Lafayette Herd of Charolais Cattle Is Answer to U.S. Beef Lovers' Dream

Editor's note: This is the first of a series of three articles on the million-dollar herd of a rare French breed of cattle now pastured just outside of Lafayette. The articles concern themselves purely with information about the unique animals and not with the legal aspects centering about the entry of the animals into the United States. The first article discusses the characteristics of the breed; the second, what the breed could do for the cattle industry, and the last will trace the history of the herd from France to Lafayette via Old Mexico.

By Bob Boyd Advertiser Staff Reporter

In the peaceful pastures of the Christian Brothers' De la Salle Normal School just outside Lafayette is grazing a unique, almost priceless herd of cattle around whose placid, white heads a national - even international - controversy is swirling.

Some 76 head of the rare French Charolais breed, which the United States Government charges were smuggled into this country from Mexico, have been committed to the custody of the Rev. Auguste, director general of the Catholic school.

The owner, Lafayette cattleman Alphe E. Broussard, has been arrested and will be tried in federal court on a charge of smuggling.

But apart from the litigation involved, the animals themselves are of extraordinary interest to cattlemen both in Louisiana and over the nation.

The herd is the only purebred one outside of France and contains the only full-blooded females in the North American continent.

According to one side, if the herd were to die out, one of the most remarkable developments in the cattle industry would be doomed to extinction and Lafayette would lose a chance to become the center of a multi-million dollar business.

The other side asserts, however, that the herd represents a threat to the nation's entire cattle industry, and urges that it be destroyed.

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STEAKS ON THE HOOF — Over a million dollars worth of mouth-watering steaks are lumbering down a pleasant lane at the Christian Brother's De la Salle Normal school just outside Lafayette. The meat hangs heavy on the thick loins and stocky rumps of snowy Charolais cattle, a rare and almost priceless French breed. The herd near Lafayette is the only one in the Western Hemisphere to contain pureblood cows. (Advertiser Staff Photo)