

# Report of the 51<sup>th</sup> edition of EXPO Bulle

The 51<sup>th</sup> edition of EXPO Bulle was held at Espace Gruyère on March 27 and 28, 2026. On Friday, March 27, EXPO Bulle hosted a Swiss Fleckvieh show, and on Saturday, March 28, the National Holstein and Red Holstein show.

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## *EXPO Bulle 2026: a guaranteed success!*

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### *Cows*

Breeders' enthusiasm and confidence in EXPO Bulle is reflected in the number of cows entered in the catalog: **582** cows, including 275 Holsteins, 158 Red Holsteins and 149 Swiss Fleckviehs. **402** cows were present at this edition (184 Holsteins, 100 Red Holsteins and 118 Swiss Fleckvieh). Fribourg breeding was very well represented, with more than **50%** of the cows entered in the catalog and present at EXPO Bulle coming from Fribourg farms.

### *Breeders*

**171** breeders registered cows at this year's show, **153** of whom were present. Half of the breeders registered and present at EXPO Bulle were from Fribourg.

### *Visitors*

As admission is free, it is difficult to estimate the number of visitors to EXPO Bulle. However, we estimate attendance at around **7,500 visitors**. More foreign visitors came to EXPO Bulle this year, not only from neighbouring countries, but also from Belgium, England, the Netherlands, Canada and the USA.

### *School visits*

On Friday, ten elementary school classes from Bulle - a total of over **200** pupils - (re)discovered ruminants and the world of a dairy cow show through 4 posts covering the themes of milk production, cow feeding, competition preparation and the "parade" in the ring. A fifth "tasting" post gave them the opportunity to taste several milk-based products.

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## *A quality EXPO*

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EXPO Bulle is the showcase of Swiss breeding, with cows from internationally recognized Swiss genetics. This guarantees a competition of unquestionable quality, full of excitement and suspense. There were 9 Swiss Fleckvieh and 9 Red Holstein categories, including 3 Junior categories per breed, and 14 Holstein categories, including 5 Junior categories.

For the second year in a row, **Kilian NEVADA** from Graf Daniel + Adelheid in Bleiken was crowned Swiss Fleckvieh Grand Champion, this time by judge Simon Eichenberger. The two National Champions 2026 were awarded by judge Jamie Black (NY, USA). They were **Kati** from Pharisa-Jaquet from Estavannens in the Red Holstein cows and **Schoenhof Alligator DAKOTA** from Mattenhof and Dupasquier from Iffwil in the Holstein cows. The Best Breeder banner was awarded to Delabays Lucien in Châtelard-p-Romont "Noutaz" in the Swiss Fleckvieh category for the fourth year in a row, to Thomi Pascal + Gerber Roland "Thomi's" from Eggwil in the Red Holstein category, and, for the third-year running, to Mattenhof Holstein "Mattenhof" in Iffwil in the Holstein category.

The Udder and Junior champions as well as the complete ranking can be found on the [www.expobulle.ch](http://www.expobulle.ch) website, under "EXPO Bulle 2026" → "2026 Ranking".

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