



Fleckvieh is “Coming to Kenya”

The only Dual Purpose Breed in the world.

Fleckvieh, the world's only economical dual purpose breed is finally coming to Kenya. The perfect solution to a breeder's problems, Fleckvieh is making its debut entry in the East African market following the successful introduction of the breed in South Africa and Namibia. With excellent milk production - yielding an unbelievable 10,000 litres per cow per lactation period and proper feeding regime, Fleckvieh milk is one of the highest qualities world over. This is due to its low somatic cell count of about 70,000 cells/ml.



Poor quality milk through rapid deterioration during handling and transportation, thanks to high somatic cell count common with the local breed, will become history with the introduction of this breed. Fleckvieh cows have higher fertility rates assuring a farmer of high output from minimal input and real value for money. Clear display of heat signs, excellent vitality and disease resistance, with an average calf bull weight of 300 kgs at six months. are some of the excellent

attributes and genetic traits that make Fleckvieh the preferred choice for dairy and beef production.

Fleckvieh Genetics (E.A.) Ltd is the company behind the introduction of Fleckvieh in the region. Operating through full backing of Bavarian Fleckvieh Genetics from Germany, Fleckvieh E.A. Ltd is another success story of Gerard Besseling, a renowned entrepreneur operating several business interests in Kenya. An innovative and industrious entrepreneur, Gerard is on record for establishing businesses from

humble beginnings to vast empires. The company's operations are based in Nairobi and will include a Model Farm run and managed by a breeding specialist with many years experience. From where farmer training programmes and technology transfers will be conducted. The model farm will showcase the latest feeding regimes and formulations in addition to training artificial inseminators.

The Fleckvieh Society where members will be able to participate in exchange programmes including tours to Bavarian Fleckvieh in Germany, the origin of the



Fleckvieh is “Coming to Kenya” cont.



We shall showcase two animals - one 100% pure Fleckvieh Breed and one Crossbreed 50% Fleckvieh and 50% Holstein Friesian with daily presentations by Dr. Thomas Grupp CEO of Bavarian Fleckvieh Genetics Germany who will give a slide show presentation during this period. Come and see for yourself what every Breeder has been missing. For more information, please contact info@fleckviehgenetics.com

Fleckvieh breed to share breeding techniques and provide opportunity for acquisition of breeding skills and exposure of the local farmer to top breeders in Europe. The company intends to crossbreed the Fleckvieh with Holstein-Friesian, Ayrshire, Jersey and other local breeds like Boran to produce a robust dual purpose breed, featuring a more moderate frame, sound udders with large milk wells, excellent muscling at the back and superior milk production capability. Make a date with Fleckvieh Genetics E.A. Ltd at its stand at Jamhuri Park, Nairobi ASK showground from 10th to 12th June where the company will be participating at the Brookside Livestock Breeders Show & Sale where the public can view this unique Breed for the first time.

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