



# Generation X



**MAXIMUM PROFIT for ANY FACILITY**  
Discover the different options to utilize "GENERATION X" in your herd today!!

# Generation X

We invite you to review these three crossbreeding options, and select the one that is best suited to help you meet your herd goals.

## CROSS, EVALUATE, CROSS\*

THIS IS ONE OF THE MOST POPULAR PROGRAMS FOR MANY DAIRYMEN

**1ST GENERATION** - Cross a Holstein female with a top Brown Swiss sire

**2ND GENERATION** - Evaluate the offspring results from the first cross (F1), using both type and production traits and choose one of the following options: **OPTION A** - If the F1 cow has more Holstein characteristics, breed to a top Brown Swiss. **OPTION B** - If the F1 cow has more Brown Swiss characteristics, breed to a Holstein

**3RD GENERATION:** If option "A" is chosen, use Holstein on the resulting offspring and if option "B" is chosen use Brown Swiss on the resulting offspring

**FUTURE GENERATIONS:** Continue to cross back and forth using a top Brown Swiss and Holstein alternately

*\*Note: This model will also work when crossing a Jersey female with a Brown Swiss sire*

### PROS:

- Maximizes production while greatly improving fertility, Somatic Cell and Longevity
- Once evaluation is done, easy to administer

### CONS:

- Heterosis is slightly reduced
- Holstein generation will be lower in components

**Who should consider this Option?** Dairy producers wanting to maximize milk yield and components, while drastically improving fertility, SCS, disease resistance and longevity

## CROSS, CROSS, CROSS (3 BREED ROTATION)

THIS CROSS WILL MAINTAIN A HIGHER LEVEL OF HYBRID VIGOR

**1ST GENERATION:** cross a Holstein female with a top Brown Swiss sire

**2ND GENERATION:** cross the F1 cow with one of the following breeds based on improvements needed by the individual animal:

- Jersey: components, smaller size, calving ability
- Scandinavian Red: calving ability, fertility, survivability
- Montbeliarde: fertility, strength, slaughter value

**3RD GENERATION:** breed to Holstein

**4TH GENERATION:** breed to a top Brown Swiss

**5TH GENERATION:** breed to a bull from the breed selected in the 2nd generation mating

**FUTURE GENERATIONS:** continue to use the 3 breed rotation cross

### PROS:

- Maximizes heterosis
- Higher components
- Select animal size based on your facilities

### CONS:

- Lower total production
- Jersey generation will tend to be smaller, and higher somatic cell
- Must use top Jersey and Scandinavian bulls to maintain udder depth

**Who should consider this cross?** Dairyman concerned about the size of their animals and those wishing to maximize heterosis

## PURE CROSS

FOR THOSE WISHING TO CAPITALIZE ON THE MANY BROWN SWISS STRENGTHS

**1ST GENERATION:** cross a Holstein or Jersey female with a top Brown Swiss sire

**2ND GENERATION:** ID the female with the Brown Swiss Association and breed to a top Brown Swiss bull

**3RD GENERATION:** The third generation animal is an Identity Enrollment female and should be bred again to a top Brown Swiss

**4TH GENERATION:** Now is a CIE and fully registered Brown Swiss female with a high genetic value!

**5TH GENERATION:** Enjoy the benefits of fully registered Brown Swiss!

*\*Note: A third generation cross whose ancestors was continually bred to top Brown Swiss sires will become a full registered animal with the Brown Swiss Association. Each generation needs to be ID with the Brown Swiss Association to complete each step of the process. 4th generation "CIE" animals have the same status as any registered Brown Swiss.*

### Pros:

- Good production coupled with superior component production
- Less hoof trimming required to maintain hoof health
- Fewer incidences of displaced abomasums, ketosis and mastitis
- Long-term marketing opportunities due to strong demand for Brown Swiss
- Animals less susceptible to environmental stress in hot and cold weather

### Cons:

- Decreasing level of heterosis
- Nipple bottle or nipple pail required

**Who should consider this cross?** Dairyman wishing a herd of high genetic value Brown Swiss

### Definition of Terms:

*Heterosis- also called hybrid vigor- the increase in growth, function, yield, or other characters in hybrids over those of the parents.*

*The first-generation offspring generally show, in greater measure, the desired characteristics of both parents.*

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## Opportunities Abound When Crossbreeding with Brown Swiss!

There are as many questions about crossbreeding dairy cattle as there are ideas. In response to these many questions, New Generation Genetics is excited to present three options designed to build a successful, long-term crossbreeding program. These options are proven in the real world! Simply select the option best suited to your goals and circumstances.

What do all three programs have in common? Brown Swiss! Why? Because Brown Swiss meet every dairman's goals. For example, Brown Swiss is the only breed to actually improve production, while also improving fertility, longevity and Somatic Cell. Further, it is the unique breed able to perform under any feeding program. Whether high input, high roughage, pasture or minimum cost rations, Brown Swiss perform! Finally, Brown Swiss have demonstrated they outperform other breeds in stressful weather conditions, regardless if the heat and humidity of the tropics, or cold and wind of the high Alps. Brown Swiss perform every day in all situations.

The other key to a successful crossbreeding program is the use of high quality A.I. sires, regardless of breed. New Generation Genetics operates the largest Brown Swiss program in the U.S. and has the most extensive selection of bulls to meet this requirement.

## Need further proof? LISTEN TO THOSE WHO ARE USING "GENERATION X" IN THEIR HERDS!

**CLOVER HILL DAIRY** Currently milking over 1,600 cows and crossbreeding using Brown Swiss semen for 10 years.

"I want to have Brown Swiss genetics in every cow on this farm" - Ed Schrouth, herdsman for Clover Hill Dairy, WI.

**SCHEIDAIRY FARMS** Milking over 1,000 cows and have been crossbreeding using Brown Swiss semen for 12 years.

"Brown Swiss crosses are 10% lower in SCC, average one breeding less per cow than Holsteins and have fewer DA's and Ketosis early in lactations."

- Stuart Wolfe, herdsman at Scheidairy Farms Inc., IL.

**ERNIE JONES** Milks over 200 cows and has been crossbreeding using Brown Swiss semen for 8 years.

"Brown Swiss crosses are superior to Holsteins for feet & legs, longevity and contract less mastitis." - Ernie Jones, TN

**NEW GENERATION  
GENETICS**

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