

# Freeze Branding

Effective identification of your animals



Necessary for  
effective milk  
recording

Needs to be  
done by a  
professional

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[www.frsfarmrelief.ie/freezebranding](http://www.frsfarmrelief.ie/freezebranding)

**Freeze branding has a very important role to play in identification and management of animals.**

# Freeze Branding

## The process

During the freeze branding process a unique number is branded onto the animal's skin with branding irons. The iron alters the colour pigment in the hair follicle, which then grows back white. It is recommended to clip the brands annually for best results.

There is only one correct way to freeze brand and it needs to be done by a professional.

All animals are branded in your cattle crush and we advise that adequate help is available to secure the animal while being branded.



*Developed white branded number  
6-7 weeks after freeze branding*

## The benefits of freeze branding

- The only permanent identification available for animals
- Necessary for effective milk recording
- Easy to read from a distance
- Ideal for accurate and timely identification in the milking parlour, especially when a number of milkers are involved eg. when withholding milk
- Freeze brands do not fall off or wear off
- Suitable for all animals but the younger the better as the branded number grows with the animal

## Contact your local FRS office:

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