

Limousin Radio Scripts

Lim-Flex

Lim-Flex are registered hybrid seedstock comprised of 25 to 75 percent Limousin with the remaining balance consisting of registered Angus or registered Red Angus. With documented pedigrees and predictable EPD's, these cattle capitalize on both heterosis and breed complementarity by combining the muscling, feed efficiency and performance of Limousin with the Angus breed's inherent advantage in marbling and maternal traits.

Let Lim-Flex cattle deliver dollars to your bottom line. Limousin Today, Profit Tomorrow!

Feed Efficiency

With rising feed costs and an increased focus on sustainability within the beef industry, feed efficiency is more than a buzzword. It's rapidly becoming a battle cry in an industry challenged to do more, with less. By incorporating today's Limousin and Lim-Flex genetics into your planned crossbreeding program, you can capitalize on the breed's inherent feed efficiency advantage while still banking the premiums paid for high quality, high yielding carcasses. That's two ways to profit instead of one!

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Weaning Weight

Are you disappointed with weaning weight gains that don't seem to keep up with increases in bull prices? Try capitalizing on the muscle, growth and efficiency of Limousin and Lim-Flex hybrids. Whether you sell calves at weaning or retain ownership through the feed yard, the extra muscling and performance of Limousin cross calves will add pounds to your payweight and dollars to your bottom line. In fact, genetic trends for weaning weight EPD's in Limousin cattle document an increase of nearly 25 pounds over the last 10 years.

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Docility

Docility is not just a convenient trait for those who make their living working around cattle, it's a trait that drives the health, performance and profitability of the cattle themselves. A feedlot study consisting of 13,000 head found that the cattle who were more docile consistently outperformed those who were classified as either "restless" or "aggressive" both in terms of growth, and carcass quality. The Limousin breed was the first breed to implement a docility EPD and has made tremendous improvement in this critically important trait over the past 20 years.

These aren't your daddy's Limousin. Take a new look, at Limousin. Limousin Today, Profit Tomorrow.

Carcass

Limousin have always been known as the “Butchers Breed” in France and have earned the reputation as the “Carcass Breed” here in the United States. The breed’s inherent advantage in producing high yielding, heavy carcasses with adequate “taste fat” and minimal “waste fat” is a distinct competitive advantage.

After all, using increasingly expensive corn to produce growing numbers of Yield Grade 4 and 5 carcasses is not a formula for industry efficiency or long-term sustainability. Incorporate Limousin genetics into your planned crossbreeding program and see how you can ring the bell with high yielding AND high-quality carcasses.

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