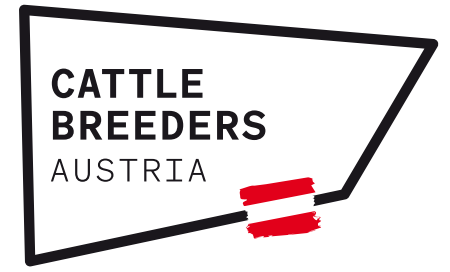


Breeding cattle

from Austria

Passion.
For generations.



Mit Unterstützung von Bund, Ländern und Europäischer Union

 Bundesministerium
Land- und Forstwirtschaft,
Regionen und Wasserwirtschaft

 LE 14-20
Entwicklung für den Ländlichen Raum

Europäischer
Landwirtschaftsfonds für
die Entwicklung des
ländlichen Raumes
Hier investiert Europa in
die ländlichen Gebiete. 



We help you connect with Austria's cattle industry!

RINDERZUCHT AUSTRIA is an umbrella organisation that has united the Austrian cattle industry for 70 years. RINDERZUCHT AUSTRIA's remit is to represent its members both in Austria and abroad. The association works as an active facilitator and establishes contacts throughout the Austrian cattle industry.

Healthy cattle from the Austrian Alps

For centuries, breeding cattle from Austria have been bred for traits that are perfectly adapted

to their unique mountainous environment. Even today, many cattle spend the summer on pastures high up in the Austrian Alps. These cows are healthy, robust, long-lived and adaptable. 80% of domestic dairy cows are performance controlled. This ensures valid breeding data and also close monitoring of animal health.

European champion in the marketing of breeding animals

The high vitality and health standards of this approach pay off. Thanks to the longevity and fertility of Austrian dairy cows, 6.5% of herdbook cows, i.e. about 25,000 heifers and cows, can be marketed each year, placing Austria in the top league of European breeding cattle marketing.

A high level of innovation

All data on Austrian breeding cattle is collected and evaluated on an ongoing basis. To evaluate this data, there is close cooperation between the Austrian University of Natural Resources and Applied Life Sciences and the University of Veterinary Medicine, Vienna. As a result, performance monitoring data forms the basis for new scientific insights. RINDERZUCHT AUSTRIA organises educational events to ensure that new findings are, in turn, incorporated back into farming practice. This is the cornerstone for the innovation present in the Austrian cattle industry.

We . . .

- ... represent the interests of cattle breeders.
- ... undertake international breeding stock marketing.
- ... manage, process and prepare cattle data.
- ... develop apps and applications for herd management on the farms.
- ... conduct research in cooperation with national and international partners.
- ... regularly estimate and publish breeding values.
- ... work on the onward development of cattle breeding.
- ... implement PR initiatives.
- ... create training opportunities.

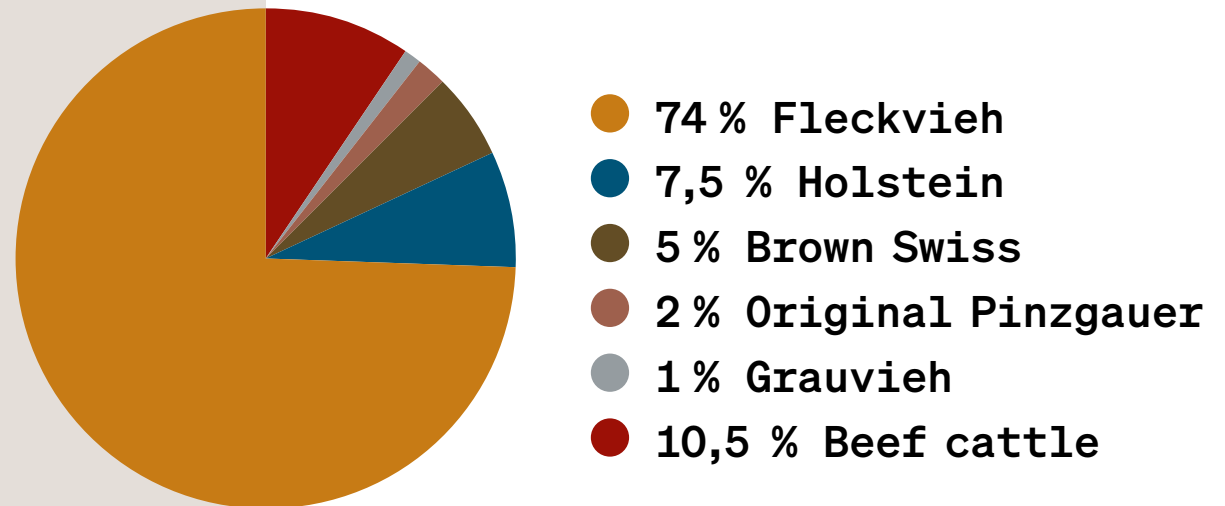
“Austria has one of the highest animal health standards worldwide. It has been officially classified by the EU as being free from numerous animal diseases and has also been awarded additional guarantees.”

Martin Stegfellner

Managing Director RINDERZUCHT AUSTRIA



Cattle breeds in Austria



RINDERZUCHT
AUSTRIA
Akademie

Further education: Work hard, work smart

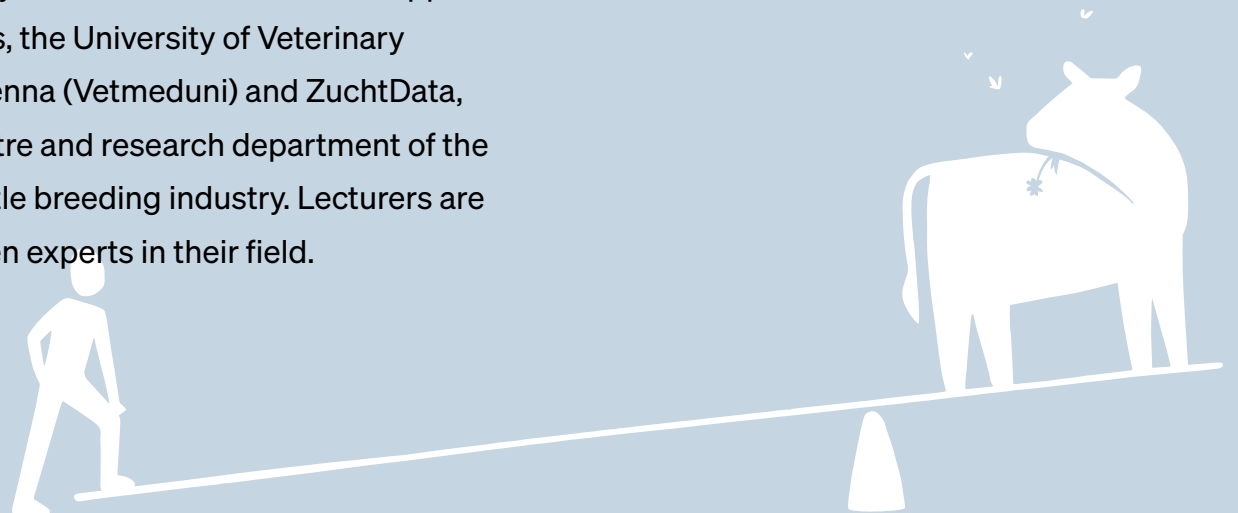
The sustained success of Austrian cattle breeding is closely tied to future-oriented training and development. Our aim is to provide high-quality courses and training and to share important scientific findings in a practical way. To achieve this, we rely on a close exchange with the University of Natural Resources and Applied Life Sciences, the University of Veterinary Medicine Vienna (Vetmeduni) and ZuchtData, the data centre and research department of the Austrian cattle breeding industry. Lecturers are always proven experts in their field.

The training offered by the Rinderzucht Austria Academy is designed to help you to work smart - not just hard!

Cutting costs at any price? Take advantage of what's on offer and set yourself goals before you start implementing initiatives!

Contact:

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akademie@rinderzucht.at
www.rinderzucht.at/akademie.html





COURSE - FORMATS

ONLINE

Webinar & Farminar Live ZOOM events

Watch lectures from the comfort of your own home and save travel time and expenses. Ask questions in the chat option. Farminars enable lecturers to demonstrate on site.

E-Learning

Our e-learning courses offer you flexible learning management. Want to take your learning outdoors or review course materials on a train journey? You set the pace as well as the place. All you need is an internet-enabled device. There are a variety of courses available.

FACE - TO - FACE LEARNING

Course topics and length can be adapted to your preferences, with courses lasting from 2 to 14 days. We focus on practice We teach all the key skills in cattle management such as calf rearing, udder health, metabolic health and hoof care.

In most situations, there are no one-size-fits-all answers. We work in small groups to focus on your particular business and your questions.

The formats and topics are flexible so that we can adapt the training schedule to your specific needs.

“What do I need to be a successful farm manager? This is a question we all ask ourselves, knowing that there are many aspects that are important in successful farm management. The courses offered by the RINDERZUCHT AUSTRIA Academy not only help you identify key levers, but also give you the expertise and knowledge to apply them to greatest effect. Education is the key to your future!”

Sebastian Auernig
Chairman RINDERZUCHT AUSTRIA





**One breed is
changing the
cattle industry.**

Fleckvieh

With approx. 1.4 million cows, Fleckvieh cattle represent 74% of the Austrian cattle population. This makes Austria the country with the highest percentage of Fleckvieh cattle in the world. Fleckvieh cows are robust and adaptable and therefore support efficient dairy farming. They therefore perfectly meet modern requirements regarding animal welfare and climate impact. The Fleckvieh breed is dual-purpose and offers a unique combination of fertility, udder health, metabolic stability and resilience. Fleckvieh cattle can produce milk and meat of the highest quality with purebred female and male animals. This makes Fleckvieh scientifically proven to be the breed of the future for economy and ecology.

**Robust
Efficient
Sustainable**

“We decided to work with Fleckvieh Austria years ago because we see the best examples of the breed in Austria. Austrian Fleckvieh cattle deliver the best results in Spain in terms of profitability, while also addressing the aspects of animal welfare and environmental protection. Given these impressive results and the joint work of official institutions, scientists, breeding associations, insemination centres and export companies as well as the animals’ excellent health status, Fleckvieh cattle from Austria have set the international benchmark for us.”

Antonio Barreira

from Ganados Barreira Bascuas S.L., Spain



The facts

A major turnaround in global cattle breeding!

More than 70 years ago, Austrian farmers began to breed Fleckvieh cattle consistently, countering the trend towards uniformity at the time. The result? An excellent dairy breed that has retained its outstanding fitness and meat characteristics.

Maximum resource efficiency

The economic advantages of dual-purpose cattle are also reflected in the utilisation of increasingly scarce resources: Valuable fodder is not used for a single purpose, and methane emissions per kilogram of food produced are significantly reduced.

Optimal fertility - strong resilience

Fleckvieh cattle offer high basic fertility and excellent metabolic stability thanks to its outstanding genetics. Being a very robust breed, Fleckvieh also scores a high resistance to mastitis. Moreover, Fleckvieh are highly resilient, i.e. they adapt well to changing environmental conditions in terms of housing or grazing environment and feed supply – even under extreme conditions.

Universal usability

Notwithstanding its advantages as a dual-purpose breed, Fleckvieh genetics are also beneficial in pure suckler cow herds. Fleckvieh cattle are also used increasingly for crossbreeding all over the world, due to their superior fitness properties.

Breeding objective according to farm management and science

The breeding objective is based on farm management and scientific principles. The breed has never been subjected to one-sided selection and has therefore been able to achieve its present dual-purpose profile.

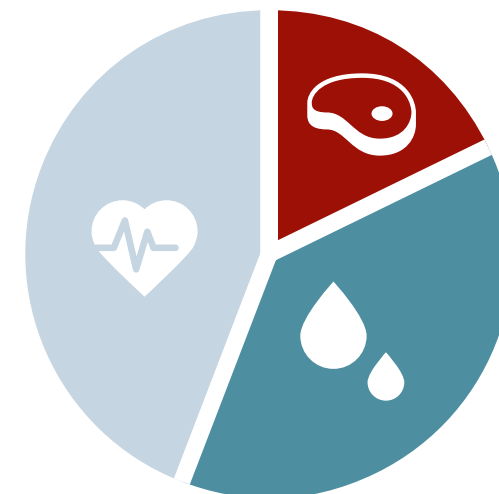
Polled genetics on the rise

The intensive use of genomics also enables targeted selection for genetic traits such as naturally polled cattle. Genetically polled animals deliver increasingly impressive results in all traits defined in the breeding objective.

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



The facts

Fleckvieh

Efficient breeding programme brings progress










The excellent success of Fleckvieh genetics is based on a highly professional breeding programme. This includes national performance and quality controls, which comprise the recording of parameters on animal and hoof health, metabolic stability, feed efficiency and environmental impacts. This comprehensive data forms the basis for a genetic evaluation that is carried out jointly by Austria, Germany and the Czech Republic.

Breeding using state-of-the-art technologies

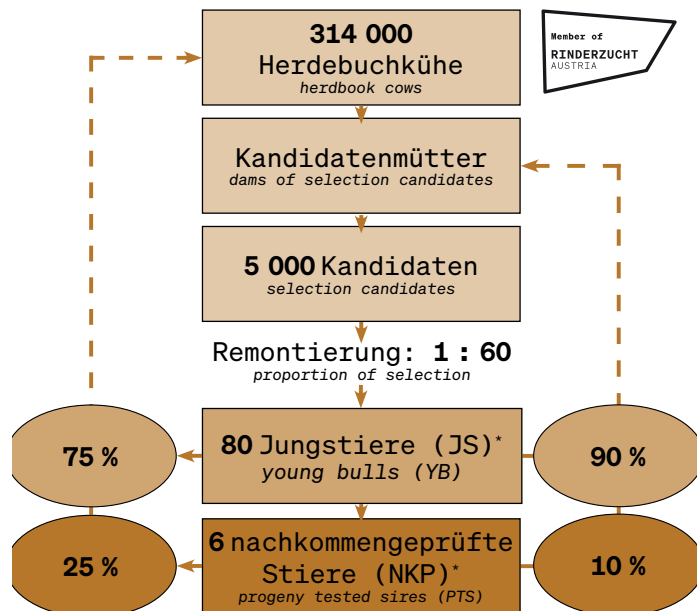
Genomic selection unlocks vast, previously inaccessible potential for developing various functional traits due to the existing broad genetic variance and low inbreeding. Thanks to strict restocking rules, only the very best bulls are used for insemination. Fleckvieh breeding uses the single-step method – the best and globally recognised genetic evaluation method.

From Austria around the world!

Austria is not only a country of origin for Fleckvieh breeding, but also the most successful export country for Fleckvieh breeding cattle, relative to its cattle population. Fleckvieh semen and embryos from Austria are sold to almost all parts of the world and ensure the continuous growth of the Fleckvieh breed in the global cattle population.

 7,910 kg Milk	 4.17 % Fat	 3.41 % Protein
 32,615 kg Lifetime production	 4.1 Calves per cow	 29.1 months First calving
 650–850 kg Weight	 140–150 cm Sacrum height	

Breeding programme



*plus targeted use of international genetics

1,400,000

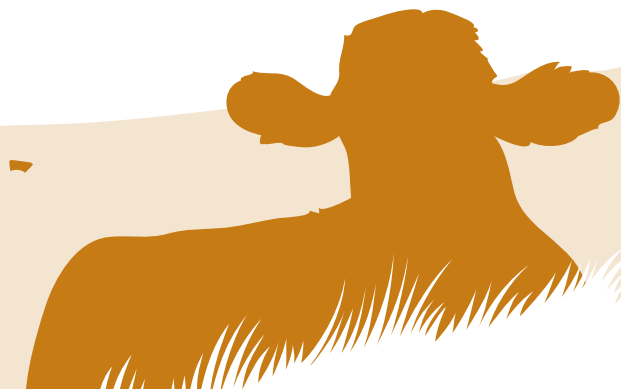
Population in Austria

314,000

Registered cows

74 %

Breed share in Austria





THE
dairy cow

Holstein

Holsteins are dairy cattle. The aim is to have cows with a long productive life that are capable of producing high quantities of milk. This requires good adaptability to all husbandry and management conditions, a large basic forage and dry matter capacity, stable health, good fertility and good feet and legs. This breed offers highly functional udders, which are very easy to milk. It therefore enables high daily yields over several lactations and meets the requirements of modern milking technology.

The dairy breed for high lifetime production

“In the course of building our new barn, we decided to convert our herd from a dual-purpose breed to the high-performance Holstein breed, with its emphasis on milk production. Apart from their clear advantages in terms of milk yield, Holstein cows are characterised by their high adaptability and learning ability.

The large body frames and open ribs of this breed ensure a high basic forage intake and thus an optimal feed conversion.

They also calve very easily and offer good fertility - these are additional advantages that make this breed stand out. The large population of Holstein cattle worldwide results in highly secure availability of offspring.

We want to breed cows with a long length of productive life that produce high lifetime yields exceeding the 100,000 kg mark. With the Holstein breed and its quality exterior, we are able to achieve this breeding objective.”










Philipp Neuhold
from Wettmannstätten,
Styria



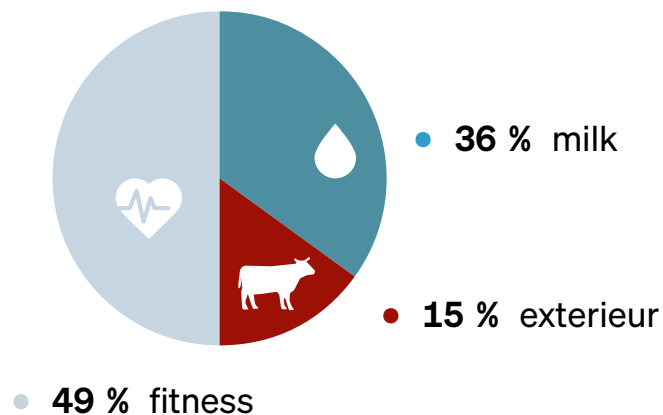
The facts

Holsteins are bred as black and white or red and white cattle, but purely black, red or white Holsteins can also be found. This breed has a fine bone structure, and its conformation and movement mechanics, including correct, robust feet and legs, must meet the requirements of both high performance and a long length of productive life. In breeding selection, particular attention is paid to milk-typical traits such as a fine head, long neck and an open, sloping rib structure, combined with a good width of the chest, body depth and long, broad, well-supported pelvis.



 9,375 kg Milk	 4.07 % Fat	 3.32 % Protein
 34,867 kg Lifetime production	 3.54 Calves per cow	 28.3 months First calving
 650–750 kg Weight	 145–156 cm Sacrum height	

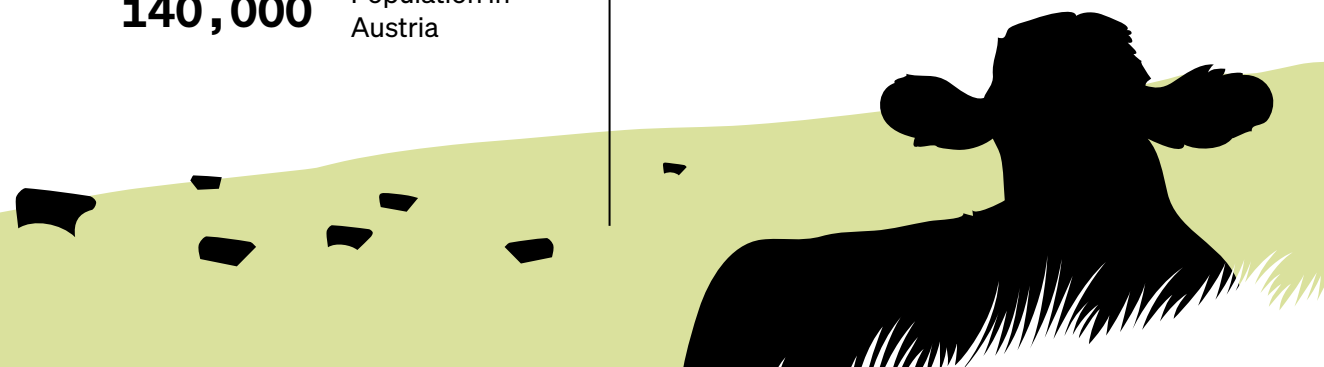
Breeding objective



7 %	Breed share in Austria
140,000	Population in Austria

47,000 registered cows

4,900 herds



“In Austria, cattle are the animal species on which the most data has been collected for decades. In our research projects, we work on the analysis of large data sets with the aim of distilling knowledge from Big Data and, for example, being able to make predictions about the risk of certain diseases developing. We then use this knowledge to improve animal health and welfare.”

Christa Egger-Danner
ZuchtData Innovation



“Consistent breeding work, modern breeding programmes, enthusiastic cattle breeders, seamless performance recording and data processing and participation in and management of research projects form the basis for our success.”

Sebastian Auernig
Chairman RINDERZUCHT AUSTRIA





The
milk-focused
fitness
breed

Brown Swiss

Brown Swiss are uniformly brown or greyish-brown, medium-sized, medium-weight, horned cattle. Bulls are usually darker than cows. The tips of the horns, lips and hooves are dark in colour, while the area around the lips and eyes is lighter. This breed is well muscled, even though its bone structure is relatively fine. Brown Swiss cattle are found across wide areas of the Alps and Alpine foothills. The main breeding areas are the Allgäu in Germany and the east of Switzerland.

“We are a family business and have been relying on the quality of Austrian Brown Swiss genetics for years. This breed is easy to keep and is very calm in large herds, making it ideal for robotic milking. Brown Swiss are robust and extremely adaptable. As we produce cheese in our own dairy and sell it from our farm gate, it is extremely important for us that the raw milk we obtain is of the best quality. The higher kappa casein B content compared to milk from other breeds allows us to produce cheese more economically. That’s why this breed is a perfect fit for our farming approach!”

Aurelio Muñoz Gómez from the breeding farm **Ganadería María Amor** in Liérganes, Cantabria, Spain



The facts

Brown Swiss cattle can be used as a fitness breed with a focus on milk production or as a dual-purpose breed. Thanks to its hard, black hooves and good fetlocks, as well as its adaptability to all production conditions, it can be kept successfully all over the world.

That's why Brown Swiss cattle, being suitable for both pasture grazing and loose housing, can be found on both intensive and extensive farms.










The desired milk production performance level is ten times the body weight, with a close, high fat/protein ratio. Breeders increasingly focus on fitness traits such as fertility, calving ease, and length of productive life, independent of performance and lactation persistence.

The breed's high performance enables extremely high milk yields with a high kappa casein B content, which forms the basis for profitable cheese production (15% greater cheese yield).

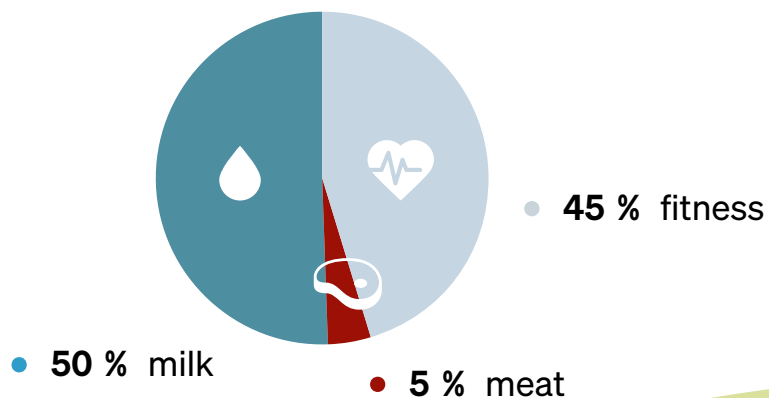
With regard to fitness traits, Brown Swiss stand out in terms of fertility, calving ease (95% normal births), udder health and good feet and legs. Their genetic longevity (the highest proportion of consistently high-performing cows) also results from the high proportion of young cattle sent to mountain pastures for grazing.

brownswiss
morethanmilk

Brown Swiss (Braunvieh)

 7,607 kg Milk	 4.16 % Fat	 3.50 % Protein
 31,039 kg Lifetime production	 3.75 Calves per cow	 30.9 months First calving
 ca. 700 kg Weight	 ø 148.1 cm Sacrum height	

Breeding objective



96,000 Population in Austria

5 % Breed share in Austria

27 % of cows graze on mountain pastures

37,700 registered cows

4,200 herds





The
exclusive
dual-purpose
breed

Original Pinzgauer

Pinzgauer cattle, one of the last native breeds in the Alpine region, offers hardiness and adaptability thanks to being bred in this challenging natural environment. With a pronounced maternal instinct and good-natured temperament, Pinzgauer cows are also very popular in suckler cow herds. The meat of this breed stands out through remarkably high quality, fine texture, juiciness and good marbling.

The perfect fit for our forage strategy

“When we switched from suckler cows to dairy cows and started to market directly, we looked for a dual-purpose breed. Pinzgauer cattle produces meat of excellent quality and fits our needs perfectly! Our herd has now grown to 140 head, and we stopped dehorning in 2017. As an organic grazing farm, we really value the sure-footedness and dark, hard hooves of this breed as well as its perfect forage conversion. We focus on low-input milk production and, thanks to our A2A2 breeding bull in the herd, we can offer yet another quality feature. As a result, we have a stylish herd that is well suited to alpine pastures and grazing and is good for our souls to boot!”

Johannes Schörkhuber

Bio Losbichl, Laussa,
Upper Austria



The facts

Thanks to its excellent adaptability and suitability for pasture grazing, Pinzgauer cattle can be used as a milk-focused dual-purpose breed and/or meat breed, as well as a utility cross with meat and dairy breeds.

Pinzgauer cattle have a medium to large frame, with a strikingly long rump and short head. They are chestnut brown with a broad white stripe from the withers along the back, down the backs of the legs and along the belly to the lower chest. The tail is also white, and the hooves are distinguished by their dark colour and hardness. Pinzgauer cattle have white bands around the tops of the rear and usually also the front legs. Occasionally, there are black Pinzgauer cattle, and these are very much in demand. A genetically polled variety known as "Jochberger Hummel" is becoming increasingly popular in suckler cow herds and dairy cattle breeding.

Pinzgauer cattle have good depth of chest and flanks and pronounced rear leg muscling. Centuries of breeding under the most difficult conditions have shaped the Pinzgauer cattle into a particularly hardy and robust breed. Today, this breed is found in more than 30 countries worldwide. Pinzgauer cattle currently presents as a performance-oriented dual-purpose breed that is of interest for both milk and meat production thanks its broad genetic variance.










Major advantages

- Robustness
- Fertility
- Vitality

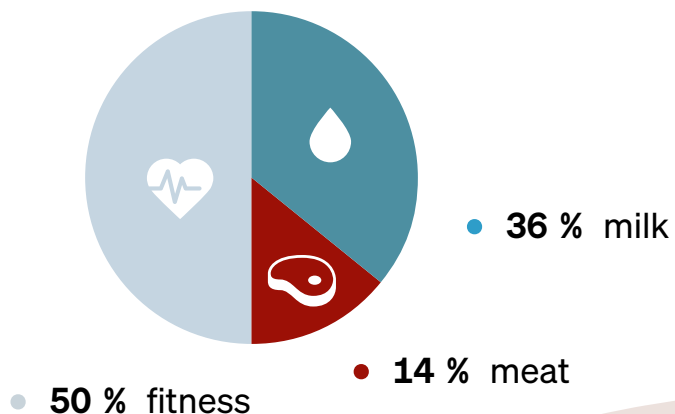
Excellent characteristics

- Dark, hard claws
- Resilience and adaptability
- Calm nature
- Excellent maternal instinct

Original Pinzgauer

 5,456 kg Milk	 3.80 % Fat	 3.27 % Protein
 20,630 kg Lifetime production	 3.81 Calves per cow	 34.4 months First calving
 ca. 650 kg Weight	 ø 143.8 cm Sacrum height	

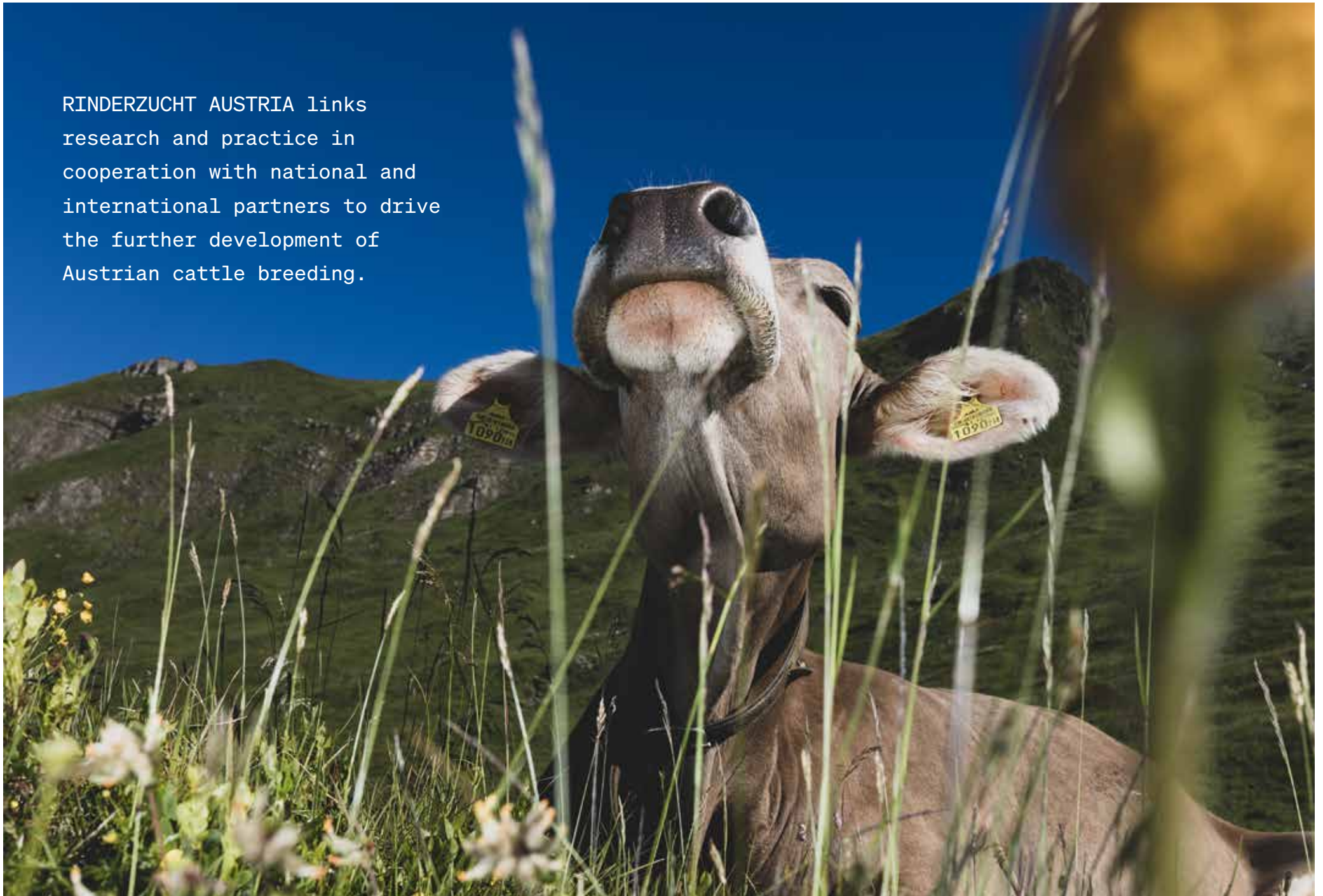
Breeding objective



54 % Carcass yield	7,000 registered cows
38,400 Population in Austria	23 % of cows graze on mountain pastures
	2 % Breed share in Austria



RINDERZUCHT AUSTRIA links
research and practice in
cooperation with national and
international partners to drive
the further development of
Austrian cattle breeding.





Based on the latest research results, we offer innovative training for farmers, which puts the latest research findings into practice.



A precious
and robust
alpine breed

Grauvieh

This medium-framed, alpine multi-purpose breed is bred by about 1,300 farms in the dry regions of the Inner Alps. Its particular strengths, i.e. an undemanding nature, optimal feed conversion, ease of calving, vitality, good conformation, functional udders and superior milk quality, come into their own in low-input systems above all.

“This is a cattle breed that has charm and personality. The arrival of the first Tyrol Grey cows at our Maierlgut farm marked a new chapter for me. This breed has true charm and personality. It has captured my heart and is a breed of the future. Tyrol Grey cows are resource-efficient, ideal for grazing any terrain, easy to handle thanks to their compact size and are attentive cows with an excellent maternal instinct. Both the quality of the meat and the daily weight gains in bullock fattening are remarkable. My customers adore this meat. I’m 100% behind this expressive horned (!) breed that has a great history.”

**Christine
Mooslechner**
from Flachauwinkl,
Salzburg



The facts

Net daily gain, day 1-200

Around 1,000 grams in both males and females

Meat quality

- finely textured and marbled
- extremely tasty
- rich in OMEGA-3 fatty acids
- carcass yield up to 60 %

Excellent udder health

- high set udder with good udder fit
- low cell counts and therefore high milk quality
- the basis for specialty food production of cheese, butter and chocolate










> lowest insemination index

> unique fertility

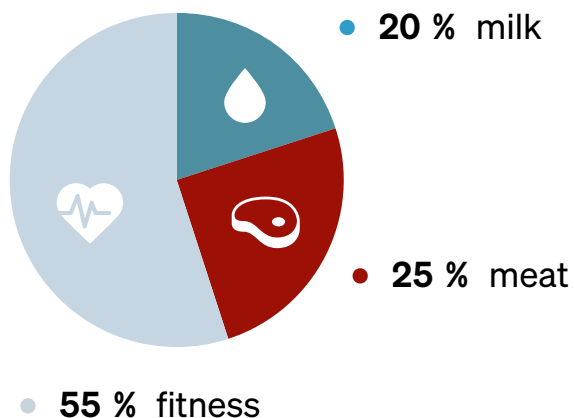
> low stillbirth rate

Benefits in suckler cow herds

- good maternal instinct
- rich milk yield – due to its high milk production, this breed also makes good nurse cows
- Udder quality – high set udders
- allow the calf to drink comfortably
- suitable for pasture grazing in any terrain, frugal – Perfect for grazing on steep slopes and in rough terrain
- economic, highly vital
- Resilience – can be kept outdoors year-round
- fertile, healthy and long-lived – on average, an extra calf per cow
- easy calving without complications

 5,172 kg Milk	 3.91 % Fat	 3.37 % Protein
 24,773 kg Lifetime production	 4.87 Calves per cow	 34.2 months First calving
 ca. 600 kg Weight	 129–139 cm Sacrum height	

Breeding objective



49 % of cows graze on mountain pastures

100 % of young animals graze on mountain pasture

4,900 registered cows

1,260 herds

75 % of farms are located at an altitude of over 1,000m above sea level

85 % of farms keep fewer than 10 cows in their barns

1 % Breed share in Austria

17,200 Population in Austria





**Diverse,
climate
resilient
and high-
performing**

Beef cattle and genetic conservation breeds

Beef cattle breeding is the most diverse branch of Austrian cattle breeding. The spectrum of Austrian beef cattle breeding ranges from intensive beef cattle breeds to domestic genetic conservation breeds and robust breeds for extensive farming. Beef cattle are used both in suckler cow herds and for utility crossbreeding on dairy farms. Beef cattle are one of the key pillars for nature-friendly, climate-friendly, efficient beef production.

“Suckler cows are true all-rounders! They maintain and support our cultural landscape, for which Austria is known worldwide. Suckler cows and their calves turn grass into tender, fine and tasty beef. Each breed has its individual characteristics, and each farm will find the right breed, whether for extensive or intensive farming or early or late maturity - and in any colour they want. That’s because Austrian beef cattle breeding is just as colourful and diverse as the country itself, with its different geographical conditions and different lines of production!”

Johanna Schachinger
Deputy Chairman
Fleischrinder Austria
and Charolais breeder from
Upper Austria



The facts

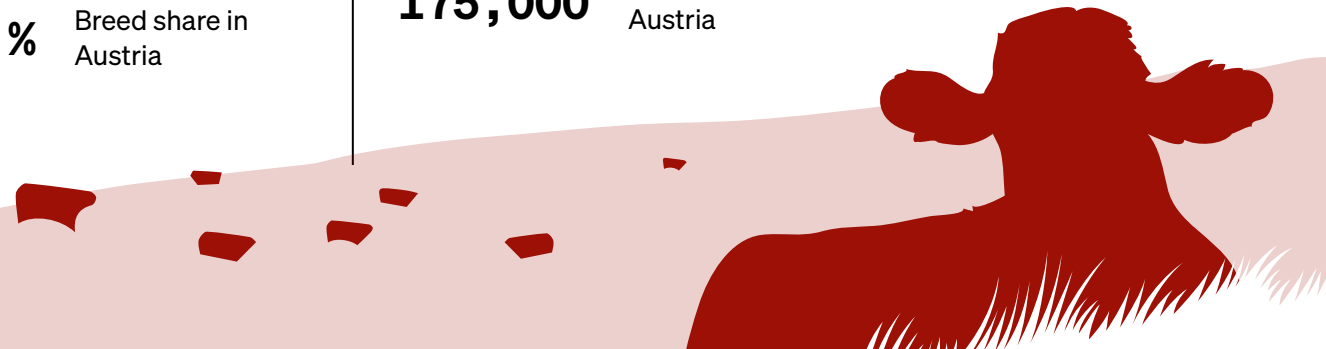
In Austria, 157,000 suckler cows are kept on 24,000 farms. About 10% of suckler cow farms are involved in herdbook breeding. Breeding regimens are in place for 24 breeds, which are also subject to beef recording tests. These breeds include special beef cattle breeds originating from other countries as well as domestic dual-purpose and genetic conservation breeds. Suckler cow farms operate under the slogan 'meat from grass'. Thanks to the high proportion of managed permanent grassland, these farms and their suckler cows actively contribute to climate protection. In this way, beef is produced from grass, animal welfare is ensured, and CO₂ is stored in the soil.

What makes our beef cattle and genetic conservation breeds stand out:

- the right breed for all forms of production in suckler cow farming
- perfectly suited to utility crossbreeding with dairy cattle
- calm, good-natured character
- ideal maternal characteristics
- healthy calves
- good fitness properties
- good basic forage conversion
- high weight gain performance
- high carcass yields
- superior meat quality



24 breeds	25,700 registered cows
9 cows per farm	4,400 herds
10,5 % Breed share in Austria	175,000 Population in Austria



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**CATTLE
BREEDERS**
AUSTRIA

