

BELGIAN BLUES

The Prime Beef Specialist!!!



first Choice for Optimum Performance

DEVELOPMENT

Belgian Blues are unique.

No other breed has the degree of muscling or extreme high carcass yield that the Belgian Blue has been selected for.

Originating from Central and Upper Belgium the Belgian Blue cattle were recognised as a breed in the early 20th century. Belgian Blue cattle attract enormous attention with their magnificent appearance and physique. The most distinctive characteristic lies in the muscle structure, which is now known as 'double-muscling'. The result of this so called 'double-muscling' is much larger volumes of red meat and much reduced deposits of fat.

They are structurally sound, carry their weight with ease and adapt readily to climatic conditions. Belgian Blue herds have now been established worldwide including Europe, America, Canada, Mexico, Argentina, Portugal, England & Ireland, New Zealand as well as throughout Australia.

Belgian Blue cattle range in colour from pure white, to black, and any degree of blue roan in between and are rapidly gaining popularity as a terminal sire for use over beef breeds such as Angus, Hereford, Shorthorn, and Beef x Dairy vealer mothers.



For growth, muscling and reduced fat, nothing can match the Belgian Blue as the ultimate terminal sire.

CONSUMER PREFERRED

Belgian Blue beef is the complete answer for health conscious consumers. The meat is extremely lean, low marbled and highly palatable. With the increasing demands for higher quality, higher protein low cholesterol meat it makes Belgian Blue beef the obvious choice.

BUTCHER PREFERRED

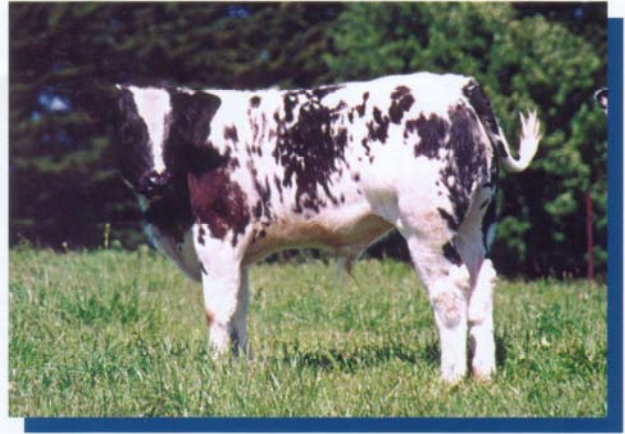
An added benefit of a Belgian Blue carcass to the butcher is that there is significantly higher amounts of prime cuts e.g. Porterhouse, Eye Fillet, Scotch Fillet, Rump, T-Bone etc. Even what is regarded as secondary cuts of meat including forequarter are graded much better and because of their lower fat cover there is less trim /less waste.



Nothing "Butt" Results

MARKETABILITY

Butchers and meat processors alike recognise the attributes of Belgian Blue carcasses and are consistently paying premium prices for both steers and heifers. Whether it is selling through a saleyard or direct over the hooks Belgian Blue x heifers command the same rewards as steers. Belgian Blue heifer carcasses do not produce excessive deposits of fat as many other breeds tend to.



DOCILITY

Belgian Blues have a remarkable docile temperament. Cattle that are docile are much easier to handle and are less stressed during marketing, therefore produce a much better quality eating meat.

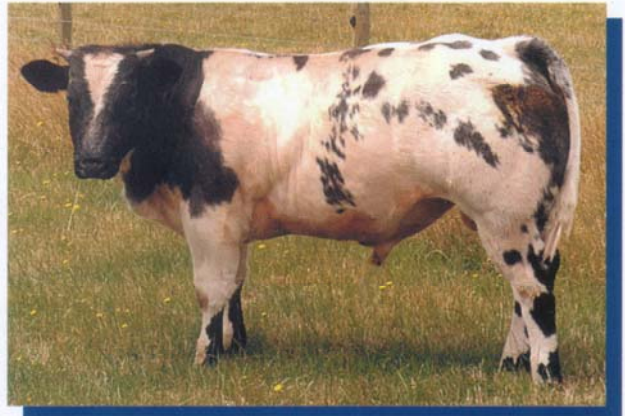
Does your cross breeding program deliver this kind of performance?



EFFICIENCY / PERFORMANCE

Belgian Blue x cattle perform brilliantly as milk fed vealers, on grass, or in the feedlot where they deliver explosive weight gains.

Belgian Blues gain approximately 1.2 - 1.5 kg/day in normal conditions and can obtain weights in excess of 500kg at 12 months, in a feedlot situation they can achieve 2.0 - 2.5kg/day.



CARCASE QUALITY

Results from carcass competitions confirm Belgian Blues to be an excellent carcass breed and comply with the specifications set out by the MSA Grading System. Tenderness of meat is an attribute of fine muscle fibres resulting in consistent eating quality. The objectives in cross breeding are to improve both the carcass weights and carcass qualities. Belgian Blues are unequalled in improving both.

CARCASS YIELD

Belgian Blues and their crosses have very high yielding carcasses, resulting in higher dressing percentages than most other breeds. Liveweight yields of 60% - 65% are obtainable in both steers and heifers, and carcass meat yields of 70%-80% are achievable, this results in excellent saleable meat yield, significantly higher than for most other breeds.



The Ultimate Terminal Sire!!!

ACCEPTANCE

Tens of thousands of Belgian Blue cross calves have now been born in Australia and cattle producers have been extremely satisfied with liveweight gains, muscling, finished weights and most importantly, profit.

Belgian Blue cattle continue to dominate in Hoof & Hook / Carcase Competitions throughout Australia with Championship Status.

Initially there were many sceptics, today the Belgian Blue cattle meets with enormous respect whether it be in the show ring, in the field or in the market place where they are becoming a regular appearance.

More and more serious prime beef producers are choosing to use Belgian Blue Bulls as their ultimate terminal sire.

A Belgian Blue Bull will maximise profits in your crossbreeding program by providing...

- High growth rates – 350-450kg vealers (at 8-10 month of age)
- Outstanding dressing percentage – 60%+ for both steers and heifers
- Excellent saleable meat yields – more meat/less bone/less fat
- Outstanding feed conversion rates
- Easy calving – cross breed calves typically 32-42kg
- Docile temperament – for extreme ease of handling
- Target weights at earlier ages
- Plus much, much more...

For more information please contact:



THE AUSTRALIAN BELGIAN BLUE
CATTLE SOCIETY INC.

PO Box 575 Berwick VIC 3806

Telephone: 03 5629 2560

Facsimile: 03 5629 2560

Email: belgianblues@dcsi.net.au



Maximise Profit