

# Cost-effective quality beef

2009 - *What a year!*

No idle claims, Limousin carcasses have been judged time and time again to have superior attributes at all weights in all feeding regimes.

Limousin has to be the way forward for Australia to produce cost-effective quality beef as is recognised in Europe.

Indonesia and Russia are buying up Australian bulls and heifers, having now realised the breed's enormous potential.

Limousin is proud to be associated with high yield and healthy tender prime cuts rather than with mince and fatty fast food.

In its main role as a terminal sire, Limousin proved itself again in the 2009 *Southern Grassfed Carcase Classic* by winning back to back *Grand Champion Carcase* and also the *Reserve Champion Carcase*.

Over the two years Limousin-sired cattle have either won or been placed in all three weight classes plus first in the prestigious Pen of Three Heavy Weight Steers in 2008.

This no fuss, straight-from-the-paddock competition, under the ABCAS appraisal system has to be the most relevant for all

graziers to benchmark their cattle. Not to be out done Limousin grain-fed purebred steers achieved what was thought to be the impossible by winning the *Grand Slam* of all five trophies for *Group of Three Steers on Hoof and Hook* at Royal Shows in Australian Capital cities.

Other carcase wins are just too numerous to list here.

Perceived temperament problems have now been addressed by strategic culling and use of Breedplan docility EBVs over many years.

Limousin bulls are now as quiet as or quieter than other breeds.

If you should need any more convincing to buy a Limousin bull then something memorable a butcher said recently, and which he impresses on his suppliers is, "if you have a dairy you would use the cows which produce the most milk so if you have a beef enterprise why on earth wouldn't you use the bull which produces the most *meat!*"

The closest thing to a free lunch (not a burger) is to take advantage of using a Limousin Bull in a crossbreeding programme – case proved.