



EVA MAG'

Export Edition

*Your Montbéliarde partner
since 1952*



PRESENTATION OF
MONTBÉLIARDE JB - GENETICS



EVA MAG' - EXPORT

WWW.EVAJURA.COM

WHO IS EVA JURA ?

EVA Jura is an agricultural cooperative, composed of 130 employees. We are specialized in producing high quality Montbeliarde semen for both domestic and international breeders (bulls from Montbeliarde JB Program). Based in Jura, we offer in the department AI services, milk recording and advices. EVA Jura is dedicated to promoting and distributing the Montbéliarde cattle breed worldwide.

The first testing-based selection program for Montbeliarde cattle, with breeder participation, was initiated in Jura in 1952.

Eva Jura has a 50- year history of exporting Montbeliarde bull semen. We are dedicated to promote the breed's benefits and its potential for global use. We connect French technical and commercial teams with the specific needs of international breeders, ensuring that our Montbeliarde JB selection program meets global expectations.

Over the years, thanks to the quality of its genetics, the Jura's reputation has increased considerably. EVA Jura's genetic is known and appreciated worldwide. EVA Jura's commercial networks now spans across all five continents, with annual exports of around 200,000 semen doses. Additionally, 1000 to 5,000 Montbeliardes females from Jura are exported every year.



GET TO KNOW THE MONTBÉLIARDE



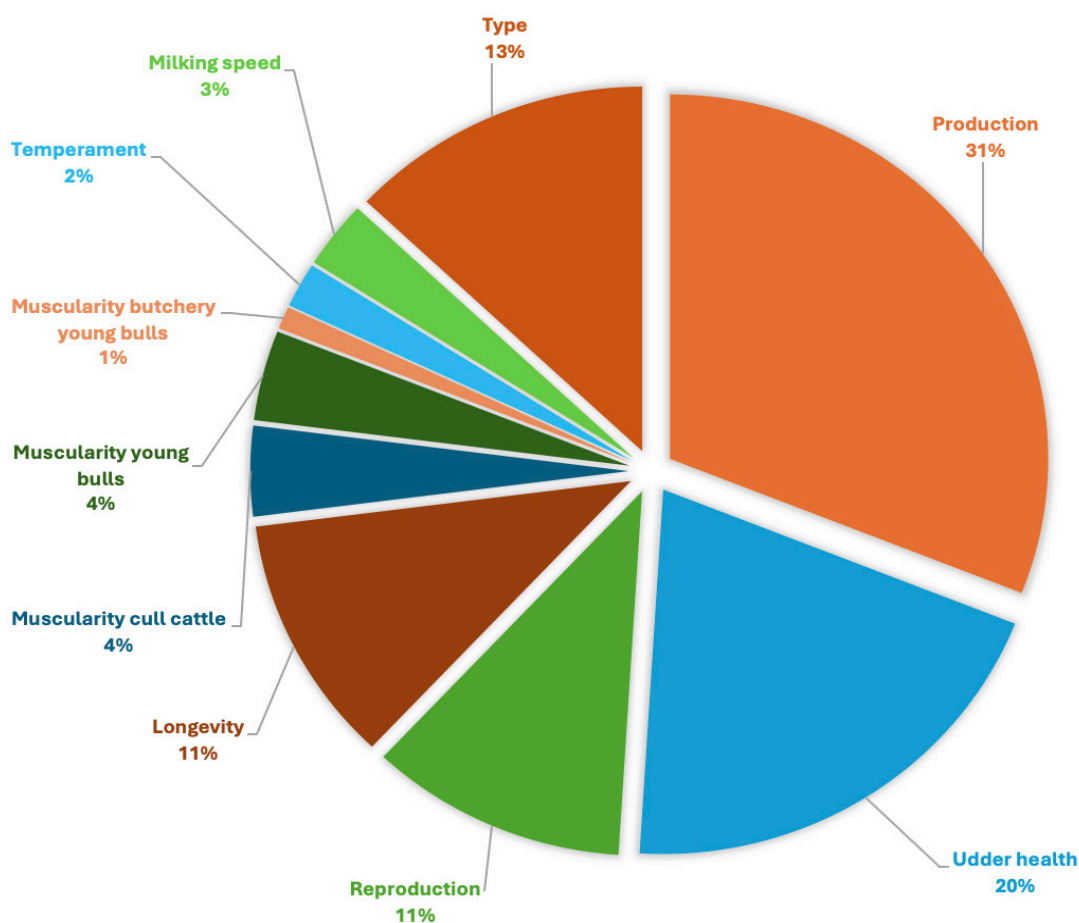
The Montbeliarde is a red and white breed of cattle that originated in Franche-Comté in the 18th century, and was officially recognized as a breed in 1889, 115 years ago.

The breed is renowned for its high level of performance. It offers many qualities that made it famous amongst the dairy population worldwide. It represents an alternative to ultra-specialized dairy livestock and meets the requirements of all cattle breeders thanks to its strength and its adaptability.

The region of Franche-Comté is a mountainous area with a continental climate characterized by hot summers and cold winters. This makes necessary the selection of a highly resilient cow breed that can not only produce abundant milk but also thrive in such challenging conditions.

Farmers from all continents have adopted the Montbéliarde and find working with these animals incredibly rewarding. Today, the Montbéliarde breed is the second largest dairy breed in France, both in terms of animal numbers and total milk production. It is the only breed currently experiencing growth in France due to its numerous economic benefits.

Montbéliarde breed bulls are selected using the ISU (Unique Synthesis Index) tool which consists of the following components:



MILK PROOFS

Milk : Kg

Prot. ‰ : g/kg

Fat. ‰: g/kg

Prot. : kg

Milk synthesis: 0,76 Prot. +0,51 Fat +0,52 Prot ‰ +0,15 Fat. ‰ (express in points)

FUNCTIONAL PROOFS

Udder Health composed of: 69% Somatic Cells +31% Clinical Mastitis

Reproduction composed of: 46% Cows Fert. +28% Heifers Fert. +26% Calving Interval

	SOMATIC CELLS	CLINICAL MASTITIS	FERTILITY	CALVING INTERVAL	PRODUCTIVE LIFE
Name on file	Somatic Cells	Cl. Mastitis	Fert.	Int. calv. / 1 st IA	Productive life
Express	In points	Average = 0		Standard deviation : +/- 1	
Interpretation	A positive index is favorable/beneficial				
Comments	Positive score means less cells	Positive score means less mastitis	Positive score means better fertility (1 point = 3,5% more rate to success on daughters)	Positive score means a fast return on post partum cycle (4 points = 10 days difference between calving and 1st art. insemination)	Positive score means better longevity

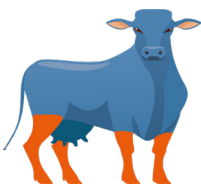
	MILKING SPEED	TEMPERAMENT
Name on file	MS	TEMP
Express	In points Average = 0	Standard deviation : +/- 1
Comments	A score about 100 means a faster milking speed than the average	A score about 100 means a calmer temperament (during milking !) than the average

TYPE PROOFS

TYPE COMPOSED OF:



FORMAT
30%



FEET AND LEGS
25%



UDDER
35%



MUSCULARITY
10%

CALVING EASE

CALVING EASE PROOFS (CE)			
	<87	87-89	>=90
Insemination on heifers (1 st calving)	Not advised on heifers	Normal on heifers	Advised on heifers
Insemination on cows	No restriction		

* Source : Montbéliarde Association

Example:

A bull with a calving ease of 95 means that more than 9 calving out of 10 (95%) are estimated as easy, so it is advised on heifers. A bull with a calving ease of 61 means that more than 6 calving out of 10 (61%) are estimated as easy, so it is not advised on heifers, but without any restriction on other cows.

TOPGUN JB

PIAGGIO (NOELCERNEU/JOOKI) / MILTON / HALLEZ
FR 39 3960 0894 • N° A1124 • GAEC BUCHIN • 39

ISU
154

FONCTIONNELS

VT
116
TEMP
95

Santé mamelle : 0,0
Cellules : + 0,2
Macl : - 0,5
Longévité : + 0,6

CONSEILLÉ SUR GÉNÉSSES

Reproduction : - 0,1
Fert. vaches : - 0,5
Fert. génisses : - 0,1
Int. vel/ 1^{re} IA : + 0,5

95 %
NAI
95 %
VEL
95 %

JB JUNIOR/SEXÉ

CD 66



AB / A1A2 / SHF / MTF / MIF / MTRF

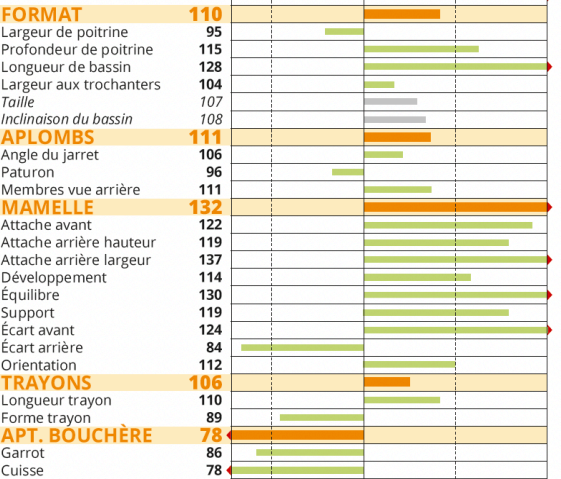
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PRODUCTION

CD 76

Synt. Laitière + 65
LAIT +1102
TP + 2,3
TB + 2
MP + 52
MG + 57

MORPHOLOGIE 124



MILK PRODUCTION

- Adult average: **8 845 kg** (3,9 % Fat 3,5 % Protein)
- Best 1st lactation: **more than 10 000 kg** (305 days)
- Best adults: **12 to 15 000 kg**
- Possible breed average: **+ 10 000 kg**

With an excellent lactation persistency !



UDDER / UDDER HEALTH

- The most selected part of the type (body) for more than 20 years !
- Adapted to all milking systems (rotative, robot, etc.)

Mastitic cells reduced by half!



The Montbéliarde breed's exceptional hardiness is a direct result of its origins in a high-altitude region (varying from 400 to 1000 meters with a continental climate. This challenging environment, characterized by rapid temperature fluctuations and extreme conditions (ranging from + 35°C to -20°C), has shaped the breed's adaptability and resilience.

MILK QUALITY FOR CHEESE PRODUCTION

- Very old « cheesy tradition » (Comté, Morbier, Bleu de Gex...)
- **97% of AOP** French cheeses advocate Montbéliarde breed.
- Kappa Casein B: **More than half of Montbéliarde bulls are « homozygote » BB**, which means **more cheese!**



Montbéliarde cows demonstrate exceptional longevity, with 32.8% reaching their fourth lactation or beyond, significantly outperforming the 22% rate of other major dairy breeds. Moreover, the Montbéliarde population has 3.8 times more cows in their eighth lactation and higher compared to its counterparts.

Each year, at least 60 Montbéliardes reach the end of their career having produced over 100 000 kg of milk.

Among the three main French dairy breeds, Montbéliarde offers the most favorable fat-to-protein ratio, a valuable trait that should be maintained.

The cheese industry requires 840 kilograms of protein for every kilogram, of milk fat, while maintaining the benefit of mastitis resistance.

FERTILITY

- Calving interval period reduced of **38 days**
- Necessary doses per pregnancy: **Montbéliarde: 1,8/** Holstein: 2,2 / Normande: 2,0
- **EVA Jura** guarantees **8 millions viable spermatozooids** per dose (semen) at insemination

Unique in Europe !



BODY (Type/Morphology)

- Chest width: **Better respiratory capacity**
- Body depth: **Higher ingestion capacity**



FEET AND LEGS

- Strong feet and legs, especially for Montbéliarde from the department of Jura
- Natural conditions faced by generations of cows left a positive aspect for the next ones



LONGEVITY

- Percentage % of animals still alive on **4th lactation**: **Montbéliarde 33%** / Normande 24% / Holstein 22%
- Percentage % of animals still alive on **5th lactation**: **Montbéliarde 20%** / Normande 10% / Holstein 10%



BREED (BEEF VALUE)

Although the Montbeliarde breed is mainly selected on the basis of its dairy performance and the high protein content of its milk, its cull cows and young bulls sustain an excellent beef market value due to:

Their size and their rapid growth:

The liveweight of adult cows and of young bulls varies from 650 to 750 kg depending on the age of slaughter.

Average growth in young bulls is 1200 to 1300 g per day, depending on their diet.

The quality of their carcasses:

The dressing percentage for Montbéliarde cattle is notably high, reaching 52-54% for cows and 56-58% for young bulls. A key characteristic is the absence of excess fat the carcasses, resulting in a classification of 'R' on the EU SEUROP grid.



Butchery young bulls
(4,5 months)



Young bulls
(20 months)
Growth of 1200 to 1300 g/day
(average)



Cull cows
(6 years, 3 finished lactation)
+20kg per cow compared to holstein

* Sources : Corasé – Eco'Montbéliarde 2017
IDELE – Marie-Noëlle Fouilloux - 2017

+20 kg
MEAT (CARCASS)

-16%
REPLACEMENT

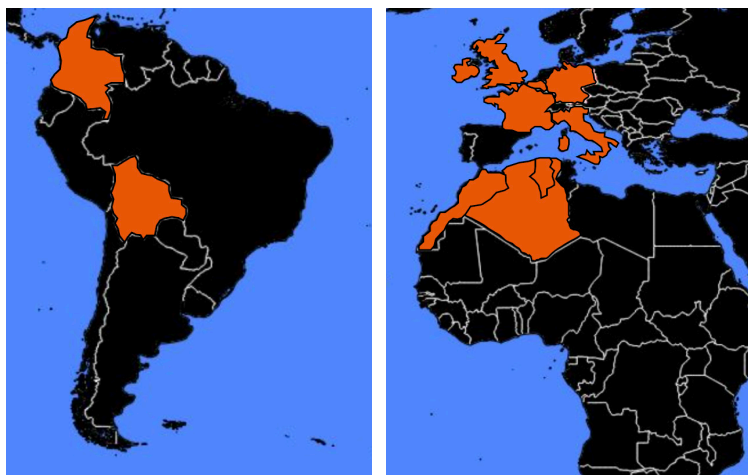


-25 DAYS
CALVING INTERVAL

-29%
MASTITIS

+1,5 G/L PROTEINS
+0,7 G/L FAT

MONTBÉLIARDE X HOLSTEIN CROSSBREEDING



Mongolia: Resilience to highly variable temperatures +/-40°C.

Algeria/Morocco: Hot climate while maintaining productivity.

Ireland: Intensive grazing system.

Germany: Good results with three-way crossbreeding.

Italy: Milk suitability for cheesemaking (BB A2A2).

Colombia: Resistance to eye cancers through selection of red-headed cows.

 = Different countries where EVA Jura is present

Crossbreeding of dairy cattle is primarily being investigated for its potential to **enhance calving ease, fertility, health and survival rates**. The anticipated benefits in these functional traits are expected to significantly offset any potential decrease in production that may occur in crossbred animals compared to pure Holstein cows.

- More **projected lifetime profit** per cow than pure Holstein cows. It improves **the survival of cows** and the **profitability of dairying**.

- **3% more actual fat + protein production (kg)** during the first 305 days of their first lactations than pure HO herd-mates.

- All measures of fertility favored the crossbred group during their first lactation and the magnitude's different was **12 fewer days open** compared to pure HO cows.

- Significantly more cows (+4%) **survived to a second calving** compared to HO herd-mates.

Potential economic benefits of using Montbéliarde-sired crossbred cows over pure Holstein cows could be attributed to **heterosis**, the simultaneous selection for **both production and body condition** score in Montbéliarde cows, the feed efficiency of Montbéliarde bulls, or a combination of these factors..

**Source : Crossbreeding report / Journal of Dairy science Vol. 95 No2,2012*



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STAY TUNED !



@EVAJURACOOP

HEIFERS EXPORT

The subsidiary of the cooperative, Montbéliarde du Jura, is in charge of the purchase and sale of breeding females in the Jura region.

Nearly 3,000 animals are purchased in the department, and then prepared to reach often destinations all around the world.

A skilled and experienced sales team works daily to provide selling breeders with outlets that correspond to the animals offered.

Animals that are easy to handle, capable of contributing to your breeding operation:



Productivity



Milk Quality



Fertility



Meat Value

Longevity

Revenue

Young Cows

Complete herd



Pregnant heifers

Heifer calves and young bulls

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