



LIMOUSIN

SOUTH AFRICA



MUCH MORE



THE BREED IN BRIEF

First depicted on cave paintings, dating back 15 000 years. The Limousin breed can trace its origin back to the rugged hilly Limousin region of France's Massif Central – noted for its acidic granitic soils, hot summer and severe winters.

The Limousin herd book was established in France, back in 1886 and since then, the first significant exports in the 1960's. The breed is now found in over 70 countries across the globe, from as far as Finland, Cuba and South Africa, where the first animals were imported in 1974.

Limousins are the largest cattle breeds in the U.K., 3rd largest in the USA, 5th in Canada and 7th in Australia.

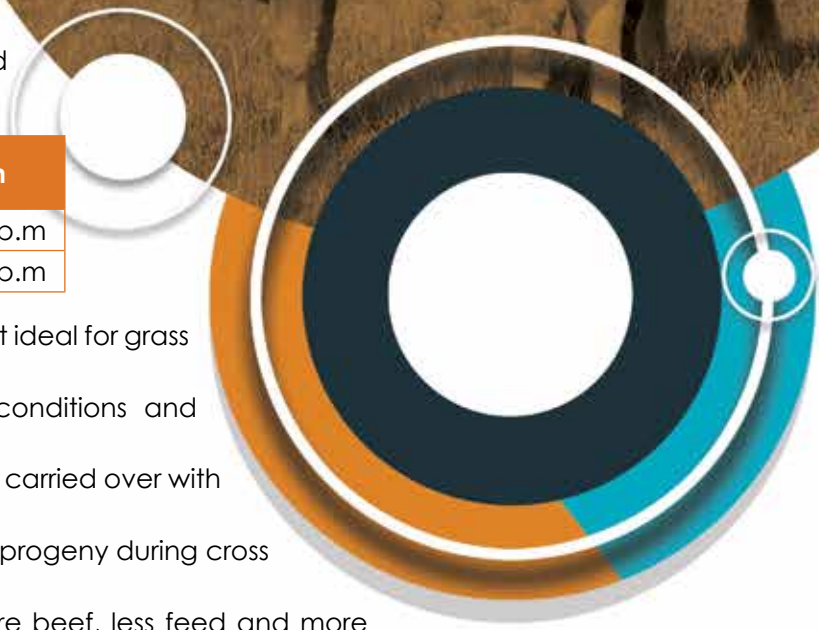
The breed is prized for its adaptability, longevity & ability to efficiently produce top quality beef.

1. MUCH MORE AT FARM GATE

- Exceptional growth and muscling – due to the myostatin gene mutation F94L*, this gene results in the breed possessing an increase in the number of muscle fibres, without suffering from double muscling. Limousins are generally hard wired to produce better beef, more efficiently.
- A high slaughtering percentage, due to the fine bone structure, high muscling and lean fat content.
- Ease of calving and minimal problems – smaller calves, but exceptional growth rate due to better suckling and genetics and resulting in higher weaning weights.

	Birth	210 days / weaning	% growth
Female	39 kg	240 kg	515% / 73% p.m
Male	42 kg	260 kg	519% / 74% p.m

- Excellent foragers, high ADG and FCR, making it ideal for grass feed beef production.
- Extremely adaptable to the harsh african conditions and possessing unparalleled longevity.
- Superior carcass characteristics – traits that are carried over with cross breeding.
- Limousin muscle gene F94L is carried over to a progeny during cross breeding.
- High feed conversion efficiency, therefore, more beef, less feed and more meat per hectare.
- Limousins are above average for auction prices.
- Pure and cross breed Limousins regularly average 15% more at auctions for feedlots.



2. MUCH MORE AT FEEDLOT

- Superior carcass weights & breed can be fed longer before putting on excess fat.
 - Scientifically proven culling rate, in excess of 62% - thus therefore more meat and more profit.
 - Limousins boast an ADG of 1805 & FCR (Feed Conversion Ratio) of 5.48, this is from figures gathered over 10 years at the Elsenburg test station.
 - More weight, superior quality beef, less feed = more profit.

3. MUCH MORE FOR ABBATOIR

- Consistently delivering conformation of three & higher, culling rates of 67%, consistent quality grade cuts and more tender, leaner beef, which makes the choice of buying Limousin simple.
- The fine bone structure of the breed, results in high meat to bone ratio, deboning between 75 – 82 % of the carcass.
- Tender, lean beef and noble cooking quarters make it an ideal choice for processors, retailers & health conscious consumers.



4. MUCH MORE MEAT YIELD

- The world is moving at a speed of next to nothing towards processed meat, therefore deboning and meat yield against bone ration is extremely important.
- The Limousins have a very thin bone structure and this result in high meat to bone ratio. The breed debones regularly 75 – 82 % meat per carcass.
- Last, the Limousin breed is exceptional for its noble cooking quarters (sirloin, rump steak, rib steak, etc)
- The Limousin breed is known for lean beef that is essential for the process industry and the healthy consumer.

5. MUCH MORE FOR THE CONSUMER

- The breed produces naturally lean beef, low in cholesterol and saturated fats, making it the ideal choice for the modern health conscious consumer.
- Limousins produce tender, marbled & top quality noble cooking quarters - perfect for the connoisseur and demanding chefs, delivering superior flavour.
- An adaptable highly efficient and rugged breed, the Limousins produce superior grass fed beef.





THE MUCH MORE MEAT GENE: EXPLAINING THE F94L

- Exceptional growth and muscling – due to the myostatin gene mutation F94L*, results in the breed possessing an increase in the number of muscle fibres, without suffering from double muscling. Limousins are genetically hard wired to produce better beef more efficiently.
- High meat to bone ratio & low fat content, leads to outstanding yield of saleable cuts, 80% is not uncommon.
- Finely textured, exceptional marbling, tender, low in saturated fats & cholesterol makes Limousins the ideal meat for the household or fine dining restaurants.
- Limousins are genetically trim, with no double muscling, due to the gene F94L, resulting in higher muscle fibre count.
- In an Australian study, the Limousins produce 19% more high value cuts, 8% more yield of retail cuts, 6-11% more tender beef, all with no extra feed.

	Limousin – 2 copies of F94L gene	Other breeds – no copies of F94L gene	Difference
Hot Carcass Weight	390.8kg	380.2kg	+3%
Weight of Silverside	11.58kg	9.76kg	+19%
Eye muscle Area	102cm ²	86.1cm ²	+19%
Retail Beef Yield	73.4%	68.1%	+8%
Shear Force			
Of loin muscle**	4.06	4.30	-6%
Shear force			
Of Silverside**	3.94	4.43	-11%

**lower shear force indicates more tender meat

Source : Dr Wayne Pitchford, University of Adelaide & Limousin Australia.



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