

Come One, Come All To The Great Braunvieh Line Up

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Come one, come all to see the three great types of Braunviehs! In one area we have your fullbloods! One of the oldest breeds of cattle there are and the heart and soul of the breed. Next we have the purebreds. These are anything over 86% Braunvieh. And last, but certainly not least, we have the rubik's cube of Braunvieh, the beef builder! But why are each so important to the Braunvieh and cattle industry? I talked to some of the best in the business to get the answers.

Fullbloods are the heart of the breed. BAA member, Scotty Starr says, "Why do I love breeding fullBlood Braunvieh? Because they are they oldest breed on earth! I love keeping the cow original and pure. A few characteristics that I love are their mothering and milking ability. They have good feet, udders, and unmatched fertility. They are also beautiful in color and are very easy going." There is a need for fullbloods to continue the growth of the breed as a whole and make more purebreds and beefbuilders.

When asked about purebred Braunviehs, past BAA President, Dwight Alexander states, "The purebred Braunvieh offers all things to all people. If the breeder or customer likes traditional colored or if they prefer dark chocolate to black, they can make that choice and bred that direction. The same is true if you prefer polled over horned. The purebred Braunvieh offer the high percentage of Braunvieh blood and have all of the traits of the fullbloods. With such options, a cattleman can capitalize on the benefits of the profit of purebred Braunviehs."

The percentage Braunvieh have really hit the ground running in the commercial side of the industry. With lots to offer, the beef builder is great for all ranchers. BAA

Board Member, Molly Mirrasou believes, “As Braunvieh breeders, we first must constantly strive to improve our purebred and fullblood cattle, and second show the industry what our cattle can do in a variety of crossbred situations. The beefbuilder cattle are a natural complement to my purebred herd because, by crossing my purebreds on different breeds and types of cattle, I can physically show people the benefits they can get by adding Braunvieh genetics to their herd.”

The awesome thing is, the Braunvieh breed has ranchers that do it all! Some ranches specialize in only one and then some have all three! We need all three to make this breed to more profitable for the future and spread that Braunvieh love. Profit happens when you influence more markets. There is a place for everyone to need Braunvieh in any herd.

Come to the next Braunvieh show and you can see for yourself which kind of Braunvieh will best impact your ranch. You are sure to find something you fancy! For more information you can visit the BAA website at [www.braunvieh.org](http://www.braunvieh.org).