The Belgian Blue Breed

Fullblood Characteristics

Carcass:

- Upto 20% more muscle tissue
- 10% less bone and 30% less fat
- 70% or higher kill-out
- Greater composition - 80% or higher bone and sellable meat
- Bigger muscle means fewer seams and less trimming of fat and gristle

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

Colors - Mainly white, blue and black - Black animals are totally black and white, Viennese have blue or black marking, Blue animals are blue to blueroan, some carry the red factor in their pedigree.

Adaptability - Thrives in extreme climates from Denmark and Grandslittler livestock districts to hot tropical climates in South America, Australia, and Southern USA, and a wide range of soils.

Stature - Moderately framed breed with round outlines:
- Mature females weigh avg. 1720 lbs (780 kg), 53 in (134 cm) tall
- Mature males weigh avg. 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).

Belgian Blue International (BBI)
4 De Champs-Elysees St., B 5590 Ciney, Belgium
Tel: +32.83.23.06.12 or 16 - Fax: +32.83.21.28.37
pmhbbbb@skynet.be - www.belgianblueinternational.com

The Belgian Blue Breed originated in the small country of Belgium in Europe, and more specifically in the Walloon region in the east. It evolved over the past 150 years to today's double-muscled meat production. Belgian Blue cattle are now found in every country and have been exported to just about every continent and are now raising from South America to New Zealand. The docile tempered Belgian Blue helps turn higher profits with no additional investment.
Belgian Blue International (BBI)

4 Des Champs-Elysees St.
B 5590 Ciney Belgium
Tel: +32.83.23.06.12 or 16
Fax: +32.83.21.28.37
Email - pmhbbbb@skynet.be
Website: www.belgianblueinternational.com

Sponsored by AWEX - Walloon Export Agency
Place Sainctelette, 2, 1080 Brussels, Belgium
Tel.: +32.2.421.82.11 - Fax: +32.2.421.87.87
mail@awex.wallonie.be  -  www.awex.be

Belgian Blue Breed Worldwide

Belgian Blue Handbooks
Confidence, Competence, Objectivity

Australia
Tel: +61 35629.2560
Email: mreedy@dcsi.net.au
Website: www.belgianblueinternational.com

Belgium
Tel: +32.83.23.06.12 or 16
Email: pmhbbbb@skynet.be
Website: www.belgianblueinternational.com

Brazil
Tel: +55 43.393.0894
Email: abcbbb@sercomtel.com.br
Website: www.abcbbb.com.br

Canada
Tel: +1 306.868.4903
Email: kejab@sasktel.net
Website: www.belgianblueinternational.com

Czech Republic
Tel: +42 0 326.886.886
Email: rebal@skynet.cz
Website: www.belgianblueinternational.com

Denmark
Tel: +45 50.10.00.88
Website: www.belgianblue.dk

France
Tel: +33 32.741.130
Email: up繁殖lie@avensiafr
Website: www.belgianblueinternational.com

Great Britain
Tel: +44 1768.88775
Email: belgianblue@bt compromised
Website: www.belgianblueinternational.com

Holland
Tel: +31 161.229.475
Email: bont.r@cr-delta.nl
Website: www.belgianblueinternational.com

Japan
Tel: +81 42.769.634
Website: www.belgianblueinternational.com

Netherlands
Tel: +31 36.122.672
Email: bont.r@cr-delta.nl
Website: www.belgianblueinternational.com

New Zealand
Tel: +64 6 956.2857
Email: belgianblue@bt compromised
Website: www.belgianblueinternational.com

Portugal
Tel: +351 243.39.11.00
Website: www.belgianblueinternational.com

Spain
Tel: +34 93.744.1129
Website: www.belgianblueinternational.com

United States of America
Tel: +1 641.683.232
Email: info@belgianblue.org
Website: www.belgianblueinternational.com

Your Local BBB Representative

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

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

Lean Tasty Meats

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

And more consumers enjoying BEEF!

DID YOU KNOW?
Belgian Blue meats are recommended by doctors and dieticians and served in hospitals and other institutions looking for low fat, 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.

BB x Champion Carcass

Consumers Demand Lean
Belgian Blues & their Crosses Deliver

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. Their major use 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 4-6 weeks. The increased muscle development is due to the naturally inherited myostatin gene. This gene slows down muscle growth, but it is inherited in the Belgian Blue, thus leading to more muscle fibers - up to 20% more. Fullbloods can have an edge of 5 to 10% more in cross. Variation in the expression of this gene is also naturally found in several other cattle breeds, but with no systematic selection.

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.

6 week old BB Calf