

# LIMOUSIN - THE SMART BREED

## Comes with Designer genes

The best commendation you will ever hear is –

“LIMOUSIN BULLS CAN TRANSFORM AN AVERAGE TO BELOW AVERAGE SET OF COWS INTO A SET OF CALVES THAT WILL TOP THE MARKET. NO OTHER BREED PUTS THE MUSCLE SHAPE AND EXPRESSION ON A SET OF CALVES LIKE LIMOUSIN”

John Campbell, Winter Livestock, Colorado, USA.

LIMOUSIN has a UNIQUE GENE VARIANT (research by Adelaide University on the Myostatin F94L gene variant) which increases tenderness and produces more muscle for less feed and means :-

- LIMOUSINS are the most EFFICIENT CONVERTORS of feed into meat out of all breeds. (USA research says twice as efficient as Angus or Hereford)
- LIMOUSIN produces the HIGHEST RETAIL YIELD of any breed – purebreds typically produce greater than 13% more per live weight than British Breeds.
- LIMOUSIN Genetics are focused on what the growing box-ready processors want i.e. cattle which turn live weight into yield of retail product.
- LIMOUSIN MEAT is extra tender without all the fat so is lean, healthy and low in cholesterol. It is a myth that consumers want fatty looking marbled beef. Crossing with British Breed cows adds sufficient fat

for all markets except the long fed Japanese. John Hayes of McDonald's says

beef producers have to produce more lean beef to satisfy the demand by health conscious consumers.

- LIMOUSIN MUSCLING at the market impacts the price, no matter what the weight by as much as 37c/kg.
- LIMOUSIN crossbred heifers fetch same dollars as steers.
- LIMOUSIN purebreds and crossbreds grade MSA - only 6 – 22mm of fat are required these days. EU optimum is even less at 6 - 8mm.
- LIMOUSIN as a Terminal Sire over British Breed cows (using complementarity of breeds and hybrid vigour) is the single, most effective way to increase production with no extra outlay.
- LIMOUSIN is a moderate size feed efficient animal – the way of the future.
- LIMOUSIN has the lowest Birth Weight of all the European breeds
- LIMOUSIN F1 crossbred cows give 30% greater lifetime productivity through longevity and more kilograms per weaned calf.
- LIMOUSIN purebred CULLS fetch top prices – Cows \$1000 - \$1250, Bulls in 2008 reached over \$2000.



Grass-Fed, Cross-Bred Steers by the Smart Breed

**‘Limousin’**

see [www.salimousin.com.au](http://www.salimousin.com.au) for more