



# NALF REPORT

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*by Mike Smith*

*President*

*North American Limousin Foundation*

**D**ear Members of the North American Limousin Foundation, As we enter into the New Year fresh with enthusiasm and energy surrounding this great breed of cattle, I challenge the Limousin family to look to the horizon. With record cattle prices throughout all levels of the industry and increased potential for stronger export markets, the beef industry is poised for success. The bottom line is that cattle producers are looking for ways to meet and widen margins as they charge into a new paradigm within the beef industry. Fortunately, the Limousin breed will be positioned right in the mix of how the future of our industry will look.

However, we must continue to focus on breed improvement issues in order to sustain true growth as a breed of cattle. Hats off—without question we have made tremendous strides in some areas, but we must continue to stay focused on economically relevant traits that commercial cowmen will demand from their seedstock suppliers. We have to be diligent and responsible in our approach to the type of products we interject into the mainstream commercial market in order for this breed to grow. Bob Hough's message has positioned the breed for such growth, and we greatly appreciate his leadership.

On behalf of the NALF board of directors, I would like to thank Bob Hough for his commitment to the Limousin breed and wish him the best in his future endeavors. Bob will no longer be serving as Executive Vice President for NALF. The Limousin breed is grateful for the changes Bob implemented. Through implementation of the strategic plan we must follow in the future, to the overall message and direction of the

Limousin breed's position in the industry, we appreciate his guidance. Bob's future involvement and capacity in the Limousin breed is being discussed. I know that I speak for the entire breed when I say we wish only the very best for Bob and Nancy. Thank you for your vision and service.

I would like to thank those who made the trip to Denver this year. With a special thank you to the exhibitors and consignors on the hill and in the yards. You do a great job showing the world what a diverse and great breed Limousin cattle is. Thanks to everyone who attended the banquet and also to those who contributed and purchased items at the Genetics on Ice Benefit Auction. Our annual meeting is a point of discussion. This year the event was very well attended and I know the board and staff appreciate those who took the time to make it a part of their Denver trip.

There are issues within the breed we must address. With good communication and an exchange of solution-oriented ideas, I am confident we can resolve any issue within the breed. We must allow our differences to be the catalyst that grows this great breed, not the alternative. I challenge and invite everyone in the breed to become involved. Attend a state association meeting, consign an animal, participate in or host a Limousin event, visit a fellow Limousin breeder, and continue to educate yourself about our beef industry.

When all is said and done, we have great people involved in the Limousin breed. You truly are our biggest asset. The time is now to go out and grow this breed to new levels. I look forward to the challenges and rewards serving as your NALF President this year.

**LW**