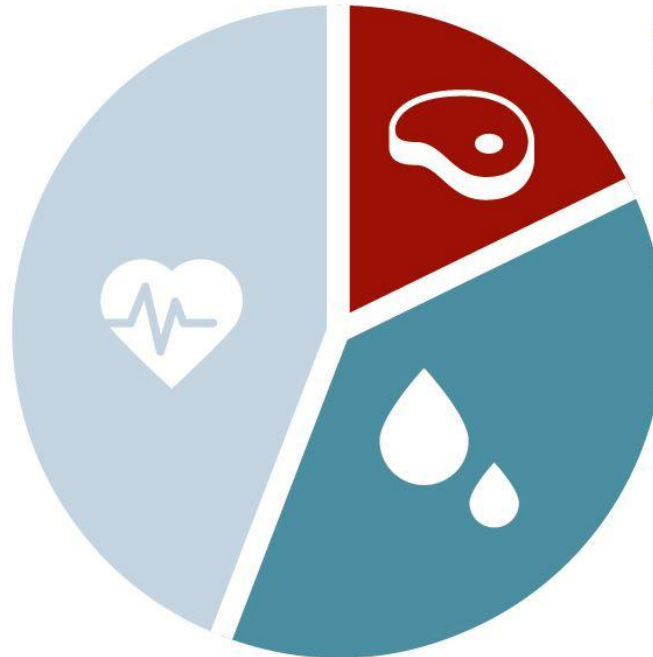
10 % udder health

5 % vitality value

3 % persistence

1 % maternal calving

1 % milking speed



**18 % meat**

4 % daily gain

7 % carcass percentage

7 % EUROP carcass grade

**38 % milk**

0 % milk-kg

18,6 % fat-kg

19,4 % protein-kg

# What we stand for

## Breeding according to clear scientific principles!

Selection success per year =

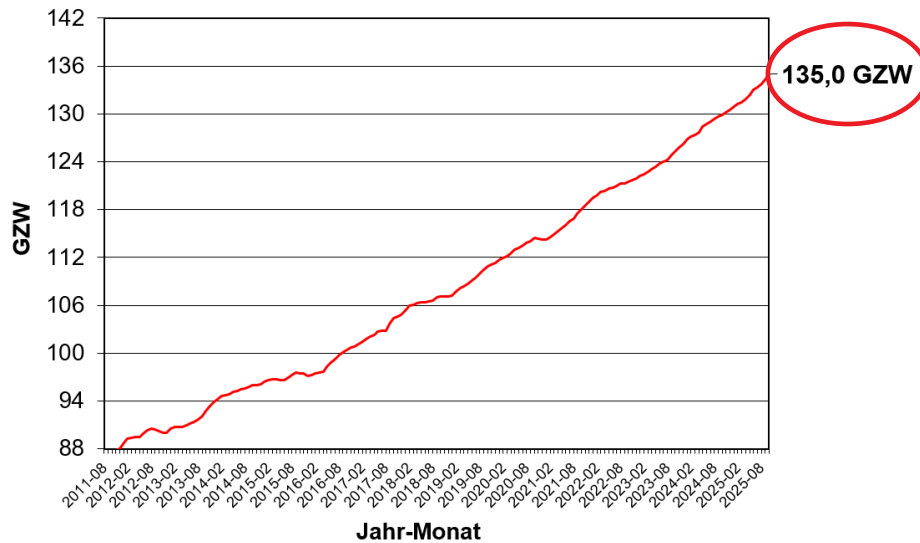
Genetic variation \* **Selection intensity** \* Precision of the breeding value estimation

---

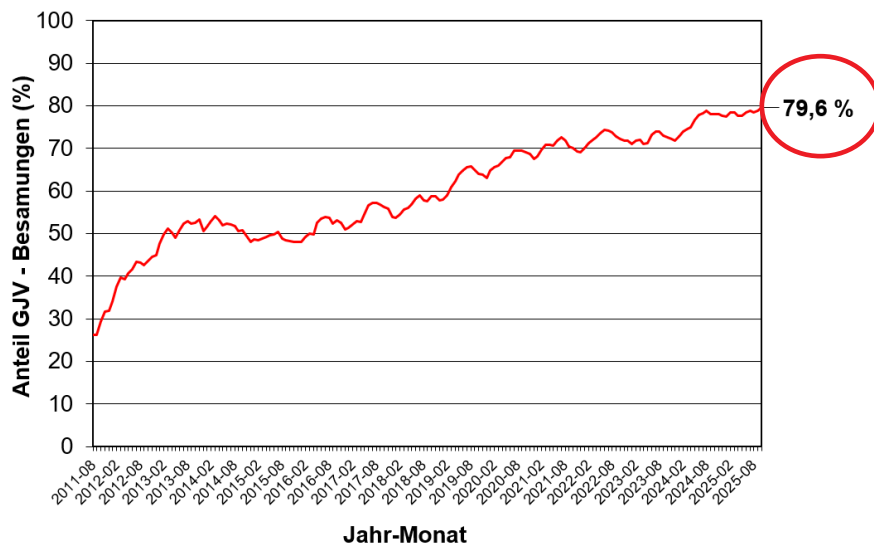
**Generation interval**



# How do we achieve breeding progress ?

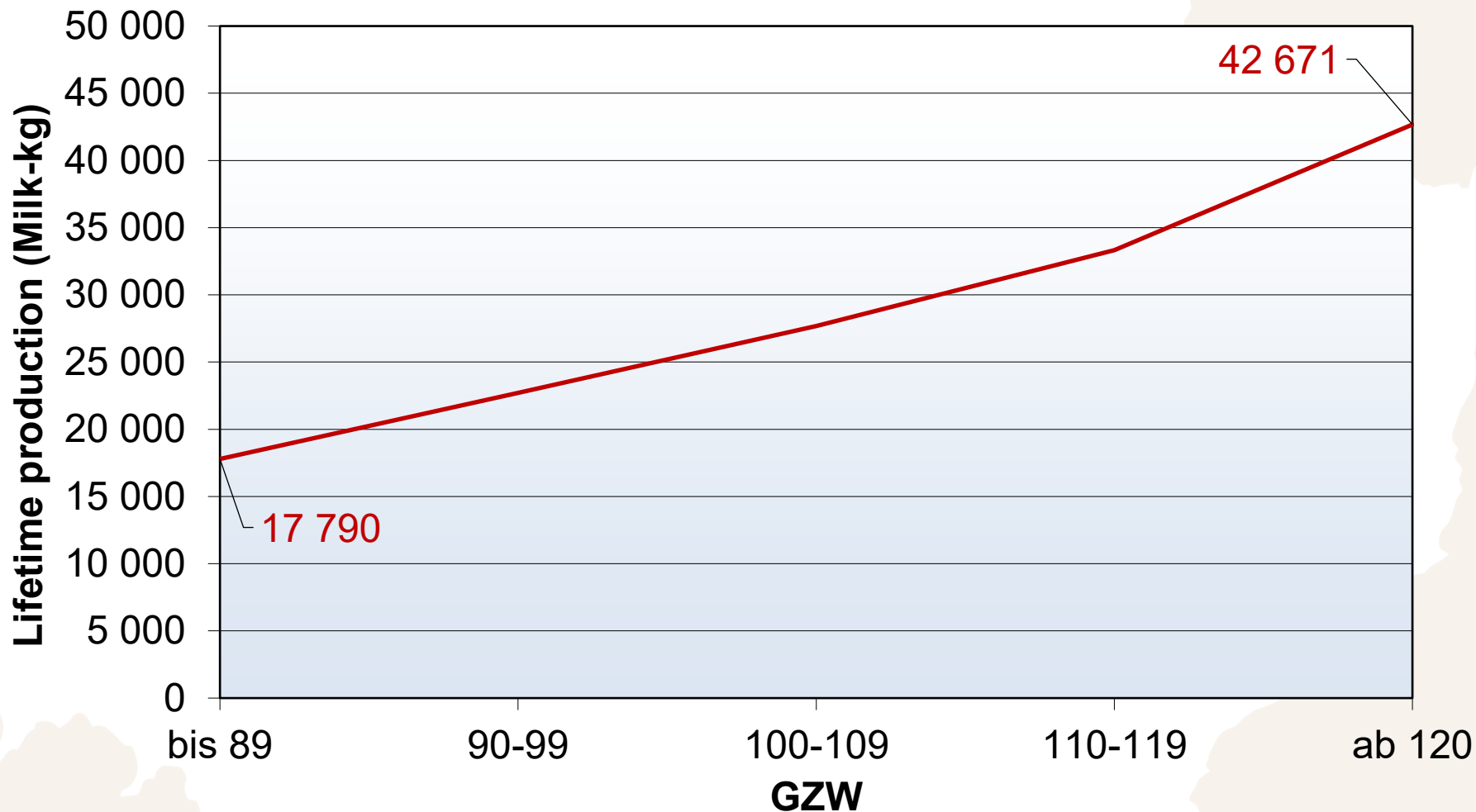


- ✓ Only use bulls with a high GZW
- ✓ Trust in young genomic bulls out from deep cow lines
- ✓ Genotyping as many females as possible



- ✓ Mating-programs for precise mating and for the broad population
- ✓ Embryo transfer of the best females
- ✓ Use of sexed semen

# Selection based on GZW produces long-lived cows!

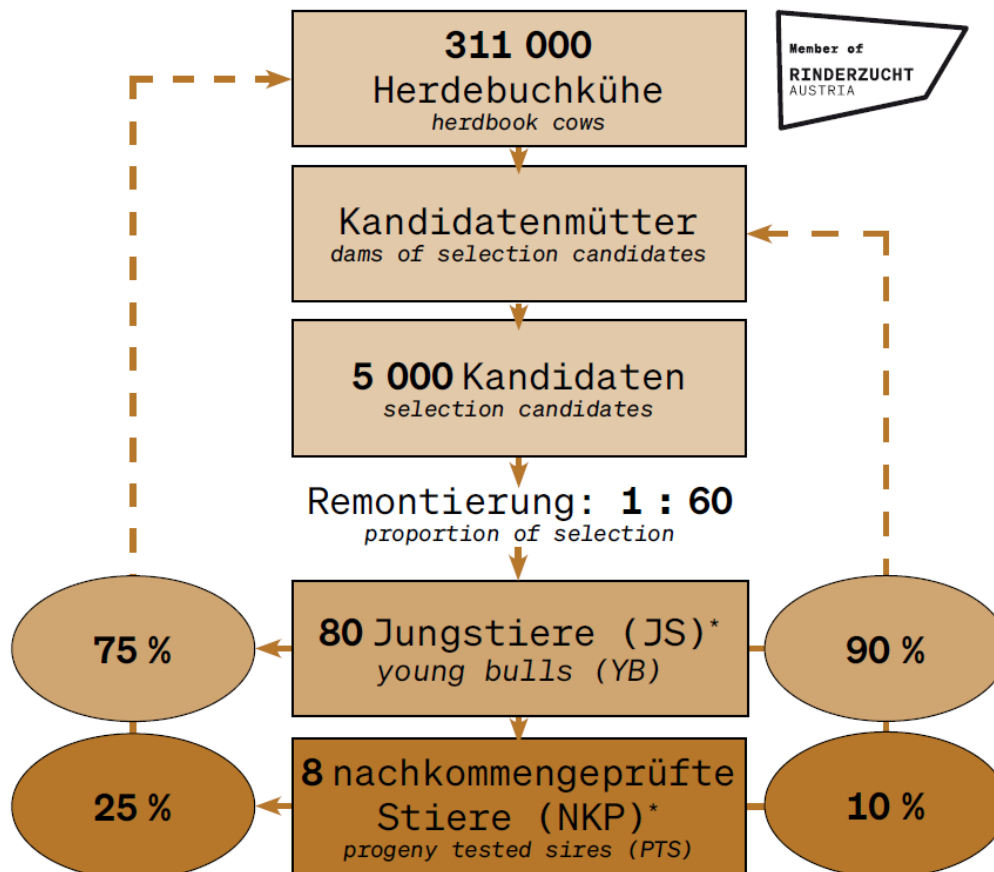


# Fleckvieh Austria breeding program

## Selection intensity and generation interval



### Zuchtprogramm – Breeding program Fleckvieh Austria



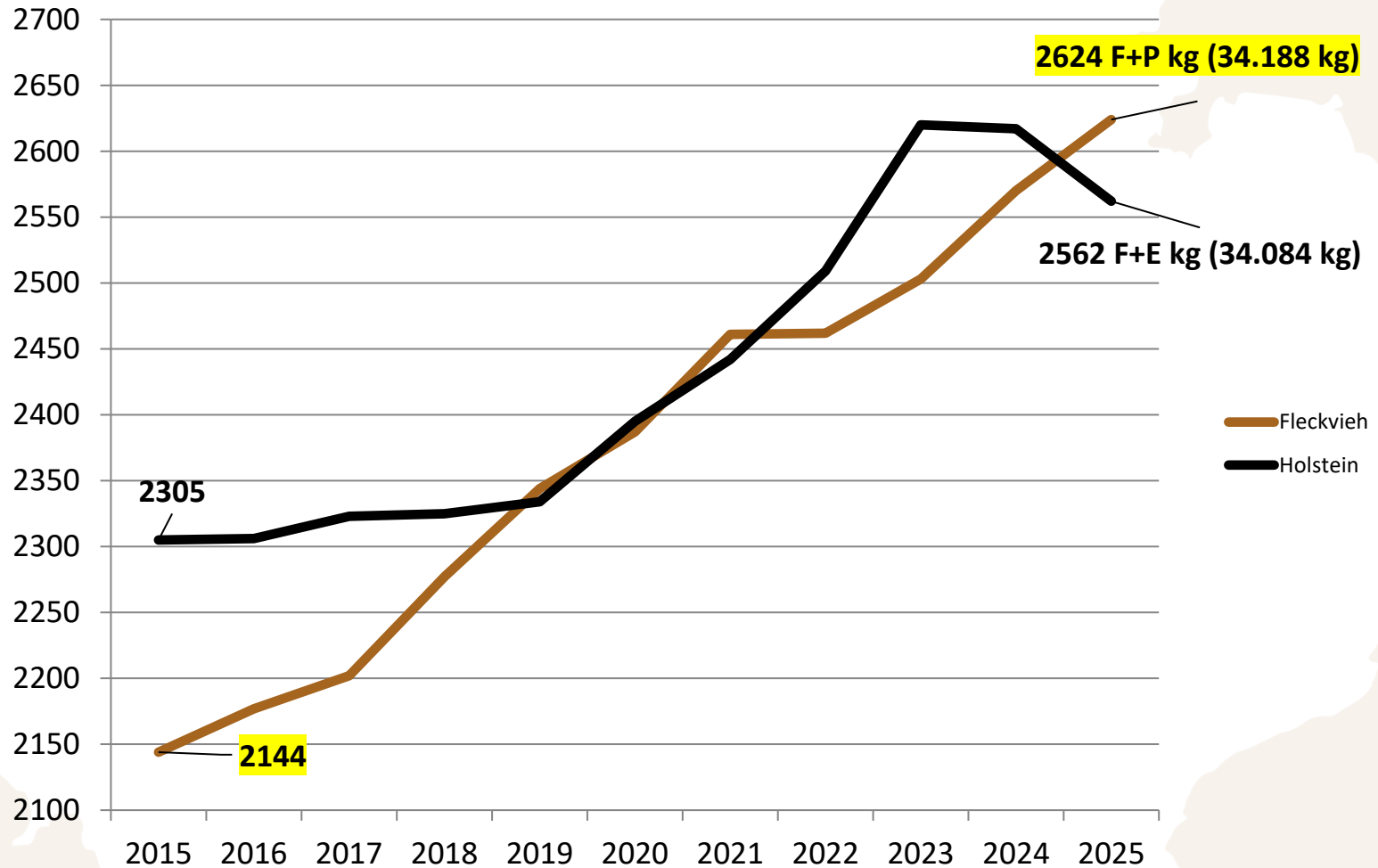
\*plus gezielter Einsatz internationaler Genetik – additional use of foreign genetics

# What do we need for the future?



*“I am interested in the future,  
because it is where I intend to live”*

# MILK – We are competitive ! lifetime production per cow in Austria



BEEF – Get the extra plus with Fleckvieh!

Fleckvieh - basis for cattle fattening in Austria!



# FITNESS – We are competitive !

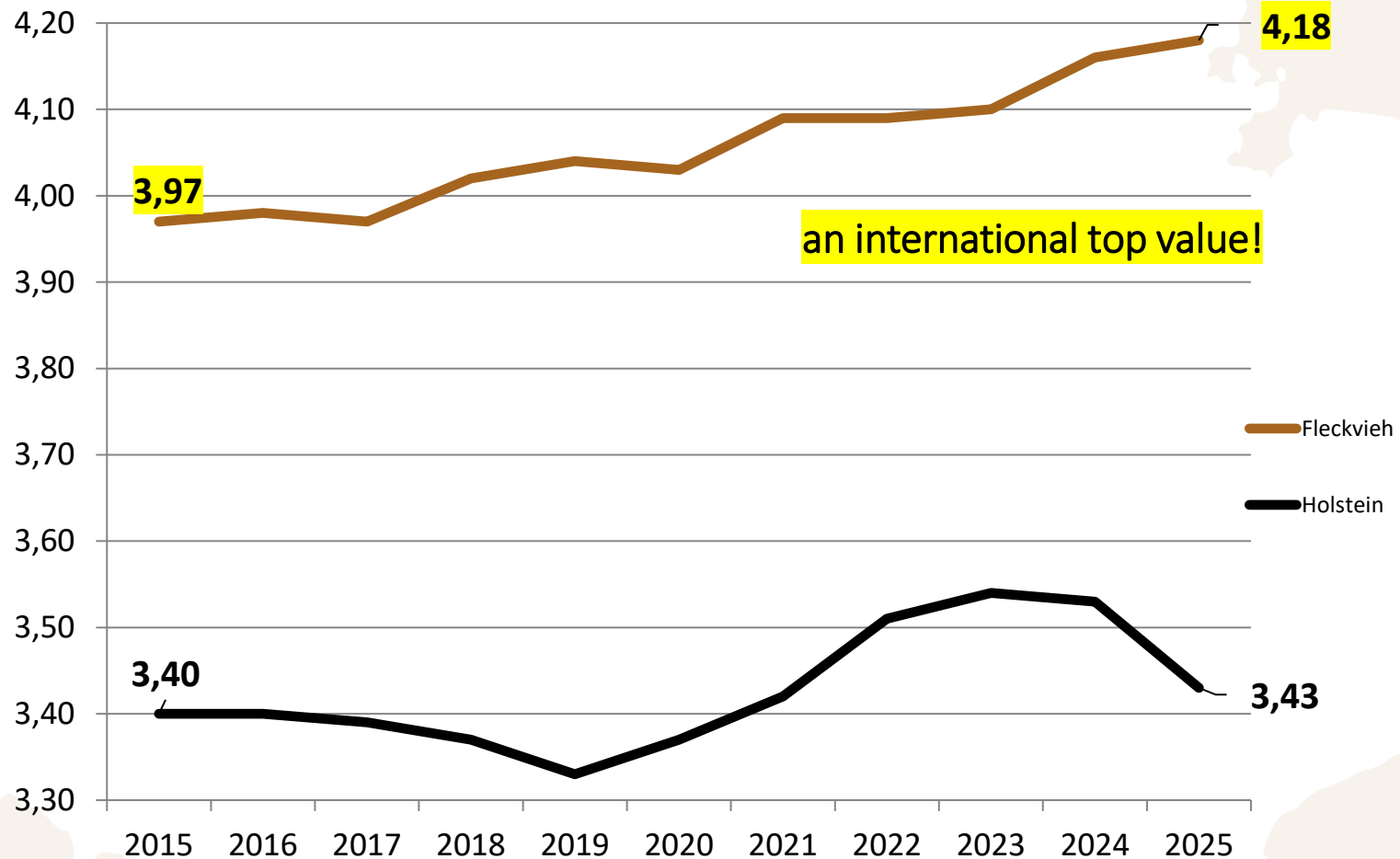
## The base for economical production



*What are cattle farmers all over the world looking for?  
Long-lived, fertile, trouble-free cows!*

# Longevity – We are competitive !

## Calvings per cow in a lifetime in Austria



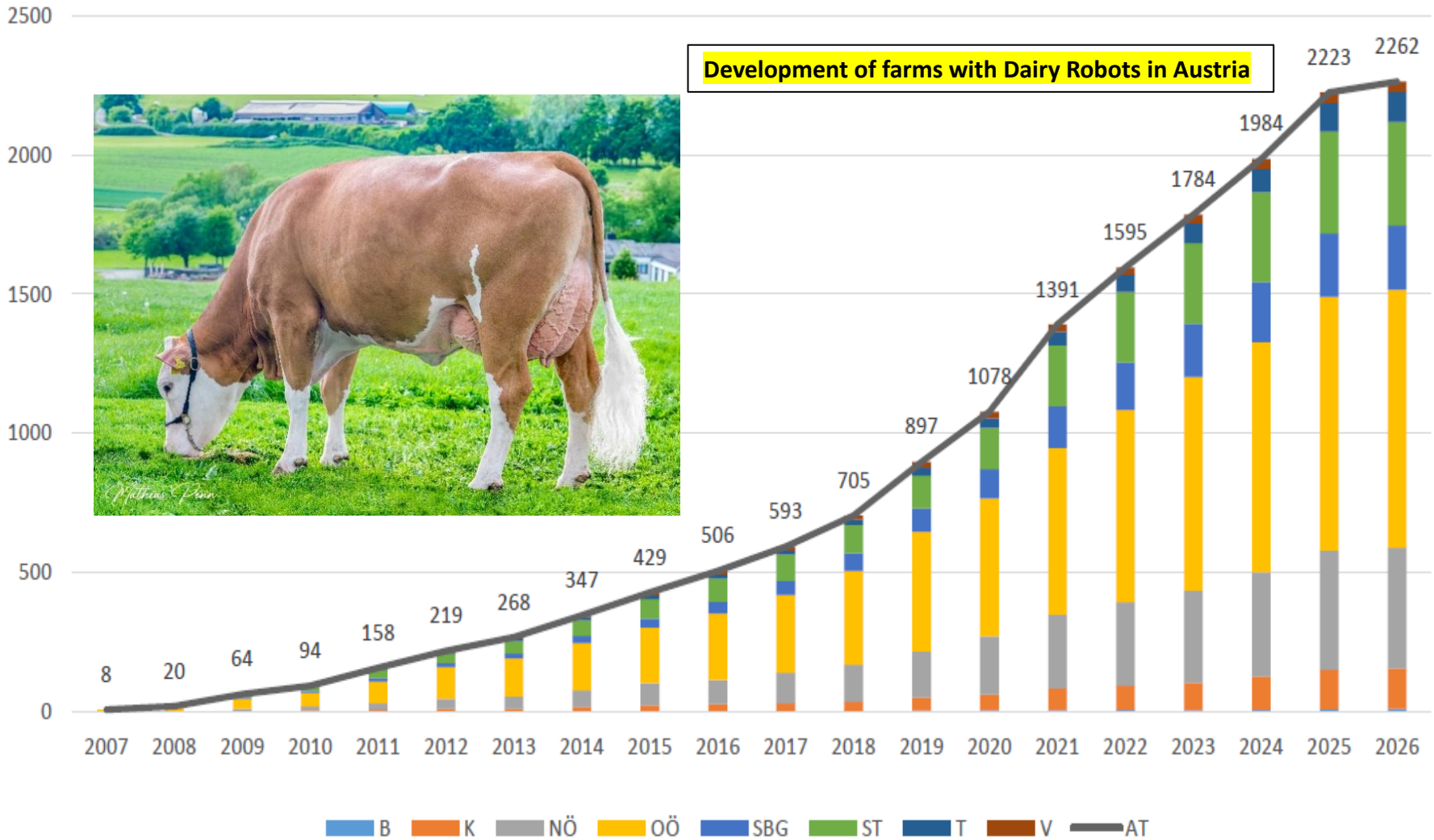
# What type of cow do we want to breed?



*A premium dairy cow with the extra plus!*

*Femininity – Harmony – Robot suitability*

# Robot Suitability – We are competitive ! Fleckvieh + Dairy Robots – That fits!

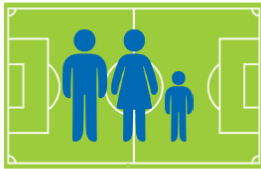


# Will we still need cattle in the future ?

## Globally available arable land becomes scarce

Arable area, globally available per human

4 Bn. humans  
3.800 m<sup>2</sup> per person



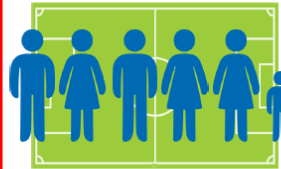
1970

8 Bn. humans  
1.800 m<sup>2</sup> per person



2023

10 Bn. humans  
1.400 m<sup>2</sup> per person



2050

*„Who can produce high-quality food as milk and beef from non-edible biomass?“*

The ruminant!

## NUTZUNG DER ERDOBERFLÄCHE WELTWEIT

DIE ERDOBERFLÄCHE BESTEHT ZU 71% AUS OZEANEN UND ZU 29% AUS LANDOBERFLÄCHE

### LANDOBERFLÄCHE



### BEWOHNBARE FLÄCHE



### AGRARFLÄCHE



*„And who can do this most efficiently?“*

Cows with the extra plus...

FLECKVIEH

# What we stand for Tradition. Innovation. Emotion.



*Cattle breeding needs emotion!*

*Emotion creates enthusiasm!*

# The Austrian Way with Fleckvieh The cow with the extra plus!



AUSTRIAN  
**FLECKVIEH**  
**SHOW '26**  
BERGLAND  
21.-22.03.2026

*See you tomorrow on the Austrian Fleckvieh Show!*

*Seeing is believing...*