

ORIGINAL  
**BRAUNVIEH**  
FÜR MILCH UND FLEISCH



**BRAUNVIEH** 



**Swiss Original Braunvieh**  
The original for milk and meat



# Swiss Original Braunvieh - the original for milk and meat

## Organization

The Swiss Original Braunvieh Breeding Association (SOBBA) was founded in 1981 by a group of enthusiastic Original Braunvieh (OB) breeders. They pledged to preserve and promote Swiss Original Braunvieh. As a partner organisation of Braunvieh Schweiz, the SOBBA currently has over 500 members, of whom 320 are operating an active farm. The other members are friends of the OB, who make an annual financial contribution to the preservation of the Original Braunvieh in Switzerland. There are currently approximately 13,000 Original Braunvieh herdbook animals in the population (2020).





## Services and activities

Braunvieh Schweiz manages the herdbook. Members of the OB Association have access to all services concerning breeding and feeding management, such as pedigree certificates, herdbook-documents, milk recording with all laboratory services, evaluation of external traits, estimation of breeding values, access to BrunaNet, magazine «CHbraunvieh» etc. There are additionally many other useful services which can be used individually according to the needs of every breeder.

The SOBBA is committed to continue the success story of the Original Braunvieh cow. The focus remains on a sustainable growth in herdbook numbers and breeding progress adapted to the farms. Activities such as the annual general meeting, breeders' meetings and the National Original Braunvieh Exhibition JOBA promote the exchange among breeders. The association magazine „Original Züchter“ and the homepage [www.ob-news.ch](http://www.ob-news.ch) are the communication channels of the association. Popular OB promotional items are available through the OB shop.





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## Pedigree

The pedigrees of Swiss Original Braunvieh animals can be traced back without gaps to the time before mating with American bulls. Original Braunvieh does not carry Brown Swiss blood and is bred according to its original, typical dual purpose character. Convinced OB breeders adhere to pure breeding to this day and improve milk yield exclusively through strict selection within the Original Braunvieh population while strictly maintaining its advantageous beef performance.



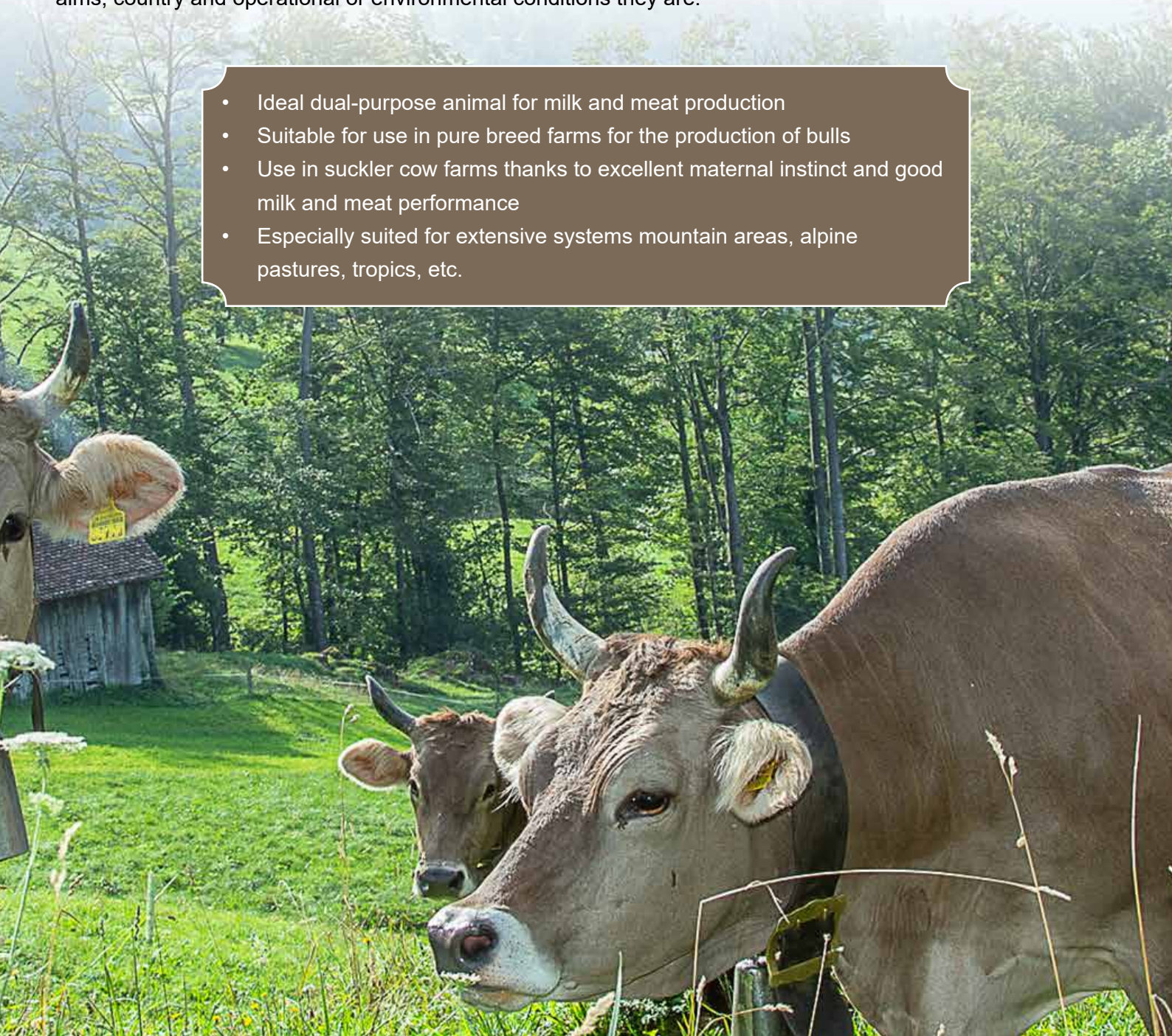


## Benefits

Swiss Original Braunvieh can basically be kept anywhere. Thanks to its origin, it proves itself time and again to be robust, adaptable, fertile and long-lived. Its pigment as well as an appropriate coat makes it heat and cold resistant; an almost ideal prerequisite for dry areas, tropical or cold zones. Further assets are its healthy legs and hard claws, which are advantageous in topographically difficult areas.

The Swiss Original Braunvieh is considered, especially today, as natural, economical and ecological. Swiss Original Braunvieh shows original and unmistakable advantages concerning its use. Depending on aims, country and operational or environmental conditions they are:

- Ideal dual-purpose animal for milk and meat production
- Suitable for use in pure breed farms for the production of bulls
- Use in suckler cow farms thanks to excellent maternal instinct and good milk and meat performance
- Especially suited for extensive systems mountain areas, alpine pastures, tropics, etc.





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## OB - «For milk and meat»

Since 1995, Original Braunvieh animals have a separate basis for the estimation of breeding values. Since 1998, there is an official breeding aim for the dual-purpose character of OB animal. In Original Braunvieh, dual-purpose is to be consistently continued true to the motto «For milk and meat».

## Original Braunvieh - The challenge of dual-purpose

In Original Braunvieh, the big challenge is to continue the positive trend in performance traits and conformation, while at the same time making gains in beef traits.

The breeding goal is 6500 kg milk with 4.0 % fat and 3.4 % protein. Despite the increase in milk yield and improvement in udder conformation, muscling must be kept in mind. Because of the strong negative correlation between milk and beef performance, this is a particular challenge in dual-purpose types. This is the exciting and challenging task of the dedicated breeders together with the A.I. providers and Braunvieh Schweiz.

The Original Braunvieh has been steadily increasing in herdbook numbers for years. The robust dual-purpose type is an excellent fit for extensively oriented farms.



## Genomic selection in Original Braunvieh

Since 2011, an independent total merit index has been calculated for the Original Braunvieh. It contains the trait complexes milk, meat, exterior and fitness in the following weighting: 30% (milk), 20% (meat), 15% (exterior) and 35% (fitness).

The introduction of genomic breeding value estimation in August 2014 was a milestone in Original Braunvieh breeding. Thanks to a cross-population approach with BS, genomics became possible for OB as well. Genomic breeding values allow the OB breeder a more accurate selection of bull calves for natural mating and a more targeted mating of females. Original Braunvieh was thus the first dual-purpose type in Switzerland for which the era of genomic breeding began.

## Top quality meat

The meat of OB fattening bulls has the highest quality thanks to optimal percentage of intramuscular fat and regular coverage with surface fat. With appropriate finishing, such animals can achieve an excellent meat quality. The OB fattening bull produces an optimally formed carcass with a low finishing weight of 500 - 510 kg and a carcass weight of 270 - 285 kg. It fulfils all carcass quality requirements of a butcher, including:

- Tenderness/texture: intramuscular meat/fine structure of meat fibres
- Fat consistency: colour/consistency
- Good meat taste: aroma
- High nutritive value: protein / minerals / vitamins



The breeding value estimation for meat includes the traits slaughter weight, conformation and fat cover (CH-Tax) for each of the two slaughter categories bank calves and bank animals (bulls, heifer, ox). It is based on the results of the neutral valuation in the slaughterhouses by Proviande. The routine breeding values estimation is carried out three times a year in January, July, December by Mutterkuh Schweiz.

The CH label is allocated when slaughter data of at least 20 bank calves or bank animals are available. The individual breeding values for the meat traits of bank calves and bank animals are combined in a separate partial breeding value «meat value».





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