



NORTH AMERICAN

LIMOUSIN

FOUNDATION

**MEMBERS
MEMO**

Fall 2001

NALF Board Approves Proactive Budget...Aggressive Plan of Work!

If recent action of the NALF board of directors is any indication, the 2001/2002 fiscal year promises to be an exciting time for the Limousin breed. In what is perhaps the most proactive budget and aggressive plan of work in more than a decade, the NALF board set a new progressive tone for the organization at their recent meeting held July 29-30.

Guided by the loud and clear voice from Focus 2000 participants for more aggressive marketing and enhanced member services, the NALF board increased budget allocations for advertising activities by 50%, (\$90,000 in 00/01 to \$135,000 in 01/02), and approved additional funding (\$60,000) for enhanced member services. At the same time, the NALF board remained committed to a balanced budget and conservative spending, with an eye toward making programs more self supportive.

Registration and transfer goals for the organization were set at 50,000 and 30,000 animals respectively for the upcoming fiscal year which ends August 31, 2002.

An assertive spirit pervaded the meeting, with unanimous approval of continued development of a plan for hybrid Limousin seedstock services, which include data processing, multi-breed genetic evaluation, labeling and marketing. As well, a framework for providing members with an optional inventory based method of record keeping (LIM - Limousin Inventory Management), delivered on a web-based platform, was extensively discussed and supported for further development. Rounding out the major topics of discussion, a proposal for migration from blood typing to use of DNA analysis for parentage verification was reviewed and assigned to committee for immediate research and development.

With the increased allocations to marketing, enhancements to member services, the rising costs of conducting business, as well as the commitment to a balanced budget, the NALF board also approved a new registration and transfer fee schedule. While the price of registrations was increased for most age categories, a new category for animals less than 90 days of age was created at the current lowest rate of \$12. Early registry of animals allows members an opportunity to avoid the fee increase. On the opposite end of the age scale, a cow moratorium was approved for the registration of females over two years of age at the special two year old rate of \$41. The moratorium runs through **March 31, 2002**, when the new rate for animals over two years of age increases to \$66. The new registration and transfer rates provided below go into effect **October 15, 2001**.

Registration Fee

<u>Registration Age</u>	<u>Effective October 15, 2001</u>
0 to 90 days (New Category)	\$12.00
91 to 150 days	\$14.00
151 to 300 days	\$18.50
301 to 450 days	\$28.50
451 days to 2 years	\$41.00
Over 2 years	\$41.00*
Performance Only	\$3.50**
Transfer < 60 days	\$12.00
Transfer > 60 days	\$18.00

*Through March 31, 2002 — After which fee is \$66.

**Applies toward registration fee.

In further action, the NALF board approved raising the entry fees for Level I MOE shows to \$30 per head, and directed staff to work with the show committee to explore simplification and streamlining of the structure and rules of the program. On another topic, after considerable discussion the board tabled proposed policies regarding clones until the Food and Drug Administration (FDA) and the National Academy of Sciences finishes a study of cloning early next year. The Beef Improvement Federation is also in the process of working on uniform guidelines for clones.

Promotional booth available through Nalf

Limousin enthusiasts looking to bring that extra flare to promotional outings should check out the promotional booth put together by NALF and Fast Signs in Denver. The feature of the new booth is the NALF poster developed from the ad that sends the same promotional message as print materials. These NALF booths can be customized for state associations or can be purchased with the same message shown on the NALF tabletop. Base purchase price will be around \$515, which includes shipping and handling. The base price will qualify for the state co-op ad program. States wishing to customize the artwork for their own marketing needs will be solely responsible for the costs. Breeders may also purchase their own customized tabletop booth through NALF. For more information, contact Carol at the NALF office.

Commercial Program Award Nominations Sought

NALF members are encouraged to submit nominations for the fifth annual Commercial Program Awards.

Each year NALF honors the following:

Commercial Marketing Booster of the Year honors a seedstock producer demonstrating excellence in commercial sales and service.

Limousin Commercial Producer of the Year recognizes an outstanding commercial cattleman successfully utilizing Limousin genetics.

Limousin Promoter of the Year identifies an allied business entity that has actively supported and promoted the Limousin breed. Representatives from allied industry include feedlots, retailers, packers, restaurants, agricultural media, auction markets, video auction firms, internet marketers, order buying companies or other agri-business firms.

Recipients of these awards are honored during the 2002 National Western Stock Show. Nominees for NALF's Commercial Programs Awards are due December 4th. Nomination forms are available for each category by contacting Benjie at the NALF office.

Ambassador applications due by December 1

Current and past NALJA members 18 years of age or older are encouraged to apply for the Limousin Ambassador position for the year 2002. The Ambassador spends the summer at NALF office assisting with the planning of the National Junior Limousin Show and Congress, as well as other NALF and NALJA activities.

Additionally, the Ambassador may travel to a variety of events throughout the year, as a representative of the Limousin breed. To apply submit a cover letter, resume and three letters of recommendation to the NALF office by December 1. Please contact Patti at the NALF office for more information. Don't miss this "once-in-a-lifetime" opportunity to gain valuable work experience, personal career growth and a chance to shape the future for NALJA members.

Important KC-Louisville reminders

For those outfits hitting the show road this fall, here are some important dates for the most prestigious Level I Limousin events.

American Royal, Kansas City, MO

Oct. 26 Cattle arrive and in place by 8 a.m.

Oct. 26 NALF Mini Focus 9 a.m.

Oct. 27 Noon Junior show, open show to follow
Oct. 30 Cattle released

North American International Livestock Exposition, Louisville, KY

November 9 Cattle arrive and in place by 6 p.m.

November 11 Junior show

November 13 SELBA Sale

November 14 Open show 8 a.m.

November 16 3 p.m. release

National Western Stock Show, Denver, CO

January 8 Cattle may begin to arrive

January 11 Processing of all NWSS entries

January 13 8 a.m. Junior show

January 13 4:30 p.m. Annual Meeting & Social

January 14 8 a.m. Pen and Carload Show

January 14 National Sale

January 15 8 a.m. Open show

As a reminder, for official check-in of cattle at Level I MOE events animals must have legible tattoos including herd prefix, number and year letter code in order to be eligible to show. Exhibitors are strongly encouraged to read health requirements for each show carefully and to consult their veterinarian for all required health papers. As well, in accordance with recent NALF board action, exhibitors are reminded that the new show entry fee for Level I MOE events is now \$30 per head. For more information, call Patti at the NALF office.

Entry deadlines for Level I MOE shows

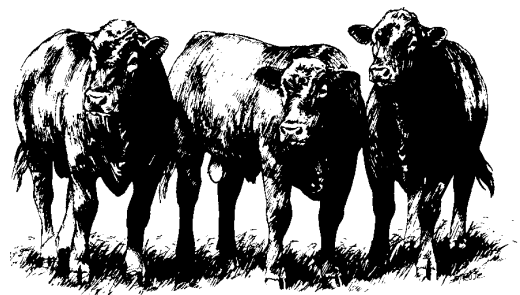
Even though most state fairs have just been completed, it is time to prepare for the remaining fall Limousin show schedule. The Level I MOE show entry deadlines are rapidly approaching. Entry deadlines are as follows:

American Royal, September 20

NAILE, October 1

National Western Stock Show, November 15

For more information, contact Patti at the NALF office.



Fall 2001 EPDs Available - Carcass EPDs Now Included on "Sire Selector"

The Fall 2001 International Limousin Genetic Evaluation was completed in early August and updated EPDs for animals in member inventories are available, free of charge, by contacting the NALF office. A general sire listing, trait leader lists for proven sires and a Focus Dam listing for 2001 are available for \$5 per copy. As well, the "Sire Selector" program available on NALF's web site provides free access to the most current genetic predictions for both proven and young sire prospects. Recently, the "Sire Selector" program was enhanced to now include EPDs for carcass merit based on actual carcass data. The most current EPD statistics for current sires and dams, as well as an updated percentile ranking table are also available on the web site. As a reminder, the next cutoff date for error free data submission for the Spring 2002 evaluation is November 15, 2001. Members are encouraged to submit complete birth, weaning and yearling data to help make EPDs for Limousin cattle as accurate and reliable as possible.

Limousin special calf sales

As summer rapidly comes to an end most commercial cattlemen turn their attention to marketing calves. NALF, in cooperation with state associations and livestock auctions, once again plans to coordinate Limousin Special feeder calf sales. Sale dates are scheduled in the following states: Missouri, Oklahoma, Colorado, Nebraska, Montana, South Dakota, Kansas and New Mexico. Each sale is designed to add value to Limousin-cross calves. Helping bull customers market their calves is a powerful tool for breeders to increase bull sales. Make Limousin bull customers aware of the free listing services provided by NALF. Demand for Limousin cross calves is expected to exceed supply, especially with this year's low calf numbers. Help your customers market Limousin influenced feeder cattle for the most profit. Breeders or auction barns interested in coordinating Limousin Special feeder calf sales should contact Benjie at the NALF office.

NALF to offer customized posters

The new NALF promotional poster can be customized for your ranch or event. NALF will add custom features, such as: ranch name, sale location, sale date and time, etc. to the poster. The customized posters cost \$5 plus shipping and handling. Any breeder wishing to take advantage of this promotional opportunity should contact Laurie at the NALF office.

International Limousin Conference Headed to Calgary

The International Limousin Conference is scheduled for next summer, July 2 to 9 in Calgary, Alberta, Canada. A special feature of the upcoming conference is the world famous Calgary Stampede. In addition to meetings of the International Limousin Council (ILC), the conference includes ranch tours, a Limousin show and sale, and a variety of educational and social events. Given the fairly close proximity of next years ILC conference, NALF members are encouraged to attend. A strong showing by Limousin breeders in the U.S. would be extremely beneficial to our breed's international marketing efforts.

Preprinted Cow Inventory-Birth Reports

NALF's preprinted Cow Inventory-Birth Report (multiple application) Forms are available free of charge on a request basis by contacting the NALF office. The forms help simplify and make the registration process more efficient, because all cows in a member's inventory are preprinted on the multiple application forms. Contact the NALF office to request forms.

Congratulations to Breeders/ Owners of Focus Dams

Each Fall, following completion of the Limousin International Genetic Evaluation, NALF recognizes highly productive cows of the breed through the Focus Dam listings. In general terms, the criteria for recognition include the cow's reproductive performance as measured by reported calves and weaning productivity as evaluated by the cow's most probable producing ability, or MPPA (must be 105 or greater). For a copy of the Fall 2001 Focus Dam listings, which are included with the general sire and proven sire trait leader listings, please contact the NALF office. The cost of this report is \$5.

NALF literature available this fall

As NALF works diligently to add to its arsenal of promotional items, look for brochures and ad reprints featuring the red and black bulls of the new "Get More Muscle for Less" ad campaign. These items are ideal for trade shows, state sales, field days and other promotional opportunities. NALF literature is another tool to spread the Limousin message. For more information, contact Clifford or Patti at the NALF office.



Policy for past due accounts

As a reminder, NALF charges 1.5% interest on invoices not paid within 45 days. The 45 days begins the date the work is invoiced, not at the end of the month. If you are on monthly billing, payment must be received prior to the end of the month to avoid interest charges.



2002 Internet Directory

Plans are underway to update the 2002 Internet Directory listings on the NALF web site. For new applicants, a listing on NALF's web site directory costs \$10 for a one year subscription. Billboards can be added to your directory listing to advertise your farm or ranch at a cost of \$100, plus \$10 per month hosting fee. To link your web site to NALF's directory, the cost is \$25. Current members listed on NALF's internet directory are asked to notify the office for removal of listings, otherwise NALF plans to automatically update subscriptions and bill members \$10 on January 1, 2002. Along with the internet directory, NALF has developed an e-mail library of members to facilitate speedy and inexpensive communications. Members are encouraged to send e-mail addresses to laurie@nalf.org.

Reduced rate for cows

Breeders with older cows that have not been recorded have the opportunity to register these cows for the \$41 rate until March 31, 2002. Registration adds value to these animals through documentation of pedigree and performance. What's more offspring of registered dams become eligible for registry.

Address Services Requested

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