

Brown Swiss Breeders' Sets Up International Beef Branch

The Brown Swiss Cattle Breeders' Association of America, one of the world's leading dairy registry organizations, has branched into the beef business.

In recent special session, the Association's Board of Directors assisted in setting up Brown Swiss Beef International, Inc. for the specific purpose of recording and registering the offspring of Brown Swiss bulls used in beef cattle crossbreeding and upgrading programs.

The new beef program is closely associated with the Brown Swiss Association in order to take full advantage of the latter's experience in recording pedigree, performance and progeny data.

As a bonus advantage, the tie-in will prevent duplication of facilities, since the Association will continue to expand activities for the improvement and promotion of registered Brown Swiss dairy cattle.

The decision to break tradition and set up separate beef herd books stemmed from the excellent results obtained through crossing Brown Swiss bulls on beef cows in all parts of the country.

Brown Swiss cattle are excellent grazers. They have long been noted for structurally-sound type—notably snug udders and strong feet and legs.

Crossbred Brown Swiss steers have consistently sold at prices matching those of straight beef breeds. Carcass quality and cutability have been highly comparable.

The biggest single advantage from using Brown Swiss bulls on beef cows, however, stems from the superiority of the resulting F1 heifers as breeding stock. Typically big and exceptionally fertile, they usually calve with ease. Their extra milk output adds weight to their calves and makes it possible to produce

more beef per acre per cow. This extra milk advantage is so strong that Marvin L. Kruse, Secretary of the Brown Swiss Association, predicts "a big market for the producer who breeds F1 and three quarter blood Brown Swiss x beef heifers and records the min the Brown Swiss Beef International Cross Record."

Two alternatives are available to cattlemen interested in using Brown Swiss bulls for crossbreeding and for upgrading Brown Swiss beef animals. There is a plentiful supply of registered Brown Swiss bulls available for natural service, according to Kruse, or a rancher can choose among the many top-notch Brown Swiss sires available through various artificial breeding organizations.

The new Corporation will maintain two complete sets of records in the development of Brown Swiss for beef purposes. One will be known as the Brown Swiss Beef Purebred Registry and the other as Brown Swiss Beef Cross Record.

Registration in the "Purebred Registry" shall extend and be available to (1) males and females from registered Brown Swiss cows, (2) females from Identity Enrollment Brown Swiss cows, (3) males that are grandsons of Identity Enrollment Brown Swiss cows, (4) all females having not less than 7/8 Brown Swiss blood and (5) all bulls having not less than 15/16 Brown Swiss blood, provided that the sire in each case is a registered Brown Swiss bull or a registered Brown Swiss Beef bull and the dam of the 7/8 females and 15/16 bulls are recorded in the Brown Swiss Beef Cross Record.

Recording in the "Cross Record" shall extend to all percentage females having less than 7/8 but no less than 1/2 Brown Swiss or Brown Swiss Beef blood, provided that these females are sired by a registered Brown Swiss or a registered Brown Swiss Beef bull. It is

proposed that the new organization will, however, accept any females in the Cross Record carrying no less than 1/2 Brown Swiss blood up to December 31, 1971. Established beef and dairy breeds or any crosses thereof may be used as foundation cows.

Temporary officers of the new Corporation have been elected and will serve until the first annual meeting. They are John S. Maxson, Dallas, Texas, President; George W. Opperman, Manning, Iowa, vice president; and Marvin L. Kruse, Beloit, Wisconsin, secretary-treasurer. The incorporators, in addition to the officers, are Hiroshi Tateyama, Ault, Colorado and Daniel

B. Thomas, Prairie Grove, Arkansas.

Present plans call for early employment of a Director of Brown Swiss Beef Promotion to work in the areas of advertising, sales and membership. Meanwhile, those wishing to become Charter Members of the newly formed group are urged to contact Marvin L. Kruse, Brown Swiss Beef International, Inc., Box 10381, Beloit, Wisconsin 53511.

Information on the Brown Swiss breed including a brochure on the use of registered Brown Swiss bulls for crossbreeding in beef production is available upon request to the Secretary.

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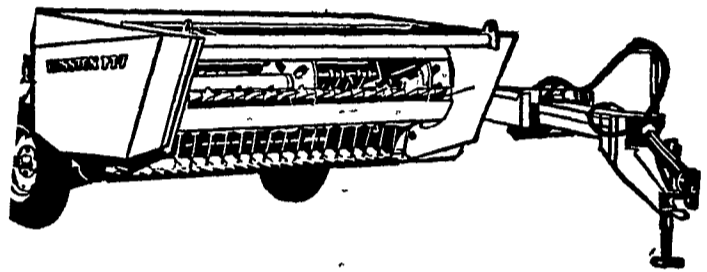
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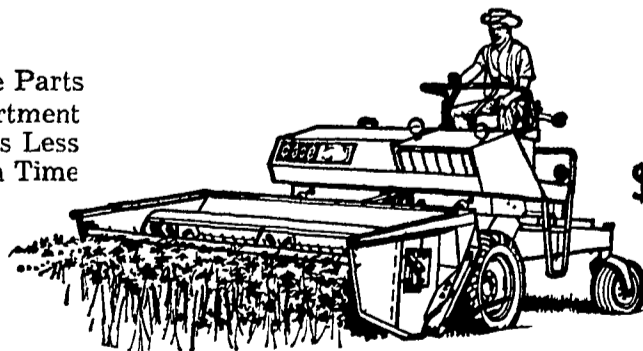
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