



  
haller  
livestock



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## Beef cattle - solid & highly competitive

German beef cattle generates rich in meat animals as well as low-maintenance breeds. You receive the whole package from Haller- carefully selected, healthy and productive animals.

In the past decades German breeders acquired a special competence. Due to the geographic situation of Germany in the heart of Europe, German beef cattle breeding frequently incorporated high-quality genetics from the regions of origin of beef cattle breeds in order to improve it for the special needs of the large scaled suckler cows and breeding farms of Eastern Europe. Because of this background German beef cattle breeds were able to establish the pole position in all inquiries regarding dairy and beef. You will profit from this competence aswell.

Essential performance parameters of

the beef cattle are continuously recorded and documented in the German breeding management. The proved quality of breeding and fattening animals is appreciated by customers all over the world. The same holds true for the documentation of the veterinarian-judicial statutes. We cannot emphasize this enough: in the cattle business it is essential to play it safe.

**Because of that Haller:** We offer security from the beginning for the preparation and transaction of your deals. Our tradition-rich company is known as a competent supplier of services all around cattle trade both in national and international measures.

Whether selection of the animals on farm, handling all administrative regulations or after sales support:

**Haller is your partner for the cattle purchase.**

Of course we consult and also help you with all questions around the financing. Give us a call!

**Haller – Your animals will arrive safe and sound in their new shed.**

### Races and weights



Race	final weight (f/m)	
Charolais	800 - 900kg	1.200 - 1.300kg
Angus	600 - 650kg	1.050 - 1.150kg
Limousin	650 - 850kg	1.100 - 1.400kg
Blonde d'Aquitaine	850 - 1.100kg	1.100 - 1.350kg
German Simmental	600 - 800kg	1.100 - 1.300kg
Hereford	600 - 900kg	900 - 1.250kg
Salers	700 - 750kg	1.100 - 1.300kg





## German Simmental - robust and fit for milk & meat

**Solid milk production with all the skills for quality-oriented fattening: the features of the German Simmental cattle.**

With the classical dual-purpose cattle you profit of the developments on the milk as well as on the beef market. In other words: German Simmental is the first choice to protect yourself against market risks!

The focus of the German Simmental breed is on the production of strong dual-purpose cattle. In terms of breeding value the fitness performance has preceded the performance of milk and meat production. An improvement of the protein amount, the life performance as well as the fitness of the animals is aimed – without retention of the meat achievement.

Average herd milk yields above the 7.000 kgs (4.2% fat, 3.7% protein) are

just as normal as individual milk yields above 10.000 kgs. A close look at the statistics shows that the yield is dependent on good management and the housing the cattle lives in. This has to be considered when selecting the animals.

The male calves of this breed are suited very well for the intense fattening. With a daily weight gain above 1300 g the bulls reach their average slaughter weight at the age of 16 - 18 months – with a slaughter value of up to 60%!

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### Simmental cattle population in Germany



Number of Simmental cattle	3,52 mio
From which milk cows	1,19 mio
Cows under milk performance test	909000
Active breeding population	858000
Herd book cows	65700



### Milk and meat production (big deviation)

- Average of all cows under milk performance test: 6.548 kg milk – 4,15% fat – 3,49% of protein with a somatic cell count of 142,000 cells / ml.
- Bulls from top fattening farms reach daily gain of 1,400 g and a dressing percentage of 60%.  
A genetic that opens new perspectives!



## German Holstein cows - productive, healthy and long-lasting

The German Holstein breed offers the world's largest herdbook population - an invaluable potential for building your high yielding herd.

Use this advantage and benefit from the possibility of choosing from 1.6 million herdbook Holstein cows. Quite simple: German Holstein cows shine through controlled safety - a feature that is evaluated as an essential competitive factor in a volatile global dairy market.

In addition to the documentation of the breeding data, the milk records show convincing evidence of genetic superiority: the milk from approx. 2.2 million Holstein cows is controlled and docu-

mented up to 26 times a year by neutral authorities.

### **Strong, healthy and long-lasting**

The importance of the German Holstein breed can be clearly understood by looking at the numbers: in 2008 more than 47.000 breeding animals were sold to 32 different countries. In the same period 1.61 million portions of semen were purchased, from powerful and long-lasting bulls that proved themselves on all continents.

### **Potential now and in the future**

All around the world German Holsteins prove themselves to achieve the highest levels in commercial milk

production! The German farmers work every day for this leadership. In extensive breeding programs, producers and breeders are working hand in hand with research and science. A far-sighted and sustainability-oriented approach contributes to continue to be the premier source for all questions about the Holstein dairy cattle.



**Average production (2008): German Holstein / herd book cows**

Holsteins	Milk (kg)	Fat (%)	Fat (kg)	Protein (%)	Protein (kg)	F+P (kg)
Black and White	8.783	4,09	359	3,39	298	657
Red and White	7.979	4,22	337	3,42	273	610

**Average production (2008): German Holstein / herd book heifers** 1. Lactation (305 days)

Holsteins	Milk (kg)	Fat (%)	Fat (kg)	Protein (%)	Protein (kg)	F+P (kg)
Black and White	7.911	4,00	316	3,36	266	582
Red and White	7.218	4,13	298	3,38	244	542

Source: DHV, 2009



## German Brown Swiss cattle - solidly & highly competitive

The hectic market movements of the last years have shown that it does not always make sense, to put all your eggs in one basket: German Brown Swiss cattle offers you the opportunity, to secure yourself against the alternations of the agricultural market.

As a classical dual-purpose breed the German Brown Swiss cattle offers milk yields in combination with outstanding fattening qualities.

With 8.000 kg – 9.000 kg average herd yields and content materials of 7% – 8% the German Brown Swiss cattle is situated in the Southwest of Germany. The breed offers functional cows with the best foundations and excellent udders. The really good-natured animals are the best utilizers of forage and, furthermore, are productive and robust.

The distinctive climate tolerance of the Brown Swiss cattle qualifies this breed even for the use in tropical regions. They are an important column of food security for the aspiring economic regions either pure- or crossbred.

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#### German Swiss in words and numbers

- Good dual-purpose cattle
- 8.000 kg – 9.000 kg milk performance with 7% – 8% content
- high-quality milk with the best consumption and dairy properties (Kappa casein B)
- healthy, regular udders with good milking speed
- extremely long-lasting due to the best foundations, fertile and easy calving
- hard and solid feet
- particularly adaptable to climatic extremes





## Vital piglets - For your success

### **Haller piglets are in a class by themselves.**

They come from large groups of solid, QS-certified farms. The linkage between the place of origin and the fattening farm is important to us. This way we can ensure high performance with high quality. We supply different breeds like Pietrain, Duroc, Tempo, Landrasse, Yorkshire and many more.

Qualified staff is on site watching the daily shipments and the piglets are selected according to the high quality demands of the Haller Ltd. This guarantees excellent cost effectiveness, because we are only choosing the best piglets.

Delivered as ordered: first class piglets with the highest health status (SPF) or quality piglets that have gone through an extensive vaccination program (Circovirus, PRRS, Mycoplasma, APP etc.) and are delivered with attestation (piglets passport).

And all that for a good reason; healthy piglets need less medication. The results are high quality meat and low costs, as healthy piglets also provide a better feed conversion ratio and higher daily weight gains. Upon request, our customers will also receive the latest feed recipe, so that the piglets can receive their familiar feed. For the continuous success.

Our years of experience are "unlimited". From the heart of German pig farming, we export to international markets such as Russia, Croatia, Greece, Spain, Austria, Hungary, Bulgaria, Romania etc.

**Rely on the Haller-quality piglets – for your success.**









## Transport safe and flexible

On the way to our customers we work in their interests. Animal welfare is our top priority when transporting animals. Because a successful transport leads to a good performance of the animals. For an optimal result, our customers can fully rely on the experienced team of Haller, from the loading to the unloading of the animals.

All partners of our transport network possess the latest generation of animal transport vehicles. This does not only meet the current EU regulations but fulfills the highest standards for animal welfare. A variety of safety precautions, air conditioning and heated water are only a few of the advantages that ensure integrity and welfare during transport.

To make the way to the customer as short as possible, we continuously optimize our routes using GPS-guided navigation in all vehicles. The unbeatable advantage: we can forecast the arrival of the animals up to half an hour. Prompt housing out and unloading benefits the animals.

All parties involved in the transport chain, from the well-trained drivers to the breeders are aware of their responsibility. We guarantee the efficiency and the quality of the transportation system with our name.

**Challenge us! You will see: Haller comes up with the goods!**





## Indulgence á la Haller: Meat directly from the producer

**Our passion has many faces. What applies to our trade with prime cattle and pigs is consistently continued in our meat section. Haller also provides the basis for quality products, directly, from chuck to shank.**

Our Motto is "from stable to table". Our contacts with the producers give us an accurate picture of the origin of the meat and allow us the quality selection for our trade relationships.

We supply our customers in the manufacturing sector with quality inspected meat and by-products (QS certified), individually packaged and tailored according to the needs and desires.

Clean work, continuous Salmonella monitoring and compliance with the most stringent hygiene regulations are our top priority and the basis for long-term business relationships with no hidden surprises.

You can rely on tender, lean and juicy meat with a pleasant scent from the house of Haller. Because we are aware of the responsibility for meat as a high quality commodity.

**And not least because we love our business.**





# What we do for you?

## More than you expect!

**Outright: The existence in a market that is constantly in motion requires reliable partners and long-term business relationships. In this market, Haller Livestock AG is optimally positioned.**

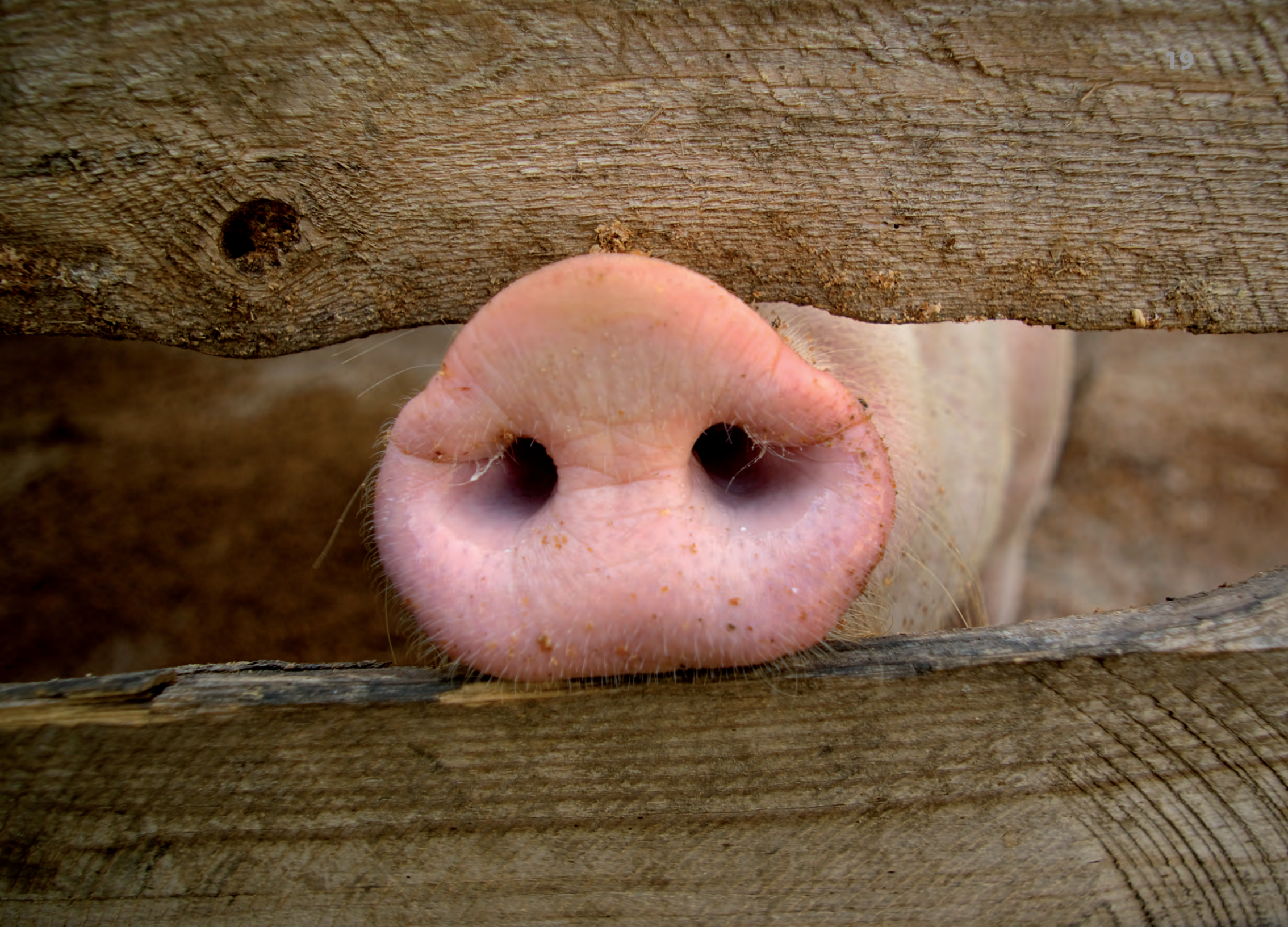
We maintain the perfect blend of cooperations based on partnership and economic thinking. Our business philosophy is the combination of traditional strengths and our innovative view ahead. All contacts in our international distribution network are just one click away. Our customers benefit from our digital archive in which all the relevant documents of our cooperations, from delivery notes to daily bank statements, are available within seconds. It doesn't matter where our employees are on duty: they are linked up to the Haller headquarters in real time. The application of the latest software saves our costumers valuable time and nerves.

Important columns of our company are responsibility and reliability, both externally and internally. A modern management and innovative organisation is one thing, our staff the other. Or rather, our greatest asset. We encourage personal responsibility and motivation, always have an open ear and look closely how our team develops. Hence our door is always open for the best people of our industry. The conscientious formation of our international network bears fruit gradually. The Haller AG, located among the world-renowned breeders organisation Osnabrück-Emsland, has contacts in Romania, Greece, Poland, Spain, Italy, Czech Republic, Croatia, Kosovo, Serbia, Morocco, Ukraine, Russia, Bulgaria, Bosnia and Herzegovina, Denmark, the Netherlands and Belarus. The international connection is a big advantage for our customers. Even in times of crisis, the possibilities for individual marketing are given - without tough restrictions on regional markets. When it comes to our core business we

are ahead of the field. Dealing with live cattle and pigs for breeding, fattening and slaughter is much more than an economic process. True sustainability and consistent quality couldn't be achieved without passion and respect. We have dedicated ourselves to these two virtues for many years.

**Our customers' success proves us right.**







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