



# Bottom Line

## LIMOUSIN'S COMMERCIAL CONNECTION

A Publication of the North American Limousin Foundation's Commercial Program

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Box 4467  
7383 S. Alton Way  
Suite 100  
Englewood, Colorado 80155  
(303)220-1693  
FAX: (303)220-1884  
www.nalf.org

Executive Vice President  
Dr. Kent Andersen ext. 120  
kent@nalf.org

Dir. of Commercial Industry Relations  
Benjie Lemon ext. 107  
benjie@nalf.org

Dir. of Program Administration  
Carol Johnson ext. 108  
carol@nalf.org

Dir. of Member Service  
Laurie Lemon ext. 104  
laurie@nalf.org

Dir. of Computer & Information Services  
Dr. Lauren Hyde ext. 140  
lauren@nalf.org

Dir. of Communications  
Clifford Mitchell ext. 117  
clifford@nalf.org

Dir. Jr. Programs & Marketing Activities  
Patti Manak ext. 119  
patti@nalf.org

## Video Image Analysis to Impact Profit

The beef industry has always been afforded unique challenges in its quest for profit. Whether it's battling an unfriendly part of the cattle cycle, high input costs or risk management strategies, profit tends to pull a disappearing act on an unsuspecting cattleman.

When profit disappears cattlemen look to pass the buck down the production chain, but most of the blame falls on the packer, warranted or not.



"In our current system, it's phenomenal that the good cattle are always being down graded and the poorer cattle are being upgraded," says Terry O'Neill, Tomahawk Land & Cattle, Billings, Montana. "The good cattle have always had to subsidize the poor cattle in the average system."

The manager of the Western Beef Alliance feels it's time to start looking at the individuals rather than the averages-not only at harvest, but in the feeding process.

Technology has long been a supporter of the beef industry, every tool that has come down the pipe hasn't always worked, but each piece of new technology has helped teach generations of traditionalists that change is sometimes good.

Excel, headquartered in Wichita, Kansas, has been a pioneer in helping develop the Video Image Analysis (VIA) technology, which has been approved by the USDA to augment official yield grade calculations. VIA augmentation will allow graders to estimate yield grade to the nearest tenth, which means a YG 3.5 will actually be a 3.5 instead of a generic 3 in today's system.

According to the "Value Vision" article which appeared in the December issue of

*BEEF Magazine*, Colorado State University meat scientist Dr. Keith Belk says studies show graders working at chain speeds estimate yield grade correctly just 68% of the time. The same graders are 93% accurate when enhancing their eye with the VIA augmentation.

"There is an advantage anytime you remove the "human error" element from the evaluation process," says John Butler, Ranchers Renaissance, Englewood, Colorado. Instrument grading has been talked about within the beef industry for a long time to help relieve some of the pressure put on the grader during the eight to 12 seconds available to evaluate the carcass as it comes down the line.

## Video Image Analysis . . . . .

“The immediate effect this new technology will have on the industry is it will sort cattle to a true yield grade,” O’Neill says. “At chain speeds the grader can’t adjust to the more muscular cattle as they come down the line. This technology will allow heavy muscled cattle to be called more accurate. This will also give the grader more time to evaluate quality grade.”

“This will allow us to find more Yield Grade 4’s and Yield Grade 1’s,” says Dr. Glen Dolezal, Excel Co. “It is human nature to error toward the middle.”

Although the immediate effects of implementing this new technology seem simple, the long term effects are more hit and miss, but filled with that word we hear often in the beef business, *potential*.

In the “Instrument Grading Creates New Value Frontier” article in the November/December issue of the *Kansas Stockman*, Kansas State University professor of meat science Dr. Michael Dikeman says “I feel strongly the industry will only make true progress in value-based marketing when instrumentation is used to measure the percentage of closely trimmed meat expressed on the basis of live weight. Then, cattle producers can be rewarded for animals that have a high dressing percentage and high meat yield percentage.”

From a producers perspective the idea of more value comes into play real quick, but how will the packer value 40 yield grades instead of four, because each yield grade is evaluated to the nearest tenth with greater accuracy and consistency.

“There is substantial difference in the value of a carcass if you can estimate yield grade to the nearest tenth,” O’Neill says. “Nothing has value unless it has value to the system. Walmart, the third largest beef retailer, demanding case-ready products makes yield grade worth more.”

Industry changes such as case-ready products can have a big impact on the pricing system, but O’Neill seems to think that the accuracy and consistency of the measurement will help establish the value.

“Until someone forces a value, packers will work on mass averages,” O’Neill says. “Once the economic signal has been sent they’ll start paying for yield grade because the packer knows the measure is accurate. As yield grade predictability is enhanced packers will start looking for the more muscular cattle without excessive finish.”

“Exact yield grades with the VIA system should send a stronger signal relative to red meat yield, there are tremendous benefits associated with this,” Butler says.

Already, more economic emphasis is being placed on yield grade by other packers, according to the December 18th issue of *Cattle Buyers Weekly*. IBP’s Real Time Market Value paid over \$16 million in premiums to cattle feeders during just the first nine months. This program, according to IBP Vice President of Cattle Procurement Bruce Bass, began in January and was designed to attract more Yield Grade 1’s and 2’s. Total premiums from the program averaged \$14.10 over the Kansas cash market and the top 25% of the cattle earned \$69.33.

In the same *Cattle Buyers Weekly* article, Bass says “The consumer is the driving force behind IBP’s program.” The program needs a larger volume of lean, high quality carcasses since a growing percentage of its beef cuts are being placed in retail ready packaging (case-ready). When packers produce retail ready products, yield loss from live cattle to the carcass, and trim loss from the carcass to the case-ready products is directly absorbed by the packer.

Along with every potential for profit in the beef business, comes the caution sign for producers to make smart marketing decisions. Producers who have not yet followed their cattle to the rail might be even further behind with VIA’s introduction to the beef business. Cattlemen that know their product could thrive.

“The payment end could be substantial, with VIA breaking out yield grades,” Butler says. “We need to be careful not to get too wrapped up on how much added dollars this system will bring to producers. This is a very straight forward system and there will be pluses and minuses relative to pricing.”

Reputation cattle will have a whole new meaning, according to the “Instrument Grading Creates New Value Frontier” article which appeared in the November/December issue of the *Kansas Stockman*. Dikeman says, “It will be likely that a producer will have to know more about his cattle. If an instrument grading system is in place, obviously the information on producers’ cattle will be known by the packer.”

While most producers can see the immediate value-added possibilities, Dolezal seems to think the true value of the system will be in the form of accurate information feedback to the producer.

“We can gather information on the vast majority of carcasses, not just subsets. This will allow us to more closely pinpoint things like expected boxed beef yield,” Dolezal says. “Producers will have more details to help manage and make change. For example we’ll be able to identify if a YG 3 has been mismanaged or has been managed correctly, but is too light muscled.”

Progressive cattlemen currently face the challenge of gathering carcass data and then incorporating this information into the decision making process. This task becomes even more challenging when we find out current data may be incomplete.

“Today’s carcass information is somewhat limited, we are taking this information and making an “educated guess” on management and genetic changes,” Butler says. “Today’s cattle fit a range. Specific data provided by VIA will make a difference in management down the line. Knowing exact performance will allow us to trace cattle all the way back to the ranch and narrow selection parameters to fit more cattle into specific targets.”

At times, it seems as though the beef industry is blinded by a quality grade smoke screen as the primary measure of value, when in all essence it should be management of palatability, case-ready yield and appropriate portion size driving the bus.

(Continued on Page 5)

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# The Doctors Prescription

Following most visits to the doctor patients' leave with a medical prescription in hand. Sometimes the prescription calls for improvements in small things like exercise and diet, while other times the prescription calls for more complex medical treatments.

Once a doctor reaches a diagnosis and prescribes a particular medicine, concise directions are typed by a pharmacist and placed on the label of the prescription pill bottle. Most often the directions include details such as the name of the drug manufacturer, what the medicine is prescribed for, how often to take it, any possible side effects and a number to call to re-fill the prescription.

The entire process to obtain a prescription has become an accepted routine. Therefore, consider what you would do if you went to a doctor for a particular ailment and were told, "Here take a shot of this stuff, it's a no-label homebrew I whipped up in the back room, I think it will cure what ails you." Few in their right mind would accept a dose of "homebrew" fearing unimaginable results.

This same type of thinking applies in the cattle business. Astute cattlemen know that in order to have confidence and peace of mind in their seedstock purchases, they need to only buy registered seedstock and demand to have the registration title transferred. Thereby assuring access to all available

"prescription details", such as; Limousin percentage, sire and dam pedigree, manufacturer or breeder contact information and most importantly the animal's performance measures and genetic predictions.

The registration paper is just the tip of the iceberg when it comes to receiving the "how to" prescription information. Every registered Limousin seedstock animal is backed by one of the most comprehensive genetic evaluation programs in the beef industry. Taking title to every seedstock purchase and assuring that every seedstock animal is transferred to you, at the seller's expense, provides you with access to annual "performance records". A performance record details the individual's genetic Expected Progeny Difference (EPD) profile ranking in as many as 13 specific traits.

Individual animal ranking calculations in the form of EPDs are computed twice annually, thereby updating every animal profile in NALF's database. These bi-annual calculations

## Performance record Workshop

**No. 1-**(First two lines) Animal ID

**No. 2-**Initial Animal Breeder

**No. 3-**Individual Animal EPDs

**No. 4-**Individual Animal Performance Data

NORTH AMERICAN LIMOUSIN FOUNDATION																
PERFORMANCE RECORD																
No. 1 NALF's JUBILEE 999D		NALF 9999D				NXM 999999 Embryo										
ANIMAL NAME		TATTOO		LOCATION		HERD ID		REGISTRATION NUMBER								
BULL	PUREBRED	BLK	POLLED	05/13/1994	517621 - 12/27/2000	945528 (P)		03/24/1995								
SEX	% LIMOUSIN	COLOR	H/P/S	BIRTHDATE	INVOICE NO.	BLOODTYPE CASE NO.		OWNERSHIP DATE								
BREEDER: N99999		CURRENT OWNER: N99999		BREEDING INFORMATION:												
JOE'S LIMOUSIN FARM		JOE'S LIMOUSIN FARM		TYPE		AI/PE IN		PE OUT		SIRE						
9999 EAST STREET		:9999 EAST STREET														
ANYWHERE, USA		ANYWHERE, USA														
		No. 2														
-- Expected Progeny Differences --																
EPD Date: 11/24/2000																
Issue Date: 12/27/2000																
No. 3 Individual's EPDs:		GL	BW	WW	YW	MA	TM	SC	DOC	ST	CW	REA	FAT	MARB		
Accuracies:		-1.2	1.8	.20	.39	.13	.23	0.8	.25	.18	-1	-.03	.00	-.04		
		.90	.93	.89	.82	.72		.80	.40	P	.30	.29	.23	.24		
Pedigree		EPD/ACC	EPD/ACC	EPD/ACC	EPD/ACC	EPD/ACC	EPD/ACC	EPD/ACC	EPD/ACC	EPD/ACC	EPD/ACC	EPD/ACC	EPD/ACC	EPD/ACC		
LKCC BLACK NUGGET 906U		0.0	-3.0	-12	-1	-7	-13	-0.2	19	16	2	.00	.01	.00		
NPM-583871 LLLL LLL* P		.82	.90	.87	.79	.79		.68	.71	.62	.11	.10	.10	.11		
LKCC TOMAHAWKS TOUCHDOWN		1.4	1.3	12	32	4	10	0.5	28	20	3	-.02	.02	-.02		
NPM-758812 LLLL LLL* P		.96	.97	.96	.94	.94		.92	.90	.51	.60	.54	.48	.58		
LKCC SMITH CATTLE 755S		0.5	0.7	17	31	11	20	0.6	11	16	2	.00	.01	.00		
NPF-590452 LLLL LLL1 P		.47	.55	.49	.43	.47		.37	.50	.34	.11	.10	.10	.11		
BOVENTURE FARFELU 913E		-0.9	2.9	10	26	4	9	0.2	18	16	5	.57	-.03	.17		
CFM-179 LLLL LLLL H		.91	.94	.93	.91	.90		.81	.83	.88	.45	.38	.35	.42		
MISS WOLFETTE 4221S		-1.4	1.3	16	32	14	22	0.4	24	16	3	.46	-.01	.07		
NPF-485182 LLLL LLL* H		.67	.73	.69	.64	.64		.56	.52	.37	.25	.23	.19	.22		
MISS WOLFETTE 0083M		-1.6	-1.5	-2	2	19	18	0.4	6	12	4	.11	.00	-.04		
NPF-294432 LLLL LLL1 H		.40	.57	.44	.37	.43		.33	.39	.33	.13	.11	.09	.11		
Individual's Performance		CE	GL	BW	WW	W HIP	DOC	YW	Y HIP	SC	PH	PW	PA	MW	CS	
No. 4 Actual:		A		89	700			1285		35.0						
Adjusted:		--	--	89	677	FS	CGA	1297	FS	35.0	--	--	--	--	--	
Ratio:		--	--	--	116					--	--	--	--	MEAS DATE		
# of Contemporaries:		--	--	--	8	--	--	1	--	--	--	--	--			
Progenys Performance		Count:	949	751	975	759	64	152	395	91	153	--	--	101	1	8
Average Ratio:		--	--	--	101	--	--	101	--	--	--	--	--	--	--	--
Daughter's Progeny Performance		Number of Calves from Daughters:				44				Average Adjusted Weaning Weight Ratio: 102				Page 3		

compile the most recent performance information with all the historical data. Consequently, as new data is submitted on birth, weaning and yearling weights, as well as various carcass information and other traits, the accuracy level of the many EPDs increase.

Recognizing that the accuracy level of a bulls given EPD profile increases in relation to the amount of data submitted it is advisable to request updated performance records for the entire bull battery annually. (*Updated performance records are available from the NALF office, just call and request them.*) Producers can use the information to help identify bulls that are siring the heavier calves and superior females, or to identify sires that may be causing problems. This in turn can help producers determine the EPD profile that is most acceptable for their cowherd given the environmental conditions and management system.

Progressive, profit-minded cattlemen recognize the value associated with buying registered seedstock from professional breeders. Avoid the "homebrew" approach when making cattle purchases and insist that the breeder record ownership with NALF. This will assure access to complete performance information and title certification denoting the registered animals ownership history.

## BEEF PRODUCTION EFFICIENCY AND MAINTENANCE COSTS

*By Dr. Harlan Ritchie  
Distinguished Professor of Animal Science  
Michigan State University*

For years we have been searching for ways to become more efficient in the beef industry. Why is efficiency important? Because it impacts unit cost of production, thereby having the potential to increase beef's competitiveness in both the domestic and global marketplaces, improve profitability, and enhance long-term sustainability of our industry. Following are a few things we have learned about efficiency through research in recent years.

Seventy percent of the total dietary energy requirement of beef production is used solely for maintenance of weight and bodily functions.

Seventy percent of the energy for maintenance goes to the cow herd. Consequently, a staggering 50% ( $70\% \times 70\% \approx 50\%$ ) of the total dietary energy required for beef production is used just to maintain the nation's cow herd.

Therefore, reducing the cost of maintaining the cow herd could have a significant impact on improving efficiency. Recent work has shown that cows may vary as much as 35% in their energy needs for maintenance and that maintenance appears to be a moderately heritable trait.

By evaluating certain indicator traits (e.g., mature cow weight, condition score, milk, etc.), it may eventually be possible to develop an EPD for maintenance. This won't happen overnight, but it is an intriguing and exciting possibility.

## A Prescription for "Reputation Cattle"

Factors to distinguish "reputation feeder and fed cattle:

- 1.) Backed by registered and transferred bulls of known pedigree.
- 2.) Backed by sires that are genetically superior for the traits of economic interest - with the documentation to prove it!
- 3.) Backed by feeding and carcass history from the herd of origin.
- 4.) Bred in a properly designed crossbreeding program.
- 5.) Marketed to a specific target endpoint.

### Limousin Sire Selector Program

Finding a young sire prospects and proven bulls that meet your EPD requirements is faster and easier thanks to the free Sire Selector program located on NALF's web site [www.nalf.org](http://www.nalf.org). Sires available for selection in the Sire Selector program are those included in the General Sire and Young Sire Trait Leader Listings of the Spring 2001 International Genetic Evaluation for the United States and Canada.

The free Sire Selector program allows producers to conduct targeted EPD queries in addition to specific searches based on color and horned/poled or scurred traits. There are over 6,600 sires in the Spring 2001 Sire Selector. This includes approximately 1,200 proven sires and over 5,400 '99 and 2000 born young sires.

### International Sire Summary

The International Limousin Genetic Evaluation Manual for the United States and Canada is anticipated to be available by the end of January. The 2001 Spring Sire Summary is one of the most comprehensive tools available to the beef industry, including performance data from both the US and Canadian herd books. Updated Carcass EPDs are a feature calculation of the Spring Sire Summary, which also includes the most current EPDs for docility, stayability and new genetic predictions for all the traditional performance traits. Contact the NALF office to request your copy, the cost is only \$5.

### Plug into the information station

Coming soon to [www.nalf.org](http://www.nalf.org) will be weekly updates for all users of Limousin genetics. The web site will feature the most current up-to-date information NALF can provide to users and supporters of Limousin cattle. Disseminating information in this fashion is one of the most practical and economical forms of communication NALF can take advantage of to keep producers informed. The internet will not replace print as the primary source of communication, but will supplement current newsletters with information between press dates. If you are interested in receiving notices the moment new Limousin information is posted on the web site, send a message to [laurie@nalf.org](mailto:laurie@nalf.org) to be add to the electronic mailing list. This is truly a futuristic form of communication and the web site will have downloadable PDF files that will help keep you informed of industry information.

# Enhancement will make more bulls eligible for LLB program

The beef industry is rapidly changing and with it comes new and beneficial marketing opportunities. To meet increased demand, Laura's Lean Beef (LLB) and the North American Limousin Foundation are placing emphasis on identifying Limousin bulls eligible for the LLB

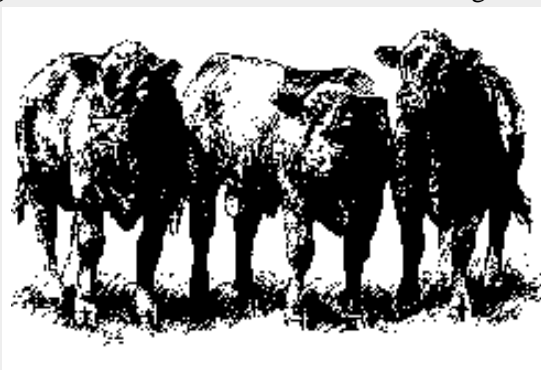
"Cradle to Grave" program. The "Cradle to Grave" program, developed by LLB, pays a \$100/bull premium for certified hormone and antibiotic free high percentage Continental bulls.

The recently approved NALF component to the "Cradle to Grave" program adds a LLB pre-approval signature to NALF paperwork, to help identify Limousin bulls eligible for the program.

The "Cradle to Grave" signature agreement is LLB's pre-approval for this program, and let's the new owner know the bull is free of antibiotics and growth hormones. This agreement was developed by NALF and LLB, knowing breeders will maintain the highest level of integrity when identifying those bulls that qualify for the

program. To be eligible for the premium offered by this agreement, cattlemen must buy registered bulls, have them transferred and the the breeder pre-approval signature must be on file at NALF.

This signature line will enhance the current program in that it "allows more commercial cattlemen to dispose of older bulls and be paid a premium for that individual and obtain more profit to purchase a new herd sire," says John Tobe, Laura's Lean Beef Company. In order to pay the premium, Laura's Lean Beef must be able to verify that the bull was antibiotic and growth hormone free from birth to harvest.



As a final step to verify a bull is free of antibiotics and growth hormones the producer must sign an affidavit before selling to Laura's Lean Beef. This affidavit will be the verification that the bull is free of these products, based on the word of the producer. Along with that, Laura's Lean does post-mortem tests on the animals just

**(Continued on Page 7)**

## Video Image Analysis . . . . .

**(Continued from Page 2)**

The Choice/Select spread is controlled by the availability of Choice grade cattle in relationship to the demand for the highly marbled product at certain times of the year. Shooting for the Choice grade can lead to inefficient beef production with the profits largely going toward the feed required to produce excess fat. Advanced cattle management systems being installed at many feedyards will help managers sort cattle to expected harvest dates, which allows for more efficient beef production and targeted marketing to hit carcass specifications.

"If you feed for the Choice/Select spread and you miss it you can't string the cattle along. Periods of high Choice/Select spread happen periodically. The premium for yield grade can be 365 days a year," O'Neill says. "I think the premium for YG 1's and 2's will continue to climb."

While palatability can be enhanced through a variety of pre and post-harvest management practices, muscling and case-ready yield primarily are determined by genetics. "Muscle comes from breeding, not feeding," O'Neill stated.

With the industry's focus on a consistent product, there will likely be more outliers identified with the augmented system and instrument grading. The system's greatest advantage might be the pinpoint accuracy associated with the estimation of yield grade. As yield grades get higher or cattle become fat-

ter and lighter muscled, the amount of seam fat increases, a primary concern when case-ready performance is evaluated by the packer.

At the same time, single trait selection is often hard to avoid. Ever since beef has had it's renaissance period with the American public, all that has been talked about is carcass. As the industry takes another step to define quality, Dolezal cautions cattlemen to be aware of the pitfalls that lie ahead.

"We can't focus on one aspect of carcass quality, we have to take the grid balance approach. Muscling is important, there can be too much or too little it hurts on both sides of the equation," Dolezal says. "Optimize 12 to 15 square inch rib-eye-area progeny coming to market without excessive finish."

VIA may be the tool that will help bridge the gap between producers and the packers as well, because unbiased accurate information will be moving up and down the market chain.

"Whenever you enhance the accuracy you automatically bridge some gaps because the information is more reliable and repeatable," Butler says.

Limousin is the largest Continental breed registry in the United States. Limousin is the leader in Muscle Growth Efficiency and is the ideal complement to British-based cows, for cattle that excel in case-ready performance. With VIA and greater emphasis on yield grade Limousin genetics is your key to profit.

# Fertility tests are a necessary risk management tool

More than one cattleman will make the comment “fertility and reproductive efficiency mean more to the bottom line than any other trait area.

Breeding Soundness Exams (BSE) are very important to the commercial cattleman. Not only should each and every bull bought for the bull bat-

ter Mother Nature can have an effect, particularly after a long cold winter where there may be some testicular damage due to freezing. A common management blunder is turning a young bull out to service too many cows, without extra nutrition following the breeding season.



tery come with a fertility guarantee, but producers should also receive a copy of the breeding soundness exam that was performed at initial purchase.

A BSE typically includes a physical examination and the evaluation of semen quality, where the veterinarian performing the BSE will evaluate both morbidity and motility of the sperm cells.

The seedstock producer commonly provides the first BSE, but after that commercial producers are encouraged to have annual BSEs performed on all bulls prior to the start of breeding season or bull sale season so infertile bulls can be replaced with fertile bulls that get the job done.

This is where the argument begins. Most commercial cattlemen are of the mindset, “if the bull was good when I bought him, he should be good now.” When in reality there are many environmental and management factors that effect the production of live, viable semen.

The next issue in this management scenario is cost. There is a cost associated with a BSE, but the reality is this cost is pretty cheap if it prevents a producer from turning out a bull that can’t get cows bred. What does it do to calf uniformity, not to mention lost pounds at weaning if one sire in a two-bull pasture isn’t doing his job? It usually costs between \$20 and \$40 per head for a BSE to guarantee the fertility of the herd bull battery.

Yearly BSE examinations will prevent wrecks in the breeding pasture. It is also always good to have a backup plan in case a bull is injured or can’t complete the breeding season for one reason or another.

When the farmer puts up his machinery for the winter all the necessary maintenance adjustments are made. BSE is practical maintenance before turning out herd bulls.

## Cradle to Grave . . . . .

(Continued from Page 5)

as a safety check, to increase consumer confidence.

“We’re interested in providing a link to those “second-hand” bulls that are coming off operations which are practicing an antibiotic and growth hormone free program and reward them,” Tobe stated. “It is a win-win situation for all parties involved.”

So far Laura’s Lean Beef has had a good showing for the “Cradle to Grave” program. Over 7,000 bulls (all breeds) are harvested annually. Once the pre-approval signature line agreement is added to NALF paperwork more bulls should be candidates for the “Cradle to Grave” program in the future. Therefore, Laura’s Lean Beef and users of Limousin genetics will both benefit.

What impact will this new signature agreement

have on the commercial and seedstock industries? At first probably only a small one, but once the details have been completed the program looks to take off and make a significant impact within the Limousin breed. This concept will only help to strengthen the alliance between Laura’s Lean Beef and users of Limousin genetics.

“This program will provide an opportunity for both commercial and seedstock producers to receive additional salvage value for their Limousin bulls,” says Benjie Lemon, NALF Director of Commercial Industry Relations.

All cattlemen should take advantage of the “Cradle to Grave” program with qualified animals. In an industry where market prices are always fluctuating, some markets are paying premiums for cattle with certified animal health histories and known genetic background. For more information, contact Laura’s Lean Beef or NALF.

# NALF Announces Annual Commercial Award Winners

For the fourth year NALF presented its annual commercial awards to three very deserving recipients during the National Western Stock Show. Each winner was nominated by their peers in the Limousin business who felt the operation’s outstanding Limousin success story warranted special recognition.

**Limousin Commercial Producer Of the Year:** Miles Land and Livestock Co., Jim and Peggy Price, Alcova, WY. This is a third generation family owned and operated ranch is in Central Wyoming that runs 1,350 head of Limousin-Charolais cross cows. The ranch is also equipped with a 3,500 head feedlot and markets 75% of the steer calves through the Laura’s Lean Beef program. Miles Land and Livestock has supplied cattle to the LLB program since 1991. The progressive operation has made improvements to make their facilities more environmentally friendly.

**Commercial Marketing Booster of the Year:** Express Ranches headquartered in Yukon, Oklahoma. Express markets over 300 bulls annually with 66 percent of their offering going to commercial producers. Through their branded beef program Express has developed an alliance with their commercial clientele. The main customer service tool is a calf buy-back program, and every bull sold leaves the operation with the Express guarantee of customer satisfaction. Express Ranches has made considerable contributions to the



**JIM AND PEGGY PRICE, MILES LAND AND CATTLE CO.**



**BILL COUCH AND BOB FUNK  
EXPRESS RANCHES**



LEE PRITCHARD, CROWLEY,  
TEXAS

Limousin breed with an innovative scholarship program for NALJA members, high quality cattle, but most importantly high quality people.

**Limousin Promoter of the Year:** Lee Pritchard of Crowley, Texas. Pritchard is a seasoned Limousin veteran who served the Texas Limousin Association for over ten years. During his tenure with the TLA, Pritchard drove miles and miles to take Limousin to the public. He also worked hard to establish bull sales across the state to the benefit of commercial cattlemen and Limousin breeders alike. Pritchard approached every endeavor with a smile.

Congratulations to the recipients of NALF's Commercial Awards.

## Do EPD Data Available on Current Bull Battery

Do you have the current EPDs on your Limousin bull battery? Providing updated EPDs on your Limousin bulls is a complimentary service of NALF's Commercial Program. This information can be used to help identify bulls siring the heaviest calves and superior females or to identify sires that need to be replaced. The data will help each producer learn

what desirable levels of certain EPDs may be, in specific environments and management conditions. New EPDs are available on your current bull battery, provided the papers were transferred to you. NALF would be glad to generate an up-to-date EPD report to help make spring bull buying decisions.

## Limousin-Muscle Growth Efficiency

*Comments of:*

ADDRESS SERVICE REQUESTED

Englewood, Colorado 80155  
7383 South Alton Way, Suite 100

Box 4467

Non-Profit Org  
US Postage  
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Denver, CO

