QUALITIES OF THE LIMOUSIN BREED

The Limousin is a well-balanced breed. It is neither the largest, nor the heaviest, but it represents a combination of maternal and beef qualities which are quite exceptional.
Breeding qualities

High numerical productivity

With its easy calvings (99%) and fertility (98%), the Limousin breed has a very good productivity: 93 weaned calves for 100 cows serviced.

Because of easy calving, Limousin calves are born stronger, with less neonatal mortality and less veterinary expenses.

The Limousin well-deserves its title of "the perfect mould for calves".

Because they suckle easily, Limousin calves grow very quickly:
- Birth weight of female calves: 39 kg
- 120 day weight of females calves: 162 kg
- Birth weight of male calves: 42 kg
- 120 days weight of male calves: 173 kg

The Limousin breed also offers the best weanling calf weight. The 210 days weight of male calves is 286 kg and 258 kg for female calves.

Work less, earn more

The Limousin herd requires less supervision one man only can look after a large herd: a higher income and a better quality of life.

With its good rustic character, the Limousin cow has an extraordinary flexibility and a capacity to turn effectively unrefined feeds into beef. Therefore, the Limousin is an ideal breed for open-air breeding.

A long productive life

The longevity of Limousin cows is considerable. The morphology of female cows reaches its full development between 6 and 8 years of age, and remains relatively constant until 10-12. This asset enables females to produce high quality beef up to an advanced age, and after rearing several calves, they provide remarkable added value in quality categories.
The Limousin is remarkable because of its fine meat texture, its good muscular development, its excellent yield of lean, marketable beef:
- Carcass mass: 62 in 65%
- More than 75% of muscle weight out of carcass weight
- Little fat: proportion muscle/fat = 7
- Fine skeleton: proportion muscle / bone = 4,7
- Calves classification: 75% classified · E or · U

Thanks to its qualities, the Limousin breed has won many prizes at prestigious competitions. For example, Limousin beef came first at the Quality Trophy and qualified as The Best European Beef Meat during the Paris International Agricultural Show.

Another quality is it provides excellent finished products at any of its age:

<table>
<thead>
<tr>
<th>Category</th>
<th>Slaughter age</th>
<th>Live weight</th>
<th>Carcass weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milk calf</td>
<td>3 à 4</td>
<td>185 à 230</td>
<td>120 à 150</td>
</tr>
<tr>
<td>Aveyron calf</td>
<td>8 à 10</td>
<td>350 à 450</td>
<td>230 à 290</td>
</tr>
<tr>
<td>The young bulls &lt; 1 year old</td>
<td>11,5</td>
<td>510 à 520</td>
<td>315 à 320</td>
</tr>
<tr>
<td>The Lyons calf</td>
<td>13 à 16</td>
<td>500 à 600</td>
<td>320 à 380</td>
</tr>
<tr>
<td>Young bull</td>
<td>16,5 à 17</td>
<td>615 à 650</td>
<td>380 à 400</td>
</tr>
<tr>
<td>The Saint-Etienne calf</td>
<td>12 à 15</td>
<td>315 à 410</td>
<td>200 à 260</td>
</tr>
<tr>
<td>The Lyons heifer</td>
<td>18 à 24</td>
<td>425 à 500</td>
<td>270 à 320</td>
</tr>
<tr>
<td>Heavy heifer</td>
<td>26 à 36</td>
<td>More than 600</td>
<td>More than 350</td>
</tr>
<tr>
<td>Cull cow</td>
<td>More than 36</td>
<td>More than 600</td>
<td>More than 350</td>
</tr>
</tbody>
</table>
QUALITIES OF THE LIMOUSIN BREED

THE BEEF QUALITIES

BEEF OF EXCEPTIONAL QUALITY FOR GOURMET AND DEMANDING CONSUMERS

In any blind testing, Limousin beef has come first because of its exceptional quality: its flavour, its smoothness, its juiciness.

Suiting perfectly the requirements of Western consumers for little fat meat, the Limousine breed has unrivalled taste qualities. Its fine meat texture makes it very delicate. All this scientifically proved by INRA scientists.

Consumers always look for quality meat based on criteria of tenderness, color, flavour and traceability for year-round enjoyment.

Limousin beef is a delicious fine lean meat, whose excellence is both appreciated by

- consumers who regularly put it first in tastings
- and by butchers who appreciate high yield of the carcass with its noble quarters

Last of all, its marbled meat, necessary for a good tasty flavour, is always singled out in grilled or fried meat tastings.

Its well-organized sector makes it particularly competitive from breeders within various organizations to consumers, along with butchers. Everyone of them plays a major role in terms of excellence and transparency.

Three products under the Label Rouge quality label:

- The milk calf, label rouge Veau Fermier Limousin, which is a product of traditional small farming. The calf is reared with the natural milk of its mother. Its pale tender meat is particularly liked by gourmets.
- The young Limousin Junior Label Rouge bovine, is only bred on Limousin farms.
- The cull cow, label rouge Boeuf Limousin Blason Prestige, suits well the tastes of gourmets looking for unrivalled taste, fine, well-coloured beef and perfect tenderness.

«Que choisir», the monthly French Con-su-mer magazine, in November 2003, named Limousin beef as the best quality beef meat sold under the Label Rouge, quality label. Representing 25% of all quality label meats, Limousin beef is the favourite of all consumers.