



Vote for Miss Beatenberg

“Mirror, mirror on the wall... who is the fairest Miss “Milkmaid” of all?”

Beatenberg takes a very “near-to-nature” approach to life. In this Bernese Oberland village, it’s not the fairest girl who gets the votes but the fairest cow! On 23 October 2004, the Beatenberg Cattle Breeders’ Association hold their fifteenth annual cattle show. This is always an event of special importance, with the cattle-breeding prowess of Beatenberg farmers judged by a jury of experts.

The “Miss Beatenberg” competition was created fifteen years ago by Beatenberg Tourism to mark the excellent cooperation between farming and tourism.

Special competition rules state that “Miss Beatenberg” may not be over four years of age, must bear the earmark “2080 Beatenberg” and can only win the “Miss” title once in her lifetime. There are five categories, with the two cows in each category awarded the highest marks by the jury going through to the final.

The spectators have the honour of finally choosing the fairest Beatenberg cow from the 10 finalists. As a reward for her bovine beauty, “Miss Beatenberg” receives a splendid *Trychle* (cow bell) from Beatenberg Tourism.

Draw for an Alpine cheese among spectators

Spectators not only have the honour of choosing the most beautiful Beatenberg cow but also the chance of winning a wheel of aromatic Alpine cheese. All competition forms filled out with the name of the winning cow enter a draw for a whole Alpine cheese, sponsored by the owner of the retiring “Miss Beatenberg”.

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