

# ALARMING Industry Trends For Yield



	2008	2009	2010
% of Yield 1 cattle in Canada	59.8%	54%	51.3%
% of Yield 2 cattle in Canada	27.9%	31.7%	33.4%
% of Yield 3 cattle in Canada	10.7%	12.4%	13.9%

Y1 > 59%, Y2 - 54% to 58%, Y3 < 53%

## Facts:

Industry trends show a decrease in lean meat yield.

The pharmaceutical sector has identified a need for a feed additive that promotes carcass yield.

## HOW Did This Happen?



Marbling has been the push, thus the abundance of British influenced cattle in our North American herd base.

## Facts:

Canadian beef consumption has declined from 64.37 lbs per capita in 1970 to 44.55 lbs in 2010.

Limousin genetics will achieve maximum beef quality to create an exceptional and healthy experience for all consumers

## WHAT Is The Solution?



Limousin genetics are a natural way of achieving greater yield without sacrificing marbling.

## What feedlot operators are saying:

"We feed all breeds of steers and heifers ... but we do get a better yield with our Limo cattle"  
Wally Shaus

"We will pay up to six cents more per pound for Limousin cross calves over Charolais. Our records proved the yield superiority of the Limo cross animals; in 2010 they achieved 63.1% on average compared to 61.5% for the other pens." Jack Chaffe

"I like my Limousin feeders because of their hips. My buyers recognize their high yield and they are able to pay me a premium because of it" Alan Anstett

# LIMOUSIN

## The Natural Genetic Advantage



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