

Registration Pays 25-to-1!



It pays to brand with NALF registration:

- Registered animals are worth more. A Colorado State University study demonstrates commercial buyers pay \$437 more for registered bulls. That is a 25-to-1 return on the average \$17.50 registration fee.
- Registration verifies seedstock with reliable pedigree, performance and EPDs.
- Registration enables comprehensive breed marketing, progressive research and a variety of member services.
- Registrations are the lifeblood of breed success.

Registration Pays!
Register Now.



LIMOUSIN

North American Limousin Foundation

Together We Can.

303-220-1693

www.nalf.org

Registration Pays!

Registered animals are worth more money

Across the country and around the globe, buyers are willing to pay more for registered Limousin cattle. This is exemplified by the premiums demanded by registered seedstock. In 2003, Limousin females with papers averaged \$2,166 at auction in the United States and registered Limousin bulls sold for an average of \$1,996. Reputation is important to people looking for quality seedstock and being dedicated enough to register your cattle solidifies your reputation as a professional breeder.

Registration documents provide valuable information

Registration papers and accompanying performance records provide breeders and buyers alike with valuable information on the pedigree, performance and EPDs of an animal. The quickest route to genetic improvement and increased profit is through the EPDs provided with registration papers. Documented genetics and performance are fundamental tools for making profitable selection, culling and mating decisions in commercial and seedstock operations. Additional information equals additional animal value in the seedstock business.

Why guess? Make it fact with registration papers.

Registration facilitates important association functions

The revenue generated from registrations provides the funding for member benefits and activities, including comprehensive breed marketing, member communication, educational seminars, shows and junior programs. These functions are essential to keeping breeders informed about industry developments, making the breed more visible to the public, recruiting new breeders and educating the next generation of Limousin enthusiasts.

Registration income also funds progressive genetic research designed to provide NALF members with selection information that creates a competitive advantage.



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The Value of Association...

Information Services

- Animal Registration
- Ownership Transfer
- Pedigree Recording & Parentage Verification
- Performance Data Processing
- Genetic Evaluation – EPDs for 13 Traits
- Genetic Evaluation Manual – Trait Leaders
- Performance Records
- Dam Summaries
- Focus Dam Recognition
- Carcass and Ultrasound Data Processing
- Herd Inventory EPD Reports
- Whole Herd Downloads
- DNA Data Processing
- Hybrid Registry
- Secured Member Section of Web Site
- Animal EPD & Sire Selector Web Search Tools
- Genetic Improvement Research

Marketing

- National & Regional Advertising Campaigns
- State Association Cooperative Advertising
- Trade Show Booth at Industry Events
- NALF Web Site—Why Choose Limousin?
- Multi-breed Crossbreeding Ads
- Win the War Brochures
- ULTRAMATE Xbreeding System
- Press Releases to Extensive List of Livestock Publications
- Electronic Advertising (Cow-Calf Weekly)
- Industry Involvement (NCBA, BIF, NPLC, LPC, USBBC, ILC)
- International Marketing (USLGE funded)
- Mailing Labels
- Sale Downloads
- Limousin Exchange Feeder Cattle Classifieds
- Feeder Fax and Email
- Special Feature Feeder Sales
- Market Share Plus – Breeder Marketing Toolkit
- Commercial Marketing Alliances
- Limousin Leadership at Industry Meetings
- Medal of Excellence
- Level I, II and III Shows
- National and Regional Recognition

Member Communications

- Partner's Email Newsletter
- Breeder's Edge Email Newsletter
- Web-based Member Directory
- Limousin World
 - NALF News
 - NALF Line
 - Educational Articles
 - Member's Memo
 - NALJA Spotlight
 - Limouselle Latest
- National Breed Symposiums
- Educational Materials
 - Member's Manual
 - EPD User's Manual
 - Breeder's Guide to Lim-Flex
 - Guide to Commercial Bull Selection
 - Guide to Ultrasound
- New, Active and Lapsed Member Communications