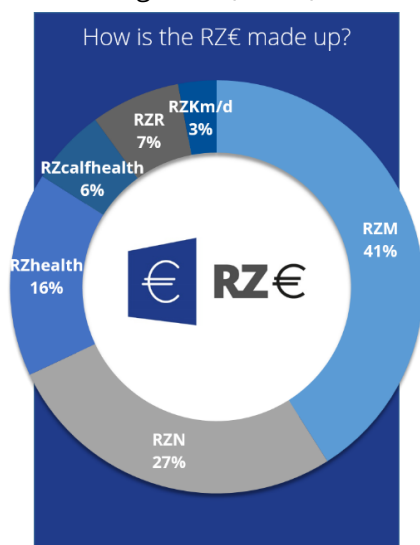
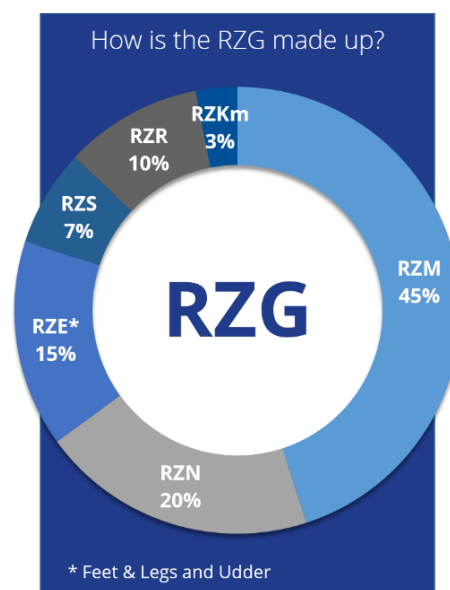


The German Livestock Association (BRS)

The German Livestock Association is the umbrella organisation of the German Holstein and Red Holstein breeds. Ten regional dairy breeding organisations are members in the BRS and officially recognised by the responsible authorities. With CONVIS (Luxembourg) and Holstein Austria, the BRS also has two extraordinary members. BRS is gathering over 1.82 million registered Holstein and Red Holstein cows in more than 14,600 farms in Germany. BRS represents its members' interests in the fields of herdbook registration, AI-service, genomics, breeding and marketing. Among others, BRS represents the breeds' interests internationally, carries out the German Dairy Show and publishes four times a year the magazine „milchrind“.

The **genetic evaluation** is carried out by the data centre vit in Verden. Already in 1997, the former German Holstein Association (DHV, now part of BRS) has defined a Total Merit Index **RZG** combining all economically significant trait composites according to their importance within the breeding goal. Ever since, the German Holstein breeding strategy is based on the idea of balanced breeding. Today, the Total Merit Index (RZG) includes production (RZM), functional herd life (RZN), conformation (Feet & Legs and Udder), reproduction (RZR), somatic cell count (RZS) and maternal calving traits (RZKm). To date the RZG is one of the world's most popular total merit indexes for the Holstein breed. In 2020 a new Economic Total Merit Index was formed – the **RZ€**.



With the project **KuhVision**, herd genotyping started nationwide in 2016. Today, almost 20 % of the herdbook cows are genotyped. The **KuhVision**-project enabled the German Holstein breeding industry in April 2019, to set up a combined bull and cow reference population for the genomic breeding value estimation for all traits. Depending on the trait there are up to 430,000 females in the mixed trainings set. The additional information collected in this project made it possible to publish health breeding values with a high reliability for the first time in 2019. Today, the project is also available to farms outside Germany. For more Information see www.rz-germanholsteins.com.

Germany is part of the **EuroGenomics** Cooperative. By this, more than 40,000 proven sires are involved in the genomic evaluation today. The large mixed training set for genomic evaluation represents not only the complete European and Northern American genetic background of the Holstein breed it is also the total genomic pattern of the current German Holstein and Red Holstein population.

Production results per lactation of registered German Holsteins and Red Holsteins (2019):

	Number	Days in milk	Milk kg	Fat %	Fat kg	Protein %	Protein kg
Holsteins	1,668,937	324	9,736	4.03	393	3.44	335
Red Holsteins	154,770	323	9,013	4.16	375	3.49	315



The daughters of the popular sire Godewind RDC (Goldchip x Sanchez x Goldwyn) during the German Dairy Show in 2019.

Number of live Holstein cows classified excellent (March 2020)

	EX 95	EX 94	EX 93	EX 92	EX 91	EX 90
Holstein	1	7	22	75	271	1,104
Red Holstein	1		2	10	30	186

In Germany, there is a wide range of different management systems varying from small family-operated farms with 50 – 60 cows to large-scale operations with over 2,000 cows. The fact that German Holsteins prove to be successful under these manifold feeding and management systems both in the barn and on pasture, underlines their extraordinary adaptability. This adaptability also proves itself under various climatic conditions and makes German Holsteins an export sales hit.

Exports of German Holsteins and Red Holsteins

Year	2017	2018	2019
Number of exported heifers	90,586	91,432	92,825

Popular German Cows



BWH Annika
5/EX 95 (Sire: Atwood)
Highest excellent cow in Germany



Loh TJ Alessja
2/VG 89 (Sire: Armani)
Black and White German
Champion and 2019



FG Natalie
2/VG 89 (Sire: Mad Max)
Red and White German Champion 2019

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