

A wheat-coloured coat, a beautiful head, its expressive eyes are outlined in black as with make-up, the muzzle is short and wide, the extremities are black, lyre-shaped horns ... The Aubrac is an unmistakable, rustic breed of beef cattle. Its attributes combine maternal qualities, ease of breeding and excellent beef traits.

AUBRAC, ATTRACTIVE AND PRODUCTIVE CATTLE

A LONG, WIDE BODY WITHOUT THE ROUNDNESS

Well-developed hips and a flat pelvis
 → **Easy calving**

The topline is straight
 → **Synonymous with longevity**

Quality hind legs
 A Muscular croup
 The hind legs are wide and thick without being heavy and are well-fleshed down to the hocks
 → **Attractive beef traits**

Underline close to the ground
 The chest is deep and the ribs are well sprung
 → ↑ Intake capacity
 Stifle hangs relatively low
 → ↑ Available volume for the digestive system
 → **A valued asset for rough forage**

Overall harmony: solid, robust animal
 A somewhat short neck
 The chest and loins are wide

COLOUR

Females: Fawn-coloured, solid but with varying shades, from wheat colour to pale grey. The shade of the coat is darker on the shoulders and on the croup.

Males: The forelegs and croup are almost black. The head is also nearly black, except for the wheat-coloured face and white halo surrounding the nose. The edge of the scrotum is black.



A BEAUTIFUL, EXPRESSIVE HEAD WITH PROTECTIVE BLACK MUCOUS MEMBRANES

Horns: Tips are black and the base is as white as possible
 ♀ : pointing obliquely and slightly toward the front, they then straighten out and then spiral back
 ♂ : a flatter shape

Eyes:
 Lively, outlined in black (rim of the eyelids and eyelashes are black)
 Surrounded by a white halo

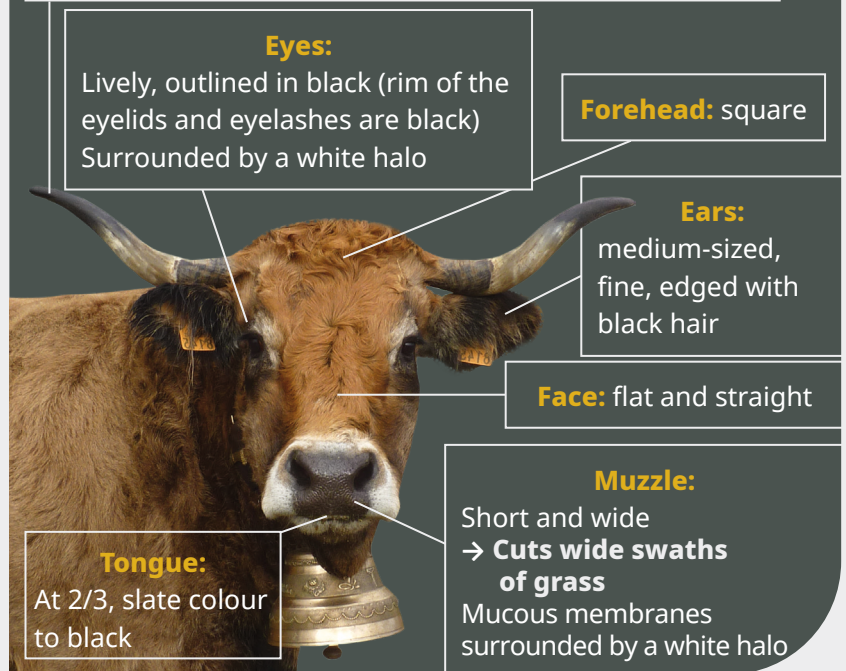
Forehead: square

Ears:
 medium-sized, fine, edged with black hair

Face: flat and straight

Tongue:
 At 2/3, slate colour to black

Muzzle:
 Short and wide
 → **Cuts wide swaths of grass**
 Mucous membranes surrounded by a white halo



LEGS WELL-ADAPTED TO REARING CONDITIONS, MAKING THE BREED A VALUABLE ASSET IN ALL ENVIRONMENTS

Aplombs d'excellente qualité

Short, fine and strong legs - Hind legs with strong, hocks but not swollen - Black and solid hooves

- **Excellent adaptability to barn conditions in the winter**
- **Easily roams far and wide during the other seasons**
- **Weight gain capacity during fattening period**

TAIL

Fine, long, not rising at the root, blends smoothly into the body and ends in a black tassel.

10 GOOD REASONS TO REAR AUBRAC CATTLE

Why the Aubrac? Because it is easy to manage with simple feed requirements, these qualities synonymous with good profitability.

1

EASY CALVING

RESULT:

- A low mortality rate; at weaning we have one calf per cow.
- Reduced labour (less work load on the breeder) and veterinarian costs.

WHAT WE LOOK FOR:

Excellent **calving conditions**: ease of calving.

2

MAXIMUM GROWTH FOR SUCKLING CALVES

RESULT:

- Reduction in costs for concentrates for calf growth, meaning weaned calves have better economic value at sale.

WHAT WE LOOK FOR:

Nursing aptitude with a plentiful supply of milk to ensure the growth of her calf with minimum feed supplements.

3

- Short breeding cycle ensures one calf per cow each year.

THUS, WE BENEFIT FROM:

EXCELLENT NUMERICAL PRODUCTIVITY

WHAT WE LOOK FOR:

An **inter-calving cycle** closer to 365 days; closely linked to excellent **fertility**.

4

TERMINAL CROSSBREEDING CAPACITY

RESULT:

- Enhances sought-after carcass traits and weight for beef cattle and thus offers better profitability.

5

REPRODUCTION LONGEVITY

RESULT:

- Less need for heifers for herd renewal, therefore a higher number of animals for sale.

WHAT WE LOOK FOR:

A lineage of cows that can breed for a long time with a high average herd **calving age**.

6

EASE OF REARING

RESULT:

- A considerable number of cows per unit of labour, therefore meets current demands for larger herd sizes and less labour.

WHAT WE LOOK FOR:

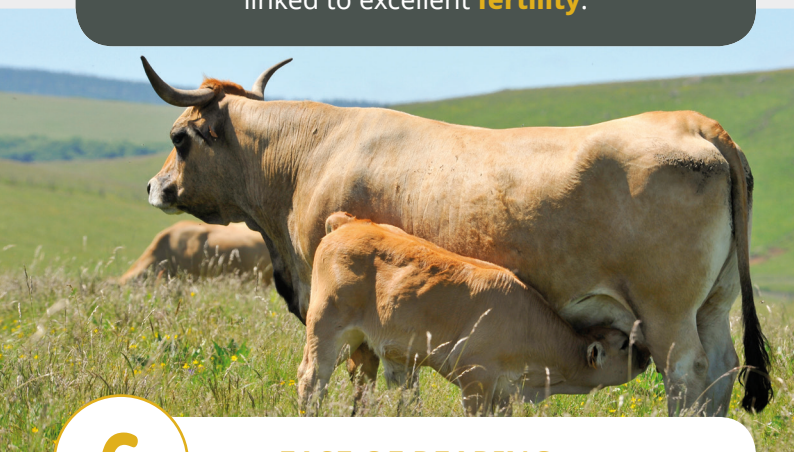
Docile animals to ensure safe working conditions for breeders.

7

SELF-SUFFICIENT BREED

RESULT:

- The breeder can have time for other professional (dual-production, other job) or personal activities (notably family life).



THE AUBRAC, IN LINE WITH TODAY'S FARMING

8

EXCELLENT ADAPTABILITY IN ALL ENVIRONMENTS

RESULT:

- Capacity to attain a self-sufficient herd in terms of diet.
- Capacity to rear grassfed cattle on extensive pastures; contributes to animal well-being and premium products.

WHAT WE LOOK FOR:

Hardiness



Farms are less subject to market fluctuations in raw materials because the herd mainly feeds on local resources.

9

SIMPLE FEED REQUIREMENTS

winter: hay - the rest of the year: grass

RESULT:

- Reap value from the farm's rough forage areas.
- Reap value in diverse environments, including more difficult, pure grassland areas.

WHAT WE LOOK FOR:

A **deep chest**
for optimised intake capacity.

Strong legs to easily roam
in search of food and water,
especially over extensive pastures.

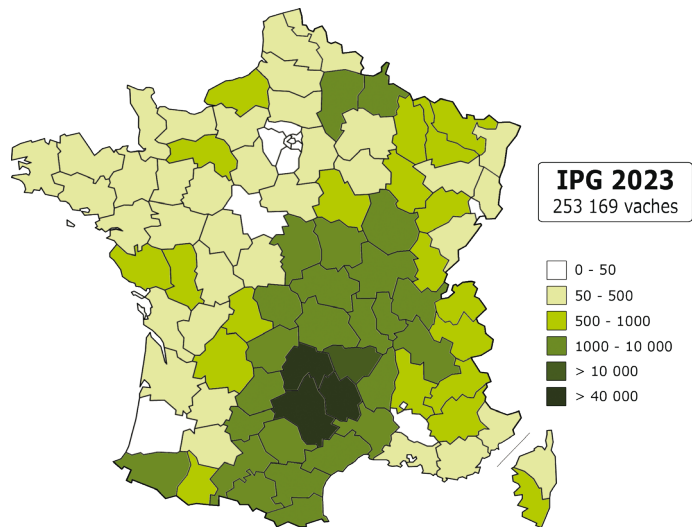
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PRIDE

- The pride of a breeder and their family in sustaining an environmentally-friendly system that keeps landscapes open and free.
- The pride of a breeder in contributing to the nourishment of their fellow citizens with a healthy, tasty, high-quality product.



The tough climate of its native Aubrac region, a highland zone, forged the Aubrac breed we know today. Its qualities make it economically viable in all environments. As a result we find the Aubrac just about everywhere in France:



IN 2023: 253,000 COWS
(Aubrac cows over 3 years old)

IN MID-MOUNTAIN RANGES

At the heart of their region of origin, the Aubrac highlands (Aveyron, Cantal, Lozère), and neighbouring departments.

IN HIGH MOUNTAIN RANGES

Such as the Alpes or the Pyrénées.

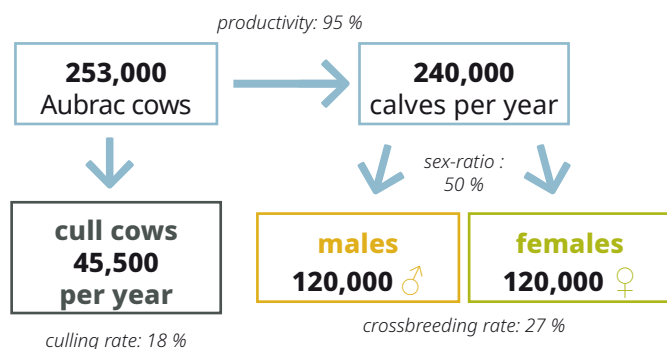
IN DRY ZONES

Such as the Gard or the Hérault.

ON GRASSLANDS OR LIVESTOCK FARMING ZONES

Where the ease of rearing Aubrac cattle is increasingly attractive to new breeders.

AUBRAC CATTLE, WHAT TYPE OF PRODUCTION?



MALES: WEANED BULLS FOR EXPORT

97% of males born each year are exported mainly to Italy as grassfed animals:

- Grassfed calves 'at weaning': lean males (not fattened), pure bred, 8-10 months, naturally weaned, from 380-400 kg of live weight.
- Semi-finished calves: lean males, pure bred, 13-15 months, naturally weaned then fed rough forage (grass/hay), approximately 500 kg of live weight.
- Weaned 'crossbred' calves: lean males, from an Aubrac cow and most often a Charolais bull, usually results in better beef traits and higher weight at an equal age.

3% of males born each year are used for reproduction (purebreds).

ADULT BEEF CATTLE: CULL COWS THAT CONTRIBUTE LOCALLY TO THE ADDED VALUE

3/4 are fattened cows, finished, from 370 to 410 of carcass weight, fattened mainly on grass and hay from the farm.

If the breeder complies with the specifications, these fattened purebred Aubrac cows can be marketed under the Label Rouge "Boeuf Fermier Aubrac" brand.

1/4 are lean, grassfed cows sold for fattening operations.

FEMALES: A BALANCE BETWEEN BEEF PRODUCTION AND REPRODUCTION

50% of females born each year are used for beef production (France) or exported as grassfed calves:

- Grassfed calves 'at weaning': lean cows, pure bred (or crossbred), 8-10 months, naturally weaned, 280-340 kilos of live wt. (slightly heavier and better beef traits for crossbred animals).
- 'Fattened' heifers for the beef market: females, kept until 2-3 years, mostly fattened on the farm with grass or hay, from 300 to 450 kg of carcass.

If Aubrac-Charolais crossbreeds comply with specifications, breeders can market them under the "Fleur d'Aubrac" brand with Protected Geographical Indication (PGI).

50% of females born each year are used for reproduction (purebred cows) for annual herd renewal and to increase purebreed population stock.



In most Aubrac breeding operations, calving cycles are aligned with those of grass growth. Increases in feed requirements linked to suckling calves coincide with the period when grass is abundant.

Aubrac cattle are reared in open spaces, in environmentally-friendly conditions that keep landscapes open and free. These breeding operations are based on grassland resources, such as grass and hay, which do not pose threats to food security for humans and are genuine carbon sinks.

As a result, the Aubrac produces healthy, tasty meat that comes from animals that have been grassfed every day of their lives.

