

BEEF-UP

Your Herd & Profits



Belgian Blue The Commercial Crossbreed Solution

*Setting the Standard for
Increased Meat Production*

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The Belgian Blue Breed Fullblood Characteristics



Carcass

- ✓ Up to 20% more muscle tissue, 10% less bone and 30% less fat
- ✓ 70% or higher killing out
- ✓ Carcass composition - 80% or higher boned-out saleable meat
- ✓ Bigger muscle means fewer seams and less trimming of fat and gristle

Natural High Muscle Growth - Require no artificial growth hormones due to the naturally high muscle growth.

Colors - Mainly white, blue and black - Black animals are totally black or black and white, White can have blue or black markings, Blue animals are blue to blue roan, some also carry the red factor in their pedigree.

Adaptability - Thrive in extreme climates from Denmark and Canada's bitter cold winters to hot summers in South America, Australia and Southern USA, and on a wide range of terrains.

Stature - A moderately framed breed with rounded outlines

- ✓ Mature females weigh avrg. 1720 lbs (780 kg), 53 in (134 cm) tall
- ✓ Mature males weigh avrg. 2650 lbs (1200 kg), 58 in (148 cm) tall

Gestation and Birthweight - The gestation period is fairly short, ranging from 280 to 286 days and the average weight at birth is 99 lbs (45 kg).

The Breed originated in the small country of Belgium in Europe, and more specifically in the Walloon region where it dominates. It evolved over the past 150 years to today's double-musled meat production breed. Belgian Blue genetics are now found in fullblood and crossbred beef and milking herds around the world. The docile tempered Belgian Blues help turn higher profits with no additional investment.

Crossbreeding for Profit Maximise your Market Return

The *terminal sire of choice* for commercial beef and dairy herds

Beef - Dairy

Belgian Blue Crossbred Cattle

- ✓ excellent feed conversion rate
- ✓ high growth rate
- ✓ easy calving
- ✓ hardy calves
- ✓ better conformation
- ✓ very docile
- ✓ achieve good weights without running to fat

Results and Economics

- ✓ improved weight and quality of carcass
- ✓ up to 10% more retail product than maternal breed
- ✓ high meat to bone ratio (and low fat)
- ✓ high kill-out percentage
- ✓ premium price
- ✓ tasty, tender and lean meat
- ✓ ideal for veal production



Hereford x BB



Limousin x BB



Brahman x BB



Charolais x BB



Brahman-Holstein x BB



Nelores x BB



Holstein x BB



X BB Commercial Feedlot



BB x in Field

International Network

Information, Support & Representation



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Belgian Blue Breed Worldwide

Belgian Blue Herdbooks

Confidence, Competence, Objectivity

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Your Local BBB Representative

Consumers Demand Lean

Belgian Blues & their Crosses Deliver

BB x Champion Carcass



less means
a LOT MORE...

- ✓ *less* fat
- ✓ *less* cholesterol
- ✓ **NO** artificial growth hormones needed
- ✓ **Improved** fatty acid balance
- ✓ **MORE** protein
- ✓ **MORE** tenderness
- ✓ **MORE** flavor

And more consumers enjoying **BEEF!**

When consumers shifted away from beef to poultry and pork, it was a clear demand for leaner meats.

Belgian Blues help beef breeders regain the market and offer consumers exactly what they want: naturally lean, tasty and hormone-free **BEEF!**

Lean Tasty Meats



DID YOU KNOW ?

Belgian Blue meats are recommended by doctors and dieticians and served in hospitals and other institutions looking for low cholesterol, low fat and flavorful beef.

Fullblood Belgian Blue meat has *less cholesterol* than skinless chicken!

Faster Cooking. Belgian Blue meats require about 1/3 less cooking time than standard beef.

Getting to know the Blues

Information at your fingertips

How docile is Belgian Blue Cattle?

Blues are very docile and generally easy to deal with. Their temperament makes them excellent candidates for club calves.

What are the Blues' main attributes?

They are bred for docility, high yield lean meat, thin skin and small bones. The major use of the breed is to terminal cross with other commercial cattle and produce more and leaner beef.

Where do they get all the muscle?

Blues are not born with heavy muscle; it starts developing at 4 to 6 weeks. The increased muscle development is due to the naturally inhibited myostatin gene. This gene slows down muscle growth, but as it is inhibited in the Belgian Blue, this leads to more muscle fibers – up to 20% more in fullbloods and can range from 5 to 10% more in crosses. Variations of the expression of this gene are also naturally found in several other cattle breeds but with no systematic selection.

6 week old BB Calf



How tender is the meat?

The meat is very tender because of the finer fibers and lower percentage of tough connective tissue.

What about calving?

In a cross between a Belgian Blue and any beef or dairy breed, there are no more calving problems than found in other breeds. Due to the Belgian Blue's large genetic pool, calving ease varies greatly in fullbloods.

How do they walk?

They walk correctly and function well in most environments including pasture, ranges and hills. Blues appear to walk differently than most breeds because of their increased muscling.

BB on the Range

