

Need Drives the Beef Industry

Consumers are demanding a leaner, tender, tasting beef that is healthy for them.

Consumers in the old country appreciate all of the above qualities and as inputs in the feeding of beef cattle got higher the industry was driven to accept the Belgian Blue breed in their cross breeding programs to produce these high quality carcasses.

As the feeding programs in this country are facing some of the biggest changes in our history we are keeping a close eye on what impact changes in feeding programs will have on carcass quality and most important on taste.

The Blue crosses (50%) are the answer for the discriminating consumers who are concerned about health, origin of their food, and taste and tenderness.

As we go forward in the coming years changes will be made. High quality food will always be in demand. The Blue crosses will fill the bill.

The Belgian Blue cattle are positioned to do to the Beef Industry what the Pietrain Pig did to the swine industry - only better - the meat from the Blue Crosses are extremely tender and tasty.