



Just offloaded from the truck in Apulia. „Are we on holidays?“

Photo: Semeraro

Puglia: „Un-Holsteinization“ is underway and in some farms it will soon be completed

„Un-Holsteinization“ is perhaps a rough expression, but it is not a forced construction. It comes from the simple observation of the facts. Every day new breeders move to Fleckvieh through the crossing or replacement of the herd, and regain energy, pleasure in work, and better economic satisfaction.

Gianni Genco is a breeder from Putignano (BA), and he is one of the most enthusiastic supporters of Fleckvieh in Apulia, in the southern east of Italy. During a recent visit to the farm we were struck by the quality of the small white and red herd that in a few years he has been able to build. „With our Holsteins, the amount of work has increased, too many problems to achieve a positive operating result. The Fleckvieh we purchased with Bayern-Genetik have adapted to the barn without any problems and they continue to do their job smoothly.“

While we are talking, a heifer purchased recently, gave birth without effort in the paddock on the back of

the typical Apulian farm. Gianni continues: „Especially the Fleckvieh calves at the age of 10 days have an extraordinary market price and I manage to sell them on average for more than 200 €, while the sale of Holstein calves for fattening is becoming more and more difficult. And I'm enthusiastic about the production: the Fleckvieh purchased in Bavaria are finishing the second lactation and milk a lot of milk with excellent quality. The younger heifers we bought with advice of the Fleckvieh Specialists in Italy, always following the criterion of buying subjects that have a good type, are now all in production and look promising.“

Now I understand how to manage the feeding ratio with raw feed and the cows give me a very good feedback. Although most cows are in first or second lactation the average is almost 28 liters of milk at 4.04 % fat and 3.62 % protein, so the potential is very good. From a health point of view, I go smooth, the milk controls are stable at 45,000 cells.“

„Now the price of milk in Apulia is finally going up and giving breath to the farmers“ smiles Gianni. „As soon as I can I will reinvest the entire margin into new Fleckvieh, and finally the un-holsteinization will be complete.“

DR. MARTINO ERMACORA



Gianni Genco, a pioneer in Apulia, will de-holsteinize his farm soon. Thanks also to the help of our Fleckvieh Specialist Filippo Semeraro.
Photo: Ermacora



The first heifer easily start the milk production with excellent udder quality.
Photo: Ermacora



In southern Italy the Fleckvieh is making great strides not only thanks to the great adaptability and health that it has been able to demonstrate, but often thanks to the exciting results in the cheese transformation. Spun paste cheeses, especially mozzarella and caciocavallo,



have a much higher yield if produced with Fleckvieh milk. The yield and quality of the clot are excellent and allow the transfer of all the aromas of the territory into fresh and seasoned products.



Fleckvieh heifers enjoy the free ranging in early spring. They will have strong sunbaths in summer.
Photo: Semeraro



Mr. Genco is not the only farmer who choose Fleckvieh in Apulia. Mastronardi brothers run a modern farm in Noci and they also are enthusiasts of the results of Fleckvieh. „The fertility of BFG Zapatero is extreme“ they say. We use him a lot in summer.
Photo: Ermacora