

THE LIMOUSIN LETTER



Thursday, January 17, 2008

35 Pens, Carloads Show in the Yards

An enthusiastic crowd gathered in the Livestock Center Auction Arena yesterday to observe judges Mark McCully, Ohio; Bob Miller, Minnesota; and Jered Shipman, Texas, evaluate the Limousin and Lim-Flex® pens and carloads. They ranked 23 Limousin bull pens, five Limousin bull carloads, three Lim-Flex bull pens and four Lim-Flex female pens.

In the carload show, Magness Land and Cattle's January–February 2007 bulls won grand champion. The group of February–March 2007 bulls from Coleman Limousin Ranch was the reserve grand champion and the People's Choice Award winner.

The grand champion Limousin pen was a group of February 2007 bulls from Express Ranches. ROM'N Limousin's March 2007 pen was the reserve grand champion and the People's Choice Award winner.

A March 2007 pen from Magness Land and Cattle was grand champion of the Lim-Flex bull show. Coyote Hills Ranch won reserve grand champion with its September–October 2006 pen.

Among the Lim-Flex females in their second year in the Yards, the March 2007 pen from Magness Land and Cattle won grand champion. Logan Hills Cattle Co.'s September 2006 pen was reserve grand champion.

2 of 3 Commercial Awards Presented

The prestigious Limousin commercial marketing awards were presented during yesterday's Limousin and Lim-Flex pen and carload shows. The Commercial Producer of the Year was Todd and Kelly Frank, Colorado. The Commercial Marketing Booster of the Year was Schott Lmousin Ranch, South Dakota.

The Limousin Promoter of the Year will be announced next month in conjunction with the Cattle Industry Annual Convention in Reno, Nev.

North American Limousin Foundation (NALF) members, start thinking now about your nominations for next year's awards. Nomination forms are available on the NALF Web site or by calling the NALF office. They are due in early December.

Magness, Wulf Sponsor Lunch

Limousin enthusiasts enjoyed complimentary burgers yesterday during the pen and carload shows. Thanks to sponsors Wulf Limousin Farms and Magness Land and Cattle.



Yards exhibitors brave the cold as they put the finishing touches on their pens and carloads before entering the ring.

Lim-Flex Females Average \$10,000

The four Lim-Flex female pens sold yesterday after their show.

The high-selling individual came from Magness Land and Cattle's February pen of three. Half interest in MAGS Slow Poke sold to Massey Limousin for \$20,500. That pen grossed \$45,000 and averaged \$18,000 per head. Etherton Farms and a partnership between Kervin Cattle Co. and Brandon Rogers were the other buyers.

Magness Land and Cattle's March pen of four grossed \$52,000 and averaged \$14,857. Etherton Farms, Freed Livestock, Massey Limousin and Moreno's Limousin Farms were the buyers.

Fuller Investments LLC swept the pen of four head from Logan Hills Cattle Co. for \$6,000 each.

Lewis Limousin Farms' February pen of three grossed \$10,100 and averaged \$3,367. Kervin Cattle Co. and McCary Farms were the buyers.

The overall sale average was \$10,000.

NALF Thanks NWLC

NALF extends its heartiest thanks to Bill Angell and the entire National Western Livestock Center (NWLC) staff for their special help during this year's Limousin events.

Best Wishes for the New Year

The NALF Board of Directors and staff members thank you for attending the Limousin events associated with the 102nd National Western Stock Show (NWSS). You have made an extra-special event even more meaningful by your presence and participation. We wish you safety, health and happiness in your journey home and the new year.