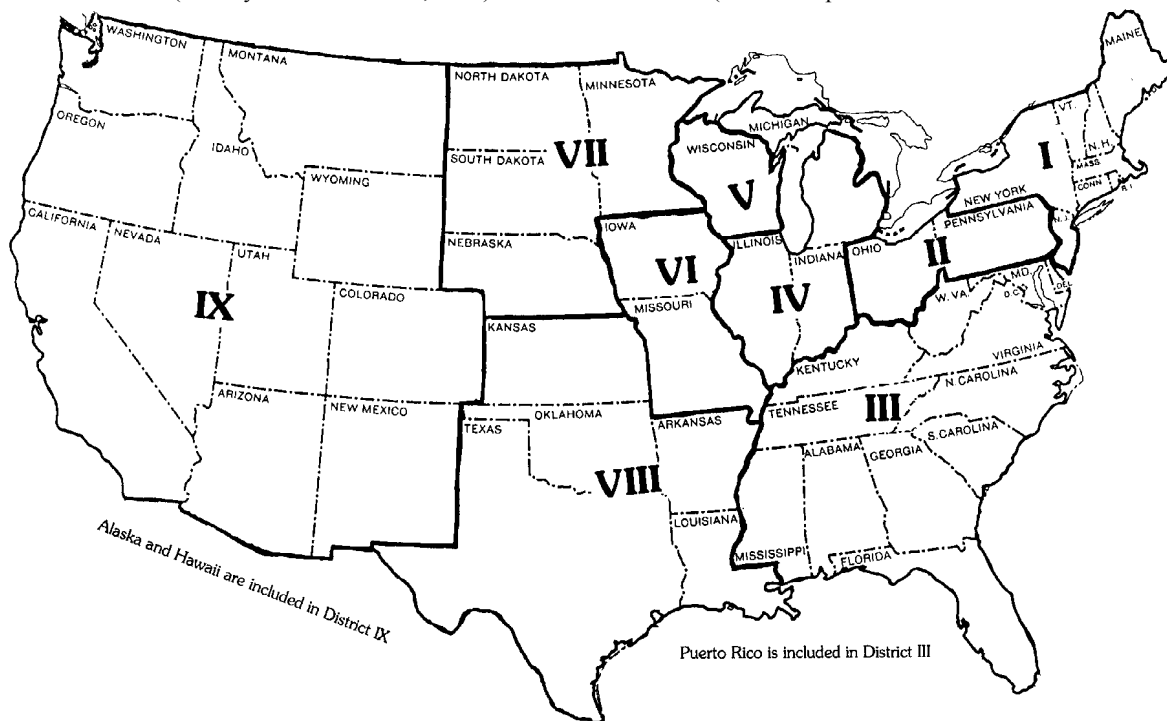


Total Registrations - 10,658
Total Active Members - 875

(January 1 - December 31, 2010)

Total Transfers - 3,292
Sale Average - \$3,120

(17 Sales reported in 2010 Brown Swiss Bulletins)



National Board of Directors

* Elected Mid-year

President
Mike Moyers
Bridgeport, Texas

Executive Secretary
David Wallace
Beloit, Wisconsin

**Vice President
& District V**
Tom Oberhaus
Waukesha, Wisconsin

District I
Adelia Pimm
Conewango Valley, New York

District II
Ron Michalovich
Lakeville, OH

District III
Allen Bassler
Rectortown, VA

District IV
Bill Nolan
Pontiac, Illinois

District VI
Robert Landgraf
Jackson, MO

District VII
Matthew Klug
Spring Grove, Minnesota

District VIII
Michael Overstreet
Chillicothe, TX

District IX*
Dan Baginski
Othello, WA

2010 Registration and Breeder Activity

	Total Registrations	Identity Enrollment					National Members		New Breeders	National Juniors	
		RF	IDR	ID	IE	CIE	Active	New		Members	New
District I	1,465	80	48	17	58	51	114	14	35	123	21
District II	1,682	32	56	19	44	24	166	12	47	224	13
District III	873	14	17	20	50	38	82	16	44	126	10
District IV	894	7	25	7	30	12	84	4	18	90	3
District V	2,099	27	24	56	42	48	190	11	63	111	18
District VI	1,138	32	22	19	41	29	74	10	15	53	6
District VII	932	9	32	12	86	70	63	6	10	31	4
District VIII	400	7	5	4	29	37	33	2	17	109	6
District IX	1,033	47	48	63	90	60	62	12	16	81	6
Foreign	142	24	10	5	10	3	7	0	0	0	0
Total	10,658	279	287	222	480	372	875	87	265	948	87

Program Participation 2008-2010

	2010	2009	2008
Membership			
Active National	875	883	855
National Junior	948	926	914
New National Members	87	68	52
New Junior Members	87	122	119
New Breeders	265	*304	N/A
Registrations			
Herdbook Female	8,543	8,342	8,942
Herdbook Male	475	512	543
RF Recorded Females	279	200	232
IDR	287	226	191
ID Step 1	222	217	311
IE Step 2	480	407	434
CIE	372	297	171
Total Registrations	10,658	10,201	10,824
Transfers	3,292	3,536	4,086
Embryo Transfer Identification			
Flushes	493	602	705
Transfers	684	622	574
Genotyping DNA			
Male	98	98	153
Female	309	329	308
Total	407	427	461
Kappa Casein	13	10	13
AI Listing	11	7	7
Prefixes	69	82	59
PTPR/BSA			
Herds	228	231	275
Animals	10,548	10,454	11,409
Classification			
Herds	466	514	581
Animals	8,689	8,929	10,137
Protein Plus Records	*279	*254	439
Honor Roll Records			
2x milking (class leaders)	43(10)	38(6)	33(10)
3x milking (class leaders)	29(12)	14(2)	57(13)
Superior Brood Cows	0	3	13
Sire Summary			
Superior	10	**7	16
Qualified	31	**23	36
* Definition Revised			
** Requirements Revised			

Special Recognition to the 100+ Registration Club for 2010!

Double W Farm Dairy, Holyoke, CO	367 Head Registered
Family Tree Enterprises LLC, Okeechobee, FL	181 Head Registered
Ron & Michelle Heins, Eyota, MN	163 Head Registered
Thomas & Mark Portner, Sleepy Eye, MN	118 Head Registered
Seigerts Swiss, Peosta, IA	116 Head Registered
RMZ Top Rock (Robert Pulver), Old Chatham, NY	105 Head Registered

Top 10 States in Registrations

State	Females Official	Males Official	Total Official	Total Reg
1. Wisconsin	1,805	87	1,892	2,089
2. New York	826	59	885	1,068
3. Iowa	762	30	792	893
4. Pennsylvania	745	44	789	876
5. Minnesota	592	37	629	829
6. Ohio	690	29	719	807
7. Illinois	394	17	411	439
8. Colorado	154	11	165	390
9. Indiana	313	16	329	382
10. Missouri	190	13	203	246

Production Averages

305-Day Mature Equivalent

Year	Milk	%Fat	Fat	% *Protein	*Protein
2010	22,252	3.98	886	3.29	731
2009	22,027	4.00	880	3.29	725
2008	22,024	3.97	874	3.29	725
2007	21,440	4.00	855	3.29	702
2006	21,719	3.99	863	3.27	707
2005	21,242	3.97	840	3.28	695
2004	21,043	3.97	834	3.28	687
2003	21,346	4.00	852	3.26	694
2002	21,230	3.97	843	3.26	690
2001	21,127	3.98	839	3.28	690

* True Protein

Brown Swiss Production Averages - 2010

Age Group	Actual					Mature Equivalent					Total Records
	Milk	% Fat	Fat	% *Protein	*Protein	Milk	% Fat	Fat	% *Protein	*Protein	
Under 2 Years Old	17,086	4.11	702	3.38	578	23,905	4.00	956	3.29	787	388
Junior 2 Year Olds	17,260	4.08	705	3.37	581	22,846	3.98	910	3.28	749	2,051
Senior 2 Year Olds	18,033	4.11	741	3.39	611	22,269	4.00	891	3.30	735	641
Junior 3 Year Olds	19,746	4.07	804	3.39	669	22,746	3.98	906	3.31	753	1,088
Senior 3 Year Olds	19,931	4.11	820	3.38	674	21,945	4.03	885	3.31	727	688
Junior 4 Year Olds	20,694	4.05	839	3.37	698	21,957	3.99	876	3.32	728	611
Senior 4 Year Olds	20,566	4.06	836	3.35	688	21,341	4.00	854	3.29	703	547
5 Year Olds	21,184	4.04	855	3.32	703	21,305	3.98	849	3.28	698	821
Mature Cows	20,764	4.01	832	3.29	683	20,512	4.01	822	3.29	674	1,150
12 Years & Over	19,078	3.80	725	3.10	591	21,550	3.91	843	3.19	687	17
'10 Breed Average	19,512	4.05	791	3.35	653	22,252	3.98	886	3.29	731	8,483
'09 Breed Average	19,274	4.06	783	3.35	646	22,027	4.00	880	3.29	725	8,137