

WHAT ABOUT...

What About Limousin...

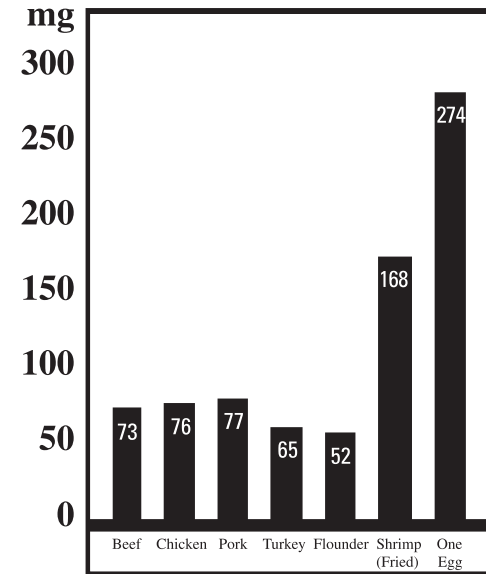
LIMOUSIN
BEEF?

LIMOUSIN

7873 S. Alton Way
Englewood, Colorado 80112
(303) 220-1693
(303) 220-1884 FAX

CHOLESTEROL?

A three-ounce portion of Limousin lean beef contains an average of 73 mg. of cholesterol. This is comparable to similar portions of chicken (76 mg), pork (77 mg), turkey (65 mg) or flounder (52 mg), and considerably less than fried shrimp (168 mg) or one egg (274 mg). Keep in mind when considering cholesterol intake that so-called "good" cholesterol is a natural substance manufactured in the human liver daily, and is the basic component from which our body manufactures hormones, vitamin D and bile salts. Cholesterol should be consumed according to dietary guidelines (approximately 300 mg per day, according to the American Heart Association).



Comparison of the cholesterol level (mg) in 3 cooked portions. Data from USDA and Meat Board Nutritional Studies.

What About Limousin...

CALORIES?

Lean beef is a low-sodium, nutrient-dense food containing protein, vitamin B-12 and iron. Research at Texas Tech University indicated that Limousin cattle have considerably less fat (2.43 percent instead of 6.37 percent) than the average cut of beef. This represents an impressive 61 percent reduction in fat, which lowers the calorie content of a cooked portion from 195 to 162 calories per three-ounce serving.

What About Limousin...

TENDERNESS & FLAVOR?

No one has to give up flavor to get lean beef. Research conducted at Iowa State University compared Limousin beef to other beef in five different taste categories. Limousin ranked above the competition in tenderness, juiciness and was found equal to all others in flavor and overall palatability. This is good news for health-minded consumers who want tender, lean, juicy beef full of flavor. Limousin is a great selection for consumers who want tender, flavorful beef with less fat.

What About Limousin...

LEANNESS?

Comparisons of Limousin beef to beef produced by other breeds has consistently proven that Limousin excels in producing genetically lean, healthy meat. Research conducted at Texas Tech, Iowa State and Texas A&M University all documented Limousin's ability to convert feed into lean red meat instead of fat. The research proved that Limousin beef had an average of 2.5 percent fat (in the ribeye muscle) as compared to an average of 6 percent fat for other beef grading Choice, and 9.5 percent for beef grading Prime.

What About Limousin...

SOURCE?

The Limousin breed has a 20,000-year history of producing lean, low-fat beef. The breed's heritage can be traced back to ancient cave drawings near the Limoges region of France, the breed's land of origin. These cave drawings depicted animals of much the same conformation and color as modern-day Limousin. Initially imported to America in 1968, Limousin has grown to become the Continental breed of choice in the United States, thanks largely to the breed's genetically lean characteristics. Limousin cattle can now be found in every state and in numerous foreign countries. The North American Limousin Foundation is the largest Continental breed registry in the United States, offering a variety of services and programs to the beef industry.