

LIMOUSIN

THE NATURAL
GENETIC
ADVANTAGE
FOR YIELD

PLUS Limousin cattle excel in feed efficiency and have proven to consume less than other animals of the same size and yet perform to equal or superior levels, making them sought after by every segment of the beef value chain



IN THE PASTURE

Gwen, Judy and Betty Veer
DIAMOND LIMOUSIN, VILNA, ALBERTA

Our Limousin feeder calves have received great acceptance from buyers across Canada. We are proud of the reputation that we have built with Limousin genetics over the years. The 2012 calf crop achieved \$1.53 1/4 for 650 lbs steers and \$1.40 1/4 for 625 lbs heifers.



AT THE PACKER

Matthew Heleniak
MANAGER/CATTLE BUYER, NORWICH PACKERS INC.

We love Limousin cattle for their cutability. The carcasses have less fat, less bone and more meat. The Limousin breed has the ability to marble while staying lean. Our customers demand it for its fine texture and assured tenderness.



IN THE FEEDLOT

Jack Chaffe
CHAFFE FARMS, MITCHELL, ONTARIO

We will pay up to six cents more per pound for Limousin cross calves over Charolais. Our records proved the yield superiority of the Limousin cross animals. In our feedlot they achieved 63.1% compared to 61.5% for other pens.



PLUS The CLA assists commercial cow-calf producers with the marketing of their feeder calves. Contact us for details or visit our website.



The Canadian Limousin Association thanks all participants at our recent Spotlight on Limousin focus groups. To view a full report of the session, including the presentations by Matthew Heleniak (Norwich Packers) and Jeff Trafford (Canada Beef), please visit our website. www.limousin.com

CANADIAN
LIMOUSIN
~ ASSOCIATION ~

#13, 4101-19 STREET NE | CALGARY, ALBERTA | T2E 7C4

PHONE 1.403.253.7309
TOLL-FREE 1.866.886.1605
FAX 1.403.253.1704
EMAIL limousin@limousin.com
WEB www.limousin.com



LIM-FLEX
LIMOUSIN-ANGUS HYBRID