

# Nosbisch Dispersal

## The last chapter for one of Europe's best herds

On the 20th of October, as part of the 10th German Masters Sale organised by Nosbisch Holsteins, an era will end for one of the best breeding barns in Europe, namely that of Matthias and Nici Nosbisch, whose herd has achieved world renown through decades of great successes. All female animals, including 100 highly valuable breeding and show cows, will go up for auction. Not just any animals, but offspring from the best families in the breed with the variety and quality that has been typical of Nosbisch Holsteins for over 50 years.

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Nici Nosbisch

auction block. 'Anyone who doesn't spend their allowance at this auction must not be interested in the breed,' laughs Nici Nosbisch.

### DECISION

It could not have been an easy decision for the Nosbisch family to sell such a thoroughbred herd of valuable but also productive and fit animals, particularly given the super modern facilities in which they were housed and milked. But they came to it regardless, and for good reason. 'It was clear that my father, who is now 64 years old, would at some point slowly pull back from the business and the daily chores in the barn,' explains Nici. 'Naturally I love working with the cows and breeding. But I have developed several different projects in which I find a lot of joy. With the "European Livestock Service" I developed a company that handles 2,500 heifers every year and serves clients in many countries across Europe. Since 2014 I have been organizing the German Masters Sale every year, which is now Europe's largest speciality auction. Additionally, I am cofounder and partner of Bullseye Genetics and on the road more and more as an auctioneer. And at the end of the day, I can only do one or the other. I can't manage the farm in its current form and keep up all the other activities at the same time. My goal is to invest 100% in a venture and to do it to 100% of my capabilities.

As such, I had to make a decision and it is quite fortunate that my parents were able to make this decision at a point in time where the herd is at the highest level its ever been and at a time where neither age nor health forced us to a decision. It felt right, even if, of course, it is difficult to end something which has been so much fun and where we have also had a lot of success.'

### FUTURE

What will happen now with the farm, which was just completely rebuilt in 2011? Nici: 'We have a few different ideas on how to keep using the barn. One part will certainly be used for my cattle dealing business. In the future I will also likely keep a smaller number of young animals under my NH prefix and continue to breed them. Another option is that we offer our barn to private breeders or breeding companies for recipient animals and ET activities. After all, we have enough experience with that. The plans are not set in stone yet. It is sure that no more cows will be milked. And first and foremost, we will use our farm to host an auction at which we wish to welcome many interested breeders from across Europe. I hope that the German Masters Sale and our dispersal will be an event that will make long-lasting positive memories for all visitors.' ●

When the barn doors at Nosbisch Holsteins close on the 20th of October at the end of the mega auction featuring over 300 animals, the book will close on the story of a herd that was in the past repeatedly featured in HI, most recently with a detailed farm report in October 2021. Experts of the breeding scene know exactly the sort of talents that Matthias and his son Nici continually developed, and how they brought their herd to the top in Europe in recent years with cows like NH-HS Balisto Marilyn Monroe, the dam of the former Dutch Nr.1 Mitch, or NH-DG Arvis Silky-Red EX-91, the super show and breeding cow from the Planet Silks. 100 cows with an average production of 12,800kg/28,160lb 4.19% 3.56%, of which 14 are EX and 70 are VG, will be sold. Cows from families like that of Monroe, Juror Faith, Silk, Barbi and Al-Lew Monterey Ashley, the dam of the world record bull Aritsocrat, bred by Nosbisch, or the popular Arrow. There will also be close relatives to other home-bred Nr.1 bulls like Mr Puma, Skyliner-Red and Solito-Red. Further, show cows like Reserve National Champion NH-DG Silky or class winner at the German National Show a few weeks ago NH Como Finja EX-91 will also hit the

On the 20th of October, the farm of Nosbisch Holsteins will become the stage for one of the biggest speciality auctions Europe has seen in years.

