



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 650 + guests at the 'Beef Challenge' held at the Canadian Bull Congress on January 20th.

Teaming up to raise money for the STARS air ambulance, representatives from six 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 a testament to that goal, which is exciting."

What was even more telling about the win is the breed's decision to go natural, breeds were allowed to use marinades or sauces to enhance their presentations. "We chose not to marinate or add sauce, we just served 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."

In addition to the peer appraisal competition, earlier in the evening each breed was judged by a panel of 3 industry representatives on 4 criteria: (1) Best Beef: Flavor, Moisture, Tenderness, (2) Best Marketing Approach: Product Knowledge, Decorum, Sales Approach, (3) Best Dressed: Best Dressed to Suit the Occasion, (4) Sportsmanship: Enthusiasm, Congenialty.

Limousin was given three awards during the evening:

- Best Marketing/Distribution
- Best Beef
- People's Choice Award

Thanks to the Team of Jim & Stephanie Richmond, Carrienne Johnson, Neil Christiansen, Deb Verbonac and the "behind the scenes" help from Dan Fouillard, Mary Swanek and Ron Heliniak.