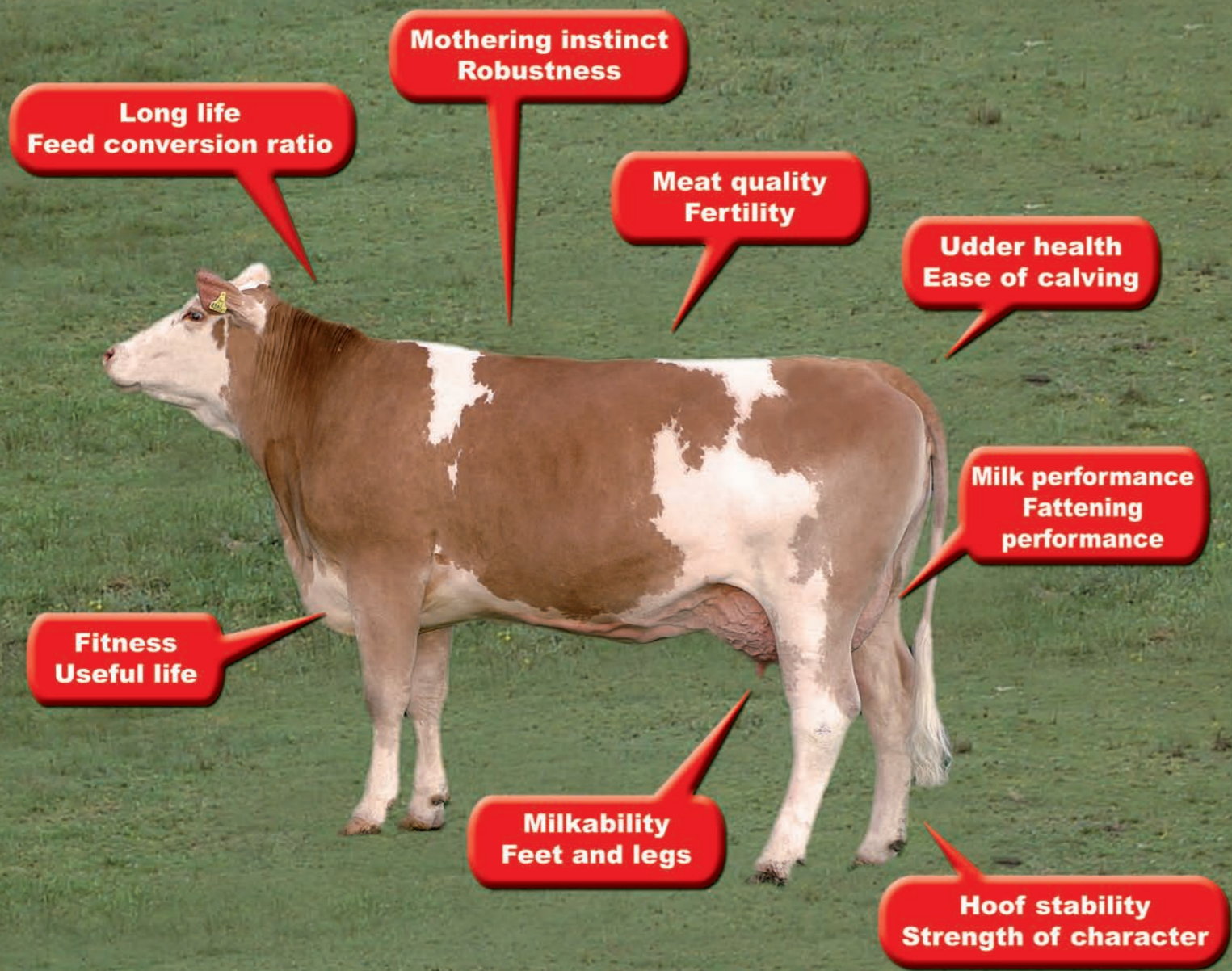


FLECKVIEH TYROL

The province with strong cows!

RINDERZUCHT TIROL

ZUCHT – PRODUKTION – VERMARKTUNG



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Brixner Straße 1 A-6021 Innsbruck
Tel.: +43 (0) 59292 – 1832 Fax: +43 (0) 59292 – 1839
e-mail: rinderzucht@lk-tirol.at www.rinderzucht-tirol.at

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Für den Inhalt verantwortlich: Geschäftsführer Ing. Christian Straif

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History, tradition and companies: More than 100 years ago the first Fleckvieh breeding associations were founded in the Tyrol. The goal was to promote and further develop the breeding of Fleckvieh in the Tyrol. Tyrolean breeders of Fleckvieh thereby always had to take the difficult environmental influences of the mountainous territory into consideration. The use of cultivated pastures and the cultivation of mountain pastures were always given priority. Fleckvieh are ideally suited to these conditions. This is illustrated by the fact that today in the Tyrol the breed has a share of more than 50 %. In the cattle breeding association in the Tyrol there are around 3,000 Fleckvieh breeders with a registered 60,000 herd book Fleckvieh.



Milk performance and alpine farming: On average every Tyrolean Fleckvieh cow produces 6,400 milk-kg with 4.10 fat and 3.30 protein-%. This is even more remarkable given the fact that 60 % of the cows and almost all of the young cattle spend the summer on mountain pastures. Alpine farming is important for the development of the animals with regard to the animal's health, hardiness, fitness and fertility. On average a cow spends around three months on the mountain pastures. With regard to the young cattle, the alpine season usually lasts longer than 120 days. On average the mountain pastures lie at a height of 1,500 to over 2,500 meters above sea level.



Robustness, hardiness, suitability for pastures, animal health: Due to the natural surroundings, high demands are made of cattle farming in the Tyrol. In these difficult conditions, Tyrolean Fleckvieh demonstrate their properties such as robustness, hardiness, suitability for grazing land, animal health and uncomplicated when it comes to looking after them. These properties are greatly appreciated by breeders and many customers. They form a valuable basis for the fact that Tyrolean Fleckvieh perform well in husbandry conditions which are intensive or outdoors.



Life performance and useful life: Breeders of Fleckvieh in the Tyrol have always paid attention to the life performance and useful life of the animals. Thus it does not come as a surprise that at national level the Tyrolean Fleckvieh take the lead with an average life performance of almost 26,000 milk-kg and a useful life of over four years. With Fleckvieh from the Tyrol, the remounting costs / kg milk can be reduced by the long useful life of the cows.

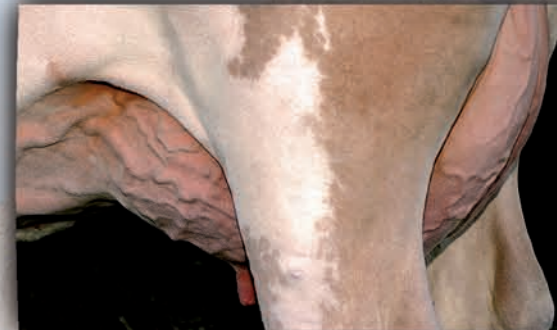
Udder health and milkability: The Tyrolean Fleckvieh breeders place a great deal of emphasis on the udder health and ease of milking of the animals. Here the Tyrolean Fleckvieh assume the undisputed lead in Austria with a cell count of 172,000. The average minute of milking of the Tyrolean Fleckvieh cows of 2.30 kg can be seen as ideal in combination with the cell count and milkability.



Fertility, artificial insemination and ease of calving: As a result of being kept on mountain pastures and grazing land, Tyrolean Fleckvieh cows are considered to be very fertile. This is demonstrated by an average intermediate calving time of 388 days and an insemination index of 1.66 %. At the same time, the Tyrolean Fleckvieh is in the lead with the lowest stillbirth and difficult birth rate (slightly below 2.5% in both cases) in Austria.



Suckler husbandry and meat performance: The good milk performances and the pronounced mothering instinct of the Fleckvieh cows mean that they are ideally suited as suckler cows. As a dual-purpose breed, the highest daily gains are attained. The meat performance of the Fleckvieh animals is also characterised by the best quality in terms of the tenderness and marbling of the meat.



Exterior and successes: The breeding of animals strong in type is popular among Tyrolean Fleckvieh breeders. Numerous success stories at shows at provincial and federal level underline this in an impressive manner. One of the greatest success stories took place at the Federal Fleckvieh Shows in 2005 and 2010 when the Tyrolean Fleckvieh cow Bella won and defended the title among the life performance cows.



Marketing: Every year at what amounts to 20 cattle auctions, breeding cattle are marketed in the two centres of Rotholz (around 5,000 cattle) and in Lienz (around 1,000 breeding cattle). Tyrolean Fleckvieh have developed to become an export hit. Fleckvieh from the Tyrol are exported from Rotholz and Lienz to more than 10 nations (Italy, Germany, Spain, Russia, Poland, Romania, Albania...). Time and time again feedback from buyers in the export countries confirms the strength of quality and reliability of the „Fleckvieh Tirol brand – the province with the strong cows!“.

