



# 4 REASONS FOR PREFERRING

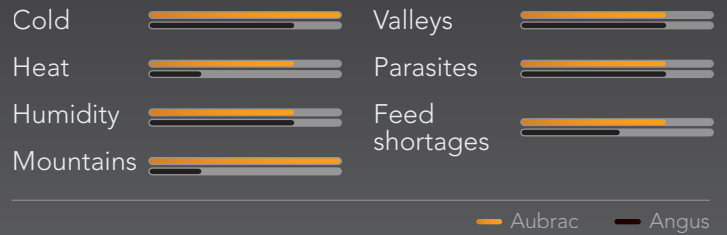


**AUBRAC** TO **ANGUS**

# 01 HARDINESS

THE PERFECT HARDY BREED

Its origin in the mountainous regions of France has made this breed amazingly hardy and resistant :



- > Adaptation to extreme climates and ranges of temperature
- > Black hooves and sound feet and legs for walking ability
- > Optimum use of rough even abrasive forage
- > Black pigmentation of the mucous membranes which avoids parasitic infection and cancers of the eye
- > Resistance to periods of feed shortage



## Conditions of extreme heat

A coat colour that reduces sensitivity to heat

Decrease of feeding activity in period of extreme heat depending on the coat color



— light-hide — dark-hide  
source : U.S. Meat Animal Research Center

## Conditions of extreme cold

The reference breed for resistance to bitterly cold conditions <  
In the birthplace of the breed, winter temperatures can be extreme. Periods of minus 20°C are frequent in winter <  
The Aubrac breed was created to resist such conditions <  
and it adapts perfectly to these drops in temperature <

# 02

## ADAPTABILITY

AN ANIMAL BETTER ABLE TO WITHSTAND EXTREME TEMPERATURES

# 03

## PERFORMANCES

*ROBUST CALVES THAT RAPIDLY PROVIDE GOOD ADDED VALUE*

Reared in similar conditions in Chile, Aubrac animals display in all traits the superiority of their beef abilities compared to the Angus :

	Aubrac	Angus
Birth weight	<b>43</b> kg	<b>42</b> kg
Weight at weaning	<b>265</b> kg	<b>243</b> kg
ADG	<b>1.262</b> kg/d	<b>1.173</b> kg/d
Weight at 450 days	<b>541</b> kg	<b>515</b> kg
Carcass yield	<b>60,6</b> %	<b>58,5</b> %

source : InnovaChileCorfo

- > Very early growth development
- > Optimum feed conversion
- > High marbling level
- > Carcass weight adapted to the expectations of your market

CHOICE  
RAC



Average sized cows : **580 kg**

A **highly developed** maternal instinct

High milk production : **9 kg/day**

Excellent calving ease : **97%**

**Very early** sexual maturity

Unfailing longevity :  
**12% of cows are more than 10 years old**

# 04

## MATERNAL QUALITIES

*AN AUTONOMOUS COW IS AN ECONOMICAL COW*



# THE AUBRAC BREED



The Aubrac breed originated in the French Massif Central, where herds have grazed on the volcanic mountains since the 18th century.

At that time, the Aubrac breed was THE perfect dual purpose breed. It was used for ploughing in the fields, and for the production of milk and meat.

Later, with the arrival of mechanisation and with less milking being carried out on the high mountain pastures, breed selection turned specifically towards meat production. This is why we now have a beef breed, but a beef breed that has been able to preserve from the past some of its functional qualities that make it so valuable : **hardiness and milk production.**

In 1979, the AUBRAC Union was created and the breed qualities began to be known both inside and outside France. The breed was rapidly imported into all the continents of the world, where breeders continue to be astonished by its exceptional qualities of breeding and adaptation.

Today, the breed is selected by the MIDATEST cooperative, one of SERSIA FRANCE's partners. The reference population enables significant genetic advance constantly, made on criteria characteristic of this breed :



#### On the female side :

- > Early sexual maturity
- > Fertility
- > Calving ease
- > Hardiness
- > Longevity



#### On the male side :

- > Early development of the animal
- > Growth ability