



Xourel
Limousins



Xourel



From *Humble* *Beginnings* . . .

Unwavered ethics, years of genetic selection, a conscientious approach to duty, meticulous record keeping, inextinguishable ambition, hours of sweat, hardship and true passion – add to that some drops of rain and undeserved grace ... and you have a true Seed Stock Stud.

Few people truly understand what it means to make a herd part of your entire life, what it means to be absolutely assured that someone has given every part of their being to achieve that which they hold so dear. At Xourel there is only one way of living... and that is giving every bit of ourselves, be it nursing sick calves on Saturday evenings, herding cows to new pastures, halter-training young bulls, selecting matings, prepping for

ET programs or feeding day in and day out. There is just one way of living and breeding cattle – being totally committed and focusing on what truly matters.

With that in mind, it only comes naturally that Xourel's core business view is seeking steadfast long-term relationships. Relationships that stretch over generations, because only when our grandchildren still do business together, will we know that what we did today, had

both parties' best interests at heart.

Xourel knows in order to achieve this dream of relationships stretching from ages to ages, something like equity and trust is non-negotiable and forms the basis of all interactions. Only through bringing these views to their full glory, may we continue to stroll so close to God's creation ...

Genetics

Seed stock farming is something that isn't brought about in a moment – only through decades and centuries of notorious and vigorous application of different key aspects, will one achieve a pre-set goal. When it comes to genetics, things are seldom exact. Xourel understands that managing genetics is an ongoing process and that many factors contribute to a success story.

Xourel believe strongly in managing genetics. Only through the use of the correct genetics at the right time, will a goal be achieved. It is from this that Xourel aims to manage our genetics through constant evaluation of where and with what each of our clients are involved, only then can we make appropriate recommendations and apply services accordingly.

Investing in genetics is a long term thing, especially in cattle farming. Xourel understands that the genetics that you use today, will only pay-out in a year or six from now and that is why we aim to breed animals that have economic traits in mind. Only through economic trait selection can we increase our clients' profit.

Progress is achieved through countless generations and hours of selection.

Xourel aims to select through the use of prominent genetic lines and enhancing pre-set traits by introducing some non-related genetics. Xourel predominantly breeds pure French-type Limousins, but with a medium soft muscled frame suited for high potential gain, while maintaining hardiness for harsher environments. Xourel offers a selection of horned and polled genetics.







Selection & Breeding

Xourel's breeding policy aims to breed economical relevant animals, which can handle themselves in hardy conditions, while maintaining high potential, high production and structural soundness! Xourel places a high value on selection for the following traits:

- Fertility – Through the selection of scrotal circumference, days to calving and conception rates we manage to select for higher fertility.
- Economic growth – High weaning, 400 and 600 day weights are economically important and are balanced with high milk selection.
- Golden Triangle – A cow should calve the biggest possible calf, unassisted, year in and year out and the female progeny should do the same. A slightly bigger calf is preferred, but never at the cost of calving ease. Xourel aims to balance birth weight, calving ease direct, calving ease of the daughters

and mature cow weight while increasing growth.

- Feed Efficiency - Residual Feed Intake (RFI) determines the effectiveness of feed conversion and has a tremendous effect on the economical feeding of animals.
- Functionality - Structural soundness, hoof quality, ability to walk, conformity and longevity all play part in the selection for functional cattle for the harsher African conditions.
- Carcasses and Beef Quality – Although these traits are secondary selection traits at Xourel, we do select for the traits to ensure that our higher value markets are satisfied when using Xourel genetics.

Selection for these traits are achieved through various selection methods of which our natural rearing method forms the base. After weaning all animals are subjected to high protein green forage with supplemented energy rations. This allows the breakdown of high protein and roughage and allows for medium growth and natural development. Performance groups are kept as tight as possible, but allowing for RFI and show strings are managed to the best of our abilities. All animals are kept until their last trait observation at 600 days of age. Xourel's first selection occurs at 600 days of age, when all traits on an animal

has been recorded. Phenotypical and genetic selection is done based on trained visual selection, which is assisted by use of breeding values, genetic lines and breeding goals.

Females that made the cut are then subjected to grazing where they can incorporate and adapt to become part of the breeding group. Females only conceive for the first time at 22-26 months of age as Xourel has only one breeding season per year. First time bred heifers are not re-bred and are culled if they do not conceive in the single breeding season. This is done without exception.

Bulls are also subjected to grazing after they made the first cut at a 600-day age. At 20-24 months they are presented for inspection by a certified Senior Limousin inspector. After passing inspection they are subjected to slightly harsher conditions to see which animals can maintain themselves. At 27-30 months animals are subjected to high quality feed and grazing to prepare them for the final inspection and service to the industry. Final inspection is done at 30 months of age. Xourel is vigorous at this selection and about 10-15% of society-approved bulls do not make the Xourel selection. Those that don't make the cut are culled immediately. This ensures that Xourel delivers some of the best bulls to the industry. Xourel's final inspection is done by only two people, ensuring consistency and quality.

Herd Sire breeding is done at as young as 14 months of age up to 12-13 years of age. Although breeding them that young is not done on a large scale, it is done to ensure that genetic progress is achieved at a rate that can compete internationally. The mainstream matings are done at two to four years of age, with some great bulls delivering relevant traits till the tender age of 12 to 15 years. These youngsters are often incorporated into our AI program, ensuring that they breed without hampering their development or overtaxing them at a young age.

Xourel also runs an extensive embryo program. Most embryo transfers (ET) are done by means of In-Vitro Fertilization (IVF) which allows Xourel to collect embryos without subjecting their breeding females to hormone treatment – ensuring longevity and repeated embryo collection. Conception rates for the ET-Program has been very successful and forms a critical part of running large embryo programs to achieve great genetic progress. Export embryos are done according to protocol.

Genomics is a relatively new method of enhancing breeding values and increasing genetic selection accuracies. Xourel is currently helping work towards generating a reference population to generate genomic-enhanced breeding values. As a result, all Xourel animals are subjected to vigorous recording and genetic sampling.

Performance *Recording*



The Limousin Society of South Africa implements the BREEDPLAN Genetic evaluation system, developed and maintained by the Agricultural Business Research Institute (ABRI) of Australia. BREEDPLAN is a modern world leading genetic evaluation system using Best Linear Unbiased Prediction (BLUP) technology to produce Estimated Breeding Values (EBVs) for beef cattle for a range of important production traits.

Xourel Limousins records according to the highest standards for the system and is one of the few herds in the world to have a five-star rating for completeness of performance data recording on the system. This means, that for at least the past 5 years, Xourel is considered to be recording "complete" (>90%) performance information with BREEDPLAN for all animals across all traits for which EBV's are available.

These traits include: Calving Ease

Direct, Conception information (Natural Mating's, AI & ET), Birth Weight, 200-day weight, 400-day weight, 600-day weight, Mature Cow Weight, Scrotum Circumference, Eye Muscle Area, Rib Fat, Rump Fat and Intermuscular Fat. Additional recording includes: cow weight at birth, treatments, vaccinations, genetic sampling, horned status and any and all other relevant information. Genetic trends are available on request – please feel free to enquire.





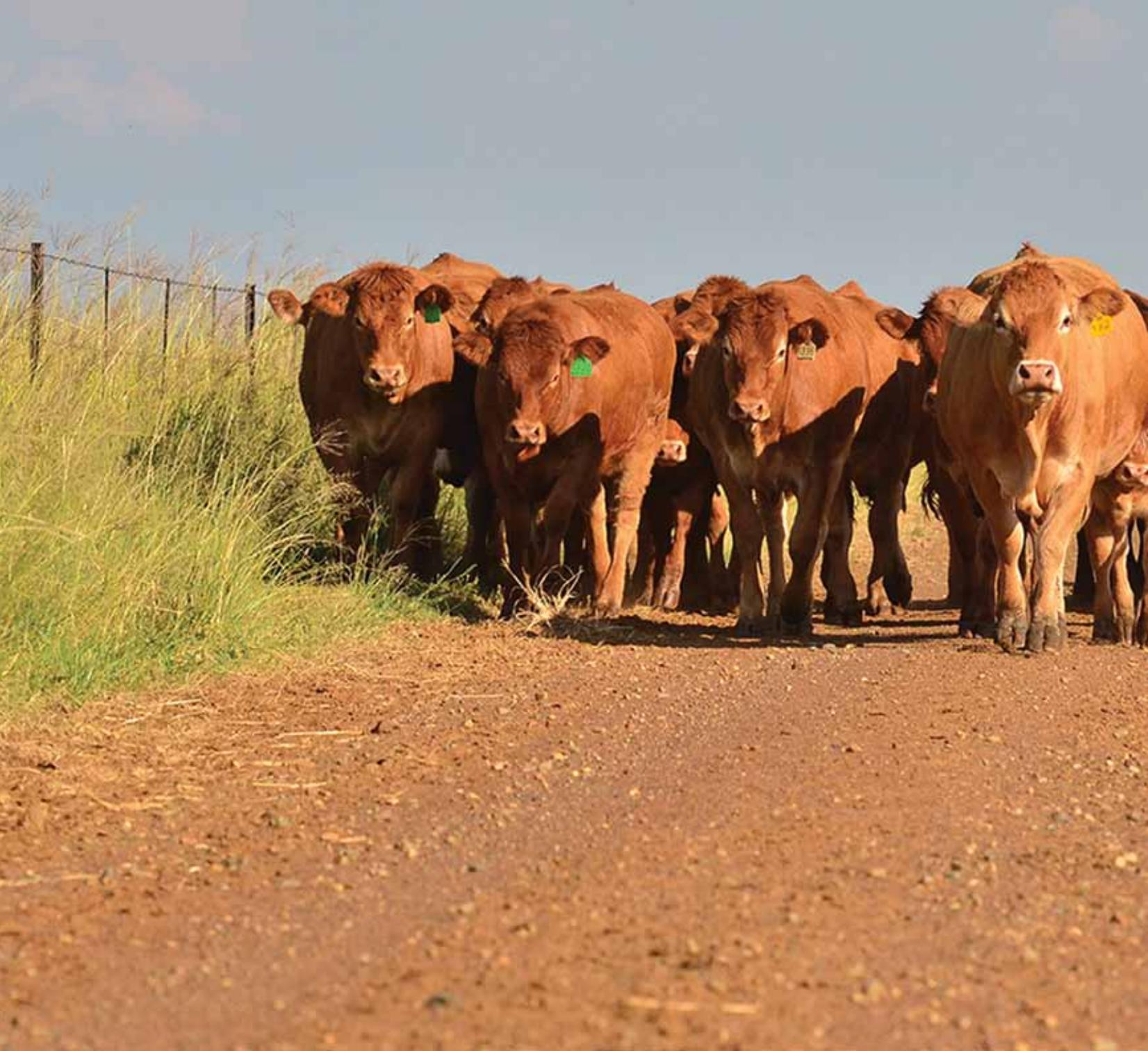
In the *Show Ring*

A show ring is always a controversial subject when it comes to breeding. From comments on over-fattening animals to questioning the selection effectiveness of a person's judgement – they all mesh together to form something extraordinary in breeding circles. Xourel's opinion on shows has always been to keep it simple and relevant to what they are breeding. Although it isn't the sole judge on genetics, it does play an important role

in determining if one is phenotypically and structurally sound and in sync with the progress that the breed as a whole is achieving on a confirmation front. It is a fun-filled event that the entire team can engage in and when implemented correctly can be very beneficial to all Xourel's clients. Xourel does not select purely on show ring performance and will always regard genetic selection and breeding higher than the show ring,

consequently Xourel's show string is seldom very big.

One of the big challenges in breeding is bringing it all together. Breeding the animal that has a specific set of genetic traits while also adhering to good structural conformity and soundness. A show ring is one small step in achieving the whole Xourel package.





“Because sometimes a passion becomes the home of something truly exceptional . . .”

Ethics

Nowadays not many business deals are concluded with a proper and honest handshake. Xourel might be a bit old-school with this, but we believe that honesty is still the only way to maintain proper relationships and at Xourel a handshake still means what it did many years ago. With that in mind, Xourel aims to always deliver a constant product by building on the following principles:

- **The Xourel Warranty**

Xourel has a vigorous selection process to deliver a constant product that will maintain itself to standards that Xourel deems necessary to service the

industry. As tight as a selection process can be, there is always a possibility that an animal or certain genetics do not live up to the Xourel standards. Open and straight- forward business have always triumphed at Xourel and in the

unlikely event that our product does not live up to our standards or to the expectations of the client, we urge our customers to inform us accordingly. Xourel will promptly investigate the matter and in the event where we



deem that the standards weren't met, we will replace the product or compensate the client.

- **Quality Control**

Quality is non-negotiable, and although quality in animals vary vastly, one still expects animals to adhere to the standard associated with the price class. DNA validation and F94L gene certification comes standard in Quality control. Furthermore, Xourel selects through many selection processes, but no animal is ever sold before the final inspection. This is done by one of only two people at Xourel. If for any reason

they deem the quality to not live up to the Xourel standard, the sale will not take place. Final inspection involves a screening of genetic lines, recorded traits, breeding values and a visual inspection.

- **Recording**

Recording is the foundation of a seed stock enterprise – without it, one simply farms with cattle. There are no exceptions to this rule and that is why it is a matter of pride for Xourel to hold our recording to the highest ethical standards. Xourel will never alter records in any way, and that is one of

our promises to the industry.

- **Herd Health**

Herd Health is non-negotiable at Xourel Limousins. All breeding females are subjected to yearly Bovine brucellosis testing and all animals are subjected to Bovine tuberculosis testing. Yearly inoculations are done for respiratory diseases, Lumpy skin disease, Anthrax, Botulism and Black quarter. Xourel has maintained its CA3 herd health status from date of registration and is subsequently fully cleared for export. All relevant documentation is available on request.





Services

Xourel Limousins offers an array of services to the industry:

- **Sires & Female Sales**

Sires and Breeding females are sold in private treaty deals and on auctions! Contact us for a tailor-made selection of genetic lines and functionality to suit your environment.

- **Semen & Embryo Sales**

Frosted Genetics!! Embryo and semen catalogue is available separately and according to availability for different regions of the world. Please enquire

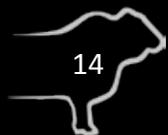
for the full range of frozen genetics available.

- **Consulting Services**

Xourel offers consulting services on various breeding subjects, from genetic lines, to recording services to female selection in commercial herds. These services are available on tailor-made agreements. Feel free to approach Xourel to assist you with your herd selections.

- **Specialised Breeding Services**

From time to time a client might require that extra mile to get him to where he needs to be – this is where Xourel's specialised breeding services come in to play. Xourel will kindly do specialised breeding, which could be anything from breeding F1 lines to crossing certain genetic lines. Each breeding is customised accordingly.



- **Sight Unseen**

The way business ought to be done!! One of Xourel's special services, for when you just don't have the time or when it's simply too much hassle to select breeding stock yourself. Xourel will visit you and your breeding herd and identify your specific requirements. Xourel will create a shortlist of animals to meet these requirements. The client simply selects and the animals are delivered without ever viewing them – truly sight unseen!! Animals are sold with an additional satisfaction warranty.

- **AI Contracted services**

Often done on large scale at

commercial breeders, Xourel contracts a third party AI specialist to perform synchronised AI with a selection of fresh or frozen Xourel genetics. This way the breeder obtains a selection of some of the best genetics currently available, at a fraction of the cost – taking him to great highs much quicker! With proper preparation and vigilant application conception rates of 70-85% are often achieved.

- **Bull Trade-In**

A make-shift service for the small breeder that had a Xourel bull service his herd for 2 to 3 years and suddenly has the problem that the bull's daughters need to be serviced. If the

bull is in good condition and clean of all diseases, Xourel will buy back a Xourel bull at a premium above slaughter value. The client is credited and can select a new bull to service the herd again!! Simple bull trade-in!

- **Weaner Buy-back**

Xourel trusts their genetics all the way!! To prove this, Xourel started the weaner buy-back service - a service where Xourel is willing to buy any weaners bred directly from Xourel genetics for their clients. Prices are subject to market trends, but premiums are paid to prove our trust even more!



Semen & Embryos



Frosted Genetics!! The sky is the limit! From conventional embryos to In-Vitro embryos - we freeze them, and you breed them anywhere in the world!!

These genetics are sold both locally and internationally by breeding on a customized order and selection process. Export Sales are negotiated through agents acting on behalf of Xourel. Xourel

maintains an open relationship with all prospective and existing clients and will do our utmost best to get the genetics when you need them!

Embryo and semen catalogues are available separately and according to availability for different regions of the world. Please enquire for the full range of frozen genetics available.



The heart behind

Xourel Limousins

Xourel Limousins is and will hopefully always be a family-owned and -run seed stock enterprise. The main breeding farm is situated near Lichtenburg in a predominantly maize producing region of South Africa. Mixed farming is at the order of the day with a vast selection of feeds and grazing possibilities.

The farm is run by the Le Roux family:

Carl, Marita, Derick and Wesbie!

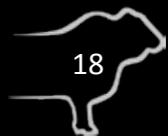


It is more than JUST A LIFESTYLE, *It's a Legacy . . .*

One can seldom express the feeling that one gets when you know that what you are doing today ... will still be recognised for generations to come. It is when you have this feeling, that you are truly building something extraordinary...

Cattle breeding isn't any different ... one builds not for oneself, but for the generations to come - linking generations in continued sustainability, making a lifestyle ... become something beyond your wildest dreams ...

Cattle breeding is more than just a lifestyle, it's a legacy ...





On Twee Buffels there is a passion and love for Limousins!

The Le Roux family invites all enthusiasts, breeders and friends - contact us, visit us and talk Limousin with us!

Derick le Roux • +27 79 602 5376 • derick@xourel.co.za

Web & Social Media:

Facebook: <https://www.facebook.com/XourelLimousin/>

Website: www.xourel.co.za

GPS Coordinates:

26°09'54.36" S

26°27'39.37" E

