



**What Characters
of Brown Swiss Cow
bring Benefits?**

**New Movements of Brown Swiss Cattle
Business in Japan**

A photograph of several brown Swiss cattle in a lush green field. The cows are of various shades of brown, some standing and some lying down. The background shows a dense line of trees and a hazy horizon. The text is overlaid on the image in yellow and red colors.

Brown Swiss cattle in Japan.

Registered milking cow. 600 heads

The price of a bred heifer(2y) \$8000-9000
(double amount of B.W.)

Who wants?

Small cheese makers.

Same private B.W. breeders.

A young girl with dark hair in a white long-sleeved shirt and a red skirt is standing in a barn, feeding a cow. The cow is brown and is eating hay from a trough. The barn has metal railings and wooden beams. In the background, other cows are visible, and a person is feeding another cow. The scene is outdoors, with trees and a cloudy sky visible in the distance.

National government started
embryo program for high quality sires.

Hokkaido government started researches
on utilization of Brown Swiss.

Why is Brown Swiss interested?

Great change on Japanese market.

Cheese

Milk

**Brown Swiss gives
higher cheese yield.**



Because of high price of imported grain.



Need of higher utilization of forage
from own field.



Brown Swiss has great ability
of utilization of forage.



Small cheese makers must produce high quality cheese.

Brown Swiss milk gives excellent quality to special cheese.

A man with dark hair, wearing a grey short-sleeved shirt and light-colored pants, is sitting on a brown cow in a barn. He is smiling and looking towards the camera. His hands are resting on the cow's back. In the background, other cows are visible, some with yellow ear tags. The barn has wooden walls and metal bars.

I heard about these great characteristics
about Brown Swiss.

But now, we need reliable data
about these subjects.

The data will bring great change on
Japanese Dairy and great opportunity
for Brown Swiss business in
Japan.