

THE IMPORTANCE OF FULLBLOOD, PUREBRED, AND BEEF BUILDERS IN THE BRAUNVIEH BREED

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In today's market it takes producers working hard to watch their bottom dollar, and to find every way to increase their margin, so they can survive in the cattle business. There are none of us that likes to work for free or at least I don't. The Braunvieh breed offers many things that can help a producer increase their margin, from heterosis, feed efficiency, milking abilities, longevity, and carcass value. When you add all this together Braunvieh's can really set themselves apart from other breeds. The hardest decision to make when choosing a Braunvieh is how much % Braunvieh you need, because Braunvieh's can add value to any herd.

Braunvieh bulls can give a great heterosis in crossbred calves, which helps the calves to grow faster and not need as many days on feed. Also, many Braunvieh's are being bred for feed efficiency, which means we look for animals that can convert grain into the highest gain. The breed is also known for their milking abilities, the Brown Swiss breed was bred out of the Braunvieh breed, so you know they have a lot of milk. Braunvieh's produce more milk than most beef breeds and their milk contains more butterfat than most other breeds, this keeps those babies growing.

In the Braunvieh Association you are allowed to register Fullbloods, Purebreds, and Beef Builders. It takes all of these classifications of Braunvieh to make a big impact on the agriculture industry, because they all bring something great to the table. BAA President, Robert Williams, says the reason he breeds all three of the classifications is to diversify his herd to meet the demands in the industry. As a breed we excel when we have cattle from all three of these areas, just like the old saying don't put all your eggs in the same basket. When Braunvieh diversifies yet holds true to its roots it helps us meet the demands in the industry.



Fullbloods are 100% Braunvieh that have horns and originated from Switzerland. They date back to 800 BC. For the breed to continue to stay true to itself it is important that we keep these fullblood lines alive and pure, not watering down their genetics. Richard Prather, vet/owner at Ellis County Animal Hospital is always amazed at how well the fullblood feet scores are, most have perfect scores. He also states that the blacker a breed is the more feet problems he sees. Breeding to a fullblood is the fastest way to gain the most benefit of a Braunvieh.

Purebreds are anything 99.9-82% Braunvieh. Many animals that fall into this category have carried on the great traits of the fullblood, however they have been bred to accommodate the demands of the ag industry while still having a large percent of Braunvieh in them. For example, many of the purebreds have been bred to be polled or black.



Beef Builders are anything 81.9-20% Braunvieh. Even though they have a lower percentage of Braunvieh they can cross well and bring out great characteristics like milk, bone, muscle, and carcass traits. Many people like to breed the Beef Builders to create a club calf, but on the other hand these beef builder cattle make great commercial herds. The last couple of years the association has some breeders that have started working towards creating a purebred Braunvieh mini to diversify the Beef Builders even greater to reach the homestead producers and allowing them to take advantage of the great Braunvieh meat and milk traits.

So, you can see it is important to have all three classifications of a Braunvieh. The breed can't stand alone on only having Fullbloods because many breeders are turned off with cattle having horns. If this was the only option many breeders would never get to experience the great

benefits of Braunvieh and would have a hard time marketing a Braunvieh in their area. The three classifications give breeders options that meet their specific needs and market.

Really the option is up to you on how much Braunvieh you need for your operation and who you are marketing to. Whatever percent that is you can't go wrong with adding Braunvieh genetics to your herd.