



News Releases
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Limousin Chosen Best Tasting Beef at Camrose Bull Congress

Camrose, Alberta, Canada – Limousin has a new title: as the best tasting beef!

That was the verdict of the 670 guests at the 'Best Tasting Beef Event' held at the Camrose Bull Congress on January 16th. Teaming up to raise money for the STARS air ambulance, representatives from the seven beef breeds provided beef samples and asked guests to vote for their favorite by giving a donation based on their enjoyment. At the end of the evening, Limousin had the most donation dollars.

"It was quite an honour to be considered among your peers in the beef industry as offering the best beef with the best flavour," said Debbie Verbonac, Marketing Manager for the Canadian Limousin Association. "That is what the Limousin breed is known for and that is our ultimate goal: offering a product the consumer will consider again and again as a consistent pleasurable eating experience. Coming out on top at such a prestigious taste test is one huge step toward that goal, which is exciting."

What was even more telling about the win is the breed's decision to go natural under the banner: "Taste What Comes Naturally.....Limousin by choice!" Breeds were allowed to use marinades, sauces or spices to enhance their presentations.

"We didn't add anything to the meat and just served up natural, juicy flavorful striploin and won, which speaks to the quality of the beef," said Verbonac. "We took a risk but the meat proved it can do it on its own."

She added that the win will be highlighted in a new advertising campaign scheduled to be launched in the coming months and supports the Limousin's focus on being the carcass breed.

The Canadian Limousin Association is a non-profit, member-owned organization. Its primary function is to maintain the pedigree herd book of Limousin cattle in Canada. It is committed to the betterment of the Limousin breed by way of performance programs, research, education, advertising and promotion. CLA's goal is to add value to the commercial beef industry through the infusion of seed stock Limousin genetics into progressive crossbreeding programs.

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